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INTRODUCTION

Another milestone in the dramatic progress of communications is recorded in the pages that follow. This is the inspiring story of men, women, techniques and equipment whose creativeness has contributed to the expansion of both radio and television.

Over 1,200 pages chronicle the vital statistical record of last year's achievements and tomorrow's planning. Herein can be found the story of networks expansion in AM, FM and TV; the broadening scope of station and agency activities and all-important data about sponsors, commercial programs, producers, artists and allied services.

This is your volume. It represents your accomplishments and your planning. More than that it becomes a permanent record of your industry made possible through many facets of cooperation and year round research and compiling.

The 1949 edition of RADIO ANNUAL is dedicated to the men and women in the progressive field of broadcasting.

JACK ALICOATE
Editor.

1949

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A P

FOR:

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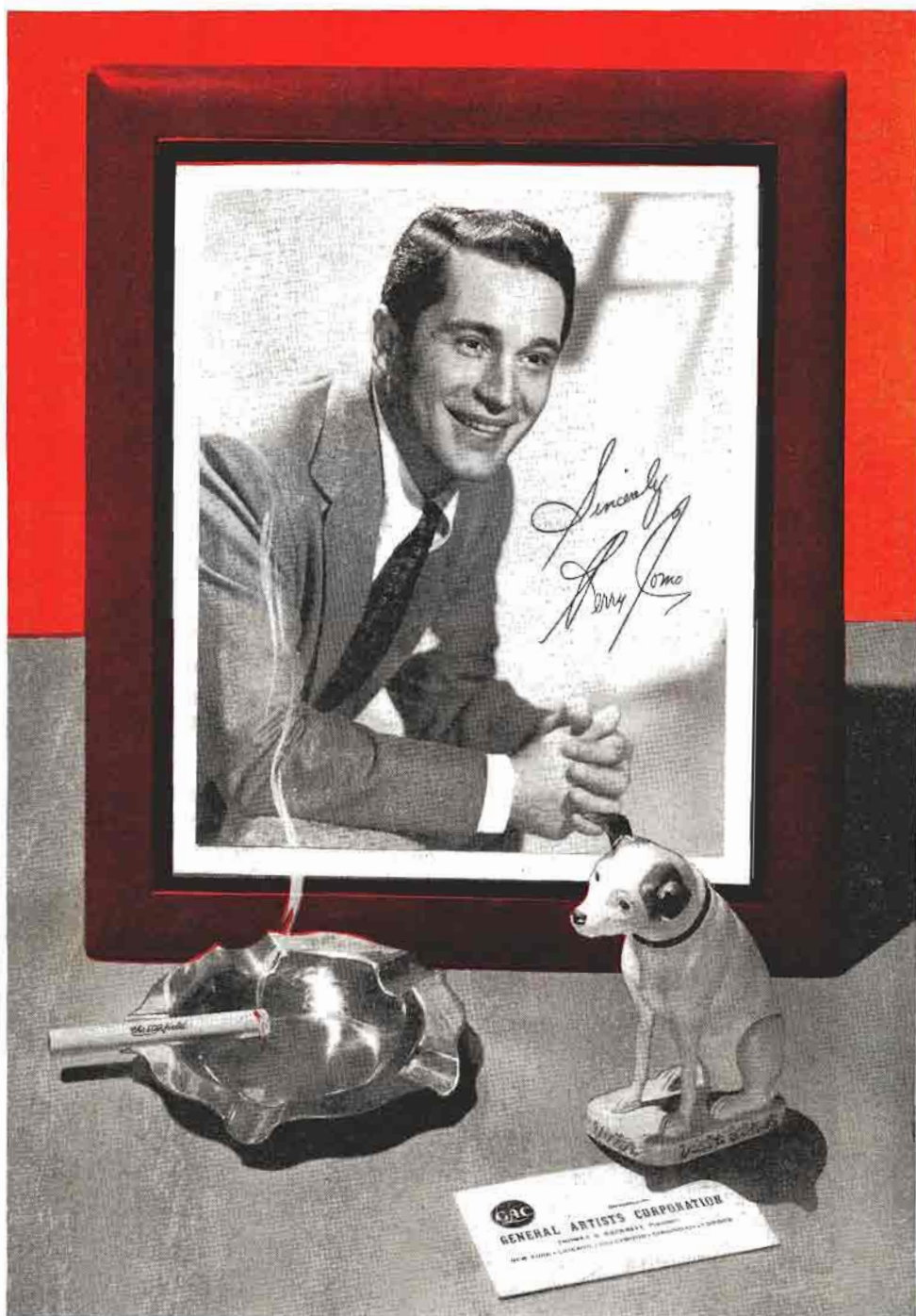
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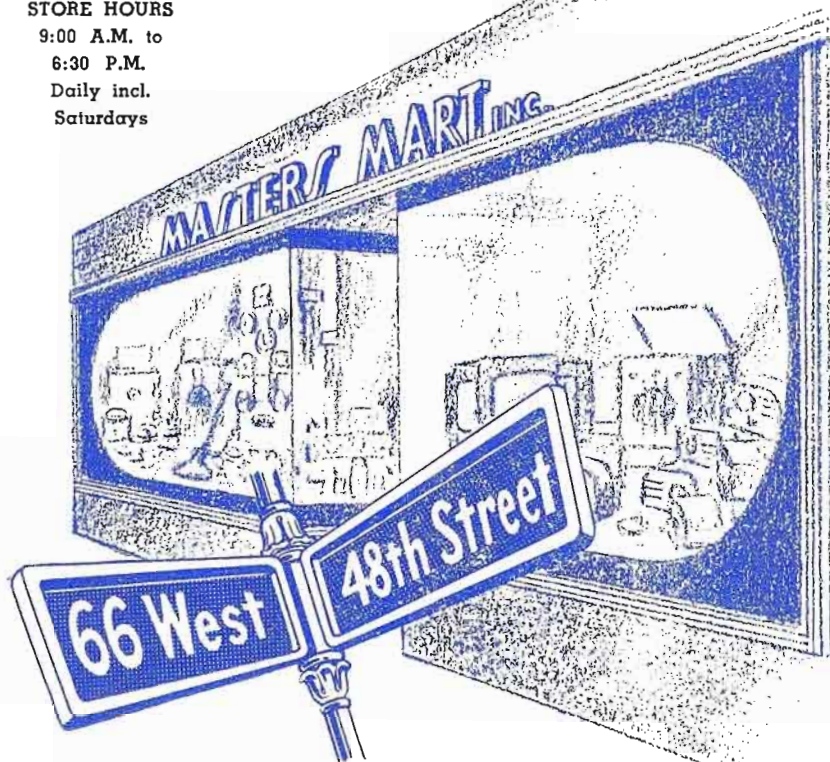
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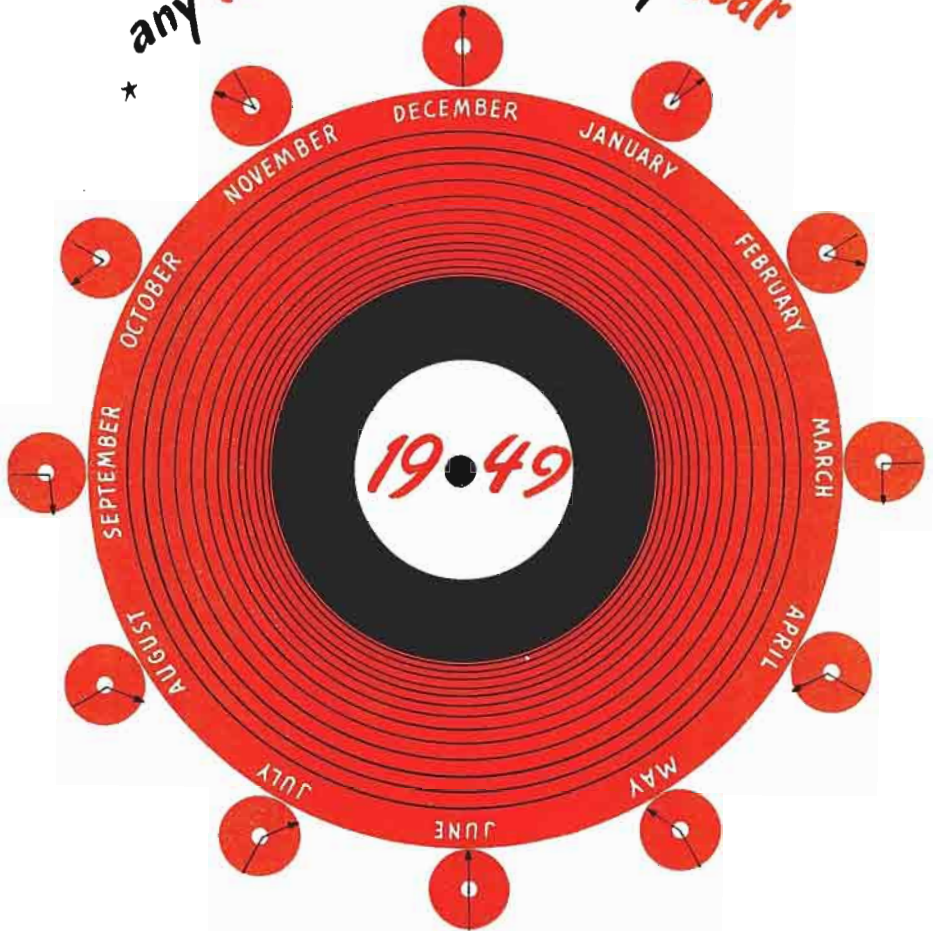
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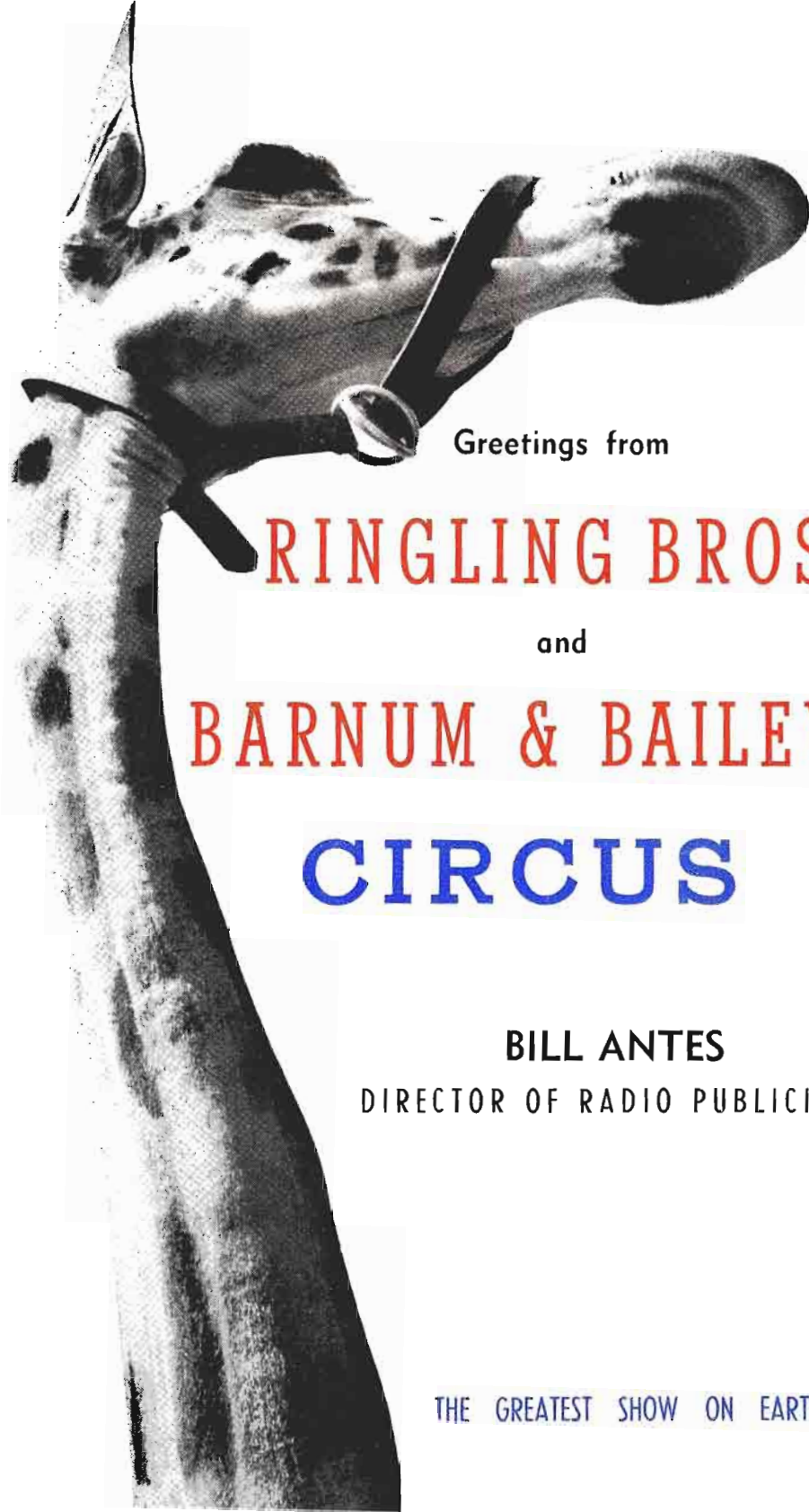
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Greetings from

RINGLING BROS.

and

BARNUM & BAILEY

CIRCUS

BILL ANTES

DIRECTOR OF RADIO PUBLICITY

THE GREATEST SHOW ON EARTH

LAUDS INDUSTRY COOPERATION

FCC CHAIRMAN REVIEWS ELECTRONIC PROGRESS

By **WAYNE COY**
Chairman

Federal Communications Commission

BECAUSE of its newness, technical complexity and spectacular growth, television continues to hold the spotlight amid the diverse broadcasting regulatory activities of the Federal Communications Commission.

The determination of the Commission that television shall have the benefit of alert and sound planning in the early stages of its existence is the public's best assurance of the future healthy development of this electronic marvel. Every day of searching consideration given now to shaping the future of television will pay dividends in the form of stability and enhanced service.



The Commission is grateful for the co-operation it has had from industry leaders in its studies of the possibilities of obtaining the maximum technical efficiency in television operation. This has been a splendid example of collaboration to achieve the common objective of giving the American people the finest visual broadcasting service attainable.



With more than 40 stations giving regular service, 90 under construction and 300 applications pending, I feel we can look for continued rapid progress. I hope that two years from now we will have 400 stations on the air.

While such matters as engineering standards and allocation problems are under study, we are also endeavoring to expedite the development of interconnection facilities so that the benefits of networking may be made available in the shortest possible time.



We will continue to work steadily toward our goal of delivering television service to all the people, rural as well as urban.

Meanwhile, the nation's aural broadcasting facilities are steadily expanding. We now have 2100 standard stations either on the air or nearing completion, this being more than double the number on the air at the close of the Second World War. In addition, some 550 applications for construction permits are pending. There are more than 1000 FM stations in operation or under construction. As the merits of FM are discovered by a growing audience and as FM reaches areas that never enjoyed any service at all before, there is every reason to expect substantial progress in that field during the coming year:

For Complete List of FCC Personnel Please Turn to Page 227



GUY LOMBARDO



PRESENTS

THE 1949
RADIO
ANNUAL

Edited by
JACK ALICATE

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101 Broadway, New York 18, N. Y. Wisconsin 7-6336



Sight
and



Sound

the nation's major stations

in the nation's major markets

are represented by—

NBC  **Spot Sales**

Radio Stations

Television Stations

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

WNBT, New York
WNBQ, Chicago
KNBH, Hollywood
WPTZ, Philadelphia
WBZ-TV, Boston
WNBK, Cleveland
WNBW, Washington
WRGB, Schenectady
WTVR, Richmond

CHOCK-FULL OF MUSICAL SHOWMANSHIP!

More than a band, here's a star-studded half hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship.

THE ROYAL CANADIANS

Guy, Carmen, Lebert Lombardo and their 16-piece orchestra.

DAVID ROSS, NARRATOR

Poet-laureate of the air, he weaves a tapestry of beauty in story and song.

THE TWIN PIANOS



The magic fingers of Fred Kreitzer and Paul Rickenback at twin keyboards.

LOMBARDO VOCAL TRIO



Three grand voices blend delightfully in rich harmony.

THE LOMBARDO MEDLEY



Three songs, without titles. A musical quiz that listeners enjoy.

THE LOMBARDO VOCALISTS



Don Rodney and Kenny Gardner sing the favorite music of the nation.

THE FAMOUS LOMBARDO PICTURE STORY



Narrated by David Ross. A musical masterpiece with that famous Lombardo touch.

Y RDO

W ID ROSS

Music
Heaven

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

Ronald Colman), WAYNE KING SHOW, BARRY WOOD SHOW, VANCE, MANHUNT, EASY ACES, FORBIDDEN DIARY, DEAREST AZINE ON THE AIR, ONE FOR THE BOOK.



"FRED ALLEN
SHOW"

NBC

VICTOR
RECORDS

THE BROADCASTERS' CREED

INDUSTRY'S PRINCIPLES HIGHLIGHTS NEW CODE

By JUSTIN MILLER
President

National Association of Broadcasters

WE BELIEVE: That American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

☆

That its influence in the arts, in science, in education, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

☆

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art;

☆

That we should make full and ingenious use of man's store of knowledge, his talents and his skills and exercise critical and discerning judgment concerning all broadcasting operations to the end that we may, intelligently and sympathetically:

☆

Observe the properties and customs of civilized society;

☆

Respect the rights and sensitivities of all people;

☆

Honor the sanctity of marriage and the home;

☆

Protect and uphold the dignity and brotherhood of all mankind;

☆

Enrich the daily life of the people through the factual reporting and analysis of the news, and through programs of education, entertainment and information;

☆

Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

☆

Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

EDITOR'S NOTE: Judge Justin Miller, president of NAB, when asked for an editorial for the 1949 Radio Annual expressed a wish that "The Broadcasters Creed" as embodied as a preamble to the Standards of Practice be used. Inasmuch as Judge Miller authored the Code's preface and stands for the principles set forth in the pronouncement, Radio Annual is happy to comply. The complete text of NAB's Standards of Practice can be found on Pages 238 to 242.



For Complete NAB Section and Personnel Please Turn to Page 233

JACK BENNY

EVENTFUL YEAR IN PROSPECT

By **FRANK BURKE**, Editor, *Radio Daily*



FRANK BURKE

THE year 1949 looms as an eventful one in the communications field. It will mark the first real competition between radio and television for the advertiser's dollar.

Radio—both AM and FM—have made creditable strides despite the growing strength of TV. During the past year radio's net revenue was up 7 per cent over the 1947 and the total sales passed the

\$400,000,000 mark. Television, on the other hand, operated in the red. This year, however, may see some of 50-odd TV broadcasters showing profits for the first time.

Most significant change in the commercial picture of radio is the increasing amount of local time sales. It has been estimated that 40 per cent of the net time sales the past year were local with network time sales accounting for 33 per cent of the stations' business. The answer to increased local sales is more intensified selling by community stations in highly competitive local markets.

Another sign of changing times is the report of the Radio Manufacturers Association that the manufacture of straight AM sets fell off the past year and the production of TV receivers rose to nearly 1,000,000 sets. Total production of all home receivers in 1948 was estimated at more than 16,000,000, of which RMA members produced 13,265,793. In 1947 the entire radio industry's production of radio sets exceeded 20,000,000.

During 1948, RMA members reported manufacturing 866,832 TV sets as compared with 178,571 in 1947 and 6,476 in 1946. Production by non-member manufacturers brought the total TV receiver output during 1946 to more than 975,000.

The growing competition for the listener-viewer audience was not the only battle in prospect for 1949. Talent raids on National Broadcasting Company by the Columbia Broadcasting System which began in late 1948, bore fruition in January with Jack Benny, Amos 'n' Andy, already on the CBS programming schedules and Edgar Bergen, Red Skelton, Ozzie and

Harriet and others expected to join the list comes Fall. NBC, on the other hand, is reported to have well laid plans for retaliation. Development of new talent, acceptable to both AM network radio and television, is going forward at NBC and ambitious programming plans for network television is also on the network's time table.

In industry circles the events of the past year and the prospects for tomorrow are reflected in the activities of the National Association of Broadcasters. The past year saw the broadcasters adopt a Standards of Practice calling for the regulation of commercial time periods and refinements in programming; support plans for reorganization of Broadcast Measurement Bureau and to lay the foundation for a federation of industry organizations which would include BMB, FM Broadcasters, Inc., and Television Broadcasters Association. The future of the federation plan will rest with the incoming board of directors who will take office during the April NAB convention in Chicago.

Lifting of the ban on musicians' recording by the American Federation of Musicians was a boom to the recording industry and prospects for commercial recordings are good for the year 1949. However; the outlook for the recording industry has been marred somewhat by the confusion resultant from the introduction of long playing record attachments with varying speeds and turntables. Columbia first introduced the L.P. record with a speed of 33 1/3 revolutions per minute last June and this was followed by an RCA-Victor record changer which operates at 45 revolutions per minute instead of the conventional shellac record speed of 78 revolutions per minute. Other manufacturers have also announced revolutionary record players and new types of microgroove discs.

Nineteen forty-nine will be a highly competitive and progressive year in the communications field. Radio will continue to fight the good fight to retain both sponsors and audience and television will make a determined bid to prove that sight added to sound makes TV the most desirable medium for entertainment and commercialism.

THANKS A MILLION . . . for the millions of Christmas Gifts you have helped make possible for the hospitalized War Veterans in the past five years. We look forward to your continued support in the campaign which has won the heartfelt thanks of the nation.



EDDIE CANTOR

"I LOVE TO SPEND EACH FRIDAY WITH YOU"

9:00-9:30 P.M., E.S.T.—NBC

FOR PABST BLUE RIBBON BEER

TEN OUTSTANDING RADIO EVENTS OF 1948

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

1. The political conventions, campaigns and the election of President Truman.
2. The Berlin Crisis.
3. Communist Failure in Italy.
4. War in Palestine; Assassination of Count Bernadotte.
5. The Death of Babe Ruth.
6. Chinese War.
7. Assassination of Gandhi.
8. Approval of the Marshall Plan.
9. President Truman vs. 80th Congress.
10. Congressional Spy Investigations.

Outstanding Broadcasts

ABC's Documentary on VD.

Mutual's "Joyful Hour" Christmas program.

NBC's "Living, 1948" Documentary Series.

CBS' "Arrows in the Dust," Documentary on American Indians.

Network Programs in the Interest of the United Nations.



JUDY CANOVA

"THE JUDY CANOVA SHOW"

For

Colgate-Palmolive-Peet

Saturday Evenings N.B.C.

TV IMPACT UNPRECEDENTED

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



David Sarnoff

SO appealing is television to the American public, in all walks of life and at all ages, that the industry at the opening of 1949 was two years ahead of the dates set by the most optimistic forecasts made at the end of the war.

In 1948, television achieved such high popularity with the public that it became physically impossible to meet the demands for receiving sets and television tubes. This was true chiefly because it was not possible for the industry to obtain manufacturing machinery as rapidly as needed. This condition will continue at least through 1949.

Television set production, for the industry as a whole, in 1949, will total approximately 2,000,000 receivers. This, according to the best available studies, will be stepped up in succeeding years, and by 1953 the industry's annual television set production is expected to reach close to 5,000,000. By the end of that year the total number of sets in operation should be about 18,000,000. Also, by 1953, it is believed that a coast-to-coast television network service will have been made possible by radio relays and coaxial cables.

This accelerated progress has lifted radio and television, in combination as an industry, to a two and a half billion dollar a year enterprise. If the rate of growth continues as the market indices and public acceptance indicate it will, radio-television should rank as one of the ten foremost industries in the United States by 1953.

Radio and television now give employment to hundreds of thousands of people and bring new forms of entertainment as well as news into millions of homes. The American dependence on radio entertainment, acquired over the past 28 years, is being more deeply ingrained by television, which enables people in ever-increasing number to eye-witness events as they happen.

Many millions of Americans, in homes and schools from Boston to Richmond, along the Great Lakes and as far west as St. Louis, saw the inauguration of President Truman on January 20. This telecast marked an historic milestone in civics as well as in broadcasting. It was the first event of its kind to be televised. It is estimated that at least 10 million people eye-witnessed the Truman inauguration—more than all who saw the thirty-one presidents from Washington to Roosevelt take the oath of office. Forty stations were in the television hook-up, in contrast to the 21-station radio broadcast of the Coolidge inauguration in 1925—the first presidential inaugural broadcast.

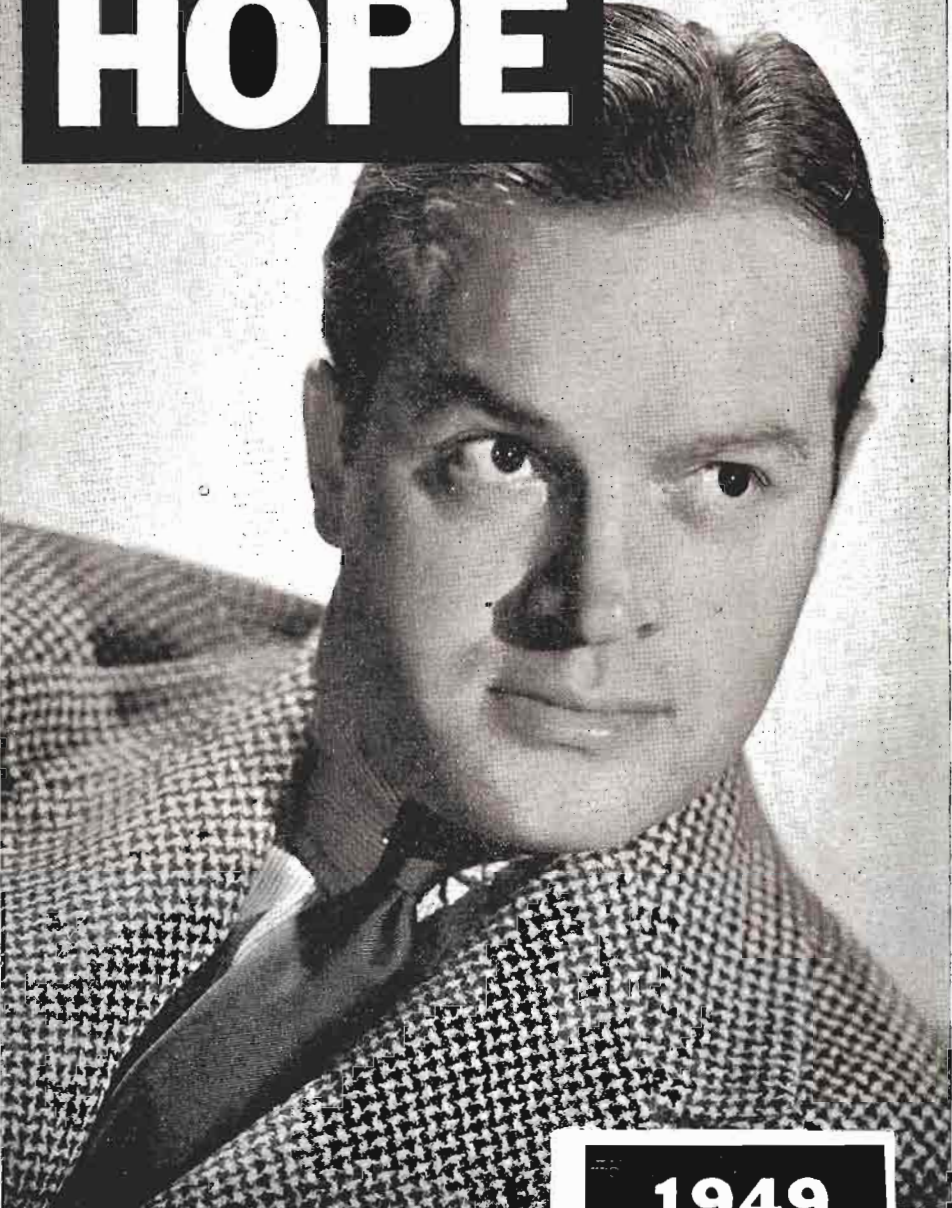
Recently, Chairman Wayne Coy of the FCC estimated that in another two years there will be 400 television stations on the air, and 1,000 stations in seven or eight years from now. He also pointed out that nine-tenths of everything we learn comes through our eyes, and added: "Television enables us to reach the mind via electronics at the speed of light. It is costly to build and to operate a television station. But the advertisers will find it the most powerful, most effective and most profitable medium for mass merchandising yet devised."

So swift has been the scientific and engineering development of television transmitters and receivers that those responsible for the artistry and showmanship of television have found it a real challenge to keep the pace. Nevertheless, the great improvement in programs at this year-end reveals such progress that it guarantees continued advances in the development of this new art.

Scientists and research men at RCA Laboratories made outstanding progress during 1948 in the development of many new devices and in the fundamental explorations of radio and electronics. A new study of radio frequencies above 500 megacycles, as a medium for the expansion of television broadcasting, was made by RCA engineers in Washington, D. C., during the latter part of 1948. The results were made available to the industry and to the FCC, and are expected to be of invaluable as-

(Continued on Page 53)

HOPE



1949

**SWAN SOAP PROGRAM
PARAMOUNT PICTURES**

UNITED NATIONS' ROLE IN RADIO

By PETER AYLEN (Canada), Director of Radio, United Nations

EDITOR'S NOTE: Because many broadcasters are unaware of the extensive radio operation of the United Nations, RADIO ANNUAL asked Mr. Aylen to by-line this article giving background information about broadcasting in the interest of 58 nations.



PETER AYLEN

THE importance of radio to the United Nations can be understood only in the light of the general informational requirements of the United Nations. To say that the organization considers information important is an understatement. The international experts who laid the framework for the United Nations used these words:

"The United Nations cannot achieve the purpose for which it has been created unless the peoples of the world are fully informed of its aims and activities."

As a result, the Department of Information was incorporated as a basic and integral unit of the Secretariat and placed under an Assistant Secretary General, Mr. Benjamin A. Cohen of Chile.

Radio is, of course, a media specially suited to the needs of the United Nations providing as it does a physical link between Lake Success and individual listeners all over the world. The almost overwhelming desire of people everywhere for more information about the United Nations and the public spirited willingness of radio systems of Member States to cooperate in meeting this demand have led to the development at Lake Success of a unique international radio organization. The United Nations radio is unique in many respects: It owns no transmitters, yet broadcasts 14 hours a day to all parts of the world. It has no censorship, although its facilities are open to any accredited correspondent covering UN affairs. Its staff is truly international—more than 25 nationalities are at present represented and they have been able to provide news reports so unbiased that their impartiality has not been questioned by listeners in any part of the world. In the United States, the Division has contributed material for hundreds of network and local programs, and in addition, has been able to link over 125 individual stations directly and through regional networks for coast to coast distribution of a daily newsreel pro-

gram produced by the Division itself—a program which this year won the coveted Peabody Award.

The Division concentrates on providing material acceptable for relay over the local systems of Member States. This is the goal, of course, of many international broadcasters and a goal very difficult to achieve. It is, therefore, gratifying to be able to report that during 1948 more than 50 countries made regular use of our services during the year and 25 of these countries were rebroadcasting every day, Monday through Friday, news reports prepared by the United Nations itself, in 21 languages. The willingness of so many Member States to open their borders to news prepared by an international organization is a fact both encouraging and significant.

The response of broadcasters during the last two years have been a source of great satisfaction. However, with a small staff it is obvious we can do only a very limited amount ourselves to satisfy the fundamental informational requirements of the United Nations. We must depend in even larger measure in the future on the cooperation of the broadcasters themselves. That is why we have noted with special satisfaction the leadership given by the American radio industry in the form of the following resolution passed at the last meeting of the National Association of Broadcasters in May, 1948:

"Recognizing the momentous issues in international affairs, the public's right of free access to impartial and comprehensive information, and the increasing responsibilities of broadcasters to promote international understanding, the Board of Directors of the National Association of Broadcasters strongly urges all station managers to give adequate coverage to the activities of the United Nations, not only by means of headline news, but also with information and discussion programs which provide most appropriate means of bringing to the attention of the public the less spectacular but more important constructive work which is being done by many UN organs and agencies."

(Continued on Page 81)



MILTON BERLE

NEW YORK OFFICE—1650 BROADWAY

PROGRESS IN PRODUCTION

By **BOND GEDDES**, Exec. V. P., Radio Manufacturers Association



Bond Geddes

THE radio manufacturing industry is rapidly becoming the radio-television manufacturing industry as set makers allocate more and more of their production facilities to television. This does not mean that we in the manufacturing business are expecting to see radio replaced

by television, but television has opened a new market and promises to tax the industry's capacity for some years to come.

The phenomenal rise in TV set production during 1948 astonished everyone, including many manufacturers, although the radio industry has a well established reputation for adapting itself quickly to changing markets.

While final figures were not available at this writing, it seems certain that television receiver production in 1948 will exceed 800,000 sets as compared with 178,500 in 1947 and 6,476 in 1946. This would bring the total number of TV sets in homes, taverns, clubs, et cetera or on the market to about a million as of January 1, 1949.

Between January and December of 1948 the TV set monthly production rate of RMA member-companies rose about 350 per cent.

The outlook for 1949 is even more promising. The anticipated availability of Cathode Ray tubes—the heart of the television set—indicates that 2,000,000 or more TV receivers will be produced next year. That means that by the beginning of 1950 some 3,000,000 homes, taverns, and clubs will be equipped to tune in television broadcasting stations.

As television receivers normally draw many more persons—whether in the home or a club—than do the corresponding number of radio sets, it is obvious that the television audience is growing to substantial proportions.

Most of the television sets being produced today are coming from the plants of the same manufacturers who have

been making the vast majority of our radio receivers and whose brand names are well known to the public. There have been some newcomers in the field, however, with the result that about 75 companies either have entered into TV set production or have announced plans to do so.

Radio set production was far from negligent, however, in 1948, and will probably continue at a high level in 1949. With an industry output of about 15,000,000 radios or more expected in 1948, as compared with 20,000,000 in 1947, this year's output is well ahead of that of the best prewar year—1941—when 13,600,000 sets were manufactured.

FM-AM receiver production, moreover, is increasing steadily, and sales of portable and auto radios are continuing far ahead of prewar. The 1948 output of FM-AM and FM sets seemed likely at this writing to exceed 1,500,000 or about 25 per cent above that of 1947 despite a corresponding decline in overall radio production.

Television receivers are being manufactured in an increasing variety of models, with prices running from just under \$100 to over \$4,000, and are adaptable to a small apartment or a large living room or library. Television is not a rich man's toy but, like radio, is designed for family and home entertainment of every economic class.

The radio industry has invested millions of dollars in launching television and is prepared to spend millions more in bringing TV set production to a volume scale comparable to that attained in radio manufacturing. Every technical improvement will be passed along to the consumer as rapidly as it develops, but there is no danger that present TV receivers will be outmoded or made obsolete in the near future.

The radio industry is already a billion dollar industry; tomorrow the combined radio and television industry probably will be one of the largest single industries in the country. The radio industry has always been highly competitive, with benefits to the public, and the television industry will be equally competitive.

AL JOLSON

FUTURE OF ADVERTISING

By **FREDERIC R. GAMBLE**, *President, A. A. A. A.*



FREDERIC R. GAMBLE

FOR many years now the relationship between advertising agencies and broadcasters has been a productive one. There has been a steady increase in the volume of national spot radio advertising.

As we now enter 1949, it is in our mutual interest to examine that relationship for the

future. Will the joint effort of stations and agencies continue to be generally resultful and successful? Or must we now also face the prospect of more and more advertising failures?

Taking a realistic look ahead, I think we can recognize that the future may hold some difficulties.

First, our economy is still at dangerous inflation levels. Skillful use of advertising is required—along with skillful use of all the other selling tools of American business—to help ease our adjustment to normal.

Second, the buyers' market is gradually ebbing away. Carefully planned advertising will be needed to find customers for our vastly increased volume of goods and services, as more and more of them come into ready supply.

Third, there will doubtless be increased business failures, beyond the control or help of advertising. This is the usual post-war trend, now aggravated by inflation.

As a result of these factors—the demand for more skillful advertising and the rise in business failures—there is great danger that many of the marginal, the inexperienced and the ill-advised advertisers may go by the board. We can also expect that successfully advertised goods and services—with a reservoir of consumer good will, and spread over wider territories that can better absorb local shocks—may best come through this period.

Thus, advertisers will be put to the test and the advantage will go to those with skillful advertising counsel.

And skillful advertising counsel is the function of the competent advertising agency.

It is surely in the interest of broadcasters, then, to insure as high-quality performance as they can by the agencies with whom they do business. For these agencies are part of the station operation—that is the way the industry has grown. Broadcasters support the structure by which they are paid. Broadcasters decide who shall be considered an agency eligible to place business with them. Broadcasters decide this—and nobody else.

These agencies supply, subject to station approval, a large part of what the station broadcasts. They, along with the station, are responsible for the future success or failure of the advertisers they handle. Where the agencies are able, the station is strongly armed for the future. Where they are weak, it is vulnerable.

Standards of agency recognition are promoted nationally among newspapers, magazines and other publications.

It is astonishing to us—and I speak on behalf of advertising agencies—that radio has *not* taken any similar steps to develop such standards or to set up any recognition machinery, either nationally through NAB or regionally. The need becomes even greater as television burgeons into a great, new and complex medium.

Isn't the time here, now, when radio should undertake some recognition machinery? And even lacking any national machinery, couldn't radio through NAB at once agree on sound *standards* of agencies recognition and recommend them vigorously to individual member stations? Some steps have already been taken by the NAB Sales Managers Committee. Couldn't these be followed up?

In our judgment, the times are requiring action.

Let us hope that the 1950 Year Book can tell of constructive action taken.

For Complete List of Adv. Agencies Handling Radio-TV Accounts See Page 133



CAMEL PROGRAM

Friday

Pacific Time 5:30 to 6:00 P.M.

Eastern Time 8:30 to 9:00 P.M.

NBC

Mgt. LOU CLAYTON

BMB—A YEAR OF DECISION

By E. P. J. SHURICK, Promotion-Research Director, Free & Peters, Inc.



E. P. J. SHURICK

THERE seems to be a strong parallel between the Broadcast Measurement Bureau and some commercial program ventures. Everybody likes the show except the sponsor's wife.

In spite of an unprecedented gold rush to new and improved broadcasting facilities, all of such actions having a direct or indirect effect upon the 1946 U. S.

Report, BMB during the past year has been put to valuable use by seller and buyer alike. What seems to be a certainty is the prediction that if an industry fostered project such as BMB can weather these hectic years since the great freeze, it should be fortified for any eventuality in normal times.

BMB in 1946 brought to time buying and station management a uniform nationwide measuring stick for determining individual station audiences. The printed media long since had their circulation figures, but in its haste to gain a sales advantage because of revenue needs, broadcasting reached beyond counting subscribers to determining specific program preferences. Actually for some dozen years, coincidental methods of audience measurement were ahead of the industry. Now the reverse is true with the Hoopers and Niensens energetically seeking a projectable rating to pyramid on top of a nationwide audience "circulation" base.

The past year has been one, not only of putting BMB into actual use, but of providing as well a period of evaluation as to what BMB has meant to the more intelligent buying and selling of broadcast advertising. What better evidence could one have that BMB is accomplishing its purpose than the country's most astute advertising agencies which have converted previously makeshift audience estimates over to the BMB standard?

From the seller's standpoint—the station and the sales representative firm alike have at their elbows a common denominator which contributes much to the betterment of sales, promotion and manage-

ment procedures. One has to grant that many of those who footed the cost of BMB have been slow to capitalize on their investment, but the data is there in unbiased, unrestricted form.

The salesman now can talk the language of the buyer. Energy and time can be saved from having to justify the authenticity of the station's own audience figures. Projections can come closer to actualities. The widely varying differences in distribution between one product and another is provided for by the full spread of BMB percentages—from highly concentrated nearby saturation to widespread, scattered acceptance. With BMB a relative measurement, competitive comparisons can be made, determining cost-per-thousand between stations on uniform base figures.

From the standpoint of station management and the representative firm—more intelligent rate considerations can be undertaken. Over the long haul this cannot help but mean standardization, not just for any one particular market, but nationwide as well. With certain limitations, promotional need can be determined for unexpected low percentage counties within the station's normal primary physical service area. Supplementary evidence of engineering effectiveness can be derived from BMB data, and a cross-check made between theoretical signal strength and practical audience acceptance.

Such heading listings of BMB uses are only the beginning of more detailed considerations, even within the limitations of the first report. While no one has the absolute answers to economically measuring listening by the quarter-hour, day or year, at least the industry has moved several steps closer to greater enlightenment. Not only has BMB shown that "station subscribers" can be counted, but through these industry-wide efforts the independent researchers have been stimulated to ever-increasing consideration of research itself.

It would be a sad commentary upon uniform audience measurement if the ungenerous sins of its fathers would have to be shouldered by an industry which is rapidly approaching competitive normalcy. It will need every acceptable sales tool at its command.

Onward and Upward!!

As we go to press

**DUFFY'S
TAVERN**

is the

**THIRD
RANKING
PROGRAM**

on

N. B. C.

CAB REORGANIZATION UNDERWAY

By G. A. R. RICE, Chairman, Board of Directors, CAB



G. A. R. RICE

NINETEEN FORTY-EIGHT and 1949 are years of re-organization for the Canadian Association of Broadcasters. In April of 1948, the process was begun, when the board of directors appointed Mr. T. Jim Allard, formerly public relations director of CAB, as the organization's general manager. As of January 1, 1949, Mr. Pat Freeman assumes the post of director of station

and advertiser's service. His responsibilities will be largely concentrated in the field of direct selling.

Headquarters of the Canadian Association of Broadcasters was moved to Ottawa, following the pattern established by NAB in the United States. Ottawa is the capital city of Canada, and consequently the site of most of broadcasters' problems. The service office, and Mr. Freeman, will continue to operate at 37 Bloor Street West, Toronto.

Regional meetings will continue, having proved highly successful during the 1948 year. Enlargement of this technique was planned shortly after the reorganization began, and is already well under way.

Assisted by a research and personnel expert, the new CAB manager undertook an extensive survey of CAB's operations, problems, and objectives immediately after assuming his new post. As a result of this exhaustive survey, a management report was produced, and this was adopted by the board of directors in full.

Under this new outline of policy and objective, the Canadian Association of Broadcasters will concentrate on two main objectives. First of these, is a growing battery of direct station services. Second, is a direct campaign to "sell the medium." Apart from direct selling, this will embrace study of effective techniques in research, market information, and promotion, for member stations, as part of a pattern to increase radio sales.

A special committee to handle "small

markets" problems was formed, and began functioning during 1948. It will give special attention to the sales problems of member stations located outside the major metropolitan areas.

In May, 1948, the association was successful in having lifted the ban on mention of prices in broadcast advertising that had been a feature of Canadian radio regulations for some 15 years. The use of price mention on Canadian air is regulated by a code formulated by the Association and adopted by member stations. The association was also successful in having removed the prohibition on complete sponsorship of news broadcasts.

An improvement in the association's relations with other organizations in and allied to the broadcasting field has taken place and is steadily gaining ground. Some 14 new stations came into existence in Canada during the year 1948, and most of these are now members of the Canadian Association of Broadcasters.

The financial position of the association has improved, and new techniques have been developed for keeping membership fully posted on the activities of their association. The "category" system of fee payment, parallel to that of NAB was adopted at the 1948 annual meeting, and is now in effect. 1949's annual meeting will be held during June at St. Andrews-by-the-Sea, New Brunswick.

A stepped-up public relations campaign is well under way. The association's manager has a regular schedule of addresses to service clubs, ad and sales clubs, and similar organizations. Copies of all such addresses are forwarded to station managers for local use where possible.

Regular association activities continued, such as those dealing with copyright matters, personnel problems, and the hundreds of routine details that are the lot of a trade association.

The new management report gives CAB a definite, clear cut set of objectives, and equally clear-cut channels in which to direct its energies at those targets. It is with a feeling of renewed faith, confidence, and optimism that members of the association start the year 1949.



Jack Carson

CBS—Friday Nights

8:00 P. M. EST

8:30 P. M. PST

**Sponsored by General Foods
Sanka Coffee**

Management
Frank Stempel
Hollywood, Calif.

TV IMPACT UNPRECEDENTED

By BRIG. GENERAL DAVID SARNOFF

(Continued from Page 41)

sistance in helping to chart the future area of television's growth.

In radio and television, the electron is the new and magic force. In aviation, it is jet propulsion. In medicine, it is penicillin and streptomycin. Like the original discoveries and inventions in these fields, each is a new key to further developments which will make our present-day conceptions of science seem as crude as the first feeble wireless signal, or the first short flight of the airplane.

The years have a way of fitting inventions into our life so that they become accepted as matter of fact. We regard their social and economic impact, their performances and services, as merely commonplace. In a way, this is unfortunate, for we should not, either as a nation or as individuals, treat them in such a casual manner. Our opportunities to succeed as individuals and to advance as a nation were often found in tiny clues, hidden amid simple surroundings. The steam engine was born in a tea kettle; the airplane came out of a bicycle shop; the automobile first sputtered and moved in a small carriage factory, and broadcasting started from an amateur station in a private garage.

Each of these inventions was, at the outset, confronted by skepticism. The public was indifferent and a long period of time elapsed between their introduction and their popular acceptance. This span has been shortened greatly by the rate of new implements of science and the modern means of exploitation.

Ultrafax, a combination of television, radio relay and photography, just emerging from the laboratory, represents another great advance in communications. Ultrafax can handle documents, letters, printed pages and messages at the rate of a million words a minute. At this speed, a 500-page book could be flashed from New York to San Francisco in half a minute. When fully developed this new method will be able to transmit coast-to-coast in a day the equivalent of forty tons

of air mail. This may lead to a radio mail system.

There is no lone inventor of Ultrafax, of Television or of Radar. These significant developments are evolutionary; they are the result of mass attack by science on a wide front over trails blazed by the pioneers who charted the first pathways into the unknown. Years of effort, by thousands of research men and engineers, have been necessary to find new knowledge, and to put it all together in a vastly improved system of communication. Nevertheless, we are only on the threshold of radio; for its possibilities are endless. Its frontiers are in the outer reaches of space, and its sphere of operations is the universe.

Inescapably, the future of the world and of civilization is linked with atomic energy. When science releases that power, and society learns how to control it properly, it will start a universal chain reaction that is bound to affect significantly the political, social and economic life of people everywhere.

Beyond today's horizon, we may see automobiles, tractors, airplanes, locomotives and ships powered by small capsules of nuclear energy. We shall have atomic propulsion. It is possible that a mere speck or radio-active material will serve as the power for radio and television receiving sets, and broadcasting stations also will take their power from this new form of energy.

Such a miniature power supply in capsule form may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera. When this day comes, people also may carry pocket-size radiophones that will enable them to communicate with home or office, no matter where they are.

These fascinating possibilities are not "around the corner," for much remains to be done before they can be realized. Nevertheless, if the world is at peace and science is unfettered we shall see these promises fulfilled.

For Year Book of Television Please Turn to Page 993

TRUTH
or
CONSEQUENCES

For DUZ—NBC

Saturdays



Ralph Edwards



THIS IS YOUR LIFE

for

Philip Morris

Tuesdays—NBC

TELEVISION—A PROGRESS REPORT

By J. R. POPPELE, President, Television Broadcasters Association, Inc.



J. R. POPPELE

TELEVISION in 1948 virtually "captured" the nation. In 1949 the triumph of the art of visual broadcasting will be complete. Recapping the past 12 months of television broadcasting in a capsule, one might say it was red-hot and whew!

At the past year's end, television set ownership was moving close to the million mark and the number of operating stations approached half-a-hundred. On January 1, 1948 there were but 16 television stations on the air and a few hundred thousand television sets in the hands of the public.

As a matter of fact, 12 months ago television receiver production had barely reached 30,000 a month. Now it is in excess of 100,000 a month and still mounting. A year ago only the east coast had network television service. Now the east and mid-west are joined in a web that extends southward from Boston to Richmond and westward from Buffalo to St. Louis. Many additional extensions are contemplated this year as the inevitable march of progress continues.

Television has matured in other ways, too. Television programming, in the past confined primarily to evening hours, went on a daytime basis late in 1948 with the Du Mont Network leading the way. And the calibre of television programming soared with the growth of the industry.

Stars of stage and screen also became television personalities during 1948, pre-empting a trend toward top star billings in this new art of visual broadcasting. Among these stars were Paul Muni, Ralph Bellamy, Peggy Conklin, Raymond Massey, Virginia Gilmore, Dennis King, Bert Lytell, Frank Thomas and others.

The past year was one of tremendous importance in a news sense. It was the year of a great national election, with its attendant excitement and public interest. Television acquitted itself ad-

mirably in covering both the national political conventions and the election campaigns.

While television made impressive strides in 1948, this year will see its full flowering in virtually every large metropolitan city in the nation. The temporary halt in granting construction permits is expected to be rescinded early this year and those stations under construction at the turn of the new year are due to begin operating within the coming eight to ten months.

From a network point of view, the American Telephone & Telegraph Company expects to link Los Angeles with San Francisco during 1948 and to extend its services from existing network links to Dayton, Columbus and Cincinnati, Ohio, Indianapolis, Ind., and to Louisville, Ky. It expects to branch out to Madison, Wis. and to Rochester, N. Y., Akron, O., Youngstown, O., Johnstown, Pa., Harrisburg, Pa., York, Pa., Lancaster, Pa. and Reading, Pa., sometime between 1949 and 1950.

If all factors being considered are met, it may reasonably be expected that there will be about 134 stations on the air by the end of 1949. This estimate is based on the 50 stations operating by the end of '48 and the construction permits granted at that time. An additional hundred TV stations will be on the air by the end of 1950 and 355 stations by the end of 1951. The estimate made in November, 1948 by Mr. Wayne Coy, F.C.C. chairman, that 1,000 television stations are likely by 1955, undoubtedly will be fulfilled. This would include hundreds of "satellite" stations to "feed" the great suburban and rural sections of the nation.

The American advertiser—bulwark of radio, newspaper and magazine survival—has taken a great affection to television. By the end of 1948 there were over 450 advertisers utilizing television to sell their wares. This figure should double in 1949 as more and more receivers, and wider network service become available.

Television is fast fulfilling the predictions of its most ardent supporters, i. e., that it will be the greatest form of mass communication ever devised.



FRED WARING
and his
PENNSYLVANIANS

NBC—MONDAY THRU FRIDAY—10 A.M., EST
THURSDAY EVENINGS—10:30-11:00 P.M., EST

ET'S BECOME BIG BUSINESS

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



Frederic W. Ziv

ELECTRICAL transcriptions have really come of age in the post-war era, and everyone gets the credit except the fellow who really deserves it.

One editor says the Bing Crosby transcribed show is responsible for the come-uppance of transcriptions. Another editor gives Ziv the credit. Another suggests that

the networks, with their delayed broadcasts via transcriptions, are responsible for the great public acclaim of transcribed radio. But the fellow who deserves the credit is the biggest business man in the world . . . the biggest spender of advertising dollars in the world . . . namely, the nation's little business men.

These little business men are not in position to use a hookup of stations. Their businesses cover only one market or one state, or perhaps a half dozen states.

How little are they? I have in mind a department store in a city of less than half a million people. In 1948, that department store did over \$40,000,000 business. In 1948, that department store spent \$1,000,000 advertising in that market. I can think of no national advertiser who spends an equal amount in a market of equal size. In another market, population under 250,000, there is a baker who spent \$100,000 for advertising. No network baker spends that much money in a market of equal size.

Yes, these little business men are, in fact, very big fish in their small puddles. They want programs calculated to dominate their markets. They are impatient with the type of talent that might happen to be in their particular markets at that particular time. They want big-time radio and they have learned that they can obtain big-time radio solely by means of electrical transcriptions.

Mr. Local Sponsor learned how high-rated transcribed shows like *Boston Blackie* and *Barry Wood* can ring the cash register. How "names" like *Ronald Col-*

man and *Guy Lombardo* can build enthusiasm within their sales organization. They learned that the listening public today accepts transcribed shows on a par with network shows.

Hooper ratings prove this last point beyond question of doubt. When we see ratings like 21.7 for *Boston Blackie* in Louisville, and 16.5 in Minneapolis; and 16.6 for the *Ronald Colman Favorite Story Show* in Salt Lake, and 17.5 in Los Angeles; and similar ratings for transcribed shows all over the country . . . ratings that beat network shows competing at the same time on other stations . . . rating that beat network shows that precede and follow on the same stations . . . yes, these ratings prove that the public accepts transcribed programs.

And the local sponsor knows it. He is in radio to stay . . . as long as he can get top quality shows, with big-name values, that enable him to earn high Hoopers and beat network competition.

What of tomorrow? It is always dangerous to predict. But it appears obvious that bigger and better shows will continue to be made available to local and regional sponsors via transcriptions. And what is more inviting is the fact that today's network radio advertisers appear headed towards selective local market radio advertising in the future. This is based on the predicted progress of television in major markets. As television makes still greater strides, it is expected that today's network radio advertisers will find reason to spend more and more dollars on television in major markets. This may require that they reduce their expenditure on AM network radio. It is my prediction that today's network radio advertisers will soon be dependent on television to reach their major markets and will be depending on transcribed radio shows to reach their non-television markets.

That's ET's dish! National advertisers know the value of big-name, big-time shows. So we can expect national advertisers to turn to big-name, big-time shows on transcription, and spot those transcribed shows in selected local markets.

Dear Radio Editors, Columnists and Critics:—

My warmest thanks for your having voted me the No. 1 spot for girl singers for the 8th consecutive year in your annual poll



Gratefully,

Dinah Shore

IMPORTANCE OF ADVERTISING

By DICK DORRANCE, President, O'Brien & Dorrance, Inc.



DICK DORRANCE

WHEN RADIO DAILY asked for an evaluation of today's radio promotion, I warned them. But they said: "Be frank. Say what you think."

Well, if a man went out and bought a plot of ground on a well-traveled corner with well-proven sales possibilities—and then put up on it a ramshackle, ill-designed building—you wouldn't think him much of a busi-

nessman, would you?

Unfortunately, that's about the exact parallel of most radio trade paper advertising. It is jerry-built, inadequately planned, poorly executed and runs the scale from humdrum monotony to downright amateurishness. Essentially, 80 per cent of it is a waste of the good space in which it appears.

Let's face the fact. Putting down \$200 for a page in a trade journal is just the start. You have to make that blank area work for you. The paper will get you the readers (if it's any good), but it is then up to you to make them stop, read and remember as they go by. And you don't do it with some old, tired copy dashed off at the final moment and combined with a ten-buck drawing that a local schoolgirl of alleged artistic talent turned out.

Radio lives by advertising. It should have more faith in its own bread-and-butter than to sluff off in this manner what is a proven, exact science. If national advertisers operated the same way, there'd be a lot of stations playing the "Star Spangled Banner" for the last time.

The problem is heightened when you take a good breath and remember that the people to whom most radio trade advertising is addressed are advertising professionals. They *know* the good from the sad. It takes an extra spark to get their interest and hold it.

All right. What can be done? Foremost, realize that—like anything else worthwhile—radio trade advertising deserves careful *advance* planning and skillful execution. It cannot logically be left to the mailroom boy or some other unoccupied member of the staff. It calls for a

careful marshalling of all competitive sales points, evaluation by an expert in sales and promotion who has a practical knowledge of the field, and (that most important ingredient) *time*.

Good campaigns seldom pop up overnight. They have to be sweated out, and the creator must know what he's doing—particularly if the story has weaknesses (as is usually so). Actually, the *writing* of a campaign should be relatively easy—if all the plans have been made intelligently and agreed upon ahead of time.

Most radio trade advertising seems to have been contrived in reverse. Time is short . . . a few warmed-over facts are coupled together loosely . . . somebody reaches 'way out into left field for an approach . . . second-rate mechanical production happens overnight . . . and another egg is on its way to being laid.

No one has ever computed, either, the amount of money thrown away by restless advertisers. They start out with well-conceived campaigns built around themes that make sense, and begin the slow but vital imbedding of themselves in readers' minds. Then, suddenly, the advertiser—who, mind you, has mulled over every ad—decides that the time has come to "change the pitch." So the campaign veers off on another tack, loses all the gains it has fought for so hard, and steps out under a new set of whiskers to ignore the basic rule of continuity and repetition which is an advertising axiom beyond question. In military parlance, a "campaign" is a "series of coordinated operations, each reinforcing each other toward an important objective." In advertising, it is no different.

It comes down, as you can well argue, to what you want your advertising to do. If you want to fill up the space you buy with anything at all, get rid of money for tax purposes, feel you have to help support a trade paper for politic reasons, or impress yourself with what interests you—then the ideas expressed here will be of no concern to you.

But if you want your advertising to *sell*, help build your business, acquaint more people with the facts that make you better than your competition—then put a little *time*, *money* and competent *skill* into getting the most out of the space you buy. It's always the cheap suit that wears out first at the elbows.



"Be Good To Yourself"
is the wish of

DON MCNEILL

TOASTMASTER OF THE

Breakfast Club

16th YEAR

SPONSORED COAST TO COAST
MONDAY THROUGH FRIDAY

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

SWIFT-PHILCO-GEN. MILLS

TRIBUTE TO RADIO

By **CARL HAVERLIN**, *President, Radio Executives Club of New York*

EDITOR'S NOTE: During the observance of National Radio Week last November, Carl Haverlin, president of the Radio Executives Club of New York, paid an eloquent tribute to the radio industry at an REC luncheon held at the Hotel Roosevelt in New York City. Believing that Mr. Haverlin's remarks bear repetition, RADIO ANNUAL is privileged to reprint the text:



CARL HAVERLIN
President, BMI

RAUDIO is significant. For radio, like all of man's great accomplishments, has helped to deliver him from the weight and mass of this heavy globe upon which, unaided by such accomplishments, he would still crawl within a narrow circle.

The lever, the forge, the wheel, the press, the wire, the wing — these and other inventions have loosened our bonds.

To them was added the power of the microphone and the vacuum tube. In 1921 into their clumsy interiors men spoke and others at a distance heard. Through the air—over nothing—they heard and marveled.

They did well to marvel, for in those early broadcasts were the then incredible seeds of a harvest not yet fully reaped—network broadcasting, international short-wave transmission, frequency modulation, high fidelity reproduction, television, radar, facsimile and now ultrafax and other things now only imagined, but what we in any branch of radio can imagine will be made real.

Your programs too have kept pace with your technical advances. Today they go out from thousands of towers to so many million of listeners as to stagger the imagination. And they go out and out, racing past the moon to the planets and the stars themselves, before they lose their energy in some galactic gulf . . . bearing intelligence—pregnant with communication—saying, "Here on earth is life—do you hear us?"

Yes, it may well be that somewhere the planetary symbol of the questing and eager spirit of this earth is a Bulova Time Signals or the NBC Symphony Orchestra.

Big words—some critics will say—too big, too nice and too lush for broadcasting. Broadcasting, which is vulgar, crass and commercial; advertising odd things in questionable ways. Broadcasting that blunders and falters and panders and fails to reach their ideal.

Well, I am not here to defend radio, so let me admit that sometimes radio is some, if not all, of these things. Let them be true. For they are true of all people, of life itself.

But like life itself, like people, broadcasting is also magnificent and inspiring and courageous. With its few faults and its many virtues, it fits the people it serves. If one sleeve be short—then so is arm it covers. As the body grows, the coat will be changed.

I hope that after some 25 years in radio I may, with propriety, make two suggestions to you, my betters. I've noticed that critical harpoons are thrown at us in cycles. Until they're thrown, we are negative. When thrown, we go on the defensive. I suggest we take on a renewed, a positive, yes, a fierce pride in the progress we have made in 27 years and carry it with us daily.

My second suggestion is that you do not let familiarity or boredom take the color out of broadcasting. Let not age wither nor custom stale that fine enthusiasm the pioneers had in the 1920's and '30's.

Instead, let us re-create our original sense of awe and wonder about broadcasting, whether we be network president or a youngster making early morning station breaks. Let us—like the ancient Druids who greeted the sun each morning as though they had not expected it to return—look upon radio in its true light—a continuing and renewing miracle. And remember the vital things in which you deal—intelligence, communication, laughter and music—and the power with which you work is the very staff of life itself.



ALAN YOUNG

Every Friday Night — NBC — with JIMMY DURANTE

Now starring in

"THE ALAN YOUNG SHOW"

Every Tuesday night on NBC for Tums

RADIO REPS REVIEWED

By FRANK M. HEADLEY, President, National Association of Radio Station Representatives



FRANK M. HEADLEY

THIS association has just had its second annual meeting, and I am glad to report to the radio industry regarding our progress.

Your readers will remember that the association was formed by the independent broadcasting station representatives to promote Spot radio. In the course of our first year, we published the book entitled *Spot Radio Lets YOU Decide*; we furnished to our members a kit of promotion material to follow up that booklet; and we have issued an easel presentation of Spot radio, which is beginning to make itself felt.

Advertisers, agencies and marketing schools have been very generous to us in their praise of the Spot Book. We did try to make the book factual. We did give in it a panorama of the United States, its differences in climate, sunrise and sunset times, listening habits, variation in wealth, divergencies in farming operations, and hundreds of other illustrations of the fact that there is no average radio family. Our thesis was that Spot radio was selective, easily adapted to markets, and people, and budgets, and that it well deserved its high place among advertising media. The book has been placed in the hands of all advertising agency personnel interested in Spot radio, including plan boards, account executives, media officials. We have given it a wide distribution among advertisers, large and small; sectional and national; users and non-users of Spot radio, and we have a big file of commendatory letters.

We intend to see that no person interested in Spot radio in any degree will miss having a copy of the Spot Book.

Spot representatives are now engaged in an all-member promotion campaign, with posters and stickers, and all the usual paraphernalia, to give repetition to the idea that "Spot Radio Lets YOU Decide."

A further step in strengthening our association was taken at the year end, when the members decided to incorporate it. The directors of the corporation are the officers, including the president and Adam J. Young, Jr., vice-president; F. E. Spencer, Jr., secretary, and Lewis H. Avery, treasurer, and in addition three directors elected by the members—Edward Petry, Eugene Katz and H. Preston Peters.

Early in the Fall, the association opened its office at 101 Park Avenue, where it installed T. F. Flanagan as managing director.

The association prepared and presented at the FCC hearing on station representation by networks in December, a comprehensive brief and exhibit on the history and operations of Spot Radio Representation, and a strong case was presented for FCC action to prevent concentration of too much control over station income in the hands of a few powerful organizations.

One of our actions during the coming year will in all probability be a change in the name of our organization, so that it will include both AM and TV broadcasting.

Our members have been the recipients of congratulations from many of their stations on the Spot radio volume in the past year. NAB estimates indicate that national Spot business increased 10 per cent in 1948 over 1947, local business 6 per cent, and network business 4.5 per cent. The latest published FCC figures indicate also that the independent radio stations receive more net income by approximately \$2,000,000 from National Spot time sales than from network sales.

The members of the association are: Avery-Knodel, Inc.; John Blair & Company; The Bolling Company, Inc.; The Branham Company; Everett-McKinney, Inc.; Free & Peters, Inc.; The Friedenbergs Agency, Inc.; Headley-Reed Company; George P. Hollingbery Company; The Katz Agency, Inc.; Robert Meeker Associates, Inc.; John E. Pearson Company; Edward Petry & Company, Inc.; RA-TEL Representatives, Inc.; Paul H. Raymer Company, Inc.; Taylor-Boroff & Company; The Walker Company; Weed & Company, and Adam J. Young, Jr., Inc.

For Complete List of Radio-TV Station Reps See Page 209

ROBERT MERRILL

METROPOLITAN
OPERA
COMPANY

R.C.A.
VICTOR
PROGRAM

The Robert Merrill Sunday program is a half hour of ingratiating, smoothly-performed renditions of classics, standards, musical comedy tunes, and arias. Here is first rate music sung first rate and the program is in the spirit of a relaxed Sunday afternoon.

Paul Denis
New York Post



Robert Merrill is a baritone with a beautiful voice and a real concept of bel canto.

Olin Downes
N. Y. Times

1948 AWARDS

Musical America Concert Poll

Musical America Radio Poll

Billboard Classical Singer Poll

Motion Picture Daily Award

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

PERSONAL MANAGEMENT GALE, INC., 48 West 48th Street, N. Y. C.

MERCHANDISING OUTLOOK—1949

By JOSEPH B. ELLIOTT, V.P., RCA-Victor Consumer Products



Joseph B. Elliott

IN 1949, the tenth anniversary of the introduction of commercial television receivers in the United States is being celebrated.

It was ten years ago, in mid-1939, that television first began building its audience. Television receivers were offered coincidental to RCA-NBC's pioneer public showing of television at the New York World's Fair.

Despite war stoppages, changes in broadcasting standards, and the tremendous investments required to give the service life, television's growth during those 10 years has surpassed even the most optimistic predictions.

At the end of this year, the total area served by the approximately 100 stations expected by then will be that in which nearly two-thirds of the nation's population lives. About 3,000,000 receivers are expected to be in the public's hands, 150 manufacturers will be producing receivers, and network facilities will be increased both in areas covered and the number of programs which may be carried simultaneously along existing long-line routes.

In dollars, television is expected to make an equally impressive showing during 1949. At the retail level, \$700,000,000 in receiver business seems probable. The estimated \$9,800,000 spent by advertisers on television during 1948 should be dwarfed by advertiser expenditures expected to reach \$25,000,000 in 1949. Add the cost of transmitters, added relay and network facilities and other television activities, and it will be readily apparent that television should account for over a billion dollars in this year alone.

Television's expansion to a billion-dollar, 3,000,000-receiver service at the end of 1949 from a million-receiver one at the beginning of the year is no automatic accomplishment or inevitable evolution of an industry. It is the attainable result of teamwork by a team the excellent coordination of which has already been dem-

onstrated. The broadcaster, the advertiser, and the manufacturer, distributor and retailer of receivers have combined to win success for television in its first decade.

Use of test pattern by the broadcaster through much of the day has facilitated installation of television receivers. Increased daytime programs have made it easier for the retailer to demonstrate the appeal of the service and the quality of its pictures. The retailer, in turn, has dramatized the quality, extent and variety of television's programming through ads, on-premise displays and sales presentations, using this as a device to build sales and audience at the same time. That team work is part of the merchandising necessary to fulfill the promise for television offered in 1949.

The art of merchandising must be brought back from prewar yesterday with even greater force and effectiveness. Real thought and intelligent, unstinted application will be required from every member of the team to make the predictions for 1949—based on confidence that television's team will go into action with peak power—come true.

Realization of these predictions will round out a year and a decade of almost fabulous accomplishment for a young industry. Yet, 1949 is far from television's apex. It is an important year for groundwork, in manufacturing, station operation, and network structures and operational procedures, for evolution of station and network programming, audience habit and television advertising techniques.

But to view 1949 in proper perspective, it must be considered that 1949's television dollar and growth accomplishments will be surpassed by those of 1950, barring calamities of depression or war proportions, and that 1951 will rank even higher. Eventually, it is not unlikely that the annual television receiver production rate will reach 5,000,000 units, with all that this means to audience, programming and advertising effectiveness.

Brilliant as television's accomplishments have been during its first decade, they are meager compared to those attainable in the next 10 years.

For Complete List of Television Manufacturers See Page 1169



JO STAFFORD

Management:
MICHAEL NIDORF

Direction:
GENERAL ARTISTS CORP.

CAPITOL RECORDS

PLATTER PRODUCERS' PLIGHT

By ERNEST E. STERN, Associate Editor, Radio Annual



Ernest E. Stern

FOR the approximate 20,000,000 U. S. record - player owners, who annually purchase between 200 and 300 million records, 1949 may well be their year of decision, just as 1948 was their year of confusion.

This confusion was brought about by two of the nation's leading manufacturers of records; Columbia Records, Inc., and RCA-Victor Div., Radio Corp. of America, with their announcements of new type records, cut at varying groove widths, and players, revolving at varying rpm.

The lid first blew off last June, when Columbia, in cooperation with the Philco Corp., announced the development of a Long-Playing Microgroove record, cut at 33 1/3 rpm and with a player for these recordings, manufactured by Philco, which was geared to revolve at like speed. These discs were publicized as playing 45-minutes of music. Actually, a single, 12-inch, unbreakable record played up to 25-minutes of uninterrupted music on a single facing, as against 5-minutes, 15-seconds playing time for one side of the conventional 12-inch, 78 rpm record.

On January 11 of this year, the lid blew off again, only higher. RCA-Victor, never to be caught with their turntables revolving at the same speed as competing manufacturers, placed the dilemma of a new record and record changer, operating at 45 rpm, before the bewildered public. So now there were three different records and record players, revolving at three different speeds, but none revolving quite as fast as the public.

RCA-Victor, being the *only* manufacturer of *both* records and players, created even greater confusion. With their announcement of a 7-inch disc, cut at 45 rpm, with a 1½-inch hole in the center for accommodation of the RCA-Victor player spindle which played for an average of 5-minutes, 15-seconds per side, and with the rapid action of their new changer, permitted up to 42-minutes of "almost continuous" music. Like the Columbia-Philco player, RCA's was easily connected to any standard radio in the home. Price

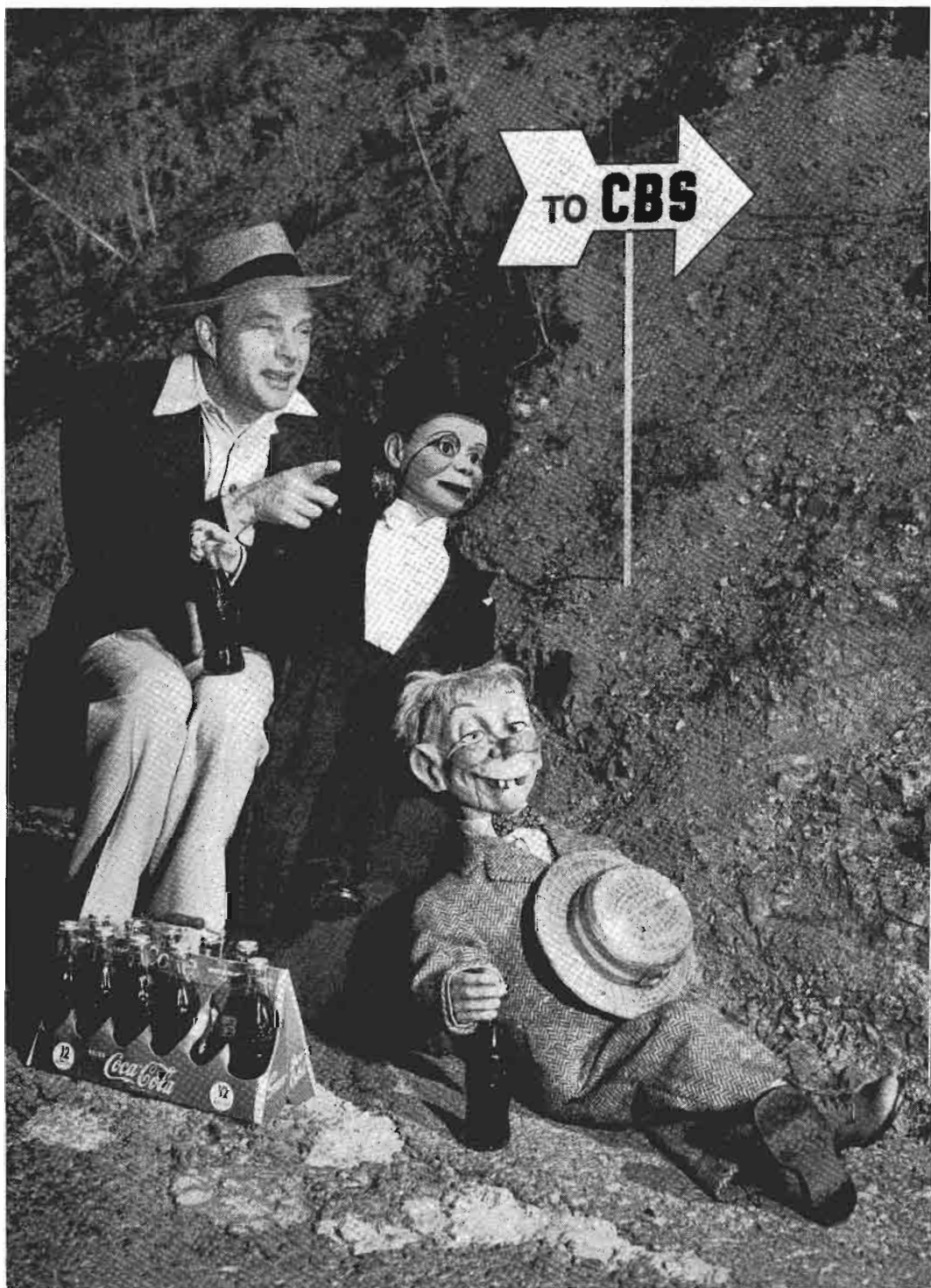
for their new player was expected to meet the \$29.95 list price, plus tax, of the Philco player, when RCA-Victor releases its player in the spring of this year.

Not allowing for a breathing spell, Columbia immediately followed RCA's announcement with the disclosure that they too were manufacturing a new 7-inch nonbreakable, microgroove disc, which, like their LP, rotates at 33 1/3 rpm.

Other manufacturers of record players were not standing idly by, and Admiral, Crosley, Farnsworth, General Electric, Magnavox, Stewart-Warner, Stromberg-Carlson, Westinghouse, Wilcox-Gay and Zenith made known that record players in their radios and radio-TV combinations would be capable of playing both the 78 rpm records as well as the Columbia LP and 7-inch, 33 1/3 discs. Sonotone Corp. announced development of a phonographic pickup, which was made available to the radio-phonograph industry, principle of which was a single pickup arm with dual side-by-side points, set in one shank, capable of playing all three type records. By end of Feb. 1949, two other manufacturers disclosed record changers in some of their console models, capable of playing all three type discs; Freed Radio Corp., manufacturers of Freed-Eisemann radio-TV phonos, incorporated two complete players in one model; one record player with a dual-speed automatic changer for 78 rpm and 33 1/3 rpm microgroove recordings and one separate changer for the wide-spindled, 45 rpm discs. Scott Radio Labs, Inc., also claimed a changer with two pickup arms, to handle all three type records.

However, herein does not lie the solution. In all fairness to the public, it would appear that a standardization of record cuttings, with players whose speed is also uniform, is in order. Such standardization by all manufacturers would inevitably result in a far greater acceptance of records and players by the public, and in turn, result in a far greater revenue to the industry, which thus far have only served to confuse the public.

This then, is the people's year of decision, concerning records and record-players. They alone will decide what they like best and desire most. The industry cannot fail to heed their decision.



TV AND ITS PIONEERS

By LEWIS ALLEN WEISS, President, Don Lee Broadcasting System



Lewis A. Weiss

TELEVISION is the magic word from coast-to-coast and in this California Centennial the scramble for video is as exciting as those gold rush days of 1849 and . . . some of it just about as devoid of any thinking.

Even then, some prospectors started off into the wilds without any plans except a treasure map and a lot of anticipation of the luxury to

be enjoyed if any gold were discovered. Nowadays, the tenderfeet venture out into the megacycle wilderness without much idea of the length of the journey nor the cost to reach the destination. Likewise television as an industry cannot now thrive on publicity alone. It requires program substance beyond sports events and amateur drama. To score a "first" in anything now requires ingenuity and expensive planning because television is not "new" anymore, although inexperienced Magellans now and then are overcome by their own enthusiasms of discovering the already well-charted shores of videoland.

Biggest factor in television is the swing to motion picture film. Already it is the basis of the Don Lee KTSL operation on Channel 2, and we see the need for more of it as our program hours lengthen. Recently we have added Sunday night to our schedule, using the DuMont "Doorway to Fame" kinescoped series as the base of our program structure for that night. Since going on the air December 23, 1931 we have used more than fourteen million feet of motion picture film from all sources.

For a quick fill-in, here is the Don Lee television picture at the present time. We are originating most of our live and film shows from the studio at 1,700 ft. Mt. Lee overlooking Hollywood

and the San Fernando Valley. This is the first structure in the world erected exclusively for television, is 100 ft. square, two stories high and has a stage large enough to paint the boundary lines of a tennis court on it. The steel antenna is 300 ft. high, giving a sheer vertical clearance of 2,000 ft. Also, there is a large outdoor swimming pool in which aquatic events are televised. In addition, live shows, such as our Music Hall Variety show and "Song" originate in our new three million dollar television-radio studio on Vine Street in the heart of Hollywood. Images are beamed from the new plant to Mt. Lee and then disseminated on the regular channel. In the future, images from both the new Vine Street plant and Mt. Lee will be beamed to the new \$500,000 transmitter at Lee Park atop Mt. Wilson and broadcast directionally from that 5,700 ft. level. Coverage will be from Malibu to Mexico and from the Sierra Madre Mountains to Catalina Island.

Indicative of our progress in television, is the calibre of production personnel being brought into use, the fine G. E. equipment in charge of Harry R. Lubcke, our famous director of television, who put the station on the air 17 years ago. Recently we have employed E. Carlton E. Winckler as program co-ordinator, a man with lighting and technical credits on 78 Broadway shows for Billy Rose and John Murray Anderson. Then we brought in Harold Helvenston from the movie sets. Coach and designer he is best known for his creation of the working models of Snow White and the Seven Dwarfs which were built for the Walt Disney animators. Helvenston is a graduate of the famous Yale Workshop originated by George Pierce Baker.

Every year is the big year in television, from now on out, and the problem will be to keep up the momentum until television can begin to carry its own expense, and serve more than a few cities.

For Television Yearbook See Page 993



FIBBER MCGEE AND MOLLY

N.B.C. — TUESDAYS

BBC PROGRESS REPORT

By NORMAN COLLINS, Controller of BBC Television



Norman Collins

TO the 12,000,000 potential viewers now covered by the London television station of the BBC, 6,000,000 more will be added in the late summer of this year with the opening of a second, and higher-powered, transmitter in the Midlands at Sutton Coldfield, near Birmingham. Sutton Coldfield is second in a chain of six stations planned to serve most if not all of the country. Plant for a third station is on order, as signal strength tests are being conducted, but at the moment of writing no site has been chosen.

Midlanders will soon be sharing with London and the southeast counties the daily vision service which, inaugurated as the world's first in 1936, was resumed after a wartime break of seven years, in June, 1946. Despite setbacks traceable to lack of manpower and materials (television is not in Britain's priority supply list) the second station nears completion. With a vision transmitter of 35 kw (double that of London) and sound transmitter of 12 kw, it will relay London's programs from a 750-ft. steel mast over an officially computed radius of 50 miles, though, if London's experience is a guide, this range should be considerably exceeded.

Television enthusiasm in the provinces, where competitive forms of entertainment are fewer, is expected to reach an even higher pitch than in London, where television licenses (at 2 pounds per receiver) have trebled in number in 12 months and now stand at nearly 90,000, keeping pace with factory production. Even if the radio industry achieves its target of 250,000 receivers in the present year, prospective viewers in the Midlands are likely to start a big waiting list.

British television programs, which are aimed at the home audience (there are relatively few sets in bars and other public places) owe their growing popularity not only to the appeal of "actuality" sport and national ceremonial transmitted by the mobile units, but to the high finish of studio productions. No play is televised with less than four or five-weeks' prepa-

ration and even apparently spontaneous interviews and illustrated talks receive careful camera rehearsal before being permitted on the air.

In variety and other light entertainment, viewers have seen the pick of stars from Britain and the Continent of Europe in set shows like *Cafe Continental* and *Roof-top Rendezvous*, the complete Lido Cabaret flown over from Paris, and "musicals" such as Beverley Nichols' *Song of the Wind* and Cicely Courtneidge success, *Under the Counter*. Ballet has included a series of performances by the outstanding companies of France; in documentaries and talks features, viewers have been shown criminal investigation methods, microscopy by television, blood transfusion, new inventions, magistrates' courts at work and innumerable other highly visual subjects. *Picture Page* has brought close-up interviews with people in the news. *Kaleidoscope* has projected a viewer-participation magazine.

A weekly Children's Hour is the precursor of many more programs for young people, including a Children's Newsreel planned for the near future.

The BBC's own Television Newsreel, begun in January, 1948, runs to two weekly editions, embracing items filmed by BBC camera crews at places as far apart as Johannesburg and the Arctic Circle and incorporating pictures from a world-wide panel of agencies. Newsreels are also exchanged with the National Broadcasting Company of America.

High spot in outside broadcasts was the day-to-day coverage of the Olympic Games at Wembley, making extensive use of the new highly-sensitive "C.P.S." camera in the relatively dim light of the Empire Swimming Pool. Other televised sports have included international tennis from Wimbledon. Test Cricket, horseracing, ice hockey, amateur boxing (professional bouts are at present barred) and football, to name only a few.

As in other countries, British television faces problems in its relations with other forms of entertainment. As regards cinema television, negotiations are in progress for the televising of feature films which have completed their general release in exchange for certain items in BBC television programs which would be available for big screen projection.



The
PHIL HARRIS ALICE FAYE SHOW

Presented by Rexall

Sunday Afternoons
N.B.C.

NEW TRENDS IN LIBRARY SERVICE

By AL SAMBROOK, Commercial Manager, World Broadcasting System



Al Sambrook

AFTER eighteen years in the transcription library business, I can say that "I haven't seen anything yet." For a new day is dawning in the transcribed library service field. A whole new concept, a series of startling innovations, an exciting new approach to the very library idea.

We at World, who have grown up in the "sustaining library" thinking, have substituted one important word in our library vocabulary. That word is "Commercial."

As competition among stations and sponsors becomes keener, the natural desire of the station is to turn sustaining time into commercial time. The natural desire of the sponsor is to find a program that is calculated to pay off at the cash register. The new deal in library service is calculated to help stations sell their sustaining time . . . to help sponsors move merchandise. How is that being done? Here is what is happening at World.

New star values are appearing. Stars with commercial appeal like Dick Haymes, David Rose, Lyn Murray, Carmen Cavallero, to mention a few. Stars that sponsors know and respect for their pulling power.

How are these stars being utilized? Definitely not in the old-fashioned way of singing a few number that could be used to fill sustaining time. Today, those stars are part of an overall program-planning operation. Complete 15-minute and 30-minute programs are planned and music is recorded accordingly. For example: if a quarter-hour series is planned, numbers are recorded to fit the format of the particular program. Perhaps bright, lively opening and closing numbers are desired. Perhaps slow ballads are slotted to change the pace. Each song is arranged and timed to fit the best overall planning of each quarter-hour or half-hour show.

And how are they timed? Today, the shows furnished in the library service are time *commercially*. The scripts are timed to permit opening and closing sponsor identifications with time for full-length commercial announcements. What is more,

production aids for the shows now being furnished include opening and closing themes, with spoken introductions and closings and voice tracks by the featured stars so that the station can put together a quarter-hour or half-hour program of music plus script plus production aids that sound practically like a custom-built show. That's what the sponsors want and that's what the sponsors are getting in the new library technique.

What is more, today's thinking in the music library field goes beyond material furnished to radio stations. It includes material furnished to sponsors to enable the sponsor to promote his library service radio program just as he would a custom-built show. Thus, newspaper ad mats, publicity stories, photographs are furnished . . . material that the sponsor can utilize in promoting his radio program in other media such as envelop stuffers, window displays, truck posters, etc.

There's also a lot that's new in the assistance given stations in selling these shows. World provides a four page brochure in color for each program, especially designed to sell the shows to sponsors. In addition each station has a set of recorded auditions and a file of case histories, success stories and ratings on the programs. Thus each is equipped with a fine sales kit to do a real sales job on their library shows.

As commercial manager of our company, I can tell you that the commercial aspect of the music library service now holds tremendous appeal to sponsors and advertising agencies. Throughout the years, the library service show has offered maximum flexibility for local station and sponsor. Now add to the desirable flexibility the advantages of proven name talent, production aids, merchandising aids, a powerful sales kit, commercial planning and commercially timed scripts and the entire idea of the music library service takes on a broad, new scope and enters upon a new era of service to the broadcasting industry. Stations who have examined this "new look" in library service are excited about the great sales possibilities. They say "we thought we wouldn't be able to afford a music library service. We find that we can't afford to be without it." The new commercial idea in library planning is money in the bank for radio stations.

NINE YEARS FOR THE SAME SPONSOR



Quiz Kids

MILES LABORATORIES
makers of Alka-Seltzer and
One-A-Day Brand Vitamins
through

WADE ADVERTISING AGENCY

Civic Opera Building, 20 N. Wacker Dr.
Chicago

NBC NETWORK
Sunday Afternoons
4:00 P.M. (E.S.T.)

CREATED AND PRODUCED BY
LOUIS G. COWAN, INC.
485 Madison Avenue, New York 22, N. Y.
8 So. Michigan Avenue, Chicago 3, Ill.
Guaranty Building, 6331 Hollywood Blvd.
Hollywood 28, Calif.

TRENDS IN TRANSCRIBED MUSIC

By CHARLES C. COWLEY, Executive Vice-President, Muzak Corporation



C. C. Cowley

THE essential function performed for broadcasters by transcribed music libraries can be measured in terms of the industry's expansion during the last decade. It is reliably estimated that at least 85 per cent of all radio stations at the present time rely on transcribed music as the basic component of their local programming. The main source of this transcribed music

are the six major companies producing transcribed music with libraries ranging in size from 3,000 to 5,000 selections.

The scope of this highly specialized service to the radio industry can be further emphasized by the growth of Muzak Corporation's Associated Program Service with a library of 5,000 selections vertical-cut on its distinctive cherry-red Vinylite. In the past three years, the number of APS subscribers has increased more than three and a half times.

This convincing vote of confidence from radio stations all over the country is the culmination of a broad research program undertaken several years ago. Its purpose was to determine, anticipate and provide broadcasters with a transcribed music service suitable in every respect for around-the-clock program building and strong commercial saleability. To this end, the research project took three courses: 1st, to analyze in detail the musical requirements of radio stations; 2nd, to carry out continuous product improvement to fulfill these requirements; 3rd, to plan all elements of the product package to insure its fullest possible commercial value to the client. That this intensive program of functional design has more than kept pace with the expanding needs of broadcasters is reflected by the countless markets in which locally sponsored shows are today built from the APS library and script service.

The extent of a transcribed music library service to broadcasters does not end with the mere provision of selections but should include continuity advice and program-

ming recommendations that will help the subscriber to exploit to their fullest the commercial possibilities of the library. APS, with a staff of professional script writers operating under a continuity director, concentrates on the building of musical shows for local sponsorship. Movie Time, Tune Time, Souvenir Songs, American Standard Time are just a few examples of the musical shows built around Associated's extensive library and roster of recording artists. Such shows are purposely constructed to meet the client's needs for flexibility in scheduling and ease of handling. Nothing is more indicative of the reproduction quality and public acceptance of these programs than the fact that local broadcasters receive requests for tickets for these transcribed shows.

In the final analysis, the value to broadcasters of a music library lies not only in the quality of the transcriptions and the scope of the selections but also in the rendering of expert advice and merchandising assistance on how to capitalize on the library's musical content. The full effectiveness of any functionally designed tool lies in the knowledge of how and when to use it. It is this know-how that is part and parcel of the Associated Program Service.

In addition to its transcribed library of music for radio use, Associated has developed two other libraries that fill a much-needed want. The first is a special library of transcribed musical interludes, bridges and themes for telecast programs. The second is for use by schools and colleges in conjunction with radio courses.

The high standards of musical reproduction that have become an indelible trade mark of APS transcriptions are due to quality-controlled processing by Muzak's Transcription Division.

To complete the picture of the Muzak organization and its function as a source of transcribed music, there's the Wired Music Division. Specially arranged programs of work and background music are transmitted by telephone lines from Muzak-licensed studios serving over 100 cities in the United States, Canada, Mexico and Hawaii. It is estimated that these programs are heard by a daily audience averaging 5,000,000 people.

For Complete List of Transcription Companies See Page 761



T E D D A L E

1941—GROWTH OF STATIONS—1948

<i>AM Outlets as of:</i>	<i>Licenses</i>	<i>Construction Permits</i>	<i>Special Broadcast Stations</i>	<i>Total</i>
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1062	464	—	1526
December 1947	1522	446	—	1968
December 1948	1867	260	—	2127

** This Figure includes 5 Special Broadcast Stations.



**SMILIN'
ED McCONNELL**

BROWN SHOE COMPANY

7th Year

NBC

MANTLE LAMP COMPANY

23rd Year

ABC

27th Radio Anniversary

May 30th, 1949

FMA STRESSES SALES FOR 1949

By WILLIAM E. WARE, *President, FM Association*



William E. Ware

THE job of selling FM on its superior technical advantages has been accomplished with more than adequate success.

The big job for 1949 is to sell FM as a new and vast advertising medium to reach the aural broadcasting audience that is daily overlapping into the FM audience.

Radio set production figures for 1948 and thus far for 1949 indicate unequivocally that AM listening has reached its peak and that FM audience is rapidly increasing. FM's challenge to the long established position held by AM broadcasting becomes stronger each day.

The year 1948 saw FM grow to a billion dollar industry.

Production of sets last year capable of tuning in FM programs increased 35 per cent over 1947. Production of AM-only sets decreased 28.5 per cent. Actually, these figures do not reveal the true gain of FM on AM since between 15 and 20 per cent of the TV sets manufactured last year included facilities for FM reception.

Accordingly, the FM potential audience at the close of 1948 was increased by more than 6,000,000 listeners.

And despite the fact that overall set production in January 1949 dipped below the million mark for the first time since last summer, production of FM receivers continued to increase while AM-only sets declined.

Percentage-wise, production of FM-AM and FM-only sets in January was 21 per cent greater than the average monthly production rate for 1948.

Meanwhile, AM-only receiver production for the same period dropped sharply to but 57 per cent of the average monthly rate for 1948.

As stated before, one of the jobs that the FMA is now undertaking is to sell the growing FM audience to the advertiser.

First step taken by the Association in this direction was its FM sales clinic held

in New York in April. Under the heading, "What's What in FM," advertisers, agency representatives, broadcaster, manufacturers, dealers and other interested parties were brought up-to-date on FM.

Speakers dealt with the growth as well as the listener characteristics of the FM audience. Case-history reports from individual FM station operators on audience-building programming techniques, and sales results from special cooperative campaigns with dealers, manufacturers and advertisers were highlights on the agenda.

Specifically on the above, the FMA is now engaged with several manufacturers on a joint-cooperative program to promote the sale of FM sets; thus maintaining the FM potential audience in increasing numbers.

In addition, the FMA program for 1949 will lay particular stress on "grass roots, man-to-man" effort to help those who are currently doing the most to further the transition of aural broadcasting in America to the modern and superior method of static-free, high fidelity FM broadcasting.

Pursuing this program, the FMA will concentrate on helping present as well as new FM stations with their problems of local programming, local and national sales, and cooperation with dealers.

General overall purposes of the FM Association may be summarized as follows:

1. To encourage the development of Frequency Modulation Broadcasting.
2. To publicize the superior qualities of FM as an improved broadcasting service to the public.
3. To disseminate information among the members of the Association regarding the general problems incident to FM operation.
4. To cooperate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the wide-spread operation of FM stations as rapidly as possible.
5. To act as liaison between its members, the Federal Communications Commission, and other agencies and organizations on the continuing problems affecting FM broadcasting.

For Complete Listing of FM Association See Page 1143

Ben Gross—New York Daily News:

"Today critics are hailing Jane Pickens as a mature performer in full command of her natural talents."

Jack Gould—New York Times:

"Jane Pickens provides as effortless listening as there is — the very simplicity of her performance being the best evidence of her craftsmanship."

Waller Winchell—New York Daily Mirror:

"Jane Pickens' song sessions on NBC are restful earfuls."

Variety: "Miss Pickens' voice has always been especially suited for radio."

↙
"WORDS
and
MUSIC"
↘



Personal Management—M. Gale

Music Corporation of America

National Concert Artists Corp.

UNITED NATIONS' ROLE IN RADIO

By PETER AYLEN

(Continued from Page 43)

The principal task of the Division is, of course, to help existing stations and networks extend their own coverage of the United Nations. This may take the form of providing facilities or program material or, indeed, of completed programs. During 1948, in the United States, over 1,000 stations carried United Nations programs. A Monday through Friday program, *United Nations Today*, is carried by key stations across the continent and by several regional networks. The Columbia Broadcasting System began the series, *Memo From Lake Success*, in September, 1948, which is carried by about 100 affiliates. To meet a growing demand, another weekly program has been created—*Operation UN*. Numerous series and special programs were released by 800 stations last year. The U. S. section inaugurated several interesting projects during 1948, such as a radio education service to 200 education stations and centers; a transcribed series, *Status of Women*, documenting talks by 26 of the world's outstanding women and the *Little Songs About UN*, 1,000 sets of which were presented to the Radio Division by Station WNEW for distribution. 2,000 copies of a Woman's Broadcasters Bulletin are is-

sued monthly. Every day news correspondents and program executives from U. S. stations visit UN to record programs or write for background information. *UN Case Book*, United Nations first television series, has met with excellent public response.

Considerable time has already been devoted in the past by radio stations to programs dealing with the United Nations. We realize that in asking for still more, we are asking a lot—and yet, if we are to be honest with one another and true to our mission, we cannot, in all conscience, be satisfied with less than a lot, for the United Nations must demand a great deal—not only of broadcasters, but of everyone. In the words of Mr. B. Cohen, our Assistant Secretary General:

“... Through the centuries there has developed an attitude of *active* participation of individuals in the tasks of war, concurrently with a *passive* one towards peace. . . . No sacrifice is considered too great to achieve the aims of national defense, and men face the sternest realities with a determination to achieve victory; yet, peace requires no less a dynamic action than does armed conflict.”

UNITED NATIONS RADIO DIVISION

LAKE SUCCESS

Fieldstone 7-1100, Ext. 8364

OFFICERS

Benjamin Cohen	Asst. Sec. Gen., Dept. of Public Information
Tor Gjesdal	Director, Department of Public Information
Peter Aylen	Director, Radio Division
General Frank E. Stoner	Chief, Telecommunications
Carlos Garcia Palacios	Deputy Director, Radio Division
W. Gibson Parker	Chief of Production
Caesar Ortiz	Supervisor, Radio Reports Desk

REGIONAL SUPERVISORS

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



PERCY FAITH

"THE PAUSE THAT REFRESHES ON THE AIR"

for

COCA COLA

Radio Daily's Almanac

of

Holidays and Special Events

1949

January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863). Blue Network organized (1927).
- 2: Georgia Admitted (1788).
- 3: Battle of Princeton (1777). William S. Paley is elected president of CBS (1929).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779). George Washington Carver Died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878). New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800). Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana). Battle of New Orleans (1815) Holiday in Louisiana.
- 9: Connecticut Ratified the U. S. Constitution (1788). Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 17: Benjamin Franklin Born (1706). Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone. Thomas Jonathan (Stonewall) Jackson Born (1824).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676). Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942). Australia Day. Public Holiday in Australia. FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart Born (1756). Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797). Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

February

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



ROY ROGERS
“King of the Cowboys”
AND TRIGGER
“Smartest Horse in the Movies”

Radio—520 stations Mutual Broadcasting System

Records—RCA VICTOR

Pictures—Republic 10th Year

Rodeo—Roy Rogers World's Championship Rodeo

Commercial Tie-ups
ROHR COMPANY
Beverly Hills

Exclusive Management
ART RUSH, Inc.
HOLLYWOOD

Press Contact
AL RACKIN
Hollywood

Holidays and Special Events Almanac

- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
Charles Augustus Lindbergh Born (1902).
- 6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs.
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).
- 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
- 11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 16: Katharine Cornell Born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
- 23: Johannes Gutenberg Died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
- 25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).
- 29: Leap Year. The name given to every year of 366 days.

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March

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).
- 4: Pennsylvania Day.
Vermont Admitted.
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. Born (1841).
- 9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
- 10: Lillian D. Wald Born (1867).
- 11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
- 12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
- 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 18: Fast of Esther.
Grover Cleveland Born (1837).
- 19: William Jennings Bryan Born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).



Athena
Lorde

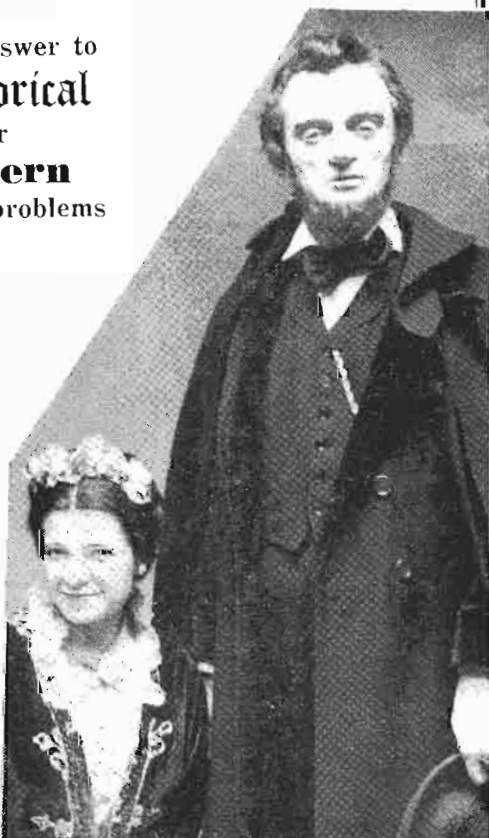
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Historical
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Holidays and Special Events Almanac

- 25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1899).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.

April

- 1: All Fools' Day.
- 2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West. Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).
- 5: Elihu Yale Born (1648).
- 6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).
- 7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
- 10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes Born (1862).
- 12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson Born (1743).
- 14: Pan American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
- 15: Abraham Lincoln Assassinated (1865).
- 16: Charles Spencer Chaplin Born (1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolph Hitler Born (1889).
- 21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas).
- 22: Arbor Day (Nebraska).
William Shakespeare Born (1564).
- 23: James Buchanan Born (1791).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
- 24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
- 25: War Declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi Born (1874).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 28: James Monroe Born (1758).
Maryland Admitted (1788).
- 29: Sir Thomas Beecham Born (1879).
- 30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789)
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).

May

- 1: May Day.
Child Health Day.
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
- 6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
- 7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).



GEORGE F. PUTNAM

AMERICA'S FIRST RADIO NEWSREEL AND TELEVISION
COMMENTATOR

HEARD REGULARLY ON THE THREE NETWORKS

CAMEL TELEVISION THEATRE — MOVIE TONEWS
TELEVISION SCREEN MAGAZINE — NBC-TV NETWORK

Holidays and Special Events Almanac

- Robert Browning Born (1812).
Plans to spend \$1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).
Mothers-Day, second Sunday in May.
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.
WDRG-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
- 14: Rockefeller Foundation Granted Charter (1913).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
- 17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
- 18: World Good-Will Day, formerly Peace Day.
- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
- 21: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- 25: Ralph Waldo Emerson Born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
- 31: Walt Whitman Born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).
- King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
- 11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
- 12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
- 15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
Father's Day, 3rd Sunday in June.
- 21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivar Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

June

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

ZANE GREY RADIO
AND
TELEVISION

Steve Slesinger

Romer Grey

Holidays and Special Events Almanac

- 25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
- 27: Hellen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals Born (1858).
St. Peter's Day.
- 30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

July

- 1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
- 3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
- 4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801).
- 6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 20: Guglielmo Marconi Died (1937).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins tv broadcasting from station W2XAB (1931).
- 24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Serbia (1914).
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2X8S opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius De Loyola.

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Holidays and Special Events Almanac

August

- 1: Colorado Day.
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).

- Johann Wolfgang von Goethe Born (1749).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).



September

- 1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).
- 4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.
First Battle of the Marne (1914).
- 7: James Fenimore Cooper Born (1789).
- 8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
- 11: Harvest Festival.
O. Henry (pen name William Svdney Porter) Born (1862).
- 12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
- 13: Walter Reed Born (1851).
John J seph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
- 16: Russians Burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air with basic network of 16 stations, Major J. Andrew White is president (1927).

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"...received the audition disc, and were quite impressed with the program quality and content."

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"...looking forward to a long and very successful association."

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"...very pleased with the deal."

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Holidays and Special Events Almanac

- 19: Washington issued his farewell address to people of U. S. (1796).
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall Born (1775).
- 25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
- 26: George Gershwin Born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.
- 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).
- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
- 16: Noah Webster Born (1758).
- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
FCC set aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
- 24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
- 27: Navy Day.
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.
Admission Day, Nevada (1864).



October

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
- 5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
- 6: Missouri Day.
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
- 8: Edward Vernon Rickenbacker Born (1890).
- 9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened (1845).
- 11: Eleanor Roosevelt Born (1884).
Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).



November

- 1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAJ and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: John Phillip Sousa Born (1854).
Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the Institute of Radio Engineers, N. Y. (1935).
- 7: Marie Sklodowska Curie Born (1867).
American Art Week.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

Holidays and Special Events Almanac

- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
American Education Week.
- 10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
- 11: Armistice Day, World War I.
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).
Book Week.
- 15: Pikes Peak discovered (1806).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
- 18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
- 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
- 19: James A. Garfield Born (1831).
- 21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
- 23: Franklin Pierce Born (1804).
- 24: Zachary Taylor Born (1784).
- 28: Thanksgiving Day (4th Thursday).
- 29: Admiral Byrd Discovered South Pole (1929).
- 30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
Winston Churchill Born (1874).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
- 19: Tyrus (Ty) Cobb Born (1885).
Washington went into winter quarters at Valley Forge (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
- 23: George Washington Resigned Army Commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
- 25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
- 26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
- 27: Louis Pasteur Born (1822).
- 28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
- 30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.

December

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
- 5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
- 7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).

BMI first in television music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

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BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

OFFERS

a helpful guide in...

SERVICE TO THE BROADCASTER

BMI continues to point the way with a wide variety of practical aids to the broadcaster.

All of these BMI helps to the industry have been used to excellent advantage by broadcasters in all parts of the country. The station manager, program director, musical director or disc jockey can avail himself of numerous time-saving and research-saving jobs by making use of such BMI special services as:

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BMI MUSIC MEMO—monthly informational bulletin. The radio man's guide to BMI music...contains Recordata and Pin Up Patter.

MODEL MUSIC LIBRARY COURSE—practical application of the station's music library operation.

MUSIC DISTRIBUTION—music of every type, published by BMI and affiliated publishers, as well as records, mailed to stations regularly.

PRACTICAL PROGRAMS—highly helpful as participating shows...12 full hours of record programming issued monthly.

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FACTS AND FIGURES

2,473* commercial licensees in the United States and Canada... embracing all networks and FM, Television and Short-wave broadcasters. Over 90% have renewed their BMI licenses through 1959.

99% of the dollar volume in the industry is represented by BMI licensees.

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*As of Jan. 1, 1949

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

Important Radio TELEPHONE NUMBERS in NEW YORK



AM Radio Stations

WBNX	Melrose	5-0333
WCBS	Plaza	5-2000
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReeport	9-2418
WHLI	Hempstead	2-8000
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegon	9-2720
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WNBC	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	WOrth	2-5600
WOR	LONgacre	4-8000
WOV	Circle	5-7979
WQXR	Circle	5-5566
WWRL	NEwton	9-3300

FM Radio Stations

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

TV Stations

WABD	MURray Hill	8-2600
WATV	BARclay	7-8216
WCBS-TV	MURray Hill	7-8700
WJZ-TV	TRafalgar	3-7000
WOR-TV	LONgacre	4-8000
WNBT	Circle	7-8300
WPIX	MURray Hill	2-1234

National Networks

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

Station Representatives

ABC Spot Sales	TRafalgar	3-7000
Avery-Knodel, Inc.	Plaza	3-6513
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	9-6084
Guy Bolam	GRamercy	5-5463
The Bolling Co., Inc.	Plaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	ORegon	9-1575
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Everett-McKinney, Inc.	Plaza	9-3747
Free & Peters, Inc.	Plaza	5-4130
The Friedenber Agency, Inc.	Plaza	7-7655
Melchor Guzman Co., Inc.	Circle	7-0644
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingbery Co.	ORegon	9-2660
Hal Holman Co.	MURray Hill	3-3421
The Katz Agency, Inc.	WIsconsin	7-8620

Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	Circle	7-8300
Pan American Bcstg. Co.	MURray Hill	2-0810
John E. Pearson Co.	Plaza	8-2255
John H. Perry Associates	MURray Hill	7-1647
Edward Petry & Co., Inc.	MURray Hill	2-4400
Ra-Tel Representatives, Inc.	MURray Hill	4-2549
Radio Sales (Div. of CBS)	Plaza	5-2000
William G. Rambeau Co.	LExington	2-1820
Paul H. Raymer Co., Inc.	MURray Hill	7-6540
Taylor-Borhoff & Co., Inc.	PENnsylvania	6-6857
Transit Radio, Inc.	MURray Hill	8-9254
The Walker Co.	MURray Hill	7-8288
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

Advertising Agencies

N. W. Aver & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700
Balten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
Birmingham, Castleman & Pierce	LExington	2-7550
The Biow Co., Inc.	Plaza	7-4100
Brooke, Smith, French & Dorrance	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7660
Buchanan & Co., Inc.	LONgacre	3-3380
Calkins, & Holden	Plaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	Wlckersham	2-8200
Compton Advertising, Inc.	Circle	6-2800
Dancer-Fitzgerald & Sample, Inc.	Plaza	5-4200
D'Arcy Advertising Co.	Plaza	2-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Co., Inc.	COLumbus	5-4252
Roy S. Durstine, Inc.	Circle	2-8700
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co.	MURray Hill	5-1900
Federal Advertising Agency, Inc.	MURray Hill	8-4200
Foote, Cone & Belding	Plaza	5-6600
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLumbus	5-2000
Geyer, Newell, & Ganger, Inc.	Plaza	2-5400
Grey Adv. Agency, Inc.	CHickering	4-3900
The M. H. Hackett Co.	Circle	6-1950
Hicks & Greist, Inc.	MURray Hill	3-9135
Hirshon-Garfield, Inc.	Plaza	7-6300
Hixson O'Donnell Adv., Inc.	BRyant	9-5950
Robert Holley & Co., Inc.	Circle	7-3822
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Duane Jones Co., Inc.	Plaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegon	9-4440
The Joseph Katz Co.	Plaza	5-2740
Kayton-Spiro Co., Inc.	LONgacre	5-5090
Kenyon & Eckhardt, Inc.	Plaza	3-0700
Kiesewetter, Wherard & Baker, Inc.	LExington	2-0025
Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	Circle	6-3200
C. J. LaRoche & Co., Inc.	Plaza	5-7711
Al Paul Lefton Co., Inc.	VANderbilt	6-4340
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt Co.	VANderbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
C. L. Miller Co.	MURray Hill	2-1010
Emil Mogul Co., Inc.	COLumbus	5-2482
Morse International, Inc.	ORegon	9-4600
Newell-Emmett Co.	MURray Hill	3-4900
Peck Adv. Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Progressive Radio Adv. Co.	MELrose	5-5522
Redfield-Johnstone, Inc.	Plaza	3-6130
Fletcher R. Richards, Inc.	Circle	7-6383

Roche, Williams & Cleary, Inc.	Plaza	3-7444
Arthur Rosenberg Co., Inc.	Circle	7-6383
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Circle	6-1550
Street & Finney, Inc.	BRyant	9-2400
Sullivan, Stauffer, Cowell & Bayles	ORegion	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Franklyn Viola	CHickering	4-3254
J. Walter Thompson Co.	Murray Hill	3-2000
Weiss & Geller, Inc.	Plaza	3-4070
Warwick & Legler, Inc.	Murray Hill	6-8585
William H. Weintraub & Co., Inc.	Circle	7-4282
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	LOngacre	4-2737
Avertising & Selling	Murray Hill	5-9770
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8355
Film Daily	BRyant	9-7117
Printers' Ink	Murray Hill	3-6500
RADIO DAILY	Wisconsin	7-6336
Radio & Television Weekly	Walker	5-2576
Sales Management	LExington	2-1760
Sponsor	Plaza	3-6216
Standard Rate & Data Service	LExington	2-6611
Telesor, The	Plaza	7-3721
TELEVISION DAILY	Wisconsin	7-6336
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	LUXemburg	2-2700

News Associations

Associated Press	Plaza	7-1111
International News Service	Murray Hill	7-8800
Press Association, Inc.	Plaza	7-1111
Reuters	BRyant	9-8558
Transradio Press Service, Inc.	Murray Hill	2-4053
United Press Associations	Murray Hill	2-0400

Talent Agencies

Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	Vanderbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Fanchon & Marco, Inc.	CHickering	4-3956
Frederick Bros. Artists Corp.	Circle	6-2144
Gale, Inc.	Plaza	7-7100
Hesse & McCaffrey	ELdorado	5-1076
Bob Kerr	COLUMBUS	5-8051
A. & S. Lyons, Inc.	Plaza	3-5181
Management Corp. of America	Plaza	8-8900
A. T. Michaud	Circle	7-2900
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Plaza	5-8900
National Concert & Artists Corp.	Plaza	9-6000
Franklin H. Small	Circle	6-9400
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4961

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LExington	2-7980
American Communications Assn.	COrtland	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	Vanderbilt	6-1810
ASCAP	Plaza	7-2700
American Television Society	Murray Hill	7-9250
AMPA	LUXemburg	2-1790
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	WAtkins	4-1000
Federal Trade Commission	WHitehall	3-8000
Institute of Radio Engineers	REgent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NARS	Murray Hill	5-4141
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers' Guild	Murray Hill	6-5251
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	Columbus	5-3758
Television Broadcasters' Assn., Inc.	LACKawanna	4-4788

Radio-TV Program and Transcription Cos.

A. B. T. Productions, Inc.	Columbus	5-2700
Advance Television Pictures Sv.	Columbus	5-5400
Advertisers Recording Service, Inc.	Circle	6-0141

Air Features	Plaza	5-2700
Alton Alexander Productions	LOrraine	8-3100
American Institute Food Products	Murray Hill	8-4900
Apex Recording Studios, Inc.	Plaza	7-7067
Associated Program Service	Plaza	7-7710
Associated Radio & TV Productions	LOngacre	3-7290
Each Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advertising Service	LUXemburg	2-1040
Ford Bond Radio Productions, Inc.	Circle	7-2236
Ruth & Gilbert Braun	SCHuyler	4-8896
Byron Productions Co.	Circle	6-2677
The Bruce Chapman Co.	Wisconsin	7-9244
Cinefects, Inc.	Circle	6-0951
Cinemart, Inc.	Murray Hill	8-3837
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M. D.	Plaza	5-3638
Gordon M. Day Productions	ORegion	9-3595
Ray DeGroot, Consultants, Inc.	Murray Hill	7-9135
Decca Records, Inc.	Columbus	5-2300
Empire Broadcasting, Corp.	Plaza	9-4500
Mildred Fenton Productions	Plaza	9-8266
Fisher Productions	BRyant	9-9580
Alien A. Hunt Radio Productions	Murray Hill	7-8741
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Columbus	5-4888
Harry S. Goodman Radio Productions	Plaza	5-6131
Gotham Radio Productions, Inc.	GRAMarcy	5-7641
Les Hatner & Co., Program Prod.	TRofaigar	3-1800
Laurence Hammond Productions, Inc.	Plaza	9-2210
Hudes & Baral Radio Productions	Murray Hill	3-2840
Gerald Gross	Circle	6-2144
Hummert Radio Features	Plaza	5-2700
International 16mm Corp.	Plaza	7-2265
Kermit-Raymond, Corp.	ELdorado	5-5511
Landau Broadcasting Service	REctor	2-5341
Lang-Worth Feature Programs, Inc.	Circle	6-7410
Bob Loewi Productions, Inc.	Murray Hill	8-2000
Phillips H. Lord, Inc.	Plaza	5-2211
The Ted Mack Co.	Murray Hill	8-0370
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Plaza	5-8900
Muzak Corp.	ORchard	4-7400
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	Murray Hill	6-5862
North American Video Prod.	LACKawanna	4-0385
Johnny Olsen's American Productions	Plaza	5-7123
Original Radio Productions, Inc.	SCHuyler	4-8896
Press Association, Inc.	Plaza	7-1111
Procter Productions, Inc.	Circle	6-4091
Ra-Best Features, Inc.	Murray Hill	7-8158
Radio Artists Corp.	Plaza	3-4670
Radio Features of America	LUXemburg	2-5130
Radio Production Service	Plaza	3-8940
Radio Program Management	Murray Hill	8-0370
Radio - Video Associates	Plaza	5-5781
Reemack Enterprises, Inc.	Plaza	7-7354
Reeves Sound Studios, Inc.	ORegion	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubart, Inc.	Plaza	3-4670
SESAC, Inc.	Murray Hill	5-5365
K. R. Smith	Plaza	7-2000
Henry Souvaine, Inc.	Circle	7-5666
Charles Stark Productions	Murray Hill	2-2636
Richard Stark & Co.	REgent	7-9608
Irvin Paul Sulds, Inc.	TEmpleton	8-7025
Telemuse Productions	LExington	2-3195
Telecast Productions, Inc.	ALgonquin	4-4300
Telemated Cartoons	Murray Hill	6-8933
Tele-Radio Jingle Productions	Columbus	5-0371
Tele-Show Company	Murray Hill	7-2722
Tele-Theatre Productions	Plaza	9-9490
Television-Radio Enterprises, Inc.	Plaza	5-6594
Television Screen Productions, Inc.	Murray Hill	2-8877
Torchlight Productions	Wisconsin	7-0771
Towers of London, Ltd.	LUXemburg	2-5131
Transcribed Radio Shows	LUXemburg	2-3530
Transcription Broadcasting System	ELdorado	5-5511
United Press Associations	Murray Hill	2-0400
United Productions, Inc.	TEmpleton	8-8300
Thomas J. Valentino, Inc.	Circle	6-4675
Video Associates, Inc.	Plaza	3-7966
Von Baumann Studio	RHinelander	4-5508
Roger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
World Broadcasting System, Inc.	Murray Hill	8-4700
World Video, Inc.	REgent	4-6615
Frederick W. Ziv Co., Inc.	Murray Hill	8-4700

Radio and Television TELEPHONE NUMBERS in CHICAGO



AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WCFL	SUperior	7-5300
WORW	EASTgate	7-6860
WEDC	ROCKwell	2-9461
WENR	DElaware	7-1900
WGES	SACramento	2-1700
WGN	SUperior	7-0100
WHFC	ROCKwell	2-7756
WHIP	ANDover	3-6767
WIND	WHitehall	4-2170
WJJD	STATE	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WNMP	GREENleaf	5-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	UNiversity	4-4606
WGNB	SUperior	7-0100
WEFM	STATE	2-1357
WOAK	SACramento	2-6272
WBIK	RAndolph	6-8210

Television Stations

WBKB	RAndolph	6-8210
WENR-TV	CENtral	6-5070
WGN-TV	SUperior	7-0100
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	DElaware	7-1900
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STATE	2-4590
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

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

Advertising Agencies

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

Hill Blackett & Co.	STATE	2-0950
Bozell & Jacobs, Inc.	HARRison	7-8391
Richard Bradley Associates	WHitehall	4-5543
Buchanan & Co., Inc.	DElaware	7-5522
Leo Burnett Co., Inc.	CENtral	6-5959
Burnett-Kuhn Advertising Co.	SUperior	7-3800
Campbell-Ewald Co.	CENtral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Doremus & Co.	CENtral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Albert Frank-Gunther Law, Inc.	DEarborn	2-6424
Foote, Cone & Belding	SUperior	7-4800
Goodkind, Joice & Morgan	SUperior	7-6746
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	SUperior	7-3000
H. W. Kastor & Sons Advertising Co.	CENtral	6-5331
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Maxan, Inc.	DElaware	7-3536
C. L. Miller Co.	CENtral	6-1640
Mitchell-Faust Advertising Co.	STATE	2-6610
Needham, Louis Brorby, Inc.	STATE	2-5151
Presba, Fellers & Presba	CENtral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrouff & Ryan, Inc.	FINancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russell M. Seeds Co.	DElaware	7-1045
Sherman & Marquette, Inc.	DElaware	7-8000
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STATE	2-7369
Weston-Barnett, Inc.	WHitehall	4-7725
Young & Rubicam	FINancial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Richard Bradley Associates	WHitehall	4-5543
Dirk Courtenay & Associates	INdependence	3-0225
Louis G. Cowan & Co.	RAndolph	6-2022
Chartac-Coleman Productions	RAndolph	6-6150
Chicago Recording Co.	CENtral	6-5275
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	DElaware	7-8800
Feature Productions	STATE	2-8999
Green Associates	CENtral	6-5593
Wendell Hall Music Maker Prod.	GRaceland	2-6418
Hollywood Recorded Features, Inc.	LONGbeach	1-6730
William Morris Agency	STATE	2-3632
Jewell Radio Productions	SUperior	7-5526
Beulah Karney, Inc.	STATE	2-5060
Les Lear Productions Corp.	ANDover	3-7233
Art Linick Enterprises	SUperior	7-3311
Monogram Radio Programs, Inc.	ANDover	3-7169
Morton Radio Productions, Inc.	CENtral	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
Radio Features, Inc.	FRanklin	2-4392
RCA Manufacturing Co.	WHitehall	4-4600
Standard Radio Trans. Service, Inc.	STATE	2-3153
Hal Tate Radio Productions	RAndolph	6-6650
Tele-Radio Creations, Inc.	MOhawk	4-0015
Television Adv. Productions, Inc.	STATE	2-5941
Wright Radio Productions	SUperior	7-1280
Frederic W. Ziv Co.	FRanklin	2-8917

News Agencies and Assn's.

Associated Press	STATE	2-7700
International News Service	ANDover	3-1234
Press Association, Inc.	STATE	2-4581
Transradio Press Service	STATE	2-7904
RADIO DAILY	STATE	2-2332
United Press	RAndolph	6-4172

Radio and Television TELEPHONE NUMBERS in LOS ANGELES



AM Radio Stations

KACH (Pasadena)	SYcamore	6-8124
KECA	HUdson	2-3141
KFAC	Fltzroy	1231
KFI	FAirfax	2121
KFOX	MAdison	2247
KFVD	FAirfax	6361
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	HIllside	0201
KGIL (San Fernando)	STanley	7-3467
KHJ	HUdson	2-2133
KIEV (Glendale)	CHarleston	5-2388
KLAC	HIllside	1161
KMCM	WEbster	3-9184
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KOWL (Santa Monica)	Santa Monica	4-4627
KRKD	TUcker	7111
KUSC	RIchmond	7-2295
KVUN	HOLlywood	5771
KVVC	MIchigan	4784
KWIK (Burbank)	CHarleston	0-2111
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KECA-FM	HUdson	2-3141
KFI-FM	FAirfax	2121
KFMV	HIllside	7406
KHJ-FM	HUdson	2-2133
KKLA-FM	EXposition	2719
KMPC-FM	HOLlywood	5341
KRKD-FM	TUcker	7111

Television Stations

KECA-TV	HUdson	2-3141
KFI-TV	FAirfax	2121
KLAC	HIllside	1161
KNBH	HOLlywood	9-6161
KTLA	HOLlywood	2411
KTLN	HUdson	2-7133
KTTV	HUdson	2-1301

Networks

American Broadcasting Co.	HUdson	2-3141
Columbia Broadcasting System, Inc.	HOLlywood	9-1212
Keystone Broadcasting System	HOLlywood	5338
Don Lee Broadcasting System	HUdson	2-2133
Mutual Broadcasting System	HUdson	2-2133
National Broadcasting Co.	HOLlywood	9-6161
United-Pacific Network	EXposition	1339

Station Representatives

Associated Recorded Program Service	HOLlywood	8318
Avery-Knodel, Inc.	TUcker	2095
Walter Biddick Co.	RIchmond	6184
John Blair & Co.	GRanite	6103
Bolling Co., Inc.	GRanite	2248
Burn-Smith Co., Inc.	RIchmond	6184
F M Reprs., Inc.	HIllside	2450
Free & Peters	HOLlywood	2151
Gene Grant & Co.	YOrke	8812
W. S. Grant Co.	VAndyke	6341
Homer Griffith Co.	HOLlywood	6281
Headley-Reed Co.	VAndyke	1725
Joseph Hershey McGilvra, Inc.	DRexel	4388
George P. Hollingsbery	MAdison	6-3633
The Katz Agency	TUcker	3219
Tracy Moore	HOLlywood	5408
National Association of Broadcasters	GRanite	7166

Harlan Gaylord Oakes	FAirfax	3200
Pan American Broadcasting Co.	HOLlywood	6281
John Pearson Co.	DRexel	4388
Edward Petry Co.	MIchigan	8729
Radio Sales	HOLlywood	1212
Wm. G. Rambeau Co.	EXposition	8281
Paul H. Raymer	MIchigan	6536
Taylor-Boroff, Inc.	FAirfax	8458
Universal Radio Sales	HOLlywood	8282
Walker Co.	FAirfax	3200
Weed & Company	HIllside	8611
Western Radio Association	TUcker	6877
Howard H. Wilson Co.	FAirfax	3200
Adam J. Young, Jr.	MIchigan	6377

Advertising Agencies

Abbott Kimball Co., Inc.	TRinity	7575; DRexel	7305
Ad Associates	TUcker		5713
R. H. Alber Co.	HOLlywood		8273
Allen Advertising	BRadshaw		2-3336
Allied Advertising	DRexel		7331
Associated Broadcast Advertising Co.	DUnkirk		8-2972
Associated Advertising Agency, Inc.	DUnkirk		8-3145
Atherton & Co.	HOLlywood		7151
N. W. Ayer & Son	HEmpstead		4871
Ayres Agency	HEmpstead		8171
Bass-Luckoff of Hollywood	BRadshaw		2-1043
Ted Bates, Inc.	HOLlywood		2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood		7337
(Los Angeles)	MIchigan		1354
Benton & Bowles, Inc.	HIllside		9151
Berghoff Associates, Inc.	BRadshaw		2-2625
Biow, Inc.	HEmpstead		2377
W. Earl Bothwell, Inc.	GRanite		6114
Botsford, Constantine & Gardner	VAndyke		0796
Brisacher, Van Norden & Staff	WEbster		8143
Buchanan & Co. (Los Angeles)	MUtual		6316
(Beverly Hills)	BRadshaw		2-1162
Campbell-Ewald Co.	RIchmond		6204
Compton Advertising, Inc.	HOLlywood		8107
Crawford & Sons	HIllside		9211
Dancer, Fitzgerald & Sample, Inc.	HEmpstead		8166
D'Arnall & Co.	HOLlywood		7470
Davis, Harrison, Simmonds	HUdson		2-2311
Irving Eckhoff	GRanite		3192
Erwin-Wasey & Co., Ltd.	WEbster		3-5721
Wm. Esty & Company	HUdson		2-3366
Ted H. Factor	DRexel		7187
Frank Ferrin, Inc.	HOLlywood		3628
Foote, Cone & Belding	HOLlywood		6265
Frank Ford	GLadstone		1768
A. Newton Free Co.	MIchigan		1195
John F. Freiburg & Co.	MIchigan		8786
Fritz, Carlson, Cash, Inc.	HOLlywood		7201
Garfield & Guild	DRexel		8131
Glasser-Gailey	Fltzroy		2141
Grant Adv. Inc.	HOLlywood		5371
Will Grant	TRinity		1384
John H. Guedel Radio Prods.	HEmpstead		5186
Harrington-Whitney & Hurst	WHITNEY		9357
Hillman-Shane	PROspect		0101
Hixson-O'Donnell	MUtual		8331
Hutchins Adv. Co., Inc.	CRestview		6-2061
Irwin-McHugh	HOLlywood		2277
W. C. Jeffries Co.	FAirfax		8271
Paul Jones & Associates	GRanite		7197
Raymond Keane	TRinity		2915
Kenyon & Eckhardt	HIllside		8368
William Kester	HIllside		9251
J. B. Kiefer	FAirfax		8373
King Cole Adv. Service	LUcas		0681
Kudner, Inc.	HIllside		7209
Lennen & Mitchell, Inc.	BRadshaw		2-5304
J. M. Lentz	HOLlywood		3906

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

Lockwood-Shackelford	TRinity	9801	Louis G. Cowan, Inc.	Hillside	3139
Lott Adv.	GRanite	8367	Bing Crosby Enterprises	CRestview	1-1171
Low	HEmpstead	8870	Del Crosby	HOLLYWOOD	8691
Mack-Wharton	Richmond	6275	Crystal Recordings	CApitol	9883
McCann-Erickson	Hillside	8268	Coleman-Maxwell	HOLLYWOOD	4464
McKee & Albright	HOLLYWOOD	8363	Ed East	YOрке	7617
McNeill & McCleery	Michigan	7496	Eccles Recordings, Inc.	Hillside	8351
S. P. Middleman	OLympia	5818	Bruce Eells & Associates	HOLLYWOOD	5869
The Milton C. Miller, Jr. Agcy.	NORmondie	2-8747	Electro-Vox Recording Studios	Gladstone	2189
Dan B. Miner	TRinity	9711	F. W. Ferrin Co.	HOLLYWOOD	3628
Raymond R. Morgan Co.	HEmpstead	4191	Finley Transcriptions	BRadshaw	2-2711
Morris & Cain	HUdson	2-2358	Lou Fulton	HOLLYWOOD	3755
H. C. Morris & Co., Inc.	Hillside	7163	Fulton Enterprises	GRanite	2244
Music Corp. of America	CRestview	6-2001	Ed Gardner	CRestview	5-1594
Murray-Dymock-Carson, Inc.	DUnkirk	8-2431	Grace Gibson's Radio Prods.	GRanite	5543
Needham, Louis & Brorby	GRanite	7186	William Gernannt Associates	Hillside	8368
Newell-Emmett Co.	GRanite	6131	Glendale's Radio City	CHapman	5-3283
Mike Newman & Associates	Gladstone	6793	Mitchell Gertz	CRestview	1-5135
Paul E. Newman Co.	Gladstone	6793	Globe 16 MM Pictures	GRanite	7573
The Pardee Co.	GRanite	2248	Jeanne Gray Radio Prods.	GRanite	2764
Pedlar & Ryan, Inc.	HOLLYWOOD	5354	John W. Greene	NORmandie	7531
Porter & Associates	DUnkirk	8-2972	John Cuedel Radio Prods.	HEmpstead	5186
Ralph L. Power	Michigan	5277	Francis E. Healy	GRanite	5368
Robert B. Raisbeck	HOLLYWOOD	5371	John Hestand	GRanite	5368
L. W. Ramsey Co.	HOLLYWOOD	3523	Hollywood Broadcasters Co., Inc.	GRanite	3784
Lee Ringer Adv.	DRexel	8131	Hollywood Music Recording Studios	HEmpstead	5407
Ross-Gardner-White	DRexel	7211	Paul Holmes Recording Studios	Prospect	1540
Ruthrauff & Ryan	Hillside	7593	Hollywood Radio Prods.	GRanite	3588
James L. Saphier	CRestview	1-7230	Bob Hope Enterprises	HOLLYWOOD	4931
Russell M. Seeds	HUdson	2-1206	International Recording Studios	HOLLYWOOD	6344
Dean Simmons	OLympia	7002	Kennett Prods.	Gladstone	5847
Sherman-Marquette	HOLLYWOOD	5131	Sam Kerner Prods.	CHARleston	0-2111
Smith, Bull & McCreery	HEmpstead	5671	< C M Radio Prods.	Gladstone	6466
Ralf M. Spangler	HEmpstead	5129	Keystone Broadcasting System	HOLLYWOOD	5338
Barton A. Stebbins	TRinity	8821	K and M Records	HEmpstead	8775
Sudler Co.	TRinity	0709	Arthur Kurlan	YOрке	7101
J. Walter Thompson Co. (Hollywood)	Hillside	7241	Lawrence & Lee	Gladstone	5242
(Los Angeles)	MAdison	2661	Lawston Prods.	Hillside	7720
The Tullis Co.	HEmpstead	6831	E. Lindom Recording Studios	GRanite	7634
Universal Adv.	Hillside	8218	Lindom & Romaine Recording Studios	AXminster	2-8812
Louis Victor	GRanite	5673	Los Angeles Portable Recording Studios	BRadshaw	2-4441
Ward Wheelock Co.	Hillside	9221	C. P. MacGregor	FHzroy	4191
Wade Adv.	Michigan	8608	Smilin' Ed McConnell	HOLLYWOOD	3070
Warwick & Legler	HEmpstead	8163	Arnold Marquis	HOLLYWOOD	8681
R. W. Webster	MAdison	9-2283	Master-Reddy-Nelson	DRexel	4391
Milton Weinberg Co.	TUcker	4111	Ted Maxwell Prods.	HOLLYWOOD	4464
Harry J. Wendland	FAirfax	2381	Mayfair Transcriptions	CRestview	1-8151
Adolph Wendland	Hillside	1176	Thos. Moody & Associates	FAirfax	1127
Carl Webster & Co.	Hillside	2151	Les Mitchell	SUNland	2261
Al Williams	GRanite	7648	Raymond R. Morgan	HEmpstead	4194
Young & Rubicam	HOLLYWOOD	2731	Monogram Radio Prods.	GRanite	2248
			Norris & Cain	HUdson	2-2353
			National Broadcasting Co., Inc.	HOLLYWOOD	6161
			Tom North Prods.	Gladstone	1420
			Peerless Film & Radio Prods.	HOLLYWOOD	7127
			Professional Recording Studios	HOLLYWOOD	7037
			Radio Corp. of America-RCA Victor Division	Hillside	5171
			Radio Enterprises, Inc.	Gladstone	6456
			Radio Producers of Hollywood	HOLLYWOOD	8313
			Radio Recorders	HOLLYWOOD	3917
			Radio Transcription Co. of America, Ltd.	HOLLYWOOD	8318
			Radiotele Prods., Inc.	GRanite	5384
			Rem Prods.	TRinity	4691
			Rockett Pictures, Inc.	GRanite	7131
			Jack Rourke Prods.	GRanite	7131
			Del Sharbutt	Hillside	4305
			James L. Saphier	CRestview	1-7231
			Selected Features Sentinel Productions	HO'lywood	7381
			Six Thousand Sunset Radio Center	HEmpstead	6811
			Show Productions, Inc.	HEmpstead	8166
			Standard Radio Transcriptions	WWebster	9181
			Allen Stapp	HOLLYWOOD	3636
			Studio & Artists Recorders	Hillside	8241
			Sweem Studios	PARKway	9363
			Telecomics, Inc.	Gladstone	2591
			Telefilms, Inc.	HOLLYWOOD	7205
			Television Programs Corporation of Hollywood	Hillside	4369
			Television Relay, Inc.	WAlnut	2997
			Telemays Radio Productions	CRestview	6-7238
			Tellamerica	GRanite	6652
			Thomas Co.	Hillside	6564
Academy Sound System	Hillside	5729			
Air Check Co.	Gladstone	2189			
Allied Recard Manufacturing Co., Inc.	HOLLYWOOD	5107			
American Legion Radio Shows	AXminster	8106			
Amusement Enterprises, Inc.	CRestview	4-6101			
Analysis Recording Co.	FAirfax	3312			
Argonant Prods., Inc.	Gladstone	7121			
Associated Recording Program Ser.	HOLLYWOOD	8318			
Associated Studios Broadcasting Recording	Hillside	0191			
Audience Participation Recordings	HOLLYWOOD	0703			
Bonded Television Corp.	CRestview	6-8729			
Bride & Groom	DRexel	4391			
Broadcast Record, Inc.	Hillside	1511			
Howard C. Brown	HOLLYWOOD	6045			
Smiley Burnette Rancho Records	SUNset	1-1437			
Cardinal Co., Inc.	HEmpstead	1177			
Capitol Transcriptions	HOLLYWOOD	8171			
Carter-Wright Radio Television Prods.	HOLLYWOOD	3636			
Edmund Cashman	GRanite	8332			
Centaur Prods.	WAlnut	3163			
Leslie Clucas	HOLLYWOOD	5111			
Cole-White Radio Prod.	Hillside	9211			
Columbia Records, Inc.	BRadshaw	2-5411			
Command Radio Productions, Inc.	GRanite	7450			
Commodore Productions	HOLLYWOOD	8229			
Consolidated Broadcasting Co.	WAlnut	5322			
Continental Recordings	Gladstone	4088			
Continental Radio & Television Prods.	HEmpstead	8171			
Frank Cooper	GRanite	5481			

Radio-TV Program and Transcription Cos.

Radio-TV Phone Numbers in LOS ANGELES

Transcription Sales, Inc.	Hollywood	5600
Truth or Consequences	Hollywood	2901
Twentieth Century Records, Inc.	GRanite	1567
United Radio & Radio Television Prods.	Hillside	7651
Universal Recorders	Hollywood	8282
Vallee-Video	Hillside	6118
Glenn Wallichs Music Center	Hollywood	8211
Mork Warnow	Hillside	2153
Wells Recordings	Normandie	9129
Carl Webster & Co.	Hillside	2151
Walter White, Jr.	Hollywood	8229
Lyle E. Willey	Hillside	5729
Hal Wilson Radio Prods.	Hillside	1714
World Broadcasting System, Inc.	Hempstead	5141
Carter Wright Radio and Television Prds.	Hollywood	3636
Frederick W. Ziv Co.	Hempstead	3248

Radio Artists Agencies

Larry Allen	Hempstead	0421
American Federation of Radio Artists	Hillside	5125
Berg-Allenberg	CRestview	6-3131
Stonley Bergerman	CRestview	6-3193
Herman Bernie	CRestview	5-6685
Phil B'oom	CRestview	4-6064
Ralph Blum	CRestview	4-5411
Century Artists	Hudson	2-1283
Cinema Authors & Artists Agcy.	CRestview	6-6241
Columbo Artists Management	Hempstead	5316
Hollam Cooley Agcy.	CRestview	5-6161
Jack Creamer	Gladstone	9683
Everett N. Crosby	CRestview	1-1171
Ken Dolan & Co.	Hollywood	3558
Famous Artists	CRestview	1-5222
Features Agcy.	CRestview	6-5096
Frederick Bros.	CRestview	1-6244
General Artists	CRestview	1-8101
Mitchell Gertz	CRestview	4-5491
Bruce Geor	CRestview	5-1660
Goldstone Agcy.	CRestview	6-1071
Mitchell J. Homilburg	CRestview	5-4171
Donald Hyde	CRestview	4-5261
Lou Irwin	CRestview	1-7131
Sam Joffe	CRestview	6-6121
Irving Paul Lazar	CRestview	5-6153
Levee-Short	CRestview	5-0626
Levee-Stark	CRestview	1-5781
Lester Linsk	CRestview	5-4396
A. & S. Lyons	CRestview	1-6131
Reg. D. Marshall	Hollywood	8238
MCA Artists, Ltd.	CRestview	6-2001
Ethel Minter	CRestview	5-2776
Monter-Gray	CRestview	1-1191
William Morris	CRestview	1-6161
Polan and Rosenberg	CRestview	1-8121
Radio Registry	Hillside	8321
Radio Artists Corp.	CRestview	5-4308
Art Rush	Hillside	5161
The Salkow Agcy.	CRestview	1-9134
James L. Saphier	CRestview	1-7231
Schwarz Agency	CRestview	4-6301
Louis Shurr	CRestview	1-1116
Edward Sherman	CRestview	5-0186
Stempel-Olenick	CRestview	1-7141
A. George Volck	CRestview	6-3121
D. M. Winkler	CRestview	1-7244
Chas. Wendling	CRestview	6-2348

Publications

Broadcasting	Gladstone	7353
Hollywood Reporter	Hillside	7411
RADIO DAILY	Gladstone	8436
Radio Life	Hillside	9275
Radio News	T.Ucker	9213
Variety	Hollywood	1141
Radio Artists Directory	Hillside	0101

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

Federal Departments and Agencies

American National Red Cross	REpublic	8300
Archives, National	DIstrict	0520
Capitol U. S. (Senate, House of Reps.)	NAtional	3120
Censors, Bureau of the	TRinidad	3000
Commerce, Department of	STERling	9200
Copyright Office—Library of Congress	NAtional	2722
Court of Customs & Patent Appeals	NAtional	4696
Executive Mansion	NAtional	1414
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
Federal Trade Commission	EXecutive	6800
Government Printing Office	DIstrict	6840
Interior, Department of the	REpubic	1820
Justice, Department of	REpublic	8200
Labor, Department of	EXecutive	2420
National Labor Relations Board	STERling	7373
National Military Establishments		
Air Force, Department of The	REpublic	6700
Army, Department of The	REpublic	6700
Navy, Department of The	REpublic	7400
National Research Council	EXecutive	8100
Patent Office	STERling	1200
Post Office Department	DIstrict	5360
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NAtional	3120
Radio Script & Transcription Exchange	REpublic	1820, Ext. 2225
State, Department of	REpublic	5600
Supreme Court of The U. S.	EXecutive	1640
White House	NAtional	1414
Blair House	REpublic	1681

Non-Governmental

Clear Channel Broadcasting Service	EXecutive	0255
Frequency Modulation Ass'n.	Hudson	7170
National Association of Broadcasters	DEatur	9300
National Press Club	REpublic	2500
RADIO DAILY	Wisconsin	3271
	HOBart	7627
	NAtional	2292
Radio Manufacturers' Association	NAtional	4901

AM Radio Stations

WAMC	EMerson	9445
WARL	OWens	7800
WBCC	OLiver	2800
WEAM	OWens	7100
WGAY	SHepherd	1050
WHMB	SHepherd	8905
WINX	REpublic	8000
WMAL	NAtional	5400
WOL	MEtropolitan	0010
WQOK	STERling	7265
WQQW	COlumbia	6331
WRC	REpublic	4000
WTOP	MEtropolitan	3200
WWDC	NAtional	7203

FM Radio Stations

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

Television Stations

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

News Services

Associated Press	DIstrict	1500
International News Service	NAtional	1733
Transradio Press	NAtional	1178
United Press	EXecutive	8480

long term

gains

— or →

short term

gains

HOW TO MEASURE A NETWORK

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes *more* impressive:

More total audience—a weekly total of 3,730,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. [BMB—ADJUSTED TO DATE]

More average audience—On a *national* basis, the average sponsored evening program on NBC attracts a 34% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%. [U.S. HOOPER RATINGS]

More popular programs—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air. The present score—15 of the first 25. [PROGRAM HOOPER RATINGS—DECEMBER 15-21]

More advertising dollars—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network. [BASED ON PIB]

More advertising efficiency—Using both time and talent costs, NBC delivers 11% more homes per dollar than any other network in the daytime and 10% more in the evening. [U.S. HOOPER RATINGS]

Such are the proportions of...

NBC... America's No. 1 Network



THE NATIONAL BROADCASTING COMPANY—a service of Radio Corporation of America

BENRUS SALUTES

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

BENRUS

official watch of famous airlines[®]

*Reg. U. S. Pat. Off.

S. B. A. ACTIVITIES GROWING

By JIMMY DOLAN, Exec. Secty., Sports Broadcasters Assn.



Jimmy Dolan

THE sports broadcasters Association enters the tenth year of its existence with high hopes of continued success. Since its inception, the Sports Broadcasters Association has made steady progress in furthering the ideals on which the organization was founded. It has received from the sports world in-

creasing recognition as the voice of the sports announcers throughout the country.

The Sports Broadcasters Association has worked constantly with the colleges all over the nation in an effort to improve conditions for football announcers. On request we have submitted, to various colleges, plans for the ideal broadcasting booth. These plans were drawn up as a result of our annual award to the college with the best broadcasting facilities. This award has been won in the past by Notre Dame, Princeton, Michigan, and Georgia Tech. In addition, we have outlined, to college publicity men, the type of material needed by play-by-play announcers, as well as the story material required by the men who do daily summaries.

As a result of the close cooperation between the colleges, the sports promoters and the Sports Broadcasters Association, sports announcers are now recognized by the authorities as an important part of the sports picture. In accordance with this trend, it is interesting to note that the three baseball clubs in the New York area have set aside facilities for the exclusive use of Sports Broadcasters Association members at their ball parks. Our Sports Broadcasters Association card is the only identification needed for admission to the park and the box. In a like manner, the five New York race tracks honor our card, and so do the three New Jersey tracks.

These privileges we have secured were not easily won. They came after a long, hard fight by the officers and members of the Sports Broadcasters Association. The New York Yankees were the first to make facilities available to our members, and the Brooklyn Dodgers followed the lead

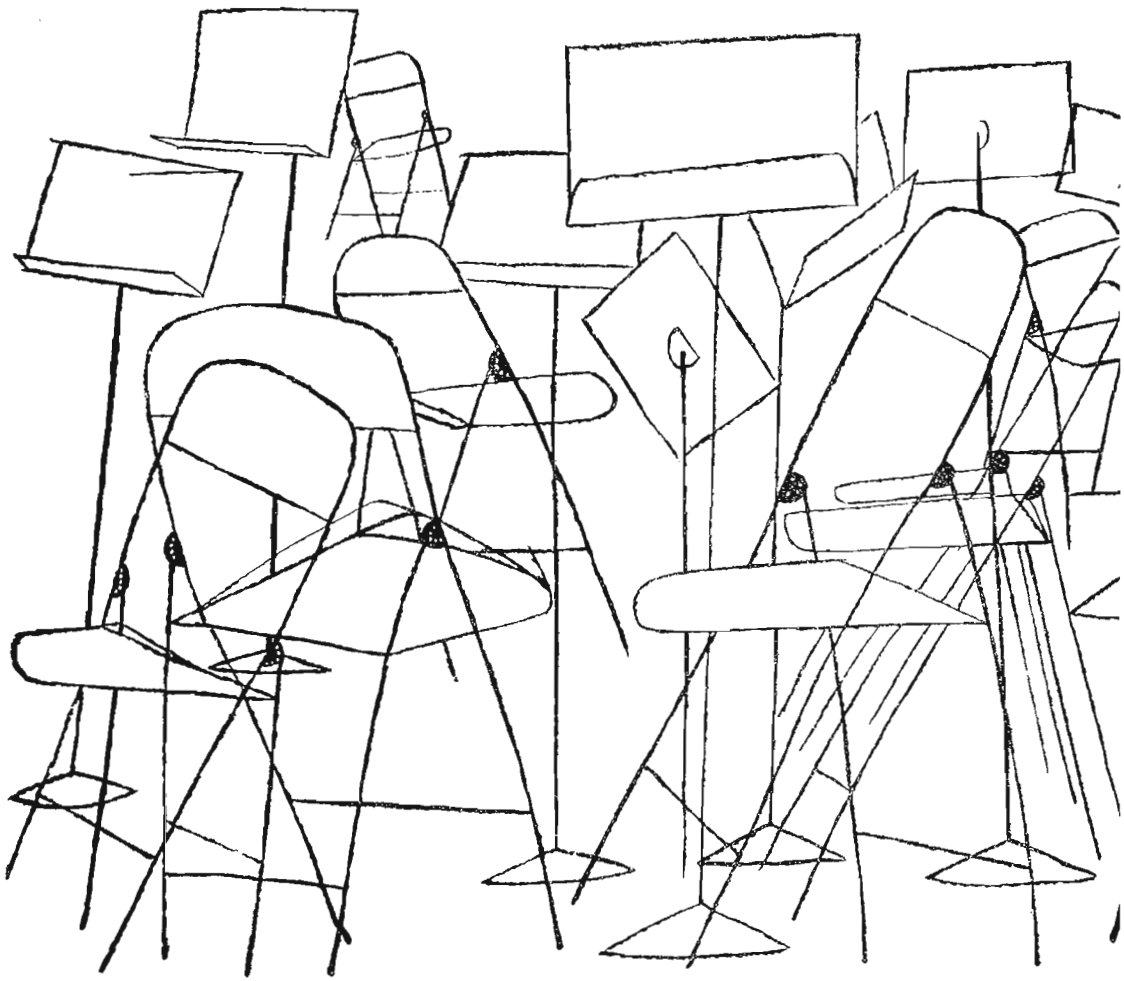
set by the Yankees soon after. Last year the New York Giants capitulated, and our baseball victory was complete. We have also worked closely with the baseball owners on release dates, so that our members with nightly shows get the same break as the morning and afternoon papers. The campaign is still going on in all sports to assure the Sports Broadcasters Association members the same privileges as are accorded all working press.

The Constitution of the Sports Broadcasters Association contains a code of ethics. If any member of the Sports Broadcasters Association feels that his work or his opportunity to work, is jeopardized by a fellow member, he has the privilege of bringing his case before the executive committee.

The second annual dinner of the Sports Broadcasters Association was held on February 21 at Rupperts, and was a huge success. Seated on the Dais were the leading figures from the world of sports. Among the guests out front were the agency and network executives who, with the sports personalities present, came to honor Joe DiMaggio of the Yankees. Joe had been voted the Graham McNamee Memorial Award, which is given each year to the man who, in the opinion of the Sports Broadcasters Association, has contributed the most to sports. The presentation was made by Phil Carlin, who was Graham McNamee's partner in the old days.

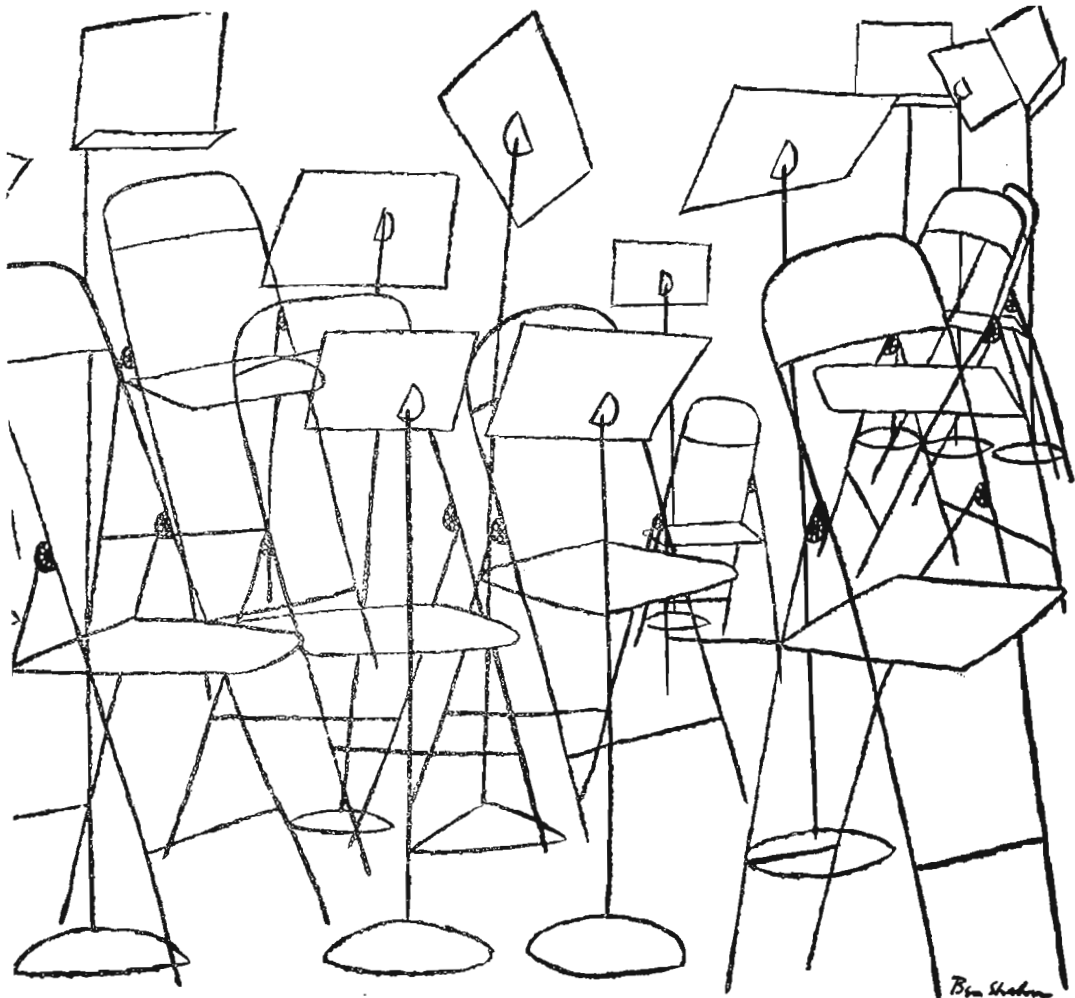
Quent Reynolds, famous author and correspondent, was the toastmaster, and did a magnificent job. Among the speakers were Jim Farley, Fred Linder, General Kilpatrick, Herbert Bayard Swope, Ford Frick, Bill Bingham, Frank Howard and Casey Stengel. According to all present, the speaking program was the best of its kind ever put on. The speakers were brief, and yet, in the short time allotted to them, managed to make their talks humorous.

The Sports Broadcasters Association still adheres to its schedule and functions as a weekly luncheon group. Figures from the world of sports, including coaches, athletic directors, and others who can help the announcers learn more about their profession, are regular guests at these luncheons.



The empty studio...

No voice is heard now. The music is still.
The studio audience has gone home.
But the *work* of the broadcast has just begun.
All through the week... *between* broadcasts...
people are buying the things everywhere
this program has asked them to buy.
Week after week.



From the beginning the country's shrewdest
advertisers have chosen network radio
to maintain this *weekly* contact with their customers.
And in all radio, no voice speaks today with
more eloquent authority or economy than
that of CBS—first choice among all networks
of America's largest advertisers.



COLUMBIA BROADCASTING SYSTEM



UNITED PRESS

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

NEWS SERVICES



Associated Press

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

Executives

Executive Director and General Manager..... Kent Cooper
Asst. General Manager for Radio..... Oliver Gramling
Assistant Secretary..... Charles Honce
Radio News Editor..... Tom O'Neil

International News Service

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

Executives

General Manager..... Seymour Berkson
Editor-In-Chief..... Barry Faris
Business Manager..... William B. Goode
Sales Manager..... Basil A. Caparell

Press Association, Inc. (Associated Press)

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

Executives

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

Reuters

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

Executives

Manager..... D. Kimpton Rogers
News Editor..... Geoffrey Tebbutt
Accountant..... M. Hathaway
Chief Washington Correspondent..... Paul Scott Rankine
Senior Editor—Washington..... William Hardcastle

Transradio Press Service, Inc.

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

Executives

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

United Press Associations

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

Executives

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

1949... ABC's *year in television*

ABC's television story goes back a long, long way. In the days of experimental television, ABC put on more commercial programs—in more places—for more clients—than *any* network. Since then, ABC has constantly made big news in television. The network's smash-hit premieres in New York, Chicago, Detroit and other cities made television history in 1948. And so, for example, did its exciting Election Night coverage... its sensational "first" in telecasting Opening Night at the "Met." Even bigger things are ahead for '49, with ABC's mammoth Television Centers in New York and Hollywood in full swing. If you are an advertiser, you owe it to yourself to take a good look at the progress... the plans... the people... the potential... of ABC-TV.



George Jessel (above), Connec Boswell, Paul Draper, and other headliners thrilled ABC viewers recently in a gala two-hour holiday show on ABC Television!



The Metropolitan Opera's opening night performance of "Otello" was seen by over 2,000,000 people on ABC-TV. Above: Milton Cross, ABC's famed "Mr. Opera."



Ray Bolger, Ella Logan and Bea Lillie starred in the sensational, smash-hit premiere of ABC's New York station (WJZ-TV) last fall. James Barton, Henry Morgan and many other great stars appeared.



Ginny Simms, Jerry Colonna, Victor Borge, Lou Holtz and a whole galaxy of top-notch entertainers were on hand when WENR-TV went on the air in Chicago.



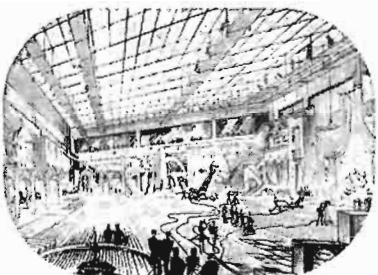
Paul Whiteman has appeared recently on ABC Television. Also Jessica Tandy, Marc Connelly, Georgie Price, Frances Langford, Don McNeill, Paul and Grace Hartman.



Baseball, boxing, football . . . many of the biggest sports events are telecast on ABC. And you have *better* than front-row seats, right in your own living-room!



Special events like the Presidential Inauguration happen right before your eyes—on ABC Television. ABC cameras catch important television events as they happen.



ABC's gigantic new million-dollar Television Center in New York is an entire city block long. It is the largest, most modern in the world . . . built especially for television.



In Hollywood, ABC will soon begin telecasting from the network's new site: the famous 20-acre Vitagraph movie lot, which has the largest sound stage in Hollywood.

ABC TELEVISION

The Living Image of America

American Broadcasting Company

Compliments of a



Friend*

*As of January 1, 1949

520 Stations (510 in service)

32,482,000 Radio Homes (Grade I Daytime "Listenability")

Non-Commercial AM Stations of the U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1949

Location	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
CALIFORNIA				
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 watts d
Pasadena	KPPC	Pasadena Presbyterian Church.	1240	100 watts
COLORADO				
Denver	KPOF	Pillar of Fire.....	910	5000 watts d
ILLINOIS				
Chicago	WMBI	The Moody Bible Inst.....	1100	5000 watts
Urbana	WLLL	University of Illinois.....	580	5000 watts d
IOWA				
Ames	WOI	Iowa State College.....	640	5000 watts d
Boone	KFGQ	Boone Biblical College.....	1260	250 watts d
Decorah	KWLC	Luther College	1240	250 watts
Iowa City	WSUT	The State U. of Iowa.....	910	5000 watts
KANSAS				
Lawrence	KFKU	University of Kansas.....	1250	5000 watts
Manhattan	KSAC	Kansas State College.....	580	5000 watts d
MICHIGAN				
East Lansing	WKAR	Michigan State College.....	870	5000 watts d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250 watts
MINNESOTA				
Minneapolis-St. Paul	KTTS	Nwstrn. Theo. Sem.....	900	1000 watts d
Minneapolis-St. Paul	KUOM	University of Minn.....	770	5000 watts d
Northfield	WCAL	St. Olaf College.....	770	5000 watts d
MISSOURI				
Clayton-St. Louis	KFUO	Evangelical Lutheran Synod...	850	5000 watts
NEW JERSEY				
Zaraphath	WAWZ	Pillar of Fire.....	1380	500 watts d
NEW YORK				
Brooklyn	WBBR	Watch Tower Soc.....	1330	5000 watts
New York	WNYC	City of N. Y.	830	1000 watts
NORTH DAKOTA				
Grand Forks	KFJM	U. of North Dakota.....	1440	1000 watts d
OHIO				
Columbus	WOSU	The Ohio State U.	820	5000 watts
OKLAHOMA				
Norman	WNAD	U. of Oklahoma	640	1000 watts d
OREGON				
Corvallis	KOAC	Oregon State Agric. College...	550	5000 watts
Portland	KBPS	Benson Polytechnic School....	1450	100 watts
PENNSYLVANIA				
Grove City	WSAJ	Grove City College.....	1340	100 watts
SOUTH DAKOTA				
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech...	1230	100 watts d
Vermillion	KUSD	University of South Dakota....	920	500 watts
WASHINGTON				
Pullman	KWSC	State College of Wash.....	1250	5000 watts
WISCONSIN				
Madison	WHA	University of Wisconsin.....	970	5000 watts d
Stevens Point	WLBL	State of Wisc., Dept. of Agric...	930	5000 watts d



In a Lather every Week

AND WE APPRECIATE IT

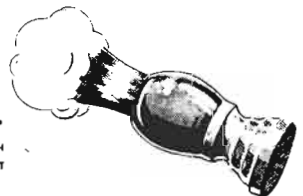


Of course . . . we appreciate the hard work of *all* the people who work on these shows with us, as well as the work of the principals themselves. The same goes for the folks on the regional programs we handle, and our spot accounts, too. Thanks to each and every one of you!

The Staff of

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT





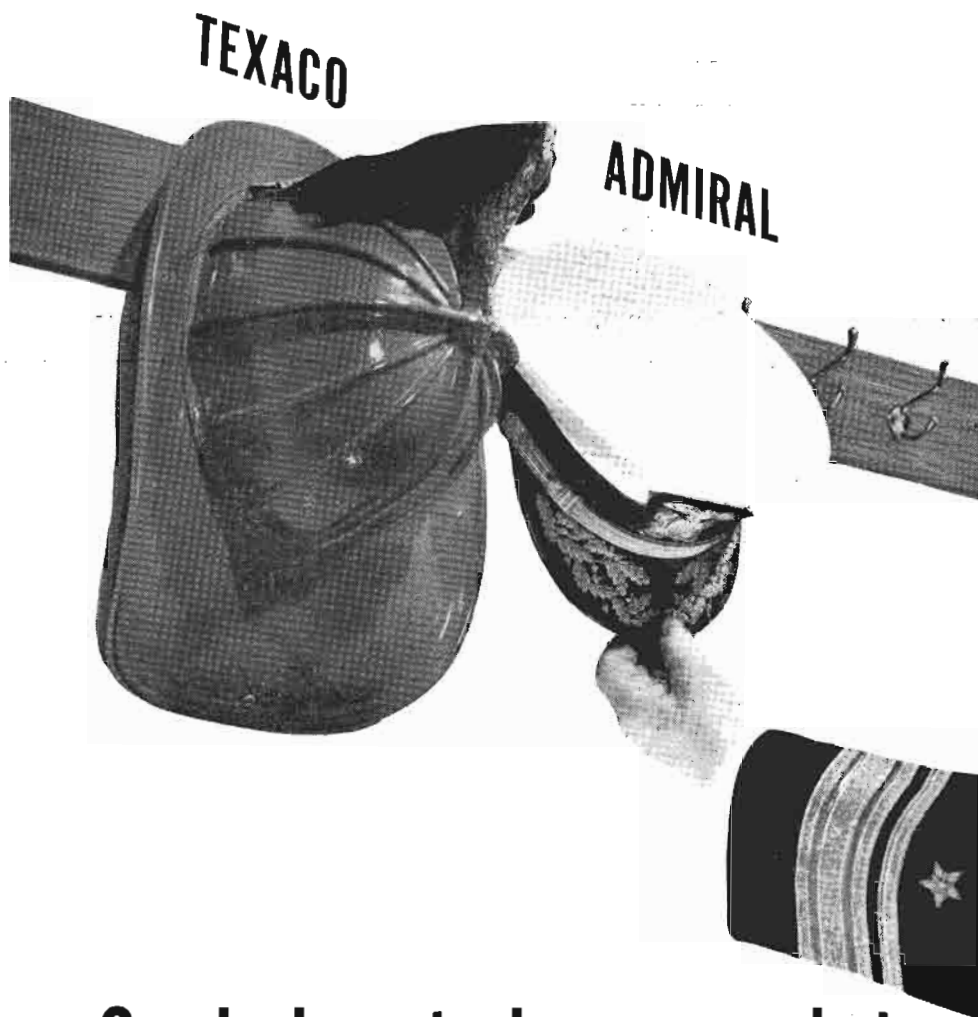
BUSINESS

Agency and Sponsor Network Billings

Research Firms

Advertising Agencies

Radio-TV Station Representatives



**Good place to hang your hat
for tops in television:
Kudner Agency, Inc.**

NEW YORK

★

DETROIT

★

WASHINGTON

LOS ANGELES

★

SAN FRANCISCO

Network Billings

AGENCY AND SPONSOR

American Broadcasting Co. 1948 Agency Gross Billings

Daneer-Fitzgerald-Sample, Inc.	\$ 5,361,292
J. Walter Thompson Company	3,891,292
McCann-Erickson, Inc.	3,139,435
BBD&O	2,392,445
Compton Advertising, Inc.	2,225,036
Hutchins Advertising Company, Inc.	2,128,069
Kenyon & Eckhardt, Inc.	1,717,630
Foote, Cone & Belding	1,714,040
Benton & Bowles, Inc.	1,549,931
Kudner Agency, Inc.	1,504,820
C. J. LaRoche & Co., Inc.	1,138,289
Warwick & Legler, Inc.	1,090,109
William H. Weintraub & Company, Inc.	1,031,720
Knox Reeves Advertising, Inc.	1,005,710
Maxon, Incorporated	980,298
Sherman & Marquette	831,916
Sullivan, Stauffer, Colwell & Bayles, Inc.	814,372
Robert W. Orr & Associates, Inc.	804,832
Doherty, Clifford & Shenfield, Inc.	770,003
Lawrence C. Gumbinner Advertising Agency, Inc.	726,525
Lennen & Mitchell, Inc.	700,500
Geyer, Newell & Ganger, Inc.	689,199
William Esty Company, Inc.	673,318
Needham, Louis and Broby, Inc.	613,100
Young & Rubicam, Inc.	426,125
Schwimmer & Scott, Inc.	421,851
Tatham-Laird, Inc.	393,767
Weiss and Geller, Inc.	378,912
Politicals	365,673
Leo Burnett Company, Inc.	352,096
Roche, Williams & Cleary, Inc.	347,214
H. B. Humphrey Company	309,938
The Joseph Katz Company	305,162
Andrew Gabagan Associates, Inc.	294,913
J. M. Mathes, Incorporated	287,151
Gardner Advertising Co.	278,338
Cecil & Presbrey, Inc.	262,269
MacManus, John & Adams, Inc.	252,619
Weinstein & Company	238,025
Buchanan & Company, Inc.	226,362
Honig-Cooper Company	171,576
William Von Zehle & Company, Inc.	162,883
The Biow Company, Inc.	117,839
Chas. Dallas Reach Co., Inc.	146,656
Henri, Hurst & McDonald, Inc.	133,798
Zimmer-Keller, Inc.	125,497
Morris F. Swaney, Inc.	82,000
Hixson & Jorgensen, Inc.	81,168
Olean Advertising Company	79,617
John C. Dowd, Inc.	71,448
St. Georges & Keyes, Inc.	69,366
Roy S. Durstine, Inc.	66,618
Brisacher, Van Norden & Staff, Inc.	53,192
William Hart Adler, Inc.	40,273
Swaney, Drake & Bement, Inc.	33,016
Lockwood-Shackelford Advertising Agency	32,688
Pacific National Advertising Agency	29,305
No Agency	23,842

Ewell & Thurber Associates	22,380
Arthur Meyerhoff & Company	20,677
Glasser-Gailey, Incorporated	17,684
Willman & Callahan	11,176
Russell, Harris & Wood, Inc.	7,512
The Wesley Associates	7,248
Huber Hoge & Sons	7,084
Fitz-Carlson-Cash, Inc.	6,288
J. D. Tarcher & Co., Inc.	6,026
Beaumont & Hohman, Inc.	3,856
Doherty Advertising Co., Inc.	1,920
Lester L. Wolff, Inc.	384
TOTAL	\$44,303,376

Mutual Broadcasting System 1948 Agency Gross Billings

Cecil & Presbrey, Inc.	\$ 2,049,850
Ruthrauff & Ryan, Inc.	1,921,219
Sullivan, Stauffer, Colwell & Bayles	1,523,587
Wade Advertising Agency	1,518,538
Gardner Advertising Co.	1,381,800
Wm. H. Weintraub & Co., Inc.	1,362,531
Neal D. Ivey Co.	1,348,756
Kudner Agency, Inc.	1,279,862
Erwin Wasey & Co.	1,267,042
Roy S. Durstine, Inc.	1,165,487
Benton & Bowles, Inc.	704,871
Grant Advertising Agency	626,880
Swaney, Drake & Bement, Inc.	531,811
Aubrey, Moore & Wallace, Inc.	526,246
Hill Blackett, Inc.	489,159
J. Walter Thompson Co.	482,078
Gotham Advertising Co., Inc.	387,874
Sherman & Marquette	355,614
Stanley G. Boynton Advertising	289,401
Maxon, Inc.	287,671
H. B. Humphrey	283,286
Western Advertising, Inc.	278,917
D'Arcy Advertising, Inc.	247,583
Evans Associates	208,451
Haehnle Advertising	203,349
Roche, Williams & Cleary, Inc.	188,144
Walker & Downing	181,828
Brown & Bowers	175,168
C. Wendel Muench & Co.	171,652
BBD&O	150,769
Crook Advertising Agency	117,956
Hutchins Advertising, Inc.	106,747
Foote, Cone & Belding	99,410
Warwick & Legler, Inc.	98,765
R. H. Alber Co.	69,002
Buchanan Co.	67,005
Platt-Forbes, Inc.	64,217
Arthur Meyerhoff & Co.	60,802
Ewell & Thurber Associates	59,089
Moss & Arnold Co.	55,829
Hirshon-Garfield, Inc.	52,095
Alpha Advertising Agency	44,787
Geo. H. Hartman Co.	37,917
Huber, Hoge & Sons	36,022
Fredrick Clinton Co.	32,767
Raymond Spector, Inc.	31,200
Wm. Esty & Co.	29,686
Bertingham, Castleman & Pierce	24,710
Weston-Burnett, Inc.	24,057
Henri, Hurst & McDonald	17,335
Marks & Neese	12,944
Furman & Heiner Co., Inc.	11,397

Since 1898...

THE
AGENCY
OF
THE
SHOW
WORLD



WILLIAM MORRIS
AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON

Agency—Network—Sponsor Billings

Campbell-Ewald Co.	10,252
Grey Advertising Agency	9,201
Smith, Bull & McCreery	5,215
Klinger Advertising Corp.	887
Direct	656
TOTAL	\$22,769,461

American Broadcasting Co. 1948 Sponsor Expenditures

General Mills, Inc.	\$ 4,666,348
The Procter & Gamble Co.	2,879,348
Philco Corporation	2,128,069
Swift & Company	2,112,742
Sterling Drug, Inc.	2,025,268
The Quaker Oats Co.	1,973,205
Libby, McNeill & Libby	1,778,550
Toni, Inc., Div. of Gillette Safety Razor Co.	1,714,040
Westinghouse Electric Corp. (Lamp Division)	1,318,029
United States Steel Corporation of Delaware	1,052,090
Kellogg Company	1,018,640
The Texas Company	1,029,210
Gillette Safety Razor Co.	891,669
Equitable Life Assurance Society of the U. S.	876,747
The Andrew Jergens Co.	804,832
Bristol-Myers Company	770,003
The Norwich Pharmaceutical Co.	726,525
P. Lorillard Company	700,500
Nash-Kelvinator Corporation	689,199
General Electric Co., Lamp Dept. R. J. Reynolds Tobacco Co.	673,398
National Biscuit Co.	668,882
Curtis Publishing Company	666,657
Secman Brothers, Inc.	636,551
Pacific Coast Borax Co.	615,225
Derby Foods, Inc.	613,100
The Southern Cotton Oil Co.	595,940
Nestle's Milk Products, Inc.	588,941
The Goodyear Tire & Rubber Company, Inc.	511,500
Pillsbury Mills, Inc.	515,520
Universal Match Corp.	421,851
The Frank H. Lee Company	404,195
Elgin-American Div. of Illinois Watch Case Company	378,942
Polificals	365,673
Carter Products, Inc.	358,281
Noxzema Chemical Co.	328,002
The Christian Science Publishing Society	309,938
American Oil Company	305,462
Association of Amer. Railroads. America's Future, Inc.	298,560
Standard Laboratories, Inc. (Sub. of Wm. R. Warner Co., Inc.)	291,913
American Express Company	292,707
United States Army Air Force Recruiting Service	287,151
Speidel Co.	278,338
Champion Spark Plug Co.	262,269
The Drackett Co.	252,619
United Electrical, Radio & Machine Workers of America	248,573
Farnsworth Tele & Radio Corp. John Hancock Mutual Life Insurance Co.	238,025
General Foods Corporation	213,362
Wino Growers Guild	186,618
Brotherhood of Rail. Trainmen. Eversharp, Inc.	177,552
L. E. Waterman Co.	171,576
John Morrell & Co.	162,883
Arabian-American Oil Company	117,830
Smith Brothers	146,656
	133,798
	133,242
	128,086

Fruehauf Trailer Co.	125,497
Club Aluminum Products Co.	125,422
Bosco Co.	94,851
Swerl Products Div. of Allied Chemical & Dye Corp.	85,629
Kaiser-Frazier Sales Corp.	82,000
Richfield Oil Corp.	81,168
Paul F. Beich Company	79,617
Reichhold Chemicals, Inc.	73,050
First National Stores, Inc.	71,448
Benjamin Moore & Co.	69,366
Whitehall Pharmaceutical Company Tucker Corporation	69,183
Revere Camera Co.	66,618
The Mantle Lamp Co. of America, Inc.	66,618
California Medical Association	40,273
Fisher Flouring Mills Co.	32,688
Stanley Home Products, Inc.	29,305
General Motors Corporation	23,842
Wilson Sporting Goods Co.	23,096
"42" Products, Ltd.	22,380
Consolidated Royal Chem. Corp. Butler Packing Company	21,980
Mode O'Day Corp.	20,677
Clary Multiplier Corp.	19,616
United Steel Workers	17,684
McKesson & Robbins, Inc.	11,596
U. S. Sixth Army Command	11,176
Beauty Factors, Inc.	8,118
William H. Wise & Co., Inc.	7,512
The Shontex Company	7,248
Fisher Body Div. General Motors Corp.	7,084
Pacific Greyhound Lines	6,288
Clear Weave Stores, Inc.	4,134
	3,856
	2,304
TOTAL	\$44,303,376

Mutual Broadcasting System 1948 Sponsor Expenditures

Ralston Purina Co.	\$ 1,407,855
Philip Morris & Co. Ltd.	1,401,402
Bayuk Cigars, Inc.	1,346,461
Miles Laboratories, Inc.	1,301,106
Carter Products, Inc.	1,195,913
Serutan Co.	1,165,487
General Motors Corp.	1,021,330
R. B. Semler, Inc.	921,173
Kaiser-Frazier Corp.	889,996
Pharmaco, Inc.	765,466
Mutual Benefit Health & Acci- dent Association of Omaha	728,706
Quaker Oats Co.	706,415
General Foods Sales Co.	704,871
Rouson Art Metal Works	618,448
Cudahy Packing Co.	626,880
Williamson Candy Co.	526,246
Wander Co.	489,159
Helbros Watch Co.	477,938
Johns-Manville Corp.	425,780
Shotwell Mfg. Co.	389,084
Lutheran Lamen's League	387,874
Noxzema Chemical Co.	327,674
Tramount Clothing Co.	319,083
Radio Bible Class	289,401
Gillette Safety Razor Co.	287,671
Voice of Prophecy	278,917
U. S. Tobacco Co.	258,532
Coca Cola Co.	247,583
National Council of Protestant Episcopal Churches	231,278
Christian Reformed Church	208,451
Piedmont Shirt Co.	207,325
Appalachian Coals, Inc.	203,349
Revere Camera Co.	188,144
Mail Pouch Tobacco Co.	181,828
Musterole Co.	136,422



M C A

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

Agency—Network—Sponsor Billings

Barbasol Co.	131,111
Young Peoples Church of Air.	123,123
International Milling Co.	117,956
Philco Corp.	106,747
U. S. Army Recruiting Service.	102,292
Armour & Co.	99,330
Democratic National Committee	98,765
DL&W Coal Co.	86,216
Fuller Foundations	69,002
Teen Timers, Inc.	67,005
Peter Paul, Inc.	64,217
Continental Pharmaceutical	
Corp.	60,802
Wilson Sporting Goods Co.	59,089
P. Ballantine & Sons.	56,298
United Electrical Radio Machine	
Workers of America.	55,829
George A. Hormel Co.	53,905
Volupte, Inc.	52,095
First Church of Christ Scientist	
Curtis Publishing Co.	52,008
H. C. Cole Milling Co.	46,821
Republican National Committee	
E. J. Braeh & Sons, Inc.	45,147
Doubleday & Co.	37,917
Progressive Party	36,022
Universal Carloading	32,767
R. J. Reynolds Tobacco Co.	31,200
Conti Products Co. Inc.	29,686
American Bird Products, Inc.	24,710
Perfect Circle Co.	24,057
Mississippi Tabernacle	17,335
ILGWU	12,944
U. S. Rubber Co.	11,397
Pilot Radio Corp.	10,252
Shipstad & Johnson.	9,291
Penn. Committee for Stassen.	5,215
(C.I.O. Political Action Com.	2,295
Grand Lodge of Free & Accept-	
ed Masons	887
Pepsodent Division—Lever Bros.	
G56	
80	
TOTAL	\$22,769,464

American Broadcasting Co. 1948 Gross Monthly Billings

MONTH	1948
January	\$ 3,989,001
February	3,792,256
March	4,076,207
April	3,997,640
May	4,045,384
June	3,488,474
July	2,793,180
August	2,787,805
September	3,164,857
October	2,279,369
November	3,908,031
December	3,981,169
TOTAL	\$44,303,376

Mutual Broadcasting System 1948 Gross Monthly Billings

MONTH	1948
January	\$ 2,072,002
February	2,073,260

March	2,089,090
April	1,907,971
May	1,850,634
June	1,639,517
July	1,512,664
August	1,630,683
September	1,755,932
October	2,260,063
November	2,030,250
December	1,947,398

TOTAL **\$22,769,464**

American Broadcasting Co. 1948 Industrial Classifications

Foods and Food Products	\$15,981,823
Drugs and Toilet Goods	8,323,749
Radios, Refrig., Phono. &	
Electrical Appliances.	5,022,057
Laundry Soaps and Cleansers	2,692,843
Lubricants, Petroleum Prods.	
and Fuel	1,549,082
Cigars, Cigarettes and Tobacco.	1,373,818
Publications	1,351,642
Household Furnishings and	
Accessories	1,123,142
Insurance	1,096,053
Automobiles, Trucks and	
Accessories	1,095,464
Steel	1,052,090
Jewelry and Accessories	787,867
Transportation and Travel.	589,570
Confectioneries	501,468
Clothing and Dry Goods	424,183
News Programs Sponsored by	
Labor Unions	400,908
Politicals	365,673
Miscellaneous	297,446
Wines	171,576
Paints	69,366
Sporting Goods	22,380
Controversial Issues Programs.	11,176

TOTAL **\$44,303,376**

Mutual Broadcasting System 1948 Industrial Classifications

Drugs & Toilet Goods	\$ 6,019,944
Foods & Food Beverages	3,626,312
Cigars, Cigarettes & Tobacco	3,217,909
Automobiles & Accessories.	1,938,913
Religious	1,652,998
Confectionery & Soft Drinks	1,265,047
Jewelry & Silverware.	1,178,481
Finance & Insurance	728,706
Laundry & Household Supplies	
626,880	
Clothing & Dry Goods.	593,413
Building Materials	425,780
Miscellaneous	410,507
Lubricant, Petroleum & Fuel.	289,595
Paints & Hardware	287,671
Sporting Goods	247,233
Radio & Phonographs.	116,038
Stationery & Publishers.	87,739
Wines, Beer & Liquor.	56,298

TOTAL **\$22,769,464**

CBS & NBC 1948 Network Billings Not Available

A. & S. LYONS

INC.

MANAGERS OF DISTINGUISHED ARTISTS

21

**YEARS
OF
RADIO
LEADERSHIP**

NEW YORK

**515
MADISON
AVENUE**

BEVERLY HILLS

**356
NO. CAMDEN
DRIVE**

THE BUSINESS SIDE OF RADIO

By VAL ADAMS, Associate Editor, RADIO DAILY



Val Adams

A GOOD horse player with many years of pouring over form sheets and past performances can readily see by the charts that radio's getting tougher all the time. It's impressive to say that radio's gross revenue in 1948 was 6.5 per cent (\$24.5 million) greater than the previous year but there's more to the story than that. The 1948 increase was at the most no better, and possibly a little less, than the 1947 rate of increase over 1946. Yet in 1948 roughly 400 more AM stations went on the air and Jan. 1, 1949, there were an additional 260 CP's. This is proof positive that broadcasters are growing faster than money.

According to NAB estimates, overall gross revenue from radio time sales in 1948 was \$398,560,000, up 6.5 per cent above the official 1947 income figure released by the FCC. For the second straight year, and the second time in history, income of stations from local retail advertising far outdistanced the gross of the national networks. Local retail business was responsible for \$156,646,000, by NAB estimates issued at the end of 1948, while the national networks sacked up \$133,461,000. The annual percentage of increase also held fast to the new trend, the stations registering 6.5 per cent while the major networks showed 4.5 per cent.

Another outstanding point in the '48 performances was the 10 per cent hike in national spot business. This is even better than the jump in 1947 when national spot increased 9 per cent above 1946. Within the last two years there has been a heavy trend by national advertisers to use more and more spot radio because by this method they call their shots. The extremely heated arguments between the networks and station rep firms during FCC hearings over station representation indicates the importance of this type of operation in the industry.

National spot business in 1948 zoomed

over the \$100 million mark for the first time. NAB's estimated figure was \$100,739,000 and the rate of increase was more than twice as great as that shown by the major networks.

Regional networks (including miscellaneous webs and stations) showed a healthy time sale increase of 10 per cent. Estimated gross was \$7,714,000.

The trend of operating costs rising faster than overall gross revenue continued in 1948. Operating expenses rose 10 per cent, from \$212.2 million in 1947 to \$233.2 million in 1948.

Breaking down the major network time sales, NBC reported its gross for the year was 6 per cent better than 1947. The figure was \$69,700,000.

CBS grossed \$62,200,000 in 1948, reflecting a gain of nearly \$2-million over the previous year. Columbia's take home pay dropped nearly a million, however, and the net for the year was officially pegged at \$5,041,700. This figure includes the sales of Columbia Records.

ABC's gross time billings hit another all time high in '48 but the increase of three-quarters of a million was considerably less than the \$3-million jump shown in 1947. ABC gross time sales in 1948 were \$44,303,376. ABC's net income after federal taxes for the year skidded downward to \$468,676, a topple from the previous year of more than a million. The network said the decrease was attributable to a rapid expansion in television.

MBS registered a gross income of \$22,769,464 for the year, a slight gain of \$386,753 over 1947. This would indicate that Mutual halted a downward trend it suffered in '47 when the web's gross dropped off three and a half million.

FCC charts show what can be taken as highly significant developments in the commercial FM picture during 1948. At the beginning of the year, there were 1,010 total authorizations and at the end of the year the figure had dropped to 964. Peak figure was 1,035 on June 1. "Total authorizations" includes FM stations licensed to operate, CP's and CG's. During the year a total of 136 FM construction permits and conditional grants were deleted.

For reading out loud!

AP NEWS

Available through membership

SPOT ADVERTISING TICKS

By ADRIAN J. FLANTER, Adv. Dir., Benrus Watch Co., Inc.



Adrian J. Flanter

AS an advertiser whose business has been built through Spot Broadcasting, the question of how long this dynamic advertising force will continue in this major sales role, can now only be answered by "Time Will Tell," for Television has definitely moved into the picture even though still in its infancy.

The announcement that Benrus Watch Company would spend an additional half-million dollars in Spot Radio and Television for 1949 (making the budget \$1,600,000) is a tribute to Spot Broadcasting and I suppose we should now add Spot Telecasting. Recently returning from a month's nation wide trip, certain conclusions were very evident as my Agency man and I called on Radio and Television stations, as well as visited with Retail Jewelers and Department Store people, who have been wide users of Radio and are now experiencing interesting Television reactions over the sales counter.

Put down 1948 as the year that Television has come into its own, for we like other manufacturers have seen television dollars produce sales. True it is that these sales have not been anywhere near comparable to the accomplishments of Radio, whose achievements cover every trade and industry. Yet it has been a sound and healthy beginning that has made us conscious of the tremendous sales potentialities through our ability to demonstrate our merchandise via Television.

With Radio and Television, you still have two different fields, so you must remember the same standards of operation cannot be applied. Right now, both mediums enjoy good position. While it is difficult to make a hard and fast rule as to the dividing line, each advertiser must evaluate to his own what that division will be.

And while we are very bullish on Television there is no question in our thinking that Radio is here to stay. You just can't do away with a medium that reaches the City, Town, Village and Hamlet with such success as has been the case of Radio.

While Radio is here to stay, let's recognize the value of Television and appraise it advertisingly-wise, instead of as a franchise and experience for later on, as so many advertisers are doing now.

We, at the Benrus Watch Company, are doing just that—standing pat with all our AM schedules; only changing them where we can improve them and at the same time adding new markets as long as the advertising rates are in line with our sales percentages. As for TV we are buying it where it can stand on its own two feet; it doesn't make sense for us, or for any national advertiser, to cancel AM to take care of TV expenditures.

In this new Spot campaign we have added twenty-seven cities to our Radio schedule, while Television is being utilized in six more markets. Altogether this brings our Spot buying to 130 AM Stations and 18 TV operations. This together with our dealer radio set-up in which over 400 jewelers are using our "jingles" and continuity service over 520 stations, probably explains why they refer to Benrus as the Spot Radio-made watch.

While only experience will devise for us the proper formula, we believe that Television offers opportunity to actually "sell" our merchandise in the home. To say that Benrus Endurable Watch is shock-resisting is one thing but to demonstrate it, by showing it falling on the floor, tells a story that provides an impact that will make the sale for the retailer before the consumer reaches his store.

As Television is growing rapidly in metropolitan centers, don't be surprised to see Radio drop its rates, particularly in evening time as TV gradually grabs off the whole family's attention. Right now, I am sorry to report that we find a good many AM stations raising their rates. Little do they realize how foolish their operations are; for today the advertising manager, despite all his alertness and progressiveness, has quite a problem in meeting a budgetary situation in which you can just spend so many dollars.

As a veteran on one side of the bridge and a newcomer on the other, it is very evident, as I view the findings of my trip around the country, that you can now spend money *soundly* on both sides of the bridge, particularly if you are using a Spot Broadcasting-Telecasting campaign.

THE PULSE, Inc.



GOOD AUDIENCE RESEARCH FOR RADIO AND TELEVISION

1. Personal Interview Significance

Only the listener himself can report what he has heard after he has heard it. No one or thing can do it for him. Chance tuning to the closing moments of one program in order to insure hearing what follows it is not listening unless the listener reports it. Similarly, the chance retention of the first moments of a following program because of the lag in tuning out is not listening unless the listener reports it.

The Pulse personal interview-roster technique permits the listener to identify on a roster the programs and stations he has heard during an immediately preceding part of the day. Listening is not defined as 1 minute, or 3 minutes, or 6 minutes. Only the listener himself can decide what is listening and this he does in the Pulse personal interview-roster technique.

2. Natural Uninhibited Listening Behavior

Audience Measurement should indicate the listening of the listener as he has done it under his own free choosing and direction. No method is authentic which intentionally or otherwise influences or guides the listener's choice. The mechanical truth of set usage is not a true reflection of psychological listening — the listening that is reported by the listener.

The Pulse personal interview-roster technique gathers a listener's own record of listening after he has done it and without affording him the advance knowledge that this information is going to be obtained.

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

Research Organizations

AUDIENCE RESEARCH, INC.

444 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-1872
 Princeton, New Jersey
 Phone: Princeton 335
 6305 Yucca St., Hollywood, Calif.
 Phone: Hillside 8103

A. S. BENNETT ASSOCIATES, INC.

93 Park Avenue, New York 16, N. Y.
 Phone: MURray Hill 5-7965

C. C. CHAPELLE COMPANY

308 W. Washington St., Chicago 1, Ill.
 Phone: Central 8814

CROSSLEY, INC.

330 W. 42nd St., New York 18, N. Y.
 Phone: BRyant 9-5462
 4 Mercer St., Princeton, N. J.
 Phone: PRinceton 1616

EGERT RESEARCH ASSOCIATES, INC.

595 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-1294

ELLIOTT-HAYNES LTD.

(Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada
 Phone: GERRard 1144
 Sun Life Bldg., Montreal, Que., Canada
 Phone: PLateau 6494
 441 Seymour St., Vancouver, B. C., Canada
 Phone: Marine 8794

C. E. HOOPER, INC.

(Executive Office)

10 East 40th St., New York 16, N. Y.
 Phone: LEXington 2-3000
 Dry Hill, Norwalk, Conn.
 Phone: NORwalk 8-0606
 230 N. Michigan Ave., Chicago 1, Ill.
 Phone: RANDolph 8150
 315 Equitable Bldg., 6253 Hollywood Blvd.
 Hollywood 28, Calif.
 Phone: HOLlywood 3553

INDUSTRIAL SURVEYS CO., INC.

292 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 3-0690
 201 E. No. Water St., Chicago 2, Ill.
 Phone: STATE 2-7788

JOHN B. KNIGHT CO.

6530 Sunset Blvd., Hollywood 28, Calif.

McKINSEY & COMPANY

60 East 42nd St., New York 17, N. Y.
 Phone: VANDerbilt 6-5280
 75 Federal St., Boston 10, Mass.
 Phone: Hubbard 9626, 9627
 208 South LaSalle St., Chicago 4, Ill.
 Phone: RANDolph 6-6980
 235 Montgomery St., San Francisco 4, Calif.
 Phone: GARfield 1-3638

A. C. NIELSEN COMPANY

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

NOBLE & SWARS, INC.

7 W. 44th St., New York 18, N. Y.
 Phone: MURray Hill 2-7461

OFFICE OF RESEARCH, INC.

3470 Broadway, New York 31, N. Y.
 Phone: AUdubon 3-2335

THE PULSE, INC.

110 Fulton St., New York 7, N. Y.
 Phone: REctor 2-6863

RADIO COPY

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

RADIO REPORTS, INC.

220 East 42nd St., New York 17, N. Y.
 Phone: MURray Hill 7-6658
 519 6th St., N. W., Wash., D. C.
 Phone: Executive 2689
 5050 Joy Road, Detroit, Mich.
 Phone: Tyler 7-1290
 11152 South Figueroa St., Los Angeles, Calif.
 Phone: Plymouth 5-0231

ELMO ROPER

30 Rockefeller Plaza, New York 20, N. Y.
 Phone: PLaza 7-4900

N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.

2 West 45th St., New York 19, N. Y.
 Phone: VANDerbilt 6-0600

SPOT RADIO SERVICE

161 East 48th St., New York 17, N. Y.
 Phone: LEXington 2-5032
 Phone: Hillside 4174

Y&R Eye and ear specialists

RADIO SHOWS

Bristol-Myers Company	"Duffy's Tavern"	NBC—Wed. 9:00-9:30 pm NYT
The Drackett Company	"Star Time with Dorothy Kilgallen"	ABC—Thurs. 10:45-11:00 am NYT
General Electric Company	"C-E House Party"	ABC—Mon.-Fri. 3:30-4:00 pm NYT
General Foods Corporation	"The Aldrich Family"	NBC—Thurs. 8:00-8:30 pm NYT
" " "	"The Jack Carson Show"	CBS—Fri. 8:00-8:30 pm NYT
" " "	"My Favorite Husband"	CBS—Fri. 8:30-9:00 pm NYT
" " "	"Cangbusters"	CBS—Sat. 9:00-9:30 pm NYT
" " "	"The Second Mrs. Burton"	CBS—Mon.-Fri. 2:00-2:15 pm NYT
" " "	"Shel Wooley and His Calumet Indians"	(Transcribed)
" " "	"Professor Quiz"	(Transcribed)
Gulf Oil Corporation	"We, the People"	CBQ—Tues. 9:00-9:30 pm NYT
International Silver Company	"The Adventures of Ozzie and Harriet"	CBS—Sun. 6:30-7:00 pm NYT effective April 3 (NBC—Sun. 6:30-7:00 pm NYT through March 27)
Johnson & Johnson	"It's Your Life"	WMAQ—Chicago (only) Mon.-Fri. 11:15-11:30 am CST
Lever Brothers Company	"The Bob Hope Show"	NBC—Tues. 9:00-9:30 pm NYT
Thomas J. Lipton, Inc.	"Arthur Godfrey's Talent Scouts"	CBS—Mon. 8:30-9:00 pm NYT
Metropolitan Life Insurance Company	"Eric Sevareid and the News"	CBS—Mon.-Fri. 6:00-6:15 pm NYT
" " "	"Dave Vaile—News"	CBS—Mon.-Fri. 8:15-8:30 am PST
Rosefield Packing Company	"Skippy Hollywood Theatre"	(Transcribed)
Sanforized Division of Cluett, Peabody	Nancy Dixon series	(Local shows)

TELEVISION SHOWS

Bigelow-Sanford Carpet Co., Inc.	"The Bigelow Show starring Dunninger and Paul Winchell with Jerry Mahoney"	NBC—Thurs. 9:30-10:00 pm NYT
Cluett, Peabody & Co., Inc.	"The Arrow Show"	NBC—Thurs. 8:00-8:30 pm NYT
General Electric Company	"Fred Waring Show"	CBS—Sun. 9:00-10:00 pm NYT effective April 17
General Foods Corporation	"Author Meets the Critics"	NBC—Sun. 8:00-8:30 pm NYT
" " "	"The Calibergs"	CBS—Mon. 9:00-9:30 pm NYT effective March 28
Gulf Oil Corporation	"We, the People"	CBS—Tues. 9:00-9:30 pm NYT
" " "	"The Bob Smith Show"	NBC—Thurs. 9:00-9:30 pm NYT
Thomas J. Lipton, Inc.	"Arthur Godfrey's Talent Scouts"	CBS—Mon. 8:30-9:00 pm NYT
Puckard Motor Car Company	"The George Scott Show"	WWJ—Detroit (only) Thurs. 8:00-8:30 pm EST

RADIO SPOT CAMPAIGNS

The Borden Company	General Foods Corp.	Life Savers Corporation	The National Sugar Refining Company
Centaur-Caldwell Div. of Sterling Drug, Inc.	International Silver Company	Thomas J. Lipton, Inc.	Purity Bakeries
Duffy-Mott Company, Inc.	John F. Jelke Company	Metropolitan Life Insurance Company	Rath Packing Company

TELEVISION SPOT CAMPAIGNS

The Borden Company	The Goodyear Tire & Rubber Company, Inc.
Centaur-Caldwell Div. of Sterling Drug, Inc.	Simmons Company

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

ADVERTISING AGENCIES

Radio & Television

Personnel

•

Addresses

•

Phone Numbers

•

Membership

•

Network Accounts

•

Local Accounts



A RECORD THAT SPEAKS FOR ITSELF:

Eighteen consecutive years of successful broadcasting

We can proudly state that we have today among our accounts some of the original clients who started with us in 1931, 1932, 1933, and 1934.

THE MARKET OF MORE THAN 2,000,000 ITALO-AMERICAN DAILY LISTENERS is available to you too.

We will deliver **YOUR** message to them the way they understand it, like it and **ACT** on it.

LIDO BELLI

Producer — *Director* — *Announcer*

PROGRESSIVE RADIO ADVERTISING CO.

260 East 161st Street New York 51, N. Y.

MELrose 5-5522

ADVERTISING ★ AGENCIES ★

Agency Recognition Symbols

- AAAA . . . *American Association of Advertising Agencies*
 ABC . . . *Audit Bureau of Circulation*
 ABP . . . *Associated Business Papers*
 ANPA . . . *American Newspaper Publishers' Association*
 APA . . . *Agricultural Publishers' Association*
 CAN . . . *Continental Agency Network*
 NAAN . . . *National Advertising Agency Network*
 NOAB . . . *National Outdoor Advertising Bureau*
 OAAA . . . *Outdoor Advertising Association of America, Inc.*
 PPA . . . *Periodical Publishers' Association*
 SAAA . . . *Southwestern Association of Advt. Agencies*
 SNPA . . . *Southern Newspaper Publishers' Association*
 TAAN . . . *Transamerica Advertising Agency Network*

A. W. ADV., INC.

17 E. 53rd St., New York 22, N. Y.
 Phone EL 5-5158
 ANPA—APA

President.....Bliss Woodward
 Vice-President.....Kendrick W. Diller
 Radio Dir.....Selwyn Rausch
 Account Executive.....G. F. Mettee
Radio Accounts—Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

AD ASSOCIATES

315 West 9th St., Los Angeles, Calif.
 Phone TUcker 5713

Partner, Copy Chief, Radio Dir..Andy Kelly
 Partner, Art Dir., Prod. Mgr..Gordon Horney
 Media Dir.....Arthur Shippee
 Pub. Dir.....Dean Nelson
 Research Dir.....L. F. Friedman

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
 Phone Higate 4-6580

Owner & Radio Director.....Ad Fried
 Format Manager.....Leland Morgan
 Publicity Director.....Shirley Williams
 Program Manager.....Elaine Trigger
 Special Programs.....Robert Callan
 Radio Producers.....Ad Fried,
 Fred Chapman, Melba Burley, Shirley
 Williams, Robert Callan
 Television Research Survey & Dir.,
 Ad Fried
Radio Accounts—Advance Products Co.,
 Associated Stationers, Inc., W. F. Barton &

Son, Darling Shops (Pac. Coast) Bigelow
 Films, Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Co., Coast Millinery Stores, Cochran & Celli Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam, Dr. DeGloria-Revelli, Opts., Fox West Coast (Oakland only), Guarantee Furniture Co., 30th & San Pablo Warehouse, Bill Wood Motor Co.(Ford) Henry DeLugach Real Estate, Oakland Lodge #324, Moose, Morse Starret Products, Oakland Frame & Axle Co., Panda Room, Rocil Shoe Co., Rhodes & Jamison, Ltd., Swan's Market, Sunset Venetian Blind Co., Sports Unlimited, West Coast Soap Co., Powow, Williams Dairy Co., Jim McCann Radio Center, Radio Station KWBR, Kronke Awning Co., Gould Pacific Co., Crompton Specialties, Royal Art Galleries, Linn Company, Rainbow Hybridizing Gardens Maltby Markets, George H. Holman, Home Supply Company, Office Appliance Co., Rainbow Candies.

WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.
 Phone Whitehall 5210

ABP—APA

Pres.-Treas.....William Hart Adler
 V.-P., Secy., Art Dir.....Warren Schuster
 Prod. Mgr.....Howard Schendorf
 Copy Chief, Radio-TV Dir.....Aaron Adler
 Media & Research Dir.....Ira N. Bix
 Space Buyer.....Barbara Sager
 Acct. Execs.....W. H. Adler,
 Warren Schuster, Aaron Adler, Kenneth
 Ring.

SHERMAN & MARQUETTE

Advertising

CHICAGO ★ NEW YORK ★ HOLLYWOOD

Judy Canova

•

Mr. and Mrs. North

•

Bill Stern

•

Roy Rogers

•

Man On the Farm

•

Challenge of the Yukon

. . . Advertising Agencies . . .

ADMASTERS ADV., INC.

514 Tenth St., N.W., Washington 4, D. C.
Phone District 0551

ABP

President.....John E. Waterfield
Vice-President.....J. P. Jones
Secretary.....E. H. Bell
Prod. Mgr.....V. E. Bander Schaaf
Copy Chief.....R. Souder

ADVERTISERS' BROADCASTING CO.

117 West 46th St., New York 19, N. Y.
Phone PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Program Planning.....David M. Hausdorff

Radio Accounts—Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuban Coffee); Horowitz-Margaret; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder, Cocomat); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Whitehall Pharmaceutical Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); The Barbasol Company (Barbasol); Penick & Ford Ltd., Inc. (My-T-Fine Desserts); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); The "Junket" Folks ("Junket" Brand Foods); Florida Citrus Exchange (Florigold Oranges and Grapefruit); Cudahy Paeking Co. (Old Dutch Cleanser); The Birkett Mills (Wolff's Buckwheat Products); Pillsbury Flour Mills Co. (Pillsbury Enriched Farina); General Mills, Inc. (Betty Crocker Ginger Cake Mix); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry); Procter & Gamble Co. (Crisco, Drest); Maltex Co., Inc. (Maltex Cereal); Public National Bank & Trust Co.

ADVERTISING COUNSELORS

370 Spreckels Bldg., San Diego 1, Calif.
Phone Main 8016-7

Owner.....Buckleigh Oxford
Chief Acct. Exec.....Mary Alice Haggard
Production Manager.....Esta Burton
Copy Chief.....Winifred Kizer
Layout Man.....Harold B DePute
Finance.....Terese Oxford
Director of Radio-TV.....Buckleigh Oxford
Associate Executive.....Mary Alice Haggard
Time Buyer.....Esta Burton
Script Writer.....Winifred Kizer

Radio Accounts—Arey-Jones Co., Fackler Motor Service, Hammond's Dept. Store, Huff Rug Stretcher, Iowa Farmer, Las Palmas Clinic, Lory Dry Cleaner, Modern Furniture Co., Noonan Furs, MeChesney Specialty Works, Pacific Surplus Co., SD & AE Southern Pacific, Uncle Ed.

ADVERTISING, INC.

Central National Bank Bldg.,
Richmond 19, Va.

Phone 3-2800 & 3-2809

ANPA—SNPA—APA—ABP—NOAB

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Copy Chief.....Alicia G. Smithers
Radio Accounts—R.F.&P. Railroad, Virginia Electric & Power Co., Virginia Dairy Co., Henry R. Haase.

ADVERTISING TRADE SERVICE, INC.

303 Fifth Ave., New York 16, N. Y.

Phone Murray Hill 4-3800

Pres.-Treas.....Ralph B. Halley
Secretary.....Nat Lang
Art Dir.....J. Heinemann
Space Buyer-Acct. Exec.....Robert Morse
Radio Dir.-Time Buyer.....Phil Abrahams
Acct. Execs.....Ralph B. Halley,
Nat Lang.

Branch Office

350 Lincoln Rd., Miami Beach, Fla.

Manager.....Robert Schwartz
Radio Accounts—Altman's Hotel, The Antlers, Arlington Hotel, Blackstone Hotel, Cadillac Hotel, Monticello Hotel, Ruxton Hotel, Tudor Hotel.

AETNA ADVERTISING AGENCY

1776 Broadway, New York 19, N. Y.

Phone CIrele 7-7510

ANPA

Partner.....Lawrence S. Morris
Partner.....Julia Morris
Account Executives.....Robert Marcus,
Robert Magnus.

Radio Accounts—White Oaks Inn, Havana Madrid, Strand Hotel, Marco Polo, Gilmores Restaurant, Essex House (Carousel), Cafeteria Garden, Du-Ev Product.

AGENCY SERVICE CORP.

66 E. South Water St., Chicago 1, Ill.

ANPA—APA—ABP—NOAB—PPA

Pres. & Mgr.....A. C. Houser
Vice-President.....A. L. Gale
Space & Time Buyer.....T. M. Kiley
Production Manager.....Walter L. Fay
Radio Accounts—Chicago Motor Club, Family Life Insur. Co., Florence Beach Candies, North American Acceptance Corp.

best wishes from

The Ford Theater
The Ford Television Theater

Both productions under the supervision
of Kenyon & Eckhardt Inc.



Fletcher Markle · Director



Cy Feuer · Composer-Conductor



Vincent McConnor · Script Editor



Ian M. Smith · Continuity



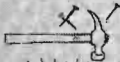
Nelson Case · Announcer



Marc Daniels · Director



Cy Feuer · Composer-Conductor



Samuel Leve · Setting



Nelson Case · Announcer

• • • Advertising Agencies • • •

THE AITKIN-KYNETT CO.

1400 South Penn Square,
Philadelphia 2, Pa.
Phone Rittenhouse 6-7810
AAAA — APA — NOAB — ABP — ANPA
PPA—ABC—BMB
Senior Partner.....H. H. Kynett
Partners.....A. K. Aitkin,
M. E. Goldman, H. A. Medholdt.
Art Dir.....F. Wade Lane
Production Mgr.....W. B. Turner
Space & Radio Time Buyer.....E. M. Gretz
Acct. Execs.....Thomas J. Smith,
Allen C. Smith, Curtin MacAfee.
Radio Accounts—Phillips Packing Co.,
Inc.; Felton-Sibley & Co., Inc.; Old Reading
Brewery, Inc.

R. H. ALBER CO.

439 N. Larchmont Blvd.,
Los Angeles 4, Calif.
Phone HOLlywood 8273
ANPA
President & Radio Dir.....R. H. Alber
Space Buyer.....Pauline Hagen
Radio Accounts—Old Fashioned Revival
Hour; Unity School of Christianity.

ALLEN & REYNOLDS ADV. AGENCY

833 Insurance Bldg., Omaha 2, Nebr.
Phone Atlantic 4445
AAAA—ANPA—APA—ABP
Partners & Account Executives.....Earl H.
Allen, Milton H. Reynolds
Account Executives.....Karl Joens,
Robert H. Reynolds, Claude F. Anderson,
John E. Enis, Charles Findley, Floyd Mel-
len.
Radio Department....William Rosborough
Radio Chief.....Milton Stephan
Janet Haggart.
Radio Accounts — Omaha Public Power
District, Western Iowa Power Company,
Graybar Electric Company, Merchants Bis-
cuit Company, P. F. Petersen Baking Com-
pany (Peter Pan Bread), Reed Ice Cream
Company, Omar Incorporated (Flour, Pack-
aged Mixes), Wehber Motors (Automobiles,
Trucks and Equipment), Byron Reed Co.,
Inc. (Farm Management), Tekseed Hybrid
Company (Hybrid Corn), U. S. National
Bank, Rosen-Novak Auto Company (Used
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Director of Time Buying...H. M. Billerbeck
Timebuyers.....Grace Kipp, Elaine Akst

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Radio Accounts—Mich. Chemical Corp.,
Allen V. Smith, Inc., R. C. Williams & Co.,
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353 Henry Bldg.
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Manager.....George Routh
Radio Accounts—Arden Farms Co., J. J.
Newberry Co. (Los Angeles), Los Angeles
Examiner, West Pico Furniture Co., Grincs-
Stassforth, United Appliance, Podolor Mo-
tors, Pridham Davis, Thrifty Outlet Co., Gil-
more Stadium, Western Caravan, Sparklets
Frosted Foods, Franklin's (Seattle), Ham-
rick Evergreen Theaters.

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Television Director.....Karl Knipe
Radio Accounts—Alexander Smith & Sons
Carpet Co. (National spot), Alderney Dairies.
Television Account—Alexander Smith &
Sons Carpet Co.

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Radio Accounts—Hotel Gibson, Ford Dealers of Northern Ky., Ford Dealers of Greater Cincinnati.

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Radio Accounts — Detroit Times, Locks Laboratories.

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Phone HOLlywood 7151

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Art Prod. Media, Radio Dir.... Charles Mottl
Space & Time Buyer.....Ann Pearl

Radio Accounts — Crib Diaper Service, Ataddin Recordings, Service Finance Co.

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

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Radio Accounts—International Harvester Co., Williamson Candy Co. (Oh Henry), McKenzie Pancake Flour, Dubuque Packing Co.

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Contracts.....Richard S. Bunbury
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Research Asst.....Shirley Stone
Manager TV & Motion Picture Bureau

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Manager TV Production..Donald N. McClure

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Manager.....Sterling E. Peacock
4170 Penohscot Building, Detroit 26, Mich.

Manager.....T. J. Henry
612 Taft Building, Hollywood 28, Calif.

Manager.....Charles R. Hogen
235 Montgomery St., San Francisco 4, Calif.

Manager.....Carl Zachrisson
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Honolulu 16, Hawaii

Manager.....Avery McBee

Radio Accounts — The Atlantic Refining Co., The Bell Telephone System, Chesapeake & Potomac Tel. Co., Chrysler Corp., Chrysler Corp., Plymouth Div., Cliquot Club Co., Elec. Cos. Adv. Program, The Hawaiian Pineapple Co., Ltd., Charles F. Hires Co., Illinois Bell Telephone Co., Johnson & Johnson, The Kellogg Co., Michigan Bell Telephone Co., The Philadelphia National League Baseball Club, Sealtest Inc., Regal Shoe Co., Sheffield Farms Co., Inc., Supplee-Wills-Jones Milk Co., United Air Lines.

Television Accounts — American Tobacco Co. (Lucky Strike Cigarettes), The Atlantic Refining Co., Illinois Bell Telephone Co., Sheffield Farms Co., Inc., Supplee-Wills-Jones Milks Co., United Airlines.

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R. B. Newell, Thomas J. O'Kane.

Radio Account—Wm. Frank Co.

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Phone Circle 7-3720
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Radio-TV Director.....Jack Wilcher
Radio Business Mgr.....Gilbert Supple
Radio Time Dept.....M. H. Missing,
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Branch Office

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Radio Accounts—American Chicle Co.,
Wilbur-Suchard Chocolate Co., Inc.

Television Accounts—American Chicle Co.,
Cobbs Co., Scandinavian Coffee Corp., White
Tower Management Corp.

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1557 MacKay St., Montreal, Que.

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Radio Accounts—Canadian Chewing Gum
Sales Ltd., Carnation Co., General Foods, Ltd.,
J. Rene Ouimet Ltd., Murine Co., Inc., Teen-
years Products, White Laboratories, Inc.

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Copy Writers & Producers.....Jean Schantz,
Joseph Radder.

Traffic.....J. A. MacMurray
Radio Accounts—Sears Roebuck Co., Iro-
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Terminal Corp., General Ice Cream Corp.,
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Pontiac & Pontiac Dealers, Clockwise Perma-
nents, Buffalo Home Insulation Co., Trio
Products, Inc., Lincoln-Mercury Dealers, West
Side Businessmen's Assn.

Television Accounts—Kenmore Motor Co.,
The Sample Shop, Iroquois Beverage Corp.

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Radio Accounts—Lincoln National Bank
& Trust Co., Beverly Hills Wine Co.

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Phone Franklin 7771

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Radio Director.....Edwina B. Sample
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Manager.....Charles J. Hawkins
Radio Accounts—Bay Shore Motors, Wal-
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way, Yellow Cab Co.

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Radio Accounts—Sejdlitz Paint Co., Mid-
west Wool Co-op., Sodiphene, Ball Clinic.

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Phone LExington 2-2323

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Radio Accounts.....Louis G. Cowan, Inc.

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ser Reeves, Edgar P. Small.

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Jay Clark, Alan Dingwall, Jr.

Branch Office

6432 Selma Ave., Hollywood 28, Calif.
Phone HOLlywood 2161-2-3

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Austin Peterson
Producers.....Harry Saz, Frank O'Connor

Radio Accounts — Colgate-Palmolive-Peet
Co. (Palmolive Shaving Creams, Palmolive
Soap, Colgate Dental Cream, Halo Shampoo
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Baking Co. (Wonder Bread & Hostess
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tric Co., U. S. Steel Corp., Rexall Drug Com-
pany, Wildroot Co., Inc., American Home
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Company, First National Bank of Boston,
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Company, Gamble-Skogmo, Inc., General
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Television Accounts—Wildroot Co., Inc., F. & M. Schaefer Brewing Co., Standard Oil of California, General Electric Co. (Lamps), General Electric Supply Co. (Cleveland), Old Country Trotting Assn., Minneapolis Brewing Co., First National Bank of Boston, Rexall Drug Stores, E. R. Squibb Co., General Time Instruments, Ethyl Corp., The Saturday Evening Post, The Ladies Home Journal, Hamilton Watch Co., Republican National Committee, The Dewey-Warren

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 Phone FRanklin 2517
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 Art Director.....Francis Fox
 Prod. Mgr. Radio Dir. & Time Buyer
 Harold Bean

Radio Accounts—L. S. Ayres & Co., Polar
 Ice & Fuel Co., Wilson Bros.

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 Space Buyer.....Marion W. Nagle
 Research Dir.....Kenneth W. Erdman

Radio Accounts—Allen Laundries, Allen-
 town-Bethlem Gas Co., Automotive Service,
 Consumers Gas Co., Haines Hobby House,
 Harrisburg Gas Co., Lebanon Valley Gas
 Co., Station WHUM.

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Radio Accounts—Chicago Terminal Na-
 tional Bank, Gold Prize Coffee.

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ANPA—PPA

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Radio Accounts — Longines-Wittnauer
 Watch Co., Inc. (Watches), New York Sun,
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 Vice-Pres. & Radio Director.....Al Kaye
 Office Manager.....Mary. E. Stahl
 Directors.....Kenneth Burton,
 Al Kaye.

326 E. Main St., Lakeland, Fla.

DirectorDon Patterson
 Office Manager.....Annie G. Hull
 PublicityKendall Tolle

Radio Accounts—Association of American
 R.R., Arnold Bakers, Inc., General Foods Cor-
 poration (Post's 40 per cent Bran Flakes, Post's
 Raisin Bran, Post's Corn Toasties, Post's
 Cereal Products, Diamond Crystal Shaker
 Salt, Diamond Crystal Kosher Salt, Maxwell
 House Coffee, Instant Maxwell House Coffee,
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 Brewing Company, Florida Citrus Commis-
 sion, The Procter & Gamble Company (Tide,
 Chipso, Ivory Snow, Prell), Best Foods, Inc.
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Charles E. Patriek.

Radio Director.....George C. Castleman
Radio Prod. & Tele Dir......Ray Ovington

Radio Accounts — Griffin Manufacturing Co. (Shoe Polish), Conti Products Corp. (Castile Shampoo), Sabena Belgian Airlines.

Television Accounts — Jay Day Dress Co., Purofied Down Prod. (Pillows), Analgraph Assoc. (Mut. Ben. Life), Elektrolite, Inc. (Cig. Lighters).

TED BERNSTEIN ASSOC.

51 Madison Ave., New York 10, N. Y.
Phone MUrray Hill 5-3730
NOAB

Owner.....Theodore H. Bernstein
Treas. Space Buyer.....Sylvester Bernstein
Art Dir......Morris Brodis
Prod. Mgr......Harold Franklin
Radio Dir......Eleanor Spinrad
Publicity Dir......Bennet C. Kessler
Radio Accounts—Eagle Clothes, Spooner, Inc., Tress, Inc.

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone State 2-5060

ANPA—PPA—NOAB—APA—ABC—ABP
President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens,
Frank F. Morr, A. L. Salisbury.

Radio Accounts—Buell Manufacturing Co. ("Buell" Air Horns), Carey Salt Company (Salt), Coyne Electrical School, Jacques Mfg. Company (K. C. Baking Powder), Key Work Clothes, Inc., Schulze & Burch Biscuit Co., Weil and Company (Don-De Coffee).

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone PLaza 7-4100
ABC—ANPA—PPA

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D. Swann, Charles P. Tyle.

Account Executives.....Samuel A. Alter,
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Decker, Lloyd Delaney, Mrs. Ruth F.
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man, Miss Elizabeth Leeman, Melvin
Singer, Kenneth J. White.

Radio Department
501 Madison Ave.

Manager Radio & Television Depts.

John E. Hannum

Radio Production.....Tom Revere
Television Production.....William J. Morris
Head Talent Contracts.....Lucille Webster
Time Buyer.....Ethel Wjeder
Publirity.....Lois Winston

Hollywood Office

6111 Sunset Blvd., Hollywood 28, Calif.

Manager.....Jack Runyon

San Francisco Office

703 Market St., San Francisco 3, Calif.

Manager.....L. J. Hannah
Radio Accounts—Bulova Watch Co., Inc.,
Eversharp, Inc., Philip Morris & Co., Ltd.,
Inc., Pepsi-Cola Co., Procter & Gamble Co.,
Roma Wine Co., Langendor United Bakeries,
Inc.

Television Accounts—Bulova Watch Co.,
Philip Morris & Co., Ltd., Inc.

HILL BLACKETT & CO.

231 N. LaSalle St., Chicago 1, Ill.
Phone STate 0950

ANPA—PPA—APA—NOAB

Principal.....Hill Blackett
Account Executives.....R. G. Wilson,
C. Foust, R. A. Sampson.

Treasurer.....J. R. Lieher
Space & Radio Time Buyer.....Frank Reed
Production Manager.....Vaughn Jones
Art Directors.....Don Avery, Don Dignan
Radio Production.....Kirby Hawkes

Radio Accounts—Morton Salt Co., A. E.
Staley Mfg. Co., Wander Co., Worcester Salt
Co.

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
Phone Circle 7-4915

Owner.....Milton Blackstone
Associate.....Jack Steiner
Manager.....Gladys B. Berju
Copy Director.....Homer Millard
Art Director.....Len Janklow
Production Manager.....Harry Dobrin
Space Buyer.....Frank Kaus
Account Executives.....Robert Towers,
Mortimer Curtis, Arthur Fisher, Martin
Rodman.

Director of Radio.....Jack Steiner

Radio Accounts — Brass Rail, Keystone
Paint & Varnish Co., Grossinger Hotel &
Country Club.

Advertising Agencies

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234 W. 44th St., New York 18, N. Y.
Phone LO 4-0800

ANPA—PPA—APA—ABC—NOAB

President-Treasurer.....Myer Lesser
Vice-President.....Marlo Lewis
Radio Director.....Richard Ash
Copy Chief.....Moulton Farnham
TV Dir.....Marlo Lewis
Comm. Mgr.-TV.....Charles Stark

Branch Office

321 W. 44th St., New York 18, N. Y.
Account Executive.....Philip Solomon
Television Accounts—Emerson Radio, Messing Bakeries.

BLAKER ADV. AGENCY, INC.

501 Madison Ave., New York 22, N. Y.
Phone EL 5-7563

ANPA—PPA

Chairman.....Henry Blackman Sell
President.....Harold L. Tuers
Secretary.....Anne Sharkey
Treas.....Miriam Nurenberg
Art Director.....Mary L. Deming
Production Manager.....Joseph Ferenc
Radio Time Buyer.....Jean Zipser
Account Executives.....Theodore D. Siegel,
Paul Sprinz, Helen Nash, H. L. Tuers,
Margaret T. Reyno'ds.

Radio Accounts—L. S. Ayers & Co., Barbizon-Plaza, 57th St. Bootery, French Bootery, Stahlmeyer, Inc.

W. EARL BOTHWELL, INC.

600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565

ANPA—AAAA—PPA

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Vice-President.....Virginia D. Bothwell
Secretary-Treasurer.....Fred E. Baxter
Copy Chief.....H. B. Trautman
Space Buyers.....Joseph P. O'Donnell,
Avis Philbrook.

Radio Director.....Nathan A. Tufts
Production Manager.....Clark Glenn
Art Directors.....J. M. Arnold, Jr.,
J. H. Trautman.

Research Director.....Jack Bradfute
Act. Publicity Dir.....G. Taylor Urquhart
Merchandising Directors.....Wright Nodine,
James P. Newton.

Account Executives....William R. Dahlman,
Frank A. Kearney, George E. Kelly, Albert Reinitz.

Branch Offices

1624 N. Hudson Ave., Hollywood 28, Cal.
Manager.....Nathan A. Tufts
22 E. 40th St., New York 16, N. Y.

Vice-President.....T. Howard Black, Jr.
520 N. Michigan Ave., Chicago 11, Ill.

V. P. & Gen. Mgr.....Charles D. Pettengill

Radio Accounts — Allegheny Conference for Community Development, Allegheny County Democratic Committee, American Home Products, Corp., American Home Foods, Inc., Boyle-Midway, Inc., & Boyle Midway(Canada) Ltd., Home Products International Ltd. (Canada), Bedford Springs Hotel, Christian & Co., Inc., County of Allegheny, Frank & Seder, Hotel Pittsburger, Industrial Cigar Company, Morris Clamp & Coupling Co., Pa Pitt's Partners, WCAE, Inc.

BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th Ave., Portland 4, Oregon
Phone Atwater 9541

AAAA—ABP—ANPA—PPA—NOAB
APA—ABC

Vice-Pres. & Space Buyer..Frank Coykendall
Sec.-Treas.....Merle W. Manly

Branch Offices

333 Central Bldg., Seattle 4, Wash.
Phone Eliot 3523

Exec. Vice-Pres.....C. P. Constantine
350 Russ Bldg., San Francisco 4, Calif.

Phone Exbrook 2-7565

Pres. & Gen. Mgr.....David M. Botsford
629 S. Hill St., Los Angeles 14, Calif.

Phone Michigan 1427

Vice-President.....Thomas O. Morris, Jr.
Empire State Bldg., New York 1, N. Y.

Phone BRyant 9-4845

Vice-President.....Elizabeth Eyerly

EDWARD C. LOBDELL

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(AGENCY)

Management Consultant

FOR

**STATION SALES
STAFF PERSONNEL**

17 E. 48th St., New York 17, N. Y.

PLaza 5-1127

. . . Advertising Agencies . . .

Radio Accounts — Idaho Advertising Commission (Potatoes-Onions), Oregon Mutual Fire Insurance, Tillamook County Creamery Assoc. (Cheese), Olympia Brewing Co. (Beer), Western Hotels, Sego Milk Products, Valley Produce Co., Crispie Potato Chip Co., B. T. Babbitt Co. (Cleaning Comp. Industrial), General Paint, Golden & Barcroft Co., Family Kitchen Products.

STANLEY G. BOYNTON RADIO ADV.

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity I-2552

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary.....B. W. Leslie
Treasurer.....D. H. Bartlett
Prod. & Traffic Manager.....J. H. Beye

Branch Office

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

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

BOZELL & JACOBS, INC. OF ILL.

326 W. Madison St., Chicago 6, Ill.
Phone Central 6505

APA—NOAB

President.....Nathan E. Jacobs
Vice-Pres. & Art Dir.....Ben Taylor
Vice-Pres. & Radio Dir.....Philip Rouda
Secretary-Treasurer.....Morris E. Jacobs
Asst. Sec.-Treas.....Elinor Bishop
Production Manager.....Ed Ward

Branch Office

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

Manager.....Sam Kaufman
16 W. 55th St., New York 20, N. Y.

V. P. & Mgr.....Donald Hoover
Radio Accounts—Central Ill. Electric & Gas Co., Halgar, Inc., International Circuses, Inc., Leaf Gum Co., Milko-Cone & Baking Co.

ARTHUR BRAITSCH ADV.

15 Westminister St., Providence 3, R. I.
Phone Dexter 5313-4115

ABP—APA—ANPA

Radio Director.....Arthur Braitsch
Secretary.....Martha Watkins
Space Buyer.....John A. Lorimer

Radio Accounts—Narragansett Brewing Co. (Ale, Beer), Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), White Fuel Co. (Coal), Colonial Wallpaper Co. (Wallpaper), Strand Theater (Moving Pix), Weybosset Markets (Food Stores), Merchants Cold Storage (Fur Storage), Interstate Navigation Co. (Travel).

THE J. CARSON BRANTLEY ADV. AGENCY

Owen Building, Salisbury, N. C.
Phone 900

President, Radio Dir. & Producer

J. Carson Brantley

Secy.-Treas.....A. R. Monroe
Art Dir.....Gladys Dudley
Production Mgr.....Nancy Payne
Radio Accounts—Carolina Beverage Co., Dixie Rub Co., Owen Drug Co., The Post (Salisbury), Radio Station WAIR.

BRESNICK & SOLOMONT INC.

216 Tremont St., Boston 16, Mass.
Phone Liberty 7751

ABP — ANPA — PPA — APA

President.....Chester L. Solomont
Radio Dir. & Time Buyer.....Adner Rakov
Radio Account—Dawson's Brewery, Inc.

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wis.
Phone Howard 134

ABP—ANPA—APA

President.....R. C. Breth
Vice-Pres.Russel Spoor
Radio Accounts—Home Mutual Insurance Co., Brillion Iron Works, Inc.

BRISACHER, VAN NORDEN & STAFF INC.

310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 1-0276

ANPA—APA—PPA—NOAB—ABP

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Vice-President.....Franklin C. Wheeler
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Time Buyer.....Marie Eaton

Branch Offices

1133 Crenshaw Blvd., Los Angeles 6, Calif.
Vice-Pres. & Mgr.....R. T. Van Norden
Radio Director.....Charles Chaplin
140 East 39th St., New York 16, N. Y.
Vice-Pres. & Manager.....C. H. Gabriel
Radio Accounts — Acme Breweries, Bohemian Distributing Co., Franzia Bros. Winery, Standard Beverages, Peter Paul, Inc., Homis Watch Co.

BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone EXposition I339

Owner-Manager.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Betty Culbert

Radio Accounts—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson Bible Lessons, Youth for Christ Jubilee, World's Greatest Book Quiz, Bible Inst. of Los Angeles, Morning Bible Hour, Radio Kids Bible Club.

For News Prestige—

AP

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Phone VALley 2-9700
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ton, Blount Slade.

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

Branch Office

52 Vanderbilt Ave., New York 17, N. Y.
Vice-Pres. & Mgr. Media Dept...H. E. Pengel
Art Director.....William A. Adriance
Radio Accounts — Goebel Brewing Co.,
Hudson Motor Car Co., Michigan State
Apple Comm., Mullins Mfg. Corp. (Youngs-
town Kitchens), Sparks-Withington Co.
(Sparton Radios & Combinations) U. S. Radi-
ator Corp.
Television Accounts—Goebel Brewing Co.,
American Blower Corp. (Aeropel Ventilating
and Attic Fans), Sparks-Withington Co., Mul-
lins Mfg. Corporation.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
Phone TRinity 0558
ANPA—PPA—ABP—APA

Account Executive.....Henry Brooks
Production Manager.....E. Nyberg
Time Buyer.....A. R. Brooks
Copy Chief.....G. Gumpertz
Art Director.....Chet Dripple
Acct. Exec.....June Oleson
Radio Accounts — Bekins Moving & Stor-
age Co., Everest & Jennings, Golden West
Products Co.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-8250
APA — AAAA — ANPA — ABP
NOAB—PPA—ABC

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Exec. Vice-Pres.....Clarence Hatch, Jr.
Account Executives.....J. S. Howell,
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FRANKLIN BRUCK ADVERTISING CORP.

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

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Secretary and Radio
Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman

Radio Time Buyer.....Rae Elbroch
Radio Traffic.....Milton Jurin
Radio Production.....Howard Blake
Research Director.....Jules Nathan
Radio Accounts — North American Acci-
dent Insurance Co., Johnson Candy Co.,
Fashion Frocks, The Theohald Industries,
Arden Candies.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
Phone 7-0726
ABP—PPA

President & Treasurer.....Charles Brunelle
Vice-President.....Robinson Smith
Radio Account—Sage-Allen & Co., Inc.

BURLINGAME-GROSSMAN ADV.

600 S. Michigan Ave., Chicago 5, Ill.
Phone Wabash 7090
APA—PPA

Owner.....S. W. Grossman
Art Director.....K. Gross
Production Manager.....S. E. Miller
Copy Dir.....M. S. Garfield
Account Executive.....M. A. Harvis
Radio Accounts — Auto Lamp Mfg. Co.,
Graphic Arts Monthly, Sealmaster Co.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUPERior 3800
ANPA—APA—PPA

President & Treasurer.....Paul R. Kuhn
Vice-Pres. & Sec.....Francis J. Woods
Vice-President.....Philip D. Simons
Radio Director.....Mary A. Schroeder
Account Executives.....F. J. Woods,
P. D. Simons, T. Wainwright.
Radio Accounts — Carson Pirie Scott &
Co., Chicago Tribune, Coronet, Inc.

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
Phone Central 5959
AAAA—ANPA—PPA—ABP—NOAB—
ABC—APA—BMB

President.....Leo Burnett
Executive Vice-President.....R. N. Heath
Vice-Pres.-Gen. Media.....E. Ross Gamble
Vice-Pres. Chg. of Radio.....W. L. Weddell
Time Buyer.....MacLean Chandler
TV Prod. Dir.....Clair Callihan

Branch Offices

743 Fifth Ave., New York 22, N. Y.
Radio Dir.....William Mellvain
Manager.....Donough Prince
411 West Fifth, Los Angeles 13, Calif.
Manager.....Owen Smith
Radio Accounts—Brown Shoe Co. (Buster
Brown Shoes), American Meat Inst. (Meat),
Pure Oil Co. (Petroleum Products), Minn.
Valley Canning Co. (Green Giant Peas, Nib-

Advertising Agencies

lets), Pillsbury Mills, Inc. (Pillsbury Pie Crust Mix, Hot Roll Mix, White Cake Mix, Chocolate Cake (Mix), Brewing Corp. of America (Carlings Red Cap Ale, Carlings Black Label Beer), Club Aluminum Co. (Aluminum Products).

Television Accounts—Pure Oil Co. (Petroleum Products); Brown Shoe Co. (Roblee Shoes for Men); Brewing Corp. of America (Carlings Red Cap Ale, Carlings Black Label Beer).

BYER & BOWMAN ADV. AGENCY

203 East Broad St., Columbus 15, Ohio
Phone Main 3276

ABP—ANPA—PPA—APA—NOAB

Partners.....Herbert Byer,
Gus K. Bowman, Joel M. Burghalter
Radio Accounts—Franklin Brewing Co.,
Buckeye Potato Chips, Clean Co., Wetalone
Laboratories, Ashland Oil & Refining Co.,
Universal Concrete Pipe Co.

BUCHANAN & CO., INC.

1501 Broadway, New York 18, N. Y.
Phone LOngacre 3-3380

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Borton G. Feldman.

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Asst. Treas.....Anthony Alduino
Dir. Radio-TV.....John R. Sheehan
Time Buyer.....Bill Smith

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
Vice-President.....Burton Feldman
1521 Wilshire Blvd., Los Angeles 14, Cal.

155 Montgomery St., San Francisco 4, Calif.
Vice-President.....Lee Blair

Radio Accounts—The Texas Co., Paramount Pictures, Inc., Rainier Brewing Co., United Artists Corp., Gallowhr Chemical Co., Monogram Pictures Corp., Paramount Pictures Theaters, Allen B. DuMont Labs., Inc., Reynolds Metal Co., Teen-timers, Inc., Monitor Equipment Corp., Eskimo Pie Corp.

Television Accounts—Allen B. DuMont Labs., Inc., Paramount Pictures, Inc.

BUCHANAN-THOMAS ADV. CO.

410-412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125

ABP—ANPA—PPA—APA—NOAB

Partners.....C. C. Buchanan,
L. H. Thomas
Acct. Execs.....R. R. Foster,
R. E. Savage, Chas. Harding, II, Russell
Bchr, A. R. Busch, Jr., D. H. Abbott.
Auditor.....R. A. Dundis

Production.....E. W. G. Carlson,
D. Rossum.

HAROLD CABOT & CO., INC.

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

AAAA—ANPA—PPA—NOAB—APA

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Donald D. Douglas, William H. Ganick,
Edward F. Chase, George R. Griffin.

Asst. Vice-Pres.....Russell Hunt
Treasurer.....Richard P. Holland
Art Director.....William P. Ganick
Production Manager.....Frederick Dwyer

Copy Chief.....Henry W. Paterson
Radio-TV Time Buyer.....Jan Gilbert

Account Executives.....Harold Cabot,
Edward F. Chase, Donald D. Douglas,
Russell Hunt, Richard P. Holland, William
H. Ganick, Langley C. Keyes, John
M. Lord, Henry G. Balch, Peter Black,
Eugene C. Burchette, James I. Summers.

Radio Accounts—Adams & Swett, Boston
Consolidated Gas Co., Boston Globe, Boston
and Maine Railroad, Haffenreffer & Co., Inc.,
H. P. Hood & Sons, Metropolitan Transit
Authority, S. S. Pierce Co., Quincy Savings
Bank, Rock of Ages Corp.

Television Accounts—Haffenreffer & Co.,
Inc., Boston and Maine Railroad.

CAHN-MILER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone SARatoga 4466-7

PPA

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Vice-President.....C. LeRoy Miller
Secretary.....George Gettman
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Frank E. Lyuns, Elizabeth P. Reese,
Marian Kaminski.

Radio Accounts—Baum's Restaurant, Oscar
Caplan & Sons, Inc. (Jewelers), The Central
National Bank, Richmond, Va., Diamond
State Brewery, Inc., The Fidelity Trust Co.
(FM only), Jariuan Motors (Dodge & Ply-
mouth), The May Co. (Dept. Store).

CALKINS & HOLDEN

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

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OAAA—NOAB—ABC

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Secretary-Treasurer.....R. P. Clayberger
Art Director.....Walter B. Geoghegan
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Manager Outdoor Dept.....F. J. Fitzgerald
Media Director.....Thomas H. Young
Radio-TV Program Dir.....Chester H. Miller

Branch Office

338 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn

Advertising Agencies

Radio Accounts — Oakite Products, Inc., O-SO-Grape, Modern Food, Stokley Van Camp, Marcalus Mfg. Co.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.

Phone Trinity 2-6200

AAAA—ANPA—NOAB—PPA

APA—ABC—ABP

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 Vice-President..... W. Colin Campbell

Radio & TV Dept.

Sr. V.P. & Chairman..... Winslow H. Case

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230 N. Michigan Ave.,

Chicago 1, Ill.

Vice-Pres. & Mgr..... E. W. Clements

714 W. Olympic Blvd.

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Vice-Pres. Manager..... R. C. Francis

995 Market St., San Francisco 3, Cal.

Manager..... T. Milburn Johnston

Radio Accounts — Chevrolet Motor Division, General Motors Corp., The Detroit Edison Co., Grocery Store Products Co.—Foulds Div., Local Metropolitan Chevrolet Dealer Groups.

Television Accounts — Chevrolet Motor Div., General Motors Corp., The Detroit Edison Co., Norge Div., Borg-Warner Corp., Local Chevrolet Dealers Asso., Inc. (New York).

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.

Minneapolis 2, Minn.

Phone Lincoln 8824

ABP—NOAB—ANPA—PPA—APA

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President..... Ray O. Mithun

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August C. Ragnow, Lester J. Will.

Secretary..... E. S. Brugette

Treasurer..... B. N. Sandquist

Radio Dir..... Arthur H. Lund

Production Creative Dir..... John W. Forney

Copy Writers..... Donald Grayward,

Myrna McCauley.

Branch Office

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

Vice-President..... August C. Ragnow

Radio Accounts—Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Eicor Corp., F. W. Fitch Co. (Fitch Shampoos, Shaving Cream, Hair Tonic), Gold Seal Co. (Wax Products), Hall Hardware Co. (Wholesale Hardware and Paint), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Hi-Jex Co. (Hilex Bleach & Disinfectant), Minnesota Macaroni Co. (Jenny Lee Soups, Macaroni and Spaghetti), Land O'Lakes Creameries, Inc. (Dairy Products), Northwestern National Bank (General Banking), Quality Chelkd Ice Cream Assoc. (Industry Advertising & Merchandising), Red Dot Foods (Potato Chips, Popcorn, Nutmeats), Russell-Miller Milling Co. (Occident Flour & Mixes), Zinsmaster Baking Co. (Bakery Goods).

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.

Phone LO 7-8141

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Vice-Pres..... Kathryn Cantor

Art Director..... Robert Herach

Acct. Execs..... John Shaw,

Robert Weiner, Bernard Binnick.

Branch Office

350 Lincoln Rd. Bldg., Miami Beach 39, Fla.

Manager..... Sidney B. Gorchov

THE CAPLES COMPANY

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

Phone MUrray Hill 7-3577

ANPA—PPA—APA—NOAB

Vice-President..... Hudson Meyer

Radio Dept.

Time & Space Buyer..... Ruth D. Folster

Branch Offices

225 East Erie St., Chicago 11, Ill.

Exec. Vice-Pres..... R. N. Hartsing

1504 Dodge St., Omaha 2, Nebr.

V. P. in Charge..... L. M. Branch

412 West Sixth St., Los Angeles 14, Calif.

Manager..... Arthur Caron

Radio Accounts—American Express, Union Pacific Railroad, Chicago & North Western Railway, Railway Express Illinois Central.

CARTER ADV. AGENCY

912 Baltimore Ave., Kansas City 6, Mo.

Phone Harrison 1356

ABP—ANPA—NOAB—NAAN—APA—

PPA

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Vice-President..... William G. Rowe

Radio Director..... Herbert Truc

Radio Accounts — Helzberg's Jewelers, Rushton Baking Co., Rudy Patrick Seed Co., Perry Motor Co., Shellabarger Feed Co., Consumer's Co-Op, May Potato Chip Co., Kansas Farmers Union Central Co-Op Exchange.

. . . Advertising Agencies . . .

CASMIER ADV. CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone MU 2-2014

ABP

Owner & Space Buyer.....David C. Casmir
Radio Director.....Marvin F. Casmir
Art Director.....Wm. E. Burgess
Radio Accounts—Eagle Pencil Co., Haynes-Griffin Co.

CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone BRyant 9-0390

ABP—APA—ANPA—PPA

President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Bob Lee
Radio Director.....Earle McGill
Prod. Mgr.....C. F. Lucchese
TV Dir.....Art Simon
TV Time Buyer.....Allan Black
Copy.....Leo Nolan
Publicity.....K. Carr

Radio Accounts—Delicia Chocolate & Candy Mfg. Co., Devoe & Reynold Co., Inc. (Paints & Art Supplies), Wearbest Rugs (Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant).

Television Accounts—Poloroyd Television Filters, Hardin Chemical Co., Walso Tele-Vue Lens, Durabili Irons.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-8200

ABC—BMB—ABP—ANPA—NOAB—
OAAA—PPA—AAAA

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Vice-Presidents.....Edward Noakes,
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Sec. & Treas.....David C. Thomas
Media Dir.....Harry Parnas
Radio-TV Dir.....John M. Wyatt, Jr.
Time Buyer.....Harry Parnas
Asst. Radio-TV Dir.....David G. McAneny

Radio Accounts—Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes), Block Drug Co., Speidel, Inc.

Television Account — Ronson Art Metal Works, Inc.

THE CHERNOW CO., INC.

350 Fifth Ave., New York 1, N. Y.
Phone PENnsylvania 6-3520

President.....Sam Chernow
Vice-President.....Leo A. Friedman
Radio-TV Dir.....Morton Junger

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942

ABP—ANPA—PPA—SNPA—NOAB—APA
Partners.....John E. Fontaine, S. M. Kelly
Radio Director.....H. Gene Sample
Radio Accounts—The Chattanooga Medicine Co. (Black-Draught & Cardui), Colonial Coffee Co., Tennessee Nursery Co. (Bulbs, Fruit Trees, Shrubs), Double-Cola Co.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone WA 5732

ANPA—PPA—APA—ABC

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

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
Phone 6-4179

APA—ABP—NAPA—NOAB—PPA—SNPA
President-In Charge of Radio....C. P. Clark
Vice-Pres. & Treasurer.....D. G. Goodwin
Secretary.....J. D. Clark

Radio Account — Southern Coach Lines, Inc. (Institutional), American National Bank (Institutional), Fletcher & Wilson Co. (Luxury Food Products), Colonial Milling Co. (Polly Rich Flour), Tenn. Valley Marketers (Top Line Appliances).

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone Rittenhouse 0236

ANPA—PPA

President-Treasurer.....I. W. Clements
Secy. & Copy Chief.....E. D. Masterman
Director of Radio.....Alice Clements

Radio Accounts—Network: Modern Food Process Co., F. G. Vogt & Sons, Hudson Coal Co., Horn Hardart.

HARRY B. COHEN ADV. CO., INC.

1 East 57th St., New York 22, N. Y.
Phone PLaza 8-2843

ANPA

President.....Harry B. Cohen
Vice-Pres.-Treas.....Edith S. Cohen
Vice-Pres.-Radio Dir.....Edward Aleshire
Vice-Pres.....Edward Rosenwald
Secy.-Research Dir.....Harry B. Cohen, Jr.
Art. Dir.-Prod. Mgr.....John Gribbon
Media Dir.-Radio Time Buyer

Clarke R. Brown
Acct. Execs.....Harry B. Cohen,
Edward Aleshire, Edward J. Rosenwald.

Radio Accounts — Beaumont Co., Grove Laboratories, Hope, Inc.

Advertising Agencies

COLE AND CHASON, INC.

8 W. 56th St., New York 19, N. Y.
Phone CI 7-2664

ABP—PPA

Pres. & Radio Dir. Herbert S. Chason
Vice-President John Cole
Radio Accounts — David Cohen & Sons,
March Drug Co.

RUSSELL C. COMER CO.

15 W. 10th St., Kansas City 6, Mo.
Phone HARRison 3964

APA—ANPA—PPA—ABP

Partners . . . Russell C. Comer, Ruth E. Comer
Space Buyer Daniel C. Martin
Production Mgr. John C. Fehlandt
Acct. Executive Gardner Reams
Radio Dir. Bill Godden

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-2800

SNPA—AAAA—ANPA—PPA—OAAA—
NOAB—ABC—BMB

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Vice-Pres. & Secty. Leonard T. Bush
Vice-Presidents Thurman L. Barnard,
Frank R. Griffin, John K. Strubing, Jr.,
Edward Battey, Muriel Haynes, Guy
Richards, Lewis H. Titterton, Frederick
Anderson, Henry A. Mattoon.

Treas. & Comptroller . . . Charles McCormack
Casting Director Vera Larkin
Publicity Director Virginia Travers
Radio & Television Dept.

Director of Radio & TV . . . Lewis H. Titterton
Mgr. Radio Dept. Storrs Haynes
Mgr. TV Division Brewster Morgan
Radio & Television Media Dept.

Media Director Guy Richards
Asst. Media Director Frank Kemp
Head Time Buyer Henry Clochessy
Time Buyers Julia Brown,
Tucker Scott.

TV Consultant D. P. Potter
Branch Offices

Socony Vacuum Bldg., Chicago, Ill.

Manager L. O. Holmberg
Gwynne Bldg., Cincinnati, O.

Manager Robert P. Marsh
744 N. 4th St., Milwaukee 3, Wis.

Manager Richard Davis
6253 Hollywood Blvd., Hollywood 28, Cal.
Manager Floyd Holm

Radio Accounts—Procter & Gamble Co.
(Ivory Soap, Ivory Flakes, Crisco, Barsalou
Soap, Duz, Drenc Shampoo), Socony-Vacuum
Oil Co., Allis Chalmers Co., Goodyear Tire &
Rubber Co.

Television Account — Procter & Gamble
(Ivory Soap, Crisco, Duz).

THE CONNOR COMPANY, INC.

544 Market St., San Francisco 4, Cal.
Phone YUKon 0196

APA—ABP—FAAG—ANPA—PPA

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

COWAN & DENGLER, INC.

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

ANPA — PPA — NOAB — APA

President Stuart D. Cowan
Vice-Pres. & Treasurer H. W. Dengler
Vice-President Porter F. Leach
Secretary Stuart D. Cowan, Jr.
Space-Time Buyer Miss A. Marie Maus
Radio-TV Dir. T. H. Moore, Jr.

Radio Accounts—Isbaudsten-Moller Co.,
Inc., Mittag & Volger, Inc., Frank G. Shat-
tuck Co.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
Phone 5-6185

ABP—AMPA—APA—PPA—NAAN

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

Radio Accounts—Joseph Bancroft & Sons
Co. (Textile Finishing), H. P. Cannon &
Sons, Inc. (Canned Foods), Delaware Coach
Company (Transportation Service), Delaware
Power & Light Co. (Utilities), Diamond Ice
& Coal Co. (Fuels, Home Products), Equit-
able Trust Co. (Banking Services), Greenhill
Dairies, Inc. (Dairy Products), Steinman
Stations, Reeves Parvin & Co. (Wholesale
Groceries), Riverview Beach Park (Amuse-
ment Park), Wilson Line, Inc. (River Trans-
portation).

Television Accounts—Delaware Steeple-
chase & Race Association (Race Meetings).

THE CRAMER-KRASSEL CO.

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

AAAA—ABC—ABP—ANPA—NOAB—BMB

President A. W. Seiler
Exec. Vice-Pres. H. N. Pasteur
Vice-Pres. Treas. C. W. Faude
Secretary F. Aumueller
Vice-Presidents H. Dyson,
C. H. Brehm, R. F. Timm, N. L. Telan-
der.

Vice-Pres.-Dir. of Media L. H. Ness
Radio-Television Director J. S. Stolzoff
Assistant to Director Lois H. Craft
Chief Continuity Writer Patricia J. Noble
Chief Time Buyer Loreta Mahar
Creative Chief R. W. LeGrand

Radio Accounts—Plankinton Packing Co.,
Ed. Schuster & Co., Inc., Luick Ice Cream Co.,

. . . Advertising Agencies . . .

First Federal Savings & Loan Association of Wisconsin, Hoberg Paper Mills, Fox Wisconsin Amusement Corp., St. Charles Mfg. Co., Hamilton Mfg. Co., Klinkert Candy Co., Skylark Products, Lniek Dairy Co.

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

CRITCHFIELD & COMPANY, INC.

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

ANPA—APA—PPA—NOAB

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

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone Central 7830

ABP—ANPA—PPA—NOAB—APA

Partner.....Edmond I. Eger
Account Executives.....Leon H. Lewis,
George M. Stern, Harley B. Hobbs, E. I. Eger.

Media-Research Director.....Harry C. Pick
Art Director.....Harry J. Beier
TV-Dir.....Edward Sherwood
Radio Accounts—Admiral Corp., Klein's Sporting Goods.

Television Account—Admiral Corp.

DANCER-FITZGERALD-SAMPLE, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-4200

AAAA—ANPA—APA—PPA

President.....H. M. Dancer
Vice-President.....C. L. Fitzgerald
Vice-Pres. & Secy.....F. T. Leighty
V.-P.'s & Acct. Execs.....Joseph Holmes,
Charles Hotchkiss, Donald Manchester,
Gordon Johnson, Ted Mertz, George Tor-
mey.

V.-P. & Radio Time Dir.....J. James Neale
V.-P. & Media Director....Lyndon O. Brown
V.-P.'s & Copy Supervisors....Samuel Sutter,
Howard Newton.

Production Head.....Albert Black
Promotion.....Tom Santaeroce

*Radio & Television Producing
Subsidiary*

Show Productions, Inc.

President.....Adrian Samish
Sup. of Night-Time Prgms....Carl Stanton
Sup. of Day-Time Prgms.....Lester Vail
Publicity and Promotion.....Pat Sweeney
Radio Comm.....Russ Rayercroft
Production.....Erline Wallace
Assistant.....Veronica Racette

Branch Offices

221 North LaSalle St., Chicago 1, Ill.

Vice-Presidents.....Paul Keenan,
Sewell Gardner.

1680 North Vine St., Hollywood 28, Calif.
Manager.....Al Kabaker
6 King St., East, Toronto 1, Ont., Canada

Manager.....Gilbert Nunns
Radio Accounts—The Procter & Gamble Co., General Mills, Inc., Sterling Drug, Inc., Whitchall Pharmacal Co., Campbell Soup Co., Falstaff Brewing Co.

Television Accounts—Whitchall Pharmacal Co., Sterling Drug, Inc.

D'ARCY ADVERTISING COMPANY

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

AAAA—ANPA—PPA—ABP—NOAB—
OAAA—BMB

Chemn. Bd. of Dir.....A. L. Lee
President.....J. F. Oberwinder
Secretary-Treasurer.....E. C. Cronk
Radio Dir.....P. A. Louis

Branch Offices

515 Madison Ave., New York 22, N. Y.
Vice-President.....John J. Toigo
Terminal Tower Bldg., Cleveland 13, Ohio

Vice-President.....Stanley Seward
90 Broadview Ave., Toronto, Ont., Canada
Vice-President.....Gramont Altenbernd
310 North Ave., N. W., Atlanta, Ga.

Vice-President.....J. Hixon Kinsella
Radio Accounts—The Coca-Cola Co., General Tire & Rubber Co., Pennsylvania Rubber Co., Cleveland Electric Illuminating Co., Laclede Gas Company—St. Louis.

JIMM DAUGHERTY, INC.

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

PPA — NOAB — APA

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

Television Account—Pepsi-Cola.

DAVIS & COMPANY

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

ANPA—PPA

Partners.....Robert J. Davis, Joseph Sill, Jr.
Time Buyer.....Beth Freeman
Radio & Copy Dir.....Joseph Sill, Jr.
Radio Accounts—Blue Bird Potato Chips, Inc., Scudder Food Products, Dodson, Ltd., American Fruit Growers, Fruit Industries, Ltd.

HENRY L. DAVIS CO.

12 East 41st St., New York 17, N. Y.
Phone MUrray Hill 3-1657

ABP

Owner, Radio Dir., Time Buyer

Henry L. Davis

Advertising Agencies

Art Dir.....Vincent Longo
 Prod. Mgr.....Henry Gottfried
 Copy Chief.....Russell Mitchelltree
 Space Buyer.....E. Davis
 Acct. Execs.....Henry L. Davis,
 S. L. Davis, John Ball.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
 Phone 8-0666
 APA—ABP

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

DICKLOW ADV. AGENCY

1207 Liberty Bank Bldg., Dallas 1, Tex.
 Phone C-8295
 APA—SNPA

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

DINION & DuBROWIN, INC.

624 Madison Ave., New York 22, N. Y.
 Phone PLaza 9-2826
 ABP

President.....Raphael DuBrowin
 Vice-President.....Edgar M. Paulton
 Secretary-Treasurer.....Erwin Dinion
 Radio-TV Dir.....Jack Lloyd

DOE-ANDERSON ADV. AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
 Phone Wabash 3193
 APA—ANPA—PPA—SNPA

President.....Elmer H. Doe
 Account Executive.....Warwick Anderson

DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Avenue, New York 1, N. Y.
 BRyant 9.0445
 AAAA—ABP—ANPA—PPA
 NOAB—ABC—BMB

President.....Lawrence L. Shenfield
 Vice-Pres. & Treas.....Arthur Cobb, Jr.
 Vice Presidents.....Donald K. Clifford,
 Francis J. Doherty, Joel F. Jacobs.
 V.P. & Secretary.....Wm. E. Steers
 Asst. Treas.....Nelson O. Argueso
 Asst. Secty.....Marie L. Brennan
 Dir. of Production.....Chester MacCracken
 Dir. of Radio Commercials..D. Peter Bowles
 Tele. Dir.....Chester MacCracken
 Asst. Tele. Dir.....Blaney Harris
 Radio Time Buyer.....Helen Wilbur

Radio Accounts—Bristol-Myers Co., Esquire, Inc., Vacuum Foods Corp., The Nestle Company, Inc.

Television Account—Bristol-Myers Co.

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 20, Va.
 Phone 3-1113

ABP—ANPA—PPA—SNPA—APA

President-Treas.Ralph L. Dombrower, Sr.
 Vice-PresidentRalph L. Dombrower, Jr.
 Vice-Pres.....Malcolm B. Dombrower
 Acct. Executive.....Edward I. Wallerstein
 Counsel.....Morton L. Wallerstein
 Art Director.....J. H. O. E. Pickett
 Production Manager.....Hobart Britton
 Space & Time Buyer.....Phyllis King
 Talent Buyer.....T. Michaux Moody
 AssistantWilson Angel

Branch Office

Woodward Bldg., Washington, D. C.
 ManagerPhilip Rosenfeld
Radio Accounts—Pamplin Smoking Pipe & Mfg. Co., Richmond Hotels, Inc., Southland Wine Co., Inc., Goldberg Electric Products Co., Inc., Fork Union Military Academy.

DONAHUE AND COE, INC.

1270 6th Ave., New York 20, N. Y.
 Phone Columbus 5-4252
 ANPA—PPA—ABP—SNPA—
 OAAA—APA—NOAB

Dir. of Motion Picture Radio-Tele Div.
 A. Carl Rigrod
 Time Buyer.....Evelyn Lee Jones

Branch Office

411 Hurt Bldg., Atlanta, Georgia
 Manager & Vice-President. H. L. Morrill, Jr.
Radio Accounts—Loew's, Inc. (M-G-M). Enterprise Pictures, Republic Pictures, N. Y. Herald Tribune, River Brand Rice Mills, Inc., De Laval Separator Co., Radio City Music Hall, Brandt Theaters, Atlantic Ale & Beer, Cosinopolitan Magazine, N. Y. World Telegram.

Television Account—Radio City Music Hall (Emperor Waltz).

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
 Phone REctor 2-3000

ANPA—PPA—APA—ABP—NOAB
 Chairman & PresidentWm. H. Long, Jr.
 Exec. Vice-Pres.....W. H. Burnham
 Treasurer.....R. E. Williams

DORLAND, INC.

247 Park Avenue, New York 17, N. Y.
 Phone Eldorado 5-2685

ABP—ANPA—PPA—NOAB—APA

President.....Atherton Pettingell
 Exec. Vice-Pres-Treasurer...Walter S. Maas
 Vice-President.....Charles B. Strauss
 Secretary.....Mary L. Shaumty
 Vice-Pres.Emmanuel Tietler
 Radio-TV Dir.....Howard C. Barnes
 Radio-TV Time Buyer..Katherine Kirkbride

. . . Advertising Agencies . . .

Radio Accounts — Lanvin Parfums, A. S. Beck.

Television Accounts—Lanvin Parfums, A. S. Beck.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone Hubbard 8050
ANPA—PPA

President.....John C. Dowd
Executive Vice-President.....E. D. Parent
Vice-President.....W. Davenport
Treasurer.....Geo. E. Murphy

Radio Accounts—Albany Carpet Cleaning Co., Allied Salt & Chemical Co., Atlantic Coal Co., Clinton Clothing Mfg. Co., First National Stores, Martin L. Hall Co., Homes, Inc., Jenney Mfg. Co., Wm. Leavens Co., Paines of Boston, K. J. Quinn & Co., Inc., Snider Fuel Corp.

L. J. DuMAHAUT ADV. AGENCY

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

Owner.....L. Jerome DuMahaut
Production Manager.....Georgiana E. Park

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, Circle 6-1400
PPA—NOAB—ANPA—SNPA
ABC—OAAA

President.....Roy S. Durstine
Vice-Pres..Secretary Dir of Media,

Arch T. Gardiner

Vice-Presidents.....William E. Dempster,
Ralph D. Allum, William C. Pank.

Treasurer.....T. Arnold Rau
Prod. Mgr.....David R. Margareiten
Head Art Director.....Harvey A. Spooner
Art Directors.....J. Burton Stevens,
John A. Hagstrom.

Executive Staff.....William E. Dempster,
Ralph D. Allum, John C. Rome, John
Malone, Jr., William C. Pank, David L.
Rand, Clem W. Kohlman, Robert L.
Whitehead, C. Henry Heppenstall.

Radio Time Buyer.....Bergliette Boe
Radio Directors.....Maurice Condon,
John T. Martin.

Mgr. Radio Dept. & Time Buyer...Bergi Boe
Branch Offices

20 No. Wacker Drive, Chicago 6, Ill.

V.P.-Manager.....Ellis Travers
719 Enquirer Bldg., Cincinnati 2, O.

V.P.-Manager.....Frederie Kanmann
2853 West Seventh St., Los Angeles 5, Calif.
Pacific Coast Mgr.....Robert L. Nourse, Jr.
703 Market St., San Francisco 3, Calif.

Manager.....H. H. Hindley
Radio Accounts: The Serutan Co. (Serutan, RDX, Nutrex, Journal of Living), The Tucker Corporation (The Tucker '48 Automobile).

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone Madison 2922

Owner.....Adam F. Eby
Account Executives.....Catharine Walsh,
Samuel F. Eby, Lillian Kirk.

Radio Accounts—Schreier Brewing Co., Acme Radio & Electronics, Buffalo Hockey Club, Buffalo Football Club, 4th Annual Sports Show, Home Family Laundry, David J. Scott Co., Denton Cottlier & Daniels.

EDELSTEIN-NELSON ADV.

AGENCY, INC.

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

President.....Edward Edelstein
Vice-Presidents.....Lloyd C. Nelson,
W C. Kauer.

Secretary.....L. M. Friedman
Radio Director.....Lloyd C. Nelson
TV Director.....Edward Edelstein
Radio Accounts—Chicago Slip Cover Co., Koruna Savings & Loan.

ELLINGTON & CO., INC

535 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 7-4300
NOAB—ANPA—PPA—APA

President.....Jesse T. Ellington
Vice Presidents.....Theodore S. Strong,
Hyland L. Hodgson, Charles R. Marshall,
Chauncey L. Landon.

Dir. of Radio-TV.....Hal James
Radio Time Buyer.....Daniel Kane
Television Account — Celanese Corp. of America.

ELLIS ADVERTISING CO.

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

Partners.....Michael F. Ellis, Jr.,
Jerome R. Ellis.

Radio Director.....Caesarina Cardarelli
Television Director.....Gordon Cole
Radio Accounts — Basil Theaters, Buffalo Optical Co., Simon Greenbaum Clothing, John Henrich Co., Italian & French Wine Co., Niagara National Bank, Western Savings Bank, Davids Home Furnishings, City Service Taxi Co., Kensington Savings & Loan Assn, Old Barn, DiBello Pontiac Motors, Rosinski Furniture Stores, Nemmer Furniture Stores, B & B Clothing Co., Mel's Clothing, Sidney Mursten Furs, Loonsk Bros. Dry Cleaning, Drewry's Brewery, Kensington Business Men's Assn., Jefferson Business Men's Assn., First Federal Savings & Loan Assn. of Kenmore.

Television Accounts — Rosinski Furniture Stores, Loonsk Bros. Dry Cleaning, Bredenberg Distributing Co. (Drewry's Brewery),

• • • Advertising Agencies • • •

Household Outfitting Co., Western Savings Bank, Niagara National Bank, Buffalo Optical Co., Bredenberg Distributing Co. (Labat's Ale and Beer).

ROBERT J. ENDERS ADVERTISING

1415 K St., N. W., Washington 5, D. C.
Phone Executive 5834

President.....Robert J. Enders
Account Execs.....William F. Fitzgerald
Leonard R. Rennie, John K. Espey, Robert J. Enders.
Radio-TV Dir.....John Barnes
Copy Chief.....Raine Bennett
Animation Dir.....Gene Tourville
Film Director.....Richard Lyford
Director of Photog.....Sam Rosenberg

Branch Office

1420 Walnut Street, Philadelphia, Pa.

Manager.....Howard Enders
Radio Accounts—Veterans of Foreign Wars, Georges Radio & Tele Co., Koolvent Metal Awning, Dupont Theater, National Association of Chiropractors, D. Zoslow Enterprises, Kopy Kat Women's Wear Chain, House of Fabrics, Occidental Restaurants, Government Services Inc., Equitable Credit Co., Autopen Co., Capital Areal Co., Hubbard House Restaurants, Copp Advertising, Briggs Flirtations Co., Home Appliance Co., AP's Motors, Scott Jewelers, Chevy Chase Realty, Irby Jewelers, National Institute of Commerce & Technology.

Television Accounts—Admiral Corp., Sneltenburg, Gimbels, Lit Brothers, Pierce-Phelps Distributors, Georges Radio & Television Co., Golden Star, Cody's, Simon Distributing Co., Koolvent Metal Awning, Occidental Restaurant.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone State 1366-7
ANPA—PPA—APA—NOAB

President & Treasurer...Frank L. Engel, Jr.
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann
Radio Time & Space Buyer...Ann Lindgren

Radio Accounts—House of David, Staehlin's Nursery, Superior Match Pants Co., Westhauser Nurseries.

ENNIS-ANDERSON ADV. AGENCY

Anglo Bank Bldg., Fresno, Calif.
Phone 32613
CNPA

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

EQUITY ADVERTISING AGENCY

113 W. 42nd St., New York 18, N. Y.
Phone BRyant 9-0060
ANPA—APA—ABP

Partners...David H. Boxer, Irving Weinberg
Production Manager.....John Hedman
Radio Time Buyer.....Roy Spector

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone LEXington 2-8700
AAAA—ANPA—PPA—NOAB—
OAAA—APA

Chairman of the Board...Louis R. Wasey
President.....Howard D. Williams
Vice-Pres.....George E. Wasey
Sec.-Treas.....James F. O'Connor
Radio-TV Dir. (L.A.).....C. H. Cottingham
Asst. Radio-TV Dir. (N.Y.)...Joe Brattain
Time Buyer.....Raymond Sims
Radio Producers.....Charles F. Lowe,
John Halpern

Branch Offices

Erwin Wasey & Co., Ltd.

230 N. Michigan Ave., Chicago, Ill.

Manager.....L. R. Northrup
5225 Wilshire Blvd. Los Angeles, Calif.
Manager.....Glen Joeelyn
Rand Tower, Minneapolis 2, Minn.
Manager.....Mac Martin
First Nat'l. Bank Bldg., Oklahoma City, Okla.
Vice-President.....Harold Halsell
1121 St. Katherine St. West, Montreal, Canada
Managing Director.....Carl D. Dennis, Jr.
1170 Bay St., Toronto, Ont., Canada
Manager.....Ralph L. Lawson
Radio Accounts—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills, Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., S. C. Johnson & Sons, Inc., Nash Coffee Co., Salisbury & Saierlee Co., Anderson-Pritchard Oil Corp., Krenl Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Botling Works, Inc., McCall-Frontenac, California Bank, McCoy Products, Inc., Nutone, Inc., Daggett & Ramsdell Olive Tablet Co.

BENJAMIN ESHLEMAN CO.

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

President.....Benjamin Eshelman
Exec. Vice-Pres.....J. J. D. Spillan
Sec. & Prod. Mgr.....W. J. Collopy
Radio Time Buyer & Radio Dir.

L. H. Greenhouse

Radio Accounts—Commonwealth of Pa. Dept. of Commerce, Commonwealth of Pa. Dept. of Revenue, Lee Tire & Rubber Co., Smith Kline & French Laboratories.

Advertising Agencies

WILLIAM ESTY & CO., INC.

100 East 42nd St., New York 17, N. Y.
Murray Hill 5-1900

Radio TV Department

VF Chg. Radio-TV.....Thos. D. Luckenbill
Vine & Selma, Hollywood 28, Calif.
Chief Execs....Don Bernard, Andrew Potter
Radio Accounts—Colgate-Palmolive-Peet
Co., R. J. Reynolds Tobacco Co., Piel Bros.
Television Accounts—Colgate-Palmolive-
Peeet Co., R. J. Reynolds Tobacco, Piel Bros.

EVANS ADVERTISING AGENCY

322½ S. Sixth St., Springfield, Ill.
Phone 2-2090

Owner & Manager.....Clarence R. Evans
Treasurer.....Velma Evans
Art Director.....John Robert Work
Continuity Director.....Mary Lou Evans
Radio Producer.....Velma Evans
Radio Accounts—L. B. Bell Fur Co.,
Bootery, Bridge Jewelry, Inc., Camera Shop,
Capital City Motors, Community Bakery,
Constantino Packing Co., Frostie Bottling
Co., Ideal Creamery, Home Appliances, Inc.,
Lieck Crane (Potato Chips), Lloyd's Clean-
ers, L. & L. Sales Co., Kennedy Laundry &
Cleaners, Music Shop, Piggly Wiggly (Fisher
Grocery Co.), Peterson's Rose Butter, Ray's
Brand Products, Seek-De-Yaah Paint Mfg.
Co., Senate Theater, Sangamon Dairy, St.
Nicholas Hotel, Springfield Motors, Inc.,
Springfield Refinoid Company, Terra Plaza,
Y-B Food Market, Harold Pehru, Inc.

ALBERT EVANS ADVERTISING

909 Dan Waggoner Bldg., Ft. Worth 2, Tex.
Phone 3-9521

ABP—NOAB—ANPA—APA—SNPA—
NAAN—PPA

Acct. Execs.....Albert Evans, Jr.
Gordon Teague, Dorothy Cantrell, Gene
M. Lightfoot.
Art Director.....Jed Acker
Production Mgr.....Mary Lou Slay
Radio Accounts—Ellison's Furniture Co.,
Foremost Dairies (Southwestern Division),
Premier Oil Refining Co. of Texas, Terminal
Grain Co., Texas Motors, Williamson Dickie
Mfg. Co., Anto-Rent, Inc.

LAWRENCE I. EVERLING, INC.

1700 Walnut St., Philadelphia 3, Pa.
Phone Pennypacker 5-7927

ABP—ANPA—APA—AAAA
NOAB—ABC

President.....Lawrence I. Everling
VP Radio Dir. & Buyer Radio Time
Frank J. Crockerly
See. & Dir. of Art.....Reynold Abbuzzi
Radio Accounts—Petroleum Heat & Pow-
er Co., Mrs. Smith Pie Co.

H. W. FAIRFAX ADV. AGENCY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-8680

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Art Director.....Bernard Katz
Radio Dir. & Space Buyer.....Janice Hamilton
Account Executives.....R. Block,
M. E. Ensler, Seth D. Tobias.
Radio Accounts—Mayfair Ice Cream Co.,
New Oyster Bay Restaurant.

**FEDERAL ADVERTISING AGENCY,
INC.**

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

AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—BMB

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V.P. & Radio-TV Dir....Francis C. Barton, Jr.
V.P. & Art Dir.....Douglas Boyd
V.P. & Dir. Drug Merch'g. Kenneth B. Hurd
V.P. & Copy Chief.....Joseph Leopold
V.P. & Dir. Pub. Re'l...Thomas P. McMahon
V.P. & Acct. Exec.....Kenneth W. Plumb
V.P. & Acct. Exec.....Jules B. Singer
V.P. & Acct. Exec.....Charles G. Wright
V.P. & Dir. Research. Dr. Wallace H. Wulfeck
Radio-TV Time Buyer.....Penelope A. Simmons
Radio-TV Copywriter.....Pat Bartels
Radio-TV Copywriter.....Ken Kear
Asst. to Radio-TV Dir.

George M. Burbach, Jr.
Asst. to Time Buyer.....Jacqueline Ruta
Vice-Pres.-Dir. of Tele.....Francis C. Barton, Jr.
Radio Accounts—Lever Brothers Co.,
American Safety Razor Corp. (Gem), Dixon
Ticonderoga Pencils, John F. Trommer, Inc.,
Dulce Famous Foods, General Cigar Com-
pany, Harriet Hubbard Ayer, Inc., Gerber
Prods. Co., Barbizon Corp., Stromberg-Carl-
son, Lily of France, Publrix Shirt Co.
Television Accounts—American Safety
Razor Corp. (Lighter), John F. Trommer Inc.

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ADVERTISING AGENCY**

2011 Walnut St., Philadelphia 3, Pa.
Phone LOeust 4-1536

ANPA—PPA—NOAB

Partners..Harry Feigenbaum, David Wermen
Radio-TV Director.....Erwin Rosner
Radio Accounts—Grabosky Bros. (Royalist
Cigars), B. S. Pincus Co. (Yankee Maid
Meats), Laundry Board of Trade of Phila.
(Laundry Service), Federal Savings & Loan
Assns. of Phila. (Savings Institutions), Hard-
wick & Magee Co. (Rugs & Furniture), Cum-
berland Brewing Co. (Old Export Beer),
J. W. S. Delavau Co. (Cough Medicine),
Phila. Daily News (Newspaper).

Television Accounts—Pontiac Dealers Assn.
of Phila., B. S. Pincus Co. (Yankee Maid),

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The Arrow Store (Men's Store), Sam Gerson (Men's Store), Reliable Motors, Inc. (Pontiac Dealer), Grabosky Bros. (Royalist Cigars).

ROBERT FELDMAN, INC.

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

Pres. & Radio Time Buyer... Robert Feldman
Vice-President... Bell Michaels
Copy Chief & Radio Dir.... Lorraine Barton
Radio Accounts—China Doll Night Club, Park Central Hotel, Versailles Restaurant, Palisades Amusement Park, Wivel Restaurant, Village Barn, Jack Dempsey's Rest., Nevele Country Club, Singapore Restaurant, Chateau Martin Wines, Club Ebony, Royal Roost, Harem Night Club, Youngs Gap Hotel, Maurella Product (Perfume).

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Pres. Space & Radio Time Buyer
Byron F. Fellows, Jr.
Vice-President... T. Elmer Bogardus
Secretary & Treasurer... Marjorie Hughes
Radio Accounts—Kelley Baking Co., Merchants National Bank & Trust Co., Moore & Quinn Brewery, Pepper Fishing Rod & Tackle Corp., WNDR, Radio Station.

COURTLAND D. FERGUSON, INC.

National Press Bldg., Washington 4, D. C.
Phone National 7713

President... Courtland D. Ferguson
Sec.-Treas... Lucille Pierce Ferguson
Radio-TV Dir... J. A. Holt
Radio Time Buyer... Patricia Brennan
Account Executives... Marshall R. Worcester,
Philip Martin

Branch Offices

525 North Charles Street, Baltimore, Maryland
Manager... George Ross
Life Ins. Co. of Va. Bldg., Richmond, Virginia
Manager... Frank G. Christian
Radio Accounts—L. S. Briggs, Inc, Schindler Peanut Products, Inc., Mann's Potato Chip Co., Smith-Douglass Co., James G. Gill & Co., Smith's Storage Co., Security Storage Co., Lincoln Warehouse Co., Manbeck Bread Company, High's Ice Cream Co., Highland Farms Dairy, Little Tavern Shops, Tip Corp. of America, John H. Dulany & Son, Inc.
Television Accounts—L. S. Briggs, Inc., Schindler's Peanut Products, Inc., Mann's Potato Chip Co., Little Tavern Shops.

LAWRENCE FERTIG & CO., INC.

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

ANPA—PPA—APA—NOAB—ABP
President & Treasurer... Lawrence Fertig

Radio-TV Dir., Time Buyer... Henry Bretzfeld
Exec. Vice-Pres. & Sec... Alexander Slavitt
Vice-President... Philip Lukin
Account Execs.: Curtis C. LeWald, J. B. Morse, Lawrence Wizzer, Henry Bretzfeld
Space Buyer... Miss Selma Crosswirth
Art Director... Stanley Dusek
Production Manager... Kenneth Miller

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

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President-Treasurer... Robert G. Fields
Secretary... A. Ferguson
Account Exec... W. R. Culbertson
Radio Accounts—Robert Orr & Co. (Hermitage Coffee), First Federal Savings (Savings accounts), St. Bernard Coal Co. (Coal), Cherokee Mills (Flour), Nashville Dairy Council (Milk), Nashville Pure Milk Co. (Milk).

JOHN A. FINNERAN, INC.

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

Pres. & Secy... John A. Finneran
V. P. & Treas... Honoria Finneran
Asst. Treas.-Gen. Mgr... H. B. Pettengill
Art Dir... K. Elnore
Chief Copywriter... D. Ansonbie
Space & Time Buyer... E. Pryde
Acct. Execs... Curtis I. Brown,
G. White, B. Silon, F. Quinn, Dayton M. Jones.

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

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AGENCY, INC.**

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

President... Allan L. Firestone
V.-P.-Treas... Archie Goodman
Sec... R. S. Firestone
Radio Accounts—(Local).

M. M. FISHER ASSOCIATES

134 N. La Salle St., Chicago 2, Ill.
Phone Central 6-1610-11
ANPA

Owner... Jack L. Fisher, Sr.
Co-Owner... Jack L. Fisher, Jr.
Radio Time Buyer... Dana White
Radio Accounts—Contractor's Equip Serv., Sol Lesser Productions, Andrew Stone Prods., Trav-Ler Radio Corp., 20th Century-Fox Film Corp., United Artists Corp., Universal Pictures, Vanguard Films, Inc., Warner Bros., Lester Cowan Prods., Shubert Theaters, Hilton Hotels, Bell Savings & Loan

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Cook County Central Democratic Committee,
Geo. S. May Co., Tam O Shanter Country
Club, Balaban & Katz Corp.

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Phone Canal 9871

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APA — ABP — NOAB

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Partner, In Chg. Copy..... Roy M. Schwarz
Partner, In Chg. Media & Markets,

Leonard Gessner

Partner & Art Dir..... E. W. Rector Wootten

Partner & Production Mgr..... Warren C. Poscy

Media Dir..... Harley B. Howcott

Acct. Exec..... Donald H. Halsey

TV. Dir. Roy M. Schwarz, Tom Newman

Radio Account—Wesson Oil & Snowdrift

Sales Co., Blue Plate Foods, Inc., Dixie Brew-

ing Co., H. C. Hill Stores.

Television Accounts—H. C. Hill Stores,
Dixie Brewing Co.

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Phone 2-3129

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Secretary..... Florence O. Miller

Treasurer..... J. K. Bowman

Account Executives..... Claire Evans

Arnold T. Bowden, William P. Conklin,
Grover H. Hubbell.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490

President & Radio Director... Robert B. Foley

Secretary-Treas..... Helen M. Little

Radio Accounts—I. J. Fox, Inc., The Stearn
Co.

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1528 Walnut St., Philadelphia 2, Pa.
Phone Kingsley 5-1560

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1st V.P., Sec.-Treas..... Lee E. Hood

V.-P. & Dir. of Merchandising... Jerome B. Taft

V.-P. & Dir. Research..... Russell Cray, Jr.

Asst. Sec'y-Treas. & Media Dir.

Wesley Winning

Radio-TV Director..... James L. Tabor

Copy Director..... Raymond Barr

Art Director..... Earle Steiert

Meeb. Production Mgr.... Edward C. Griffiths

Office Manager..... Catherine E. Gibbons

Radio Accounts—Abbotts Dairies, Inc., Ab-

botts Cream Cheese, Abbotts Ice Cream,

Beneficial Saving Fund, Cloverdale Spring
Company, Freihofer Baking Company.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
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Chairman Exec. Com..... Don Belding

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Exec. Vice-Pres..... William E. Berchtold

Vice-Pres. and Gen. Mgr..... M. P. Franceschi

V.-P. Media and Research... Sherwood Dodge

Dir. of Radio..... Thomas McDonnell

Dir. of TV..... Roger Pryor

Radio Business Mgr..... Lillian Selb

Director of Publicity..... George Wolf

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

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Radio Business Manager..... Harry Dieter

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601 W. Fifth St., Los Angeles 13, Calif.

Chairman Exec. Com..... Don Belding

Executive Vice-Pres..... William J. Pringle

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Radio Time Buyer..... J. H. Scruggs

San Francisco Office

235 Montgomery St., San Francisco 4, Calif.

Vice-Pres. and Mgr..... Ford Sibley

Radio Time Buyer..... Virginia Cain

Hollywood Office

6117 Sunset Blvd., Hollywood 28, Calif.

Vice-President..... Robert Ballin

General Manager..... C. Burt Oliver

Radio Accounts—Alexander, Ben; Amend

Company, Fred W.; American Piano Manu-

facturers Association, Argosy Pictures, Ar-

mou and Company, Beatrice Foods Com-

pany, Carter Products, Inc., Disney Produc-

tions, Walt, Frigidaire Division (General

Motors Corp.), General Foods Corporation,

Hall Brothers, Inc., Hat Research Founda-

tion, Inc., International Lutex Corp., Lock-

heed, New York Central System, Pepsodent

Division (Lever Bros. Company), Purex

(product), Rheem Manufacturing Company,

RKO Radio Pictures, Inc., RKO Theatres,

S&W Fine Foods, Inc., Security-First National

Bank of Los Angeles, Sierra Pictures, Inc.,

Southern Pacific Railroad, The Toni Com-

pany, Trend (product), Union Oil Com-

pany of California, Van Raalte, Inc.

Television Accounts — Argosy Pictures,

Liebmann Breweries, Inc., Marshall Field &

Company, RKO Radio Pictures, Inc., Se-

curity-First National Bank of Los Angeles,

Union Oil Company of California.

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Art Director.....William Goliey
Radio Time Buyer & Radio Dir...Bill Queale
Radio Accounts—Continental Nut Co., El Dorado Brewing Co., Old Home Bakers, Paramount Seed Co., Sacramento Frosted Foods Co., 7 Up Bottling Co.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
SNPA

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Secretary.....Mrs. Ruby Black
Art Director.....William Bain
Radio Account—Kennedy Laboratories, Inc. (The Kennedy Formula).

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Phone COrtlandt 7-5060

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Vice-Chairman-General Mgr.
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1 La Salle St., Chicago 2, Ill.

235 Montgomery St., San Francisco 4, Calif.
Acct. Exec.....Lucrezia Kemper
Radio Accounts—Merrill, Lynch, Pierce, Fenner & Beane, Noma Electric.

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Fox Theater Bldg., Detroit 1, Mich.
Phone Randolph 6220

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V.P., Radio Dir. & Radio Time Buyer
M. A. Hollinshead
Research Dir.....D. R. Hodgins
Art Dir. & Prod. Mgr.....J. S. Chandlee
Space Buyer.....Mrs. M. A. Youngs
Account Executives.....E. G. Frank,
M. A. Hollinshead, D. R. Hodgins.

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455 Carolina St., Houston 2, Tex.
Phone BEacon 3-9301

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Exec. Vice-Pres.....K. Tips

Vice-Presidents.....J. B. Wilkinson,
E. M. Schiwetz.

Vice-Pres.-Sec.....D. K. Williams
Radio Time Buyer.....Gene Heard
Radio Accounts—First National Bank, KXYZ Radio Station, Reitig's Ice Cream Co.

JONES FRANKEL CO.

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

NOAB—ABP—ANPA—APA—PPA

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Exec. V.-P.....A. G. Gaines
Public Relations.....Ben Rubin
Spec. Promotions.....Ira L. Morton
Prod. Manager.....Gladys R. Arnold
Time Buyer.....Helen Eich
Research Dir.....Alice Houghton
Radio-TV Director.....Lew Sanders
Radio Accounts—Shaw Jewelers, Holland's, Lion Chemical Co., Terman's, Stromberg-Carlson, Standard Motors, Rolin Sales, Valmor Prod., General Camera Co.

Television Accounts—Fox De-Luxe Beer, Terman Tele Sls., L & H Range, Blackstone, Stromberg-Carlson, Allen & Bradford, Commercial Tire & Supply Co., World's Hobby Exposition, Admiral Corp., Tomaso Inc., Rosin-Starr, General Camera Co.

ROBERT FRANKLIN & ASSOCIATES

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Phone 4-6566

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Sec.-Treas.....J. Schmeiser
General Manager.....H. Braze
Radio Dir. Radio Time Buyer & Space Buyer
R. C. Franklin, Jr.
Art Director.....Tom Dyer

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Treas. & Media Director.....H. S. Rieff
Radio-TV Dir.....James Bennett
Radio Account—The Coward Shoe.

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ANPA—ABP—APA—NAAN
President.....C. J. Freiburger
Art Director.....Gene Ellis
Account Executive.....Kent Thomas
Copy Writer.....Ingrid Wallin
Radio Accounts—Central Bank & Trust Co., Tivoli Brewing Co., Brecht Candy Co., Toner's Peanut Butter, Colorado Potato Flake Mfg. Co., Securities Credit Corp., Sears Roebuck & Co., Associated Grocers of Colo., Conway-Bogue Realty Co., Burns Realty & Trust Co., Wildgrube Decorating Co.

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Art Director H. J. Torgesen
Traffic Mgr. M. K. McGowan
Office Mgr. R. W. Wallace
Copy Chief Harry Binford
Acc't Exec., Radio-TV Dir. Norman Frankel
Radio Accounts—Columbia Baking Co.,
Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH & ASSOCIATES

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

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Partner.....Mazie G. French
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Account Executives.....Kenneth J. Bayer,
Al Maescher, Jr., C. Sewell Pankman.
Dir. Client Service.....Richard C. Lynch
Radio Director.....Al Maescher, Jr.
Radio Accounts—Mercantile Commerce
Bank & Trust Co., Dixie Mills, Phelan-Faust
Paint Co., H. P. Coffee Company, St. Louis
Federal Savings & Loan Assn., Melejo Sea
Food Company, Luber-Tone, Inc., Medart
Auto Electric Co.

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Phone Liberty 2-0813
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Secretary.....Harvey P. Newcomb
Pro. Mgr. & Space Buyer.....Harold E. Bessom
Newspaper Space Buyer.....Anna V. Turner
Radio-TV Director & Time Buyer,
Harvey P. Newcomb
Radio Accounts—Durkee Mower, Inc.,
Supreme Wine Co., Eastern Racing Assn.,
Campbell Fairbanks Expositions, Genoa Pack-
ing Co., Boston Yanks, Eldred & Barbo.

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Commonwealth Shoe & Leather Co., Westing-
house Electric Co., (Lamp & Radio Di-
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Corp., Commercial Solvents Corp., Jonas
Shops, Stauffer Restaurants, Aluminum Co.
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Phone, BRyant 9-2927

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270 Park Ave., New York 17, N. Y.
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Time Buyer.....Margaret Deady
Radio Accounts—America's Furniture, Inc.,
Republican State Comm.

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915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915
ANPA—AAAA

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E. A. W. Schulenburg
Media Dir.C. C. Humphrey
Radio-TV Dir.Clarke Brown

Branch Offices

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V.-P. & Radio Dir.....Roland Martini
2531 Wilson Blvd., Arlington, Va.
V.-P.Mark T. Martin
Radio Accounts—U. S. Army & U. S. Air
Force, First National Bank, Pet Milk Sales
Corp., Ralston Purina Co., St. Louis Public
Service Co., Union Elec. Co. of Mo., H. C.
Cole Milling Co., Lion Oil Co., Grove Labo-
ratories, Inc., H. D. Lee Co., National Guard
of the U. S., St. Louis Independent Pkg. Co.,
Union Biscuit Co.
Television Accounts—Union Elec. Co. of
Mo.

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 Exec. Vice-Pres.....Walter Guild
 Copy Chief.....David Bascom
 Art Director.....Dan Bonfili
 V.-P., Radio-TV Dir.....William A. Morrison

Branch Office

9310 Hillrose Ave., Sunland, Cal.
 Radio Prod. Mgr.....Les Mitchel
Radio Accounts—Alta Tea & Coffee, Chemicals, Inc., Consolidated Dairy, Craven-Inglis Baking Co., Kay Jewelry Co., Rev. Charles E. Lukens, No Doz Awakeners, Rosefield Packing Co., Blum Candy Co., Bear Creek Orchards, Strykers Soap Co., Milwaukee Furniture Co.

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400 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 8388
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 Secretary & Space Buyer.....G. P. Schill
 Vice-Pres. in Charge Radio...Tim Morrow
 V. P. & Acct. Exec.....Earl Lines
 Art Dir.....O'Coll Hanson

Radio Accounts—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Spartus Camera.

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 Phone Rittenhouse 6-3572
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 ANPA—NOAB
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 Michael H. Sloman, J. Ross Pilling, Jr.

Branch Office

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V. P. & Radio Dir.....Chas. H. Devlin
 Media Dir.....Geo. E. Clinton
 Production.....Jack Lockie
 Art Director.....Henry Lee, Jr.
 Copy Chief.....Dean Pollock
 Account Exces.....Chas. H. Devlin,
 Douglas Powell, Vernor M. Schenck, II,
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 Account Executives.....J. W. Clark,
 R. Hendrickson
 Media Director.....Pat Reid
 Production Manager.....E. J. Thomas

Branch Office

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

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 Phone PLaza 2-5400
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 Publicity Dir.....Edward F. Thomas
 V.-P. & Radio-Tele Dir.....Donald S. Shaw
 Production Manager.....Frederick A. Long
 Traffic.....Barbara Fishel

Branch Offices

Third Nat'l Bldg., Dayton, O.
 Manager.....E. G. Frost
 14250 Plymouth Rd., Detroit 32, Mich.
 Exec. Contacts.....Russell Manney,
 Kenneth Westervelt
 Manager.....John McQuigg
Radio Accounts — Nash-Kelvinator Corp., Continental Oil Co., Lorillard Co., Knox-The-Hatter.
Television Accounts — Knox-the-Hatter, Nash-Kelvinator Corp.

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 Phone Elgin 2111
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 Radio Director Don Bassett

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 Manager C. W. Cook

272 Scott Block, Winnipeg, Manitoba
 Manager A. B. Johnston

204 Leader Bldg., Regina, Saskatchewan
 Manager Stanley Wayte

Renfrew Bldg., Calgary, Alberta
 Vice-Pres. & Mgr. R. G. Smith

McDougall Court, Edmonton, Alberta
 Manager J. H. Fulton

609 Province Bldg., Vancouver, B. C.
 Vice-President Dave Crawford

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3003 Louisiana, Houston 6, Tex.
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 Public Relations Dir.-Acct. Ex. Bess Atmar

Copy Dir.-Acct. Ex. C. E. Parsons
 Prod.-Acct. Ex. A. S. Black

Radio Dir.-Acct. Ex. Maudeen Marks
 Script Writer Lorena Henry

Clerical June Sims
 Actor-Writer Bill Denny

Radio Accounts—Bill Williams, Earle
 North Buick Company, Earle North Goodyear

Store, Pollyanna Shop, Union Bottling
 Works, Nueces Hardware, Flato's, Sakowitz

Bros. Inc., Houston Fat Stock Show, Houston
 Hockey Club, Checking Counter South Texas

Motors, Royal Tire Company, Royal Air-
 Conditioning, Loew's State Theatre, Sun-Up

Ice Cream, Camellia Ice Cream, C. B. Del-
 homme, Marine Dis., Donaldson & Bass,

Construction, Hou. Interlocking Tile, Fogle-
 West Funeral Home, Adlof Memorials, Bras-

well's Flower Gardens, Arrowhead Park,
 Mayan Ranch, LH7 Ranch, Yellowjacket
 Cafe.

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Radio Accounts—American Packing & Pro-

vision, Chase, Jesse M. Cloverleaf Milk,
 Colville Ice Cream, Exceles Beauty Products
 Co., Fisher Brewing Co., First Federal Sav-

ings & Loan Association, GE Dealers, Jack-
 son Distributing Co., Montana Cereal Com-

pany, Motor Mercantile Co., Mountain Fuel
 Supply Co., Ogden First Federal Savings &

Loan Ass'n, Petty Motor, Porter Macaroni
 Company, Royal Baking Company, Salt Lake

City—Chamber of Commerce, Salt Lake Hard-
 ware Company, Streator Chevrolet Company,

Union Pacific Railroad Co., Utah Finance
 Company, Utah Oil Refining Company, Utah

Power & Light Company, Walker Bank &
 Trust Co., War Assets Administration, West-

ern Colorado Power Co.
Television Accounts—Petty Motor, Utah
 Power & Light Company.

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Traffic Manager Louise Ludke
Branch Office

De Young Bldg., San Francisco, Calif.
 Manager Robert O. Davis

Radio Accounts—Ralphs Grocery Co.,
 Austin Studios, Tropical Preserving Co., Bu-

Tay Products, Ltd., Miller Honey, Chip
 Steak Company, Bluhill Foods, Inc., Hug-

gins-Young Coffee Co.

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517 Murray Bldg., Grand Rapids 2, Mich.
 Phone 8-1848
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Owner & Operator Francis K. Glew
Radio Account—Valley City Milling Co.

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

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 Vice-President Eleanor Chatham Walter

Sec. & Radio Dir. Louise Benay
Radio Accounts—John G. Meyers Dept.

Store, Seven-Up Bottling Co. of Troy, N. Y.,
 Roxy Cleaners & Dyers, Stone's Liquor Dist.,

Albany Garage Co., & Appliance Dist., Drive-
 In Auto Theaters, Green's Stationers, Stand-

ards Furniture Co. (Kingston-Troy).

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 V.-P. Fred W. Swanson
 Treas. & Copy Chief. Garrick M. Taylor
 Secy. & Media Dir. Florence A. Neighbors
 Research & Mdse. George B. Frank
 Research & Mdse. J. Alden Joice
 Production Mgr. Doris Monnette
 Account Exec. Henry Nathan
Radio Accounts — Service Stores, Inc.,
 Planters Nut & Chocolate Co., Goldenrod
 Ice Cream Co., Planters Edible Oil Co.,
 Hooker Glass & Paint Co., Jewel Tea Co.,
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 Time Buyer. Herman Krone
Radio Accounts — Hartley's Marmalade,
 Lutheran Hour, A. D. Jnilliard & Co., Inc.

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1166 Haight St., San Francisco 17, Calif.
 Phone Klondike 2-1219

Account Exec. Graham Gladwin
 Sec. & Copy Chief. Mabel Gladwin
Radio Accounts—Fred Benioff, Phillips Al-
 ready Flour, Mission Carpet & Furn., De-
 pendable Mattress, Pastene's Restaurant, San
 Francisco Glass, Alhambra Caudy Co., Allied
 Sales Co., Associated Bedding, Pacific Coast
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Radio Accounts—Pieter de Witt, Inc., The
 Viking Press, The New School, Castle Prod-
 ucts Co.
Television Account—Teldisco, Inc.

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 Time Video Buyer. Harriet Belille
Radio Accounts — Lambert Bros., Van
 Heusen, Simplicity, Tussy, Hollanderizing
 Corp., A. Hollander & Sons, Inc., Jacques
 Kreisler, Grolier Society, Inc., B. V. D. Corp.,
 Mojud, Ohrhach's, R. H. Macy & Co., Na-
 tional Silver Co., Foster-Grant, Gruen Watch
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 Shwayder, Hunter Douglas.
Television Accounts — Lambert Bros.,
 R. V. D. Corp., Van Heusen, Gruen Watch
 Co., Jacques Kreisler Mfg. Corp., Disney,
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Radio Accounts—Fleetwing Corp., B. F.
 Goodrich Farm Service Tires.

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Radio Accounts—(21 Local and Regional.)

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

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 Phone Circle 6-1950
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Owner. Montague H. Hackett
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Radio Accounts—Chatham Mfg. Co., Al-
 lied Plastics, Brewer's Best Assoc. Inc., Cor-
 day Parfum, Herbert Terryton Cigs.

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Phone 2-0492

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Art.....A. J. Hitchins
Radio Accounts—Chas. Freihoffer Baking
Co., Jonathan Levi Co., Wallace Co.

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500 Fifth Ave., New York 18, N. Y.
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Radio Accounts—Capital Tire Co., Chick
Line Co., Glamour Shoe Co., Langhorne
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Nixon, Lawrence F. Luescher.

Radio Accounts—Blue Boy Dairy, Blue Bus
Lines, Bolter-Clark, Inc., E. Cappellino &
Sons, Crescent-Puritan Laundry, Crouch &
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Genesee Conservation League, Genesee Val-
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cran Foods, Inc., Wegman's Supermarkets,
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Radio Accounts—M. J. Lanahan, Neumode
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bune.

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Inc., Skelly Oil Co., The Perfect Circle Corp.,
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Television Accounts—Carolene Products
Co., Bell & Howell Co.

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Radio Accounts—2nd U. S. Army, Staminite
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420 Lexington Ave., New York 17, N. Y.
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Radio-TV Dir.....Peter A. Krug

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Television Account—Churchward & Co., Inc.

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Branch Office

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Manager Gabe Stern

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Television Account—Artistic Foundations, Inc.

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Welch Co., Parker Herbex Corp., Blueberry

Cooperative Assn., Sulco Sales Corp., Merck

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Phone Liberty 4714

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Sally Larkin

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Walton Butterfield

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Branch Offices

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

V.P. & Mgr. Ned Smith

Radio Accounts—The First Church of

Christ, Scientist, The Christian Science Moni-

tor, National Council of The Protestant

Episcopal Church.

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Phone HAMilton 1160

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Television Account—Philco Corp.

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ROCKLIN IRVING & ASSOC.

155 No. Clark St., Chicago 1, Ill.

Phone Randolph 6-2325

Acct. Exec. & Radio-TV Dir... Irving Rocklin
 Continuity Dir..... L. H. Goldman
 Production..... D. C. Cohen

Radio Accounts—Atlas Piano Co., Balaban Floor Covering Co., Clark Industries, Credit Loan Corp., Doin' the Town Enter., Electric Center, Fisherman's Club, Howard & Co., International Events, Interstate Distributing Co., LeNard Industries, Libby Furniture Stores, Lincoln Home Products, Linoleum City, Martin Fur Co., Martin Jewelers, May-

nard Co., Inc., North Town Currency Exchange, Pollack & Neelson, Real Shampoo, Sherwin Hosiery Co., Safeway Auto Repair System, Speedwriting Institute, Town House-Town Pump Restaurant Chain, Union Life Insurance Co., Walton Motors, Inc.

Television Accounts—Libby Furniture Stores, Walton Motors, Inc., North Town Currency Exchange.

JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.

Phone WOrth 4-7005

PPA

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 General Manager..... John Yeargain
 Dir. of Radio-TV & Time Buyer

Wallace H. Lancton

Prod. Mgr. & Space Buyer.... Louis Musto
 Asst. Radio Dir..... Alice Frey
 Account Execs..... Paul E. Jackson, John Yeargain.

Radio Accounts—Richard E. Thibaut, Inc., J. W. Valentine Co., Inc., Denninger Paint & Wallpaper Co., Donel, Inc., George Wood, Sons & Co.

Television Accounts—Richard E. Thibaut, Inc., United Wallpaper Co., Donel, Inc., Eisendrath Glove Co., Warner Wallpaper Co.

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

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 Account Executives..... Richard A. Jasper,
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 P. Zabin, Lee J. Jasper, Alan L. Rachleff,
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Radio Accounts—American Bedding Co., L. Blau & Sons, Inc., Fawcett Publications.

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Time Buyer..... Jeanne Sullivan
Time Buyer..... Sally Reynolds
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Branch Office

Radio-Research & Accounting Depts.
11 E. 52nd St., N. Y., N. Y.

Radio Accounts—B. T. Babbitt, Inc., Cur-
tice Brothers Co., Hudson Pulp & Paper
Corp., Manhattan Soap Co., Megowen-Educa-
tor Food Co., The Mennen Co., C. F. Muel-
ler Co., E. Myers Lye Corp., Pharmaco, Inc.,
Pierce's Proprietaries, Inc., The Sweets Com-
pany of America, Inc., Wesson Oil & Snow-
drift Sales Co., Whitehall Pharmaceutical Com-
pany (Hill's Cold Tablets).

Television Accounts—C. F. Mueller Co.,
The Manhattan Soap Co., B. T. Babbitt, Inc.

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3100 Carew Tower, Cincinnati 2, Ohio
Phone GARfield 2300

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580 Fifth Ave., New York 19, N. Y.

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Radio Accounts—Bavarian Brewing Co.,
Cincinnati Steel Railroad Co., Kroger Co.,
Cincy Products Co., Miami Margarine Co.,
Netherland Plaza Hotel, Martin Rosenberger,
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Television Account—Bavarian Brewing Co.

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Radio Accounts—Alber Oldsmobile, Ar-
cade Pontiac, Auto Credit Corp., Bamby
Bread, Bethesda Motors, Boyce & Lewis,
Brodt's, Inc., Major Radio & Appliance, Call
Carl, Cannons, Capital Cadillac, Capitol Fur
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George & Co., Glasser Antos, Goldenbergs,
Grosners, Harrington Hotel, Si Hawkins, Hill
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Motor Co., Macmannes, Mandell Chevrolet,
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Mayflower Motors, Miles Auto Glass, Henry
Miller Motors, Mitchell Motors, Montgomery
Ward, Moore-Day Motors, Morton's, McKec
Pontiac, New England Restaurant, New York
Jewelry, Ourisman Chevrolet, Pontiac Dealers
Ass'n, Potomac Garage, Prince George's
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Woodson, The Jos. M. Zamoiski Co., Shirling-
ton Corp., Sport Center, Star Radio, L. P.
Steuart, Inc., Steuart Motors, Suburban Na-
tional Bank, Harold A. Sugar, Sun Radio,
Philip Sures, Thompson Bros., Times Herald,
Try-Me Boutling Co., Washington Post, Joseph
A. Wilner, Wilson Line, Winchester, Inc.,
Hugo Worch.

Television Accounts—Fred Burka, Call
Carl, Cherner Motor Co., The Jos. M. Zamo-
iski Co., Evening Star, The Hecht Co., Bruce
Hunt, New England Restaurant, Phillips
Radio & App., L. P. Steuart, Inc., Ward
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Radio Director.....T. R. Palmer

Radio Accounts—Blatz Beer, Hiccoek Belts, Laco Shampoo, Soapine, Waltham Watch.

Television Account—Waltham Watch.

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Phone District 7400-13

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Partners: Irma N. Kaufman, Jeffrey A. Abel,
Wm. F. Sigmond.

Radio-TV Director.....Jeffrey A. Abel
Program Director.....Robert S. Maurer
Continuity Writers.....Betty Carroll,
Jean McDonald.

Time Buyer.....Jeffrey A. Abel

Radio Accounts—Potomac Electric Power Co., Columbia Federal Bldg. & Loan Assn., Trew Motor Co., Tom's Auto Service, Yellow Cab Co., Pepsi-Cola Bottling Co. of Wash., Regal Clothing Co., Lucy's Appliances, Saks Fur Co., Penn Daw Hotel & Cottages, Peake Motor Co.

Television Accounts—Tom's Auto Service, Peake Motor Co., Chas. Schwartz & Son, Lucy's-Appliance, Wm. Hahn & Co., Manhattan Auto & Radio Co., Simon Distrib. Co., Raleigh Haberdasher.

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Treasurer.....Charles M. Harrison
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Branch Office

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Dir. of Radio & Tele.....Robert G. Swan

Media Dir.....J. T. McHugh
Radio Accounts—American Oil Co., Globe Brewing Co., Baltimore Transit Co., Chunk-E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc., Laco Products, Inc., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Voneiff-Drayer Co.
Television Accounts—American Oil Co., Globe Brewing Co., Maryland Pharmaceutical Co.

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Phone LOnacre 5-5090
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Prod. Mgr.....Herman Jacobs

Radio Accounts—Twentieth Century-Fox Film Corp., Hurok Attractions, Inc., Michael Todd Productions.

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Radio Dir.....Wes Battersea

Branch Office

1441 Welton St., Denver 2, Colo.
Manager.....Harold Neumann

Radio Accounts—American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Chez Marie Gowns, Kortz Jewelry Co., Waco Venetian Blind Co., The Pedigree Shops, Capitol Tire Company, Kliss Bakeries, Elwood Edwards Auto Co., Colo. Highways Imp. Ass'n., Bucklen's Restaurant, Balfour Jewelry Co., Republic Drug Co., Rainbow Ballroom, Ass'n. of Accredited Denver Nursing Schools, Purity Creameries, Garden Farms Dairy, Silver Wing Inn, Seven-Up Colorado Co., Reese Houses.

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Program Planning David M. Hausdorff

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Radio Account—Visit St. Louis Committee.

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Penobscot Building, Detroit, Mich.

V. P. in Chg. of Detroit. Neil Mulhern
135 S. LaSalle St., Chicago, Ill.
304 Bay St., Toronto, Canada

Manager. William J. Frost
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D. C., Kansas City

Radio Accounts — The Borden Co., Ford
Motor Co., Lincoln-Mercury Division, The
Kellogg Co., Kellogg Company of Canada,

Ltd., Wesson Oil and Snowdrift Sales Co.,
American Maize Products, White Rock Cor-
poration, Stetson, The Gorham Company,
Manhattan Shict Company, Pepperidge Farm,
Inc.

Television Accounts—The Borden Co., The
Kellogg Co.

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Exec. TV Dept. Edward Chase
Radio Accounts—Bathasweet Corp., Royal
Lace Paper Works, Fluxnit, V. La Rosa &
Sons, Stern's Nurseries, Ludwig Baumann,
Araham & Strans, Courtley Men's Toiletries,
Sloan's Liniment & Balm.

Television Account—Royal Lace Paper
Works, Inc.

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Phone PLaza 3-9600

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4015 Wilshire Blvd., Los Angeles, Calif.

Manager. Howard Erlich
155 Sansome St., San Francisco 4, Calif.

Manager. Alfred Ducato
Radio Account—Artra Cosmetics, Inc.
(Artra Cream Shampoo).

Television Account—Norcross, Inc. (Nor-
cross Greeting Cards).

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Mutual Home Bldg., Dayton 2, Ohio
Phone FULton 5161

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Radio-TV Dir. Chuck Gay
Radio Accounts—August Wagner Breweries, Inc. (Gambrius Beer), Gem City Building & Loan Assn., Frederics-Helton (Travel Service), Otto Spaeth Enterprises (Howard Johnson Restaurants), Fan Tan Corp. (Chewing Gum).

Television Account—August Wagner Breweries, Inc. (Gambrius Beer).

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119 W. 57th St., New York 19, N. Y.
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Radio Accounts—Madison Long Island Personal Loan Co., Bill Williams, Embassy Motors, Walter Bart Inc., News Flash Photo Service, Copacabana.

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 Space Buyer. H. W. Hansen

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 Manager John Hansen

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 Phone 5-4343

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 Radio Dept. Homer Gentry,
 J. P. Tucker, Edmunda McGeece, Andrew Kozik.

Radio Accounts—Dixie Margarine (Southern Div.), Goldcrest Beer, Mid-South Fair, Ozburn-Abston & Co., Inc.

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New Center Bldg., Detroit, Mich.

Albee Bldg., Washington, D. C.

215 W. Seventh St., Los Angeles, Calif.

Radio Accounts—The Texas Co., General Motors, Goodyear Tire & Rubber Co., U. S. Tobacco Co., Benson & Hedges, Collier's.

Television Accounts—The Texas Co., Admiral Corp., Swank, Inc., Buick Motors, U. S. Tobacco Co.

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Radio Account—Cascade Laundry.

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 Phone SUPerior 7940

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 E. A. Grossfeld, Mae McCain, A. S. Heelt, Jr.

Radio Director. Larry Kurtze
 Media Dir. & Time Buyer. Edward M. Stern
 Promotional Director. Robert Schoenbrod

Radio Accounts—Baer Bros. & Prodie, Crest Specialty Co., Kent Products Co., Royal Metal Mfg. Co., Capitol Dairy Co., Finders Mfg. Co., National Superior Fur Dressing & Dyeing Corp., Shainberg Dry Goods Co., Chicago Terminal National Bank, Holleb & Co., Pacific Wine Co.

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 Production Manager. M. Parker
 Pub. & Public Relations. Al Capley
Radio Accounts—Plough, Inc., The Piso Co., Pantaze Drug Stores.

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 Radio Dir.....Ray H. Kremer
Radio Accounts Placed—Lambert Pharmaceutical Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

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 Secretary-Treasurer.....Vera H. Landsheft
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 Production Manager.....E. T. Drullard
 Radio Dir.....Henry L. Barber
Radio Accounts—Fairmont Creamery Co., Kendall Refining Co., Liberty Bank of Buffalo, Lohlaw Groceries.

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 Asst. Radio-TV Directors.....Mary Jayne Haring, Robert Goldberger.

Radio Accounts—Cleveland Indians, Dowd-Feder, Inc., Lane Drug Co., Miller-Becker Co., Yellow Cab Co., World Publishing Co., Burrows.

Television Accounts—Babee-Tenda Corp., Miller-Becker Co., Cameron Corp., Burrows, Strong.

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 Secretary.....Edwin F. Blair
 Production Manager.....A. G. Loomis
 Media Director.....Sally Mansfield
 Art Directors.....Caesar Ferri,
 Folke B. Lidbeck.

Copy Supervisor.....John H. Baxter
 Asst. Treas.....Barbara P. Fischer
 Asst. Sec.....Regina E. Hands

Branch Office

141 W. Jackson Blvd., Chicago 4, Ill.
 Sr. V. P. & Mgr.....John F. Price

Radio Accounts—Quaker Oats (Network & Spot), New England Confectionery Co., Olympic Radio, Zimba Kola.

LAUESEN & SALOMON

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

Phone Superior 0738

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 Account Executives.....Wendell Walker,
 M. H. Sellhorn
 Production Manager.....D. L. Cuttie
Radio Accounts—Foley & Co., Imperial Credit Co.

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Phone RIttenhouse 6-1500

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

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Radio Accounts—Lit Bros., Phila. Electric Co., Yellow Cab Co., Borden's Ice Cream, Red Arrow Lines, Crawford Clothes, Long Island Rail Road, Claridge Food Products, Winter & Co., Metropolitan Jockey Club, Empire Racing Assn., Cocilana Cough Drops, Goodman's Noodles.

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Phone 6-4202

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 and George R. Nelson

Radio Director.....George R. Nelson
 Copy Director.....Bob Cragin
 Time Buyer.....Anne Pratt
 Radio Producer.....R. S. Cragin
 Television Producer.....G. R. Nelson

Radio Accounts—Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Rudolph Bros., D'Jimas Furs, Colonial Ice Cream Co., Industrial Bank of Schenectady.

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Radio Accounts—Cagney Productions, Inc.,
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 & Bro., Inc., Kerr, Alexander H. & Co., Lehn
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Radio Accounts — National Spot: First
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 True Tone Hosiery, Colonial House, Powers
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 & Dunn (Paints), Farber Bros., Fed-Flack
 (Cameras).

Television Account—Norma Pencils.

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Radio Account—Minneapolis-Honeywell.

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Time Buyer Sarah Williams
Radio Accounts—Brock Candy Company,
 Colonial Stores, Inc., Ashley Automatic Wood
 Stove Co., Blackman Stock Company, Bank
 of Georgia (Bank), National NuGrape Com-
 pany.

Television Accounts—Brock Candy Co., H.
 W. Lay Co.

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 Phone Circle 5-8800

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 75 East Wacker Drive, Chicago 1, Ill.
 Manager.....R. B. Newell
 420 Madison Ave., New York 17, N. Y.
 Manager.....R. T. O'Connell
Radio Accounts—Los Angeles Brewing Co.,
 Breakfast Club Coffee.

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 Phone RAndolph 64606

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 TV Department.....Dale Fisher
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 Jules Montencaux, Inc., Thor Corp., Carson
 Pirie Scott & Co., Encyclopedia Britannica,
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Branch Office
 51 E. 42nd St., New York 17, N. Y.
Radio Accounts—Carr-Consolidated Biscuit
 Co., Wise Potato Chip Co., J. S. Ivins' Sons,
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Phone RAndolph 7081

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Radio Accounts—Andersen's Ready to
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 ica, The, Butcher Shop Foods, Conlon-Moore
 Corp., Coomuni Sound, Inc., DeLuxe Record
 Co., Fox De Luxe Brewing Co., Florsheim
 Shoe Company, French Kitchen Foods Co.,
 Gum Laboratories, Inc., Kannengesser & Co.,
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 Sutho Suds, Inc., Towsley Soap Corp., Walsh
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 Asst. Radio Dir.....Allan Sweeton
 Account Executives.....Arthur M. Holland,
 Hal Barkun, M. G. Holland, Robert Ze-
 lens.
 Television Director.....Norman Lindquist
 Copy.....William Bent
Radio Accounts—Dad's Root Beer, Mrs.
 Klein's Potato Chips, Cimino Wines, Legion
 Ice Cream, Chicago Sun-Times, Hollands
 Jewelers, Rubin's Apparel, Joy Candies,
 Roller Derby, Chicago Coliseum, Arcadia
 Gardens, Armory, Harry Alter Co., Cook
 County Motors, Passtime.
Television Accounts—Passtime, Harry Al-
 ter Co., Cook County Motors, Rubin's Ap-
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260 Tremont St., Boston 16, Mass.

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 Script Writer.....Sophie Speier
Radio Accounts—Bah Juice Oranges, Bailet
 Wallpaper, Presto Cookers, Canadian Ace Ale,
 Gailing Enterprises, Kasanof-Paramount Bak-
 eries, Lithuanian Society, Larga-Pic Co., Old
 Monastery Wine, Chas. B. Perkins Co., Royal
 Crown Cola of Boston, Serta Mattresses, Steu-
 bens Restaurants.

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 Prod. Mgr.....D. Baker Anderson
 Space Buyer.....Jean Hadley
 Acct. Execs.....D. P. Nathanson,
 Meyer Gold, Jean Hadley, Bruce Sielaff.
Branch Office
 1520 Cross Roads of the World, Hollywood 28,
 Calif.

Radio Accounts — Snyder's Drug Stores,
 Janney Best Paints, Pfunder's Tablets, Char-
 Tex.

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 G. A. Poetschke, S. H. Giellerup, S. L.
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 Art Directors.....Ralph Mutter,
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Radio Accounts—Standard Oil Co. of N. J.,
 The Esmond Mills, Inc., Metal Textile Corp.

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20 East 35th St., New York 16, N. Y.
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 Acct. Exec.....Jules M. Greenstein
 Art. Dir.....D. Massaria
 Radio Dir.....Mary R. Miller
Radio Accounts—M. Braverman & Sons,
 Triebitz Shoes, Cuffanti, Hudson Canadian
 Furs.

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Director of Radio.....Reed H. Wight
 Time Buyer.....Edna S. Cathcart
 Television Director.....William H. Vilas
 Assistant Television Director....Anne Moore

Radio Accounts—Air France, American Vis-
 cose Corp., Callaway Mills, Inc., Canada Dry
 Ginger Ale, Inc., Delaware Floor Products,
 Judson Dunaway Corp., Fred Fear & Co., In-
 ternational Salt Co., Luden's, Inc., The Pure
 Food Co., Sylvania Division American Vis-
 cose Corp.

Television Account — Canada Dry Ginger
 Ale.

MATHISSON & ASSOCIATES, INC.

411 Mason St., Milwaukee 2, Wis.
 Phone DALy 4090

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 Copy Chief.....Edw. G. Ball

Branch Office

201 N. Wells St., Chicago, Ill.
 Phone STATE 4199

Radio Account—Edwards Motor Co.

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87 Weybosset St., Providence 5, R. I.
 Phone GASpee 4456
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 Copy Chief.....Richard Brugman
 Radio Director.....Mary M. Healy

Radio Accounts—Candy Mart Stores, Inc.,
 Eclipse Food Products Corp., National Glass
 Co., Shiloh Bottling Co., Apex Tire, Inc.,
 Berry Clothing Co., Eastern Scientific Co.,
 Low Supply Co., Progress Ice Cream Co.,
 Continental Importing Co., Cranston Loan
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2761 E. Jefferson Ave., Detroit 7, Mich.
 Phone LORain 7-5710

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 Radio-Television Dept.....Ed Wilhelm,

Branch Offices

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 Vice-President.....W. Ray Baker
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 Manager.....L. J. Sholty
Radio Accounts—Gillette Safety Razor Co.

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Art & Prod. Dir..... Ted Gravenson
Radio-TV Director..... Jim McCormick
Writer-Producer..... Dal Williams

Radio Accounts — Brownstein Louis Co.,
Clicquot Club Bottling Co., Dad's Root Beer
Bottling Co., Grand Central Market, Hoffman
Candy Co., Hudson's Jewelers, L. B. Labora-
tories, L. A. Kennel Club, National Schools,
The Pacific Telephone and Telegraph Co.,
The Pennzoil Co., Sears, Roebuck & Co.,
Sta-Neet Corp., Star Outfitting Co.

Television Accounts — Brownstein Louis
Co., Caspar-Davis Co., Sears, Roebuck & Co.,
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333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360

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18 Rideau St., Ottawa, Ont., Can.

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Electric, Canadian Shredded Wheat, Christie-
Brown Ltd., Canada Dry Ginger Ale, Dal-
glish Chemicals Ltd., Dalglish (Quebec) Ltd.,

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& Color Co., Imperial Oil Ltd. (Hockey and
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Credit Jewelers, Peoples Credit Clothiers,
Provincial Tire Company, Sutcliffe & Bing-
ham of Canada, Tuckett Tobacco Co., Henry
K. Wampole & Co., Ltd., Royal Puddings,
Shefford-Ingersoll Cheese, Dow Brewery
Ltd., Dominion Fur Auction Sales, Inter-
continental Packers Ltd., Lake of Woods
Milling Co., Stephen's Paints, Capilano Base-
ball (Sicks' Capilano Brewery Ltd.), Home
Oil Distributors, W. H. Malkin & Co. Ltd.,
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Television Accounts — Leisy Brewing Co., National Biscuit Co., Standard Oil Co. of Ohio, Swift & Co.

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 Phone M-2323
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Radio Accounts—Babcock Furniture, Borden's Dairy, Foley Lumber Company, Las Novedades Resturant, Peninsular Telephone Co., Pioneer Tire Co., Southern Brewing Co.

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217 E. 7th Ave., Box 1931, Amarillo, Tex.
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 Media Dir., Space Buyer, Radio Dir.

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 Research Dir., Talent & Time Buyer

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Radio Accounts—Shamrock Oil & Gas Corp., Consolidated Appliances, Inc., Amarillo Gas Co.

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Radio Accounts—Southern Dairies, Breyer Ice Cream Co., Pratt Food Co.

Television Account—Breyer Ice Cream Co.

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 Phone Lancaster 5192

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400 Second Ave. So., Minneapolis 1, Minn.
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Time Buyer.....Frank Johns

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

Prod. Mgr.....Charles Rieklefs

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 Conrad Fur Company, Griggs Cooper & Co.,
 Hilex Company, Kuehn-Hall Company, Lau-
 O-Sheen, Inc., Minnesota Farm Bureau Fed-
 eration, Minnesota Farm Bureau Service Co.,
 Milk Foundation of Minnesota, Regan Bros.
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 Phone Delaware 7-7860

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 Financial Manager.....J. H. Hildebrandt
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 Television Production.....George Rich III
 Radio Time Buyer.....Carol Perel
 Publication Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon
 Account Executives.....John H. Lemmon,
 A. E. Meyerhoff, Sid Cobabe, Marshall
 Kissel, Benj. Green, George Taylor,
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Branch Office

759 Milwaukee St., Milwaukee 2, Wis.
 Manager.....George Grabin

Radio Accounts—Chicago National League
 Ball Club, Consolidated Royal Corporation
 (Krank's Shave Kreem), Illinois Meat Com-
 pany, Milwaukee Elec. & Transport Co., Sil-
 berman Fur Corporation, Wisconsin & Michi-
 gan SS Co., Wm. Wrigley Jr. Company,
 Patricia Stevens Models' Finishing School,
 Coca-Cola Bottling Company of Chicago, Chi-
 cago Transit Authority, Clark's Super Gas,
 Continental Pharmaceutical Corporation (Ky-
 ron), Bruce Pharmaceutical Company (Q.
 R. D.).

C. L. MILLER COMPANY, INC

521 Fifth Ave., New York 17, N. Y.
 Phone MURray Hill 2-1010

ANPA—PPA—APA—NOAB—ABC

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Branch Office

333 N. Michigan Ave., Chicago 1, Ill.
 Manager.....L. M. Tateur

Radio Accounts—Corn Products Refining
 Co., Curtis Candy Co., Gordon Baking Co.,
 Dr. Swett's Root Beer Co.

DAN B. MINER CO., INC.

756 S. Spring St., Los Angeles 14, Calif.

Phone TRinity 9711

AAAA — ANPA — ABP — NOAB

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Time Buyer.....Terry Brady
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Radio Accounts — Weber's Bread, Dolly
 Madison Cakes, Log Cabin Breads, Dr. Ross
 Dog Food, Solar Aircraft Co., Storyafter's
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250 West 57th St., New York 19, N. Y.

Phone, COlumbus 5-2482

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 Research Director.....Richard Liebman
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 Art Director.....Ed Batt
 Media Director.....Helen Munroe

Radio Accounts—Berolio Import Co., Inc.,
 Barney's Clothes, Inc., Canadian Fur Corp.,
 Gem Oil Co., Klein Bros., Knomark
 Mfg. Co., Inc., Napa Valley Grape Prod.,
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 Flint, Ronzoni Macaroni Co., Stone-Tarlow
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 Parkway 1178

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Radio Accounts — Rainbo Baking Co.,
 Coney Island Amusement Co., Coca-Cola Bot-
 tling Co., Cincinnati Times-Star.

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Raymond R. Morgan Co.
1 Rue Faubourg St. Honore
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Chief Executive.....Raymond R. Morgan, Jr.
Radio Accounts—Planters Nut & Choc. Co.,
J. A. Folger & Co., Los Angeles Soap Co.,
(White King Granulated Soap; Scotch Triple
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Television Account—Vick Chemical Com-
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Television Account—Triangle Restaurant
Co.

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Joseph Martinson & Co., Bond Stores, Inc.

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Art Director.....George Janes
MAOMI.....Phil Beck
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Wilke Laboratories, Ozark Implement &
Tractor, Pioneer Products Co., Inc., Wilson
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Phone MUrray Hill 3-4900

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Walsh, G. S. Fowler, T. J. Maloney.

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Time Buyers.....Gene Litt,
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TV Dir.....George Foley
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1305 Terminal Tower Bldg., Cleveland 13,
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Manager.....Robert Williams
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Economics Laboratories, Kirkman Soap, Sher-
win Williams, Electrical Auto-Lite Co., Sun-
shine Biscuits, Inc., Northwest Airlines.

Television Accounts — Merrill Lynch,
Squibb & Sons, International Silver Co., Syl-
vania Electric Co., Liggett & Myers (Chester-
field), Sunshine Biscuits, Inc., Sherwin-Wil-
liams.

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Phone Lexington 7155

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400 Florida National Bank Bldg.,
Jacksonville 2, Fla.

Phone 3-1253

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Radio Accounts—Foremost Dairies, Inc.,
JAX Brewing Co., Wood Chemical Co.

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708 American Bank Bldg., Seattle 4, Wash.
Phone Elliott 5488

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Asst. Manager.....W. L. Paul
Radio Accounts—Gardner Nursery Co.,
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cific Alaska Salea Co., Home Art Studios.

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Space Buyer & Res. Dir.....James O'Neal
Art Director.....Harry Lindemann
Prod. Mgr.....Evelyn Hester
Radio Director.....Margaret Hart Nelson

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.

Vice-Presidents.....I. J. Wagner,
M. H. Bronner

38 Central Park South, New York 19, N. Y.
V.P. & Radio Dir.....Harold Kaye

Radio Accounts—Atlas Brewing Company (Atlas-Prager Beer), Ayars, John G., Co. (Helen Ayars Hand Cream), Biscaglia Bros. Corp. (Paradise Wines), Columbia Brewing Company (Alpen Brau Beer, Courtney's Ale), Eagle Stamp Company (Eagle Stamps), F & F Laboratories, Inc. (F & F Cough Drops), General Grocer Company (American Lady-Topmost Foods, Big Fellow Peas, Cob-Cut Corn, Dining Car Coffee, Manhattan Coffee), International Laboratories, (Mylo Pharmaceuticals), Lewis-Howe Co. (Tums & Nature's Remedy), Milton Oil Company (Dixcel Gasoline), Missouri Brewers' Association, National Dairy Products Company, Inc. (Scaltest Products), National Waste Paper Campaign (Fifty Leading Paper-board Mills), Schoenhofen Edelweiss Co. (Edelweiss Beer), Vess Beverage Co. (Vess Cola), Wenzel H., Tent & Duck Co., (Water Bags & Tarps).

ROBERT W. ORR & ASSOC., INC.

4 W. 58th St., New York 19, N. Y.
Phone PLaza 9-8050

ANPA—NOAB—PPA—ABC

Vice-President.....Robert W. Orr
Vice-Presidents.....Eldon Sullivan,
Arkady Leokum, Arthur Livingston,
Jacques Zuccaire

Secy.-Treas.....Chauncey C. Seedorf
Radio-TV Director.....John C. Hoagland

Branch Office

8611 Sunset Blvd., Los Angeles 46, Calif.
Manager.....Richard Digas
123 New Bond St., London, England
Manager.....F. A. Nicholson
96 Rue de la Victoire, Paris, France
Manager.....M. Renault
Radio Accounts—Woodhury Co., The Andrew Jergens Co.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen

Executive Vice-President...Charles Chappell
V.P. Radio-TV Dir.....David Hale Halpern
Vice-Pres. & Dir. of Media.....Marc Seixas
Time Buyer.....Don Scandlin

Radio Accounts — National Brewing Co.
Browne Vintners Co., Inc., AF of L.

Television Account—National Brewing Co.

MERRITT OWENS ADV. AGENCY, INC.

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250

ABP—ANPA—APA—PPA

Pres. & Acct. Exec.....Merritt Owens
Vice-President.....John J. Goetz
Prod. Mgr.....R. Grant Neds
Art Director.....Irene Irvin

Radio Accounts—Feld Chevrolet Company, Inter-State Moving & Stor. Co., Meyer Sanitary Milk Co., Nourse Oil Company, Sun-Ra Frozen Foods, Inc., Joe M. O'hill Motor Co., Davidson Brothers Motor Co., Sutherland-Becker Laboratories.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy,
Carl W. Sickler.

Assoc.....Harvey C. Scott
Account Executive.....Walter Utterback
Radio Production.....Helen A. Kennedy

Radio Accounts — Jackson Furniture Co., First Federal Savings & Loan Association, Chapel of Memories, Bananza Corp., Perfect Seal Jars.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone ELiot 1401

ANPA—AAAA—NOAB—CAN

President.....Wm. H. Horsley
V.P., Radio-TV Dir.....Trevor Evans
Secretary-Treas.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

Branch Office

715 Cascade Bldg., Portland 4, Ore.
Co-Managers.....Mr. & Mrs. Milton Foland

Radio Accounts—Fisher Flouring Mills Co., Washington Co-Op Farmers Assn., Lang & Co., Washington State Fruit Commission, Cowman & Campbell Co., William O. McKay Co.

Television Accounts — Fisher Flouring Mills Co., Montag, Seattle-First National Bank, Pacific Lincoln Mercury Co., William O. McKay Co., Pacific Nat. Advg Agency, Imperial Candy Co., Federal Old Line Insurance Co.

Advertising Agencies

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50 East 42nd St., New York 17, N. Y.
Vanderbilt 6-0029
PPA

Pres. & Treas. C. H. Pearson
Copy Chief, Editor, William R. Barker
Radio Director Hope M. Stewart
Radio Accounts—Cooper Razor Blade Co.,
Manufacturer's Trust Co.

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900

ABP—ANPA—PPA—NOAB—APA
President Harry Peck
V. P. & Treas. Seymour Hesse
V.P. & Secretary Harry Krawit
V.P. & Gen. Mgr. Walter Schwartz
Vice-President Bruno W. Randolph
Director of Radio-Television

A. L. Lieberman
Radio Accounts—Beverwyck Breweries,
Inc., Consolidated Tea Co., Old Dutch Mills,
Inc., Pando & Co., Parker Watch Co., Temple-
stone Radio Co., Inc., Fruit of the South, I. J.
Fox.

Television Account—Churchwater & Co.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500

AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—SNPA—BMB
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Vice Presidents E. G. Sisson, Jr.,
G. Douglas Morris, T. C. Fisher.
Secretary H. C. Sutherland
Media Director T. C. Fisher
Time Buyer John J. McSweeney
Dir. of Radio-TV E. G. Sisson, Jr.
Asst. Director W. S. Roberts
Program Supervisors W. S. Roberts,
Elizabeth C. Shay.

Radio Accounts—Centaur Caldwell Di-
vision Co. of Sterling Drug, Procter &
Gamble, North East Airlines.

R. C. PHARES ADV. AGENCY

701 Lloyd Bldg., Seattle 1, Wash.
Phone Seneca 4880

President R. C. Phares
Acct. Manager J. A. Dusriy
Radio Accounts—Playland, Jack Miller, S.
Seattle Land, White Center Com. Western
Wineries, Walters Studio, Viewlands Fuel,
Center Jewelers, Owen-Hampson, Arthur A.
Wright, Northwest League Casimir Cleansers.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone Franklin 2122

TAAN
Partners William L. Phillips,
Charles C. Ramsey
Account Executive Fred J. Volz

Radio Dir. Bill Mesmer
Time Buyer Ruth B. Hale

Radio Accounts—Arden Farms Company,
Tufford Motor Company, Dr. G. W. Raichart,
Home Federal Savings & Loan Association,
Davidson Furniture Co., Swan Shop, Valle's
Restaurant, Aristocrat Venetian Blinds, Mrs.
Conklings Bakery, The Grable Company,
Mexicali Brewing Co., First National Bank,
Willis M. Allen Company, Dennstedt Electro-
Mart, Stanley Andrews Sport Goods Store.

PITLUK ADVERTISING CO.

2200 Alamo National Bank Bldg.
San Antonio 5, Texas

Phone GRfield 7268
ABP—ANPA—PPA
SNPA—NOAB—APA—TAAN

Owner Jack N. Pitluk
Radio Director Bob Holleron
Asst. Director Pat White
TV Dir., Time Buyer Jack N. Pitluk, Jr.
Asst. TV Dir. Sam Riklin

PORTER & ASSOCIATES

430 South Western Ave., Los Angeles, Cal.
Phone DUnkirk 8-2972

Partner Owner, Time Buyer & Adv.
Sales Mgr. Irwin T. Porter
Partner Owner, Radio Dir. Gertrude T. Porter
Copy Chief Jean Norab

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 2530

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Vice-Presidents J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Rob-
inson
Secretary-Treasurer C. C. McMillan
Radio Director Gene Dennis

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone Victor 9400

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Secretary W. B. Stowe
Treasurer C. J. Effie
V. P. & Radio Dir. N. P. Rowe

PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone GARfield 6490

ABP—ANPA—APA—SNPA

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Vice-President Harold R. Buschhorn

Advertising Agencies

Secretary Mary Peil
 Art Dir. James W. Duke
Radio Accounts—Claussner Hosiery Co.,
 Falls City Brewing Co., Inc., Merit Clothing
 Co., Moniteau Mills.

PRATT AND BURK

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

Partners.....Russell Pratt.
 C. Norman Burk
 Comptroller.....Robert W. Torrence
 Media Dir. & Secy.....D. E. McCarthy
 Radio Director.....Russell Pratt
 Copy Writer.....Ann Carnahan
Radio Accounts — American Cleaning &
 Dyeing Co., The Boehm Co., Central Lincoln-
 Mercury, Hutchinson Co., D. J. Kennedy Co.,
 Liberty Baking Co., Lincoln-Mercury Dealers
 of Allegheny County, Meadow Gold Dairies,
 Inc., Meadow Gold Foods Co., Midtown
 Motors, Inc., National Record Mart, Peerless
 Wallpaper & Paint Co., Pittsburgh Home Sav-
 ings & Loan, Roth Rug Cleaners, Inc., Stand-
 ard Floor Co., Spix Prods. Co., Tucker and
 Tucker, Voco Tele Music Corp., George M.
 Wilson Co., Winston Chevrolet, Inc., Presby-
 terian Book Store, Knights Life Ins. Co.

PROGRESSIVE RADIO ADVERTISING CO., INC.

260 E. 161st St., New York 51, N. Y.
 Phone MElrose 5-5522-3-4

Pres. & Radio Dir.....Lido Belli
 Secretary & Time Buyer..Catherine Termini
Radio Accounts — Adam Hats, Bendix
 Washing Machine, Florsheim Shoes, Buitoni
 Prods., White Sewing Machine, William Oil-
 O-Matic Oil Burners, Chrysler Corporation,
 Carter's Little Liver Pills, Conti Products,
 Consolidated Edison Co. of N. Y., De Nobili
 Cigar Co., Ford Motors, Floiill Products,
 Gambarelli & Davitto, Inc., General Electric,
 General Motors, Johnson & Johnson, Kel-
 vinator Refrigerators, Manufacturers Trust
 Co., Pepsi Cola, Philco Refrigerators and
 Radio, Pinex, Southern Cotton Oil Co.,
 United Security Associated Warehouses Assn.,
 White Labs. Inc., Planters Edible Oil Co.,
 Procter & Gamble, Public National Bank &
 Trust Co., RCA Victor, Perugina, Inc.,
 Quiet May Oil Burner Co., S. A. Shonbrunn
 (Medaglia d'Oro Coffee); Warren Norge Co.,
 Wrigley Chewing Gum, Suprcfilm Distrib-
 uting Corp., St. Joseph's Aspirin, Atlantic
 Macaroni, Co., Inc., Florence Gas Range,
 Frank (Chicory & Spices), Hi-Jump Fruit
 Co. of California; Maytag Washing Machine,
 Ossola J. Co.; Pandora Cigar Co., Inc., RKO
 Theater.

QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
 Phone NE 7873

APA—PPA

General Manager.....R. J. Henderson
 Director of Sales.....C. Fyten
 Art Director.....Charles Ernst
 Production Manager.....D. J. Holstad
 Space Buyer.....E. J. Petersen
 Radio Dir. & Time Buyer....J. H. Fischbein
 Copy Chief.....John Reely
Radio Accounts—Dairy Fresh Creameries,
 Miss Morris Candies, Zip Co., Red Wagon
 Pop Corn, Kennedy Products, Hilltop Feeds.

THE L. W. RAMSEY ADV. AGENCY

111 E. Third St., Davenport, Iowa
 Phone 3-1889

NOAB—ANPA—PPA—APA—ABP

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 A. C. Naeckel, W. J. Henderson, G. E.
 Bischoff, A. M. Walgren.
 Service Director.....A. M. Walgren
 Production Manager.....D. Worden
 Art Director.....P. Norton
 Technical Consultant.....W. A. Giraldi

Branch Offices

1509 Cross Roads of the World,
 Hollywood 28, Calif.

Manager.....Ruth Lambert
 230 N. Michigan Av., Chicago, Ill.
 Vice-Pres., Sec., & Gen. Mgr.....F. L. Eason
 Vice-President.....L. H. Copeland
 Art Director.....E. J. McCabe
 Radio Director.....D. L. Parsons
 Production Manager.....Vito M. Volino
Radio Accounts—The F. W. Fitch Co.,
 Blackhawk Brewing Co., Western Grocer Co.,
 The Herman Nelson Corp., Illinois Commer-
 cial Men's Assn., Berghoff Brewing Corp.,
 Lite Soap Co., Michigan Mushroom Co.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
 Phone Bergen 4-2332

President.....Michael A. Fiore
 V.P. & Treas.....B. V. Fiore
 Secretary.....Sol Chasnoff
 Prod. Mgr. & Acct. Exec.....Paul Apello
 Radio-TV Director.....Michael A. Fiore
 Acct. Exec.....B. Wilman
Radio Accounts—China Clipper, Non-Sec-
 tarian Radio Church, Evangelistic Prophetic
 Testimony of Phila., Watchung Lake, Casino
 Beach & Pool, Freehold Raceways, Dover
 Race Track, Post Auto Exchange, Airport
 Motors, Alexander Beverages, D. Wolf &
 Co., Circle Motor Sales, South Beach Busi-

Advertising Agencies

ness Men's Assn., Village Business Men's Assn.

Television Accounts — Watchung Lake, Swimming & Bathing Resort.

THE RANDALL COMPANY

75 Pearl St., Hartford 5, Conn.
Phone 7-1179

ABP

Radio Director.....Florence F. Crady

Radio Accounts—Crown Petroleum Corp., Crosby Clothes, George E. Dewey Co., Ellin & Levin, Harry Glotzer, Hartford Gas Co., Hoffman Wallpaper Co., Musler's Wayne Apparel, Savitt Jewelers, Schulz Beauty Salons, Bacon Botling Co., Tuckey's Radio & Appliances, Wachtel's Dept. Store.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone Cadillac 4662

ABP—ANPA—APA—PPA—ABC—NOAB
Pres. & Treas.....H. Ross Mack
Vice-Presidents..Hal. G. Trump, Ralph W. Sharp

Secy. & Copy Chief.....George B. Dow
Radio Dir.....R. D. Hughes
Space & Radio Time Buyer.....Charles E. Foerster

Art Director.....L. F. Dechein
Production Mgr.....George L. Husted
Account Executives...H. Ross Mack, Hal C. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, J. W. Sweet, Lee E. Crooks

Radio Accounts—Board of State Fair Managers, Booth Newspapers, Bronte Champagne & Wines Co., Inc., Salutaris Mineral Springs.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone MA 2-6811

ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder
Art Dir.....William Wilbur
Production Mgr.....Nathan Chayette
Tele & Radio Dir.....P. Rossano
Publicity Dir.....Lillian Timoney
Research Dir.....Eleanore Lambeck

Radio Accounts—K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

President-Director of Radio,
Chas. Dallas Reach
V. P.'s.....F. R. Riszey,
H. E. Sands.
Secretary.....Edward Sahrbeck

Branch Office

416 W. 55th St., New York 19, N. Y.
Vice-President.....H. E. Sands
Radio Accounts—Koppers Co., Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6130-1-2-3

ANPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield
President.....E. F. Johnstone
Buyer.....Mary Ripple

Radio Accounts—Colcombet Wines, Hall and Ruckel, Inc., Howard Clothes Co., Krashe Cosmetics, Pierce's Proprietaries, Inc., Block Drug Co., E. Fougere, Inc.

Television Account—Howard Clothes.

REDMOND COMPANY

38 Newbury St., Boston 16, Mass.
Phone KENmore 4545

ABP—ANPA—APA—PPA—NOAB

Pres., Treas., Radio Dir.....C. A. Dana
Redmond
V. P., Art Dir., Space Buyer..D. L. Bassett
Secretary.....E. E. Kolb

Radio Accounts—Charles B. Perkins Co., Salem Chemical & Supply Co., Savogran Co.

THE BERT REESE SYNDICATE

1776 Broadway, New York 19, N. Y.
Phone PLaza 9-6837

Exec. Dir.....Berthold J. Reese
Art Dir.....Oscar Liehman
Production Mgr.....B. C. Streib
Space Buyer.....James L. Northrup
Buyer of Radio Time....P. E. Cunningham

KNOX REEVES ADVERTISING, INC.

600 First National—Soo Line Bldg.
Minneapolis 2, Minn.

Phone BRidgeport 1701

AAAA—ABP—ANPA—APA—NOAB—
PPA—ABC—BMB

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Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,
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Secretary & Treasurer.....C. L. Greenwood
Radio-TV Director.....Russell E. Neff

Branch Office

625 Market St., San Francisco 5, Calif.
Vice-Pres. & Mgr.....H. H. Strobusch
Radio Accounts — General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co.
Television Account—General Mills, Inc.

. . . Advertising Agencies . . .

REINCKE, MEYER & FINN

520 N. Michigan Ave., Chicago 11, Ill.
ABP—NOAB—ANPA—APA

ABC—BMB

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Sec.-Treas.....C. A. Reincke
Vice-Presidents.....Gordon Taylor,
C. C. Stevens, J. J. Finn.

Radio-TV Dir.....Frank M. Baker
Radio Accounts—Blue Moon Foods, Reed
Candy Co., Chicago, Burlington & Quincy
R.R., The Ball Co., Jan-Wil Corp.; Gulf, Mo-
bile & Ohio R.R., Anderson Co.

Television Account—Reed Candy Co.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.

Phone Capital 7-7611

ANPA—PPA—ABP—AAAA

President.....Harry I. Reingold
Art Dir.....Harry Goodinaw
Assoc. Art Dir.....Laurence W. Hobbs
Production Mgr.....Francis R. O'Reilly
Asst. Prod. Mgr.....Fiore Rapa
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer

Thomas J. Rowen

Mgr. Outdoor Dept.....Burt C. Riley, Jr.
Radio-TV Dir.....Frederick W. Ayer

Radio Accounts—Hampton Brewing Co.

EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland 12, Calif.

Phone Templebar 2-2408

ABP — ANPA — APA

President.....Emil Reinhardt
Copy Chief.....Dave Lane
Space Buyer.....Dorothy Orrick
Radio Manager.....Joseph Connor
Copywriter.....James Prindiville
Production Mgr.....Edward O'Mara
Radio Time Buyer.....Eleanor Shea
Manager.....Joseph Connor

Radio Accounts — Kilpatrick's Bakeries,
Mary Ellen's, Inc., Standard Beverages, Cen-
tral Bank, San Francisco Brewing Co., Grocers
Milk Co., Tuttle Cheese Co.

REISS ADVERTISING

221 W. 57th St., New York 19, N. Y.

Phone Plaza 7-8030

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Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss
Comptroller & Office Mgr.....John T. Cisneros
Acct. Exces.....John L. Bricker,
Mike Beecher, Stanley Sussman.

Radio Dept.....Ed Rattner,

Marion Kushner, Rose Yergin.

Radio Accounts—Decorative Cabinet Corp.,
Lafayette-Concord Radio, S. Klein, McCrory
Stores, Princess House Closets, Rand Rubher.

Television Accounts — Lionel Corp., Toy
Guidance Council.

E. W. REYNOLDS, LTD.

145 Yonge Street, Toronto 1, Ont., Canada

Phone Waverly 6157

ABC

President.....Edward W. Reynolds
Secy. & Treas.....Fred Banks
Art Dept.....Garth Harber
Production Mgr.....John L. R. Russell
Copy Chief.....N. Stuart Walton
Radio Dir.....H. C. Caine
Asst. Radio Dir.....Shirley Oakes
Space Buyer.....Helen Anderson
Account Executives.....C. Warren Reynolds,
H. D. R. Newby, H. C. Caine.

Radio Accounts—The Ogilvie Flour Mills
Co. Ltd., Lantigen Laboratories Ltd., West
York Motors Ltd., Ontario Honey Producers
Co-operative Ltd., The T. Sisman Shoe Co.
Ltd.

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.

Phone Circle 7-6383

AAAA—ABC—ABP—ANPA—APA—
NOAB—PPA

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Vice-Presidents.....Willis E. Blodgett,
Bradley A. Walker.

Secy.-Treas.....Duane W. Beurmann
V.-P. & Media Dir.....E. A. Elliott
Vice-Presidents.....W. A. McNabb,
Radcliffe Romeyn, John Davidson, Trell
Yocum, M. J. Casey.

Art Director.....John Sidebotham
Copy Chief.....Harry Barnhart
Mgr.-Market Analysis.....Herbert L. Baldwin
Time Buyer.....George Panental
Radio-TV Dir.....Kenneth Young
Program Director.....Tom Hicks, Jr.
Writer & Asst.....S. J. Frolick

Branch Office

Lincoln Tower, 75 E. Wacker Dr., Chicago 1,
Ill.

Manager.....French E. Eason

Radio Accounts—Eastern Air Lines, Inc.,
United States Rubber Co., Rockwood & Co.,
Durham-Enders Razor Corp., The Joseph
Dixon Crucible Co.

Television Accounts — United States Rub-
ber Co., Eastern Air Lines, Inc.

Advertising Agencies

M. EVANS RICHMOND ADV. AGENCY

1411 Walnut St., Philadelphia 2, Pa.
Phone LOcust 7-3479

ABP

Pres. & Radio Time Buyer.....M. Evans
Richmond

Art. Dir.....Mathew Lynch
Production Mgr.....Claude Lathrop
Account Executive.....Robert S. Hammond

Branch Office

80 Boylston St., Boston 16, Mass.

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone WABash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Walter W. Werle
Radio-TV Dir.....Sally V. Woleven

Radio Accounts—Bank of Louisville, Burdoff Furniture Co., Broadway Chevrolet Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Yellow Cab Co., Paramount Foods, Inc., Hurry-Up-Broadway.

LEE RINGER ADVERTISING

3923 West 6th St., Los Angeles 5, Calif.
Phone DRexel 8131

AAAA—ABP—ANPA—APA—PPA

Owner.....Lee Ringer
Art Dir.....Richard Pennington
Production.....C. C. Wickstrom
Copy Chief.....Mary Lou Gordon
Time & Space Buyer.....Shirley Etkin

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone Madison 6-2291

Owner.....John H. Riordan
Art Dir.....Elsie Beck
Space & Time Buyer.....Nancy Meyers
Account Executives.....A. Culver Boyd, Jr.,
C. R. Hawkins.

Radio Accounts—Calif. Flyers, Inc., Calif. Crowers Wineries, Doyle Packing Co.

PHILIP RITTER CO., INC.

511 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 7-6574

ANPA—APA—PPA—AAAA—NOAB

Chairman & Treas.....Philip Ritter
Vice Pres.....Walter J. McIndoe
Secty.....Henry P. Bender

Radio Accounts—Bel Paese Sales Co., W. C. Horn Bros. & Co., Ryan Sales Co.

RITTS ADVERTISING AGENCY

601-5 Gerke Bldg., Cincinnati 2, Ohio
Phone DUNbar 0532

Owner.....Charles Rittenhouse

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone PE 5-5766

Owner & Chief Executive.....Dan Rivkin

Radio Accounts—Spiro's Apparel, Moskin Clothes, Richards Clothes, John Kohler Clothes, Dunoff Shoes, Berg Bros. Clothes, Joe Krass Clothes, Royal Shoes, Ismak Rug Mills, I. Schabin Furniture.

ELWOOD J. ROBINSON ADV. AGENCY

541 So. Spring St., Los Angeles 13, Calif.
Phone MUTual 6293

ABP—ANPA—PPA—APA

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Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....B. E. Howard
Production Mgr.....T.H. Tomlin
Art Director.....Walton Titus
Media Dir.-Time Buyer.....R. C. Neuman

Branch Office

801 Kohl Building, San Francisco, Calif.

Radio Accounts—Lomd Linda Food Co., Pioneer Savings & Loan, Home Building & Loan Assn., Metropolitan Federal Savings and Loan Assn., Trailer Coach Assn. of California, Cinch Products, Inc., Pasadena Builders & Loan Assoc., California Fig Institute, Western Savings & Loan Assn., Federal Savings & Loan Institute, Lorenz Broom & Mop Co.

Television Accounts—Pasadena Building & Loan Assn., Cinch Products, Inc.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 9760

ANPA—APA—PPA—NOAB—ABC

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Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston,
Guy C. Pierce, Lloyd Maxwell, R. A. Porter, J. V. Gilmour.

Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia 4, Pa.

Vice-Pres.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
V. P. & Gen. Mgr.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts — Network: Lewis-Howe Co., Sun Oil Co.; National Spot: Chicago, Milwaukee, Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharnacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., The Studebaker Corp., Revere Camera Co.

. . . Advertising Agencies . . .

ROCK ADV. AGENCY

1165 Broadway, New York 1, N. Y.
Phone MUrray Hill 9-3850
ABP

Partner & Copy Chief.....Allan Rock
Partner & Prod. Mgr.....Robert Rock
Art Dir.....Jo Bologna
Radio Time Buyer.....Irwin Winehouse
Space Buyer.....Sally Winston
Account Executive.....Nat Wolle

THE ROCKMORE CO.

37 West 57th St., New York 19, N. Y.
Phone PLaza 8-2506

ABP—APA

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Exec. Vice-Pres.....J. Leonard Shaub
Vice-Pres.....Erwin S. Franken
Space Buyer.....A. T. Parker
Art Dir.....Leo Waldman
Prod. Mgr.....Richard Lippman
Radio Accounts—Cafe St. Denis, Darling
Shops, Fisher Bros. Specialty Store, Lane
Bryant, Paradise Bootery.

RODGERS & BROWN ADV.

131 West 52nd St., New York 19, N. Y.
Phone PLaza 7-8040

NOAB—ABP—ANPA—APA

President.....Jerry Rodgers
Vice-Pres. & Gen. Mgr.....Lloyd S. Howard
V. P. & TV Dir.....J. Edward Boyle
Secy. & Treas.....N. J. Rodgers
Art Dir.....Harry E. Swenson
Production Mgr.....A. Van Strander
Copy Chief.....E. Richter
Media Dir.....Anne Seltzer
Consultant Art Dir.....Stanley Brown
Account Executives.....Jerry Rodgers,
N. J. Rodgers, Lloyd S. Howard, J. Ed-
ward Boyle, Fred Salles, Celia Agress.

Radio Accounts—Babette Shop, Childhood
Nursery Products, Guy Lombardo, Twin City
Shellac Co.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone DEArborn 0020

ABP—ANPA—APA—PPA—SNPA

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Exec. V. P.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Art Dir.....H. A. Fronn
Account Executives.....Howard N. Smith,
Louise Wood Allen, Marie J. Callahan,
Dave McConnell, James A. Greig.

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Exec. V. P. & Mgr.....Howard N. Smith
Public Relations Dir.....John Olds

Art Dir. (Dallas).....Marvin Krieger
Radio Dir.....Marie Callahan
Copy Chief.....M. Stewart
1004 Baltimore Ave., Kansas City 6, Mo.
President.....Walter E. Smith
Vice President.....Howard N. Smith
Manager.....B. G. Wasser

ROIZEN ADV. AGENCY, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone CLevland 5975

ABP—APA

Pres., Treas., Space Buyer....Manus Roizen
Vice-Pres.Samuel Sapowitch
Secty.Edith Roizen
Art Dir., Prod. Mgr.....C. John Gunther
Radio Dir., Time & Space Buyer

David I. Levy

Personnel Dir. & Librarian.....Mary Riley
Radio Accounts — Sattler's Dept. Store,
McEiff's Food Products, Inc., Saul's Auto
Sales, Inc., Yeostros Ice Cream Co.

Television Accounts—Bickford Bros. Co.,
Sattler's Dept. Store.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St., W., Montreal, Que.
Phone PLateau 4803

ANPA—AAAA—PPA—CAN—ABC—
BMB—NAAN

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Vice-President.....F. deB. Walker
Vice-President (Toronto).....R. J. Avery
Treas.....Angus Ahern
Radio Dir.....Frank Starr
Asst. to Radio Dir.....S. B. Hayward

Branch Office

133 Wellington St., W., Toronto, Ontario
Vice-Pres. & Radio Dir.....R. J. Avery
Asst. to Radio Dir.....D. R. Loney

Radio Accounts — Bristol-Myers Co. Of
Canada Ltd., McColl-Frontenac Oil Co., Ltd.,
Canadian Industries Ltd., Canada Packers
Ltd., Heaters Ltd., Canadian Arena Co., Ltd.,
Montreal Shoe Stores, Dominion Govt., Tin-
tex.

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago 11, Ill.
Phone Superior 3486

ANPA—PPA—ABP—APA

Owner.....Charles E. Rose
Art Dir. & Prod. Mgr.....L. E. Manning
Space & Radio Time Buyers..William Perry,
M. B. Cooper.

Radio Accounts—Auto Accessory Co., John
S. Budd, Charms & Cain, Chicago Interna-
tional Co., H. C. Evans & Co., Lombardo
Wine Co., Nu-Dell Mfg. Co., Winkenweder
& Ladd, Inc.

. . . Advertising Agencies . . .

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, Ohio
 Phone PRespect 6171
 Pres., Treas., Radio Dir....William Ganson
 Rose
 Vice-Presidents.....Frank Pelton,
 L. C. Brown
 Secty., Prod. Mgr.....Laura J. Ondrey

Branch Office

3719 Reading Rd., Cincinnati 29, Ohio
 Manager.....L. C. Brown
Radio Accounts—Bailey Co., W. B. Burke
 & Co., Cleveland Foundation, Cleveland Ses-
 quicentennial Comm., Essex Trust Co., Hig-
 hee Co., Mass. Mutual Life Insurance Co.,
 Public Square Relations.

ROSE, GARDNER & WHITE

2412 West 7th St., Los Angeles 5, Calif.
 Phone DRexel 7211
 APA—AMPA

Account Executives.....Edward B. Ross,
 Harold M. Gardner, William W. Schweit,
 Frank Ryhlick.

Radio TV Dir.....Frank Ryhlick
 Radio Time Buyer.....Edward B. Ross
Radio Accounts—General Electric, Given
 Mfg. Co.

Television Accounts—General Electric, Jac-
 lane of Hollywood, Harbor Boat Company,
 Silverwoods, Robert's Markets, Snowden
 Chemical Co., Barker Bros., Bert D'Orsay
 Television Co., Given Mfg. Co.

ROSE-MARTIN, INC.

21 W. 46th St., New York 19, N. Y.
 Phone LUXemburg 2-3550
 ABP—ANPA—PPA—APA

President.....Irl W. Rose
 Secretary-Treasurer.....John B. Martin
 Vice-President.....Vaughn G. Hannington
 Media Director.....C. M. Rundbaken
 Production Manager.....John A. Boule
 Art Director.....Andrew K. Nelsen
 Comptroller.....H. J. Carmichael
 Account Executive.....Irl W. Rose, 2nd
Radio Accounts—Public National Bank &
 Trust Co. of New York.

IRVING ROSEN ADVERTISING

160 Fifth Ave., New York 10, N. Y.
 Phone CHelsea 2-7930

Owner, Space & Radio Time Buyer...Irving
 Rosen
 Production Mgr.....E. Rose
Radio Accounts—Style-Rite Footwear Corp.,
 Ask Pharmacal Co.

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
 Phone CHickering 4-4420
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 President, Dir. of Copy & Plans,
 Arthur Rosenberg

Vice-President.....Samuel Rubenstein
 Secretary.....A. A. Rosenberg
 Treasurer.....Charles S. Silver
 Production Manager.....H. B. Fleischman
 Economist.....Walter Alwyn-Schmidt
 Research Director.....Sam Haven
 Copy & Plans.....H. B. Sadler,
 Joseph Ellner
 Radio Dept.....Arthur Rosenberg,
 Samuel Rubenstein, Charles S. Silver
Radio Accounts—Gleam Shampoo, Myer
 1890 Beverages, Rigaud Perfumcs, Miner's
 Inc.

A. JAMES ROUSE CO.

521 N. LaCienega Blvd., Los Angeles 36,
 Calif.
 Phone BRadshaw 2-5608
 ABP—APA

Owner.....Art Rouse
 Art Director.....Robt. F. Hubbell
 Production Mgr.....Paul Flynn
 Space Buyer.....Eleanor Dorfman
 Account Executives.....Bert Feinberg,
 Anne Flynn, Art Rouse.

Radio-TV Director.....Bert Feinberg
Radio Accounts—Original Barbecue, Lamb-
 kin Products Co., Culver of Calif., Perma-
 Nail Co., Harold's.

Television Account—Harold's.

JULIUS J. ROWEN CO., INC.

1050 Sixth Ave., New York 18, N. Y.
 Phone LONgacre 4-6190
 ABP

President.....Julius J. Rowen
 Secretary.....M. G. Rosenberg
 Treasurer.....Irving Weisfeld
 Art Dir.....R. P. Rose
 Prod. Mgr.....Bernard Derringer
 Acct. Execs.....J. J. Rowen,
 I. Weisfeld, H. Furber, C. A. Faudre.
 Radio Dir. & Time Buyer.....J. J. Rowen
Radio Accounts—House of Rothschild,
 Peter Scott Fashions, Mor-Lac Products,
 Rothschild Wine Cellars, Penn-5th Avenue.

CHARLES L. RUMRILL & CO., INC.

311 Alexander St., Rochester 7, N. Y.
 Phone BAKER 4340
 AAAA—ABP—PPA—ANPA

President.....C. L. Rumrill
 1st Vice-Pres.....J. L. Kennedy
 2nd Vice-Pres.....S. H. Weinstein
 Secretary.....H. R. Hanson
 Treasurer.....G. G. Wallington
 Prod. Mgr.....H. H. Thompson, Jr.
 Time Buyers.....J. L. Kennedy,
 R. C. Hobbs.

Radio Accounts—Gold Tone Studios, The
 Pleasant Valley Wine Co., Brighton Place
 Dairy, J. B. Stickles Co.

• • • **Advertising Agencies** • • •

LOWE RUNKLE COMPANY

First National Bldg., Oklahoma City 2, Okla.
Phone 3-5439

ABP—PPA—APA

President.....Lowe Runkle
Vice-President.....Roger Pishny
Secretary.....Irene Gammel
Acct. Execs.....Harold Kranz,
Lowe Runkle, Roger Pishny.
Art Director.....Einar Lndquist
Dir. of Radio.....Jack Leach

Radio Accounts—Borden Milk Co. (Oklahoma City plant), Cain's Coffe Co., Arkansas City Flour Mills, Local Federal Savings & Loan, Liberty National Bank, Dairy Council of Oklahoma City, Oklahoma Operating Co., Merit Mills, Inc.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone Murray Hill 6-6400

AAAA—ANPA—PPA—NOAB—APA

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Exec. Vice-Pres.....E. J. Grady
Media Dir. & Vice-Pres.....J. L. Ames

Radio Department

V.-P., Dir. of Radio-TV...Willson M. Tuttle
Head Talent & Time Buyer...Thomas G. Slater
Head of TV Dept. and Publicity Chief

Grant Y. Flynn

Script Editor.....Sidney Slon
Business Mgr.....Bernard Rasmussen
Casting Dir.....Katherine McMahon
Producer-Directors.....John Cole,
Robert Steel, Sidney Slon.

Assistant Producer-Dir.....Stanley Wood
Asst. Talent Buyer and Publicity Head

Bernard Zvirin

Exec. TV Producer.....John R. Allen
Asst. TV Dir.....Louis deMilhau

Radio Continuity

V.-P. in Chg. of Radio-TV Commercials
Reggie Morgan
Asst. Head.....Frank Dennis

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.

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Chicago Manager.....William P. Littell
Media Manager.....Albert R. Callies
Director of Radio.....R. W. Metzger
Chg. of Radio Production.....N. E. Heyne
Bus. Mgr. & Time Buyer.....Holly Shively
Charge of Television.....Fran Harris
Charge of Commercials.....Irene Small
Producer.....Warren Johnson

7430 Second Blvd., Detroit 2, Mich.

Vice-Pres. & Manager.....Tod Reed
812 Oliver St., St. Louis 1, Mo.

Vice-Pres. & Manager.....Oscar A. Zahner
712 Main St., Houston 2, Texas

Manager.....H. Donald Hopton
1680 No. Vine St., Hollywood 28, Calif.

V.-P. & Pacific Coast Mgr.....John H. Weiser
Head of Radio Prod.....Glenn Middleton

Business Mgr. & Head of TV...Marvin Young
Mgr. of Media Dept.....R. K. Fredericks

Art Director.....Charles Williams
Production Mgr.....Donald Whittemore

Copy Director.....Fred Jones
Asst. Head of TV.....Stewart Garner

Account Executives.....Charles Bowes,
William Howard, Walter Neill, Arthur
Trask.

235 Montgomery St., San Francisco 4, Calif.
Manager.....Herbert O. Nelson

1218 3rd Ave., Seattle 1, Wash.
Vice-Pres. & Manager.....F. C. Mullins

Carew Tower, Cincinnati 2, Ohio
Manager.....John L. Magro

80 Richmond St., W., Toronto, Ont., Canada
Manager.....Gordon Ralston

Radio Accounts—Chrysler Corporation,
Delaware, Lackawanna & Western Coal Co.,

Electric Auto-Lite Co., Garrett & Co., Lever
Brothers Company, Lever Brothers Limited,

H. C. Lytton Co., Squirt Co., Griesedieck
Bros. Brewery, Pepsodent Co. of Canada, Wm.

Wrigley Jr. Co., Bailey Schools, Savings
Banks Assoc. of State of N. Y., Adler Com-

pany, Allen Edmonds Shoe Corp., Allied
Florist Association, Binyon Optical Co.

Kick-a-way Garments, Inc., Krey Parking Co.,
Martha Maid Mfg. Co., Thomas J. Lipton,
Ltd., Mutual Insurance of Omaha.

LEWIS EDWIN RYAN

726 Jackson Place, N.W. Washington 6, D. C.
Phone REpublic 7606-7-8

ABP—ANPA—PPA—AAAA—SNPA—
ABC—NOAB

Owner.....Lewis Edwin Ryan
Gen. Mgr. & Sr. Acct. Exec...J. Robert Corry

Auditor.....Preston B. Coiner
Art Dir.....William N. Clifford

Prod. Mgr.....David F. DeYoung
Copy Chief.....Harry A. Lyles

Radio Dir.....J. G. Manchester
Account Executives.....John F. Hardie,
W. R. Doores

BEN SACKHEIM, INC.

29 West 57th St., New York 19, N. Y.
Phone ELdorado 5-6025

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Vice-Pres.....Lloyd G. Whitebrook

Secty.....M. A. Aldridge
Treas.....E. P. O'Shaughnessy

Prod. Mgr.....Nathan Lebed
Media Dir. & Time Buyer...Leonard H. Spring

Publicity Dir.....Bette Benfield
Research Dir.....Sylvia M. Sackheim

Art Dir.....Lawrence K. Skora
Fashion Prom. Dir.....Ruth Hammer

Copy Chief.....John A. Mullen

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ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1130

ABP—ANPA—PPA—ABC

President.....Maubert St. Georges
Exec. V.-P., Radio Dir...Stanley J. Keyes, Jr.
Treasurer.....John H. Vesely
Vice-Pres.-Art Director...Alfred A. Anthony
Production Manager.....William Korcak
Asst. Media Dir.....John C. Lawton
Publicity Director.....John C. Gourlie

Branch Offices

Post Road, Stamford, Conn.

Manager.....Cacl Speirs
2112 N. Charles St., Baltimore 18, Md.
Manager.....Arthur Booth

SALESVERTISING ASSOCIATES, INC.

Board of Trade Bldg., Chicago 4, Ill.
Phone Wabash 2-6245

President.....Douglass Doolittle
Secy.-Treas.....G. S. Doolittle
Art Dir.....Robert B. Sharp
Mgr. Tele Dept.....Eddy Borgan

RICHARD SALINGER

294 Washington St., Boston 8, Mass.
Phone Liberty 2-5332

President.....Richard B. Salinger
Art Dir.....Irving Saecks
Prod. Mgr.....Joseph W. Bourke
Copy Chief, Radio-Tele Dir.,
Radio Time Buyer.....Phyllis Stoln
Radio Accounts—Balch-Price Specialty
Shop, Conrad & Co., Dinty-Moore (Boston),
Kane Furniture Co., Lamson Hubbard, Se-
lect Fashions.

SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.
Phone Gregory 3-1414
ABP

Art Dir.....Tom Cuffari
Copy Chief.....Scot Forbes
Media Dir. &
Radio Time Buyer.....H. Harvey Salow
Research Dir.....Lyn Murray
Account Executives.....H. Harvey Salow,
George Riedl.
Radio Accounts—Franklin Trust Co., Mac
Lane Mfg. Co.

SAWDON ADV. COMPANY

480 Lexington Ave., New York 17, N. Y.
Phone PLaza 5-2516

Owner.....Frank B. Sawdon
Prod. Mgr.....Gus Havemeyer
Copy Chief.....V. J. Bigliano
Space Buyer.....Tom Tracy
Radio Time Buyer.....Jerry Bess
Account Executives.....Frank B. Sawdon,
V. J. Sawdon, Jerry Bess.

Branch Office

737 N. Michigan Ave., Chicago 11, Ill.
Radio Accounts—Case Clothes, Inc., Rob-
ert Hall Clothes, Lewis Apparel Stores.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone Market 2-0480
ANPA—APA—PPA

President.....Julius Scheck
V. P. & Treas.....Morris Scheck
Art Dir.....Ernest D. Barnham
Prod. Mgr.....Louis E. Arrants
Copy Chief.....Carlton Smith
Space Buyer.....Frank M. Craumer
Radio Dir.....E. Grant Scheck
Account Executives...William H. Andrews,
E. Grant Scheck, Morris Scheck, Julius
Scheck

Radio Accounts—Allenhurst National
Bank, Bender Corp., Chardavoyne Co., Ep-
pens Smith Co. (Holland House Coffee),
Federal Trust Co., Franklin-Washington
Trust Co.

HUGO SCHEIBNER, INC.

111 West 7th St., Los Angeles 14, Calif.
Phone Michigan 6636
ABC

Pres., Radio & Tele Dir.-
Radio Time Buyer.....Hugo Scheibner
Prod. Mgr.....Mar Frankel
Secty. & Treas.....M. C. Scheibner
Copy Chief.....J. T. Baldwin
Media Dir.-Space Buyer
& Pub. Dir.....Roseblanche Lowry
Account Executives.....Irwin Salzman,
Shirley Marsh, Roseblanche Lowry, Hugo
Scheibner.

Branch Office

26 O'Farrell St., San Francisco 8, Calif.
Radio Accounts—Bardon of Hollywood,
Calif. Fashion Trends, Ciro's of Hollywood,
Hfy-Act, Inc., Little Champ of Hollywood,
S. R. L. Mfg. Co., Taylor-Berke.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone ARmitage 1600

Pres., Media Dir.,
Space Buyer.....Sydney R. Raike
Vice Pres.....J. E. Schenker
Art Dir.....M. Riekabaugh
Radio Time Buyer.....C. D. Domin
Account Executives.....S. R. Raike,
J. E. Schenker, C. D. Domin.

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396
ABP—AMPA

Owner.....William G. Scholts
Production Mgr.....L. G. Mhyro
Radio Dir.....T. D. Scholts

Advertising Agencies

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone Gaspee 4813-45

ABP—ANPA—APA—PPA—NOAB

Pres. & Treas. Gordon Schonfarber
Vice-President. Russell C. Edwards
Secretary. Amanda C. J. Olsson
Radio Dir. Claire R. Grenier
Acct. Exec. Gordon Schoufarber
Radio Accounts—California Artificial Flower Co., Comfi-Coil, Inc., Colonial Laundries, Gladding's, Inc., Old Colony Co-operative Bank, Tilden-Thurber, Inc.

MARCEL SCHULHOFF & CO.

10 E. 44th St., New York 17, N. Y.
Phone Murray Hill 7-7317

PPA

Partners. Marcel Schulhoff,
Miriam C. Schulhoff, Jerry Verlen.

SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone Circle 5-9090

AAAA—PPA—APA—ARP—ANPA

President. Victor O. Schwab
Time Buyers. Robert W. Beatty,
James E. Schwenck

Radio Accounts Placed — Book-of-the-Month Club, Wilfred Funk, Inc., Book Presentations.

SCHWIMMER & SCOTT, INC.

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

AAAA—ABP—ANPA—PPA—APA

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Vice-Pres. W. Schwimmer
Copy Chief. L. Krakover
Media Dir. E. Vanderploeg
Art Dir. A. Thaler
Secretary. H. Heilig
Acct. Execs. E. Guy, C. H. Lillienfeld
Fred Vosse, Gene Colin, Robert Knapp.

Radio Dir. Earl Bronson

Radio Accounts—Chicago Stadium, Congress Cigar Co., Hirsch Clothing Co., Kitchen Arts Foods, Linco Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Hawthorn-Melody Farms Dairy, Keeley Brewing Co., Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Liquinet Corp. (Chicago).

SCOTT'S AGENCY, INC.

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

Pres., Treas., Space Buyer,
Radio Dir. & Buyer
Radio Time. George L. Stingel
Secretary. Marie T. Linskey

J. B. SEBRELL ADV. AGENCY

300 So. Los Angeles St., Los Angeles 13, Calif.
Phone MA 6-9397

ABP—APA

Owner & Research Dir. J. B. Sebrell
Art Dir. Allen Todd
Prod. Mgr. Harry Page
Copy Chief. Herb Boothe
Space Buyer. Peggy Thomas
Publicity Dir. Harry Page
Account Executives. J. B. Sebrell,
Harry Page, Clifford Botway.
Radio-TV Dir. Clifford Botway

RUSSEL M. SEEDS CO.

919 N. Michigan Ave., Chicago 11, Ill.
Phone DELaware 7-1045

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Executive Vice-President. George Bayard
Vice-Presidents. A. D. Keyes,
Paul Richey, Harry H. Maus, Harry B.
Goldsmith, Jr., Hub Jackson.

Treasurer. Jack Harding
Secretary. H. J. Jackson
Director of Research. James Witherell
Art Director. Jerry Bryant
Radio-TV Director. Jack Simpson
Time Buyer. Merle Myers

Branch Offices

Lemcke Bldg., Indianapolis 4, Ind.
Vice-President. Paul Richey
1469 N. Vine St., Hollywood 28, Calif.
Resident Manager. Lou Place

Radio Accounts: Bowers Lighter Co., Bowers Mfg. Co., Brown & Williamson Tobacco Corp., Double Cola Ice & Bottling Co., Fitzpatrick Bros., Oxford Products Co., Rhodes Pharmaceutical Co., The Pinex Co., Procter & Gamble, W. A. Sheaffer Pen Co.

Television Accounts—Brown & Williamson Tobacco Corp., Double Cola Ice & Bottling Co.

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone TRinity 3445

Owner-Manager. Roscoe W. Segar
Sec.-Treas., Radio Dir. D. D. Segar
Radio Accounts—Spot: Geo. B. Wallace Co., Niklas & Son, Tualatin Valley Nurseries.

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone GARfield 0360

ANPA—ABP

Owner. Frederick Seid
Prod. Mgr. Nada Halse Banks
Radio Dir. Sam P. Moore
Account Executives. Norman L. Cotton,
Frederick Seid.

Radio Accounts—The August E. Drucker Co., Gene Comptons Corp.

Advertising Agencies

SEIDEL ADV. AGENCY, INC.

1475 Broadway, Times Tower Bldg.,
New York 18, N. Y.
Phone LO 4-3780
ABP—APA

Pres., Radio & TV Dir.....Robert Seidel
Vice-Pres.....Arthur A. Judson
Secretary.....Irma Lee
Art Directors.....Oscar Harris,
John T. Grubel.

Copy Chief.....J. Rose
Media Director.....David Braun
Traffic & Prod. Mgr.....Albert Harsnett

Radio Accounts—Ringling Bros. and Barnum & Bailey Circus, Imperial Pearl Syndicate, Melville Radio Institute, Henry Rosenfeld, Inc.

Television Account—Colonial Airlines, Inc.

SEWELL ADV. AGENCY

730 Gravier St., New Orleans 12, La.
Phone Raymond 7114
SNPA

President.....Granville Sewell
Radio Dir.....K. B. Thompson
Art Dir.....C. Earl
Prod. Mgr.....Martin Burke
Account Executives.....K. B. Thompson,
Robert Claire.

Radio Accounts—Central Savings & Loan Assn., The Howell Co., Station WNOE, Union Savings & Loan Assn.

**SHAFFER, BRENNAN, MARGULIS
ADV. CO.**

4 No. Eighth St., St. Louis 1, Mo.
Phone MAin 2579
ANPA—APA—PPA

Partner-Space Buyer.....S. I. Rosenfeld
Partner-Space Buyer.....

Radio Dir.....Sam B. Margulis
Account Execs.....Sam B. Margulis,
S. I. Rosenfeld, R. W. Bickelhaupt, Sidney Nehmen.

ED SHAPIRO ADVERTISING

Fox Bldg., Philadelphia 3, Pa.
Phone LO 4-2877
ABC—ANPA—ABP—PPA

President.....Edward Shapiro
Vice-Presidents.....Leon Cohann,
Leonard Goldsmith.

Account Executive.....George Mallis
Radio Dept.....Harriet Ullman
TV Dept.....Donn Bennett

Radio Accounts—Central Oil Co., Lefkoe-Mortons, Pearson, M. J. Freed, Louis-Harold, The "Big Ten," Bartels.

Television Accounts — Bartels, Mort Fou, Guard Chevrolet, Servagen Products, The "Big Ten."

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone GRamercy 5-5560
ABP—PPA—APA

President-Radio Dir.....Louis Shappe
V. P. & Gen. Mgr.....Samuel Groden
Exec. Vice-Pres.....Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Rose Madie Vitanza
Production Mgr.....O. Weiner

JOHN W. SHAW ADV., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone DEarborn 2-5082
ANPA—PPA

President.....John W. Shaw
Asst. to Pres.....Betsy Tyroler
Vice-Pres. & A. E.....L. W. Scott
Vice-Pres. & A. E.....Wm. J. Wilmont
Treasurer.....Robert Jacoby
Secretary.....Augusta Young
Creative Dir. & TV Dir.....Frank Walsh
Art Dir.....Clarence W. Sorenson
Production Mgr.....Don H. Rutledge
Media Dir. & A. E.....Paul Olafsson
Research Consultant.....Dr. Chas. L. Allen
Account Executive.....E. J. Conlon
Time Buyer.....Mildred Dudley

Radio Accounts — Standard Milling Co., Headquarters Fifth Army, Beltone Hearing Service.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.
Phone Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts—Skinner & Eddy Corp.

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA—NOAB—ABP
President.....George H. Sheldon
Vice-President.....L. C. McElroy
Vice-Pres.....P. Wesley Combs
Time Buyer.....Catherine Wohlpart
V. P. & Treas.....J. F. Quick

Radio Account Placed—Chas. E. Hires Co., Inc., Commercial Credit.

K. E. SHEPARD ADV. AGENCY

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

President.....Kenneth E. Shepard
Vice-President.....Wayne G. Williams
Radio-TV Dir.....Wayne G. Williams
Time Buyer.....Frank McBride
Acc. Exec.....Ben Homan

Radio Accounts — Wilson & Co., Acme Feeds, General Finance Corp., National Assn. of Homebuilders, Universal Records, Inc., Music of the Month Club.

Advertising Agencies

SHERMAN & MARQUETTE

919 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 7-3000

ABP—ANPA—PPA—NOAB—APA—
ABC—AAAA

PartnersStuart Sherman,
Arthur Marquette, Carl S. Brown.
Radio Director.....Louis E. Tilden
TV Dir.....L. D. Griffith

Branch Office

10 Rockefeller Plaza, New York 20, N. Y.
Eastern Mgr.....Carl S. Brown

Radio Accounts—The Quaker Oats Company (Quaker Puffed Wheat & Puffed Rice Sparkies), Pack-O-Ten, Pettijohns, Ful-O-Pep Feeds), Quaker Oats and Mothers' Oats, Sterling Drug Inc., (Dr. W. B. Caldwell Co. Division, Dr. Caldwell's Luxative Campho-Phenique), Colgate-Palmolive Peet Co. (Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Talc, Cashmere Bouquet Face Powder, Cashmere Bouquet Bean Cake, Ajax Cleanser).

HAROLD J. SIESEL CO.

424 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-0138

ABP—PPA—ANPA—APA

Partners.....Harold J. Siesel,
Frieda W. Siesel
Art Dir.....Jerome S. Niblette
Prod. Mgr.....David Karp
Space Buyer &
Buyer Radio Time.....Harold Schindler
Account Executives.....Harold J. Siesel,
Harold Schindler

THE SIGNET CORP.

188 W. Randolph St., Chicago 1, Ill.
Phone State 2254

Pres., Treas., Space Buyer,
Pub. Dir.....Karl A. Kopetzky
V. P., Prod. Mgr.,
Space Buyer.....Jacqueline J. Silver
Secty.....Samuel G. Rautbord
Dir. Radio-TV, Time Buyer.....Al Milton
Radio Accounts—K & K Studios, Lukko Sales Corp., Powell Products.

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Radio Time Buyer.....Marion B. Azzarello
Research Dir.....Phil W. Tobias, Jr.

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Branch Office

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Radio Accounts—Dr. LeGear Medicine Co., Security Mills, Inc., Haynes Milling Co., James H. Gray Milling Co., B-I Beverage Co.

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Radio Accounts—Burts, Inc., King Fur Co., Contract Purchase Corp., Campus Record Shop, Cunningham's Drug Stores, Dossin's Food Products, Furs by Robert, Greenwald Jewelers, Grinnell Brothers, Harper Berkshire Sales, Aaron DeRoy Motor Car Co., Koepplinger Bakery, Mac-O-Lac Paints, National Clothing Store, The Schmidt Brewing Co., Scotland Woolen Co., Simmonds & Clark, Taylor's, Inc., Velvet Peanut Products, Gruen

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Television Accounts—Cunningham's Drug Stores, Saks Fifth Avenue, The Schmidt Brewing Co.

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Phone Wisconsin 7-8765
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Acct. Execs.....Charles B. Ganz,
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Manager.....Mayfield Kuyler
611 Locews-Warfield Bldg., San Francisco, Cal.
Manager.....Robert Selby
Radio Accounts — Seaboard Finance Co.,
Pan Pacific Auditorium, J. E. Coberly, Inc.,

Marshall & Clappett, Western Harness Racing Assn., Ice Follies, Ice Capades, Gallenkamp Shoe Stores.

Television Account—Pan Pacific Auditorium, Transmivro Products Corp.

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Hawaii
Phone 9-0952

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George C. Mansfield, Jr.
Art Dir.....Gene Wilson
Dir. Media & Research.....Mary C. Wilson
Account Executive.....Harry F. Cooper
Radio Accounts—Dr. Pepper Bottling Co. (Dr. Pepper), Elks Committee Against Un-Americanism, Hawaiian Athletic Corp., Honolulu Rapid Transit Co., La Hula Rhumba, Nesbitt's Bottling Co., Pacific Sales Co., Travel Air, Inc.

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Musical Dir.....Al Marisco

Radio Accounts—Pittsburgh Brewing Co., Spear & Company, Pittsburgh Provision & Packing, Dad's Old Fashioned Root Beer, Sealy Mattress Co., Dr. Ellis Sales Co., Franklin Furniture Co., Polar Water Co., Eberhard & Ober Brewing Co., Surface Chemicals, Inc., Otto Milk Co.

Television Accounts—Pittsburgh Brewing Co., Eberhard & Ober Brewing, Spear & Co., Dad's Old Fashioned Root Beer, Sealy Mattress Co.

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Radio Accounts—Bowey's, Inc., Sunway
Vitamin Co., J. P. Harding Restaurants, Old
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Phone: 3-4789

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Radio Accounts—Local Firms.

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Phone 2-7228
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Space Buyer.....Elenor Bellinger
Radio Accounts—Best Ice Cream Co., C.
E. Chappell & Sons, Inc., Grange Silo Co.,
Inc., People Ice Co., Nettleton Shops, Inc.,
Greenway Brewery Co., Inc., Reynolds Mo-
tors, Inc., Syracuse Glass Co., Renee Packing
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Company Limited, The Quaker Oats Company
of Canada Limited, R. C. A. Victor Company,
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(Quebec) Limited, Bell Telephone, Fruita-

lives Products Limited, Monarch Overall
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Time Buyer.....Kay Huldermann

Branch Office

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Manager.....John J. Casey
Radio Accounts—Southern California, Den-
tal offices of Dr. Beauchamp, Model Furni-
ture Mfg. Co., Victor Chemical Co., Murphy
Motors, Broadway-Spring Arcade, Yorktown
Shirt Shops, Union Roofing Contractors,
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Account Executive.....Nat Jeffras
Radio Dir.....Ed. Bloodworth
Radio Accounts—Signal Oil Company,
Shontex Co., E. F. Hutton & Co.,

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Radio Dir.....Jim Sanders
Publicity Dir.....Betty Cantrell
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Food Products, Camellia Creameries, Crus-
tene Shortening, Interstate Theatres, O.J.'s
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Radio Accounts—Wicks & Greenman, Corn-
hill Bldg. & Loan Ass'n.

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Gas & Elec. Co., Central Trust Co., Cincin-
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New York City, Tints and Dyes; Park &
Tilford, New York City, Perfumes and Cos-
metics.

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ArtistDorothy Nolte
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Western Auto Supply Co., Wilder's, Inc.
Furniture, Stout Motors Trailer Division,
So. Figueroa, Automotive Business Associ-
ation.

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Radio Director.....John G. Maupin
Research Dir.....M. Taylor
Radio Accounts—The Geo. Wiedmann
Brewing Co., Inc., Geo. H. Newstedt Co., Ar-
gus Industries.

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Phone: BRyant 9-2400

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Radio Accounts—Doan's Pills, Ice-Mint,
Allen's Foot-Ease, Beecham's Pills, Esplotabs,
Dil-Kil, Baby's Own Tablets (Canada),
Children's Own Tablets (Canada), Dr. Wil-
liams Pink Pills (Canada).

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R. S. Robie, Inc., Revere Racing Assn., Bay
State Raceways, Plasticlear Products, Inc.,
Davis Bros. Fisheries, David-Morton Circua,
Carling's Red Cap Distributors, Kaler, Car-
nney, Liffler & Co., Specialized Truck Sales,
Hertz System of New England, The Windham
Co., Middlesex County National Bank, Mutual
Savings Banks of Lowell, Bay State Midge-
t Auto Racing Assn.

Television Account—Metro Distributors.

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 Smith Bros., Whitehall Pharmaceutical Co., Lever
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Television Account—Harry Krouse, Inc.

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 Research Director.....Leonard Tarcher
 Radio-TV Dir.....Robert Kelly
 Acct. Exces.....Jack D. Tarcher, George R.
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Radio Accounts — Benrus Watch Co., Mc-
 Kesson & Robbins, Inc., Personna Blade Co.,
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Television Accounts — Benrus Watch, Pe-
 quot Mills.

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Phone MUrray Hill 3-2000

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 Radio Tele Time Buyer.....E. R. Fitzgerald
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Manager.....Fred Fidler
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 Radio Time Buyer.....Frances Young
 645 South Flower St., Los Angeles 36, Calif.
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Radio-TV Accounts—Atlantis Sales Corp.,
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 gin National Watch Co., Fanny Farmer
 Candy Shops, Ford Dealer Advertising
 Groups, Home-stead Bakery, Indiana Bell
 Telephone, Johns-Manville Corp., Kraft Foods
 Co., Lamont-Corliss, Langendorf United Bak-
 eries, Inc., Lever Brothers Co., Libby, Mc-
 Neill & Libby, Mentholatum Co., Leo J. Mey-
 berg Co., Northern Trst Co., Pan American
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 & Ford, Ltd., RCA Victor-Division of Radio
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 Products Corp., H. C. Brill Co., Inc., J. W.
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 ern Div.
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 Mill & Elev. Co., Imperial Sugar Co., Byer-
 RoInick Co., Republic Nat'l Bank, Dallas,
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Art Director.....L. Blancett
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 Groves, Valley Grande Academy.

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 Dolcin Corp., Dolcin Ltd., Jarmane, Inc., C.
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Radio Account—Reba Plastics.

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Radio Accounts—Local Loan Co., Pyroil
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 Media & Research.....U. H. Moss
 Acct. Exce.....Wm. Dugdale
 Radio Dir.....J. D. Loden
Radio Accounts—Fram Corp. (Network),
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Haven; WKNB, New Britain, WCNV, New-
burgh.

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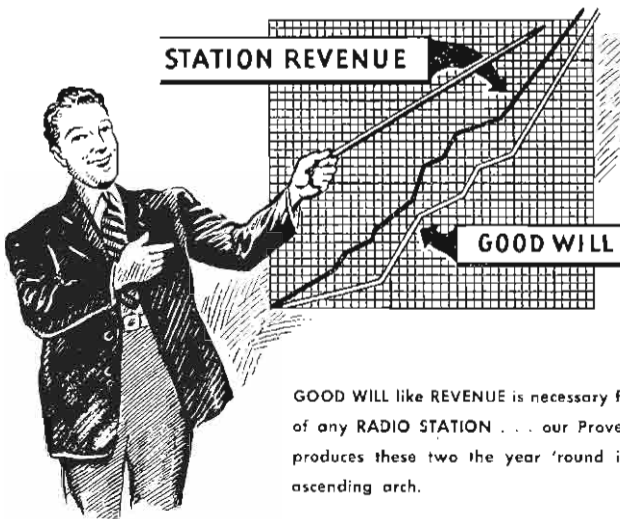
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Federal Communications Commission
P. O. Box 2987, (322-323 Federal Bldg.), San
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Federal Communications Commission
P. O. Box 1421 (7-8 Shattuck Bldg.) Juneau,
Alaska.
Sub-Office
Radio Engineer
Federal Communications Commission
P. O. Box 644, (Room 53), U. S. Post Office
& Ct. House, Anchorage, Alaska.

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Common Carrier Field Division

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515 First National Bank Building, Atlanta, Georgia.
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**NAB COMMITTEE OF THE
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NAB STANDARDS OF PRACTICE

Effective January 1, 1949

STANDARDS for broadcasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

PROGRAM STANDARDS

News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

Political Broadcast*

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts

* Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

Religious Programs

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

Children's Programs

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

Educational

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

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

Crime and Mystery Programs

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

Episodes involving the kidnaping of children.

Sound effects calculated to mislead, shock or unduly alarm the listener.

Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

Suicide as a satisfactory solution to any problem.

General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps, it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

. . . **NAB Standards of Practice** . . .

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

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

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

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

Time Standards for Advertising Copy

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

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

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

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

All Other Hours

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

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

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

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

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

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

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

Contests

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

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

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

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

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

Premiums and Offers

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

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

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

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

PUBLICATIONS

Covering The Field Of Radio—Television—FM

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY. 11 W. 42nd St., New York 18, N. Y. Phone, LO. 5-2125. Manuel Rosenberg, Publisher and Editor; Col. Don R. Jason, Managing Editor; Lydie Bloch, Tom Patterson, Arthur Coles, Associate Editors; Manuel Rosenberg, Art Editor; L. B. Rosenberg, Business Manager.

Advertising Age

WEEKLY. 100 E. Ohio St., Chicago, 11, Ill. Phone, Del. 7-1336. S. R. Bernstein, Editor; Lawrence M. Hughes (N. Y.), Exec. Editor; Robert Murray & John B. Miller (Chicago), Managing Editors; G. D. Crain, Jr., Publisher; J. C. Gafford, Adv. Dir. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y. Phone, LO. 4-2737; 995 Nat. Press Bldg., Washington 4, D. C. Phone, RE 7650, Stanley E. Cohen.

Advertising & Selling

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, MURray Hill 5-9770. J. H. Moore, President; F. C. Kendall, Publisher; Roger Barton, Editor; E. Lucian Neff, Advertising Director. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago 3, Ill., Phone, HARRison 7272, J. L. Clark, Western Manager; 714 West Olympic Blvd., Los Angeles 15, Calif., Phone, RICHmond 9327, Ned Brydone-Jack, Pacific Coast Representative; also 1085 Monadnock Building, San Francisco 5; Phone DOUGlas 4475; 131 Fleet Street, E. C. 4, London, England; Central 1060, 3754, and 3133. Will Kitchen, Jr. (Magazines) Ltd. Mgrs. for Great Britain and Eire.

The Billboard

WEEKLY. 1564 Broadway, N. Y. C. (For Radio). Phone PL. 7-2800. W. D. Littleford, R. S. Littleford, Jr., Co-Publishers; Joseph Csida, Editor in Chief; Jerry Franken, Radio-TV Editor. BRANCH OFFICES: 155 N. Clark St., Chicago, Ill. Phone, Central 8761, M. Reuter, Manager; 3000 Sunset Blvd., Hollywood, Calif., Phone, HOLLYwood 5831, Sam Abbott, Manager; 2160 Patterson St., Cincinnati, O. Phone, Dunbar 6450, E. W. Evans, President; 390 Arcade

Bldg., 8th and Olive Sts., St. Louis, Mo., Frank Joerling.

Broadcasting—Telecasting

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, Metropolitan 1022. Sol Taishoff, Editor & Publisher; Art King, Managing Editor; Maury Long, Business Manager; Bernard Platt, Director Special Publications; Winfield R. Levi, Mgr. Circulation & Readers' Service. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y. Phone, PL 5-8355, Edwin H. James, New York Editor, Bruce Robertson, Senior Assoc. Editor; S. J. Paul, Adv. Dir. 360 N. Michigan Ave., Chicago 1, Ill. Phone, CENTral 4115, Bill Thompson, Manager; Taft Bldg., Hollywood & Vine, Hollywood 28, Calif., Phone, HEMPstead 8181, David Glickman, West Coast Manager; William C. Tuchman, Hollywood News Editor; 417 Harbour Commission Bldg., Toronto, Canada. Phone, ELgin 0775, James Montagnes.

Communications

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. MURray Hill 4-0170, Bryan S. Davis, Pres. & Business Mgr.; Paul S. Weil, Vice-Pres. & Adv. Dir.; Lewis Winner, Editor; F. Walen, Secretary & Ass't Editor; A. Goebel, Circulation Mgr. REPRESENTATIVES: Brand and Brand, Los Angeles 14, Calif. Phone, Michigan 1732, Edward I. Brand. Brand and Brand, San Francisco 4, Calif. Phone, SUTter 1-2251, E. I. Brand. James C. Munn, Cleveland 6, Ohio. Phone, ERview 1726.

Daily Variety

DAILY. 6311 Yucca St., Hollywood 28, Calif. Phone, HOLLYwood 1141. Arthur Ungar, Editor and Publisher; Roscoe Cornell, Managing Editor; Al Scharper, City Editor; Jack Hellman, Radio Editor; William Brogdon, Labor Editor; Mike Kaplan, Amusement Editor. BRANCH OFFICES: See listing under Variety Weekly.

Down Beat

BI-WEEKLY. 203 North Wabash Ave., Chicago 1, Illinois. Phone, ANDover 3-1612. Glenn Burrs, Publisher; Ned E. Williams, Editor, Managing Editor; E. W. Pavo, Advertising Manager. BRANCH

in radio and in business papers

effective programming

rates top audience attention . . .

that's why — each month —

ADVERTISING & SELLING with *The Advertising Agency*
consistently rates highest with agency people!

June, 1948, A.B.C. reports show . . .

- ★ A & S is the only advertising publication to show an increase in both agency and manufacturer circulation.
- ★ only A & S has doubled its paid agency subscribers in the past three years.

. . . and this was *before* publication of *The Advertising Agency* as an integral part of **ADVERTISING & SELLING**. *Now* advertising agency executives have endorsed this new section with over 700 paid subscriptions in only seven months!

. . . obviously

A & S reaches your most important audience—the men who influence millions of dollars worth of radio time.

A magazine-within-a-magazine. *The Advertising Agency* is published each month as an integral part of **ADVERTISING & SELLING** . . .



it is the *only* magazine devoted exclusively to the professional operation and management of the advertising agency.

Advertising & Selling

THE MOORE PUBLISHING CO., INC., 9 EAST 38th STREET, NEW YORK 16, N. Y.
Member ABC, ABP

OFFICES: 2415 RKO Bldg., New York 20, N. Y. Phone, CI 7-4131, Jack Egan, Mgr.; 1222 N. Wilcox, Hollywood 38, Calif. Phone, Hillside 0677, Eddie Ronan, Mgr.

Editor and Publisher

WEEKLY. 1700 Times Tower, New York 18, N. Y. Phone BRyant 9-3052. Charles T. Stuart, Publisher; James Wright Brown, President; Robert U. Brown, Editor; Jerome H. Walker, Managing Editor; Leach Laney, Advertising Manager; Betty Lou Hicks, Classified Manager; Robert P. Joy, Director of Circulation. BRANCH OFFICES: 360 No. Michigan Ave., Chicago 1, Ill., George A. Brandenburg, Editor; Mills Bldg., San Francisco 4, Calif., Duncan A. Scott, Adv. Representative; 2978 Wilshire Blvd., Los Angeles 5, Calif., Duncan A. Scott & Co., Adv. Representatives.

Electronics

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, LO 4-3000. Donald G. Fink, Editor; Keith Henney, Consulting Editor; W. W. MacDonald, Managing Editor. BRANCH OFFICES: 1427 Statler Bldg., Boston 16, Mass. Wm. S. Hodgkinson; Architects Bldg., 17th & Sansom Sts., Philadelphia 3, Penna., Warren W. Shew; 1311 Rhodes-Haverty Bldg., Atlanta 3, Ga., Ralph C. Maultsby; 1510 Hanna Bldg., Cleveland 15, O., James L. Phillips; 520 N. Michigan Ave., Chicago, Ill., Charles D. Wardner; 621 So. Hope St., Los Angeles 14, Calif., Karl W. Dysinger; 68 Post St., San Francisco 4, Calif., J. W. Ottirson.

Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. John W. Alicoate, President & Publisher; Donald M. Mersereau, Vice-President & Treasurer; Patti Alicoate, Vice-President & Secretary; Chester B. Bahn, Editor; West Coast Offices, Ralph Wilk, Manager, 6425 Hollywood Blvd., Phone GLadstone 8436; Washington Bureau, Andrew H. Older, 5417 Dahlonga Road, Phone, Wisconsin 3271; Chicago Bureau, Joseph Esler, Chief, C. L. Esler, 6241 N. Oakley Ave., Phone, Briargate 7441.

The Hollywood Reporter

FIVE DAYS WEEKLY. 6715 Sunset

Boulevard, Hollywood 28, Calif. Phone, Hillside 7411. W. R. Wilkinson, Editor & Publisher; Thomas F. Scward, General Manager; Lou Greenspan, Managing Editor; A. J. Oliver, Advertising Manager; BRANCH OFFICE: 229 W. 42nd Street, New York 18, N. Y. Phone, Wisconsin 7-2470, Jack Harrison, Manager; 6417 Dahlonga Road, Washington, D. C.

Industrial Marketing

MONTHLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 7-1337. G. D. Crain, Jr., Publisher; Hal Burnett, Editor; Tom Raki, Art Director; M. E. Crain, Editor, Market Data Book Number; C. B. Groomes, Business Manager; Jack Gafford, Advertising Director; Gordon D. Lewis, Manager Sales and Service; Curran De Bruler, Manager, Research Promotion; Myron A. Hartenfeld, Circulation Director. BRANCH OFFICES, 330 West 42nd Street, New York 18, N. Y. Phone, LOngacre 4-2757. Jack Gafford, Advertising Manager; Russ Bldg., San Francisco 4, Cal. Phone, Douglas 4994. Simpson-Reilly, Ltd.; Garfield, Los Angeles 14, Cal. Phone, Michigan 7421. Simpson-Reilly, Ltd.

International Lyric Courier

SEMI-MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Alfredo Salmaggi, Editor and Publisher; Felix Deyo, Associate Editor; Felix W. Salmaggi, Managing Editor; Edward Salmaggi, Art Editor. BRANCH OFFICES: 1515 No. El Molino Ave., Pasadena 6, Calif., Jean Cort Sickler, Correspondent.

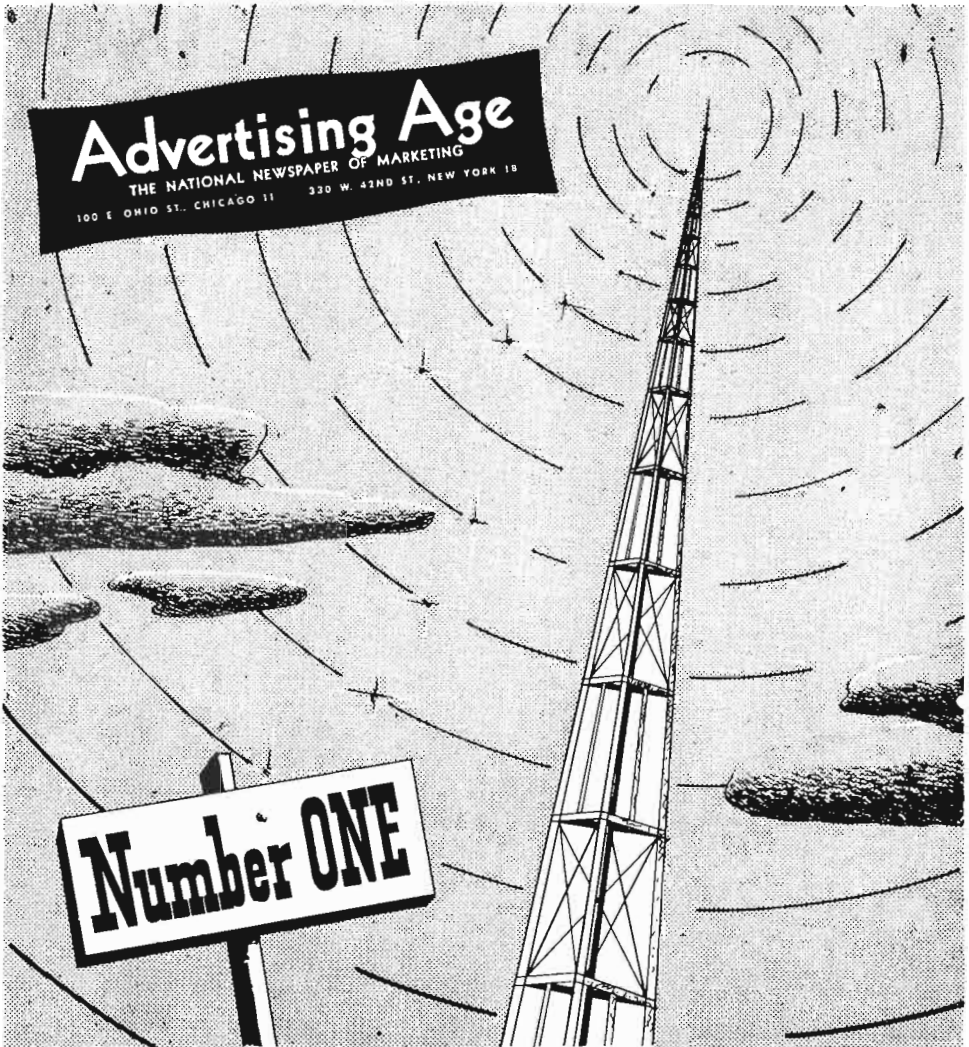
Markets of America

ANNUAL. 11 West 42nd St., New York 18, N. Y. Phone, LO 5-2125. Manuel Rosenberg, Publisher & Editor; Col. Don R. Jason, Managing Editor; Lydie Bloch, Camera Editor; A. Maxwell Hage, Associate Editor; Arthur E. Jones, London Correspondent; Marion Wheeler, Washington Correspondent; Aaron M. Rothenberg, Los Angeles Correspondent; Arthur Coles, Associate Editor; Tom Patterson, Associate Editor; L. B. Rosenberg, Business Manager; Albert Ashcroft, Advertising Director. BRANCH OFFICES: 2412 W. 7th St., Los Angeles 5, Calif. A. M. Rothenberg, Gen. Mgr.; 3557 Bogaart Avenue, Cincinnati, Ohio, Simon Rosenberg.

Metronome

The Review of Modern Music

MONTHLY. 26 West 58th St., New York 19, N. Y. Phone, PLaza 3-7253. Ned and Jack Bitner, Publishers; George T. Simon and Barry Ulanov, Editors;



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has a higher readership among national advertisers and agencies than any other publication — as proven by twenty-two independent surveys . . . thus it is obvious why

Advertising Age

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Barbara Hodgkins, Assistant Editor; Gene Roderick, Advertising Manager; Gus Grieff, Assistant Advertising Manager.

Music Dealer

MONTHLY. 26 West 58th St., New York 19, N. Y. Phone, PLaza 3-7253. John C. Stoltzfus, Editor; William J. Dougherty, Exec. Editor; Doron K. Antrim, Editorial Consultant; Eugene A. Roderick, Advertising Manager; Gus O. Creiff, Asst. Advertising Manager; Earl Umpenhour, Production Manager; Fred O. Tangeman, Special Representative; Martin S. Sternberg, Advertising Representative; Ned and John W. Bitner, Publishers.

Musical Advance

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Spencer B. Driggs, Editor-Publisher; Lucille Barber, Business Manager; Clarence E. Le Massena, Feature Writer; William E. Bradell, Concert-Opera Coverage; Charles E. Bayha, Radio Editor. BRANCH OFFICES: in all principal cities throughout the U. S.

Musical America

SIXTEEN TIMES YEARLY. 113 West 57th St., New York 19, N. Y. Phone, Circle 7-0520. John F. Majeski, Publisher; John F. Majeski, Jr., V.P.; Cecil Smith, Editor; Quaintance Eaton, Associate Editor; Maurice B. Swaab, Advertising Manager; Edward I. Davis, Production Manager. BRANCH OFFICES: 306 S. Wabash Avenue, Chicago 4, Ill. Phone, Harrison 7-4544, Paula Zwanc, Manager; 415 Philharmonic Auditorium, Los Angeles, Cal., Dorothy Huttenback, Business Manager.

Musical Courier

TWENTY TIMES YEARLY. 119 West 57th Street, New York 19, N. Y. Phone, Circle 7-4500. Publisher, Musical Periodicals Corp.; Grace Nylen, Pres. & General Manager; Russell Kerr, Editor; William A. Taylor, Radio Editor. BRANCH OFFICES. 220 S. Michigan Ave., Chicago 4, Ill. Rene Devries and Dosha Dowdy, Midwestern representatives; 35-10 Adelaide St., E., Toronto 1, Ont., Canada, Joseph A. Whitmore, Canadian representative; 197 Commonwealth Ave., Boston 16, Mass., Harriette Wolfers, New England Rep.; 701 Ocean Ave., Santa Monica, Calif., C. Sharpless Hickman, West Coast Representative.

Printers' Ink

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MUrray Hill 3-6500. C. B. Larrabee, President & Publisher; Henry W. Marks, Advertising Director; Eldridge Peterson, Editor; Frank LaClave, Managing Editor; Thomas M. Jones, News Editor; Dick Bruner-Victor Dallaire, Radio; J. C. Chasin, Circulation Manager. BRANCH OFFICES. 208 S. LaSalle St., Chicago 4, Ill., Harold E. Green, Assoc. Ed.; Statler Bldg., Boston 16, Mass., E. P. Meade, Mgr.; 6743 Fifth Ave., Los Angeles 43, Cal., Louis F. Thomann, Western Editor; Rhodes-Haverty Bldg., Atlanta 3, Ga., H. F. Cogill; 1175 Woodbury Road, Pasadena 6, Calif., J. W. Conrow.

Proceedings of the I.R.E.

MONTHLY. 1 East 79th St., New York, N. Y. Phone, REgent 7-9600. Dr. Alfred N. Goldsmith, Editor; Clinton B. DeSoto, Technical Editor; George W. Bailey, Executive Secretary; L. G. Cumming, Technical Secretary; William C. Copp, Advertising Manager. BRANCH OFFICE. Advertising Department, 303 West 42nd St., New York 18, N. Y. Phone REgent 7-9600, William C. Copp, Adv. Mgr.

Radio & Appliance Journal

MONTHLY. 1270 - 6th Ave., New York 20, N. Y. Phone, Circle 7-5842. Alex H. Kolbe, Publisher & Business Dir; Nat Boolhack, Editor. BRANCH OFFICE: A. M. Rothenberg Assoc., 2412 W. Seventh St., Los Angeles 5, Calif. Phone, FAirfax 6255. A. M. Rothenberg.

Radio-Electronics

MONTHLY. 25 W. Broadway, New York 7, N. Y. Phone, REctor 2-9690-1-2. Hugo Gernsback, Editor-in-Chief; Fred Shunaman, Managing Editor; M. Harvey Gernsback, Consulting Editor; Robert F. Scott, Technical Editor; Angie Pascale, Production Mgr.; I. Queen, Editorial Associate; Elmer Fuller, Shortwave Editor; C. Aliquo, Circulation Manager; John J. Lamson, Advertising Director; Alfred Stern, Promotion Manager; R. H. Dorf, Associate Editor; William Lyon McLoughlin, Tech. Illus. Dir. BRANCH OFFICES: 308 W. Washington St., Chicago 6, Ill. Phone, Randolph 6-7363. Sidney Gernsback, Mgr.; 2970 West Grand Blvd., Detroit 2, Mich. Phone, TRinity 5-7026, Frank Holstein, Mgr.; 582 Market St., San Francisco 4, Calif. Phone, Garfield 1-2481, Ralph W. Harker, Mgr.

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You're on the verge of a decision, and
a problem. What trade papers to
pick for your station promotion?

It's no problem to kiss off, for
your choice can have a
telling effect on your national
spot income. But where to get
the facts? The answer is simple.
Ask your national representative.

He knows. His salesmen get around.
They learn which trade papers are appreciated, read
and discussed by buyers of broadcast time.
His is an expert opinion.

Don't overlook your national representative.

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Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mercereau, Treasurer and General Manager; Frank Burke, Editor; Marvin Kirsch, Vice-President and Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; Val Adams, Associate Editor; West Coast Offices, 6425 Hollywood Blvd., Phone GLadstone 8436, Al Steen, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonga Road, Phone, Wisconsin 3271; Chicago Bureau, Nat Green, 1417 Ashland Bldg., 155 N. Clark St., Phone, State 2332.

Radio & Television Life

WEEKLY. 6361 Selma Avenue, Hollywood 28, Calif. Phone, Hillside 9275. Carl M. Bigsby, Publisher; Evelyn A. Bigsby, Editor; B. W. Lewis, General Manager; David J. Manning, Advertising Manager; Joan Buchanan, Asst. Editor; Jane Pelgram, Television Editor. ADVERTISING REPRESENTATIVES: 6381 Hollywood Blvd., Los Angeles, Calif. Phone, Hempstead 8171, John A. Nelson; Robert W. Walker Co., 68 Post St., San Francisco 4, Calif. Phone, SUTter 1-5568, Rogers Parratt, Mgr.; E. J. Powers Co., 75 E. Wacker Dr., Chicago 1, Ill. Phone, Central 5142, E. J. Powers, Mgr.

Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Fred R. Sammis, Editorial Director; Doris McFerran, Editor; Evelyn Fiore, Managing Editor; Joan Pollock, Associate Editor. BRANCH OFFICES: 221 N. La Salle St., Chicago, Ill., L. R. Gage; 321 S. Beverly Drive, Beverly Hills, Calif., Lee Andrews.

Radio News

MONTHLY. 185 No. Wabash Ave., Chicago 1, Ill. Phone, Andover 3-5200. Published by Ziff-Davis Publishing Co. Ch. of Bd. & Publisher, William B. Ziff; President, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, Wisconsin 7-0400, V.P., Dir. Eastern Div.,

M. H. Froelich; 9th & Hill St. Bldg., Los Angeles 14, Calif., Phone, TUCKer 9213, Wm. L. Pinney, Western Advt. Manager.

Radio Showmanship

MONTHLY. N.E. corner, 16th & Conlyn Sts., Phila. 41, Pa. Phone, HA 4-9345-54, 9056. Leonard Martin Fox, Publisher; Sol Shulman, Editor.

Radio & Television Retailing

MONTHLY. 480 Lexington Ave., New York 17, N. Y. Phone, PLaza 3-1340. O. H. Caldwell, Editorial Director, M. Clements, Publisher; J. L. Stoutenburgh, Executive Editor. BRANCH OFFICE: 201 N. Wells St., Chicago 6, Ill. Phone, Randolph 9225, R. Y. Fitzpatrick, Western Manager.

Radio and Television Weekly

WEEKLY. 99 Hudson St., New York 13, N. Y. Phone, WALKer 5-2576. Edward H. Davis, Publisher; Cy Kneller, Editor; Sidney E. Davis, Gen. Manager. News representatives located in principal cities throughout the country.

Sales Management

SEMI-MONTHLY, with two special issues, Survey of Buying Power, May 10 and Special Market Data Number, November 10. 386 Fourth Ave., New York 16, N. Y. Phone, LEXington 2-1760. Raymond Bill, Publisher; Philip Salisbury, Editor; A. R. Hahn, Managing Editor; R. E. Smallwood, Advertising Service Manager. BRANCH OFFICES: 333 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr, Mgr.; 15 East de la Guerra, Santa Barbara, Cal., Warwick S. Carpenter, Mgr.

Service Magazine

(Radio-TV-Electronics)

MONTHLY. 52 Vanderbilt Avenue, New York 17, N. Y. Phone, MURray Hill 4-0170. Bryan S. Davis, Pres. and Business Manager; Paul S. Weil, Vice-Pres. and Advertising Director; Lewis Winner, Editorial Director; F. Walen, Secretary and Managing Editor; A. G. Goebel, Circulation Manager. REPRESENTATIVES: Brand & Brand, Los Angeles 14, Cal. Phone, Michigan 1732, Edward I. Brand; Brand & Brand, San Francisco 4, Cal. Phone, SUTter 1-2251, E. I. Brand; James C. Munn, Cleveland 6, Ohio. Phone, Erieview 1726.

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BI-WEEKLY. 40 West 52nd St., New York 17, N. Y. Phone, PLaza 3-6216.

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FIRST AGAIN FOR ADVERTISING MEN!

THE first in its field to report regularly on radio as an advertising medium, TIDE ties onto another 'first' as it becomes the first in its field to report on television, its progress, force, and future, as an advertising medium.

TIDE's Radio-Television section, like all of its departmentalized reports, gives a brief, factual and significant account of all radio-television activity. And *most important of all*, TIDE carries these reports to the key advertising executives in all fields . . . the men who can do something about your advertising promotion.

*For a pre-sold market
for your video promotion
remember*

TIDE

The Newsmagazine of Advertising, Marketing and Public Relations

232 Madison Ave.
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is must reading to anyone
seriously interested . . ."**

*"TELEVISION MAGAZINE is must
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ested in this new industry.*

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tisers, agencies, talent and technicians
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general and specific, affecting their
own operations."*

Allen B. DuMont

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LABORATORIES, INC.



When a publication can be of such service to its readers it becomes a strong publishing force, and a strong publishing force is a powerful sales force.

Whether you have a service or a product to sell, you'll find TELEVISION MAGAZINE, the monthly business magazine of the industry, the most effective advertising medium to reach the men who buy . . .

FIRST IN READERSHIP . . . FIRST IN ADVERTISING . . . FIRST IN EDITORIAL COVERAGE
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musical

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THE DANCE

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Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 6-5616. Walter E. Botthof, Publisher; R. A. Trenkman, Asst. Publisher; C. Laury Botthof, President & Treas.; Albert W. Moss, Executive V.-P.; Elsa Laury Botthof, Secretary. BRANCH OFFICES: 420 Lexington Ave., New York 17, N. Y. Phone, LExington 2-6611, Albert W. Moss, V.-P.; 1709 W. 8th St., Los Angeles 14, Calif. Phone, Fairfax 8576, Don Harway; 68 Post St., San Francisco 4, Calif. Phone, Yukon 6-1069, Roger A. Johnstone.

Tele-Tech

MONTHLY. 480 Lexington Ave., New York 17, N. Y. Phone, PLaza 3-1340. O. H. Caldwell, Editorial Director; M. Clements, Publisher; M. H. Newton, Business Mgr. BRANCH OFFICES: 201 N. Wells St., Chicago 6, Ill. Phone, Randolph 9225, R. Y. Fitzpatrick, Western Manager.

Televiser Monthly

MONTHLY. 1780 Broadway, New York 19, N. Y. Phone, PLaza 7-3721. Irwin A. Shane, Editor & Publisher; Malcolm McGlasson, Mgr. Editor; Robert Harris, Assoc. Editor & Research Editor; Arthur Brodshatzer, Business Mgr.; John Balkin, Circulation Mgr.; Charles A. Tepper, Advertising Mgr. BRANCH OFFICES: 101 McKinley Bldg., 3757 Wilshire Blvd., Los Angeles, Calif., John A. Basset, West Coast Representative.

Television Digest & FM Reports

WEEKLY. 1519 Connecticut Ave., Washington 6, D. C. Phone, Michigan 2020. Martin Codel, Publisher; Earl Abrams, Associate Editor; Albert Weinstein, Associate Editor; Robert Cadel, Director of Service; E. April, Circulation Manager.

Television Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mersereau, Treasurer and General Mgr.; Frank Burke, Editor; Marvin Kirsch, Vice-Pres. and Manager; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; West Coast Offices, 6425 Hollywood Blvd., Phone, Gladstone 8436, Al Steen, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonga Road, Phone, Wisconsin 3271; Chicago Bureau, Nat Green, 1417 Ashland Bldg., 155 N. Clark St., Phone State 2332. Published daily as a feature of Radio Daily, and periodically as a special edition.

Television Magazine

MONTHLY. 600 Madison Ave., New York 28, N. Y. Phone, PLaza 3-3671. Frederick A. Kugel, Editor & Publisher; Jim Owens, Managing Editor; Dr. Thomas Coffin, Director of Research; Norman Markwell, Business Manager; Alma L. Carlson, Circulation Manager.

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WEEKLY. 232 Madison Ave., New York 16, N. Y. Phone, MURray Hill 3-7700. Edwin F. Thayer, President & Publisher; Reginald Clough, Editor; Jacob F. Weintz, Vice-President & Adv. Dir.; Leo P. Haggerty, Secretary-Treasurer; Doris Doland, Mg. Editor; John A. Conway, News Editor. BRANCH OFFICES: 360 No. Michigan Ave., Chicago 1, Ill. Phone, Franklin 2-5764, Elinor Zeigler, Senior Associate Editor; Crosby Vining, National Press Bldg., Washington, D. C. Phone, Executive 4674, Bainbridge Crist, Sr. Assoc. Editor.

Variety

WEEKLY. 154 W. 46th St., New York 19, N. Y. Phone, LUXemburg 2-2700. Sid Silverman, Publisher; Abel Green, Editor. BRANCH OFFICES: 360 N. Michigan Ave., Chicago 1, Ill., Jerry Baxter, Mgr.; 6311 Yucca St., Hollywood 28, Calif., Arthur Ungar, Editor.

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reaching professional and amateur musicians,
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reaching 7500 hand-picked, active music
retailers—old established firms and up-and-
coming new ones—located in every one of
our 48 States and 15 foreign countries.

*give you a 100% music-interested
audience and complete trade-wide
coverage. Send for advertising
ratecards today for a look at
the low cost of this market.*

26 WEST 58TH STREET

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The Rorabaugh Report on Selective (Spot) Radio Advertising

For authentic information on where, when and how national advertisers use broadcasting media for spot sales campaigns.

Show the local dealer the spots *his* supplier uses in other cities and *he* will insist on getting the same cooperation on your station. This basic selling tool adds power to your own sales efforts and those of your station representatives.

Write for the monthly subscription rates for your station — rates are based on power. Please give your wattage.

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The Rorabaugh Report on Television Advertising

Write for rates and details on this new, sales-producing monthly report. A worthy addition to the Rorabaugh family.

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Sales Representatives for N. C. Rorabaugh Co.

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America runs on
BULOVA
TIME

Again, in 1948, more Americans bought—more Americans told time by—BULOVA than any other fine watch in the world.

Again, our principal advertising media were spot radio and spot television. And we know that our great success was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

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

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE



NEW YORK

NETWORKS



NATIONAL



REGIONAL

OPERATION: **KNOWLEDGE**



No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

***It's a test in WLW-land . . .
an "Operation: Knowledge"***

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network

covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.



WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



MARK WOODS
President

American Broadcasting Company

IN large measure, so far as the American Broadcasting Company is concerned, 1948 can be summed up in one word—television.

For within the space of six months during the year ABC inaugurated regular TV service over three owned and operated stations, in New York, Chicago and Detroit; began regular program service to an Eastern and a Midwestern television network; acquired exceptional sites in New York and Hollywood as foci for its television activities on both seaboard; rounded out the basic pattern of its TV programming; set up, within the framework of its AM operations, a comprehensive, hard-hitting television personnel organization; and entered into affiliation agreements with a score of independently operated television outlets in as many of the nation's major markets.

About the time that this sees print, we will also have in operation ABC owned and operated TV stations in Los Angeles and San Francisco, putting our network in an unexcelled position to serve the current TV audience.

We are proud of the strides forward ABC has taken in the television field in such a comparatively short time. We are particularly proud that such progress has been achieved with no diminution of our steadily advancing efforts in the field of AM broadcasting.

During the year we extended and improved our theory of "planned programming"—the presentation in prime listening time of broadcasts calculated to obtain and hold large, continuing audiences thus giving the advertiser the benefit of a cumulative audience interest and response.

Prime example of this theory of programming is our Sunday night schedule, leading off with Drew Pearson, continuing with *Monday Morning Headlines*; *The Greatest Story Ever Told*; *Go for the House*; *Carnegie Hall*; *Stop the Music*; Walter Winchell, Louella Parsons, *Theater Guild on the Air* and Jimmie Fidler. The success of *Stop the Music* in one of the toughest

time segments in radio, has already become industry history.

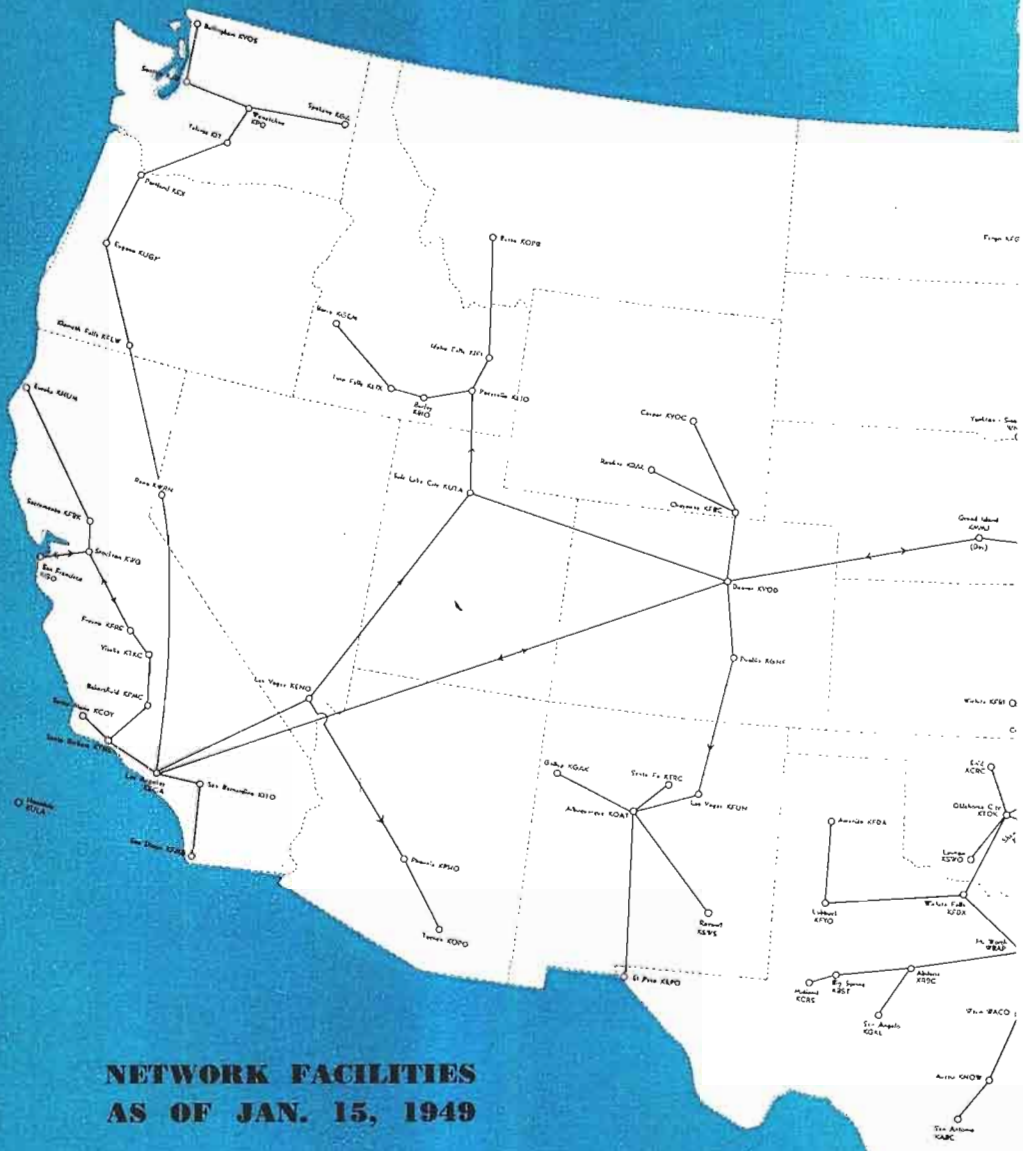
Tuesday night is another exemplification of this theory with such programs as Elmer Davis' news commentaries, Edwin C. Hill's *Human Side of the News*, *Youth Asks the Government*, *America's Town Meeting*, Erwin Canham, the Detroit Symphony Orchestra and the public service programs offered on behalf of both labor and management in equal and "frozen" time segments. Wednesday night on ABC has become established as "must" listening with such attractions as the *Original Amateur Hour*, the Milton Berle show, the Groucho Marx program, the one and only Bing Crosby in his Philco program and the Meredith Willson show.

We have strengthened substantially our Monday and Thursday evening program schedules and our strong daytime lineup has been augmented by such features as Eleanor and Anna Roosevelt, Maggi McNellis and Herb Sheldon, Galen Drake and Kay Kyser's *College of Fun and Knowledge*.

During the Year ABC also achieved substantial improvement in facilities available to its advertisers, concentrated in the nation's top two hundred markets. At the year's close our affiliates totalled 270, carefully selected to give the advertiser the greatest listener coverage rather than mere coverage of territory. Our owned and operated stations and many of our affiliated stations also made their debut into the FM field during the year with a program structure based on our AM program lineup.

The year saw a substantial number of new advertisers using ABC facilities, among them General Motors, the Association of American Railroads, P. Lorillard Co., Kelvinator, Sealtest, Pillsbury Mills and the Chesebrough Manufacturing Company. I feel confident that the progress we have achieved during 1948 will be enhanced in the coming year, despite the continuing tense international situation and its effect on our domestic economy. And while operating costs are steadily rising, particularly with the entrance of ABC into the television field on such a broad front, we feel that our network has no reason to look forward to a new year with anything but an optimistic view toward greater progress.

AMERICAN BROADCAST



CASTING COMPANY



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Broadcasting Company, Inc.

R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number Circle 7-5700)

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District 4
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AMERICAN BROADCASTING CO., INC.

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

NOW, MORE THAN EVER,
YOUR BEST BUY IS
*The large
economy
size!*

**WHAS
MARKET**

(Country with 50% in
100% Daytime BMB coverage)

NOW

689,580

RADIO FAMILIES

**Louisville
Station B Market**

(Country with 30% in
100% Daytime BMB coverage)

NOW

207,630

RADIO FAMILIES

AND COMPARING 1946 TO 1948

WHAS

Up 17.1%

**LOUISVILLE
STATION B**

Down 3%

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

*The only radio station serving and selling
all of the rich Kentuckiana Market*

Victor A. Sholis, Director

J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.





FRANK STANTON
President

Columbia Broadcasting System

PERHAPS the outstanding characteristic of the year ahead will be the way it will look ahead. Only a few months after this is published we will be setting out on the second half of the 20th Century. 1949 will therefore be peculiarly a year of prophecy and predictions of a new half-

tion, as the new century open up.

Quite aside from the influence of the calendar, however, both the continuing upsurge of television, and the expansion of radio programming, will fix our attention on developments ahead for both these great media. 1949 will be, I think, the year in which radio and television will really begin to learn to live together in the homes of America.

At CBS we are carrying into our planning for this exciting future the experience we have had over the last two decades as broadcasters. "Good programming" will, we believe, continue to be the indispensable key to successful operation in radio-television in the future just as it has been in the past. We will be looking for new ideas, new formats and new trends which will give the American listener and viewer such an ever-better programming product.

The CBS Package Program operation has been one means we have adopted of creating and controlling a substantial portion of our programs so that we can build the most effective entertainment and informational sequences. As I write, 21 CBS Package Programs are now serving 18 different sponsors. These CBS-owned shows have been the subject of increasing industry comment because of the place they have made for themselves with the audience, reflected in both Nielsen and Hooper reports, and because of the effective sales performances they have turned in for CBS sponsors.

We are applying the same general programming philosophy as we develop the CBS-TV network. "The show's the thing!" Within the last year we have made rapid strides in TV programming in all the varied fields in which (as in AM-FM) a balanced program schedule requires us to build good features. For example, *Toast of the Town* in enter-

tainment; our TV version of *People's Platform* in public affairs, offering both studio and on-the-street interviews; *Lucky Pup* in children's programs, and many others.

We are producing and selling TV shows, as we have done with AM shows for so many years. We have assembled the staff to create TV shows of interest and distinction, and our sponsor lists are growing with just such programs. We believe the first business of broadcasters—whether in AM, FM or TV—is programs, and we want an increasingly active part in that business.

One area of expansion in programming—both for radio and for television—is that of sports. While we have always provided extensive coverage of leading sporting events throughout the country, our plans for the future contemplate an even greater activity in this area which is attracting the leisure-time interest and participation of more and more Americans and making this another "golden age" of sports. Through our ownership interest in the *Tournament of Champions* we will bring to our audiences leading boxing events; and through our arrangement with Madison Square Garden we will continue to offer many of the great sporting spectacles which occur in the Garden. In the coverage of football games we successfully pioneered in the 1948 season a new technique of simultaneous multi-game coverage, which we anticipate continuing when the 1949 season starts.

There are many other areas of Columbia's operation where productive and promising plans are in progress. One of the most interesting is the new Long-Playing Record which was placed on the market in 1948 by Columbia Records Inc.

Another area of promise for 1949 is that of station operations. This is the year when we will begin our management of KQW in San Francisco as a Columbia-owned station, the second key outlet for CBS on the West Coast, supplementing our great program center at Los Angeles. We will expect to extend our television programs to many additional cities as new facilities in 1949 make possible the further spread of the CBS-TV network—looking to the same, vigorous pattern of CBS expansion in the future as has marked CBS history from the beginning.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1949**

CASTING SYSTEM



WKAQ San Juan

C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 5-2000

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T. P. Maguire... Assistant Sales Service Mgr.
Chicago Office Network Sales,
410 North Michigan Avenue
W. Donald Roberts... Western Manager
Dudley Faust... Assistant Manager
Detroit Office Network Sales
Fisher Building
Joseph Spadea... Manager

Personnel Relations Department

Howard L. Hausman... V.P. Chg. Personnel Relations
Joseph H. Jackson... Personnel Manager
James M. Connors... Manager Salary Division
Robert Kalaidjian... Employment Manager
Dr. Jack Nelson... Director Medical Office

Program Department

Hubbell Robinson, Jr.
Vice President and Director of Programs
William Fineshrber
General Manager of Program Department
Harry Ackerman
Dir. of Network Programs, Hollywood

Robert Heller... Executive Producer
Guy Della Cioppa
Associate Dir. of Network Programs, Hollywood
Lester Gottlieb
Director of Popular Music and Talent Scout
James H. Fassett... Director of Serious Music
Julius Mattfeld... Director Music Library
Lucile Singleton
Dir. of Vocal Auditions and Mgr. of Script and Record Library
Marjorie Morrow... Casting Director
Elwood Hoffman... Script Editor

Public Affairs

Davidson Taylor
Vice President and Director of Public Affairs
Gerald F. Maulsby... Asst. Dir. of Public Affairs
Lyman Bryson... Counselor on Public Affairs
Edward R. Morrow... Counselor on Public Affairs
Werner Michel... Dir. of Production, Public Affairs
Robert Hudson
Director of Education and Opinion Broadcasts
George Crothers
Asst. to the Dir. of Education and Opinion Broadcasts
Helen Sioussat... Director of Talks
Leon Levine... Director of Discussion Broadcasts
Edward Scovill
Dir. of Talks and Special Events, Wash. D. C.
Elinor Inman... Director of Religious Broadcasts
Sam Abelow... Assistant, Documentary Unit
Philip Eisenberg... Producer
Wells Church... Director of News Broadcasts
Theodore F. Koop
Dir. of News and Public Affairs, Washington
Henry Wefing... Asst. Dir. of News Broadcasts
Lee Bland... Director of Special Events
Walter L. Barber... Director of Sports Division
John Derr... Assistant to the Director of Sports

Program Operations Department

I. S. Becker... Director Program Operations
R. R. Ray... Assistant to Director
Will Bratter... Assistant to Director
Martin Leeds... Business Manager, Hollywood
James Fonda
Manager of "Amos 'n' Andy" Property

Network Operations Division

Horace Guillotte... Mgr. of Network Operations

Sound Effects Division

Davidson Vorhes... Mgr. of Sound Effects Division

Traffic Department

Hugh A. Cowham
Commercial Engineer in Charge of Traffic
A. H. Petersen... Traffic Manager
C. J. McCarthy... Assistant Traffic Manager

Press Information

George Crandall... Director of Press Information
Michael J. Foster... Executive Assistant
Michael Boscia... Mgr. of WCBS Press Information
Harry Warner... Manager of Operations
Walter Seigal... Mgr. of Photographic Division
Anne Harding... Manager of Service Division
Dorothy Leffler... Manager of Magazine Division
Harry Feeney... Trade News Editor
Joseph Sage... Photo Editor

Purchasing Department

John E. Forsander... Purchasing Agent

Radio Sales, Radio and TV Stations' Rep.

Carl Burkland... General Sales Manager
H. A. Carlborg... Eastern Sales Manager, New York
George Dunham... Eastern Television Sales Manager
Fred Mahlstedt... Mgr. of Research for Radio Sales
James F. Burke... Supervisor of Program Service
Thomas Ellsworth

Director of Promotion for Radio Sales
Benjamin Margolis... Sales Service Manager
Alice Santti... Manager of Time Clearance
Gordon F. Hayes... Western Sales Manager
H. H. Holtshouser... Southern Sales Manager
Jack L. Brumback... Office Manager, San Francisco
Henry Flynn... Office Manager, Los Angeles
William Ogden... Office Manager, Detroit

Research Department

Oscar Katz... Director of Research
Harper Carraine... Asst. Dir. Research
Edward Reeve... Research Projects Manager
Richard Hess... Supr. Ratings Services Division
Howard Miller... Sup. Mkts. and Records Div.
Tore Hallonquist... Supr. of Program Analysis Div.
Gerhart Wiebe... Supr. Promotion Research Div.

Reference Department

William C. Ackerman
Director of Reference Department
May Dowell... Mgr. Central Information Div.
Stanford Mirkin
Manager of Program Research Division
Agnes Law... Librarian
Dorothy Boyle... Mgr. of Program Statistics Div.
Esther Dobbins... Mgr. of Program Information Div.

Sales Promotion and Advertising Department

Victor M. Ratner
V.P. in Chg. of Sales Promotion & Advertising

Louis Hausman... Dir. Sls. Prom. & Adv.
William Golden... Associate Director
Neal Hathaway... Manager of Program Promotion
Charles Oppenheim

Asst. Manager of Program Promotion
John Fox... Business Manager
John P. Cowden
Dir. of Promotion Service for Columbia-Owned Stations

Station Administration Department

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

Station Relations Department

Herbert V. Akerberg
Vice President in Charge of Station Relations
William A. Schudt, Jr.
Director of Station Relations
Edward E. Hall... Eastern Division Manager
Edwin Buckalew... Western Div. Mgr., Hollywood

Housewives' Protective League Productions

Fletcher Wiley... General Manager
Edward W. Wood... Sales Manager

Television Department

J. L. Van Volkenburg
V.P. and Director of Television Operations
Richard J. Redmond... Asst. to the Vice President
Charles M. Underhill... Director of TV Programs
Jerome Danzig... Associate Dir. of Programs
Worthington C. Miner
Mgr. of Television Program Development
David Sutton... Television Sales Manager
George L. Moskovics
Manager of Television Sales Development
Edmund Chester
Dir. of News, Special Events and Sports
Robert Bendick
Asst. Director of News and Special Events
Lawrence S. Haas... Coordinator of News
Douglas Edwards... News Broadcaster
Eleanor Kilgallen... Casting Director
Merritt H. Coleman... Director of Operations
Jackson Green... Dir. Prod. Actvt.
John DeMott... Production Manager
Robert Wood... Manager of Operations
Arthur E. Duram... Sales Prom. Mgr.
Paul Wittig... Mgr. of Technical Operations

COLUMBIA BROADCASTING SYSTEM

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

WCCO, Minneapolis
WEEI, Boston
WTOP, Washington
FM Stations:
KNX-FM, Los Angeles

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



EDGAR KOBAK
President

Mutual Broadcasting System

IT seems that no matter what other gyrations we go through in broadcasting—ratings, research, coverage, hearings, conventions—we always fetch up against the one all-important fundamental of programming. Nobody has yet figured how to get

around Shakespeare's "the play's the thing" and stay a success in radio.

Some of the more recent evidence of this is contained in surveys of television viewing habits, conducted both by Hooper and Pulse, Inc.

People in television (station owners, producers, engineers) have long gone on the assumption that once a family bought a television set, all its members could have but little time to devote to any other form of entertainment—broadcasting, movies, books or what-have-you. They have gone on the assumption that the "novelty" of this great new medium is a long, long time wearing out.

The survey figures seem to contradict these beliefs. According to Pulse there is considerable falling off in the number of people who have their televisions turned on *regardless of what the program may be*; according to Pulse, this falling off amounts to about 30 per cent. Hooper confirms the falling off but gives the figure as 10 per cent. Some place between the two, will probably be found the actual facts but the point we want to make is that it seems clear that the novelty wears off much more quickly than anyone has allowed for.

The focus even this early in television is shifting to *program quality*.

And if this is true in such a new, dramatic and exciting medium as television, how true it must be in the case of sound broadcasting?

We think the statistical gentleman of radio will support the statement that total listening to radio has remained at about the same level for the past four years; and we don't think there is any doubt that the principal reason for this is the quality of a major portion of programming—which has been static and none too inspiring for a long time.

The fact is that there have been no

really new program ideas in years—that all the so-called "new" things which we serve up, are really old things in a new collar and cuffs. If we were called upon to prove this, we would do it by reminding the reader of what has happened in recent months: no sooner had one station and one network scored a success with a "giveaway," when all other networks and most stations jumped on the bandwagon, demonstrating thereby the dearth of ideas and the eagerness with which everybody pounces on a half-way new idea.

(So far, in fact, did this giveaway fever go, that it got the industry into considerable hot water—and in November as this is written, we are not yet out of it.)

If we may be permitted a short commercial: Mutual has tried, and we think with some success, to develop and put on the air programs having something new and different in the way of a basic idea or a twist on some established format. For example—"Twenty Questions" and "Juvenile Jury" introduced fresh elements into programming; "Newsreel" and "Meet the Press" are new twists on the presentation of news and discussion; our series of documentaries on Atomic Energy introduced popular quiz and audience participation techniques into serious radio. We will continue experimenting—and expect to make still further contributions to better programming.

It could be that one explanation for poor quality and lack of progress in programming may be found in the fact that we have failed to attract top writers into radio and television—the writers whose work is produced on Broadway stages and published between covers and in magazines.

It is clear, we think, that broadcasting has devoted a lot of time to a lot of things, but not enough time to the important things: programming which will appeal to and hold and even increase audiences—programming that will meet the needs of that disturbingly large segment of people so laconically defined by Hooper as "at home but not listening."

In 1949, I think of no better goal for broadcasting than more attention to programming and less emphasis on secondary matters—more focus on programs and less hocus-pocus.

MUTUAL BROADCAST

- KFAR
- KENI
- ALASKA



**NETWORK FACILITIES
AS OF JAN. 15, 1949**

CASTING SYSTEM



MUTUAL

Broadcasting System

Executives and Staff
1440 Broadway, New York 18, N. Y.
Phone, Pennsylvania 6-9600

Executive Personnel

Board of Directors

Lewis Allen Weiss
Don Lee Hollywood, Chairman
Theodore C. Streibert
WOR, New York, Vice-Chairman
E. M. Antrim WGN, Chicago
Willet H. Brown, Don Lee Hollywood
Chesser Campbell WGN, Chicago

J. E. Campeau CKLW, Detroit
H. K. Carpenter WHK, Cleveland
Benedict Gimbel, Jr. WIP, Philadelphia
Edgar Kobak MBS, New York
Thomas O'Neil Yankee Network, Boston
J. R. Poppele WOR, New York
Linus Travers Yankee Network, Boston

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E. M. Antrim Chicago, Secretary
James E. Wallen N. Y., Treas., Cont. & A. Sec.
Phillips Carlin N. Y., V. P. in Ch. of Progs.
Z. C. Barnes N. Y., V. P. in Ch. of Sales
Robert A. Schmid N. Y., V. P. in Ch. of Prog. Sls.
A. A. Schechter
V. P. in Ch. of News, Sp. Events and Pub.
E. P. H. James
N. Y., V. P. in Ch. of Adv., Prom. and Research
A. N. Hult Chicago, V. P. in Ch. of Mid-W. Oper.
E. M. Johnson V. P. in Chg. of Engr'g & Sta. Rel.

Legal Council

Louis C. Caldwell, Keith Masters
Andrew C. Hamilton Kirkland, Fleming, Green
Martin and Ellis, Wash., D. C. and Chicago
Leo Lauterstein and David Brown
Lauterstein & Brown, N. Y.
Elisha Goldfarb MBS Counsel
Esterly Chase Page Wash., Eng. Consultant

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak President

Accounting Department

James E. Wallen Controller
George Ruppel Asst. Controller
Richard Groome Auditor
George Westby Budget Director

Office Management

James E. Wallen Office Manager
Beatrice M. Marschner Personnel Director
Ruth Hendler Purchasing Agent
Margaret Maloney Telephone Supervisor

Engineering Department

E. M. Johnson V. P. in Chg.
Leslie Learned Manager of Engineering Traffic
James Chapman Supervisor of Engineering Traffic
Lewis R. Tower Chief Facilities Engineer

Program Department

Phillips Carlin.....Vice President in Charge
Adolph Opfinger...Assistant to Vice President
Jack Paige.....Manager of Program Operations
B. J. Hauser....Director of Cooperative Programs
Walter Lurie....Dir. of New Prog. Development
Herbert Rice.....Director of Production
Dorothy Ann Kemble....Dir. of Con. Acceptance
Edwin Otis...Supervisor of Commercial Programs
Hal Wagner.....Manager of Operations
Floyd Mack.....Day Supervisor
Idella Grindlay.....Studio Arrangements
John Newhouse.....Night Supervisor
Hugo Seiler.....Night Supervisor
Elsie Dick...Dir. of Edu. Women's and Rel. Activ.
Ada Lusardi.....Program Traffic Manager

News, Special Events and Publicity Departments

A. A. Schechter.....Vice President in Charge
Milton Burgh.....Director of News
Arthur Feldman.....Director of Special Events
John Bosman.....News Editor
Paul Jonas.....Director of Sports
James E. O'Bryon.....Director of Press
Francis X. Zuzulo
 Asst. Dir. of Press, Trade News Editor
Robert Wilson.....Mgr. of Exploitation
Hal Gold.....Press Editor
Maria Caterine.....Photo Editor
John Skinner.....Special Service Editor
Elaine Brown.....Magazine Ed.
Win Goulden.....Feature Ed.

Sales Department

Z. C. Barnes.....Vice President in Charge
Harold Coulter...Assistant to the Vice President
George Benson.....Eastern Sales Manager
Alma Graef.....Manager of Sales Service
T. E. Danley.....Manager of Sales Traffic

Advertising, Sales Promotion and Research Departments

E. P. H. James.....Vice President in Charge

Jesse Thompson.....Director of Promotion
Richard J. Puff.....Director of Research
Paul Benson.....Asst. Dir. of Research
F. Carleton McVarish...Mgr. of Audience Prom.
Winifred Hall.....Production Supervisor

Station Relations

Earl M. Johnson.....Vice President in Charge
Robert Carpenter.....Field Representative
Norman Knight.....Field Representative
James Mahoney.....Field Representative
Roy Danish.....Manager, Station Information
Paul Hancock.....Field Representative

Washington Staff

Hollis Seavey...News & Spec. Evs. Coordinator
William Hillman...Presidential Correspondent
Albert L. Warner.....Chief Correspondent

Chicago Staff

Adolf N. Hult.....V. P. in Ch. of Midwest Oper.
MacKenzie Ward...Midwestern Sales Manager
James Mahoney...Mgr. of Western Div. (Sta. Rel.)
Dorothy Reynolds
 Mgr. of Sales Serv. and Office Mgr.
Myrtle Goulet.....Mgr. of Sales Traffic
Gilbert McClelland.....Dir. of Sales Promotion
George Herro.....Publicity Director

Atlanta Staff





Charles Godwin.....Manager

Philadelphia and Pittsburgh Staff

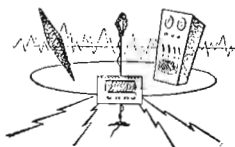
Howard Cann.....Sales Representative




Hollywood Staff

Ned Tollinger.....Program Manager
Harriet Crouse.....Publicity Director

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

TRENDLE-CAMPBELL ENTERPRISES, INC.



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

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Strob Building

Detroit 26, Michigan



NILES TRAMMELL
President

National Broadcasting Company

NEVER before has it been so difficult to predict what a new year will hold for broadcasting. Radio has just completed one of its most prosperous years. Television at the end of 1948 began fulfilling its promise. Television program fare finally began keeping pace with its technical achievements. Radio should prosper again in 1949 and television—with such technical advances as the interconnection of the east and midwest by coaxial cable and the arrival on the air of many more stations—will become a much greater force for selling and entertaining.

But the promise of video has been, and will, for the most part be at the cost of expending some of the profits of radio. Many radio station operators have poured immense sums of money into building their sister television stations with little return. And much more of radio's money must yet be spent for the development of this competing medium. With these elements in mind, the National Broadcasting Company has set a two-fold goal for 1949: (1) To hold the 1948 increase in revenues for sound broadcasting, and to develop new money for television. (2) To improve programming on both radio and television, particularly programs in video which have not kept pace with outstanding technical advances.

Sound broadcasting today enjoys the greatest circulation of any medium. More people are now listening to sound radio than ever before, and sets are in use more hours per day than at any time in radio history. This makes radio too good a buy for advertisers to defect in droves to other media, including television.

So the challenge is to develop new advertising money for video by increasing the total advertising dollar. Radio did this. And television is doing it, too.

Of the twenty-seven commercial programs being seen on the NBC East-coast television network near the end of 1948, twelve were sponsored by clients who were not buying time in radio. The other fifteen shows were being presented by clients who were

spending additional money for these programs. In other words they were not reducing their AM budgets to buy video. This 100% pace certainly will not last but it should be our purpose to keep the new money percentage at the very highest possible level.

As for our other goal, programming, there are some definite new trends in television. The first of these had to do with sports. A year ago, on the three major New York stations then in existence, 53% of the broadcast schedule was devoted to sports. At the end of 1948, on these same three stations, sports accounted for only 27% of the schedule.

Another trend seems to be developing in relation to film programs. While feature films and film shorts are being used even more extensively than they were a year ago, audience acceptance of such films is declining. The reason is rather obvious. In the early days of television, many older films were used as fillers and the audience because of the novelty and lack of competition would watch them.

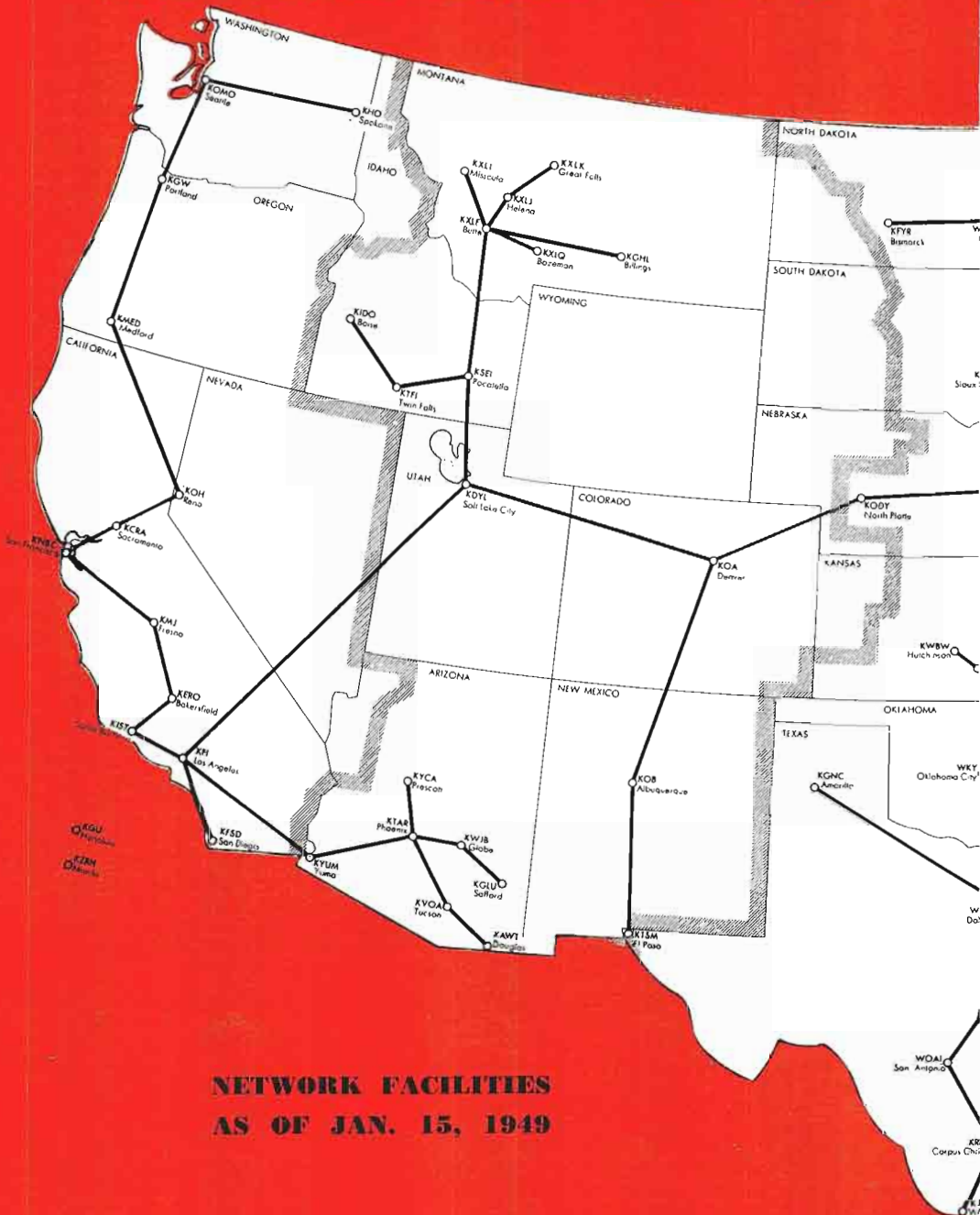
In the fields of drama and variety, television, has perhaps made its greatest program advances. Such programs as the *Texaco Star Theatre*, *Philco Television Playhouse* and the *Kraft Theatre* demonstrate fine production and direction technique and attract large audiences. But in the field of news programs there is much to be done. New and imaginative techniques for the presentation of current events are sorely needed.

In my opinion there are many program formats used in radio which could be exploited for television. The five-times-a-week continued story should be effective and economical on video.

So here is the challenge. Faced with the decline in the novelty of television and with his audience becoming more and more selective, the video programmer must call on his imagination for new techniques and original ideas to please and entertain his public.

And in both radio and television, he must call upon that same imagination to educate and inform. In 1949 public service programs should be a prime concern to both the AM and video broadcaster. For television, the public service type of program hasn't yet been fully explored; for radio, it hasn't yet been fully exploited.

NATIONAL BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1949**

NATIONAL

Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROADCAST NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
Arthur E. Braun
John T. Cahill

Gano Dunn
Frank M. Folsom
George L. Harrison

Harry C. Ingles
Charles B. Jolliffe
Niles Trammell

Edward F. McGrady
Edward J. Nally
David Sarnoff

Officers

David Sarnoff Chairman of the Board
Niles Trammell President
Charles R. Denny Executive Vice President
Ken R. Dyke Administrative Vice President
Harry C. Kopf Administrative Vice President
John H. MacDonald Administrative V. Pres.
Sidney N. Strotz Administrative V. Pres.
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Sydney H. Eiges Vice President
Charles P. Hammond Vice President

O. B. Hanson Vice President
William S. Hedges Vice President
Gustav B. Margraf V. P. & Gen. Attorney
John F. Royal Vice President
Frank M. Russell Vice President
I. E. Showerman Vice President
H. F. McKoon Controller
R. J. Teichner, Treasurer & Assistant Secretary
Lewis MacConnach Secretary
Wayne Mason Assistant Secretary

DEPARTMENTS AND DIVISIONS

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Niles Trammell President
Charles R. Denny Executive Vice President
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Harry C. Kopf, Admin. V. P. in Ch. of Sales & Stas.
John H. MacDonald, Adm. V. P. in Chrg. Finance
Sidney N. Strotz
Adm. V. P. in Chrg. of TV & Wstrn. Div.
Charles P. Hammond, V. P. & Asst. to President
William S. Hedges, V. P. in Ch. of Plan. & Dev.
John Royal Vice President
Henry Ladner, Asst. to Adm. V. P. in Chrg. Finance
Clay Morgan Asst. to the Pres.
Dir. of Spec. Serv. & G. R.
Albert E. Walker Executive Assistant

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James H. Nelson Director
Roy C. Porteous Manager
Allen Hurlburt Art Director
George W. Wallace Net. Sales Pro. Mgr.
Richard Blake Copy Director
William E. Webb Net. Aud. Prom. Mgr.

Budget

John Tiedeman Budget Officer

Continuity Acceptance Department

Stockton Helffrich Manager

Controllers Department

Harry F. McKeon	Controller
Harold M. Kelly	Assistant Controller
Hugh R. McGeachie	Assistant Controller

Engineering Department

O. B. Hanson	Vice President & Chief Engineer
George McElrath	Dir. of Engr. Operations
R. E. Shelby	Dir. of Tele. Engr. Operations
William A. Clarke	Administrative Assistant
E. R. Cullen	Operations Assistant
J. D'Agostino	Liaison Engineer
Raymond F. Guy	Mgr. of Radio & Alloc. Engr.
George M. Nixon	Manager, Engineering Devp.
C. A. Rackey	Mgr. of Audio & Video Engr.
T. H. Phelan	New York Division Engineer
J. Wood, Jr.	Manager of Technical Svcs.

General Service Department

Edward M. Lowell	Director
Walter E. Giebelhouse	Mgr. of Bldg. Main. Div.
Helen Davis	Mgr. of Office Svcs. Div.

Guest Relations Department

Paul Rittenhouse	Manager
William Ervin	Executive Assistant Manager
Jacques Biraben	Asst. Mgr. in Chrg. of Reception
Peter Tintlo	Asst. Mgr. in Chrg. of Tours

Information Department

Horton Heath	Director
Irene Kuhn	Assistant Director
Anita Barnard	Mgr. of Corres. Division

Legal Department

Gustav B. Margraf	V. P. & General Att.
Robert P. Myers	Assistant General Attorney
Thomas E. Irvin	Senior Attorney
Edmund Souhami	Senior Attorney
John P. King	Attorney
Paul B. Lynch	Attorney
Richard H. Graham	Attorney (Hollywood)
Thomas H. Compere	Attorney (Chicago)
Willson J. Hurt	Attorney (Denver)
Cahill, Gordon, Zachry & Reindel	Counsel (New York & Washington)

National Spot Sales Dept.

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

Network Sales Department

George H. Frey	Director
Edward R. Hitz	Assistant Director
Reynold R. Kraft	Assistant Director

News and Special Events and International Relations Department

William F. Brooks	Vice President in Charge
Francis C. McCall	Dir. of News & Spec. Ev.
Adolph J. Schneider	Dir. of TV News & Spec. Ev.
Joseph O. Meyers	Mgr. of Operations
Jeanette Kriendler	Office Manager

International Division

Frederick B. Bate	Assistant to the Vice President
Cal Abraham	Station Liaison & Pub. Rel. Dir.

Personnel Department

Ernest de la Ossa	Director
Theodore Thompson	Manager
Doris Ann	Employment Manager
William M. Roden	Records & Research Mgr.
Donald C. Bogert	Employee Services Mgr.

Press Department

Sydney H. Eiges	Vice President in Charge
Jo Dine	Director
Allan Kalmus	Television Manager
Sam Kaufman	Spec. Services Mgr.
Leo Hershdofer	Feature and Copy Editor
John Slocum	Magazine Editor
James Miller	Column Editor
Leonard Meyers	Music Editor
Sidney Desfor	Photo Editor

Program Department

Thomas McCray	National Program Director
Arch Robb	Asst. Prog. Dir. in Chrg. of Prog. Opr.
Robert K. Adams	Production Manager
Thomas H. Belviso	Manager of the Music Library
Samuel Chotzinoff	General Music Director
Patrick J. Kelly	Manager of Announcers
Allin Robinson	Night Program Manager
Frederick Knopfke	Sound Effects Manager
William Stern	Director of Sports
Richard P. McDonagh	Manager, Script Division
Grace H. Sniffin	Supervisor Business Office

Public Affairs and Education Department

Sterling W. Fisher	Manager
Margaret Cuthbert	Dir. of Public Affairs
Doris Carwith	Dir. of Talks & Religious Bcsts.
Jane T. Wagner	Dir. of Education

Radio Recording Department

Robert W. Friedheim	Director
---------------------	----------

George C. Stevens..... Business Manager
 Charles G. Hicks, Jr..... Recording Sales Manager
 Donald J. Mercer..... Thesaurus & Synd. Sales Mgr.
 H. H. Wood..... Program Director
 Frank McMahon..... Promotion Manager

Research Department

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

Stations Departments

Easton C. Woolley..... Director
 Burton Adams..... Mgr.—Coop. Programs Division

Stations Relations Dept.

Sheldon B. Hickox, Jr..... Manager

Traffic Department

Harry A. Woodman..... Manager

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

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

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

I. E. Showerman..... Vice President in Charge
 Thomas H. Compere..... Attorney
 William Drips..... Director of Agriculture
 Robert Guilbert..... Continuity Acceptance Manager
 Jules Herbuveaux..... Television Manager

Television Department

Carleton D. Smith..... Dir. of Tele. Operations
 Thomas E. Knode..... Adm. Asst. to Dir. TV Ops.
 J. Robert Myers..... Adm. Asst. to Dir. of TV Oper.
 Norman Blackburn..... Nat. Dir.—Tele. Prog.
 Warren Wade..... Production Manager
 Russ Johnston..... Director of Film Division
 Robert Wade..... Mgr. of Prod. Facilities
 R. R. Davis..... TV Operations Supervisor
 Albert Reibling..... Business Manager
 Robert E. Shelby..... Dir. of TV Engr. Operations
 F. A. Wankel..... Asst. Dir. of TV Engr. Operations
 Helen M. Korday..... Personnel Supervisor

Transportation Department

Marie F. Dolan..... Manager

Treasurers Department

Rudolph J. Teichner..... Treasurer
 William A. Williams..... Assistant to Treasurer
 William D. Bloxham..... Purchasing Agent

A. W. Kaney..... Station Relations Manager
 David Lasley..... Promotion Manager
 Howard C. Luttgens..... Division Engineer
 Paul McCluer..... Network Sales Manager
 Oliver Morton..... National Spot Sales Manager
 William B. Ray..... News & Special Events Manager
 Jack Ryan..... Press Manager
 Judith Waller..... Public Affairs Director
 John Whalley..... Business Manager

**Western Division—
Hollywood**

Sunset Blvd. and Vine St. Hollywood 28, Calif.

Tel.—Hollywood 6161

Sidney N. Strotz.....Adm. V. Pres. in Charge
Lewis S. Frost.....Assistant to the Vice President
Frank Berend.....Western Div. Network Sales Mgr.
Harold Bock.....Television Manager
Robert V. Brown.....Western Network Prog. Mgr.
Frank Dellett.....Auditor
Paul Gale.....Traffic Manager
Donald Honrath.....Continuity Acceptance Manager
Robert E. Howard.....Wstrn. Div. Nat. Spot Sales Mgr.
Henry Maas.....Sales and Program Traffic Manager
Helen M. Hall.....Act. Mgr. Wstrn. Net Prom. & Adv.
Jennings Pierce.....Pub. Int. Sta. & Guest Rela. Mgr.
Leslie Raddatz.....Net. Press Mgr.—Wstrn. Div.
Alfred Saxton.....Division Engineer
Roger Sprague.....Net. News Mgr.—Wstrn. Div.

Washington, D. C.

724 14th Street N. W., Washington 5, D. C.

Tel.—Republic 4000

Frank M. Russell.....Vice President in Charge
William R. McAndrew.....Asst. to V. Pres.
R. G. Coldenstroth.....Auditor
Mahlon Glascock.....Director of Sales
Donald Cooper.....Chief Engineer
Walter Royen.....Press Manager
James Seiler.....Personnel & Research Mgr.
George Wheeler.....Director of Programs

**NBC Stations Planning &
Advisory Committee**

Martin B. Campbell.....WFAA, Dallas, Tex.
Harold Essex.....WSJS, Winston-Salem, N. C.
Harry Bannister.....WJW, Detroit
Walter J. Damm.....WTMJ, Milwaukee
Ed Yocum.....KCHL, Billings, Mont.
Harold C. Burke.....WBAL, Baltimore
John M. Outler, Jr.....WSB, Atlanta
Claire R. McCullough.....WGAL, Lancaster, Pa.
Wiley P. Harris.....WJDX, Jackson, Miss.
Ewing C. Kelly.....KCRA, Sacramento, Calif.

**FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 961**



KEYSTONE



Broadcasting System, Inc.

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, PLaza 7-1460

Officers & Directors

Exec. Vice-President Naylor Rogers
Vice-President Arthur Wolf
Vice-President Joseph Bayer
Secretary-Treasurer Sidney J. Wolf
Assistant Secretary..... William Bayer

Offices

New York

580 Fifth Avenue
Phone, PLaza 7-1460

Pres. & General Manager. Michael M. Sillerman
Office Manager..... Eve Bannier
Research Director..... James A. Yergin
Account Executive Noel A. Rhys

Chicago

134 North La Salle St., Chicago 2, Ill.
Phone, State 2-4590

Secretary-Treasurer..... Sidney J. Wolf
Director of Station Relations..... E. R. Rogers

Accountant & Office Manager

Elizabeth M. Mueller

Western Sales Manager..... Naylor Rogers

Hollywood

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone, Hollywood 5338

Program Director Elaine N. Gonda

Cleveland

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050

Mid-Western Sales..... Lucis M. Bloch, Jr.

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 375 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length.

REGIONAL NETWORKS

Alabama State Group

Bankhead-Long Building, Jasper, Ala.

Phone: 100-200

PERSONNEL

Director of Operations.....James E. Reese

STATIONS

ALABAMA: WOOB, Anniston; WEBJ, Brewton; WKUL, Cullman; WDIG, Dothan; WXAL, Demopolis; WMFT, Florence; WGAD, Gadsden; WWWB, Jaseph; WMCY, Montgomery; WJHO, Opelika; WKAB, Mobile; WTBF, Troy; WTBC, Tuscaloosa.

NATIONAL REPRESENTATIVE

Harry A. Friedenberg

The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

PERSONNEL

President.....(Open)

Vice-Presidents.....R. M. Fitkin,

J. E. Jaeger, C. J. Fern, E. Crane

Sales Manager.....L. R. Turner

STATIONS

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

Alaska Broadcasting System

CBS

830 Securities Bldg., Seattle 1, Wash.

Phone: Seneca 6333

PERSONNEL

General Manager.....William J. Wagner

Secretary & Treasurer.....I. F. Wagner

Washington Attorney.....Philip M. Baker

Seattle Manager.....Ernest Spink

Attorney.....Warren Cuddy

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska.

Kenneth Laughlin, Station Mgr.; Station KTKN,

Ketchikan, Alaska, James Fletcher, Station

Mgr.; Station KINY, Juneau, Alaska, John

Ashbaugh, Station Mgr.; Station KFRB, Box

950, Fairbanks, Alaska, Claude Ratliff, Jr.,

Station Mgr.; Station KIBH, Box 250, Seward,

Alaska, Bruce Cruikshank, Station Mgr.

STATIONS

KFQD, Anchorage, Alaska; KTKN, Ketchi-

kan, Alaska; KINY, Juneau, Alaska; KFRB,

Fairbanks, Alaska; KIBH, Seward, Alaska;

KOQL, Anchorage, Alaska.

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

Manager.....Richard O. Lewis

Commercial Manager.....Bill Harvey

Promotion Manager.....Fred Gerletti

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,

Yuma; KGLU, Safford; KWJB, Globe-Miami;

KYCA, Prescott; KAWT, Douglas-Bisbee.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.

The Arizona Network

Radio Station KOY

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson

Program Manager.....John R. Williams

Commercial Manager.....John L. Hogg

KTUC Manager.....Lee Little

KSUN Owner.....Carlton W. Morris

STATIONS

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

NATIONAL REPRESENTATIVE

John Blair & Company

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Phone: ME1rose 2873

PERSONNEL

General Manager.....W. C. Bridges

Director of Operations.....H. E. Westmoreland

Dir. of News & Sp. Events.....Earl Henton

Director of Engineering.....Charles B. Persons

Promotion Manager.....L. G. Anderson

WMFG Resident Manager.....Oscar Peterson

WHLB Resident Manager.....Arthur Nelson

WEAU Resident Manager.....Harry Hyett

WJMC Resident Manager.....Greg Rouleau

WISC Resident Manager.....Ralph O'Connor

WEBC.....Arrowhead Network Personnel

STATIONS

WMFG, Hibbing, Minn.; WHLB, Virginia,

Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice

Lake, Wis.; WISC, Madison, Wis.; WEBC,

Duluth, Minn.; WEBC-FM, Duluth, Minn.;

WEAU-FM, Eau Claire, Wis.; WJMC-FM, Rice

Lake, Wis.; WISC-FM, Madison, Wis.

Regional Networks

Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.
Phone: HARTford 2-0237

PERSONNEL

President.....C. Glover DeLaney

STATIONS

WNAB, Bridgeport; WATR, Waterbury;
WNLC, New London; WNHC, New Haven;
WTHT, Hartford; WSTC, Stamford; WTOR,
Torrington.

★

Dixie Network

410 Main St., Houston 2, Tex.
Phone: P-3108

PERSONNEL

President.....Socs Vratls
Vice-President.....Robert Bush
Secretary-Treasurer.....King H. Robinson
Director.....E. C. Davis
Director.....Arthur Kay
General Manager.....Phil Dusenbury

STATIONS

KATL, Houston, Texas; KOGT, Orange,
Texas; KRIC, Beaumont, Texas; KRFL, Bay-
town, Texas; KOLE, Port Arthur, Texas.

★

Don Lee Broadcasting System

1313 N. Vine St., Hollywood, Calif.
Phone: HUDson 2-2133

PERSONNEL

President & Gen. Mgr.....Lewis Allen Weiss
Exec. Vice-President.....Willet H. Brown
Secretary-Treasurer.....A. M. Quinn
Dir. of Station Relations.....Patrick Campbell
General Sales Manager.....Ward Ingram
Asst. Gen. Sales Manager..Henry Gerstenkorn
Program Director.....Charles Bulotti, Jr.
Continuity Acceptance Dir. William Williams
News & Special Features Dir. Les Mawhinney
Chief Supervisor.....Tony La Frano
Public Relations Director.....Mark Finley
Publicity Director.....James Patsons, Jr.
Program Promotion Dir.....Robert Stock

STATIONS

CALIFORNIA: KHJ, Los Angeles; KFRC, San
Francisco; KAFY, Bakersfield; KHSL, Chico;
KXO, El Centro; KIEM, Eureka; KYNO, Fresno;
KMYC, Marysville; KYOS, Merced; KPRL, Paso
Robles; KVCV, Redding; KXOA, Sacramento;
KSBW, Salinas; KFXM, San Bernardino; KGB,
San Diego; KVEC, San Luis Obispo; KVOE,
Santa Ana; KDB, Santa Barbara; KXOB,
Stockton; KCOK, Tulare.

OREGON: KALE, Portland; KWIL, Albany;
KAST, Astoria; KBND, Bend; KOOS, Coos Bay;
KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath
Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spo-
kane; KXRO, Aberdeen; KPUG, Bellingham;
KELA, Centralia; KRKO, Everett; KWLK, Long-
view; KGY, Olympia; KUJ, Walla Walla;
KWNW, Wenatchee; KYAK, Yakima.

IDAHO: KVNI, Coeur d'Alene; KRLC, Lewis-
ton; KWAL, Wallace.

NEVADA: KATO, Reno.

ARIZONA: KOOL, Phoenix; KCNA, Tucson;
KCKY, Coolidge; KNOE, Nogales.

HAWAII: KHON, Honolulu; KIPA, Hilo;

KTOH, Lihue; KMVI, Wailuku.

ALASKA: KENI, Anchorage; KFAR, Fair-
banks.

NATIONAL REPRESENTATIVES

John Blair & Co.

★

Georgia Association of Local Stations

P. O. Box 403, Decatur, Ga.
Phone: CRescent 7066

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WLBB,
Carrollton; WBHF, Cartersville; WGAA, Cedar-
town; WMJM, Cordele; WMOC, Covington;
WBLJ, Dalton; WDWD, Dawson; WMLT, Dub-
lin; WBHB, Fitzgerald; WDUN, Gainesville;
WKEU, Griffin; WFOM, Marietta; WIBB,
Macon; WMVG, Milledgeville; WMGA, Moul-
trie; WROM, Rome; WFRP, Savannah; WWNS,
Statesboro; WSTF, Thomaston; WKTG, Thom-
asville; WWGS, Tifton; WLET, Toccoa; WRQN,
Vidalia; WAYX, Waycross; WRLD, West
Point; *WGLS, Atlanta-Decatur.

* Key Station.

★

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

General Manager (WAGA)...James E. Bailey
General Manager (WTOC)...W. T. Knight
General Manager (WMAZ)...Wilton E. Cobb

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOC,
Savannah.

REPRESENTATIVE

The Katz Agency

★

Georgia Quartet

c/o George P. Hollingbery Co.

307 N. Michigan Ave., Chicago, Ill.

Phone: ANdover 3-2636

BRANCH OFFICES

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

STATIONS

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

Regional Networks

Great Northern Broadcasting System, Inc.

814 National Bldg., Minneapolis, Minn.
Phone: GENEVA 9631

PERSONNEL

President.....A. A. Fahy
Vice-President.....John B. Cooley
Treasurer.....E. E. Krebsbach
Secretary.....M. M. Marget
Assistant Treasurer.....A. A. Fahy
Assistant Secretary.....W. S. Russell

BRANCH OFFICES

117½ S. Main St., Aberdeen, S. Dak., A. A. Fahy, President and General Manager.

STATIONS

WLOL, Minneapolis, Minn.; KMHL, Marshall, Minn.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. Dak.; KLPM, Minot, N. Dak.; KGCU, Mandan, N. Dak.; KABR, Aberdeen, S. Dak.; KDHL, Fairbault, Minn.; KWLM, Wilmar, Minn.; KVOX, Moorhead, Minn.; KDLR, Devils Lake, N. Dak.; KGCX, Sidney, Mont.; KOVC, Valley City, N. Dak.

★

Great West Network

317 North Broadway, Box 1388, Albuquerque, N. M.

Phone: 3-1744

PERSONNEL

General Manager.....William T. Kemp
Sales Manager.....Paul Kehle
Program Director.....Ralph Henry
Chief Engineer.....John Morrison
Assistant Manager.....Minnie K. Jones
Dir. Spanish Language Pro...Raquel Marzuez
Dir. Womens Programs.....Betty Kehle

BRANCH OFFICE

Artesia, New Mexico, Burney Jones, Mgr.

★

The Intermountain Network

248 S. Main St., Salt Lake City 1, Utah

Phone: 4-3561, 4-1843

PERSONNEL

President.....George C. Hatch
Executive Vice-President.....Alvin G. Pack
Vice-Pres. in charge of Sales...Lynn L. Meyer
Program Director.....Craig Rogers
Dir. Engineering.....W. D'Orr Cozzens
Studio Control Sup.....Nephi Sorenson
Transmitters Sup.....Cloyde Anderton
Maintenance Engineer.....Rex L. Vance
Production Directors.....Vern Bruggeman,
John Woolf, Jon Duffy, Nelson Hall,
William Post
Music Director.....Earl Donaldson
Sports Director.....Mal Wyman
News Director.....Jack Goodman
Promotion Director.....Mrs. Alma L. Clark
Continuity Director.....Nat Berlin

STATIONS

UTAH: KALL (Key Station), Salt Lake City; KLO, Ogden; KOVO, Provo; KOAL, Price; KVNU, Logan; K SVC, Richfield.

IDAHO: KEYY, Pocatello; KVMV, Twin Falls; KFXD, Boise-Nampa; KFXD-FM, Boise-Nampa and KID, Idaho Falls.

WYOMING: KVRs, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan; KOWB, Laramie.

MONTANA: KMON, Great Falls; KBMY, Billings; KRIF, Miles City; *Butte.

NEVADA: KRAM, Los Vegas.

*Under Construction.

REPRESENTATIVE

Lewis H. Avery, Inc.

★

Iowa Tall Corn Network

407 5th Ave., Des Moines 9, Iowa

Phone: 2-0225

PERSONNEL

General Manager.....George W. Webber
President.....Edward Breen
V-P in Chg. of Sta. Relations...Morgan Sexton
V-P in Chg. of Pro.....Ben Sanders
V-P in Chg. of Eng'ing.....Ken Gordon
Secretary.....George Volger

STATIONS

KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KCRL, Cedar Rapids; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KAYX, Waterloo; KSTT, Davenport; KICM, Mason City.

★

Lone Star Chain, Inc.

315 Construction Bldg., Dallas 1, Tex.

Phone: RIVERSIDE 5663

PERSONNEL

President.....Harold V. Hough
Vice-President.....Fred J. Nahas
Secretary & Treasurer.....O. L. Taylor
Manager.....Clyde B. Melville

STATIONS

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

★

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Sales Director.....Rudolph O. Marcoux

BRANCH OFFICES

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

Regional Networks

The Michigan FM Network

Hutzel Bldg., Ann Arbor, Mich.

PERSONNEL

Executive Edward F. Baughn

STATIONS

WELL-FM, Battle Creek; WHFB-FM, Benton Harbor; WMUS-FM, Muskegon; WGRD, Grand Rapids; WMLN-FM, Mt. Clemens; WAJL-FM, Flint; WOAP-FM, Owosso; WFFW, Wyandotte; WTHH-FM, Port Huron; WKNX, Saginaw; WBCK, Battle Creek; WLS, Lansing.

★

Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.

Phone: CHerry 8321

PERSONNEL

General Manager..... James G. Riddell
Sales Manager..... H. S. Christian
Dir. Adv. & Sales Prom... William J. Hendricks

STATIONS

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

★

New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 2-3181

PERSONNEL

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

STATIONS

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

REPRESENTATIVE

Weed & Company

★

Northern Broadcasting Co., Ltd.

25 King St. W., Toronto, Ont., Canada

Phone: Adelaide 8895

PERSONNEL

President..... Roy H. Thomson
General Manager..... Jack M. Davidson
Secretary-Treasurer..... S. F. Chapman

BRANCH OFFICE

Medical Arts Bldg., Montreal, Quebec

Manager..... R. A. Leslie

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.

Northwest Network

3415 University Ave., St. Paul W4, Minn.

3415 University Ave., S.E., Minneapolis, Minn.

Phone: PRior 2717

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

The Oklahoma Network

2004 Apco Tower, Oklahoma City 2, Okla.

Phone 3-8352

PERSONNEL

Managing Director..... Robert D. Enoch

STATIONS

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

NATIONAL REPRESENTATIVE

Taylor-Boroff & Co.

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.

Phone: Locust 7-7700

PERSONNEL

General Manager..... Dr. Leon Levy
Asst. Manager..... J. L. Tinney
Technical Director..... George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAL, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

Quaker Network

WFIL, Widener Bldg., Philadelphia 7, Pa.

Phone: Rittenhouse 6-6900

PERSONNEL

General Manager..... Roger W. Clipp
Sales Manager..... John E. Surrick

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster;

Regional Networks

WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

★

Radio Network of Arizona

Station KOOL, Adams Hotel, Phoenix, Ariz.

Phone: 2-1748

PERSONNEL

General Manager..... Charles H. Garland
Commercial Manager..... Miles Reed

STATIONS

KCNA, Tucson; KCKY, Coolidge; KNOG, Nogales; KOOL, Phoenix.

★

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737, 9-4322

PERSONNEL

General Manager..... Frank C. Casman
Sales Manager..... Allan Thomas
KUTA, Salt Lake, Utah; KVOG, Ogden, Utah; KCSU, Provo, Utah; KIFI,* Idaho Falls, Idaho; KEIO,* Pocatello, Idaho; KBIO, Burley, Idaho; KLIX,* Twin Falls, Idaho; KGEM,* Boise, Idaho; KOPR, Butte, Mon.

* Comprise a Network within a Network—sold as a group nationally and regionally as "The Gem State Network."

★

Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.

Phone: 3341

PERSONNEL

General Manager..... R. B. Gervan
Chief Eng. & Adm. Ass't..... D. K. deNuef
Sales Manager..... H. S. Brown
Promotion Dir. and Pub. Rel..... Lou Frankel
Program Director..... R. B. Child

BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Miller McClintock, Senior Consultant.

STATIONS

* WVFC, Ithaca, N. Y.; *WFNF, Wethersfield, N. Y.; *WVBT, Bristol Center, N. Y.; *WVCN, DeRuyler, N. Y.; *WVCV, Cherry Valley, N. Y.; *WVBN, Turin, N. Y.; **WSLB-FM, Ogdensburg, N. Y.; **WGHF, New York, N. Y.; **WHFA (WFHA), Hartford, Conn.; **WACE-FM, Springfield, Mass.

* Owned and operated by RRN.

** Affiliated stations.

★

Steinman Stations

8 W. King St., Lancaster, Pa.

Phone 5251

PERSONNEL

Mgr. Dir..... Clair R. McCollough
Sales Manager..... J. Robert Gulick
Program Manager..... J. Gorman Walsh

Promotion Manager..... Paul C. Rodenhauser
Technical Director..... J. E. Mathiol

STATIONS

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

NATIONAL REPRESENTATIVE

Radio Advertising Company

★

Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.

Phone: 2-7111

PERSONNEL

Business Manager (WROL)..... C. H. Frazier

STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)

Burn-Smith Co. (New York-Chicago)

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (KTBS)..... C. K. Beaver
Manager (WFAA)..... Martin Campbell
Manager (WOAI)..... Hugh A. L. Half
Manager (KPRC)..... Jack Harris
Manager (KGNC)..... Aubrey Jackson
Manager (KRIS)..... T. Frank Smith
Manager (KRGV)..... Byron W. Ogle

STATIONS

KTBS, Shreveport, La.; WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco.

NATIONAL REPRESENTATIVES

KRIS—Free and Peters, Inc.

WFAA, KPRC, KTBS, WOAI—Edward

Petry and Co., Inc.

KGNC, KRGV—Taylor-Borloff

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network, Inc.

1201 West Lancaster Ave., Fort Worth 1, Texas

Phone 3-3473

PERSONNEL

President..... Gene L. Cagle
Vice-President..... Charles B. Jordan
Secretary-Treasurer..... D. C. Hornburg
Sales & Pro. Mgr..... Clyde D. Pemberton
Traffic Manager..... Forrest W. Clough
Program Director..... Wally Blanton
Chief Engineer..... James T. Peterson

STATIONS

KFIZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland;

Regional Networks

KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGV, Greenville; KMHT, Marshall.

NATIONAL REPRESENTATIVE

Weed & Co.
(See Page 627)

★

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, North Carolina
Phone 8885-6

PERSONNEL

President.....Louis N. Howard, WHIT
Vice-President.....Victor W. Dawson, WFNC
Secy and Treas.....Fred Fletcher, WRAL
Gen. Sales Manager.....R. K. Scott

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTC, Greenville, N. C.; WHIT, New Bern, N. C.; WINC, Jacksonville, N. C.; WTK, Durham, N. C.; WGNI, Wilmington, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

The Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 90

PERSONNEL

President.....William F. Huffman
Secretary.....George T. Frechette
Sales Manager.....J. E. Van Ness

STATIONS

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

★

The Wolverine Network

740 Keeler Building, Grand Rapids 2, Mich.
Phone: Glendale 4-5062

PERSONNEL

President & Gen. Mgr.....Roy C. Kelley
Vice-President.....George S. Norcross
Bus. Mgr., Asst. Sec. Treas.....J. S. Foster

STATIONS

MICHIGAN: WFUR, Grand Rapids; WKBZ, Muskegon; WKLA, Ludington, etc.; WATT, Cadillac; WTCM, Traverse City; WATZ, Alpena; WMBN, Petoskey; WDBC, Escanaba; WDMJ, Marquette; WMAM, Menominee-Marquette; WJMS, Ironwood; WIKB, Iron Mountain; WHDF, Calumet; WJPD, Ishpeming; WELL, Battle Creek; WKNX, Saginaw; WWOK, Flint; WJKB, Detroit; WILS, Lansing; WIBM, Jackson; WHLS, Port Huron. WAIT, Chicago, Ill.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

PERSONNEL

Chairman of Board.....John Shepard 3rd
President.....William O'Neil
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NATIONAL REPRESENTATIVE

The Walker Company

STATIONS

Alphabetical Listing

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

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*Stations Alphabetically
Listed by States—Cities*

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Personnel

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Other Detailed Information



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KGRH	Fayetteville, Ark.	321
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KGVL	Greenville, Tex.	640
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KLX	Oakland, Calif.	338
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KSTA	Coleman, Tex.	632
KSTB	Breckenridge, Tex.	631
KSTL	St. Louis, Mo.	488
KSTP	St. Paul-Minneapolis, Minn.	475
KSTT	Davenport, Ia.	415
KSTV	Stephenville, Tex.	650
KSUB	Cedar City, Utah	653
KSUE	Susonville, Calif.	348
KSUN	Bisbee, Ariz.	317
KSVC	Richfield, Utah	654
KSVP	Artesia, N. Mex.	505
KSWA	Graham, Tex.	640
KSWI	Council Bluffs, Io.	414
KSWM	Joplin, Mo.	484
KSWO	Lawton, Okla.	573
KSWS	Roswell, N. Mex.	507
KSYC	Yreka, Calif.	350
KSYL	Alexandria, La.	435
KTAE	Taylor, Tex.	650
KTAN	Sherman, Tex.	649
KTAR	Phoenix, Ariz.	319
KTAT	Frederick, Okla.	572
KTBB	Tyler, Tex.	651
KTBC	Austin, Tex.	629
KTBI	Tacoma, Wash.	669
KTBS	Shreveport, La.	440
KTEM	Temple, Tex.	650
KTFI	Twin Falls, Ida.	394
KTFS	Texarkana, Tex.	651
KTHS	Hot Springs, Ark.	323

Call Letters	City—State	See Page
KTHT	Houston, Tex.	641
KTIL	Tillamook, Ore.	582
KTIM	San Rafael, Calif.	346
KTIP	Porterville, Calif.	339
KTJS	Hobart, Okla.	572
KTEC	Visalia, Calif.	349
KTKN	Ketchikan, Alaska	688
KTKR	Taft, Calif.	348
KTLN	Denver, Colo.	352
KTLM	Texas City, Tex.	651
KTMC	McAlester, Okla.	573
KTMS	Santa Barbara, Calif.	346
KTNM	Tucumcari, N. Mex.	507
KTOH	Lihue, Kauai, T. H.	689
KTOK	Oklahoma City, Okla.	574
KTOP	Topeka, Kans.	426
KTOW	Oklahoma City, Okla.	574
KTRB	Modesto, Calif.	335
KTRC	Santa Fe, N. Mex.	507
KTRE	Lutkin, Tex.	644
KTRF	Thief River Falls, Minn.	475
KTRH	Houston, Tex.	641
KTRI	Sioux City, Ia.	419
KTRM	Beaumont, Tex.	631
KTRN	Wichita Falls, Tex.	653
KTRY	Bastrop, La.	435
KTSA	San Antonio, Tex.	649
KTSM	El Paso, Tex.	637
KTSW	Emporia, Kans.	423
KTRR	Rolla, Mo.	487
KTTS	Springfield, Mo.	489
KTUC	Tucson, Ariz.	320
KTUL	Tulsa, Okla.	576
KTW	Seattle, Wash.	668
KTXJ	Jasper, Tex.	642
KTXL	San Angelo, Tex.	640
KTXN	Austin, Tex.	629
KTYL	Mesa, Ariz.	318
KUBA	Yuba City, Calif.	350
KUBC	Montrose, Calif.	354
KUCB	Blythe, Calif.	328
KUGN	Eugene, Ore.	578
KUIN	Grants Pass, Ore.	579
KUJ	Walla Walla, Wash.	670
KULA	Honolulu, T. H.	689
KULP	El Campo, Tex.	636
KUOA	Siloam Springs, Ark.	325
KURV	Edinburg, Tex.	636
KUSN	San Diego, Calif.	342
KUTA	Salt Lake City, Utah.	656
KVAI	Amarillo, Tex.	628
KVAK	Atchinson, Kans.	423
KVAL	Brownsville, Tex.	632
KVAN	Vancouver, Wash.	669
KVCV	Redding, Calif.	340
KVEC	San Luis Obispo, Calif.	345
KVEN	Ventura, Calif.	349
KVER	Albuquerque, N. Mex.	505
KVET	Austin, Tex.	629
KVFD	Ft. Dodge, Ia.	417
KVGB	Great Bend, Kans.	424
KVI	Tacoma-Seattle, Wash.	669
KVIC	Victoria, Tex.	652
KVKM	Monahans, Tex.	645
KVLC	Little Rock, Ark.	324

Call Letters	City—State	See Page
KVLF	Alpine, Tex.	628
KVLH	Pauls Valley, Okla.	575
KVMA	Magnolia, Ark.	324
KVMV	Twin Falls, Ida.	394
KVNI	Coeur d'Alene, Ida.	392
KVNJ	Fargo, N. Dak.	557
KVNU	Logan, Utah	653
KVOA	Tucson, Ariz.	320
KVOB	Alexandria, La.	435
KVOC	Casper, Wyo.	684
KVOD	Denver, Colo.	352
KVOE	Santa Ana, Calif.	346
KVOG	Ogden, Utah	654
KVOL	Lafayette, La.	437
KVON	Napa, Calif.	335
KVOO	Tulsa, Okla.	576
KVOP	Plainview, Tex.	647
KVOR	Colorado Springs, Colo.	351
KVOS	Bellingham, Wash.	665
KVOU	Uvalde, Tex.	651
KVOW	Littlefield, Tex.	643
KVOX	Moorhead, Minn.	474
KVRC	Arkadelphia, Ark.	321
KVRH	Salida, Colo.	355
KVRS	Rock Springs, Wyo.	685
KVSF	Santa Fe, N. Mex.	507
KVSM	San Mateo, Calif.	346
KVSO	Ardmore, Okla.	571
KVVC	Ventura, Calif.	349
KVWC	Vernon, Tex.	651
KWAD	Wadena, Minn.	475
KWAK	Stuttgart, Ark.	325
KWAL	Wallace, Ida.	394
KWAT	Watertown, S. Dak.	817
KWBC	Ft. Worth, Tex.	637
KWBM	Williston, N. Dak.	559
KWBR	Oakland, Calif.	338
KWBU	Corpus Christi, Tex.	633
KWBW	Hutchinson, Kans.	424
KWCJ	Natchitoches, La.	438
KWCO	Chickasha, Okla.	571
KWDM	Des Moines, Ia.	416
KWED	Sequin, Tex.	649
KWEI	Weiser, Ida.	391
KWEM	West Memphis, Ark.	325
KWEW	Hohbs, N. Mex.	506
KWFC	Hot Springs, Ark.	323
KWFT	Wichita Falls, Tex.	653
KWG	Stockton, Calif.	348
KWGB	Goodland, Kans.	424
KWHI	Brenham, Tex.	631
KWHK	Hutchinson, Kans.	424
KWHN	Ft. Smith, Ark.	322
KWHW	Altus, Okla.	571
KWIK	Burbank, Calif.	328
KWIL	Albany, Ore.	577
KWIN	Ashland, Ore.	577
KWJB	Globe, Ariz.	318
KWJJ	Portland, Ore.	581
KWK	St. Louis, Mo.	488
KWKC	Abilene, Tex.	626
KWKH	Shreveport, La.	440
KWKW	Pasadena, Calif.	339
KWLK	Longview, Wash.	665
KWLM	Willmar, Minn.	476

Call Letters	City—State	See Page
KWNO	Winona, Minn.	476
KWNW	Wenatchee, Wash.	670
KWOA	Worthington, Minn.	476
KWOC	Poplar Bluff, Mo.	487
KWON	Bartlesville, Okla.	571
KWOR	World, Wyo.	686
KWOS	Jefferson City, Mo.	484
KWPC	Muscataine, Ia.	419
KWPM	West Plains, Mo.	490
KWRC	Pendleton, Ore.	580
KWRL	Riverton, Wyo.	685
KWRN	Reno, Nev.	498
KWRO	Coquille, Ore.	577
KWRZ	Flagstaff, Ariz.	318
KWSD	Mt. Shasta, Calif.	335
KWSL	Lake Charles, La.	437
KWTC	Barstow, Calif.	327
KWTO	Springfield, Mo.	489
KWTX	Waco, Tex.	652
KWWB	Walla Walla, Wash.	670
KWWL	Waterloo, Ia.	421
KWYO	Sheridan, Wyo.	686
KXA	Seattle, Wash.	668
KXAR	Hope, Ark.	323
KXEL	Waterloo, Ia.	421
KXEO	Mexico, Mo.	487
KXGI	Fort Madison, Ia.	417
KXGN	Glendive, Mont.	491
KXIC	Iowa City, Ia.	418
KXIT	Dalhart, Tex.	633
KXL	Portland, Ore.	581
KXLA	Pasadena, Calif.	339
KXLE	Ellensburg, Wash.	665
KXLF	Butte, Mont.	491
KXLJ	Helena, Mont.	492
KXLK	Great Falls, Mont.	491
KXLL	Missoula, Mont.	493
KXLO	Lewistown, Mont.	492
KXLO	Bozeman, Mont.	490
KXLR	N. Little Rock, Ark.	324
KXLW	St. Louis, Mo.	488
KXLY	Spokane, Wash.	669
KXO	El Centro, Calif.	329
KXOA	Sacramento, Calif.	341
KXOB	Stockton, Calif.	348
KXOK	St. Louis, Mo.	488
KXOL	Ft. Worth, Tex.	639
KXOX	Sweetwater, Tex.	650
KXRJ	Russellville, Ark.	325
KXRN	Renton, Wash.	667
KXRO	Aberdeen, Wash.	664
KXRX	San Jose, Calif.	345
KXXL	Reno, Nev.	498
KXXX	Colby, Kans.	423
KXYZ	Houston, Tex.	642
KYA	San Francisco, Calif.	344
KYAK	Yakima, Wash.	671
KYCA	Prescott, Ariz.	319
KYJC	Medford, Ore.	579
KYNO	Fresno, Calif.	330
KYOR	San Diego, Calif.	343
KYOS	Merced, Calif.	335
KYOU	Greeley, Colo.	353
KYSC	Yuma, Ariz.	320
KYSM	Mankato, Minn.	473

Call Letters	City—State	See Page
KYUM	Yuma, Ariz.	320
KYW	Philadelphia, Pa.	595
WAAB	Worcester, Mass.	457
WAAP	Chicago, Ill.	396
WAAT	Newark, N. J.	503
WABB	Mobile, Ala.	314
WABI	Bangor, Me.	441
WABJ	Adrian, Mich.	459
WABY	Albany, N. Y.	509
WABZ	Albemarle, N. C.	543
WACA	Camden, S. C.	610
WACB	Kittanning, Pa.	590
WACE	Chicopee, Mass.	453
WACO	Waco, Tex.	652
WACR	Starkville, Miss.	480
WADC	Akron, O.	561
WADE	Wadesboro, N. C.	554
WAEB	Allentown, Pa.	582
WAEL	Mayaguez, P. R.	690
WAFB	Baton Rouge, La.	435
WAGA	Atlanta, Ga.	377
WAGC	Chattanooga, Tenn.	617
WAGE	Syracuse, N. Y.	538
WAGF	Dothan, Ala.	312
WAGM	Presque Isle, Me.	443
WAIM	Anderson, S. C.	609
WAIR	Winston-Salem, N. C.	556
WAIT	Chicago, Ill.	396
WAJR	Morgantown, W. Va.	674
WAKR	Akron, O.	561
WALA	Mobile, Ala.	314
WALB	Albany, Ga.	377
WALD	Waterboro, S. C.	615
WALE	Fall River, Mass.	453
WALL	Middletown, N. Y.	517
WALT	Tampa, Fla.	374
WAML	Laurel, Miss.	479
WAMS	Wilmington, Del.	361
WAND	Canton, O.	562
WANE	Ft. Wayne, Ind.	408
WANN	Annapolis, Md.	445
WAOV	Vincennes, Ind.	413
WAPA	San Juan, P. R.	691
WAPF	McComb, Miss.	479
WAPI	Birmingham, Ala.	310
WAPO	Chattanooga, Tenn.	618
WAPX	Montgomery, Ala.	315
WARC	Rochester, N. Y.	535
WARD	Johnstown, Pa.	590
WARK	Hagerstown, Md.	449
WARL	Arlington, Va.	657
WARM	Scranton, Pa.	602
WASA	Havre De Grace, Md.	449
WASK	Lafayette, Ind.	412
WASL	Annapolis, Md.	445
WATK	Antigo, Wisc.	676
WATL	Allanta, Ga.	379
WAIN	Watertown, N. Y.	540
WATO	Oak Ridge, Tenn.	625
WATR	Waterbury, Conn.	359
WATT	Cadillac, Mich.	461
WATW	Ashland, Wisc.	676
WATZ	Alpena, Mich.	459
WAUD	Auburn, Ala.	309
WAUX	Waukesha, Wis.	684

Call Letters	City—State	See Page	Call Letters	City—State	See Page
WAVE	Louisville, Ky.	430	WBTH	Williamson, W. Va.	676
WAVL	Apollo, Pa.	583	WBTM	Danville, Va.	659
WAVU	Albertville, Ala.	309	WBUD	Morrisville, Pa.	593
WAVZ	New Haven, Conn.	358	WBUX	Doylestown, Pa.	586
WAYB	Waynesboro, Va.	664	WBUY	Lexington, N. C.	550
WAYN	Rockingham, N. C.	553	WBVP	Beaver Falls, Pa.	583
WAYS	Charlotte, N. C.	544	WBYS	Canton, Ill.	395
WAYX	Waycross, Ga.	390	WBZ	Boston, Mass.	451
WAZF	Yazoo City, Miss.	481	WBZA	Springfield, Mass.	451
WAZL	Hazleton, Pa.	589			
WBAB	Atlantic City, N. J.	501	WCAE	Pittsburgh, Pa.	599
WBAC	Cleveland, Tenn.	618	WCAM	Camden, N. J.	501
WBAL	Baltimore, Md.	445	WCAO	Baltimore, Md.	445
WBAP	Fl. Worth, Tex.	639	WCAP	Asbury Park, N. J.	501
WBAT	Marion, Ind.	412	WCAR	Pentiac, Mich.	468
WBAX	Wilkes-Barre, Pa.	605	WCAU	Philadelphia, Pa.	595
WBAY	Coral Gables, Fla.	364	WCAV	Norfolk, Va.	661
WBBB	Burlington, N. C.	544	WCAW	Charleston, W. Va.	672
WBBC	Flint, Mich.	463	WCAX	Burlington, Vt.	656
WBBL	Richmond, Va.	662	WCAZ	Carthage, Ill.	396
WBBM	Chicago, Ill.	396	WCBC	Anderson, Ind.	407
WBBO	Forest City, N. C.	547	WCBD	Chicago, Ill.	397
WBBQ	Augusta, Ga.	381	WCBI	Columbus, Miss.	477
WBBZ	Ponca City, Okla.	575	WCBM	Baltimore, Md.	447
WBCC	Beltsda, Md.	448	WCBS	New York, N. Y.	519
WBCK	Battle Creek, Mich.	459	WCBT	Roanoke Rapids, N. C.	552
WBCM	Jay City, Mich.	461	WCCC	Hartford, Conn.	356
WBEC	Pittsfield, Mass.	456	WCCM	Lawrence-Well, Mass.	454
WBEJ	Elizabethan-Johnson City, Tenn.	619	WCCO	Minneapolis, Minn.	473
WBEL	Belait, Wis.	677	WCCP	Savannah, Ga.	387
WBEN	Buffalo, N. Y.	511	WCDT	Winchester, Tenn.	626
WBET	Brockton, Mass.	452	WCEC	Rocky Mount, N. C.	553
WBEX	Chillicothe, O.	562	WCED	Du Bois, Pa.	586
WBGE	Atlanta, Ga.	379	WCFL	Chicago, Ill.	397
WBHH	Fitzgerald, Ga.	384	WCHA	Chambersburg, Pa.	585
WBHF	Cartersville, Ga.	382	WCHS	Charleston, W. Va.	672
WBHP	Huntsville, Ala.	313	WCHV	Charlottesville, Va.	658
WBIG	Greensboro, N. C.	547	WCIF	Madisonville, Ky.	431
WBIR	Knoxville, Tenn.	620	WCIL	Carbondale, Ill.	396
WBIS	Bristol, Conn.	356	WCJU	Columbia, Miss.	477
WBIW	Bedford, Ind.	407	WCKB	Dunn, N. C.	545
WBIZ	Eau Claire, Wis.	677	WCKY	Cincinnati, O.	562
WBKA	Brockton, Mass.	452	WCLA	Baton Rouge, La.	436
WBLJ	Dalton, Ga.	383	WCLE	Clearwater, Fla.	364
WBLK	Clarksburg, W. Va.	672	WCLO	Janesville, Wis.	678
WBMD	Baltimore, Md.	445	WCMA	Corinth, Miss.	477
WBML	Mocon, Ga.	385	WCMB	Lemoine, Pa.	592
WBMS	Boston, Mass.	451	WCMD	Cambridge, Md.	448
WBNS	Columbus, O.	565	WCMI	Ashland, Ky.	427
WBNX	New York, N. Y.	519	WCMN	Aecibo, P. R.	690
WBNY	Buffalo, N. Y.	511	WCMW	Canton, O.	562
WBOB	Golax, Va.	659	WCNB	Connersville, Ind.	407
WBOC	Salisbury, Md.	449	WCNC	Elizabeth City, N. C.	546
WBOW	Terre Haute, Ind.	413	WCNH	Quincy, Fla.	373
WBPF	Lock Haven, Pa.	382	WCNR	Bloomsburg, Pa.	584
WBRC	Birmingham, Ala.	310	WCNT	Centralia, Ill.	396
WBRE	Wilkes-Barre, Pa.	603	WCNU	Crestview, Fla.	365
WBRK	Pittsfield, Mass.	456	WCNX	Middletown, Conn.	358
WBRW	Welch, W. Va.	675	WCOA	Pensacola, Fla.	373
WBRY	Waterbury, Conn.	360	WCOC	Meridan, Miss.	480
WBSC	Bennettsville, S. C.	609	WCOG	Greensboro, N. C.	548
WBSR	Pensacola, Fla.	373	WCOH	Newnan, Ga.	387
WBT	Charlotte, N. C.	544	WCOL	Columbus, O.	565
WBTA	Batavia, N. Y.	510	WCOM	Parkersburg, W. Va.	675
			WCOP	Atlanta, Ga.	479
				Boston, Mass.	451

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WCOS	Columbia, S. C.	611
WCOU	Lewiston, Me.	442
WCOV	Montgomery, Ala.	315
WCPA	Clearfield, Pa.	585
WCPO	Cincinnati, O.	562
WCPS	Tarboro, N. C.	554
WCRA	Effingham, Ill.	402
WCRB	Waltham, Mass.	457
WCRK	Morristown, Tenn.	624
WCRO	Johnstown, Pa.	590
WCRS	Greenwood, S. C.	613
WCRW	Chicago, Ill.	397
WCSC	Charleston, S. C.	610
WCSH	Portland, Me.	442
WCSS	Amsterdam, N. Y.	510
WCTA	Andalusia, Ala.	309
WCTC	New Brunswick, N. J.	503
WCTT	Corbin, Ky.	428
WCUM	Cumberland, Md.	448
WCVI	Connellsville, Pa.	586
WCYS	Springfield, Ill.	406
WCYB	Bristol, Va.	658
WDAD	Indiana, Pa.	590
WDAE	Tampa, Fla.	375
WDAF	Kansas City, Mo.	485
WDAK	Columbus, Ga.	382
WDAN	Danville, Ill.	401
WDAR	Savannah, Ga.	388
WDAS	Philadelphia, Pa.	595
WDAY	Fargo, N. Dak.	557
WDBC	Escanaba, Mich.	462
WDBJ	Roanoke, Va.	663
WDBO	Orlando, Fla.	371
WDEC	Americus, Ga.	377
WDEF	Chattanooga, Tenn.	618
WDEL	Wilmington, Del.	361
WDEV	Waterbury, Vt.	657
WDGY	Minneapolis, Minn.	473
WDHL	Bradenton, Fla.	364
WDIA	Memphis, Tenn.	623
WDIG	Dothan, Ala.	312
WDLB	Marshfield, Wis.	680
WDLF	De Land, Fla.	366
WDLP	Panama City, Fla.	372
WDMG	Douglas, Ga.	384
WDMJ	Marquette, Mich.	467
WDNC	Durham, N. C.	545
WDNE	Eikins, W. Va.	673
WDOD	Chattanooga, Tenn.	618
WDOS	Oneonta, N. Y.	533
WDOV	Dover, Del.	361
WDRC	Hartford, Conn.	357
WDSC	Dillon, S. C.	611
WDSG	Dyersburg, Tenn.	619
WDSM	Superior, Wis.	683
WDSR	Lake City, Fla.	368
WDSU	New Orleans, La.	438
WDUK	Durham, N. C.	545
WDUN	Gainesville, Ga.	385
WDUZ	Green Bay, Wis.	678
WDVA	Danville, Va.	659
WDWD	Dawson, Ga.	384
WDWS	Champaign, Ill.	396
WDXB	Chattanooga, Tenn.	618

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WDXI	Jackson, Tenn.	620
WDZ	Tuscola, Ill.	406
WEAM	Arlington, Va.	657
WEAN	Providence, R. I.	607
WEAR	Pensacola, Fla.	373
WEAS	Decatur, Ga.	384
WEAT	Lake Worth, Fla.	369
WEAU	Eau Claire, Wis.	677
WEAV	Plattsburg, N. Y.	535
WEBC	Duluth, Minn.	472
WEBJ	Brewton, Ala.	311
WEBQ	Harrisburg, Ill.	402
WEBR	Buffalo, N. Y.	511
WECW	Mayaguez, P. R.	691
WEDC	Chicago, Ill.	397
WEEB	Southern Pines, N. C.	554
WEDO	McKeesport, Pa.	592
WEED	Rocky Mount, N. C.	553
WEEI	Boston, Mass.	451
WEEK	Peoria, Ill.	404
WEEU	Reading, Pa.	600
WEGO	Concord, N. C.	545
WEIM	Fitchburg, Mass.	453
WEKR	Fayetteville, Tenn.	619
WELI	New Haven, Conn.	358
WELL	Battle Creek, Mich.	459
WELM	Elmira, N. Y.	513
WELO	Tupeho, Miss.	480
WEMB	San Juan, P. R.	695
WEMP	Milwaukee, Wis.	680
WENA	Bayamon, P. R.	690
WENC	Whiteville, N. C.	555
WENE	Endicott, N. Y.	513
WENK	Union City, Tenn.	626
WENR	Chicago, Ill.	397
WENT	Gloversville, N. Y.	515
WENY	Elmira, N. Y.	513
WEOA	Evansville, Ind.	408
WEOL	Elyria, O.	566
WEPM	Martinsburg, W. Va.	674
WERC	Erie, Pa.	587
WERD	Atlanta, Ga.	379
WESA	Charleroi, Pa.	585
WESB	Bradford, Pa.	584
WESC	Greenville, S. C.	612
WEST	Easton, Pa.	586
WESX	Salem, Mass.	456
WETB	Johnson City, Tenn.	620
WEUS	Eustis, Fla.	366
WEVD	New York, N. Y.	519
WEVE	Eveleth, Minn.	472
WEW	St. Louis, Mo.	488
WEWO	Laurinburg, N. C.	550
WEXL	Royal Oak, Mich.	468
WEXT	Milwaukee, Wis.	680
WFAA	Dallas, Tex.	635
WFAK	Charleston, S. C.	610
WFAS	White Plains, N. Y.	541
WFAU	Augusta, Me.	441
WFAX	Falls Church, Va.	659
WFBC	Greenville, S. C.	612
WFBG	Altoona, Pa.	583
WFBL	Syracuse, N. Y.	539
WFBM	Indianapolis, Ind.	409

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WFBR	Baltimore, Md.	445	WGKV	Charleston, W. Va.	672
WFCI	Pawtucket, R. I.	607	WGL	Ft. Wayne, Ind.	409
WFDF	Flint, Mich.	463	WGLN	Glens Falls, N. Y.	515
WFEA	Manchester, N. H.	500	WGLS	Decatur, Ga.	384
WFEF	Sylacauga, Ala.	316	WGN	Chicago, Ill.	399
WFGN	Gaffney, S. C.	612	WGNC	Gastonia, N. C.	547
WFHG	Bristol, Va.	658	WGNH	Gadsden, Ala.	313
WFHR	Wisconsin Rapids, Wis.	684	WGNJ	Wilmington, N. C.	555
WFIG	Sumter, S. C.	614	WGNS	Murfreesboro, Tenn.	624
WFIL	Philadelphia, Pa.	597	WGNV	Newburgh, N. Y.	517
WFIN	Findlay, O.	566	WGOV	Valdosta, Ga.	390
WFKY	Frankfort, Ky.	428	WGPA	Bethlehem, Pa.	584
WFLA	Tampa, Fla.	375	WGPC	Albany, Ga.	377
WFLB	Fayetteville, N. C.	546	WGR	Buffalo, N. Y.	511
WFO	Farmville, Va.	659	WGRC	Louisville, Ky.	430
WFMD	Frederick, Md.	449	WGRD	Grand Rapids, Mich.	464
WFMJ	Youngstown, O.	570	WGRM	Greenwood, Miss.	477
WFNC	Fayetteville, N. C.	546	WGRV	Greenville, Tenn.	619
WFNS	Burlington, N. C.	544	WGST	Atlanta, Ga.	380
WFOM	Marietta, Ga.	386	WGTC	Greenville, N. C.	548
WFOR	Hattiesburg, Miss.	478	WGTL	Kannapolis, N. C.	549
WFOX	Milwaukee, Wis.	681	WGTM	Wilson, N. C.	556
WFOY	St. Augustine, Fla.	373	WGUY	Bangor, Me.	441
WFPG	Atlantic City, N. J.	501	WGVA	Geneva, N. Y.	515
WFRC	Reidsville, N. C.	552	WGVN	Greenville, Miss.	477
WFRL	Freeport, Ill.	402	WGWC	Selma, Ala.	316
WFRP	Savannah, Ga.	388	WGWD	Gadsden, Ala.	313
WFTC	Kingston, N. C.	550	WGWR	Asheboro, N. C.	543
WFTL	Fl. Lauderdale, Fla.	366	WGY	Schenectady, N. Y.	537
WFTM	Maysville, Ky.	431	WGYV	Greenville, Ala.	313
WFTR	Front Royal, Va.	659	WHAI	Greenfield, Mass.	454
WFTW	Fort Wayne, Ind.	408	WHAL	Shelbyville, Tenn.	625
WFUN	Huntsville, Ala.	313	WHAM	Rochester, N. Y.	535
WFUR	Grand Rapids, Mich.	463	WHAN	Charleston, S. C.	610
WFVA	Fredericksburg, Va.	659	WHAP	Hopewell, Va.	660
WFYC	Alma, Mich.	459	WHAR	Clarkburg, W. Va.	673
WGAA	Cedartown, Ga.	382	WHAS	Louisville, Ky.	430
WGAC	Augusta, Ga.	381	WHAT	Philadelphia, Pa.	595
WGAD	Gadsden, Ala.	313	WHAV	Haverhill, Mass.	454
WGAI	Elizabeth City, N. C.	546	WHAW	Weston, W. Va.	675
WGAL	Lancaster, Pa.	591	WHAZ	Troy, N. Y.	539
WGAN	Portland, Me.	442	WHB	Kansas City, Mo.	485
WGAP	Maryville, Tenn.	621	WHBB	Selma, Ala.	318
WGAR	Cleveland, O.	563	WHBC	Canton, O.	562
WGAT	Utica, N. Y.	540	WHBF	Rock Island, Ill.	405
WGAU	Athens, Ga.	377	WHBI	Newark, N. J.	503
WGAY	Silver Spring, Md.	449	WHBL	Sheboygan, Wis.	883
WGBA	Columbus, Ga.	383	WHBO	Tampa, Fla.	375
WGBB	Freeport, N. Y.	515	WHBQ	Memphis, Tenn.	623
WGBF	Evansville, Ind.	408	WHBS	Huntsville, Ala.	314
WGBG	Greensboro, N. C.	548	WHBT	Harriman, Tenn.	619
WGBI	Scranton, Pa.	802	WHBU	Anderson, Ind.	407
WGBR	Goldsboro, N. C.	547	WHBY	Appleton, Wis.	676
WGBS	Miami, Fla.	369	WHCC	Waynesville, N. C.	555
WGCD	Chester, S. C.	610	WHCU	Ithaca, N. Y.	516
WGCM	Gulfport, Miss.	478	WHDF	Houghton-Calumet, Mich.	464
WGEM	Quincy, Ill.	405	WHDH	Boston, Mass.	451
WGES	Chicago, Ill.	397	WHDL	Olean, N. Y.	533
WGEZ	Beloit, Wisc.	677	WHEB	Portsmouth, N. H.	500
WGFG	Kalamazoo, Mich.	466	WHEC	Rochester, N. Y.	537
WGGA	Gainesville, Ga.	385	WHED	Washington, N. C.	555
WGGG	Gainesville, Fla.	367	WHFB	Benton Harbor, Mich.	461
WGH	Newport News, Va.	660	WHFC	Cicero, Ill.	401
WGIL	Galesburg, Ill.	402	WHGB	Harrisburg, Pa.	587
WGIW	Charlotte, N. C.	544	WHHM	Memphis, Tenn.	623

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WHHT	Durham, N. C.	546
WHIM	Providence, R. I.	607
WHIN	Gallatin, Tenn.	619
WHIO	Dayton, O.	566
WHIR	Danville, Ky.	428
WHIS	Bluefield, W. Va.	671
WHIT	New Bern, N. C.	551
WHIZ	Zanesville, O.	570
WHJB	Greensburg, Pa.	587
WHK	Cleveland, O.	563
WHKC	Columbus, O.	566
WHKK	Akron, O.	581
WHKP	Hendersonville, N. C.	548
WHKY	Hickory, N. C.	548
WHLB	Virginia, Minn.	475
WHLD	Niagara Falls, N. Y.	533
WHLF	South Boston, Va.	663
WHLI	Hempstead, N. Y.	515
WHLN	Harlan, Ky.	428
WHLS	Port Huron, Mich.	468
WHLW	Rutland, Vt.	656
WHMA	Anniston, Ala.	309
WHNC	Henderson, N. C.	548
WHO	Des Moines, Ia.	417
WHOB	Gardner, Mass.	453
WHOC	Philadelphia, Miss.	480
WHOD	Homestead, Pa.	589
WHOK	Lancaster, O.	567
WHOL	Allentown, Pa.	582
WHOM	New York, N. Y.	521
WHOO	Orlando, Fla.	372
WHOP	Hopkinsville, Ky.	429
WHOS	Decatur, Ala.	311
WHOT	South Bend, Ind.	412
WHOW	Clinton, Ill.	401
WHP	Harrisburg, Pa.	587
WHPE	High Point, N. C.	549
WHRV	Ann Arbor, Mich.	459
WHSC	Hartsville, S. C.	613
WHSY	Hattiesburg, Miss.	478
WHTB	Talladega, Ala.	316
WHTC	Holland, Mich.	464
WHTN	Huntington, W. Va.	673
WHUB	Cookeville, Tenn.	619
WHUC	Hudson, N. Y.	516
WHUM	Reading, Pa.	801
WHUN	Huntingdon, Pa.	590
WHWL	Nanticoke, Pa.	593
WHYN	Holyoke, Mass.	454
WHYU	Newport News, Va.	661
WIAC	San Juan, P. R.	695
WIBA	Madison, Wis.	679
WIBB	Macon, Ga.	386
WIBC	Indianapolis, Ind.	409
WIBG	Philadelphia, Pa.	597
WIBK	Knoxville, Ten.	621
WIBM	Jackson, Miss.	466
WIBS	Santurce, P. R.	695
WIBU	Poynette, Wis.	682
WIBV	Belleville, Ill.	395
WIBW	Topeka, Kans.	426
WIBX	Utica, N. Y.	540
WICA	Ashtabula, O.	581
WICC	Bridgeport, Conn.	356
WICY	Malone, N. Y.	517

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WIDE	Biddeford, Me.	442
WIGM	Medford, Wis.	680
WIHL	Hammond, La.	436
WIKB	Iron Mountain, Mich.	464
WIKC	Bogalusa, La.	436
WIKK	Erie, Pa.	587
WIKY	Evansville, Ind.	408
WIL	St. Louis, Mo.	489
WILE	Cambridge, O.	561
WILK	Wilkes-Barre, Pa.	605
WILM	Wilmington, Del.	362
WILS	Lansing, Mich.	466
WIMA	Lima, O.	567
WIMS	Michigan City, Ind.	412
WINC	Winchester, Va.	664
WIND	Chicago, Ill.	399
WING	Dayton, O.	566
WINK	Ft. Myers, Fla.	366
WINN	Louisville, Ky.	430
WINR	Binghamton, N. Y.	510
WINS	New York, N. Y.	521
WINX	Washington, D. C.	362
WINZ	Hollywood, Fla.	370
WIOD	Miami, Fla.	370
WIOU	Kokomo, Ind.	411
WIP	Philadelphia, Pa.	597
WIRA	Fort Pierce, Fla.	366
WIRB	Enterprise, Ala.	312
WIRC	Hickory, N. C.	549
WIRE	Indianapolis, Ind.	411
WIRK	West Palm Beach, Fla.	375
WIRL	Peoria, Ill.	404
WIS	Columbia, S. C.	611
WISC	Madison, Wis.	679
WISE	Asheville, N. C.	543
WISH	Indianapolis, Ind.	411
WISL	Shamokin, Pa.	802
WISN	Milwaukee, Wis.	681
WISR	Butler, Pa.	584
WITA	San Juan, P. R.	695
WITH	Baltimore, Md.	447
WITZ	Jasper, Ind.	411
WIVY	Jacksonville, Fla.	367
WIZE	Springfield, O.	568
WJAC	Johnstown, Pa.	590
WJAG	Norfolk, Neb.	495
WJAR	Providence, R. I.	607
WJAS	Pittsburgh, Pa.	599
WJAX	Jacksonville, Fla.	367
WJBC	Bloomington, Ill.	395
WJBK	Detroit, Mich.	461
WJBO	Baton Rouge, La.	436
WIBW	New Orleans, La.	439
WJBY	Gadsden, Ala.	313
WJDA	Quincy, Mass.	456
WJDX	Jackson, Miss.	478
WJEF	Grand Rapids, Mich.	464
WJEJ	Hagerstown, Md.	449
WJEL	Springfield, O.	569
WJHL	Johnson City, Tenn.	620
WJHO	Opelika, Ala.	316
WJHP	Jacksonville, Fla.	367
WJIG	Tullahoma, Tenn.	625
WJIM	Lansing, Mich.	468
WJJD	Chicago, Ill.	399

Call Letters	City—State	See Page	Call Letters	City—State	See Page
WJJI	Montgomery, Ala.	315	WKGK	Knoxville, Tenn.	621
WJIL	Niagara Falls, N. Y.	533	WKIC	Hazard, Ky.	429
WJIM	Lewisburg, Tenn.	621	WKID	Urbana, Ill.	406
WJLB	Detroit, Mich.	462	WKIN	Kittanning, Pa.	591
WJLD	Bessemer, Ala.	310	WKIP	Poughkeepsie, N. Y.	535
WJLS	Beckley, W. Va.	671	WKIX	Columbia, S. C.	611
WJMB	Brookhaven, Miss.	476	WKJB	Mayaguez, P. R.	691
WJMC	Rice Lake, Wis.	683	WKJG	Fort Wayne, Ind.	409
WJMJ	Philadelphia, Pa.	597	WKLA	Ludington, Mich.	466
WJMO	Cleveland, O.	565	WKLF	Clanton, Ala.	311
WJMR	New Orleans, La.	439	WKLO	Louisville, Ky.	430
WJMS	Ironwood, Mich.	465	WKLK	Blackstone, Va.	658
WJMW	Athens, Ala.	309	WKLX	Lexington, Ky.	429
WJMX	Florence, S. C.	612	WKLY	Hartwell, Ga.	385
WJNC	Jacksonville, N. C.	549	WKMA	Quitman, Ga.	387
WJNO	West Palm Beach, Fla.	375	WKMH	Dearborn, Mich.	461
WJOB	Hammond, Ind.	409	WKMO	Kokomo, Ind.	411
WJOC	Jamestown, N. Y.	516	WKNA	Charleston, W. Va.	672
WJOI	Florence, Ala.	312	WKNB	New Britain, Conn.	358
WJOL	Joliet, Ill.	403	WKNE	Keene, N. H.	498
WJOR	Bangor, Me.	441	WKNS	Kinston, N. C.	550
WJOY	Burlington, Vt.	656	WKNX	Saginaw, Mich.	469
WJPA	Washington, Pa.	603	WKNY	Kingston, N. Y.	517
WJPD	Ishpeming, Mich.	465	WKOB	North Adams, Mass.	455
WJPF	Herrin, Ill.	402	WKOK	Sunbury, Pa.	603
WJPG	Green Bay, Wis.	678	WKOP	Binghamton, N. Y.	510
WJPR	Greenville, Miss.	477	WKOW	Madison, Wis.	679
WJPS	Evansville, Ind.	408	WKOX	Framingham, Mass.	453
WJQS	Jackson, Miss.	478	WKOZ	Kosciusko, Miss.	479
WJR	Detroit, Mich.	462	WKPA	New Kensington, Pa.	593
WJRD	Tuscaloosa, Ala.	317	WKPT	Kingsport, Tenn.	620
WJRI	Lenoir, N. C.	510	WKRC	Cincinnati, O.	563
WJSW	Altoona, Pa.	583	WKRK	Mobile, Ala.	315
WJTN	Jamestown, N. Y.	516	WKRQ	Columbia, Tenn.	618
WJVA	South Bend, Ind.	413	WKRO	Cairo, Ill.	395
WJVB	Jacksonville Beach, Fla.	368	WKRT	Cothland, N. Y.	513
WJW	Cleveland, O.	565	WKRZ	Oil City, Pa.	595
WJXN	Jackson, Miss.	478	WKSR	Pulaski, Tenn.	625
WJZ	New York, N. Y.	523	WKST	New Casle, Pa.	593
WJZM	Clarksville, Tenn.	618	WKTG	Thomasville, Ga.	388
WKAB	Mobile, Ala.	314	WKTM	Mayfield, Ky.	431
WKAI	Macomb, Ill.	403	WKTY	La Crosse, Wis.	679
WKAL	Rome, N. Y.	537	WKUL	Cullman, Ala.	311
WKAN	Kankakee, Ill.	403	WKVM	Arecibo, P. R.	690
WKAP	Allentown, Pa.	582	WKWF	Key West, Fla.	368
WKAQ	San Juan, P. R.	695	WKWK	Wheeling, W. Va.	676
WKAT	Miami Beach, Fla.	371	WKXL	Concord, N. H.	498
WKAX	Birmingham, Ala.	310	WKY	Oklahoma City, Okla.	574
WKAY	Glasgow, Ky.	428	WKYB	Paducah, Ky.	432
WKBB	Dubuque, Ia.	417	WKYW	Louisville, Ky.	430
WKBC	N. Wilkesboro, N. C.	552	WKZO	Kalamazoo, Mich.	466
WKBH	LaCrosse, Wis.	678	WLAC	Nashville, Tenn.	624
WKBK	Youngstown, O.	570	WLAD	Danbury, Conn.	356
WEBO	Harrisburg, Pa.	589	WLAG	LaGrange, Ga.	385
WKBR	Manchester, N. H.	500	WLAK	Lakeland, Fla.	368
WKBS	Oyster Bay, N. Y.	535	WLAM	Lewiston, Me.	442
WKBV	Richmond, Ind.	412	WLAN	Lancaster, Pa.	591
WKBW	Buffalo, N. Y.	513	WLAP	Lexington, Ky.	429
WKBZ	Muskegon, Mich.	467	WLAQ	Rome, Ga.	387
WKCT	Bowling Green, Ky.	427	WLAR	Athens, Tenn.	617
WKDA	Nashville, Tenn.	624	WLAT	Conway, S. C.	611
WKDK	Newberry, S. C.	613	WLAU	Laurel, Miss.	479
WKDN	Camden, N. J.	501	WLAV	Grand Rapids, Mich.	464
WKEU	Griffin, Ga.	385	WLAW	Lawrence, Mass.	454
WKEY	Covington, Va.	658	WLAY	Muscle Shoals City, Ala.	314

Call Letters	City—State	See Page
WLBB	Carrollton, Ga.	382
WLBC	Muncie, Ind.	412
WLBF	Leesburg, Fla.	369
WLBG	Laurens, S. C.	613
WLBH	Mattoon, Ill.	403
WLBJ	Bowling Green, Ky.	427
WLBK	De Kalb, Ill.	401
WLBR	Lebanon, Po.	592
WLBZ	Bangor, Me.	441
WLCR	Torrington, Conn.	359
WLCS	Baton Rouge, La.	436
WLCS	La Crosse, Wis.	679
WLDS	Jacksonville, Ill.	402
WLDY	Ladysmith, Wis.	679
WLEA	Hornell, N. Y.	515
WLEC	Sandusky, O.	568
WLEE	Richmond, Va.	662
WLET	Toccoa, Ga.	389
WLEU	Erie, Pa.	587
WLEX	Lexington, Ky.	428
WLIB	New York, N. Y.	523
WLIN	Merrill, Wis.	680
WLIO	East Liverpool, O.	566
WLIP	Kenosha, Wis.	678
WLIZ	Bridgeport, Conn.	356
WLLH	Lowell-Lawrence, Mass.	454
WLNA	Peekskill, N. Y.	535
WLNH	Laconia, N. H.	500
WLOA	Braddock, Pa.	584
WLOE	Leaksville, N. C.	550
WLOF	Orlando, Fla.	372
WLOG	Logan, W. Va.	674
WLOH	Princeton, W. Va.	675
WLOI	La Porte, Ind.	412
WLOK	Lima, O.	567
WLOL	Minneapolis, Minn.	474
WLOS	Asheville, N. C.	543
WLOU	Louisville, Ky.	431
WLOW	Norfolk, Va.	661
WLOX	Biloxi, Miss.	476
WLPM	Suffolk, Va.	664
WLPO	LaSalle, Ill.	403
WLS	Chicago, Ill.	399
WLTC	Gastonia, N. C.	547
WLTR	Bloomsburg, Pa.	584
WLVA	Lynchburg, Va.	660
WLW	Cincinnati, O.	583
WLXW	Carlisle, Pa.	585
WLYN	Lynn, Mass.	455
WMAJ	State College, Pa.	602
WMAK	Nashville, Tenn.	624
WMAL	Washington, D. C.	362
WMAM	Marinette, Wis.	680
WMAN	Mansfield, O.	587
WMAF	Monroe, N. C.	551
WMAQ	Chicago, Ill.	399
WMAS	Springfield, Mass.	456
WMAW	Milwaukee, Wis.	681
WMAZ	Macon, Ga.	386
WMBC	Macon, Miss.	479
WMBD	Peoria, Ill.	405
WMBG	Richmond, Va.	662
WMBH	Joplin, Mo.	484
WMBL	Morehead City, N. C.	551
WMBM	Miami Beach, Fla.	371

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WMBN	Petoskey, Mich.	468
WMBO	Auburn, N. Y.	510
WMBR	Jacksonville, Fla.	367
WMBS	Uniontown, Pa.	603
WMC	Memphis, Tenn.	623
WMCA	New York, N. Y.	525
WMCK	McKeesport, Pa.	592
WMDD	Fajardo, P. R.	690
WMDN	Midland, Mich.	467
WMEX	Boston, Mass.	452
WMFD	Wilmington, N. C.	555
WMFG	Hibbing, Minn.	473
WMFJ	Daytona Beach, Fla.	365
WMFR	High Point, N. C.	549
WMFT	Florence, Ala.	312
WMGA	Moultrie, Ga.	386
WMGM	New York, N. Y.	525
WMGR	Bainbridge, Ga.	382
WMGW	Meadville, Pa.	593
WMGY	Montgomery, Ala.	315
WMID	Atlantic City, N. J.	501
WMIE	Miami, Fla.	369
WMIK	Middlesboro, Ky.	431
WMIN	St. Paul, Minn.	475
WMIQ	Iron Mountain, Mich.	465
WMIS	Natchez, Miss.	480
WMIX	Mount Vernon, Ill.	404
WMJM	Cordele, Ga.	383
WMLO	Milwaukee, Wis.	681
WMLS	Sylacauga, Ala.	316
WMLT	Dublin, Ga.	384
WMMB	Melbourne, Fla.	369
WMMJ	Peoria, Ill.	405
WMMN	Fairmont, W. Va.	673
WMMT	McMinnville, Tenn.	624
WMMW	Meriden, Conn.	357
WMNB	North Adams, Mass.	456
WMNC	Morgantown, N. C.	551
WMOA	Marietta, O.	567
WMOB	Mobile, Ala.	315
WMOC	Covington, Ga.	383
WMOG	Brunswick, Ga.	382
WMOH	Hamilton, O.	567
WMON	Montgomery, W. Va.	674
WMOU	Berlin, N. H.	498
WMOX	Meridian, Miss.	480
WMPS	Memphis, Tenn.	623
WMRA	Myrtle Beach, S. C.	613
WMRC	Greenville, S. C.	612
WMRF	Lewiston, Po.	592
WMRN	Marion, O.	568
WMRO	Aurora, Ill.	395
WMRP	Flint, Mich.	463
WMSA	Massena, N. Y.	517
WMSL	Decatur, Ala.	311
WMT	Cedar Rapids, Ia.	414
WMTA	Vance, Ky.	433
WMTB	Morristown, N. J.	503
WMTW	Portland, Me.	443
WMUR	Manchester, N. H.	500
WMUS	Muskegon, Mich.	468
WMVA	Martinsville, Va.	660
WMVG	Milledgeville, Ga.	386
WNAB	Bridgeport, Conn.	356
WNAC	Boston, Mass.	452

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WNAE	Warren, Pa.	603
WNAF	Providence, R. I.	607
WNAM	Neenah, Wis.	682
WNAO	Raleigh, N. C.	552
WNAR	Norristown, Pa.	593
WNAX	Yankton, S. Dak.	617
WNBC	New York, N. Y.	527
WNBK	Binghamton, N. Y.	510
WNBH	New Bedford, Mass.	455
WNBS	Murray, Ky.	432
WNBZ	Saranac Lake, N. Y.	537
WNDB	Daytona Beach, Fla.	365
WNDR	Syracuse, N. Y.	539
WNEB	Worcester, Mass.	457
WNEL	San Juan, P. R.	695
WNEW	New York, N. Y.	527
WNEZ	Macon, Ga.	386
WNGO	Mayfield, Ky.	431
WNHC	New Haven, Conn.	358
WNJR	Newark, N. J.	503
WNLC	New London, Conn.	359
WNLK	Norwalk, Conn.	359
WNMP	Evanston, Ill.	402
WNNC	Newton, N. C.	551
WNOC	Norwich, Conn.	359
WNOE	New Orleans, La.	439
WNOK	Columbia, S. C.	611
WNOP	Newport, Ky.	432
WNOW	York, Pa.	606
WNOX	Knoxville, Tenn.	621
WNVA	Norton, Va.	681
WOAI	San Antonio, Tex.	648
WOAP	Owosso, Mich.	468
WOAY	Oak Hill, W. Va.	674
WOBS	Jacksonville, Fla.	368
WOBT	Rhineland, Wis.	683
WOC	Davenport, Ia.	415
WOCB	West Yarmouth, Mass.	457
WOHS	Shelby, N. C.	553
WOKO	Albany, N. Y.	509
WOKZ	Alton, Ill.	395
WOL	Washington, D. C.	362
WOLF	Syracuse, N. Y.	539
WOLS	Florence, S. C.	612
WOMI	Owensboro, Ky.	432
WOMT	Manitowoc, Wis.	680
WONO	Oneonta, N. Y.	535
WONS	Hartford, Conn.	357
WOOB	Anniston, Ala.	309
WOOD	Grand Rapids, Mich.	464
WOOF	Dolhan, Ala.	312
WOOK	Silver Springs, Md.	449
WOPI	Bristol, Tenn.	617
WOR	New York, N. Y.	529
WORA	Mayaguez, P. R.	691
WORC	Worcester, Mass.	457
WORD	Spartanburg, S. C.	614
WORK	York, Pa.	606
WORL	Boston, Mass.	452
WORZ	Orlando, Fla.	372
WOSH	Oshkosh, Wis.	682
WOTW	Nashua, N. H.	500
WOV	New York, N. Y.	529
WOW	Omaha, Neb.	496
WOWO	Ft. Wayne, Ind.	409

Call Letters	City—State	See Page
WPAB	Ponce, P. R.	691
WPAD	Paducah, Ky.	432
WPAG	Ann Arbor, Mich.	459
WPAM	Pottsville, Pa.	600
WPAQ	Mount Airy, N. C.	551
WPAR	Parkersburg, W. Va.	675
WPAT	Paterson, N. J.	503
WPAX	Thomasville, Ga.	389
WPAY	Portsmouth, O.	568
WPDQ	Jacksonville, Fla.	368
WPDZ	Clarksburg, W. Va.	673
WPEN	Philadelphia, Pa.	599
WPFH	Middletown, O.	568
WPGH	Pittsburgh, Pa.	600
WPIC	Sharon, Pa.	602
WPIK	Alexandria, Va.	657
WPIT	Pittsburgh, Pa.	600
WPLH	Huntington, W. Va.	674
WPOR	Portland, Me.	443
WPPA	Pottsville, Pa.	600
WPPR	Mayaguez, P. R.	691
WPRO	Providence, R. I.	609
WPRP	Ponce, P. R.	691
WPTF	Raleigh, N. C.	552
WPTR	Albany, N. Y.	509
WPTW	Piqua, O.	566
WPUV	Pulaski, Va.	662
WPWA	Chester, Pa.	585
WQAM	Miami, Fla.	370
WQAN	Scranton, Pa.	602
WQBC	Vicksburg, Miss.	481
WQQW	Washington, D. C.	363
WQUA	Moline, Ill.	403
WQXI	Atlanta, Ga.	380
WQXR	New York, N. Y.	533
WRAC	Williamsport, Pa.	605
WRAL	Raleigh, N. C.	552
WRAP	Reading, Pa.	601
WRBC	Jackson, Miss.	478
WRBL	Columbus, Ga.	383
WRC	Washington, D. C.	363
WRCS	Aboskte, N. C.	543
WRDO	Augusta, Me.	441
WRDW	Augusta, Ga.	381
WREC	Memphis, Tenn.	623
WREL	Lexington, Va.	660
WREN	Topeka, Kans.	426
WREX	Duluth, Minn.	472
WRFC	Athens, Ga.	377
WRFD	Worthington, O.	570
WRFS	Alexander City, Ala.	309
WRFW	Eau Claire, Wis.	677
WRGA	Rome, Ga.	387
WRHI	Rock Hill, S. C.	614
WRHP	Tallahassee, Fla.	374
WRIA	Caguas, P. R.	690

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WRIB	Providence, R. I.	609
WRJM	Newport, R. I.	607
WRJN	Racine, Wis.	682
WRLD	West Point, Ga.	390
WRMS	Ware, Mass.	457
WRNL	Richmond, Va.	662
WRNO	Orangeburg, S. C.	613
WRNY	Rochester, N. Y.	537
WROB	West Point, Miss.	481
WROD	Daytona Beach, Fla.	368
WROK	Rockford, Ill.	406
WROL	Knoxville, Tenn.	621
WROM	Rome, Ga.	387
WRON	Ronceverte, W. Va.	675
WROV	Roanoke, Va.	663
WROW	Albany, N. Y.	509
WROX	Clarksdale, Miss.	476
WRQN	Vidalia, Ga.	390
WRR	Dallas, Tex.	635
WRRF	Washington, N. C.	555
WRRN	Warren, O.	570
WRRZ	Clinton, N. C.	545
WRTA	Altoona, Pa.	583
WRUF	Gainesville, Fla.	367
WRUN	Utica, N. Y.	540
WRVA	Richmond, Va.	662
WRYO	Rochester, Pa.	601
WSAC	Columbus, Ga.	383
WSAI	Cincinnati, O.	563
WSAM	Saginaw, Mich.	469
WSAN	Allentown, Pa.	582
WSAP	Portsmouth, Va.	662
WSAR	Fall River, Mass.	453
WSAT	Salisbury, N. C.	553
WSAU	Wausau, Wis.	684
WSAV	Savannah, Ga.	386
WSAY	Rochester, N. Y.	537
WSAZ	Huntington, W. Va.	674
WSB	Atlanta, Ga.	380
WSBA	York, Pa.	607
WSBC	Chicago, Ill.	399
WSBR	Superior, Wis.	683
WSBT	South Bend, Ind.	413
WSCR	Scranton, Pa.	602
WSFA	Montgomery, Ala.	315
WSFC	Somerset, Ky.	433
WSFT	Thomaston, Ga.	388
WSGC	Elberton, Ga.	384
WSGN	Birmingham, Ala.	310
WSIC	Statesville, N. C.	554
WSID	Baltimore, Md.	447
WSIR	Winter Haven, Fla.	375
WSIV	Pekin, Ill.	404

Call Letters	City—State	See Page
WSIX	Nashville, Tenn.	625
WSJS	Winston-Salem, N. C.	556
WSKB	McComb, Miss.	479
WSKI	Montpelier-Barre, Vt.	856
WSKY	Asheville, N. C.	543
WSLB	Ogdensburg, N. Y.	533
WSLI	Jackson, Miss.	478
WSLS	Roanoke, Va.	663
WSM	Nashville, Tenn.	625
WSMB	New Orleans, La.	439
WSNJ	Bridgeton, N. J.	501
WSNY	Schenectady, N. Y.	539
WSOC	Charlotte, N. C.	545
WSOJ	Henderson, Ky.	429
WSOO	Sault Ste. Marie, Mich.	469
WSOY	Decatur, Ill.	401
WSPA	Spartanburg, S. C.	614
WSPB	Sarasota, Fla.	374
WSPD	Toledo, O.	569
WSPR	Springfield, Mass.	456
WSRS	Cleveland Heights, O.	565
WSSB	Durham, N. C.	546
WSSO	Starkville, Miss.	480
WSSV	Petersburg, Va.	661
WSTC	Stamford, Conn.	359
WSTP	Salisbury, N. C.	553
WSTS	Southern Pines, N. C.	554
WSTV	Steubenville, O.	569
WSUA	Bloomington, Ind.	407
WSUN	St. Petersburg, Fla.	373
WSVA	Harrisonburg, Va.	660
WSVS	Crewe, Va.	658
WSWN	Belle Glade, Fla.	364
WSYB	Rutland, Vt.	657
WSYR	Syracuse, N. Y.	539
WTAC	Flint, Mich.	463
WTAD	Quincy, Ill.	405
WTAG	Worcester, Mass.	457
WTAL	Tallahassee, Fla.	374
WTAM	Cleveland, O.	565
WTAN	Clearwater, Fla.	364
WTAQ	Green Bay, Wis.	678
WTAR	Norfolk, Va.	661
WTAW	College Station, Tex.	632
WTAX	Springfield, Ill.	406
WTBC	Tuscaloosa, Ala.	317
WTBF	Troy, Ala.	316
WTBO	Cumberland, Md.	448
WTCH	Shawano, Wis.	683
WTCJ	Tell City, Ind.	413
WTCM	Traverse City, Mich.	469
WTCN	Minneapolis, Minn.	474

Call Letters	City—State	See Page
WTCO	Campbellsville, Ky.	427
WTEL	Philadelphia, Pa.	599
WTHI	Terre Haute, Ind.	413
WHTH	Hartford, Conn.	357
WTIC	Hartford, Conn.	357
WTIK	Durham, N. C.	546
WTIP	Charleston, W. Va.	672
WTJS	Jackson, Tenn.	620
WTMA	Charleston, S. C.	610
WTMC	Ocala, Fla.	371
WTMJ	Milwaukee, Wis.	682
WTMV	E. St. Louis, Ill.	401
WTNB	Birmingham, Ala.	310
WTNC	Thomasville, N. C.	554
WTND	Orangeburg, S. C.	613
WTNJ	Trenton, N. J.	504
WTNS	Coshocton, O.	566
WTNT	Augusta, Ga.	381
WTOB	Winston-Salem, N. C.	556
WTOC	Savannah, Ga.	388
WTOD	Toledo, O.	569
WTOK	Meridian, Miss.	480
WTOL	Toledo, O.	569
WTOM	Bloomington, Ind.	407
WTON	Staunton, Va.	664
WTOP	Washington, D. C.	363
WTOR	Torrington, Conn.	359
WTPR	Paris, Tenn.	625
WTPS	New Orleans, La.	439
WTRC	Elkhart, Ind.	407
WTRF	Bellaire, O.	561
WTRR	Sanford, Fla.	374
WTRY	Troy, N. Y.	540
WTSB	Lumberton, N. C.	551
WTSP	St. Petersburg, Fla.	373
WTSV	Claremont, N. H.	498
WTHH	Port Huron, Mich.	468
WTTM	Trenton, N. J.	504
WTTS	Bloomington, Ind.	407
WTUX	Wilmington, Del.	362
WTVL	Waterville, Me.	443
WTWA	Thomson, Ga.	389
WTWS	Clearfield, Pa.	585
WTWT	Stevens Point, Wis.	683
WTYC	Rock Hill, S. C.	614
WTYS	Marianna, Fla.	369
WULA	Eufaula, Ala.	312
WUSN	Charleston, S. C.	610
WVAM	Altoona, Pa.	583
WVCG	Coral Gables, Fla.	364
WVCH	Chester, Pa.	585
WVEC	Hampton, Va.	660

Call Letters	City—State	See Page
WVEI	Rochester, N. Y.	537
WVIM	Vicksburg, Miss.	481
WVJP	Caguas, P. R.	690
WVJS	Owensboro, Ky.	432
WVLK	Versailles, Ky.	433
WVLN	Olney, Ill.	404
WVMC	Mount Carmel, Ill.	404
WVNJ	Newark, N. J.	503
WVOK	Birmingham, Ala.	311
WVOM	Boston, Mass.	452
WVOS	Liberty, N. Y.	517
WVOT	Wilson, N. C.	555
WVPO	Stroudsburg, Pa.	603
WVVW	Fairmont, W. Va.	673
WWBZ	Vineland, N. J.	504
WWCO	Waterbury, Conn.	360
WWDC	Washington, D. C.	363
WWEZ	New Orleans, La.	439
WWGP	Sanford, Conn.	553
WWGS	Tifton, Ga.	389
WWJ	Detroit, Mich.	462
WWL	New Orleans, La.	439
WWNC	Asheville, N. C.	544
WWNF	Fayetteville, N. C.	547
WWNH	Rochester, N. H.	500
WWNR	Beckley, W. Va.	671
WWNS	Statesboro, Ga.	388
WWNY	Watertown, N. Y.	540
WWOD	Lynchburg, Va.	660
WWOK	Flint, Mich.	463
WWOL	Lackawanna, N. Y.	517
WWON	Woonsocket, R. I.	609
WWPB	Miami, Fla.	371
WWPF	Palatka, Fla.	372
WWPG	Palm Beach, Fla.	372
WWRL	Woodside, N. Y.	541
WWSC	Glens Falls, N. Y.	515
WWSO	Springfield, O.	569
WWSR	St. Albans, Vt.	657
WWST	Wooster, O.	570
WWSW	Pittsburgh, Pa.	600
WWVA	Wheeling, W. Va.	676
WWWB	Jasper, Ala.	314
WWXL	Peoria, Ill.	405
WXAL	Demopolis, Ala.	312
WXGI	Richmond, Va.	663
WXKW	Albany, N. Y.	509
WXLT	Ely, Minn.	472
WXLW	Indianapolis, Ind.	411
WXRA	Buffalo, N. Y.	513
WXRf	Guayama, P. R.	690
WXYZ	Detroit, Mich.	462
WZIP	Covington, Ky.	428

ALABAMA

Estimated Population 2,848,000—Increase —0.5%—Radio Homes 578,300
Total Families—699,100—Stations in State 56

WAVU

ALBERTVILLE—1948

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By Pat Murphy Courington
Business-Studio Address Albertville
Phone Number 555
News Service AP
Transcription Service World
President, Gen. Mgr. Pat M. Courington
Commercial Mgr. Eaton P. Govan
Program Director Annette Hooper
Chief Engineer Glenn Abercrombie

WRFS

ALEXANDER CITY—1947

Frequency: 1050 Kc. Power: 1,000 Watts d.
Owned-Operated By Piedmont Service Corp.
Business Address P. O. Box 72
Phone Number 1050
Studio Address 138 Main St.
Transmitter Location West End
Air Time: Local Sunrise—Local Sunset
Transcription Service Thesaurus
Representative Sears & Ayer
Membership NAB
President James L. Coley
Gen.-Station-Com. Mgr. Lem Coley
Program Director Bob McKinnon
Chief Engineer James W. Whatley
Farm Editor Lem Coley

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Andalusia Bcstg. Co., Inc.
Business-Studio Address Sanford Rd.
Phone Number 844
Transmitter Sanford Rd.
Air Time 5:55 a.m.-11 p.m.
News Service UP
Transcription Service World
Membership NAB
Gen. Mgr. James T. Ownby
Prog. Dir. Barbara Nicholson
Prod. Dir. Bert Moore
Musical Director Christine Hardage
Chief Engineer & Comm. Mgr. J. Dige Bishop
Farm Editor Tom Minard

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Anniston Bcstg Co.
Business-Studio Address 1330 Noble St.
Phone Number 2380-1
Transmitter 1401 W. 15th St.

Air Time 5:45 a.m.-11:05 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Sears & Ayer
Membership NAB-BMB-FMA
President-Owner Harry M. Ayers
Gen.-Sta.-Comm. Mgr. Malcolm Street
Music Dir. Rose Pounder
Program Dir.-Chief Announcer Ross Charles
Publicity Dir. Joanna Aly
Chief Engineer James A. Hudson
Farm Editor A. S. Mathews

WOOB

ANNISTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By W. S. Weatherly
Business-Studio Address 10th & Noble St.
Phone Number 3210-1
Transmitter Location 16th & Boynton Ave.
Air Time Unlimited
Transcription Service World
President-Owner W. S. Weatherly
Station Manager Hugh Webb
Program Manager John Orrison
Publicity Director Mary Williamson
Chief Engineer James Fitts

WJMW

ATHENS—1948

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By Athens Bcstg. Co.
Address c/o White Mtr. Sales Co.
President Wilson T. White

WAUD

AUBURN—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Auburn Bcstg. Co.
Business Address Box 350
Phone Number 1240-1
Studio Transmitter Montgomery Hwy.
Air Time 6 a.m.-M.
News Service AP
Transcription Service World, Lang-Worth
Pres., Gen.-Station-Com. Mgr.,
Publicity Director Elmer G. Salter
Sales Prom. Mgr., Program
Production Director Buck Persons
Chief Announcer Buck Persons
Musical Director Mrs. Anne Belvin
Chief Engineer Charlie Herman
Farm Editor Buck Persons

WJLD

BESSEMER—1942—KBS-ALA.

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Johnston Bcastg. Co.
 Business Address Box 147
 Phone Nos. Bessemer 2300; Birmingham 6-8172
 Transmitter Birmingham Bessemer
 Super Highway
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Seare & Ayer
 Pres.-Gen. Mgr. George Johnston, Jr.
 Station Mgr. James E. Connolly
 Sales Mgr. Clay Coe
 Prog. Dir. Jane Shaddix
 Pro.-Publicity Dir. John Statton
 Chief Announcer Bob Umbach
 Musical Director Joan Jetton
 Chief Engineer Maurice McKinney
 Farm Editor Joe Jackson

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. Power: 5000 Watts
 Owned By Univ. of Ala., Ala. Polytechnic
 Inst., Ala. Coll.
 Operated By Voice of Ala., Inc.
 Bus. Studio Address 701 Protective Life Bldg.
 Phone Number 3-8116
 Transmitter Sandusky, Ala.
 Air Time 5:30 a.m.-M, Mon.-Sat.;
 7 a.m.-M, Sun.
 News Service AP, UP
 Representative Radio Sales
 Membership NAB-BMB-FMA
 Chairman of Bd. Ed Norton
 President-General-Station Mgr. Thad Holt
 Comm. Mgr. C. P. Persons, Jr.
 Sales Promotion Mgr.-Pub. Dir. Lionel Baxter
 Program Dir. Maury Farrell
 Production Mgr. Burt F. McKee, Jr.
 Chief Engineer James L. Evans
 Farm Editor John McCune

WBRC

BIRMINGHAM—1925—NBC

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By Birmingham Bcastg. Co., Inc.
 Address WBRC Bldg.
 Phone Number 4-7741
 Transmitter Location 2400 Arkadelphia Rd.
 Air Time 6 a.m.-M., Mon.-Sat.; 7 a.m.-M., Sun.
 News Service INS
 Transcription Service Standard, Lang-Worth,
 Capitol, London
 Representative Paul H. Raymer Co.
 Membership NAB, BMB, FMA
 President-Gen. Mgr. Eloise H. Hanna
 Station Manager Howell C. Cobb

Commercial Manager Don D. Campbell
 Pgm. Dir., Prod. Mgr. Fox Light Foot
 Publicity Director John T. Orr
 Chief Announcer Davenport Smith
 Musical Director Herbert Grieb
 Chief Engineer G. P. Hamann
 Farm Editor Davenport Smith

WKAX

BIRMINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Courier Bcastg.
 Service, Inc.
 Address 1710 6th Ave. No.
 Phone Number 54-2541
 Transmitter Location 231 21st Ave., West
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Associated
 Representative Joseph Hershey McGillvra
 President Glenn V. Tingley
 Gen.-Sta.-Comm. Mgr. Ganus C. Scarborough
 Prog.-Prod.-Music Dir. Wanda Houghton
 Sales Mgr., Pub. Dir. Maurice Jackson
 Chief Announcer Charles Atchison
 Chief Engineer Stanley L. Hawkins
 Farm Editor Horace Pumphrey

WSGN

BIRMINGHAM—1927—ABC-ALA.

Frequency: 610 Kc. Power: 5000d.; 1000 n.
 Owned-Operated By The Birmingham
 News Co.
 Business Address Dixie Carlton
 Hotel, P. O. Box 2553
 Phone Number 4-3434
 Studio Address YWCA Bldg.
 Transmitter Location Fair Grounds
 Air Time 5 a.m.-M.
 News Service AP
 Representative Headley-Reed
 Membership NAB, BMB
 Exec. V.P., Managing Dir. Henry P. Johnston
 Commercial Manager Julian A. Flint
 Prom. & Pub. Dir. Mrs. Mary F. Childers
 Prog. Dir., Chief Ann. Eugene M. Plumstead
 Musical Director Catherine Arnold
 Chief Engineer J. V. Sanderson
 Farm Editor Shaffer Gregory

WTNB

BIRMINGHAM—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Operated By Thomas N. Beach
 Address 117½ North 21st St.
 Phone Number 4-4511
 Transmitter Location 3429 N. 21st St.
 Air Time 17 Hrs. Mon.-Sat.; 16 Hrs. Sun.
 News Service AP
 Transcription Service SESAC, World

ALABAMA

Representative Taylor-Boroff
Membership NAB
Owner Thomas N. Beach
V.P.-Gen. Mgr. Mrs. Evelyn S. Hicks
Assistant Manager..... David Loveman
Program Dir. Joyce Smith
Prom.-Publicity Director..... Florence Garney
Chief Engineer..... Frank J. Murphee
Farm Editor..... Larry F. Keith

WVOK

BIRMINGHAM—1947

Frequency: 890 Kc. Power: 10,000 Watts d.
Owned-Operated By..... Voice of Dixie Inc.
Business Address..... P. O. Box 2468
Phone Number 6-2924
Studio-Transmitter... Bessemer Super Highway
Air Time..... Daytime only
News Service UP
Transcription Service..... Capitol
Pres., Gen. Mgr..... Irablee W. Bennis
Com. Mgr., Chief Engineer... William J. Brennan
Program Director..... Margaret L. Colten
Consulting Engineer.... William E. Bennis, Jr.

WEBJ

BREWTON—1947—ALA.-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... Brewton Bcstg. Co.
Business-Studio Address.....
Transmitter Location..... Brewton, Ala.
Phone Number 553
Air Time..... 6 a.m.-11 p.m.
News Service AP
Transcription Service... Lang-Worth, SESAC,
Cole
Representative Friedenberg Agency
Membership NAB, BMB
Pres., Gen.-Station Mgr.... W. Emmett Brooks
Vice-Pres., Asst. Mgr.... William E. Brooks, Jr.
Com.-Sales Promotion Mgr.... J. M. Miller, Jr.
Program-Prod. Director..... George Carr
Chief Announcer..... Joseph A. Sikes
Chief Engineer..... Joseph L. Cobb

WKLF

CLANTON—1947—KBS-ALA.

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By..... Southeastern Bcstg. Co.
Bus.-Studio Address..... Clanton
Phone Number 449
Transmitter Location..... Selma Highway
Air Time..... Local Sunrise-Local Sunset
News Service..... AP
Transcription Service..... Keystone, World
Representative..... Thomas F. Clarke
President..... Dr. J. Kelley Robinson
Gen.-Station Manager..... Robert B. Taber

Asst. Mgr., Farm Editor..... Jesse Culp
Program-Prod. Director..... James Popwell
Publicity Director..... Robert B. Taber
Chief Announcer..... Paul Ried
Chief Engineer..... Lester Carter

WKUL

CULLMAN—1946—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Cullman Bcstg. Co.
Business Address..... P. O. Box 211
Phone Number 864-863
Studio-Transmitter Location... 2 Miles North of
Cullman on the Bee Line Highway
Air Time..... 5:30 a.m.-10:30 p.m.
News Service AP
Transcription Service..... Keystone, World,
SESAC
Pres., Gen. Manager..... H. H. Klaney
Station Manager..... Elizabeth Barrow
Program Director..... Betty Lowery
Chief Engineer, Farm Editor.... Robert Epstein

WHOS

DECATUR—1948

Frequency: 800 Kc. Power: 1000 Watts d.
Owned By..... H. H. & D. T. Kinney
Operated By..... North Alabama Bcstg. Co.
Business-Studio Address..... 212 Jackson St.
Transmitter Location..... 2nd Avenue
Phone Number..... 99L
Air Time Daytime
News Service UP
Transcription Service Capitol
Station Representative... Thomas F. Clark Co.,
Inc.
General Manager..... Lon Waters
Com.-Sales Prom. Mgr..... Robert Chrystie
Program-Production Director,
Chief Announcer..... Wally Beecham
Publicity Director..... Bob Chrystie
Musical Director..... Jack Gray
Chief Engineer..... Robert Epstein
Farm Editor..... Wally Beecham

WMSL

DECATUR—1935—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By..... Tenn. Valley Bcstg. Co., Inc.
Studio-Business Address..... 522 Bank St.
Phone Number..... 802-3
Transmitter..... Danville Rd. Decatur
Air Time 6 a.m.-M.
News Service..... UP
Transcription Service..... World, SESAC
President..... Melvin Hutson
Station-Commercial Mgr..... J. V. Roser
Program Director..... Lewis C. Blizzard
Chief Engineer..... J. V. Roser

ALABAMA

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Demopolis Bcstg. Co.
Business Address: Demopolis, Ala.
News Service: AP
Transcription Service: World
General Manager: W. M. Jordan
Commercial Manager: T. H. Gaillard, Jr.
Chief Engineer: John T. Larkin

WAGF

DOTHAN—1933—MBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Dothan Bcstg. Co.
Address: 204 1/2 E. Main Street
Phone Number: 1430-1
Transmitter Location: Headland Highway
Air Time: 8 a.m.-11 p.m. Mon.-Sat.; 7 a.m.-11 p.m. Sun.
News Service: AP
Transcription Service: World
Representative: Joseph Hershey McGillvra
Membership: NAB
General Manager: Julian C. Smith
Comm.-Sales Prom. Mgr.: Fred C. Moseley
Prog.-Prod.-Pub. Director: Arthur Creamer
Chief Announcer: Lamar Trammell
Chief Engineer: John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Houston Bcstg. Co.
Studio Business Address: 107 E. Adams St.
Phone Number: 2480
Transmitter: Columbia Hwy., 1 Mi. E. Dothan
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NAB
Pres., Gen.-Comm. Mgr.: Jess Swicegood
Prom. Dir.: Wayne Moseley
Chief Engineer: Jess Swicegood
Farm Editor: Joe Holloway

WOOF

DOTHAN—1948—KBS

Frequency: 560 Kc. Power: 1000 Watts d.
Business-Studio Address: 110 So. Foster
Phone Number: 2520-1
Transmitter Location: Radio Road
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Capitol
Representative: Sears & Ayer
Station Program-Production Director: Owens F. Alexander

Com.-Sales Promotion Mgr.: R. A. Dowling, Jr.
Publicity Director: R. A. Dowling, Jr.
Chief Announcer: Jack Hatcher
Musical Director: Jack Burgess
Chief Engineer: Bruce Joyner
Farm Editor: Tommy Underwood

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Wiregrass Bcstg. Co.
Business Address: 200 N. Main St.
Partners: R. A. Dawling, Jr.; Owens F. Alexander

WULA

EUFAULA—1948—ALA.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Ala.-Ga. Bcstrs., Inc.
Address: Dothan Rd.
Phone Number: 745
News Service: UP
General Manager: M. M. Moulthrop
Commercial Manager: James T. Ownby
Chief Engrs.: Hugh Chastain, Dige Bishop

WJOI

FLORENCE—1946—ABC-ALA.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Florence Bcstg. Co., Inc.
Address: 850 S. Court St.
Phone Number: 401
Air Time: 8 a.m.-M.
Pres., Gen.-Sta. Mgr.: Joe T. Van Sandt
Comm. Mgr.: Oscar D. Lewis
Pgm. Dir., Produ. Mgr., Pub. Dir., Chief Announcer, Musical Director: David E. Bigley
Chief Engineer: Pete Bingham
Farm Editor: Paul Shannon

WMFT

FLORENCE—1945—KBS-ALA.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Tri-Cities Bcst. Co.
Bus. Add.: 800 Cypress Mill Rd., P. O. Box 477
Phone Number: 42
Studio-Transmitter: 800 Cypress Mill Rd.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Associated, World
Representative: Friedenberq
Membership: NAB
President: Milton S. Killen
Gen. Mgr.: Franklin L. Bush
Prog. Dir.: Evelyn R. Littlepage
Chief Announcer: William A. Mapes
Musical Dir.: E. Y. Littlepage
Chief Engineer: Edwin R. Miller

WGAD

GADSDEN—1946—MBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By...Coosa Valley Bcstg. Co.
 Bus. Studio Address...817 Forrest Ave.
 Phone Number...5641.
 Transmitter Location: Atalla, Ala.
 Air Time...5:30 a.m.-M.
 News Service...UP
 Transcription Service...Thesaurus
 Representative...Joseph Hershey McGillvra
 Pres...E. L. Roberts
 Pres., Station, Comm. Mgr...J. W. Buttram
 Prog.-Prod. Dir...Lee Blaine
 Chief Announcer, Music Dir...James Stewart
 Chief Engineer...Col. J. C. Vessels

WGNH

GADSDEN—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...General Newspapers, Inc.
 Bus. Studio Address...P. O. Box 347
 Phone Number...4535
 Transmitter...2000 Chestnut St.
 Air Time...6 a.m.-M.
 News Service...INS
 Transcription Service...World
 Rep...Burke, Kuipers & Mahoney, Inc.
 Membership...NAB, BMB
 Gen. Station Mgr...Joel C. Robertson
 Program Dir...Marry Collins
 Chief Announcer...Bob Foster

WGWD

GADSDEN—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned By...G. W. Covington, Jr.
 Operated By...Edwin H. Estes
 Business Address...1004 E. Broad St.
 Phone Number...6-6301
 Transmitter Location...4½ mi. N.E. of Gadsden
 Air Time...Local Sunrise-Local Sunset
 News Service...UP
 Transcription Service...Associated
 Representative...Taylor-Borroll
 Membership...NAB
 President-Owner...G. W. Covington, Jr.
 Gen. Station Mgr...Edwin H. Estes
 Commercial Mgr...Cecil Weatherbee
 Sales Prom. Mgr...Maurice E. Shannon, Sr.
 Pgm. Dir., Prod. Mgr...Charles Pruitt
 Publicity Director...Virginia Adams
 Chief Engineer...Calvin Williamson

WJBY

GADSDEN—1928

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Gadsden Bcstg. Co., Inc.

Address...108 Broad Street
 Phone Number...6-3381-2
 Transmitter Location...108 Broad Street
 Air Time...6:30 a.m.-10 p.m.
 News Service...A.P.
 Transcription Service...Lang-Worth
 Representative...Sears & Ayer
 President...Bascom H. Hopson
 Gen. Mgr., Pgm. Dir...Beatrice Tate Benton
 Comm. Mgr...Sam A. Benton
 Chief Engineer...Glen Nichols

WGYV

GREENVILLE—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...Greenville Bcstg. Corp.
 President...E. V. Stabler
 Sec.-Treas...Calvin Poole

WBHP

**HUNTSVILLE—1937
 MBS-N. ALA.-KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...Wilton H. Pollard
 Bus. Studio Address...318 W. Clinton,
 P. O. Box 770
 Phone Number...313
 Transmitter Location...Athens Pike
 Air Time...Unlimited
 News Service...U.P.
 Transcription Service...Keystone
 Membership...NAB, BMB
 Pres., Gen. Manager...Wilton H. Pollard
 Station Mgr., Program Director,
 Chief Engineer...William G. Harris
 Com.-Sales Promotion Mgr...Ruth Harris
 Production Director...Dorothy Johnson
 Chief Announcer...Dewey Webb
 Musical Director...Glenn Slayton
 Farm Editor...Jerry Giggs

WFUN

HUNTSVILLE—1946—ALA. STATE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By...Huntsville Bcstg. Co., Inc.
 Address...410 W. Holmes St.
 Phone Number...2424
 Studio Transmitter Loc...410 W. Holmes St.
 Air Time...6 a.m.-M.
 News Service...AP
 Transcription Service...Lang-Worth
 Representative...Sears & Ayers
 President...I. B. Fall, Jr.
 Gen. Manager...John Garrison
 Chief Announcer...Grady Reeves
 Musical Director...Malcom Tate

WHBS
HUNTSVILLE—1946
ABC-ALA-NORTH ALA.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By...The Huntsville Times Co.
 Business-Studio Address...207 W. Clinton St.
 Phone Number.....2345
 Transmitter.....N. Church St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NAB
 General Mgr.....Jack Langhorne
 Station Manager.....Dick Warner
 Commercial Manager.....Don Smithe
 Program Dir.....Paul Russell Bumgardner
 Chief Announcer.....Don Fulton
 Chief Engineer.....Ray Roberts

WWWB
JASPER—1946—KBS-MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By.....Bankhead Bcstg. Co., Inc.
 Operated By.....James E. Reese
 Business Studio Address.....Bankhead-Long
 Building
 Phone Number.....100-200
 Transmitter Location:.....W. 20th St.
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Friedenberg
 Membership.....NAB
 President.....W. W. Bankhead
 General Manager.....James E. Reese
 Musical Director.....Joseph L. Sartain, Jr.
 Comm.-Sales Prom. Mgr.....Al Brooks
 Pgm. Dir., Chief Ann.....Charles T. Metcalfe
 Chief Engineer.....Wiley W. White

WABB
MOBILE—MBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By.....Mobile Press Register
 Business Address.....304 Government St.,
 P. O. Box 1109
 Phone Number.....2-2633
 Air Time.....6 a.m.-M.
 President.....R. B. Chandler
 Vice President.....W. J. Hearin, Jr.
 Gen. Mgr.....Louis Read
 Program Director.....Anthony Leighton
 News Dir.....Vernon L. Smith
 Music. Dir.....William H. Ward
 Chief Engineer.....William H. Murphree

WALA
MOBILE—1930—NBC

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By.....Pape Bcstg. Co., Inc.

Bus.-Studio Address.....210 Government at
 Joachim
 Phone Number.....3-3756
 Transmitter Location.....Tensas Bridgehead,
 Baldwin County
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....W. O. Pape
 V.P., General Mgr.....H. K. Martin
 Program Director.....Al Holman
 Chief Engineer.....R. B. Hurley

WKAB

MOBILE—1947—ALA. SPORTS

Frequency: 840 Kc. Power: 1000 Watts d.
 Owned-Operated By...Pursley Bcstg. Service
 Business-Studio Address...354 St. Francis St.
 Phone Number.....2-4561
 Transmitter.....545 Donald St.
 Air Time.....Local sunrise-local sunset
 News Service.....INS
 Transcription Service...Lang-Worth. Standard.
 SESAC, MacGregor
 Representative.....Donald Cooke
 Membership.....NAB
 Owners.....Claude & Louise Pursley
 Gen. Station Manager...Louise P. Pursley
 Comm.-Sales Mgr.....Claude L. Pursley
 Pgm.-Prod. Dir.....Tom Jackson
 Publicity Director.....Mary A. Sells
 Chief Announcer.....Tom Jackson
 Music Dir.....Stella M. Jackson
 Chief Engineer.....Gene Miller

WLAY

MUSCLE SHOALS CITY—1933
KBS-MBS-NORTH ALA.

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By...Muscle Shoals Bcstg. Corp.
 Business Address.....P. O. Box 230
 Phone Number.....1450-1
 Transmitter Studio Location. East Second St.,
 Sheffield, Ala.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....The Branham Co.
 Membership.....NAB, BMB
 President.....Frank M. Farris, Jr.
 General Station Mgr.....Richard B. Biddle
 Sales Manager.....Eulus Whitehead
 Program Director.....Charlie Welsh
 Production Manager.....Larry Rohling
 Publicity Director.....Doryce Levi
 Musical Director.....Doryce Levi
 Chief Engineer.....Lynn McMoran

W K R G

MOBILE—1946—CBS

Frequency: 710 Kc. Power: 1000 d.; 250 W. n.
 Owned-Operated By.....Giddens & Rester
 Business Address.....Telegraph Rd.
 Phone Number.....2-8789
 Studio-Transmitter.....Telegraph Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Adam J. Young, Jr.
 Membership.....NAB
 Owners.....T. J. Rester, Kenneth R. Giddens
 Gen. Station Mgr.....F. E. Busby
 Commercial Manager.....John Waller
 Pgm. Dir., Chief Announcer.....Carl Haug
 Chief Engineer.....Richard M. Cole
 Pub. Dir., Farm Editor.....Harry McDonnell

W M O B

MOBILE—1939—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Nunn Bcstg. Corp.
 Business-Studio Address.....458 Government St.
 Phone Number.....2-4566
 Transmitter Loc.....Stanton Rd. & Jackson Ave.
 Air Time.....18 Hrs. Daily
 News Service.....UP
 Transcription Service.....Capitol, World
 Representative.....Branham Co.
 Membership.....NAB, BMB
 President.....Gilmore N. Nunn
 Gen.-Sta.-Comm.-Sales Prom. Mgr.....D. H. Long
 Prog.-Prod. Dir.....Walter J. Millar
 Chief Engineer.....Samford Helt

W A P X

MONTGOMERY—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned Operated By.....United Bcstg. Co., Inc.
 Business, Studio Address.....116 Catoma St.
 Phone Number.....3-7568
 Transmitter Location.....North Ripley St.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Walker Co.
 Membership.....BMB
 Pres., Gen.-Station Mgr.....Thomas E. Martin
 Comm.-Sales Prom. Mgr.,
 Pub. Dir.....Hoke Williford
 Pgm. Dir., Prod. Mgr.....Dave Manners
 Musical Director.....Cecil Mackey
 Chief Engineer.....Owen Lehr

W C O V

MONTGOMERY—1939—CBS

Frequency: 1240Kc. Power: 250 Watts
 Owned-Operated By.....G. W. Covington, Jr.

Business Address.....Exchange Hotel
 Phone Number.....5781-2
 Transmitter.....Narrow Lane Rd.
 Air Time.....6:30 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Taylor-Boroff
 Membership.....NAB, BMB
 Gen.-Station Mgr.....G. W. Covington, Jr.
 Comm.-Sales Manager.....E. J. Duke
 Pgm. Dir., Prod. Mgr.....Bill Steadman
 Publicity Director.....W. L. Rowland
 Chief Announcer.....Lee-Allan Ford
 Chief Engineer.....W. D. Weatherly

W J J J

MONTGOMERY—1948—MBS

Frequency: 1170 Kc. Power: 10,000 Watts d.,
 1000 n.
 Owned-Oper. By.....Southern Bcstg. Co., Inc.
 Business Address.....Montgomery, Ala.
 Phone Number.....3-2237, 3-4471
 Studio Address.....115½ Commerce St.
 Transmitter Location.....Coosada Ferry Rd.
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Capitol
 Representative.....Weed
 Membership.....NAB
 Pres., Gen. Manager.....Joseph G. Mathews
 Station Manager.....John C. Hughes
 Commercial Manager.....Herbert A. McLendon
 Program Director.....E. Caldwell Stewart
 Chief Engineer.....A. Fred Wright

W M G Y

**MONTGOMERY—1946
 ALA. STATE**

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Dixie Bcstg. Co.
 Business-Studio Address.....2½ Dexter Ave.
 Phone Number.....5425
 Air Time.....Local sunrise-local sunset
 News Service.....INS
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NAB
 President-Owner.....Dr. S. D. Suggs
 General Station Mgr.....Thomas W. Sewell
 Commercial Manager.....Eron B. Ingle
 Prog.-Prod.-Pub. Dir.....Frank Monteleone
 Chief Ann., Music Dir.,
 Farm Editor.....Douglas Hassing
 Chief Engineer.....John D. Lamar

W S F A

MONTGOMERY—1930—NBC

Frequency: 1440Kc. Power: 1000 Watts
 Owned-Oper. By.....Montgomery Bcstg. Co., Inc.
 Business Address.....P. O. Box 1031

ALABAMA

Phone Number.....8361
Studio Address.....Jefferson Davis Hotel
Transmitter.....Narrow Lane Rd.
Air Time.....6 a.m.-11:05 p.m.
News Service.....AP
Transcription Service.....Thesaurus, Standard,
Cole
Representative.....Headley-Reed
Membership.....BMB
President.....Howard E. Pill
Asst. to Pres.....David E. Dunn
Local Sales Mgr.....Wm. W. Hunt
Nat'l. Adv. Sales Dir.....Julia Looney
Sales Mgr.....Howard E. Pill
Pgm.-Prod. Dir.....Lee Gooch
Publicity Director.....Alice Mayfield
Chief Announcer.....Charles Zemanh
Musical Director.....James Reed
Chief Engineer.....Cliff Shelkotsky

W J H O

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By.....Opelika-Auburn Bcstg. Co.
Business Studio Address.....1400 Auburn Rd.
Phone Number.....712
Transmitter.....1400 Auburn Rd.
Air Time.....6:15 a.m.-M.
News Service.....UP
Transcription Service.....Standard, SESAC
Membership.....NAB, BMB
Gen.-Station-Comm.-Sales
Promotion Manager.....F. Marion Hyatt
Program Director.....Lowell E. Takles
Musical Director.....Fred Digesu
Chief Engineer.....James S. Farrior, Jr.

W G W C

SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Transmitter-Studio-Business
Address.....Birmingham Hwy.
Phone Number.....2746-7
Air Time.....Unlimited
News Service.....INS
Transcription Service.....Thesaurus
Representative.....Taylor-Borroff
Membership.....NAB, FMA
President-Owner.....G. W. Covington, Jr.
Gen.-Comm. Mgr.....Percy Elliott
Prog. Dir., Chief Engineer.....John Townshend

W H B B

SELMA—1935—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Selma Bcstg. Co., Inc.
Business-Studio Address.....209 Washington St.
Phone Number.....1233
Transmitter Location.....Edgewood

Air Time.....Unlimited
President.....B. H. Hopson
General-Station Manager.....Julien Smith, Jr.
Sales Promotion.....Erin Reynolds
Program Director.....Cayce Jones
Publicity Director.....Julia Craig Miller
Chief Engineer.....T. F. Kelly, Jr.

W F E B

SYLACAUGA—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Business-Studio Address.....527 North Broadway
Phone Number.....160
Transmitter Location.....527 North Broadway
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Membership.....NAB
President.....E. E. Forbes, Sr.
Station Mgr., Prog.-Prod.-Pub.
Director.....R. P. Brett
Comm.-Sales Prom. Mgr.....C. J. Weber
Chief Engineer.....H. E. Pehworth

W M L S

SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Marble City Bcstg. Co.
Address.....Sylacauga
Phone Number.....1220
News Service.....AP
Transcription Service.....Lang-Worth
President, Chief Eng.....James S. Stowers, Jr.
General Manager.....Curtis O. Liles
Commercial Mgr.....Henry J. Darden, Jr.
Program Director.....Edward J. Smith

W H T B

TALLADEGA—1945—MBS-ALA-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Voice of Talladega, Inc.
Business-Studio Address.....Goldberg & Lewis
Bldg.
Phone Number.....3733
Transmitter Location.....Sylacauga Hwy.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard, Keystone
Membership.....NAB, BMB
Gen.-Station-Comm. Mgr.....R. A. Davidson
Program Director.....Lillian S. Davidson
Production Director.....Bill Smith
Traffic Director.....Willard Coker
Chief Engineer.....Lester Fisher

W T B F

TROY—1946—MBS-ALA-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....TroyBcstg. Corp.

. . . **ALABAMA-ARIZONA** . . .

Business Address.....Troy, Ala.
 Phone Number.....980-1
 Transmitter.....Troy, Ala.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Keystones,
 SESAC
 Representative.....Continental Radio Sales
 Membership.....NAB, BMB
 President.....J. Roy Crow
 Gen.-Station Mgr.....William C. Needham
 Comm. Mgr.....J. L. Brule
 Pgm. Dir.....Jesse Jordan
 Chief Engineer.....Joe W. Gilchrist

W J R D

TUSCALOOSA—1936

Frequency: 1150 Kc.....Power: 5000 Watts d;
 1000 Watts n
 Owned Operated By.....Jamse R. Doss, Jr.
 Bus. Studio Add.....First National Bank Bldg.
 Phone Number.....4464
 Transmitter Location.....Northport, Ala., Off
 Byler Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, Capitol

Representative.....Walker
 Membership.....NAB
 Owner, Gen.-Station Mgr.....James R. Doss, Jr.
 Comm. Mgr.....J. E. Reynolds
 Pgm., Musical Director.....Mrs. J. R. Doss, Jr.
 Prod. Dir.....Dorothy Slote
 Chief Announcer.....Paul Raymon
 Chief Engineer.....Lee Rector

WTBC

TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Tuscaloosa Bcstg. Co.
 Operated By.....Bert Bank, T. H. Todd, Jeff
 Coleman, Lamar Branscomb
 Business-Studio Address.....City Hall Bldg.
 Phone Number.....5523
 Transmitter Location.....15th St., across from
 Forest Lake
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative:.....Sears & Ayer
 Membership.....NAB
 General Station Manager.....Bert Bank
 Commercial Manager.....W. T. Forrester
 Program Director.....V. King
 Chief Engineer.....T. H. Todd

ARIZONA

*Estimated Population 664,000—Increase +32.9%—Radio Homes 161,700
 Total Families 172,800—Stations in State 20*

K S U N

BISBEE—1933—CBS-ARIZ. NET.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Carlton W. Morris
 Bus.-Studio-Transmitter Address.....P. O. Drawer
 C. Lowell Station
 Phone Number.....9
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NAB, BMB
 Gen.-Station Mgr.....Carleton W. Morris

KCKY

**COOLIDGE—1948
 MBS-DON LEE-ARIZ. NET.**

Frequency: 1150 Kc.....Power: 1,000 Watts
 Owned-Oper. By.....Gila Bcstg. Co., Inc.
 Business Address.....Studio Theatre Bldg.
 Phone Number.....355-6
 Studio Address.....Coolidge, Ariz.
 Transmitter Location.....Chandler Rd.
 Air Time.....5:30 a.m.-M.
 News Service.....UP

Transcription Service.....Associated
 Representative.....George C. Hollingsbery
 Membership.....NAB
 President.....Louis F. Long
 General Manager.....Paul Merrill
 Station Manager.....Bill Parady
 Comm.-Sales Prom. Mgr.....Pete Dillman
 Prog. Dir., Chief Announcer.....Art Arnold
 Prod.-Musical Dir.....Jim Fisk
 Chief Engineer.....Wayne Fernyhaugh
 Farm Editor.....Joe Sutton

KAWT

**DOUGLAS—1946
 NBC-ARIZ. BCSTG.**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Carleton W. Morris
 Business Address.....Box 1118
 Phone Number.....173
 Studio-Transmitter.....Douglas, Ariz.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President-Owner.....Carleton W. Morris

• • • **ARIZONA** • • •

Gen. Sta. Mgr., Prod. Dir. John King
Prom. Mgr., Prog.-Pub. Dir.,
Farm Editor Lee Boner
Chief Announcer Tom Brooks
Chief Engineer Justin Killes

KWRZ

FLAGSTAFF—1947—ARIZ. NET.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Grand Canyon Bcstg. Co.
Bus.-Studio Add. 220 E. Birch, P. O. Box 519
Phone Number 899
Transmitter One Mi. S. Flagstaff, Hway. 89
Air Time 7 a.m.-10 p.m.
News Service UP
Transcription Service Lang-Worth, World
Representative John Blair
President-Owner James L. Stapleton
Acting Gen.-Sta. Mgr.,
Program Director Mark A. Sapp
Comm.-Sales Prom. Mgr. Hoyett L. Martin
Prod. Dir., Chief Announcer Jack F. Murphy
Publicity Director Mel T. Patch
Musical Director Louella Pulliam
Chief Engineer Harry L. Woodley

KRUX

PHOENIX-GLENDALE—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Gene Burke Brophy
Bus. Address 615 N. Central Ave., Phoenix
Phone Number 2-2371
Studio-Transmitter Add. Grand Ave.,
Glendale
Air Time Unlimited
News Service UP
Transcription Service Standard, Associated
Representative William G. Rambeau
Membership NAB
President-Owner Gene Burke Brophy
Comm. Mgr. Jack Gregory
Music Dir. Ken Davidson
Chief Engineer Marvin Edwards

KWJB

GLOBE—1938—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Gila Bcstg. Co., Inc.
Business Address Box 2343
Phone Number 41
Transmitter-Studio Location S. Globe, Ariz.
Air Time 6:45 a.m.-11 p.m.
News Service AP, INS
Transcription Service Standard-Capitol
Representative Paul H. Raymer
Membership BMB
President Louis F. Long
(c/o KGLU, Safford)
General Manager Paul Merrill
Station Manager Willard Shoecraft
Commercial Manager John D. Sectar, Jr.
Chief Engineer Ted Thompson

KTYL

MESA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned Oper. By Sun Valley Bcstg. Co., Inc.
Business-Studio Address Chandler Rd.
Phone Number Mesa 903
Transmitter Location Hway. 89
Air Time Unlimited
News Service UP
Transcription Service Standard
President Howard Roberts
General Manager Dwight Harkins
Commercial Mgr. Leonard Bradshaw
Program Director James Murdock
Chief Engineer William Harrison

KNOG

NOGALES—1948

MBS-DON LEE-ARIZ. NET.

Frequency: 1340 Kc. Power: 270 Watts
Owned-Operated By Border Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address Rancho
Grande Hotel
Phone Number 770
Air Time Unlimited
News Service UP
Transcription Service World
Representative Gene Grant
President Robert Marcus
Station Manager Samuel Marcus
Chief Engineer Clifford Baker

KOOL

PHOENIX—1947

MBS-DON LEE-ARIZ. NET.

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By Maricopa Bcasters., Inc.
Business-Studio Address Adams Hotel
Phone Number 2-1748
Transmitter Chicago & McDowell Rd.
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth, MacGregor
Representative George P. Hollingbery
Membership NAB
President Gene Autry
Gen.-Station Mgr. Charles H. Garland
Comm.-Sales Prom. Mgr. Miles Reed
Program Director Victor Lundberg
Prod.-Musical Dir. Jack Lund
Publicity Director Larry Jonas
Chief Announcer Gil Lee
Chief Engineer Selwin Kirby

KOY

PHOENIX—1922—CBS-ARIZ. NET.

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. by Salt River Valley Bcstg. Co.

ARIZONA

Business Studio Address. 836-838 N. Central Ave., P. O. Box 2671
Phone Number4-4144
Transmitter.....12th St. & Camelback Rd.
Air Time6 a.m.-M.
News Service.....Transradio; UP
Transcription Service.....Associated, World Representative John Bladr
Membership.....NAB, BMB
Pres., Comm. Mgr.....John L. Hogg
Gen. Station Mgr.....Albert D. Johnson
Sales Prom. Mgr., Pub. Dir. George A. Loonby
Program Director.....John R. Williams
Production Mgr.-Chief Announcer...Bill Lester
Musical Director.....Alfred Becker
Chief Engineer.....Clifford R. Miller
Farm Editor.....Ernest Douglas

KPHO

PHOENIX—1940—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Phoenix Bcstg., Inc.
Business-Studio Address...Adams Hotel Bldg.
Phone Number4-7367
Transmitter Location...2400 W. Buckeye Rd.
Air Time5:45 a.m.-M.
News Service.....INS
Transcription Service.....Lang-Worth
Membership.....NAB
President, General Mgr.....Rex Schepp
Commercial Manager.....Frank L. Orth
Prog.-Pub.-Music Dir.....William Reddick
Chief Engineer.....Cliff Baker

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts
Owned By.....KTAR Bcstg. Co.
Business Studio Address...711 Heard Building
Phone Number4-4161
Transmitter Location.....36th St. & East Thomas Road
Air Time.....Unlimited
News Service.....AP
Transcription Service...Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership.....NAB, BMB
Ch. of Bd.....John J. Louis
President-General Station
Manager.....Richard O. Louis
Commercial Manager.....E. W. Harvey
Sales Promotion Manager. John Edwin Miller
Program Director.....J. Howard Pyle
Production Dir.....Paul Hughes
Publicity Directors...Myron Drake, Bob Pollard
Musical Director.....Plerson Bancroft
Chief Engineer.....A. C. Anderson
Farm Editor.....Rol Laughner

KYCA

PRESCOTT—1940
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....E. Gurley St.
Phone Number244
Transmitter.....E. Gurley St.
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP
Transcription Service...Standard, Thesaurus
Representative.....Paul H. Raymer
Membership.....NAB, BMB
Pres., Gen. Comm. Mgr.....Harold Ritter
Program Director.....Roberta M. Pflster
Publicity Director.....Marcia Gates
Chief Engineer.....George Eitel

KGLU

SAFFORD—1938
NBC-ARIZ. BCSTG.

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....1218 Sixth Ave.
Phone Number15
Transmitter.....E. Lone Star, Highway 70
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....World
Representative.....Paul H. Raymer
Membership.....BMB
President.....Louis F. Long
General Manager.....Paul Merrill
Station Mgr., Prog.-Music. Dir. Lester McBride
Commercial Manager.....Edward E. Furman
Sales Promotion Manager.....G. H. Paul
Production Director.....Otis E. Whelan
Pub. Dir., Chief Ann.Edward M. Sterling
Chief Engineer.....W. Herbert Hartman
Farm Editor.....Eric Manola

KCNA

TUCSON—1947
MBS-DON LEE-ARIZ.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Catalina Bcstg. Co.
Business-Studio Address...1511 E. 16th St., Box 2348
Phone Number2-4664
Transmitter.....1511 E. 16th St.
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingsbery
President.....Erskine Caldwell
Station Manager.....Wayne Sanders
Sales Manager.....Harry Chambers
Program Director.....Ray Helgesen
Chief Engineer.....W. J. Karpisek

K O P O

TUCSON—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Old Pueblo Bcstg. Co.
Business-Studio Address: 115 W. Drachman St.

Phone Number: 1752-3
Transmitter: 115 W. Drachman St.
Air Time: Unlimited
News Service: AP
Transcription Service: MacGregor
Representative: Homer-Griffith
Membership: NAB
President: Harold Tourea, Jr.
General-Station Manager: E. S. Mittendorf
Commercial Manager: Paul Plunkett
Sales Prom. Mgr.: S. J. Kossack, Jr.
Prog. Dir., Chief Announcer:

Farm Editor: Bus Williams
Production Director: Matt Lemen
Publicity Director: B. Anderson
Chief Engineer: Vernard Cimmylotti

K T U C

TUCSON—1929—CBS-ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Tucson Bcstg. Co.
Business-Studio Address: 900 E. Broadway,
P. O. Box 390

Phone Number: 1400
Transmitter: 900 E. Broadway
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World, Cole, SESAC
Representative: John Blair
Membership: NAB, BMB
Pres., Gen-Sta. Mgr.: Lee Little
Commercial-Sales Promotion

Manager: George Bradley
Business Mgr.: John Crowley
Program-Musical Director: Gerry O'Brien
Production-Chief Announcer: Scelt Henderson
Chief Engineer: Cliff Livingston

K V O A

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Arizona Bcstg. Co., Inc.
Business-Studio Address: 48 E. Broadway,
P. O. Box 2911

Phone Number: 3703
Transmitter Location: 10th and Lee Streets
Air Time: 8:55 a.m.-12:30 a.m.
News Service: AP
Transcription Service: Thesaurus, Standard,
Capitol

Representative: Paul H. Raymer
Membership: NAB, BMB
General Manager: R. B. Williams

Business Mgr.: Harper M. Phillips
Sales Promotion Mgr.: Fred J. Gerletti
Program Director: Ben L. Slack, Jr.
Production Manager: Jean T. Lely
Chief Announcer: George T. Callison
Chief Engineer: Ray H. Holsclaw

K Y S C

YUMA—1948

Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By: Yumesa Bcstg. Co.
Business Address: 601 Orange Ave.
President: N. S. McCallum
V.P. & Mgr. Director: J. R. Heath

K Y U M

YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Yuma Bcstg. Co.
Business Address: 1901 1st St.
Phone Number: 88
Transmitter-Studio Location: 1901 1st St.
Air Time: Unlimited
Transcription Service: Capitol, Thesaur
Representative: Paul H. Raymer
Membership: NAB, BMB
President: R. N. Campbell
General Manager: Ray C. Smucker
Commercial Manager: Roy L. Jorgensen
Program Director: Paul W. Dawson
Musical Director: Don Metcali
Chief Engineer: Leavenworth Wheeler

Howard E. Pill, President,
Radio Station WSFA, Mont-
gomery, Ala.: "I came into
radio business from news-
paper business — and THE
ASSOCIATED PRESS has
been regarded as tops by me
ever since my first job as a
cub reporter more than 25
years ago."

ARKANSAS

Estimated Population 1,925,000—Increase —1.3%—Radio Homes 430,600
Total Families 512,500—Stations in State 27

KVRC

ARKADELPHIA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Cecil W. Cupp
Business Address 506 Main St.
Phone Number 789
News Service AP
Transcription Service World
President-Owner Cecil W. Cupp
General & Coml. Mgr. J. M. Moore
Program Director Bill Deaton
Chief Engineer E. H. Summers

KLCN

BLYTHEVILLE—1922—ARK-LION

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Harold L. Sudbury
Address Sudbury Bldg.
Phone Number 2093
Studio Address Sudbury Bldg.
Transmitter Location E. Highway 18
Air Time Daytime
News Service AP
Transcription Service Capitol, Lang-Worth
Representative John E. Pearson
Membership BMB, FMA
Gen.-Sta.-Comm. Mgr. Harold L. Sudbury
Sales Manager J. T. Sudbury
Production Director Kyle Lambert
Chief Engineer Marion Skinner

KAMD

CAMDEN—1946
MBS-KBS-RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Camden Radio, Inc.
Business Address P. O. Box 5859
Phone Number 6-791-2
Transmitter-Studio Location So. California St.
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service Keystone, SESAC
Membership NAB, BMB
President Walter E. Hussman
General Manager Frank O. Myers
Station Manager David Crockett
Commercial Manager James Blaine
Prog. Dir., Chief Announcer Cal Carter
Production Director Rene Hamm
Chief Engineer Dorris C. Hunter

KELD

EL DORADO—1935
ABC-ARK., RAZORBACK, LION

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By Radio Enterprises, Inc.
Business-Studio Address Home Finance Bldg.
Phone Number 1313
Transmitter Location Country Club Colony
Air Time 6 a.m.-11:30 p.m.
News Service AP
Transcription Service World
Representative Continental Radio Sales
Membership NAB
President W. N. McKinney
Vice President Gen.-Station-Sales
Manager Leon M. Sipes
Publicity Dir., Comm. Mgr. J. R. Duerson
Program Director, Production
Manager W. N. McKinney
Musical Director Martha Wood
Chief Engineer John Long
Farm Editor Charles Clifton

KGRH

FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Fayetteville Bcstg. Co.
Business Address 922 Leverett St.
Phone Number 862
Transmitter Location 922 Leverett St.
Air Time 5:30 a.m.-11 p.m.
News Service AP
Transcription Service Standard
Membership NAB
Representative Ra-Tel Reps.
General Manager Fred J. Stevenson
Commercial Manager Jeff Lynch
Program Director Al Rowe
Chief Engineer George Dotson
Chief Announcer Pat Perrin
Music Director Steve Starwyck

KFSA

FORT SMITH—1946—ABC

Frequency: 950 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Southwestern Pub. Co.
Business Address 920 Rogers Ave.
Phone Number 3126
Transmitter Location 360 Wheeler Ave.
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative Taylor-Boroff
Membership NAB, BMB
President Donald W. Reynolds
Gen. Mgr. Karl Lambertz
Chief Engineer Robert Platt, Jr.

• • • **ARKANSAS** • • •

KFPW

FORT SMITH—1930

MBS-RAZORBACK ARK.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated BySouthwestern
 Hotel Co.
 Address.....2917 Rogers Ave.
 Phone Number4105
 Studio Addresses.....2917 Rogers Ave.,
 1213 Garrison Ave.
 Transmitter Location.....Albert Pike
 & Kelley Highway
 Air TimeUnlimited
 News ServiceUP, AP
 Transcription ServiceWorld
 RepresentativeWalker
 MembershipNAB, BMB
 Pres., Gen. Manager.....John A. England
 Station Mgr., Farm Editor.....J. E. Garner
 Comm.-Sales Prom. Mgr.....Al Godwin
 Program-Musical Dir.....Dorothy Gibson
 Production Director.....Afton Blake
 Publicity Director.....J. E. Garner
 Chief Announcer.....J. F. Hendrix
 Chief Engineer.....Willard E. Kunkel

John A. England, Pres.
 Al Godwin, Mgr

KWHN

FORT SMITH—1947

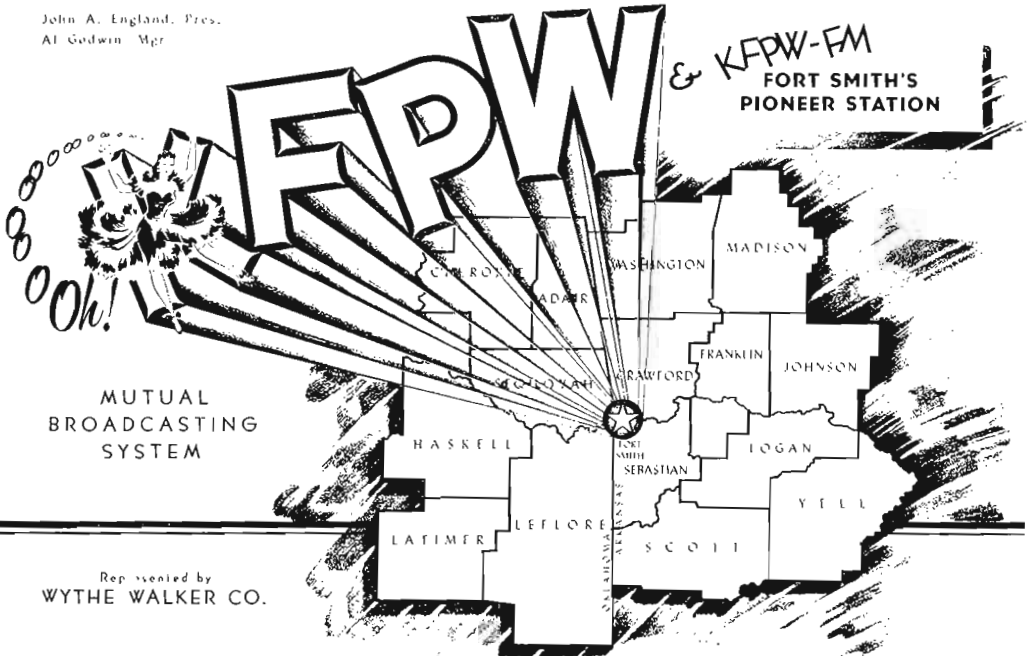
Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By...KWHN Bcstg. Co. Inc.
 Business-Studio Address.....421-423 Garrison
 Ave.
 Phone Number8967-8
 Transmitter Location.....End of Plum St.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Capitol, Associated
 Representative.....John E. Pearson
 MembershipNAB, BMB
 PresidentAllen Whiteside
 Sec. & Treas.....H. S. Nakdimen
 Comm. Mgr.....Jimmy Jones
 Chief EngineerBruce Dennis

KHOZ

HARRISON—1946

MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Harrison Bcstg. Corp.
 Business-Studio-Transmitter
 Address.....Radio City Addition



ARKANSAS

Phone Number840
Air TimeUnlimited
News ServiceUP
Transcription Service.....Standard, SESAC
Representative.....Burke, Kuipers & Mahoney
MembershipNAB
President.....Roy Milum, Sr.
Gen.-Sta.-Comm. Mgr., Robert S. Wheeler, Jr.
Sales Promotion Mgr., Tom Longfellow
Prog.-Prod. Dir., Chief Ann., Jimmie Jobs
Publicity Director.....Judd Wilson
Musical Dir., Chief Engineer.....Don Causey
Farm Editor.....Leon Shaddox

K F F A

HELENA—1941—MBS-KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Business-Studio Address.....215 York St.
Phone Number.....Main 58-9
Transmitter Location.....Stringtown Rd.,
W. Helena
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Continental Radio Sales
MembershipNAB, BMB
Pres., Sta. Mgr., Sam W. Anderson
Comm. Mgr., Farm Editor.....Ted Woods
Sales Mgr., Prog.-Prod.-Publicity
Director.....George Cline
Chief Announcer, Musical Dir., Joe Nearns
Chief Engineer.....Aubrey Dekker

K X A R

HOPE—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Business Address.....P. O. Box 398
Phone Number.....508
News Service.....AP
Transcription Service.....Lang-Worth
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Program Director.....George Frazier

K T H S

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc...Power: 10,000 D, 1,000 N
Owned By...Times Publishing Company, Ltd.
Operated By.....Radio Broadcasting, Inc.
Business-Studio Address.....135 Benton Street
Phone Number.....1160-1
Transmitter Location.....Route 2
Air Time.....6 a.m.-M.
News ServiceUP

Transcription Service.....Lang-Worth
Representative.....Branham
MembershipNAB, BMB
President-Owner.....John D. Ewing
General Manager.....John J. Wolever, Jr.
Commercial Manager.....Ed. C. Appler
Program Director.....J. F. Farber
Chief Announcer.....William S. Bailey
Musical Director.....Harry Lockhart
Chief Engineer.....Cecil L. Suitt

K W F C

HOT SPRINGS—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clyde E. Wilson
Business-Studio Address.....Malco Building
Phone Number.....412-3
Transmitter Location.....Malco Bldg.
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP
Representative.....Sears & Ayers
MembershipNAB, BMB
President-Owner.....Clyde E. Wilson
General-Station Manager.....Bob Choate
Comm. Mgr.....L. J. Dickon
Chief Engineer.....Tom Willson

K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Regional Bcstg. Co.
Business-Studio Address.....KBTM Bldg., 603
Madison St.
Phone Number.....5597
Transmitter Location.....Route No. 4
Air Time.....6:00 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World, SESAC
MembershipNAB, BMB
Pres., Gen.-Station Mgr.....Jay P. Beard

K A R K

LITTLE ROCK—1928

NBC-SOUTHCENTRAL QUAL-ARK.

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Arkansas Radio and
Equipment Co.
Business-Studio Address.....Radio Center, 114
East Capitol Ave.
Phone Number.....LD 99
Transmitter Location.....Hiway 67, Jackson
Blvd., North Little Rock
Air Time.....Unlimited

• • • **ARKANSAS** • • •

News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Edward Petry
 Membership.....NAB, BMB
 Owner.....T. H. Barton
 Gen.-Station Mgr.....G. E. Zimmerman
 Commercial Manager.....Julian F. Haas
 Prog.-Music Director,
 Production Manager.....Douglas J. Romine
 Sales Mgr. Pub. Dir.....A. C. Dowden
 Chief Engineer.....Dan L. Winn

K G H I

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc....Power: 1000 Watts d:
 500 Watts n.
 Owned-Operated By.....KGHI Bcstg. Service
 Address.....Union Life Insurance Bldg., 306 W.
 3rd St.
 Phone Number.....9166
 Transmitter Location.....Cantrell Rd.
 Air Time.....5:30 a.m.-M.
 Representative.....George P. Hollingbery
 General Manager.....S. C. Vinsonhaler
 Commercial Manager.....D. R. Corbett

K L R A

LITTLE ROCK—1928—CBS

Frequency: 1010 Kc...Power: 10,000 Watts D,
 5,000 Watts N
 Owned-Oper. By.....Arkansas Bcstg. Co.
 Business-Studio Address.....Gazette Bldg.
 Phone Number.....2-5427
 Transmitter Location..On Highway 70, 7 Mi.
 E. of Little Rock
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service..Lang-Worth, Thesaurus
 Representative.....Taylor-Borroff
 Membership.....NAB, BMB
 President.....J. N. Heiskell
 General Manager.....Ed Murphy
 Program Director.....Harris Owen
 Chief Engineer.....Kermit F. Tracy
 Farm Editor.....Deno Nichols

K V L C

LITTLE ROCK—1948

Frequency: 1050 Kc....Power: 1000 Watts d.
 Owned-Operated By..Southwestern Bcstg. Co.
 Bus.-Studio Address.....527 Pyramid Bldg.
 Phone Number.....5-5321
 News Service.....UP
 Transcription Service.....World
 Representative.....Forjoe
 President.....A. Bensky

General Manager.....Leonard Coe
 Commercial Manager.....Bob Harrison
 Program Director.....David Donovan
 Promotion Mgr.....Clovis Copeland
 Chief Engineer.....O. E. Kelly

K V M A

MAGNOLIA—1948

Frequency: 630 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Magnolia Bcstg. Co.
 Address.....McKay Bldg.
 President.....J. Rushton
 V.P.'s.....Dr. J. H. & Loon J. Wilson
 General Manager.....Lewis Byrne
 Commercial Manager.....Bill Humbert

K X L R

**LITTLE ROCK—1946
 MBS-RAZORBACK**

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Oper. By.....Ark. Airwaves Co.
 Business Address.....217 E. Third St.
 Phone Number.....(Studio) 2-2155
 (Office) 4-8928
 Studio-Transmitter Address..Cotton Belt Bldg.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol, Standard
 Representative.....Burke, Kuipers & Mahoney
 Membership.....NAB
 President.....John F. Wells
 General Manager.....Emil J. Pouzar
 Farm Editor.....Bobbie Forster
 Chief Engineer.....Earl H. Butler

K D R S

**PARAGOULD—1947
 KBS-RAZORBACK**

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Operated By...Progressive Bcstg. Co.
 Address.....Box 491
 Phone Number.....627
 Transmitter Location.....½ mile East of
 Paragould, Highway 25
 Air Time.....6 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Continental Radio Sales
 Membership.....NAB
 Gen.-Comm. Manager.....Ted Rand
 Program Director.....Ray Dexter
 Chief Announcer.....Claude Roper
 Business Manager.....T. M. Self
 Chief Engineer.....J. E. Douglas
 Farm Editor.....Bill Driskell

. . . **ARKANSAS** . . .

K C L A

PINE BLUFF—1947—RAZORBACK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Radio Engineering Service
Bus.-Studio-Transmitter
Address 2900 West 28th
Phone Number 1900
Air Time Unlimited
News Service AP
Transcription Service World
Sta. Mgr., Prog. Dir. Kenneth Kesterson
Commercial Manager Clyde Martin, Sr.
Chief Engineer Charles Penix

Owned-Operated By KUOA, Inc.
Business-Studio Address Siloam Springs
Phone Number 77
Transmitter Location Siloam Springs
Air Time 6 a.m.-Local Sunset
News Service UP
Transcription Service World, SESAC
Representative Rural Radio
Membership NAB, BMB, FMA
President John E. Brown, Sr.
Gen.-Station Manager Storm Whaley
Program Director Ralph Kennedy
Asst. Manager Clinton Fowler
Chief Engineer Cecil E. Smith
Farm Editor Charles E. Hoke

K O T N

PINE BLUFF—1934—MBS-KBS-ARK.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Universal Bcstg. Corp.
Bus.-Studio-Transmitter
Address 505½ Main St., Box 957
Phone Number 721
Air Time Unlimited
News Service AP
Transcription Service Thesaurus, Keystone, Cole
Membership NAB
Pres., Gen. Mgr. B. J. Parrish
Asst. Mgr. R. W. Etter
Commercial Manager Joe L. Wallace
Program Director Lois Sloan

K W A K

STUTT GART—1948

MBS-RAZORBACK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Stuttgart Bcstg. Corp.
Business Address 1818 S. Buerkle St.,
Box 271
Phone Number 842
Studio-Transmitter Address 1818 S. Buerkle
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Burke, Kuipers & Mahoney
President Beloit Taylor
Gen.-Station Manager Melvin P. Spann
Commercial Manager Skip Landen
Program Director Carroll Lee
Chief Engineer Jack Warden

K X R J

RUSSELLVILLE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By The Valley Bcstrs., Inc.
Business Address Russellville
Phone Number 299-786
Studio-Transmitter Address Russellville
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Capitol, Keystone
Membership NAB, BMB
Pres., Sta. Mgr. Jerrell A. Shepherd
Commercial Manager R. L. McCarrell
Chief Announcer James Lipsey
Chief Engineer William Sneed

K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By West Memphis Bcstg. Corp.
Business-Studio Address 229 Broadway
Phone Number Memphis 80518,
W. Memphis 463
Transmitter Location Highway 70, West
Memphis
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Lang-Worth, Capitol
Representative Burke, Kuipers & Mahoney
President J. C. Johnson
Sta. Mgr., Chief Engineer Vernon Dillaplain
Comm. Mgr., Prog. Dir. Roger Davison
Chief Announcer Frank Kelly

K U O A

SILOAM SPRINGS—1923—MBS-KBS

Frequency: 1290 Kc. Power: 5,000 Watts

K

E

W

B

BILL ANSON
 MANCHESTER BODDY
 FRANK BULL
 DICK FISHELL
 STUART HAMBLEN
 MAURICE HART
 BILL LEYDEN
 LOU MARCELLE
 GENE NORMAN
 PETER POTTER
 CLETE ROBERTS
 MARSHA WALTON

WARNER BROS.
HOLLYWOOD

*Represented Nationally by
 William G. Rambeau Co.*

CALIFORNIA

Estimated Population 10,031,000—Increase +45.2%—Radio Homes 2,929,200
Total Families 2,983,000—Stations in State 123

KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Bakersfield Bcstg. Co.
Business-Studio Address... 2013 Chester Ave.
Phone Number 88700-77800
Transmitter Location... Poplar Lane at Rosedale Rd.

Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative John E. Pearson; Western Radio Advertising

Membership NAB, BMB
President George B. Crome
General Manager Sheldon Anderson
Station Manager Frank Wilbur
Program Director Naum Healy
Chief Announcer Paul Freeman
Chief Engineer Ted Froming

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By... McClatchy Bdcstg. Co.
Business-Studio Address... Elk's Club Building
Phone Number 8-8431
Transmitter Location... Oak and Ming Streets
Air Time 6 a.m.-M.
News Service AP, INS, UP
Transcription Service World, MacGregor, SESAC

Representative Paul H. Raymer
Membership NAB, BMB
President Eleanor McClatchy
Station Manager Walter Baziuk
Comm.-Sales Manager Clinton Johnson
Prog.-Pub. Director Ramsey Elliott
Chief Engineer Luverne Shatto
Farm Editor Edward Sturgeon

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Paul R. Bartlett
Address 1420 Truxton Ave.
Phone Number 44548
Transmitter Location... 17th & "I" Sts.
Air Time 4:30 a.m.-1 a.m.
News Service UP
Transcription Service Capitol, Standard
Representative Avery Knodel
Membership NAB
Owner Paul R. Bartlett

Station Manager Gene DeYoung
Program Director, Farm Editor... Warren Mead
Publicity Director Ken Croes
Chief Announcer Bill Elliott
Acting Chief Engineer Alfred Horton

KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Oper. By... Pioneer Mercantile Co.
Business-Studio Address... 307 E. 21st St.
Phone Number 8-8157
News Service AP, UP
Transcription Service... Associated, Thesaurus
Representative Gene Grant
President F. G. R. Schamblin
General Manager L. A. Schamblin
Commercial Manager C. C. Sturm
Promotion Manager E. A. Mason
Chief Engineer L. P. Jarvis

KPAS

BANNING—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Pass Bctsg. Co.
Business-Studio-Transmitter Address
4425 W. Ramsey St.
Phone Number 515-8
Airtime 6:30 a.m.-M.
News Service AP
Transcription Service World
Representative Gene Grant, Donald Cocks
Membership NAB
President John Phillips
General Station Manager Carl Phillips
Commercial-Sales Pro. Mgr. Patrik G. Smith
Program-Production-Publicity
Director Carlton H. Anderson
Chief Announcer Loehr Rigby
Musical Director Roger Nedry
Chief Engineer Frank Dunn
Farm Editor Marvin H. Patchen

KWTC

BARSTOW—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Mojave Valley Bcstg. Co.
Business Address... Radio Center, P.O. Box 697
Phone Number 4001
Studio-Transmitter Address... Radio Center
Air Time 7 a.m.-11 p.m.
News Service UP
Transcription Service World

CALIFORNIA

Station Representative

Gene Grant, Donald Cooke
Membership NAB
Pres., Comm. Mgr., Pub. Dir. W. T. Brown
General-Station Manager. Burlon C. Boatright
Sales Prom. Manager, Maynard M. Marquardt
Prog.-Prod. Dir., Farm Editor. Robert E. Reno
Chief Announcer. Seymour Willing

KRE

BERKELEY—1923

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Central California
Broadcasters, Inc.
Address. 601 Ashby Avenue
Phone Number. Ashberry 3-7715
Air Time. Unlimited
News Service. AP
Transcription Service. Standard
Membership. NAB
Gen. Station Manager. Arthur Westlund
Comm.-Promotion Manager. Don Hambly
Production Director. Les Avery
Chief Engineer. Dave Fields

KUCB

BLYTHE—1948—CALIF. RURAL-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Bcstg Corp. of
America
Business Address. P. O. Box 668
Phone Number. 2237
News Service. AP
Transcription Service. World, Associated
Representative. Pearson
President, General Mgr. W. L. Gleeson
Station Manager. R. A. Wareham
Chief Engineer. Stan Reynolds

KROP

BRAWLEY—1946—ABC-KBS

Frequency: 1300 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By. Bcstg. Corp. of America
Business-Studio Address. P. O. Box 238;
Phone Number. 1300
Transmitter Location. Del Rio Country Club
Air Time. Unlimited
News Service. AP
Transcription Service. Associated, World, KBS
Representative. John E. Pearson
Membership. NAB
President, General Mgr. W. L. Gleeson
Commercial Mgr. Bill A. Geddes
Prog. Dir., Prod. Mgr. Jack Cronin
Chief Engineer. Jerry G. Collette
Farm Editor. Bob Hagopian

KWIK

BURBANK—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Burbank Bcstrs., Inc.
Business-Studio Address. 20 W. Burbank Blvd.
Phone Number. Charleston 0-2111
Transmitter Location. Amherst St.
Air Time. 24 Hrs.
News Service. UP
Transcription Service. Lang-Worth, Standard
President. James H. Furns
General Manager. Geo. H. Bowles
Vice Pres., Comm. Mgr. W. J. Handelsman
Program Director. Orval Anderson
Chief Engineer. William F. Jones

KICO

CALEXICO—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Charles R. Love
Business Address. P. O. Box 786
Phone Number. 918
Air Time. 5 a.m.-M.
Studio-Transmitter Address. 1½ Mi. N.
Calexico, Hqwy 99.
News Service. AP
Transcription Service. Associated
Representative. National Radio Sales, Gene
Grant
General Sta. Comm. Mgr. Charles R. Love
Program Dir., Chief Announcer. Fred Pelger
Chief Engineer. Richard Gunn

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1290 Kc. Power: 1000 Watts
(C.P. 5000 Watts)
Owned-Operated By. Golden Empire
Bcstg. Co., Inc.
Address. 4th & Broadway Sts.
Phone Number. 237-8
Transmitter Location. Hooker Oak &
Madrone Aves.
Air Time. Unlimited
News Service. UP
Transcription Service. World
Representative. Gene Grant
President. Hugh McClung
General Manager. M. F. Woodling
Commercial Manager. J. A. Pero
Program Director. Thomas Nelson
Chief Engineer. Russell B. Pope

KBUC

CORONA—1948—S. CALIF. RURAL
Frequency: 1370 Kc. Power: 500 Watts

CALIFORNIA

Owned-Operated By... American Pacific Radio Bcstg. Co.
Business Address.....117 West 7th St.
Phone Number.....1370-1-3
Studio-Transmitter Address.....Custer Road
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service...MacGregor, Long-Worth
Membership.....NAB
General Partners.....Elmer J. Bucknum,
John G. Bucknum
Station Manager.....William W. Phremer
Prog.-Publicity Director.....John G. Bucknum
Chief Engineer.....F. M. Johnson

Transmitter Location.....1025 W. Murray St.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Capitol
Representative.....Western Radio Adv.: John
Pearson
Membership.....NAB
President-Owner, General
Manager.....Carroll R. Hause-
Sales Promotion Manager, Program Director,
Production Manager...Frank Robinson Brown
Chief Engineer.....Edward P. Strople
Farm Editor.....Frank M. Smith

K R D U

DINUBA—1946—UNITED PACIFIC

Frequency: 1130 Kc.....Power: 250 Watts d.
Owned-Operated By.....Radio Dinuba Co.
P.O. Box 157
Business-Studio Address.....110 N. "L" St.
Phone Number.....500
Transmitter Location...Bet. W. Dinuba & Reedley
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Lang-Worth
President, Gen.-Station Manager...Egan A. Hafor
Program Director.....Harold Sparks
Farm Editor.....Dave L. Hofer, Jr.
Chief Engineer.....Troy L. Banks

K X O

EL CENTRO—1927—MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
Phone Number.....1100
Transmitter-Studio Location...South 4th St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President.....Paul A. Jenkins
General-Station Manager.....Doyle Osman
Commercial Manager.....Belle Hovey
Sales Promotion Mgr.....Bob Smith
Prog. Dir., Prod. Mgr.....King Brooker
Chief Engineer.....Wilbur Miller

K H U M

EUREKA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Carrall R. Hauser
Business-Studio Address.....Vance Hotel
Phone Number.....3900

K I E M

EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned Opr. By...Redwood Bdcstg. Co., Inc.
Business-Studio Address...Radio Center, E. and
Sixth Sts.
Phone Number.....4000
Transmitter Location...Eureka Inlet, Humboldt
Bay
Air Time.....5:55 a.m.
News Service.....UP
Transcription Service.....World,
Standard
Representative.....John Blair
Membership.....NAB, BMB
President, General Manager,
Station Manager.....Wm. B. Smullin
Commercial Manager.....Don Telford
Sales Promotion Manager.....Robert Stach
Program Director.....Charles Paul Corbin
Production Director.....Ed Arnold
Publicity Director.....Dave Borum
Chief Announcer.....Dave Hildebran
Chief Engineer.....John Bauriedel

K D A C

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Mendocino Coast Bcstg.
Co.
Business-Studio-Transmitter
Address.....2100 East Oak St.
Phone Number.....822-3
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World, Capitol
Representative.....Forjoe
Membership.....NAB
Gen.-Station Manager.....T. R. Amarante
Commercial Manager.....E. Mertle
Sales Promotion Manager.....Bud Baker
Program Director.....Arvo Hapenen
Prod.-Musical Director.....Bill Nieson
Publicity Director.....Bud Baker
Chief Announcer.....Art Leavitt
Chief Engineer.....Creigh Smith
Farm Editor.....Bill Treggoning

K A R M

FRESNO—1938—CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By...KARM, The George Harm Station
 Business-Studio Address...1333 Van Ness Ave.
 Phone Number4-2966
 Transmitter Location...Van Ness and Alluvial Avenues
 Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Edward Petry
 Membership.....NAB
 President-Owner.....Hattie Harm
 General-Station Manager...Clyde F. Coombs
 Exec. Sec., Promotion Manager...Eldora Roth
 Program. Prod. Director...John Garrick
 Farm-News Editor.....Ed Clough
 Chief Engineer.....Elbert Dean

K B N O

FRESNO—1948

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Baker Bcstg. Co.
 Business-Studio Address...1121 N. Fruit Ave.
 News Service.....UP
 Partners...John L. Baker, Peter K. Onnigian,
 Dr. George F. Baker, J. Schiffer, Harry Haratunian
 Manager.....Charles P. Scott

K F R E

FRESNO—1942—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....J. E. Rodman
 Business-Studio Address...T. W. Patterson Bldg.
 Phone Number4-5001
 Transmitter Location.....First & Clinton Sts.
 Air Time.....5 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated, World, Capitol
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 Owner.....J. E. Rodman
 General Manager.....Paul R. Bartlett
 Commercial Manager.....Nolly Moyer
 Program Director.....Ed J. Frech
 Chief Engineer.....K. L. Mealey

K M J

FRESNO—1922—NBC

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By...McClatchy Bcstg. Co.
 Business-Studio Address...1559 Van Ness Ave.
 Phone Number3-6277
 Transmitter Location.....Kerman, Calif.

Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Eleanor McClatchy
 Station Manager.....Hal Brown
 Sales Manager.....Coyle Chambers
 Program Director.....Joe Tomes
 Traffic.....Andy Patterson
 Prom.-Publicity Dir.....Jack Griffith
 Chief Engineer.....William N. Wallace
 Farm Editor.....Wally Erickson

K Y N O

FRESNO—1947—MBS-DON LEE

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By.....Robert Schuler,
 Sheldon Anderson, L. E. Chenault, Bert Williams
 Business Address.....Hotel Fresno
 Phone Number2-6141
 Air Time.....5 a.m.-M.
 Transmitter.....Barton & McKinley Aves.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson.
 Western Radio Adv.
 Membership.....NAB
 President.....Robert Schuler
 General Station Manager.....L. E. Chenault
 Prod. Dir., Chief Announcer...Warren Tufts
 Music Director.....Alvin Cross
 Chief Engineer.....Bert Williamson

K I E V

GLENDALE—1933

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Operated By...Cannon System, Ltd.
 Address.....102 N. Glendale Ave.
 Phone Number.....Chapman 5-2388,
 Cyprus 1-1133
 Air Time.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB
 President.....David H. Cannon
 General Station Mgr.....Cal Cannon
 Prog. Dir. Chief Announcer.....Hal Smith
 Chief Engineer.....Vern Schumann

K G F N

GRASS VALLEY—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Forty-Niner Bdcstg. Co.
 Business Address.....P. O. Box No. 924
 Phone Number1400
 Transmitter-Studio Location...Grass Valley,
 Nevada City Highway
 Air Time.....Unlimited

CALIFORNIA

News Service AP
Transcription Service..... Standard, Keystone
President..... W. H. Westbrook
Gen.-Comm. Mgr., Prog. Dir..... Robert Allene
Promotion Manager..... Victor Tamietti
Chief Engineer..... James R. Johnson, Jr.

KNGS

HANFORD—1948

Frequency: 620 Kc..... Power: 1000 Watts
Owned-Operated By..... Hanford Publishing Co.
Business Address..... P. O. Box 620
Phone Number..... 620
Air Time..... 5 a.m.-M.
Transmitter..... 4 Mi. E. Han'ord Hgwy. 198
News Service..... INS, UP
Transcription Service..... Associated, World
Representative..... Grant
Membership..... NAB
General Mgr..... Don C. Reeves
Commercial Mgr..... John Cohan
Program Dir..... E. C. Balthis
Chief Engineer..... Jack H. Sols

KFWB

HOLLYWOOD—1925

Frequency: 980 Kc..... Power: 5000 Watts
Owned-Operated By..... Warner Bros. Bcstg.
Corp.
Business-Studio Address..... 5833 Fernwood Ave.
Phone Number..... HE 5151
Transmitter Location..... 5775 W. Jefferson,
Los Angeles, Calif.
Air Time..... 6 a.m.-1 a.m.
News Service..... AP, INS, UP
Representative..... William G. Rambeau
Membership..... NAB
General Manager..... Harry Maizlish
Asst. Manager..... William V. Ray
Adv. Director..... Sydney Yallen
Commercial Manager..... Berne W. Wilkins
Publicity Director..... Gene Gach
Program Director, Production
Manager..... Thomas Freebairn-Smith
News Director..... Al Gordon
Chief Engineer..... Harry Myers
Musical Director..... Dion Romandy
(See Page 326)

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc..... Power: 500 Watts d.;
250 Watts n.
Owned-Operated By..... Ben S. McGlashan
Business-Studio Address..... 6314 Sunset Blvd.
Phone Number..... Hillside 0201
Transmitter Location..... Washington & Oak Sts.,
L. A.
Air Time..... 24 hrs.
News Service..... UP

Membership..... NAB
Owner..... Ben S. McGlashan
General-Station Manager..... Thelma Kirchner
Commercial Manager..... Jim Strain
Program Director..... M. Elmitt Eastcott
Chief Engineer..... Homer Obuchon

KREO

INDIO—1946

CALIF. RURAL—KBS

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... Bcstg. Corp. of America
Business Address..... P. O. Box 707
Phone Number..... Indio 7403
Transmitter Studio Location..... Calhoun St.
Air Time..... Unlimited
News Service..... AP
Transcription Service..... World
Representative..... John E. Pearson
Membership..... NAB, BMB
President & General Mgr..... William L. Gleason
Station Manager..... S. G. Reynold
Asst. Manager..... F. A. Dimien
Program Director..... Doug Caplette
Chief Announcer..... Douglas Fishell
Chief Engineer..... Stanley G. Reynolds

KCVR

LODI—1946—KBS

Frequency: 1570 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Central Valley Radio
Business Address..... P. O. Box 600
Phone Number..... Lodi 1700
Transmitter Studio Location..... 1.8 mi. N.W.
of Lodi
Air Time..... Daytime only
News Service..... UP
Transcription Service..... Standard
General Manager..... Herbert W. Brown
Station Manager..... David A. Brown

KFOX

LONG BEACH—1924

Frequency: 1280 Kc..... Power: 1000 Watts
Owned-Operated By..... Nichols & Warriner, Inc.
Address..... 220 E. Anaheim Street
Phone Number..... Long Beach 672-81
Transmitter Location..... 220 E. Anaheim Street
Air Time..... 6:30 a.m.-M.
News Service..... UP
Transcription Service..... Standard, Lang-Worth,
Cole
Representative..... Burns-Smith
Membership..... NAB
President, Gen., Sta. Mgr..... Hal G. Nichols
Pub. Dir..... Norman Masterson
Commercial Sales Mgr., Chief
Engineer..... Lawrence W. McDowell

KGER

LONG BEACH—1926

Frequency: 1390 Kc. Power: 5,000 Watts
 Owned By: Radio Station KGER
 Business Studio Address: 435 Pine Ave.
 Phone Number: Long Beach 727-85
 Transmitter Location: 6417 E. Olive Ave.,
 Paramount, Calif.
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: World, Lang-Worth,
 Associated
 Representative: J. H. McGillvra
 Membership: NAB
 Sales Manager: Earl Rutledge
 Musical Director: Helene Smith
 Chief Engineer: Luther Crumbaugh

KECA

LOS ANGELES—1929—ABC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: American Bcstg. Co., Inc.
 Business Address: 6363 Sunset
 Phone Number: HUDson 2-3141
 Studio Address: 1440 No. Highland
 Transmitter Location: 2951 S. Fairfax Ave.
 Air Time: Unlimited
 News Service: AP, INS, UP
 Transcription Service: Lang-Worth
 Representative: ABC Spot Sales
 Membership: NAB, BMB
 President: Mark Woods
 General Manager: Clyde P. Scott
 Sales Manager: Amos T. Baron
 Program Director: Rollo Hunter
 Publicity Director: Virginia West
 Chief Announcer: Dresser Dablstead
 Western Div. Mgr. of Technical
 Operations: Phil Caldwell

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By: Los Angeles Bcstg. Co.,
 Inc.
 Business-Studio Address: 645 S. Mariposa Ave.
 Phone Number: Fitzroy 1231
 Transmitter Location: 3725 Chesapeake Ave.
 Air Time: 24 hrs.
 News Service: AP
 Transcription Service: Associated, SESAC
 Membership: NAB, BMB
 President, General-Station-Commercial-
 Sales Promotion Manager: Calvin J. Smith
 Program Director, Production
 Manager: Carlyle Stevens
 Pub. Dir.: Murry Boggs
 Chief Announcer: Carlyle Stevens
 Musical Librarian: Barbara Jacobson
 Chief Engineer: Ron Oakley

KFI

LOS ANGELES—1922—NBC

Frequency: 640 Kc. Power: 50,000 Watts
 Owned-Operated By: Earle C. Anthony, Inc.
 Business-Studio Address: 141 N. Vermont Ave.
 Phone Number: FAirfax 2121
 Transmitter Location: Buena Pk.
 Air Time: 5:30 a.m.-1 a.m.
 News Service: AP, UP
 Transcription Service: Capitol, Associated,
 World
 Representative: Edward Petry
 Membership: NAB, BMB
 President-Owner: Earle C. Anthony
 General Manager: W. B. Ryan
 Sales, Promotion Mgr.: Kevin B. Sweeney
 Acting Program Dir., Production Dir.: Pat Kelly
 Musical Director: Bob Mitchell
 Chief Engineers: Curtis Mason,
 H. L. Blatterman
 Farm Editor: Nelson McIninch

KFVD

LOS ANGELES—1936

Frequency: 1020 Kc. Power: 5,000 Watts d.
 Owned-Operated By: Standard Bcstg. Co.
 Business-Studio Address: 338 South Western
 Ave.
 Phone Number: FAirfax 6361
 Transmitter Location: 5526 East Cortland, Lyn-
 wood, Calif.
 Air Time: Limited
 News Service: UP
 Transcription Service: Cole; Lang-Worth;
 MacGregor
 Representative: Donald Cooke
 Membership: NAB
 President: J. Frank Burke
 General Manager: Frank Burke
 Commercial-Sales Promotion
 Manager: Harry Patterson
 Program-Publicity Director: Carl Brewster
 Chief Announcer: Hunter Hancock
 Chief Engineer: Leonard Reeves
 Farm Editor: George Milne

KHJ

LOS ANGELES—1922

MBS-DON LEE

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By: Don Lee Bcstg. System
 Business-Studio Address: 1313 N. Vine St.,
 Hollywood
 Phone Number: HUDson 22133
 Transmitter Location: Venice Blvd.
 Air Time: 6 a.m.-1 a.m.
 News Service: AP, INS
 Transcription: World
 Representative: John Blair

CALIFORNIA

Membership NAB
 Pres. General-Station Mgr. Lewis Allen Weiss
 Sales Manager..... Herbert Sonnenberg
 Comm. Mgr..... Henry Gerstenkorn
 Program Director..... Charles Bulott
 Production Manager..... Anthony J. La Frano
 Publicity Director..... Mark Finley
 Musical Director..... Harry Zimmerman
 Chief Engineers..... Frank Kennedy,
 Walter Carruthers

KLAC

LOS ANGELES—1946

Frequency: 570 Kc..... Power: 5000 Watts
 Owned-Operated By..... KMTR Radio Corp.
 Address..... 1000 Cahuenga Blvd.
 Phone Number..... Hillside 1161
 Transmitter Location... N. Soto & Multnomah Sts.
 Air Time..... Unlimited
 News Service..... AP, UP
 Transcription Service..... Capitol
 Representative..... Adam J. Young, Jr.
 Membership..... NAB
 President..... Dorothy S. Thackrey
 Gen. Sta. Manager..... Don J. Fadderson
 Comm. Sales Prom. Mgr..... D. E. Lundy
 Prog., Prod. Dir..... Fred Henry
 Pub. Dir..... Red Doff

Chief Announcer..... Al Warner
 Music Director..... Roc Hillman
 Chief Engineer..... Carl Olson


KMPc

LOS ANGELES—1927

Frequency: 710 Kc... Power: 50,000 d., 10,000 n.
 Owned-Operated By..... G. A. Richards
 Business-Studio Address... 5939 Sunset Blvd.
 Phone Number..... Hollywood 5341
 Transmitter Location... 12755 Burbank Blvd.,
 N. Hollywood, Calif.
 Air Time..... Unlimited
 News Service..... AP, INS, UP
 Transcription Service... Associated, Lang-Worth
 Representative..... Paul H. Raymer
 President..... Frank E. Mullen
 Chairman of the Board..... G. A. Richards
 Gen. Sta. Mgr., V.P..... Robert O. Reynolds
 Commercial Manager..... Herbert H. Wixson
 Sales Promotion Mgr..... Mike Watson
 Program Director..... John Baird
 Production Director..... Bruce Kamman
 Publicity Director..... Betty Ann Hudson
 Musical Director..... Jerome Sybilrud
 Chief Engineer..... Loyd Sigmon
 Farm Editor..... Charles Lee Stone


(See Page 334)

FOR LISTENING PLEASURE




KLAC

FOR VIEWING PLEASURE



KLAC-TV



HOLLYWOOD

KNX

LOS ANGELES—1920

CBS—COLUMBIA PACIFIC

Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Operated By... Columbia Bcstg. System, Inc.

Business-Studio Address... 6121 Sunset Blvd.
Phone Number... Hollywood 1212
Transmitter Location... 190 St. & Hawthorne Blvd., Torrance, Calif.

Air Time... 5:30 a.m.-1:05 a.m.
News Service... AP, UP
Transcription Service... Lang-Worth
Representative... Radio Sales, CBS
Membership... NAB, BMB
President (CBS)... Frank Stanton
Vice-President charge of Western

Division... Donald W. Thornburgh
Director of KNX Operations... A. E. Joscelyn
Comm., Sales Manager... Wayne R. Steifner
Sales Promotion Manager... Ralph Taylor
Program Director... George W. Allen
Executive Assistant... Maurie Webster
Publicity Director... Lloyd Brownfield
Musical Director... Lud Gluskin
Chief Engineer... Les Bowman
Farm Editor... Robert Wilson

KRKD

LOS ANGELES—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By... Radio Broadcasters, Inc.

Business-Studio Address... 541 So. Spring St.
Phone Number... Tucker 7111
Transmitter Location... 1050 Montecito Drv.
Air Time... Unlimited
News Service... INS
Transcription Service... Associated, SESAC
Membership... NAB
General-Station-Commercial-Sales

Manager... Ned Connor
Program Director... Venna Taylor
Publicity Director... Doug Douglas
Chief Announcer... Charles Clifton
Musical Director... Maury Paul
Chief Engineer... Willis O. Freitag

KMYC

MARYSVILLE—1940—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Marysville-Yuba City Bcstrs., Inc.

Business Address... P. O. Box 631

Yes! you CAN cover AMERICA'S THIRD LARGEST
(and fastest-growing) MARKET

through **ONE** Great Advertising Medium!

- ★ *In Population...*
- ★ *In Radio Families...*
- ★ *In Effective Buying Income...*

THE KMPC LISTENING BOWL

★ *Is 90% of Southern California*

KMPC

The Voice of Southern California

DIAL 710 • 50,000 Watts (Days)

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

Phone Number.....2080
 Studio Address.....519 E. St.
 Transmitter Location...Laurellan Rd., District 10
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NAB
 President.....H. E. Thomas
 Gen.-Station Comm. Manager...Joe D. Carroll
 Sales Manager.....Hedley Hall
 Sales Promotion Manager...A. J. Powell, Jr.
 Program Director. Chief
 Announcer.....William R. Cleveland
 Publicity Director.....Boh Lane
 Chief Engineer.....Lloyd McQueary

KYOS

MERCED—1936—MBS-DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 CP 1480 Kc. 5000 Watts
 Owned-Operated By.....Merced Bcstg. Co.
 Business-Studio Address.....P. O. Box 717
 Phone Number.....Merced 1430
 Transmitter Location...1 1/4 mi. N.E. of Merced
 Air Time.....5 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NAB
 President-Gen. Mgr.....Hugh McClung
 Station Manager.....Charles H. Kinsley, Jr.
 Com.-Sales Promotion Mgr.....A. J. Krisik
 Program Dir.....Rebecca Krisik
 Prod. Dir., Farm Edit.....Joel Buffington
 Pub. Dir.....Charles H. Kinsley, Jr.
 Chief Announcer.....Malcolm Beavers
 Chief Engineer.....Russell B. Pope

KTRB

MODESTO—1933

Frequency: 860 Kc.....Power: 1000 Watts
 Owned-Operated By.....KTRB Bcstg. Co., Inc.
 Address.....Narwiegen Ave., P. O. Box 593
 Phone Number.....744 Modesto
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....World, Lang-Worth.
 Cole, Standard
 Representative.....W. S. Grant
 Membership.....NAB
 Pres.-Gen.-Station Mgr...William H. Bates, Jr.
 Com.-Sales Promotion Mgr..James Van Parks
 Program-Production-Publicity
 Manager.....Gene D'Accardo
 Chief Announcer.....Charles McEwen
 Musical Director.....Milton Hibdon
 Chief Engineer.....William H. Bates, Jr.
 Farm Editor.....Charles McEwen

KDON

MONTEREY—1935

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Monterey Peninsula
 Broadcasting Co.
 Business-Studio Address...468 Chile Principal
 Phone Number.....8501
 Transmitter Location.....Monterey Municipal
 Wharf
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated, Cole,
 World, Thesaurus
 Membership.....NAB
 President.....Paul H. Caswell
 General Station Mgr.....Reed Pollock
 Commercial-Promotion Mgr...Lester Jacobson
 Program Prod. Pub. Music Dir...Ford Worner
 Chief Announcer, Form Editor...Orel Phillips
 Chief Engineer.....Omer N. Wright

KWSD

MOUNT SHASTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Shasta Cascade Bcstg.
 Corp.
 Business Address.....Alma St.
 Phone Number.....2124
 News Service.....AP
 Transcription Service.....Standard, Capitol
 Representative.....Homer Griffith
 General-Commercial Mgr.....Arthur Adler
 Station Manager.....David H. Rees
 Promotion Manager.....John Pennington
 Program Director.....Iola Huntingdon
 Chief Engineer.....David H. Rees

KVON

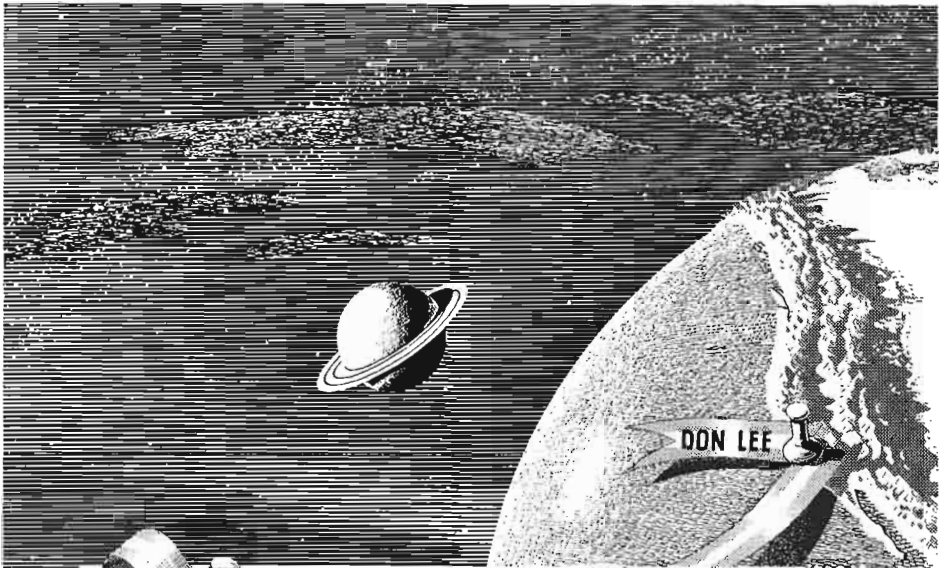
NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts
 Owned-Operated By.....Napa Bcstg. Co.
 Address.....Foster R.
 Phone Number.....2606
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Services.....World, Associated
 Representative.....For Joe
 Membership.....NAB
 General Manager.....Elwyn F. Quinn
 Station Manager.....Grant Pollack
 Program Director.....Howard Gordon
 Chief Engineer.....Herbert Vanderbeek

KSFE

NEEDLES—1948

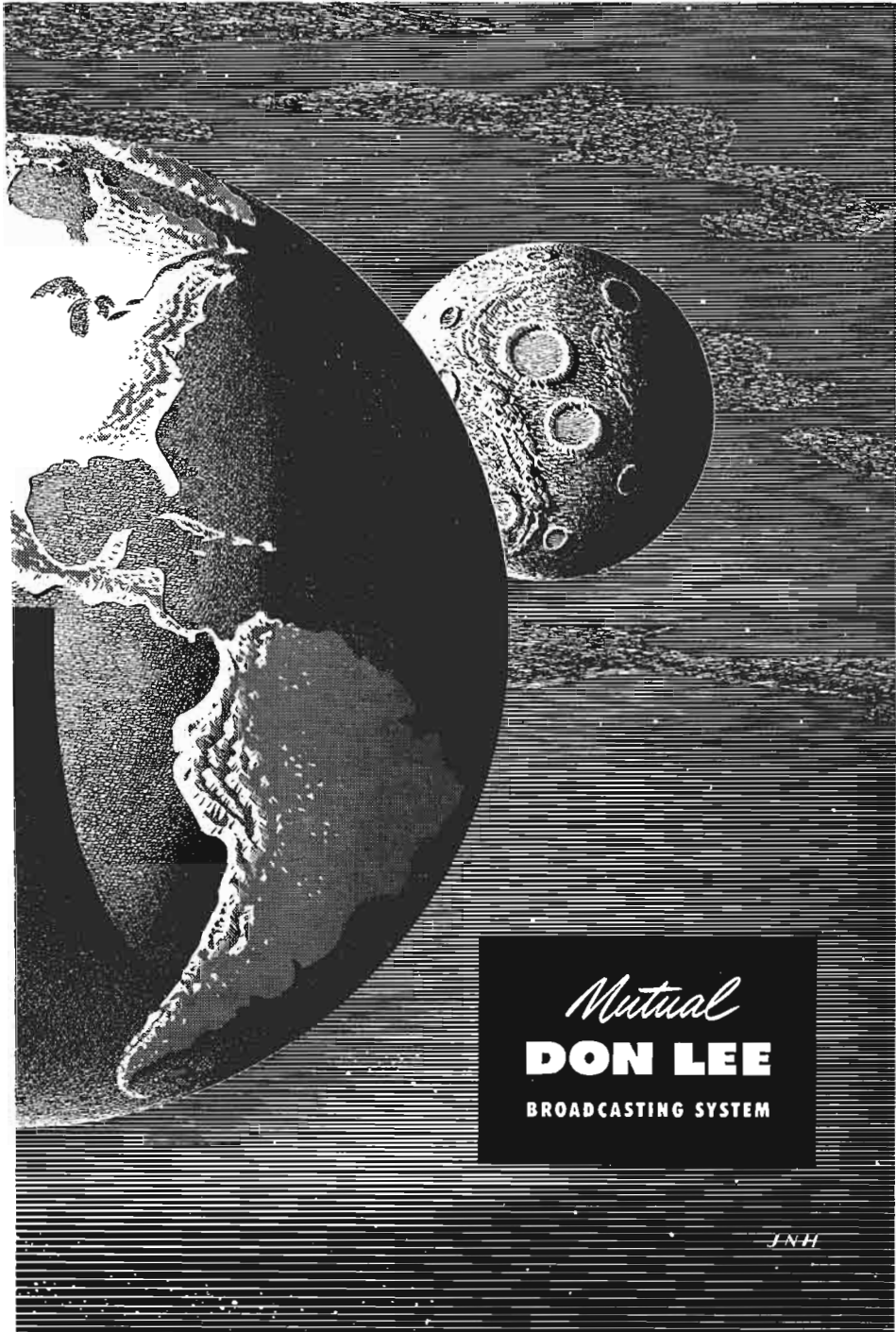
Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Shelley Radio-Electric Co.
 Business-Studio Address.....121 "E" St.
 Phone Number.....215



PIN DOWN THE BIG PACIFIC COAST WITH
MUTUAL-DON LEE

The World's Greatest Regional Network

ONLY DON LEE on the Pacific Coast has enough stations to release your message from *within* every important buying market. Don Lee has 45 stations...one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has *twice as many* stations as the other three networks *combined*.



Mutual
DON LEE
BROADCASTING SYSTEM

JNH

CALIFORNIA

Transmitter Location... Western outskirts of
Needles, on Hiway 66
Air Time Unlimited
News Service INS
Transcription Service World
Owners Oscar D. Shelley, F. Kenyon Reed
Chief Engineer Oscar D. Shelley

K L X

OAKLAND—1922

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By... Tribune Building Co.
Business Studio Address... Tribune Tower
Phone Number..... Glencourt 1-0660
Transmitter Location..... Tribune Tower
Air Time 6 a.m.-M.
News Service AP
Transcription Service..... Capitol, World
Representative Eurn-Smith
Membership NAB
President..... J. R. Knowland, Jr.
Gen. Station Manager..... Glenn Shaw
Program Director..... Jerry Morton
Musical Director..... Lou Dean Grow
Chief Engineer..... Roswell S. Smith

K R O W

OAKLAND—1925

Frequency: 960 Kc. Power: 1000 Watts
(CP 5000 Watts)
Owned-Operated By..... KROW, Inc.
Business Studio Address..... 464-19th St.
Phone Number..... TWinoaks 3-9600
Transmitter Location..... 1520-8th Ave.
Air Time..... Unlimited
News Service..... UP
Transcription Service... Standard, Associated
Membership NAB
President..... Sheldon F. Sackett
Gen. Mgr.-Comm. Mgr... Willon Gunzendorfer
Program Director..... Russ Coughlan
Publicity Director..... Mercedes Prosser
Chief Engineer..... C. E. Downey

K W B R

OAKLAND—1920

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Operated By... S. W. & E. N. Warner
Business Studio Address..... 327-21st St.
Phone Number..... Higate 4-1212
Transmitter Location..... 327-21st St.
Air Time..... Unlimited
News Service..... UP
Transcription Service... Lang-Worth, Standard
Membership NAB
General Manager..... S. W. Warner
Station Comm. Mgr..... F. Wellington Morse
Program Director..... Evelyn R. Dewsnup
Prod.-Dir. George Oxford
Publicity Director..... Wanda Armev

Chief Announcer..... Bob Bourard
Musical Director..... Bill Doubleday
Chief Engineer..... Paul Gregg

K O C S

ONTARIO—1946

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By... The Daily Report Co.
Business-Studio Address..... 222 "B" St.
Phone Number..... Ontario 627-54
Transmitter Location... 4th and San Antonio
Air Time..... Local sunrise—Local sunset
News Service..... UP
Transcription Service... Capitol, Associated
Representative Gene Grant
Membership BM3
President..... Mrs. Jerene Appleby Harnish
General Manager..... Ernest L. Spencer
Commercial Manager..... J. A. Downey
Station Mgr.-Program Dir..... Stanley Davis
Pub. Dir. & Sales Mgr..... Helen Faye
Chief Announcer, Music Dir... George Croford
Chief Engineer..... Floyd Hall
Farm Editor..... Russ Savery

K D A N

OROVILLE—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Oroville Mercury Bcstg. Co.
Business-Studio-Transmitter
Address..... 1887 Arlin Rhine Drive
Phone Number..... 1340
Air Time..... 6:30 a.m.-M.
News Service..... UP
Transcription Service Lang-Worth
Membership NAB
President..... Dau L. Beebe
Gen.-Station-Comm. Mgr..... Arden Booth
Program Director..... Ed. Kihn
Chief Announcer..... Lloyd Klemp
Farm Editor..... Arden Booth

K C M J

PALM SPRINGS—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Palm Springs Bcstg Co.
Business Address..... Box KK
Phone Number..... 2911; 2253
Studio, Transmitter Location..... RadiOasis
Air Time..... 7 a.m.-M.
News Service..... UP
Transcription Service..... Standard
Representative..... W. S. Grant
Gen.-Sales-Comm.-Sales Promotion Mgr.,
Publicity Director..... Dick Joy
Assistant Manager..... Roland Vaile
Program Director..... John Clowes
Production Director..... Gene Morgan
Chief Engineer..... Don McBain

KAGH

PASADENA—1948

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By. KAGH, Inc.
 Address. 800 N. Sierra Madre Villa
 Phone Number. RYan 1-7641,
 SYcamore 2-2196
 Air Time. Local sunrise-local sunset
 News Service. UP
 Transcription Service. Standard
 President. Andrew G. Haley
 General Manager. Pete Watts
 Program Director. Aubrey H. Ison
 Production-Publicity Dir. Carl Greene
 Musical Director. Paul Atkerson
 Chief Engineer. Ben Leff

KWKW

PASADENA—1942

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Southern Calif. Bcstg. Co.
 Business Studio Address. 425 E. Green St.
 Phone Number. RYan 1-6744
 Transmitter Loc. 932 N. Vista, San Gabriel
 Air Time. 5:30 a.m.-Local Sunset
 News Service. UP
 Transcription Service. Capitol
 Representative. Forjoe
 Membership. NAB
 President. Marshall S. Neal
 Gen. Station-Comm. Mgr. William J. Beaton
 Sales-Prod. Manager. Claire Hughes
 Prog.-Pub. Dir., Chief Announcer,
 Farm Editor. Eddie Albright
 Music Director. Andy Mansfield
 Chief Engineer. Paul W. Spargo

KXLA

PASADENA—1942

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By. Pacific Coast Bcstg. Co.
 Business Address. 1401 So. Oak Knoll Ave.
 Phone Number. RYan 1-6991
 Transmitter Location. N. Lexington-Gallatin
 Rd.-El Monti
 Air Time. 24 hrs. daily
 News Service. AP
 Transcription Service. Lang-Worth, World,
 Associated
 President-Gen. Mgr. Loyal K. King
 Chief Engineer. Jack Reader

KPRL

PASO ROBLES—1946

MBS-DON LEE-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Leslie Henry Hacker

Business Studio Address. 32nd & Oak Sts.
 Phone Number. 204
 Transmitter Location. 32nd & Oak Sts.
 Air Time. Unlimited
 News Service. AP
 Transcription Service. Standard
 Representative. W. S. Grant
 Pres.-Owner-Gen. Mgr. Leslie Henry Hacker
 Station Mgr. Pgm. Dir. Arthur J. Hapgood
 Comm.-Sales Prom. Mgr. Jos. Shuttleworth
 Prod. Mgr., Musical Dir. Clare Palmer
 Chief Engineer. George Palmer
 Farm Editor. Steve Lamkin

KPMO

POMONA—1948—CALIF. RURAL

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By. Valley Bcstg. Co.
 Business-Studio Address. 1240 E. Holt St.
 Phone Number. LYcoming 2-1293
 News Service. UP
 Transcription Service. Standard, World
 President, General Mgr. Dean H. Wickstrom
 Commercial Manager. Riley Kysar
 Program Director. Melvan Carroll
 Promotion Manager. Ed Rodrigues
 Chief Engineer. Al Heibert

KTIP

PORTERVILLE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. J. F. Tighe Bcstg. Co.
 Studio-Bus.-Transmitter Address. Newcomb
 & Grand
 Phone Number. 1450
 Air Time. 6 a.m.-11 p.m.
 News Service. UP
 Transcription Service. World
 Representative. Gene Grant
 Membership. NAB
 President-Owner. J. F. Tighe
 Gen. Station-Pub. Mgr. John K. Clarke
 Comm.-Sales Promotion Mgr. Ward Fritch
 Program Production Director-Chief
 Announcer-Musical Director. Dave Belman
 Chief Engineer. Hampton McKinney
 Farm Editor. Jack Bullock

KBLF

RED BLUFF—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Dr. Russell G. Frey
 Studio-Business Address. 346 Oak St.
 Phone Number. 354
 Transmitter Location. E. Red Bluff
 Air Time. Unlimited
 News Service. AP
 Transcription Service. World
 Representative. Gene Grant

Membership..... NAB
 President..... Dr. Russell G. Frey
 Gen.-Station Mgr., Prog.-Prod.-Publicity
 Dir., Chief Announcer... Harold N. Altman
 Comm.-Sales Prom. Mgr..... Walt Bronson
 Musical Director..... Patricia M. Russell
 Chief Engineer..... Walt Bronson
 Farm Editor..... Donald M. Smith

KVCV

REDDING—1938—MBS-DON LEE

Frequency: 600 Kc..... Power: 1000 Watts
 Owned-Operated By... Golden Empire Broad-
 casting Co.
 Business Address..... Highway 99, South
 Phone Number..... 1646-7
 Transmitter Location... Highway No. 99 South
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service... Standard, Cole, World
 Representative..... Grant
 President..... Hugh McClung
 General Mgr..... Fred M. Stuelpnagel
 Commercial Manager..... H. E. McCarty
 Prog. Dir..... Lyle Mathis
 Prom. Mgr..... Theodore Dooley
 Chief Engineer..... Russell Pope

KPRO

RIVERSIDE—1941—KBS-CAL. RURAL

Frequency: 1440 Kc..... Power: 5000 Watts
 Owned-Operated By... Broadcasting Corpora-
 tion of America
 Business-Studio-Transmitter Address..... 3401
 Russell St., Riverside; 483 E. St., San Ber-
 nardino
 Phone Number... Riverside 6290, San Bernar-
 dino 5157
 Air Time..... 24 hrs.
 News Service..... AP
 Transcription Service... Associated, World,
 MacGregar, SESAC
 Representative..... John E. Pearson
 Membership..... NAB, BMB
 President-General Mgr..... W. L. Gleeson
 Station Manager..... Forrest Wallace
 Comm. Sales Prom. Mgr..... Gene Williams
 Program Director..... Charles Gibson
 Production Director..... Russell Jensen
 Chief Announcer..... Red Blanchard
 Music Director..... Hank Johann
 Chief Engineer..... Stan Reynolds
 Farm Editor..... Ed Delaney

KCRA

SACRAMENTO—1945—NBC

Frequency: 1320 Kc..... Power: 1000 Watts

Owned-Oper. By..... KCRA, Inc.
 Business Studio Address..... 11th & Jay Sts.
 Phone Number..... 2-0758
 Transmitter Location..... 3 mi. NW of town
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... World, Capitol
 Representative..... Weed, W. S. Grant
 Membership..... NAB, BMB
 President-General Mgr..... Ewing C. Kelly
 Station Manager..... Howard Smiley
 Commercial Manager..... John Dupell
 Program-Publicity Director..... Irma Davis
 Production Director..... Fred Beckwith
 Chief Engineer..... Ray Bailey

KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc..... Power: 50,000 Watts
 Owned-Operated By... McClatchy Bcstg. Co.
 Business Studio Address..... 708 I St.
 Phone Number..... 3-1745, 2-5011
 Transmitter Location..... Plansent Grove
 Air Time..... Unlimited
 News Service..... UP, AP
 Transcription Service..... Capitol
 Representative..... Paul H. Raymer
 Membership..... NAB, BMB
 President..... Eleanor McClatchy
 Station Manager..... Keith B. Collins
 Sales Manager..... George H. LaRue
 Publicity & Promotion..... Tom Flynn
 Program Manager..... Richard S. Burdick
 Traffic Manager..... Howard Evanson
 News & Special Events Mgr..... Tony Koester
 Music Librarian..... John D. Van Duzer
 Chief Engineer..... Stam Sronce
 Farm Editor..... Ray Rodgers

KROY

**SACRAMENTO—1937
 CBS-COLUMBIA PACIFIC**

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By... Harmco, Inc.
 Business-Studio Address... Hotel Sacramento
 Phone Number..... 3-2525
 Transmitter Location..... 3402 65th St.
 Air Time..... 6 a.m.-M.
 News Service..... INS, UP
 Transcription Service..... Associated
 Representative..... Avery-Knodel
 Membership..... NAB
 V.P.-Mgr..... Clyde F. Coombs
 Commercial Manager..... Byron H. Nelson
 Program Prod. Director... William J. Ratcliff
 Chief Engineer..... Howard Martineau
 Farm Editor..... Scotty Mortland

K X O A

SACRAMENTO—1945
MBS-DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By Sacramento Broad-
casters, Inc.
Business Studio Address: 1617—30th St.
Phone Number 6-4728
Transmitter Location Sacramento-
Roseville Freeway Hgwy.
Air Time Unlimited
News Service UP
Transcription Service Associated
Represent. J. E. Pearson, West. Radio Adv.
Membership NAB, BMB
President, General Manager Lincoln Dellar
Station Commercial Mgr. Morton Sidley
Program Director William Bennington
Chief Engineer Paul E. Leake

K S B W

SALINAS—1947—MBS-DON LEE

Frequency: 1380 Kc. Power: 1,000 Watts
Owned-Operated By Salinas Bcstg. Corp.
Business-Studio-Transmitter Address Airport
Rd.
Phone Number 807L
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Western Radio, Adv.,
John E. Pearson
Membership NAB
President-Gen. Station Mgr.- Chief
Engineer J. M. Hall
Commercial Manager James W. Tressel
Sales Promotion Mgr.-Pub. Dir. Jim Willis
Prog.-Prod.-Music Dir. Don Wells
Chief Announcer Roy Wilson
Farm Editor Ken Wilhelm

K C S B

SAN BERNARDINO—1947

Frequency: 1350 Kc. Power: 500 Watts d.
Owned-Operated By San Bernardino Valley
Bctrs.
Studio-Bus, Transmitter Address 770 Mill St.
Phone Number 82245
Air Time 5:30 a.m.-Local sunset
News Service AP, UP
Transcription Lang-Worth
Representative Forjoe
President Woodrow Miller
Gen.-Station-Comm. Mgr. John R. Rider
Sales Prom. Mgr., Prog.-Publicity
Director Sam Kerner
Chief Announcer Val Gearhart
Chief Engineer, Farm Editor Donald Kerr

K F X M

SAN BERNARDINO—1929
MBS-DON LEE

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By Lee Bros. Bcstg. Corp.
Business Studio Address 512 Fifth St.
Phone Number 4761
Transmitter Location San Bernardino
Air Time 5:45 a.m.-M.
News Service UP
Transcription Service World
Representative John Blair
Membership NAB
President J. Clifford Lee
V. P.-General Station-Comm.
Manager Don S. Cummings
Sales Promotion Mgr.-
Publicity Director Lowell Smith
Program Director Gene W. Lee
Production Director John E. Harder
Chief Announcer Charles Palmer
Chief Engineer George Ewing
Farm Editor Howard Baichly

K I T O

SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By San Bernardina Bcstg. Co.
Inc.
Business Studio Address 569 Fourth St.
Phone Number 7807
Transmitter Location 1-4 Mi. north of Base Line
Air Time Unlimited
News Service UP
Transcription Service Capitol
Representative George P. Hollingbery
President Carl E. Haymond
Station-Comm. Manager George E. Lindman
Promotion Manager-Program
Dir. Charles B. Foll
Production Dir.-Chief Announcer Arnold Benum
Musical Director Clemmy Wacula
Chief Engineer Owen J. Ford

K R N O

SAN BERNARDINO—1946
UNITED PACIFIC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Western Empire Bctrs., Inc.
Address 990 Colton Ave
Phone Number 2-4282, 81-9131, 6-6538
Transmitter Location 990 Colton Ave.
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Gene Grant
Membership NAB
President-General-Station
Mgr. Norman H. Rogers

CALIFORNIA

Commercial Manager-Chief
 Engineer.....George Wesley Brock
 Sales Promotion Manager-
 Publicity Director.....James W. Gerrard
 Program Director.....Dave Shaw
 Chief Announcer.....Wynn Stewart
 Musical Director.....H. Kenn Davis
 Farm Editor.....Rick Hendricks

K C B Q

SAN DIEGO—1946—CBS

Frequency: 1170 Kc....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....Charles E. Salik
 Business Studio Address.....1405 Fifth Ave.
 Phone Number.....Franklin 1315
 Transmitter Location...62nd & El Cajon Blvd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Transcription.....Capitol, SESAC, Standard
 Representative.....Free & Peters
 Membership.....NAB, BMB
 Pres.-Gen.-Station Mgr.....Charles E. Salik
 Comm. Managers.....Graham Moore,
 William Houser
 Program Director.....Don Cubberly
 Chief Announcer.....Dean Long
 Musical Director.....Aram Rejebian
 Chief Engineer.....Charles Sherburne
 Farm Editor.....Howard Keddie

K F M B

SAN DIEGO—1941—ABC

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Jack Gross Bcstg. Co.
 Business Address-Studio Address.....1375
 Pacific Blvd.
 Phone Number.....Main 2114
 Transmitter Location.....Grantville
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World,
 Standard, SESAC
 Representative.....The Branham Co.
 Membership.....NAB, BMB
 President-General-Station Mgr...Jack O. Gross
 Commercial Manager.....William Edholm
 Sales Promotion Mgr.....Pat Du Rant
 Program Production Dir.....John Bainbridge
 Publicity Director.....Pat Du Rant
 Chief Engineer.....Robert E. Lee, Jr.

K F S D

SAN DIEGO—1926—NBC

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Airdan Radio Corp.
 Business Address.....326 Broadway
 Phone Number.....Franklin 6353

Studio Address.....U. S. Grant Hotel
 Transmitter Location.....Emerald Hills
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer
 President.....Thomas E. Sharp
 General Mgr.....John C. Merlino
 Manager.....M. R. Harris
 Program Director.....Alys Phreaner

K G B

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Don Lee Bcstg. Syst.
 Address.....1017 First Ave.
 Phone Number.....Franklin 6151
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 President.....Lewis Allen Weiss
 Station Manager.....F. D. Ide
 Commercial-Sales Promotion
 Manager.....Hobby Myers
 Prog.-Pub.-Production Mgr.....Jerry Lee Pecht
 Chief Engineer.....William G. Collins

K S O N

SAN DIEGO—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Studebaker Bcstg. Co.
 Business Studio Address.....630 F St.
 Phone Number.....Franklin 5175
 Transmitter Location...Rigle & Dalbergia Sts.
 Air Time.....6 a.m.-M.
 News Service.....AP, INS
 Transcription Service...Lang-Worth, Capitol,
 SESAC, Standard
 Representative.....Tracy Moore, Burn-Smith
 Membership.....NAB
 Gen.-Station-Commercial Mgr.....C. Frederic
 Rabell
 Sales Promotion Mgr.-Prqm. Dir.....Dorothy
 Johnson
 Prod. Dir.-Pub. Dir.....Gordon Studebaker
 Musical Director.....Jan Thomas
 Chief Announcer-Chief Engineer...Bill Marvin
 Farm Editor.....Gordon Studebaker

K U S N

SAN DIEGO—1947

Frequency: 1510 Kc....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By...San Diego Bcstg. Co.
 Business Studio Address...1029 Second Ave.
 Phone Number.....Main 2041
 Transmitter Location63rd & Montezuma
 Air Time.....18 hrs

. . . CALIFORNIA . . .

News Service.....UP, AP
Transcription Service...Associated, Lang-Worth
Representative.....Forjoe
Membership.....NAB
President.....C. A. Smith
General Manager.....Jack Heintz
Chief Engineer.....Vern Milton

K Y O R

SAN DIEGO—1947

Frequency: 1130 Kc...Power: 250 d.; CP-5000
Owned-Operated By...Silver Gate Broadcast-
ing Co.
Address.....399 W. Broadway
Phone Number.....Franklin 9-5121
Air Time.....Limited
News Service.....AP
Transcription Service...MacGregor, Standard,
SESAC
Representative.....Grant
General Manager.....James Howe
Comm.Prom. Mgr.....Bert Johnson
Program Director.....Jean Rutkowski
Chief Engineer.....Warren S. Williamson

K F R C

SAN FRANCISCO—1924
MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By...Don Lee Bcstg. System
Business-Studio Address...1000 Van Ness Ave.
Phone Number.....Prospect 5-0107
Transmitter Location...1000 Van Ness Ave.
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service.....World
Representative.....John Blair
Membership.....NAB
President.....Lewis Allen Weiss
General Station Manager...William D. Pabst
Commercial Manager...Merwyn L. McCabe
Sales Promotion Mgr.-Pub. Dir....Robert L.
Templeton
Program Dir.-Prod. Mgr.....Mel Venter
Chief Announcer.....Lewis Pfeiffer
Musical Director.....Lyle Bardo
Chief Engineer.....E. G. Underwood

K G O

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Operated By...American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number.....Exbrook 2-6544
Studio Address.....Tayler & O'Farrell Sts.
Transmitter Location...Near Newark, Calif.
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service...Standard, Associated,
Capitol

Representative.....ABC Spot Sales
Membership.....NAB, BMB
President.....Mark Woods
General Station Manager...Gayle V. Grubb
Commercial Manager.....Kirkham Toney
Adv. Promotion-Pub. Dir.....Maury Baker
Program Director.....Bloyce Wright
Chief Announcer.....John Galbraith
Musical Director.....Phil Bovero
Chief Engineer.....A. E. Evans

K J B S

SAN FRANCISCO—1925

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address...1470 Pine St.
Phone Number.....Ordway 3-4148
Transmitter Location...1470 Pine St.
Air Time.....5 a.m.-Local Sunset
News Service.....AP, INS
Transcription Service...Standard, MacGregor,
Lang-Worth, Associated
Representative.....Headley-Reed
Membership.....NAB
Vice-Pres.-General Mgr...Edwin P. Franklin
Commercial Mgr.-Sales Promotion Mgr...Stan-
ley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton
Musical Director.....Mildred Bowyer
Chief Engineer.....Wayne Berthold

K N B C

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By...National Bcstg. Co.
Bus. Studio Address...Taylor & O'Farrell Sts.
Phone Number.....GRaystone 4-8700
Transmitter Location.....Belmont
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Standard
Representative.....NBC Spot Sales
Membership.....NAB, BMB
President (NBC).....Niles Trammell
General-Station Manager...John W. Elwood
Sales Manager.....Alfred W. Crapsey
Sales Promotion Manager...Miss Ethel Gilchrist
Program Director.....Paul Speegle
Publicity Director.....John Thompson
Musical Director.....Tony Freeman
Chief Engineer.....Curtis Peck
Farm Editor.....Henry Schacht

K S F O

SAN FRANCISCO—1926

Frequency: 560 Kc...Power: 5000 Watts d..
1000 Watts n.
Owned-Operated By...The Associated Bcstrs.,
Inc.

Business Studio Address...Mark Hopkins Hotel
 Phone Number.....EXbrook 2-4567
 Transmitter Location...Islais Creek, Pier 92
 Air Time.....6:15 a.m.-12:15 a.m.
 News Service.....INS, UP
 Transcription Service...Standard; Associated
 Representative.....Bolling
 Membership.....NAB, BMB
 President.....W. I. Dumm
 V.P.-Gen. Mgr.....Philip G. Lasky
 Sec.-Treas.....F. M. Dumm
 Sales Mgr.....John G. Campbell
 Sales Promotion Mgr.....Richard Kelly
 Pgm. Dir.....Keith Kerby Lakin
 Dir. of Engineering.....A. E. Towne
 Farm Editor.....Herb Kennedy

K Y A

SAN FRANCISCO—1926

Frequency: 1260 Kc...Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By...Paio Alto Radio Station,
 Inc.
 Business Studio Address.....Hearst Bldg.
 Phone Number.....DOuglas 2-2536
 Transmitter Location.....Candlestick Pl.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....World
 Representative.....Adam J. Young, Jr.
 Membership.....NAB
 President.....Dorothy S. Thackrey
 Gen. Station Manager.....Don Fedderson
 Comm.-Sales Prom. Mgr.....David E. Lundy
 Program Director.....Tom Franklin
 Production Director.....Vern Wilson
 Musical Director.....John McSwain
 Chief Engineer.....Paul Schulz

K S A N

SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 2500 Watts
 Owned-Oper. By...Golden Gotes Bcstg. Corp.
 Business Studio Address.....1355 Market St.
 Phone Number.....Market 1-8171
 Transmitter Location.....1355 Market St.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB
 President.....S. H. Patterson
 Gen.-Station-Comm. Sales Promotion
 Manager.....Lee C. Mikesell
 Prog.-Pub. Dir.....Clint Sherwood
 Prod. Dir.....Susan Alex
 Chief Announcer.....Harry Wickersham
 Music Dir.....Barbara Smith
 Chief Engineer.....John Roger Skelton

K S G N

SANGER—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Sanger Co.
 Business Studio Address.....P. O. Box 338
 Phone Number.....Sanger 490
 Transmitter.....4½ Mi. NE of Sanger
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Tracy Moore
 Membership.....NAB
 Gen. Station-Comm.-Sales Prom. Mgr.
 Howard Kirby
 Pgm.-Prod. Dir.-Chief Announcer-Farm Editor
 George E. Steiner
 Chief Engineer.....Julian J. Nielsen

K E E N

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business Studio Address.....Hotel De Anza
 Phone Number.....Columbia 1370
 Transmitter Location...Wayne Ave. & Oakland
 Highway
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service...Associated, McGregor
 Representative.....W. S. Grant
 Membership.....NAB
 President.....George M. Mardikian
 Genl. Mgr.....Floyd Farr
 Station Mgr.-Pgm. Mgr.....George Snell
 Comm. Mgr.....Walter Grau
 Sales-Prom. Mgr.....Harold Woolley
 Chief Announcer.....Tom Duggan
 Chief Engineer.....Lee Johnston
 Farm Editor.....Ed Marion

K L O K

SAN JOSE—1946

Frequency: 1170 Kc.....Power: 5000 Watts
 Owned-Operated By.....Valley Bcstg Co.
 Business Address.....40 W. San Antonio St.
 Phone Number.....Columbia 1483
 Studio Address.....Rt. 3, Box 323A
 Transmitter Location.....King Rd. at Aborn
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Representative.....Gene Grant, Rural Radio
 Membership.....NAB, BMB
 General Manager.....E. L. Barker
 Sales Manager.....R. E. Ryan
 Program Director.....Ruth Poindexter
 Chief Engineer.....Bill Cunningham
 Farm Editor.....H. McKenzie

CALIFORNIA

K Q W

SAN JOSE—1912—CBS

Frequency: 740 Kc. Power: 5,000 Watts
Owned-Operated By: Pacific Agricultural Foundation, Ltd.
Business: 140 Jessie St., San Francisco, Calif.
Phone Number: EXbrook 2-3233
Studio Address: 140 Jessie St., San Francisco; 89 San Antonio St., San Jose.
Transmitter Location: Alviso, Calif.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Standard
Representative: Edward Petry
Membership: NAB, BMB
Pres., Gen. Station Mgr.: Ralph R. Brunton
Commercial Mgr.: Myron A. Elges
Program Director: Fred Ruegg
Musical Director: Ray Hackett
Chief Engineer: Alan N. Cormack
Farm Editor: Bert Buzzini

K S J O

SAN JOSE—1946

Frequency: 1590 Kc. Power: 1000 Watts d. 500 Watts n.
Owned-Operated By: Santa Clara Bcstg. Co.
Business Address: P. O. Box 995
Phone Number: Ballard 3660
Transmitter-Studio Loc.: Story and Lucretia Avenues
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Tracy Moore
Membership: NAB
President: Patrick H. Peabody
Pgm.-Prod. Pub. Dir.: Norman Paul
Gen. Station Comm. Mgr.: Charles F. Mallory
Chief Engineer: Larry King

K X R X

SAN JOSE—1948

Frequency: 1500 Kc. Power: 1000 Watts
Owned-Operated By: San Jose Bcstg. Co.
Address: Box 167
Phone Number: Ballard 971
News Service: UP
Transcription Service: Associated
Representative: Walker
President: Joe E. Levitt
General Manager: Jan King
Commercial Manager: Tom Magowan
Program Director: Glenn Hill
Promotion Manager: Glenda Huffman
Chief Engineer: Frank Glass

K P I K

SAN LUIS OBISPO—1947

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By: San Luis Obispo Bcstg. Co.
Business Studio Address: 1130 Garden St.
Phone Number: 3171
Transmitter Location: 500 Price St.
Air Time: Unlimited
News Service: UP
Transcription Service: World, Capitol, Lang-Worth
Station Representative: Tracy Moore
Owner: Emma Widman
General Manager: Hugh Harling
Commercial Manager: Robert Richardson
Program Director: Jerry Lierz
Promotion Manager: Ruth Clark
Chief Engineer: Chuck Bouffiau

K V E C

SAN LUIS OBISPO—1937
MBS-DON LEE-KBS

Frequency: 920 Kc. Power: 1000 Watts d. 500 Watts n.
Owned-Operated By: The Valley Electric Co.
Business Address: 851 Higuera St. Mount View & Hill Sts.
Phone Number: 1100-1
Transmitter Location: 1 1/2 mi. N. of City On Highway 1
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: W. S. Grant
Membership: NAB
President-Owner: Christina M. Jacobson
Gen. Station Mgr.: Les Hacker
Commercial, Promotion Mgr.: Joe Shuttleworth
Program, Production Director: Bob Wilton
Publicity Director: Don Prestridge
Chief Announcer, Musical Director, Farm Editor: Steve Lamkin
Chief Engineer: Herbert Bonaventure

K S M O

SAN MATEO—1947

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By: Amphlett Printing Co.
Address: 145 Second Ave.
Phone Number: Di. 3-1831
Studio Address: Arthur Bldg., 9th & "B" Sts.
Transmitter Location: Belmont
Air Time: Unlimited
News Service: AP, UP
Transcription Service: SESAC, Standard, Lang-Worth
Representative: Grant
Membership: NAB
President: J. Hart Clinton
Gen.-Sta.-Comm. Sales Mgr.: John H. Schacht
Program Director: Bill Delmar
Chief Engineer: H. Nell Black

KVSM

SAN MATEO—1946

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By...The San Mateo County
 Bcstrs.
 Business Studio Address...279 Baldwin Ave.
 Phone Number.....Diamond 4-4395
 Transmitter Location...Third Ave. at Seal Creek
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....World
 Representative...Donald Cooke, Gene Grant
 Membership.....NAB
 President.....Hugh H. Smith
 Gen.-Station-Comm. Mgr....Gordon D. France
 Program Director.....Marianne Chamberlin
 Chief Announcer.....Aaron Edwards
 Chief Engineer.....Merwyn F. Planting

KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By...Marin Bcstg. Co., Inc.
 Business Studio Address...1117 Fifth Ave.
 Phone Number.....San Rafael 1510
 Transmitter Location...College Ave., Kentfield
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 President.....Roy A. Brown
 Gen. Station Mgr., Prod., Publicity Director
 Hugh Turner
 Comm., Sales Prom. Mgr....Clifford A. Trotter
 Program Director.....Marion C. Lichty
 Chief Ann., Musical Dir....Robert A. Albertson
 Chief Engineer.....Melvin H. Murphy
 Farm Editor.....Peter Miller

KVOE

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By...The Voice of the Orange
 Empire, Inc., Ltd.
 Business Studio Address.....206-N. Main
 Phone Number.....Kimberly 2-7191
 Transmitter Studio Location.....W. 5th St.
 Air Time.....Unlimited
 Transcription Service...Standard, MacGregor
 Representative.....W. S. Grant
 Membership.....NAB, BMB
 President, Gen. Mgr.....Ernest L. Spencer
 Station, Sales Prom. Mgr., Publicity Director
 Donner P. Spencer
 Commercial Manager.....L. S. Nicholson
 Prgm. Dir., Musical Dir....Wallace S. Wiggins
 Production Director.....C. Stevens
 Chief Announcer.....Robert Engle
 Chief Engineer.....Stanley G. Guenther

KDB

SANTA BARBARA—1921

MBS-DON LEE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Don Lee Bcstg. System
 Business-Studio-Transmitter
 Address.....Radio Square
 Phone Number.....4131
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NAB
 Pres., Gen. Mgr.....Lewis Allen Weiss
 Station Manager.....Edward K. Kemble
 Comm. Manager.....James S. Blomfield
 Prog. Dir., Farm Editor....Donald C. Roberts
 Prod. Dir.....Fred Burrous
 Chief Announcer.....George Humphrey
 Chief Engineer.....Forrest Choate

KIST

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Radio KIST, Inc.
 Business-Studio Address.....Balboa Bldg.
 Phone Number.....3891
 Transmitter Location.....735 State St.
 Air Time.....6:15 a.m.-12:15 a.m.
 News Service.....UP
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 President.....Harry C. Butcher
 V.P., Gen.-Sta. Manager, Commercial
 Manager.....Fin Hellinger
 Sales Promotion Mgr....Michael J. McKeogh
 Program Director.....Mary Ann Casey
 Prod. Dir., Farm Editor....Al Staats
 Publicity Director.....Michael J. McKeogh
 Chief Engineer.....Stan Saueressig
 Consulting Engineer.....Lloyd Sigmund

KTMS

SANTA BARBARA—1937
ABC-TRI-COUNTY NET.

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By...New-Press Publishing Co.
 Business-Studio Address...de la Guerra Plaza
 Phone Number.....6116
 Transmitter Location.....Goleta
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NAB
 President.....Thomas M. Storke
 Vice-President.....C. A. Storke
 Gen.-Sta.-Comm. Mgr.....Kenneth E. Peters

Sales Promotion Mgr. Richard Smith
 Prog.-Prod. Dir., Chief Anncr. . . . Don E. Evans
 Publicity Director John Willis
 Musical Director Ted Scott
 Chief Engineer Alhert A. Nicolay

KRUZ

SANTA CRUZ—1947

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Monterey Bay
 Broadcast Co.
 Business-Studio Address 1407 Pacific Ave.
 Phone Number 5140
 Transmitter Location Rt. 2, Watsonville
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Associated, World
 Gen.-Station-Comm. Mgr. L. John Miner
 Prog.-Prod. Director Jack Daugherty
 Chief Engineer Grant R. Wrathall

KSCO

SANTA CRUZ—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Santa Cruz
 Business Address P. O. Box 1080
 Phone Number 1080
 Studio-Transmitter Address Capitola Drive &
 Corcoran Lagoon
 Air Time 6:30 a.m.-Local Sunset
 News Service AP
 Transcription Service Standard
 Membership NAB
 Pres., Managing Partner, Gen.-Station-
 Comm. Mgr., Chief
 Engineer Charles Vernon Be lin
 Sales Promotion Mgr. Gerald Schaffer
 Production Director Kenny L. Alford
 Chief Announcer Brad Peters
 Farm Editor John E. Adams

KCOY

SANTA MARIA—1947

ABC-TRI-COUNTY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By News-Press Publishing
 Co.
 Business-Studio Address 114 W. Cook St.
 Phone Number 104
 Transmitter Location N. Blosser Rd.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 Membership NAB, BMB
 Chief Executives Thomas M. Storke,
 Charles A. Storke
 Sta.-Comm. Mgr. J. W. Benes
 Program Director Duane F. Johnson
 Chief Engineer C. Dralle

KSMA

SANTA MARIA—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Central Coast Bcstg. Co.
 Business-Studio Address 510 West Morrison,
 P. O. Box 771
 Phone Number 43
 Transmitter Location North Broadway
 Air Time 8 a.m.-11 p.m.
 News Service AP, UP
 Transcription Service World, Associated
 Representative Forjoe
 Membership NAB, BMB
 President, Owner John H. Poole
 General Manager Laurence W. Harry

KOWL

SANTA MONICA—1947

Frequency: 1580 Kc. Power: 5000 Watts d.
 Owned-Operated By KOWL, Inc.
 Business-Studio Address Ambassador Hotel
 Phone Number 46761
 Transmitter Location 11637 Charnock Rd.,
 Los Angeles 25
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Associated, Standard
 Pres., Gen.-Sta.-Comm.
 Manager Arthur H. Croghan
 Music Dir. Walter Wise
 Chief Engineer John Morecroft

KSPA

SANTA PAULA—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Ventura County Radio
 Center, Inc.
 Business-Studio Address Box 112
 Phone Number 1400

KSRO

SANTA ROSA—1937

Frequency: 1350 Kc. Power: 1000 Watts
 Owned By Ruth W. Finley
 Bus.-Studio Address 425 Mendocino Ave.
 Phone Number 110
 Transmitter Location Finley Ave.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP, UP
 Transcription Service Lang-Worth, MacGregor,
 Cole
 Representative Western Radio Adv.
 Membership NAB, BMB
 President-Owner Mrs. Ruth W. Finley
 General-Station Manager Eddie Handley
 Commercial-Sales Promotion
 Manager Lee Fleming
 Program Director Jack Murphy

Prod. Dir.....William Lambert
 Chief Engineer.....Vern Hassett
 Farm Editor.....Sheridan Baker

K G I L

SHERMAN OAKS—1947

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By....San Fernando Valley
 Bcstg. Co.
 Business Address.....4919 Van Nuys Blvd.
 Phone Number.....State 4-6291
 Studio Addresses...4919 Van Nuys Blvd., Sher-
 man Oaks; 14908 Lassen St., San Fernando
 Transmitter Location...14908 Lassen St., San
 Fernando
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Capitol, Standard
 Membership.....NAB
 Pres., General Mgr.....F. J. Smalley, Jr.
 V.P., Comm. Mgr.....Howard P. Grey
 Program Director.....Allan McKee

K G D M

STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts
 (C.P. 10,000 Watts)
 Owned-Operated By.....E. F. Pelfer
 Business-Studio Address...519 E. Market St.
 Phone Number.....4-4551
 Transmitter Location...Highway 99, 3 mi. from
 Stockton
 Air Time.....6 a.m.-M.
 News Service.....INS
 Transcription Service.....World
 Representative.....John Blair
 President.....E. F. Pelfer
 Gen.-Comm. Mgr.....E. Smith
 Program Director.....V. Swan
 Promotion Manager.....A. Lubersky
 Chief Engineer.....M. B. Greene

K W G

STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....McClatchy Bcstg. Co.
 Bus.-Studio Address.....612 E. Market St.
 Phone Number.....5-5728
 Transmitter Location.....Weber and E Sts.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Capital
 Representative.....Paul H. Raymor
 Membership.....NAB, BMB
 President.....Eleanor McClatchy
 Station Manager.....Howard L. Bailey
 Program Director.....James E. Longe
 Traffic Manager.....Marian V. Hough
 Chief Engineer.....Frank Nesmith
 Farm Editor.....John Mackenzie

K X O B

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Business-Studio Address...2013 Pacific Ave.
 Phone Number.....5-5896
 Transmitter Location.....Beyer Lane
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....John E. Pearson, Western
 Radio Adv.
 Membership.....NAB
 President, Gen. Mgr.....Lincoln Dellar
 Station Manager.....Herb Ferguson
 Program Director.....Earle Russell
 Chief Engineer.....Walt Berger

K S U E

SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nolan Hallowell,
 James E. McKahan
 Business-Studio-Transmitter
 Address.....Chestnut & Weatherlow Sts.
 Phone Number.....354-B
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative...Donald Cooke, Gene Grant
 Membership.....NAB
 Gen. Mgr., Publicity Dir...William B. Murphy
 Commercial Manager.....G. A. Oliver
 Prog. Dir., Farm Editor...Wayne Thornton, Jr.
 Chief Engineer.....Harold C. Houston

K T K R

TAFT—1948

Frequency: 1310 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Taft Bcstg. Co.
 Business Address.....P.O. Box "WW"
 Studio-Transmitter Address...1 mi. W. of Taft
 Air Time.....Local Sunrise—local Sunset
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Homer Griffith
 Membership.....NAB
 General-Station Manager,
 Sales Promotion Manager, Program-
 Production Director.....Kenneth Aitken
 Commercial Manager.....George Krisic
 Publicity-Musical Director...George Flansberg
 Chief Engineer.....Jim Welch

K C O K

TULARE—1945—MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Herman Anderson
 Operated By.....Sheldon Anderson

CALIFORNIA

Business Address.....P. O. Box 119
 Phone Number800
 Transmitter-Studio Location....Mooney Blvd.
 Air Time.....5 a.m.-M.
 News ServiceUP
 Transcription Service.....Thesaurus
 Representative.....John E. Pearson, Western
 Radio Adv.
 MembershipNAB, BMB
 Pres., Gen.-Sta. Mgr.....Sheldon Anderson
 Comm.-Sales Prom. Mgr....Richard A. Wegener
 Program Director.....Paul Salvo
 Prod.-Musical Dir.....Bob Lee
 Publicity Director.....Wanda Woods
 Chief Engineer.....James C. Morrison
 Farm Editor.....Jon Beebe

KGYW

VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
 Owned-Operated By.....California-Nevada
 Bcatg. Co.
 Business-Studio Address.....141 Highway 29
 Phone Number.....Vallejo 3-5667
 Transmitter Location.....141 Highway 29
 Air Time.....Local sun rise-local sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Tracy Moore
 Gen.-Sta.-Comm. Mgr.....David McKay
 Program Director.....Ruth Lewis
 Prod. Dir.....Victor Paulsen
 Chief Announcer.....William Roberts
 Chief Engineer.....Arthur David

KVEN

VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Coast Ventura Co.
 Address.....P. O. Box 1611
 Phone Number8675
 News ServiceUP
 Transcription Service.....Capitol
 General Manager.....Mort Werner
 Commercial Manager.....Harry Engel
 Program Director.....Phil McMurray
 Promotion Manager.....Dana Marbel
 Chief Engineer.....John Scales

KVVC

VENTURA—1948

Frequency: 1590 Kc.....Power 1000 Watts
 Owned-Operated By
 KVVC, The Voice of Ventura County
 Business Address.....P.O. Box 1411
 Phone Number.....6185
 Studio Addresses
 487 E. Main St. Ventura—Colonial House.
 Oxnard; Mills Rd. near Telegraph Road

Transmitter Location
 Mills Rd. near Telegraph Rd. E. of Ventura
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service....Standard, Associated
 Representative.....W. S. Grant
 Membership.....NAB
 President, Sta.-Comm.-Sales Prom.
 Manager.....Barry Keit
 Prog. Dir., Chief Announcer.....Jack Powell
 Production Director.....Joe Dodds
 Publicity Director, Farm Editor....Sandy Knox
 Musical Director.....William H. Haupt
 Chief Engineer.....Jack Cowr

KKIN

VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KKIN, Inc.
 Address.....119 E. Acequia St.
 Phone Number4-5811
 Transmitter Location.....N. McWilliams Ave.
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Forjoe
 Pres., Sta. Mgr., Farm Editor...Lyman Treaster
 Comm.-Sales Prom. Mgr.....Albert Blain
 Prog. Dir., Chief Announcer,
 Musical Director.....George Lindsay
 Chief Engineer.....Forrest Hughes

KTKC

VISALIA—1937—ABC

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By....Tulare-Kings Counties
 Radio Associates
 Business Address.....Box 511
 Phone Number575-8
 Transmitter-Studio Location...1¼ mi. SW of
 Visalia
 Air Time.....5:45 a.m.-M
 News Service.....AP
 Transcription Service....Long-World, World
 Representative.....William G. Rambeau
 Membership.....NAB, BMB
 General-Station Manager...Charles P. Scott
 Commercial Manager.....Millard Kibbe
 Sales Promotion Manager.....Jean Banks
 Program Director, Production
 Manager.....George Lindsay
 Publicity Director.....Charles Niete
 Chief Announcer.....Ben Or
 Chief Engineer.....Herbert Stratton
 Farm Editor.....John Daniels

KHUB

WATSONVILLE—1936

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Luther E. Gibson

CALIFORNIA-COLORADO

Business Address.....P. O. Box 349
Phone Number.....1700
Transmitter-Studio Location.....Atkinson Lane
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World, Capitol
Representative.....W. S. Grant
Membership.....NAB, BMB
President-Owner.....Luther E. Gibson
Gen.-Comm. Manager.....John A. Pearson
Program Director.....George Grayson
Chief Engineer, Farm Editor..Rodney Richards

KSYC

YREKA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Siskiyou County Bcstg.
Co.
Business Address.....P. O. 597
Phone Number.....624
Transmitter-Studio Location..Lawrence Lane &
South Oregon St.
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Transcription Service.....Keystone, World
Representative.....Tracy Moore
Membership.....NAB, BMB
President.....E. G. Millbourn
General Manager.....Helt C. Wardrip

Station-Comm.-Sales Promotion
Manager.....Jack R. Wagner
Program Director, Chief
Announcer.....Jack Matranga
Musical Director.....Stan Collins
Chief Engineer.....Bill Maginis

KUBA

YUBA CITY-MARYSVILLE—1947

KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By..Peach Bowl Broadcasters
Business-Studio Address
P.O. Box 309, Yuba City
Phone Number.....1600
Transmitter Location..Sanborn Rd., Sutter Co.
Air Time.....6:00 a.m.-M.
News Service.....AP
Transcription Service..Standard, Capitol, KBS
Representative.....Homer Griffith, Friedenber
General-Station Manager.....Bud B. Ballard
Commercial Manager...Clyde L. Goodnight
Sales Promotion Manager.....Sid Loomis
Program Dir., Chief Anncr.....Bert Downing
Publicity Director, Farm Editor...Dave Harris
Prod. Dir.....Robert Dye
Musical Director.....Roy Swanson
Chief Engineer.....Chet Ullom

COLORADO

*Estimated Population 1,165,000—Increase +3.7%—Radio Homes 305,300
Total Families 315,700—Stations in State 29*

KGIW

ALAMOSA—1927—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. L. Allen
Business Address.....P. O. Box 127
Phone Number.....26
Studio-Transmitter Address..East of Alamosa
Air Time.....6 a.m.-10 p.m.
News Service.....UP
Transcription Service.....Keystone
Pres., Gen.-Station-Comm. Mgr....E. L. Allen
Sales Promotion Manager.....Charles Dynes
Prog.-Prod.-Publicity Dir.....Lloyd Allen
Chief Engineer.....George Kettle

Business-Studio Address.....1617 Pearl St.
Phone Number.....1490
Transmitter Location.....E. Pearl St.
Air Time.....7 a.m.-11:05 p.m.
News Service.....AP
Transcription Service..Standard, Lang-Worth
Membership.....NAB
President.....Herb Hollister
Gen.-Sta.-Comm. Mgr.....Russel Shaffer
Prog. Dir., Chief Announcer.....Bill Keene
Publicity Director.....Bob Butz
Chief Engineer.....Blair Dobbins
Farm Editor.....Bob Wilkinson

KBOL

BOULDER—1946—KBS-COLUMBINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Boulder Radio KBOL,
Inc.

KRLN

CANON CITY—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts d.
Owned-Operated By....Royal Gorge Bcstrs,
Inc.
Business-Studio Address...1615 Central Ave.
Phone Number.....1100
Transmitter Location...1615 Central Avenue

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Air Time.....7 a.m.-7 p.m.
News ServiceUP
Transcription ServiceKeystone
President, General-Station
ManagerRaymond M. Beckner
Program Director.....G. C. Underhill
Chief Announcer.....Dick Painter
Chief Engineer.....John L. Antic

K R D O

COLORADO SPRINGS—1947
COLUMBINE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Pikes Peak Bcstg. Co.
Business-Transmitter Location.....Alta Vista
Hotel
Phone Number.....Main 1125
Air Time.....6 a.m.-M.
News ServiceAP
Transcription Service.....Standard, Lang-Worth,
Cole
Representative.....William G. Rambeau
MembershipNAB
Pres., Gen.-Comm. Mgr.....Joseph H. Rohrer
Station Manager.....Paul Crozier
Sales Promotion Manager.....Harry Hoth
Prog., Musical Dir.....Jean Gitz
Production Director.....Robert Fitzmorris
Pub. Dir., Chief Engineer...Joseph H. Rohrer
Chief Announcer, Farm Editor..Michael Dillon

K V O R

COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Oklahoma Pub. Co.
Business-Studio Address.....800 Exchange National
Bank Bldg.
Phone Number.....Main 278
Transmitter Location.....2803 E. Platte Ave.
Air Time.....Unlimited
News ServiceAP
Transcription ServiceWorld
Representative.....The Katz Agency
President.....E. K. Gaylord
Gen.-Station Manager.....Everett Shupe
Commercial Manager.....Orville Suhre
Program Director.....Conrad Brown
Production Director.....Edgar Jones
Chief Engineer.....Cozine Strang
Farm Editor.....Ralph Conner

K R A I

CRAIG—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Newel S. Cahoon
Business-Studio-Transmitter Address.....Craig
Phone Number707-8
Air Time.....6:30 a.m.-10 p.m.
News ServiceUP

Gen.-Sta.-Comm Manager.....M. H. Hilton
Program Director.....Ed Christy
Chief Announcer.....Irv Jacobson
Chief Engineer.....Andrew Walker

K L Z

DENVER—1920—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Bcstg. Co.
Business-Studio Address.....Shirley-Savoy Hotel
Phone Number.....MAin 4271
Transmitter Location.....Englewood, Colo.
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service.....Standard, Capitol
Representative.....Katz
MembershipNAB, BMB
President.....E. K. Gaylord
Manager.....Hugh B. Terry
Commercial Manager.....R. Main Morris
Promotion Manager.....John Connors
Program Director.....Charles C. Roberts
Musical Director.....Arthur Gow
Chief Engineer.....Harvey E. Wehrman
Farm Editor.....Lowell Watts

K M Y R

DENVER—1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KMYR Bcstg. Co.
Business-Studio Address.....1626 Stout St.
Phone Number.....MAin 4181
Transmitter Location.....1626 Stout Street
Air Time.....6 a.m.-1:30 a.m.
News Service.....AP, UP
Transcription ServiceLang-Worth
Representative.....William G. Rombeau
MembershipNAB
President-General Manager.....F. W. Meyer
Station Director.....A. G. Meyer
Prog. Dir., Prod. Mgr.....Joseph C. McGrane
Music Director.....Martha Gobble
Chief Engineer.....Glen James
News Editor.....Dick Leonard

K O A

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Operated By.....National Bcstg. Co., Inc.
Business-Studio Address.....1625 California St.
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colo.
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, Associated
Representative.....NBC Spot Sales
MembershipNAB, BMB
President (NBC).....Niles Trammell
General-Station Manager.....Lloyd E. Yoder

COLORADO

Commercial Mgr. L. Berry Long, Jr.
 Sales Promotion Manager Randolph Smith
 Program Director Clarence C. Moore
 Production Manager Earle C. Ferguson
 Publicity Director Donald E. Allen
 Musical Director Milton Shrednik
 Chief Engineer Robert H. Owen
 Farm Editor Donald M. Peach

K F E L

DENVER—1923—MBS

Frequency: 950 Kc. Power: 5,000 Watts
 Owned-Operated By . . . Eugene P. O'Fallon, Inc.
 Business-Studio Address Albany Hotel
 Phone Number Alpine 4691
 Transmitter Location 5350 W. 20th St.
 Air Time 24 hrs.
 News Service AP, INS
 Transcription Service Standard, Associated,
 Cole, SESAC
 Representative John Blair
 General Manager Gene O'Fallon
 Managing Director Frank Bishop
 Commercial Manager Mark Crandall
 Musical Director Marilyn Grund
 Chief Announcer Ronald J. McCoy
 Chief Engineer Tom G. Morrissey
 Farm Editor Gus Swanson

K T L N

DENVER—1948

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By Landon Bcstg. Co.
 Business-Studio Address Park Lane Hotel
 Phone Number RAce 4636
 Transmitter Location 3000 South Plate River
 Drive, Littleton
 Air Time Sunrise-Sunset
 News Service UP
 President Alf M. Landon
 Gen.-Sta.-Comm. Manager W. P. Gillin
 Program Director David Button
 Chief Engineer Robert R. Blanchard

K V O D

DENVER—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By Colorado Radio Corp.
 Business-Studio Address Midland Savings
 Bldg.
 Phone Number TAbor 2291
 Transmitter Location 53rd & Pecos
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Cole,
 Associated

*You're in
 Good Company
 on KFEL'S "Ray Perkins Show"*

*patronized in 1948 by
 these National Advertisers

Alexander Smith Rugs, American Tobacco,
 Beauty Facteurs, Birdseye, Blondex, Brown & Williamson,
 Colgate, Columbia Records, Garrett Wines,
 Griffin Shoe Polish, Musterole, National Biscuit,
 Rayve Shampoo, Richard Hudnut, Seventeen Magazine,
 Shontex, Standard Brands, Vick's, Whistle, White Rock
 and many fine local accounts, too!

TIME Magazine:
 "Ray Perkins . . . top
 jockey in the Rocky
 Mountain Region . . ."



Mutual in Denver
 MANAGED BY GENE O'FALLON
 REPRESENTED BY JOHN BLAIR

COLORADO

Membership NAB
President..... William D. Pyle
Station Manager..... T. C. Ekrem
Comm.-Sales Prom. Mgr..... Con Hecker
Program Director..... V. W. Corbett
Publicity Director..... Ben H. Stanton
Music Director..... Joe Summers
Chief Engineers..... W. D. Pyle, T. C. Ekrem
Farm Editor..... Leslie Stark

KIUP

DURANGO—1935

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... San Juan Bcstg. Co.,
Inc.
Business-Studio Address..... 2800 N. Main Ave.
Phone Number 117
Transmitter Location..... 2800 N. Main Ave.
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative..... Thomas F. Clark
Membership BMB
President Mike Cummins
General-Station-Comm. Mgr..... R. E. O'Brien
Program Director..... Lee O'Brien
Chief Engineer..... Harold Hoffman
Farm Editor..... Lou Vanderlinen

KCOL

FT. COLLINS—1947—KBS

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... The Northern Colorado
Bcstg. Co.
Business-Studio Address..... 1600 La. Porte Ave.
Phone Number 2600
Transmitter Location..... 1600 La Porte Ave.
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Homer Griffith
Membership NAB, BMB
President, General-Station
Manager..... Douglas D. Kahle
Commercial-Sales Promotion
Manager Dave Schlothauer
Program-Publicity Director..... Jack Hitchcock
Production Manager, Musical
Director Harry Parkinson
Chief Engineer..... Harold Austin
Farm Editor..... Max Brown

KEXO

**GRAND JUNCTION—1948
COLUMBINE**

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Voice of Western Colo.
Address..... P. O. Box 629

Phone Number 1230
News Service AP
Transcription Service..... Capitol, Thesaurus
President..... D. Spencer Grow
Gen.-Prom. Mgr..... H. Abbott Tessman
Commercial Mgr..... Harold Roper
Program Director..... Robert A. Collins
Chief Engineer..... Lee Grothe

KFXJ

GRAND JUNCTION—1926—MBS-KBS

Frequency: 920 Kc..... Power: 1000 Watts d:
500 Watts n.
Owned-Operated By..... Western Slope Bcstg.
Co.
Business-Studio Address..... Hillcrest Manor
Phone Number..... Grand Junction 1300
Transmitter Location..... Hillcrest Manor
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative Hal Holman
Membership NAB, BMB
General Manager..... Rex Howell
Commercial Manager..... Charles Howell
Program Director..... Rosa Lee Samuels
Chief Announcer..... Ed Lewis
Chief Engineer..... Charles Hay

KFKA

GREELEY—1921

Frequency: 910 Kc..... Power: 1000 Watts
Owned-Oper. By..... Mid-Western Radio Corp.
Business-Studio Address..... 620—8th Ave.
Phone Number 450-1
Transmitter Location..... Radio Ranch, Evans
Air Time Unlimited
News Service UP
Transcription Service..... Lang-Worth, Cole
President, General Manager..... Francis Price
Commercial Manager..... Frank S. Thomas
Program Director..... Larry Lee
Publicity Director..... Albert Karson
Chief Announcer..... Ken Perry
Chief Engineer..... Harry Brewer
Farm Editor..... Carl Jordan

KYOU

GREELEY—1948—COLUMBINE

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Meroco Bcstg. Co.
Business-Studio-Transmitter
Address..... 2424 6th Avenue
Phone Number 3275
Air Time Unlimited
News Service AP
Transcription Service World
Pres., General Manager..... Elwood H. Meyer
Commercial Manager..... Bill Reed
Program Director..... Jack Hull

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COLORADO
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Production Director.....Ann Freeman
Chief Announcer.....Clark Sulton
Musical Director.....Betty Blue
Chief Engineer.....Paul Emrich

KOKO

LA JUNTA—1936—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...The Southwest Bcstg. Co.
Business-Studio Address.....P. O. Box 485
Phone Number.....42
Transmitter Location...4 miles W. of La Junta
on U. S. Highway No. 50
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Thomas F. Clark
Membership.....NAB
President.....B. C. Bulson
General Manager.....Burt Harrison
Station Manager.....Robert A. Mott
Director.....R. Russell Porter
Program Director.....Betty McComas
Publicity Director.....Noel Jordan
Chief Announcer.....Robert Kuhnert
Chief Engineer.....Lloyd Wilson

KLMR

LAMAR—1948—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...The Southeast Colorado
Bcstg. Co.
Business Address.....P. O. Box 232
Phone Number.....804
Studio-Transmitter Location...North Santa Fe
Trail
Air Time.....6 a.m.-10 p.m.
News Service.....AP
Transcription Service.....World
Membership.....NAB
President.....Ralph E. Eaton
Managing Director.....L. K. Christolear
Prog.-Prod.- Publicity Dir...Robert L. McGrath
Chief Announcer.....Donald F. Stephens
Chief Engineer.....D. E. Towne

KUBC

MONTROSE—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Uncompahgre Bcstg. Co.
Business-Studio Address.....P. O. Box 179,
Col. Bank & Trust Bldg., Delta
Phone Number.....199
Studio Address...Box 179, Montrose Bank &
Trust Bldg., Delta
Transmitter Location.....1 Mi. E. of Montrose
Air Time.....Unlimited
News Service.....UP
President.....F. J. Hartman

Gen.-Sta.-Comm.-Sales Prom. Mgr.,
Publicity Director.....George O. Cory
Prog.-Prod., Musical Dir....Theodore J. Agnew
Chief Engineer, Farm
Editor.....Louis P. Benedict

KCSJ

PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By...Star Bcstg. Co., Inc.
Business-Studio Address.....211 West 5th St.
Phone Number.....8522
Transmitter Location.....N. Hudson
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Taylor-Borrorff
Membership.....NAB, BMB
President.....Frank S. Hoag, Jr.
General-Station Manager.....Dale W. Scott
Commercial Manager.....Jack Cobb
Sales Promotion Manager.....Morey Wilber
Program-Production Dir.....Roy Borden
Publicity Director.....Harold Reed
Chief Announcer.....Robert Spratlin
Musical Director.....Al Perry
Chief Engineer.....Harry Mason
Farm Editor.....Irwin Cunningham

KDZA

PUEBLO—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Pueblo Radio Co.
Business-Studio Address.....3011 Elizabeth
Phone Number.....8551
News Service.....AP
Transcription Service.....Standard, Captiol
President, General Mgr.....Dee B. Crouch
Comm.-Prom. Mgr., Prog. Dir.....J. C. Liner
Chief Engineer.....Dee B. Crouch

KGFH

PUEBLO—1928—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By...Colorado Bcstg. Co., Inc.
Business-Studio Address.....304 N. Main St.
Phone Number.....3877
Transmitter Location...N.W. of Pueblo, U. S.
Hiway 50
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, SESAC
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
President.....Gifford Phillips
General Manager.....Ludlow Flower, Jr.
Station Manager.....Robert D. Ellis
Commercial Manager.....Kenneth Russell
Sales Promotion Manager, Publicity
Director.....Howard Myers

Prog.-Prod.-Music Dir., Chief Announcer.
Farm Editor..... Clifford Hendrix
Chief Engineer..... Willis C. Shanks

Publicity Director..... Noel Jordan
Chief Announcer..... John Special
Chief Engineer..... Lloyd Wilson

KVRH

SALIDA—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..... Vir N. James
Address..... P. O. Box 229
News Service.....UP
Representative..... Grant
President, General Mgr..... Vir N. James
Program Dir..... August C. Grebe, Jr.

KGEK

STERLING—1925—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..... Elmer G. Beehler
Address..... Fleming Rd.
Phone Number..... 679
Air Time..... Daytime
News Service.....UP
Transcription Service..... MacGregor, Cole
Representative..... Thomas F. Clark
Gen. Mgr., Chief Engineer..... Elmer G. Beehler
Comm.-Sales Prom. Mgr., Prog. Dir.,
Farm Editor..... Al Ross

KCRT

TRINIDAD—1948—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..... H. L. Corley
Address..... South Country Club Drive
Phone Number..... 338
Transmitter Location..... South Country Club Drive
Air Time..... 7:00 a.m.-10:00 p.m.
News Service.....UP
Transcription Service..... Lang-Worth, KBS
Station Manager..... Earnest Cooper
Sales Manager..... Rembert O. Coyle
Program Director..... Millye J. Coyle

KSFT

TRINIDAD—1946—MBS

Frequency: 1280 Kc....Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By..... Trinidad Bcstg. Corp.
Bus.-Studio Address..... 219 N. Commercial St.
Phone Number..... 414
Transmitter Location..... Garcia Plaza
Air Time..... 6 a.m.-M.
News Service.....AP
Transcription Service..... Thesaurus
Representative..... Forjoe
Membership..... NAB
President..... E. O. Schoombs
General Manager..... Burt Harrison
Director..... R. Russell Porter
Commercial Manager..... Ed Parker

KPHC

WALSENBURG—1948

Frequency: 1450 Kc.....Power: 250 Watts d.
Owned-Oper. By..... Walsenberg Bcstg. Co., Inc.
Business Address..... P. O. Box 312
Phone Number..... 79
Studio-Transmitter Location..... 10th & Main
Air Time..... Unlimited
News Service.....UP
President..... Patrick H. Connely
General Manager..... Tom G. Banks, Jr.
Comm. Mgr., Chief Announcer,
Farm Editor..... Gordon Lack
Chief Engineer..... John Figal

Tom Eaton, Radio Station

WTIC, Hartford, Conn.:

"There is no question but that

The **AP** is vastly

superior to that afforded by

any other service I have

seen."—From the Minutes of

the Connecticut Association

of Associated Press Broad-

casters, January 12, 1949.

CONNECTICUT

Estimated Population 2,011,000—Increase +17.7%—Radio Homes 582,500
Total Families 590,800—Stations in State 25

W I C C

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network, Inc.
Business-Studio Address.....144 Golden Hill St.
Phone Number.....6-1121
Transmitter Location.....Pleasure Beach
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service.....Standard, Associated
Representative.....Edward Petry
Membership.....NAB, BMB
Chairman of the Board.....John Shepard, 3rd
President-Owner.....William O'Neil
Station Manager.....Dickens J. Wright
Program Director.....Florence Ballou Robinson
Chief Engineer.....George P. Keich

W L I Z

BRIDGEPORT—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By.....The Bridgeport Bcstg Co.
Business-Studio Address.....114 State St.
Phone Number.....5-4144
Transmitter-Studio

Location.....Seaview & Forest Aves.
Air Time.....6:45 a.m.-local sunset
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Taylor-Borroff
Membership.....NAB
Pres., Gen.-Sta. Manager.....William Elliott
Commercial Manager.....Emanuel S. Slotnick
Sales Promotion Manager.....Sol Robinson
Program-Prod. Director.....Wallace B. Dunlap
Publicity Directors.....Wallace B. Dunlap,
William Elliott
Musical Director.....Ransom W. Edwards
Chief Engineer.....Crayford E. Holt
Farm Editor.....Phil Jensen

W N A B

BRIDGEPORT—1941 ABC-CONN. STATE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Harold Thomas
Business-Studio Address.....991 Broad St.
Phone Number.....3-3112
Transmitter Location.....Locomobile Pt., Seaside
Pk.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard

Representative.....William G. Rambeau
Membership.....NAB
Owner.....Harold Thomas
General Manager.....Levon Thomas
Program Director.....Jack Dahlby
Musical Director.....Marcia Robinson
Chief Engineer.....Harold Thomas

W B I S

BRISTOL—1948

Frequency: 1440 Kc. Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Phone Number.....9265
Transmitter Location.....Greystone Ave.
Air Time.....Daytime
News Service.....UP
Transcription Service.....Standard
Membership.....NAB
Pres., Gen. Mgr.....Dr. Benjamin Sachner
Station Manager.....Earle Clement
Comm.-Sales Prom. Mgr.....Norbert O'Brien
Program Director.....Joseph Michaels
Publicity Director.....Fay Clark
Chief Announcer.....Cope Robinson
Chief Engineer.....Edward Stephens

W L A D

DANBURY—1947

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By.....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone Number.....8-0580
Transmitter.....Brushy Hill Rd.
Air Time.....Daytime
News Service.....UP
Transcription Service.....SESAC, World
Representative.....McGeehan & O'Mara
Membership.....NAB
President.....Robert Doran
Commercial Manager.....J. Thomas Mathers
Program Director.....Jerry Arthur
Farm Editor.....Al Brundage

W C C C

HARTFORD—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Operated By.....Greater Hartford Bcstg.,
Inc.
Business-Studio Address.....Bond Hotel
Phone Number.....5-6648
Transmitter Location.....South Quaker Lane,
Elmwood
Air Time.....Local sunrise-local sunset
News Service.....UP

CONNECTICUT

Transcription Service Associated
 President William M. Savitt
 Treasurer Max M. Savitt
 General Manager Harry LeBrun
 Commercial Manager Raymond H. Dower
 Sales Promotion Manager Arnold Kupper
 Program Director Walter A. Nielson
 Production Director Ed Weston
 Publicity Dir., Farm Editor William Martin
 Chief Announcer Bill Murphy
 Musical Director Ivor Hugh
 Chief Engineer Howard Wessenberg

W D R C

HARTFORD—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By The Connecticut Bstg
 Co.
 Business-Studio Address 750 Main St.
 Phone Number 7-1188
 Transmitter Location 869 Blue Hills Ave.,
 Bloomfield, Conn.
 Air Time Unlimited
 News Service UP
 Representative Paul H. Raymer
 Membership NAB, BMB
 President Franklin M. Doolittle
 Station Manager Walter B. Haase
 Comm.-Sales Prom. Mgr. William F. Malo, Sr.

Program Manager Harvey H. Olson
 Chief Announcer Russ Naughton
 Chief Engineer Italo A. Martino

W O N S

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts
 Owned-Oper. By The Yankee Network
 Business-Studio Address 54 Pratt St.
 Phone Number 7-9131
 Transmitter Location Newington, Conn.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard, Associated
 Membership NAB, BMB
 President William O'Neil
 Gen.-Station Manager Robert Kennett
 Program Director, Production
 Manager Ralph Klein
 Pub. Dir. Milton Berkowitz
 Musical Director Maurice Sechtman
 Chief Engineer Rogers Holt

W T H T

**HARTFORD—1936
ABC-CONN. STATE**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By The Hartford Times, Inc.
 Business Address 2-18 Prospect St.
 Phone Number 2-0237
 Transmitter-Studio Location 555 Asylum St.
 Air Time 6:43 a.m.-M.
 News Service AP, Reuters
 Transcription Service Standard
 Representative J. P. McKinney
 Membership NAB, BMB
 President Francis S. Murphy
 Gen.-Sta. Manager C. Glover DeLaney
 Commercial Manager Leonard R. Schoenfeld
 Sales Prom. Mgr. Pub. Dir. Ralph S. Silver, Jr.
 Prog.-Prod. Director Philip Becker
 Chief Announcer Robert I. Maurer
 Musical Director Charlotte Anderson
 Chief Engineer Charles S. Masini

W T I C

HARTFORD—1925

NBC-NEW ENGLAND REGIONAL

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By Travelers Bstg. Service
 Corp.
 Business-Studio Address 28 Grove St.
 Phone Number 2-3181
 Transmitter Location Talcott Mt., Avon
 Air Time Unlimited
 News Service AP, INS, Transradio
 Transcription Service Thesaurus, Lang-Worth
 Representative Weed
 Membership NAB, BMB, FMA
 President Jesse W. Randall

WCCC

THE **MUSIC** STATION

WCCC

HARTFORD, CONN.

Hotel Bond

1290 DIAL 1290

CONNECTICUT

Vice President, General-Station
Manager.....Paul W. Morency
Asst. Gen.-Comm. Mgr......Walter Johnson
Asst. Sales Mgr......Irwin Cowper
Program Manager.....Leonard J. Patricelli
Asst. Program Mgr......Paul Lucas
Production Dir......George Bowe
Dir. Public Relations.
 Spec. Progs.....Bernard Mullins
Musical Director.....Moshe Paranov
Plant Manager.....Herman Taylor
Farm Program Director.....Frank Atwood

W M M W

MERIDEN—1947

Frequency: 1470 Kc. **Power:** 1000 Watts d.
Owned-Operated By....Silver City Crystal Co.
Business-Studio Address.....8½ W. Main St.
Phone Number.....2600
Transmitter.....Lewis Ave.
Air Time.....Daytime
News Service.....AP
Transcription Service.....Thesaurus
Membership.....NAB
President.....Carl A. Schultz
General-Sta. Manager.....Ralph D. Kanna
Commercial Manager.....William C. Franklin
Sales Promotion Mgr......Gustave A. Kruttschnitt
Production Director.....Carl W. Schultz
Musical Director.....John L. Ellinger
Chief Engineer.....Gabriel Langfelder

W C N X

MIDDLETOWN—1948

Frequency: 1150 Kc. **Power:** 500 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....279 Main St.
President.....Richard J. O'Brien
Vice President.....Elmer S. Hubbell

W K N B

NEW BRITAIN—1946

Frequency: 840 Kc. **Power:** 1000 Watts d.
Owned-Operated By..The New Britain Bcstg. Co.
Business-Studio Address.....213 Main St.
Phone Number.....3-3603-4; Hfd. 2-4924
Transmitter Location.....Newington
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Associated
Representative.....Adam J. Young, Jr.
Membership.....NAB, FMA
President, General Manager.....Julian Gross
Station Manager.....Elliott P. Miller
Commercial Manager.....Peter B. Kenney
Prod. Dir......Bernard M. Moore
Pub. Dir......Beatrice MacQuarrie
Music Dir......Al Decaro
Chief Engineer.....W. R. Atkinson
Farm Editor.....Raymond M. Neilan

W A V Z

NEW HAVEN—1946

Frequency: 1260 Kc. **Power:** 1000 Watts d.
Owned-Operated By..New Haven Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Phone Number.....7-0171
Transmitter Location.....Foot of Thill St.
 W. Haven
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....World
Membership.....NAB
President.....Edward S. Minor
Gen.-Sta. Manager.....Lester C. Flood
Comm.-Sales Prom. Mgr......Murray L. Grossman
Prog.-Prod. Directors.....Roy Hemming,
 Sigurd Hjermsstad
Acting Chief Engineer.....Ernest Gellman

W E L I

NEW HAVEN—1935—ABC

Frequency: 960 Kc. **Power:** 1000 Watts
Owned-Operated By....Conn. Radio Founda-
 tion, Inc.
Business-Studio Address.....221 Orange St.
Phone Number.....8-1133
Transmitter Location.....Benham Rd., Hamden
Air Time.....6:45 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth. SESAC
Representative.....Headley-Reed
President.....H. C. Wilder
Gen.-Station Mgr......Richard W. Davis
Commercial Manager...Edwin H. Schweitzer
Sales Promotion Manager, Publicity
 Director.....Rudy Frank
Program Director.....Charles H. Wright
Chief Engineer.....Fred King

W N H C

NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By....Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number.....8-0196
Transmitter Location.....Kimberly Ave.
Air Time.....7:05 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....William G. Rambeau
Membership.....NAB
President.....Patrick J. Good
General-Station Manager.....James T. Milne
Comm.-Prom. Mgr......Vince Callanan
Prog.-Prod.-Publicity Dir......Louis L. Doolittle
Chief Announcer.....Joseph Burnes
Musical Director.....James Morgan
Chief Engineer.....Vinnie DeLaurentis
Farm Editor.....Thomas Romano

CONNECTICUT

WNL C

NEW LONDON—1936

MBS-ABC-YANKEE-CONN. STATE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... The Thames Bcstg. Corp.
 Business-Studio Address... 281 State St.
 Phone Number... 2-4365
 Transmitter Location... Winthrop Pt., E. New London
 Air Time... 17 hrs.
 News Service... AP
 Membership... BMB
 Pres., Gen. Mgr.... Gerald J. Morey
 Sta. Mgr., Prog.-Prod.-Mus. Dir.... Leslie Morson
 Comm.-Sales Prom. Mgr.... Leo B. Keegan
 Publicity Director... J. Patricia Morley
 Chief Engineer... Gerald J. Morey

WNL K

NORWALK—1947

Frequency: 1350 Kc. Power: 500 Watts d.
 (CP 500 Watts n.)
 Owned-Operated By... Norwalk Bcstg. Co.
 Business-Studio Address... Main & Wall Sts.
 Phone Number... 6-2542
 Transmitter Location... Stuart Ave. & Benedict St.
 Air Time... Local Sunrise-Local Sunset
 News Service... UP
 Transcription Service... Associated
 Membership... NAB
 President-General Mgr.... Benjamin Ginzburg
 Comm. Mgr.... Jeremy Marcus
 Program Director... Milton Warren
 Music Dir.... Charles Hilton
 Chief Engineer... Charles W. Winter

WNO C

NORWICH—1926—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Norwich Bcstg. Co.
 Business-Studio Address... 91 Main St.
 Phone Number... 3325
 Transmitter Location... Lucas Pk. Rd.
 Air Time... 6:30 a.m.-11:15 p.m.
 News Service... AP
 Transcription Service... World, SESAC, KBS
 Owner... H. Ross Perkins
 General Manager... John Deme
 Sales Prom. Mgr.... Noel Breault
 Program Dir.... Jack Burrington

WST C

STAMFORD—1941
ABC-CONN. STATE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... The Western Conn. Bcstg. Co.

Business-Studio Address... 270 Atlantic St.
 Phone Number... 4-7575
 Transmitter Location... 320 Strawberry Hill Ave.
 Air Time... Unlimited
 News Service... UP
 Transcription Service... World
 Representative... J. P. McKinnie
 Membership... NAB, FM.
 President... Kingsley Gillespie
 Gen.-Sta. Manager... Julian Schwartz
 Commercial Manager... Wharton Ford
 Program Director... Ernest Hartman
 Chief Engineer... Edward L. Markmar

WLC R

TORRINGTON—1948

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By... The Litchfield County Radio Corp.
 Business-Studio Address... 23 Main St.
 Phone Number... 4176
 Transmitter Location... Highland Ave.
 Air Time... Local sunrise-local sunset
 News Service... UP
 Transcription Service... World
 Membership... NAB
 President... J. Richard Dobbins
 General Manager... Francis Martin, Jr.
 Program Director... James E. Cipriano
 Chief Engineer... Alfred F. Pallokat

WTO R

TORRINGTON—1947
CONN. STATE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Torrington Bcstg. Co., Inc.
 Business-Studio Address... 93 Main St.
 Phone Number... 4181
 Transmitter Location... Perkins St.
 Air Time... Unlimited
 News Service... INS
 Transcription Service... Capitol
 Representative... Continental Radio Sales
 Membership... NAB
 President... Joseph R. Schifini
 General Manager... James Parker
 Comm.-Sales Prom. Mgr.... Joseph X. O'Hara
 Prog.-Prod.-Publicity Dir... Richard C. Kilbourn
 Chief Announcer... Albert C. Vestro
 Musical Director... John J. Morris
 Chief Engineer... T. Webster Hitchcock

WATR

WATERBURY—1934
ABC-CONN. STATE

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By... The WATR Co., Inc.
 Business-Studio Address... 440 Meadow St.
 Phone Number... 3-5161

CONNECTICUT-DELAWARE

Transmitter Location.....Baldwin St.
 Air Time.....7 a.m.-M.
 News Service.....UP
 Representative.....William G. Rambeau,
 Bertha Bannan
 Membership.....NAB
 President.....Harold Thomas
 Gen.-Sta.-Comm. Mgr.....Sam Elman
 Sales Pro. Mgr., Pub. Dir.....Wallace Gordon
 Prog.-Prod. Dir.....Edmund Waller
 Chief Announcer.....Wallace King
 Musical Director.....Jack Greenwood
 Chief Engineer.....Russell Jensen

W B R Y

WATERBURY—1934—CBS

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned-Operated By.....American-Republican,
 Inc.
 Business-Studio Address.....136 Grand St.
 Phone Number.....3-1125
 Transmitter Location.....Boyden St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB, BMB

President-Owner.....William J. Pape
 General Manager.....James H. Darcey
 Asst. Station Mgr.....Wilder J. Greeley
 Commercial Manager.....Harry A. DeVoeken
 Station. Mgr., Pub. Dir.....J. Maxim Ryder
 Prog.-Prod. Dir.....Waller O. Howard
 Chief Announcer.....Robert Stewart
 Musical Director.....Louis Boisvert
 Chief Engineer.....Frank B. Hales

W W C O

WATERBURY—1946

MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Mattatuck Bcstg. Co.
 Business-Studio Address.....119 W. Main St.
 Phone Number.....4-5141
 Transmitter Location.....Thomaston Ave.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Forjoe
 Pres., Gen. Manager.....Milton H. Meyers
 Commercial Manager.....Mort Silverman
 Program Director.....Robert Gellespie
 Chief Announcer.....Gene Vallon
 Chief Engineer.....Don Brennan

Delaware Home Owned and Operated!

W A M S

**DELIVERS
 GUARANTEED COVERAGE**

*The WAMS directional antenna pattern radiates 5000-6000 watts over the entire Wil-
 mington area, Downstate Delaware, PLUS Southern New Jersey and parts of Maryland
 and Pennsylvania,—301,162 radio homes. WAMS-FM, 20,000 watts, is Delaware's only
 FM outlet on the air and serves 18,000 FM radio homes in the Wilmington area.*

**1,000 WATTS - MUTUAL NETWORK
 DAY and NIGHT 1380 KC**

Wilmington, Delaware

NATIONAL REPRESENTATIVES: WEED AND COMPANY

DELAWARE

Estimated Population 297,000—Increase +11.5%—Radio Homes 77,100
Total Families—80,900—Stations in State 5

W D O V

DOVER—1948

Frequency: 1410 Kc. Power: 250 Watts
Owned-Operated By: William C. Evans
Phone Number: 3063
News Service: AP
Transcription Service: Capitol, Cole
Gen. Mgr.: A. Harry Zoog
Pgm. Dir.: Raymond Davis
Chief Engineer: W. C. Evans

W A M S

WILMINGTON—1947

MBS-ATLANTIC

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By: Wilmington Tri-State Bcst. Co., Inc.
Business-Studio Address: 414 French St.
Phone Number: 4-8881
News Service: AP, Transradio
Transcription Service: Lang-Worth, Standard
Representative: Weed

Membership: NAB, BMB, FMA
President: Frank S. Carrow
Exec. V.P., Gen. Manager: George L. Sutherland
Program Director: Jack Gibbons
Production Director: Bill Smith
Chief Engineer: Herbert Eckstein
(See Page 360)

W D E L

WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: WDEL, Inc.
Business-Studio Address: 10th & King Sts.
Phone Number: 7268
News Service: UP
Transcription Service: World
Representative: Robert Meeker
Membership: NAB
Station Executive: Clair R. McCollough
Station Manager: J. Gorman Walsh
National Sales Manager: J. Robert Gullck
Program Director: Harvey C. Smith
Chief Engineer: J. E. Mathoi

WDEL

WILMINGTON DELAWARE
5000 WATTS DAY & NIGHT

SELLS
for you, consistently,
profitably

Represented by
ROBERT MEEKER ASSOC.
Chicago
San Francisco Los Angeles

NBC
Affiliate

DELAWARE—DISTRICT OF COLUMBIA

W I L M

WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Delaware Bcstg. Co.
Business-Studio Address... 920 King St.
Phone Number 4-7771
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Adam J. Young, Jr.
Membersbip NAB, BMB
President Alfred G. Hill
Vice Pres. & General
Manager Francis H. Brinkley
Program Director Frank Gallagher
News Director William P. Frank
Chief Engineer Ed Kennedy

W T U X

WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned By Port Freere Bcstg. Co., Inc.
Operated By Gordon K. MacIntosh,
Howard R. Robinson
Business-Studio Address 1326 Market St.
Phone Number Wilmington 5-8821
Transmitter Location Port Freere
Air Time Local sunrise-local sunset
News Service AP
Transcription Service World
Representative Forjoe
Membership NAB
President Gordon K. MacIntosh
General-Station Mgr. Howard R. Robinson
Commercial Manager Sidney Schulman
Chief Announcer Fred Heckman
Musical Director Justina Spagnola
Chief Engineer Wayne Neuhaus

DISTRICT OF COLUMBIA

*Estimated Population 98,000—Increase 35.5%—Radio Homes 212,700
Total Families 219,700—Stations in D. C. 7*

W I N X

WASHINGTON, D. C.—1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By WINX Bcstg. Co.
Address 8th & Eye Sts., N.W.
Phone Number Republic 8000
Transmitter Location Florida St. & Lee Hwy.,
Arlington, Va.
Air Time Unlimited
News Service AP, UP
Transcription Service Standard, Lang-Worth,
Associated
Representative Headley-Reed
Membership NAB, BMB, FMA
President Phillip L. Graham
V.P., General Manager John S. Hayes
Commercial Manager Charles W. Trippe
Program Director George M. Creamer
Publicity Director Marion B. Cedarblade
Chief Engineer Ralph E. Cannon, Jr.

Air Time 6 a.m.-1:05 a.m.
News Service AP, UP
Transcription Service Associated, Standard
Representative ABC Spot Sales
Membership NAB, BMB
President S. H. Kauffmann
V.P., General Manager K. H. Berkeley
Mgr. Bcst. Oper. Fred Shawn
Commercial Manager Ben B. Baylor, Jr.
Chief Engineer Frank Harvey

W O L

WASHINGTON, D. C.—1924—MBS

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By Cowles Bcstg. System
Bus.-Studio Address 1627 K St., N.W.
Phone Number Metropolitan 0010
Transmitter Location Brookville Rd.,
Silver Spring, Md.
Air Time Unlimited
News Service AP, UP
Transcription Service Lang-Worth
Representative Katz
Membership NAB, BMB
President-Owner Gardner Cowles
Gen.-Sta. Mgr. Phil Hoffman
Commercial Mgr. Arden E. Swisher
Sales Prom. Mgr. John Bondeson
Program Director Lansing B. Lindquist
Production Manager Larry J. Frommer
Musical Director Charles Keaton
Chief Engineer Harold Reed

W M A L

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By The Evening Star
Bcstg. Co., Inc.
Business-Studio Address 724 14th St., N.W.
Phone Number National 5400
Transmitter Location Green Tree Rd.,
Bethesda, Md.

. . . DISTRICT OF COLUMBIA . . .

W Q Q W

WASHINGTON, D. C.—1947

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By WQQW, Inc.
Business-Studio Address . . . 2627 Conn. Ave.,
N.W.

Phone Number Columbia 6331
Transmitter Location . . . Lee & Wilson Blvd.,
Falls Church, Va.

Air Time Local sunrise-local sunset
News Service AP
Transcription Service World, Standard
Representative William G. Rambeau
Membership NAB
President Morris Rodman
General Manager M. Robert Rogers
Comm. Manager Perry Walders
Program-Musical Director . . Pierson Underwood
Chief Announcer Ray Wilson
Chief Engineer Robert B. Martin

W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By National Bcstg. Co.
Business-Studio Address . . . 724 14th St., N.W.
Phone Number Republic 4000
Transmitter Location Ager Rd.,
Hyattsville, Md.

Air Time Unlimited
News Service AP, INS, UP
Transcription Service Thesaurus, Standard,
Associated

Representative NBC Spot Sales
Membership NAB
President (NBC) Niles Trammell
Vice President (Wash.) Frank M. Russell
Asst. to V.P. & Actg. Gen.

Mgr. William R. McAndrew
Commercial Manager Mahlon Glascock
Sales Promotion Manager Tom Dolan
Program Director George Y. Wheeler
Publicity Director Walter Jay Royen
Musical Director Ludwig F. Balzer
Chief Engineer Donald Cooper

W T O P

WASHINGTON, D. C.—1928—CBS

Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By WTOP, Inc.
Phone Number Metropolitan 3200
Studio Address Warner Bldg.
Transmitter Location Wheaton, Md.
Air Time 5:30 a.m.-1:05 a.m.
News Service AP, UP
Transcription Service World, BMI
Membership NAB, BMB

President (CBS) Frank Stanton
General Manager John Hayes
Sales Promotion Manager Cody Pfanstiehl
Chief Engineer Clyde Hunt

W W D C

WASHINGTON, D. C.—1941

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Capital Bcstg. Co.
Business-Studio Address . . . 1000 Conn. Ave.,
N.W.

Phone Number NATIONAL 7203
Main Transmitter 61 Pierce St., N.E.
Air Time 24 hrs.
News Service AP, UP
Transcription Service Capitol, Standard,
Thesaurus

Representative Forjoe
Membership NAB, FMA
President Joseph Katz
V.P., General Manager Ben Strouse
Comm. Manager Herman Paris
Program Director Norman Reed
Chief Engineer Ross H. Beville

**The 2 best buys in
Washington radio
WWDC-AM**

The town's red-hot, hard-hitting 24 hour
station. Represented nationally by

Forjoe & Company

WWDC-FM

Transit Radio in public vehicles deliver-
ing a guaranteed audience close to
point of sale. Represented nationally by

TRANSIT RADIO, INC.

FLORIDA

Estimated Population 2,356,000—Increase 24.2%—Radio Homes 592,900
Total Families 682,500—Stations in State 66

WSWN

BELLE GLADE—1947—KBS

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: Seminole Bcstg. Co.
Business Address: P. O. Box 355
Phone Number: 155
Transmitter Location: Chosen, Fla.
Air Time: Daytime
News Service: UP
Transcription Service: World.
Associated, Keystone
Membership: NAB
President-Gen. Station Mgr.: Tom Watson, Jr.
Commercial Manager: Mary Foy
Program Director: George Peters
Chief Engineer: C. S. Clemans

WDHL

BRADENTON—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Manatee Bcstg. Co., Inc.
Business Address: Memorial Pier
Phone Number: 37-561, 31-531
Studio-Transmitter Location: Chamber of Commerce Building
Air Time: 6:45 a.m.-10:15 p.m.
News Service: AP
Transcription Service: Associated, Keystone
Representative: Homer-Griffith
President, General Manager, Station Manager: L. E. Jacobson
Commercial Manager: William MacMurray
Sales Promotion Manager: Don Arnold
Program Director: Eileen Jackson
Production Director: Ken Lueke
Publicity Director: Ted Cryst
Chief Engineer: Arthur Belts
Farm Editor: Ed Ayers

WCLE

CLEARWATER—1947

Frequency: 680 Kc. Power: 100 Watts d.
Owned By: Clearwater Bcstg. Co., Inc.
Business Address: Box 1139, Clearwater; Millsaps Bldg., St. Petersburg
Phone Numbers: Clearwater 2573, St. Petersburg, 71675
Studio Address: Whitcomb Building, Clearwater, Millsaps Bldg., 6th & Central, St. Petersburg
Transmitter Location: Taylor Ave., Largo
Air Time: Sunrise to sunset
News Service: AP
Transcription Service: Associated
Representative: Hal Helman
Membership: NAB

President, General-Station-Commercial Manager: Houston Cox, Jr.
Program Director: Frank Parker
Chief Engineer: Harold Legg
Farm Editor: Wayne Farriss

WTAN

CLEARWATER—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Clearwater Radio Broadcasters, Inc.
Business Address: P. O. Box 1109
Phone Number: 2561
Studio Address: Municipal Auditorium at Clearwater Bay
Transmitter Location: Clearwater Bay, Pierce St.
Air Time: 6:00 a.m.-12:08 a.m.
News Service: UP
Transcription Service: World, MacGregor, Keystone
Representative: Joseph Hershey McGillvra
Membership: NAB
President: Ois E. Prull
General-Station Manager: Denzil Pulley
Commercial-Sales Promotion Manager: C. A. McKay
Program-Production Director: Jim Brownell
Publicity Director: Harold Halconier
Musical Director: Wallace Gauze
Chief Engineer: John Cailan

WBAY

**CORAL GABLES—1947
ORANGE STATE**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Atlantic Shores Bcstg., Ltd.
Business-Studio Address: 322 Aragon
Phone Number: 48-65-71
Transmitter Location: 1505 S.W. 32nd Ave., Miami
Air Time: Unlimited
News Service: UP
Transcription Service: Associated, Standard, Cole
Representative: Joseph Hershey McGillvra
Partners: James Brown, Ronald Johnson, Bert Graulich, Elbert Griffis
General-Station Mgr.: Robert Johnson
Prog. Dir., Prod. Mgr.: Bert Graulich
Chief Engineer: Walt E. Kinney

WVCG

CORAL GABLES—1947

Frequency: 1070 Kc. Power: 1000 Watts d.

. . . **FLORIDA** . . .

Owned-Operated By . . . Peninsular Bcstg. Corp.
 Business Address P. O. Box 977
 Phone Number 48-7411-2
 Studio Address 223 Aragon Ave.
 Transmitter Location . . . 660 Grand Concourse
 Air Time Sunrise to sunset
 News Service AP
 Transcription Service Associated
 Membership NAB
 President-General Mgr. . . . George W. Thorpe
 Commercial Manager Hank Lee
 Program Director Edward Gaylor
 Chief Engineer Edward Vickers

WCNU

CRESTVIEW—1948—KBS

Frequency: 1010 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By . . . Gulf Shore Bcstg. Co.
 Business-Studio Address . . . Box 486 Crestview
 Phone Number 3511
 Transmitter Location . . Highway 85, Crestview
 Air Time 18 hours
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 General-Station Manager . . . John B. McCrary
 Commercial Manager John French

Sales Promotion Manager D. G. O'Neal
 Program-Production Director . . Cyril W. Reddoch
 Musical Director John McCrary
 Chief Engineer Franklin Prestwood

WNDB

DAYTONA BEACH—1948

Frequency: 1150 Kc. . . . Power: 1,000 Watts d.
 Owned-Operated By News-Journal Corp.
 Business-Studio Address . . 128 Orange Ave.
 Phone Number 3601
 Transmitter Location Holly Hill
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard, World
 Representative John H. Perry
 Membership NAB, FMA
 President Julius Davidson
 Gen. Mgr.-Program Director . . Jerry Stone
 Comm.-Sales Promotion Mgr. . . John Cummins
 Production Director Maribel Montgomery
 Publicity Director Lilliane R. Davidson

WMFJ

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc. . . . Power: 250 Watts

A Must for Florida

WNDB

**1000 WATTS
AND**

WNDB-FM

FLORIDA'S FIRST FULL-TIME FM STATION

THE NEWS-JOURNAL STATIONS

DAYTONA BEACH, FLA.

FLORIDA

Owned-Operated By.....W. Wright Esch
 Business-Studio Address.....444 N. Beach St.
 Phone Number.....6491-2
 Transmitter Location...126½ Magnolia Ave.
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB
 Owner.....W. Wright Esch
 General Manager.....A. B. Esch
 Station Manager.....Ray Clancy
 Commercial Manager.....John S. Pitts
 Chief Engineer.....Webster K. Ellenwood

WROD

DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Daytona Beach Bcstg.
 Corp.
 Business Address.....Box 991
 Phone Number.....4626
 Studio-Transmitter Address...Wilder Blvd. &
 S. Beach St.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Membership.....NAB
 President, General-Station
 Manager.....E. J. Sperry
 Commercial Manager.....R. Y. Huffman
 Chief Engineer.....F. A. Scott

WDLF

DE LAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Lyle Van Valkenburgh
 Business-Studio Address...220 E. Hubbard Ave.
 Phone Number.....1290
 News Service.....AP
 Transcription Service.....Associated
 President.....Lyle Van Valkenburgh
 Station Manager.....Lynn Gearhart
 Business Mgr.....Maj. R. L. Clinton, Jr.
 Program Director.....Michael Davis
 Chief Engineer.....Lauren Mickle

WEUS

EUSTIS—1948

Frequency: 790 Kc.....Power 1000 Watts
 Operated By.....Lake County Bcstgrs
 Business-Studio Address...32 Magnolia Ave.,
 P. O. Box 790
 Phone Number.....394
 Transmitter...Off Hgwy. 441, betw. Tavares
 and Leesburg
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service...Standard, Lang-Worth,
 Keystone

Station Representative.....Rural Radio
 Membership.....NAB
 President.....Frank W. Stebbins
 General-Station-Commercial-Sales Pro-
 motion Manager.....Lynn Gearhart
 Program-Prod.-Publicity Director....Dan Ross
 Chief Engineer.....Martin C. Kirkland

WFTL

FORT LAUDERDALE—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Div. Gore Pub. Co.
 Business-Studio Address...100 E. Las Olas Blvd.
 Phone Number.....3-2511
 Transmitter Location.....S.E. 15th St. and
 Inland Waterway
 Air Time.....Unlimited
 News Service.....UP
 General-Station-Commercial
 Manager.....Robert W. Standart
 Sales Promotion Mgr....Ernest D. Ashurst, II
 Program-Production Director....Paul Taylor
 Publicity Director.....Carter Holmes
 Musical Director.....Gerrie Clapp
 Chief Engineer.....Howard O. Sheets

WINK

FT. MYERS—1939—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Fl. Myers Bcstg. Co.,
 Inc.
 Business-Studio Address.....WINK Bldg.,
 54 E. First St.
 Phone Number.....818
 Transmitter Location.....Wink Bldg.,
 54 E. First St.
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service...Associated, Keystone
 Representative.....Donald Cooke
 Membership.....NAB
 President.....Arthur B. McBride
 Vice President.....Daniel Sherby
 Sta.-Comm Mgr., Prod. Dir.....A. J. Bauer
 Sales Promotion Manager.....Walter Kelly
 Program Director.....Betty Whitfield
 Chief Engineer.....John Vance, Jr.

WIRA

FORT PIERCE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Indian River Bcstg Co.
 Business Address.....Box 1401
 Phone Number.....870
 Transmitter-Studio Location....Melody Lane
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB
 Pres., Gen.-Sta.-Comm. Mgr....Douglas Silver

FLORIDA

Sales Prom. Mgr., Pub. Dir. Marjorie B. Silver
 Prog. Dir., Prod. Mgr. John Sadler, Jr.
 Musical Director Roger Wood
 Chief Engineer James Sowinski
 Farm Editor Anne Wilder

W G G G

GAINESVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Alachua County
 Broadcasting Co., Inc.
 Bus.-Studio-Transmitter Address . . . 1230 Waldo
 Rd.
 Phone Number 1230, 321
 Air Time 8 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated, Capitol
 Pres., Gen.-Sta. Mgr. R. M. Chamberlin
 Comm.-Sales Prom. Mgr. Gordon K. Hemby
 Prog.-Prod.-Music Dir. Guy Hamilton
 Publicity Director Bob Harlan
 Chief Engineer R. M. Chamberlin
 Farm Editor Sandy Johnson

W R U F

GAINESVILLE—1928
MBS-U. OF FLA. NET.

Frequency: 850 Kc. Power 5000 Watts
 Owned By State of Fla.
 Operated By Univ. of Fla.
 Business-Studio Address . . . Campus, Univ. of Fla.
 Phone Number 2000, Ext. 466-7-8
 Transmitter Location Newberry Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Burn-Smith
 Membership NAB, BMB, FMA
 Director Garland Powell
 Commercial Manager Paul Acosta
 Sales Promotion Manager James Gentile
 Program Director James Sharp
 Production Director Sewell Brown
 Continuity and Pub. Director . . . Leonard Mosby
 Musical Director Larry Gibson
 Chief Engineer Duane McConnell
 Farm Editor Clyde Beale

W I V Y

JACKSONVILLE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By WIVY, Inc.
 Business-Studio Address . . . 135 Riverside Ave.
 Phone Number 4-7722, 4-7723
 Transmitter Location . . . Springrove Ave. at
 A. C. & L. RR. Tracks
 Air Time Local sunrise to local sunset
 News Service INS
 Transcription Service World, MacGregor
 Representative Joseph Hershey McGillvra

Membership NAB
 President L. Frank Jones
 General Manager Al Keirseay
 Commercial Manager . . . Charles F. Brigham
 Program Director Richard A. Fennel
 Chief Engineer James W. Knoche

W J A X

JACKSONVILLE—1925—NBC

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By . . . City of Jacksonville, Fla.
 Business-Studio Address 1 Broadcast Pl.
 Phone Number 4-1681
 Transmitter Location Hyde Park
 Air Time 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service . . . Thesaurus, Associated
 Representative . John Blair; Harry E. Cummings
 Membership BMB
 Com. in Charge George A. Pierce
 Station Mgr.-Chief Engr. . . John T. Hopkins III
 Program Director Evelyn Boote
 Production Manager J. W. Douglass
 Musical Director Frank Morris

W J H P

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By The Metropolis Co.
 Business-Studio Address 500 Laura St.
 Phone Number 4-7711
 Transmitter Location Lane Ave. Annex &
 Lake Shore Blvd.
 Air Time Unlimited
 News Service UP
 Transcription Service . . . Lang-Worth, Associated,
 SESAC
 Representative John H. Perry
 President-Owner John H. Perry
 General Manager Norvin Veal
 Station Manager Speed Veal
 Publicity Director Joan Palmer
 Chief Engineer Beecher Hayford

W M B R

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By Florida Bcastg. Co.
 Business-Studio Address 605 Main St. S.,
 P.O. Box 5187
 Phone Number 9-4477
 Transmitter Location . . . Lane & Stewart Aves.
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World, Associated
 Representative Avery-Knode
 Membership NAB, BMB
 President-General Manager Frank King
 Comm.-Sales Prom. Mgr. . . . Glenn Marshall, Jr.
 Program Director Roger O. Van Duzer
 Chief Engineer Ernest B. Vordermark

W O B S

JACKSONVILLE—1948
GA.-FLA. SPORTS NET.

Frequency: 1360 Kc. Power: 1000 Watts d.
(CP 1,000 Watts, n.)
Owned-Operated By Southern Radio and
Equipment Company
Business-Studio Address 10 East Forsyth St.
Phone Number 6-4231
Transcription Location Gilmore Road
Air Time Sunrise to sunset
News Service AP
Transcription Service Capitol
Station Representative Forjoe
President Jack Sharpe
General-Station Manager Ed Sharpe
Commercial Manager Mark Thompson
Program Director Larry Scarborough
Production Director Jim Macri
Musical Director Randolph Jones
Chief Engineer William Askew

W P D Q

JACKSONVILLE—1942
ABC-FLA.-AMER. GROUP

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By Jacksonville Bcstg. Corp.
Business Address P. O. Box 1468
Phone Number 4-4421
Studio Address Gulf Life Insurance Bldg.
Transmitter Location Lenox Ave.
Air Time Unlimited
News Service AP
Transcription Service Standard
Station Representative Katz
Membership BMB
President James R. Stockton
General-Station Manager Robert R. Feagin
Commercial Manager Frank Taylor, Jr.
Sales Pro. Mgr.-Publicity Dir. Lillian Nunn
Program Director Bernie Adams
Musical Director Gene Bouchier
Chief Engineer James R. Donovan
Farm Editor Bernie Adams

W J V B

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc. Power: 250 Watts
Owned-Operated By Jacksonville Beach
Beatg. Co.
Business-Studio Address 211 First Ave.
Phone Number 1072
Transmitter Location Penman Rd.
Air Time Sunrise to sunset
News Service AP
Transcription Service Capitol, Keystone
Station Representative Friedenburg

Membership NAB
General-Station-Comm. Mgr. Reggie Martin
Sales Pro. Mgr.-Program Dir. Lester M. Combs
Production-Publicity Director Hal King
Chief Engineer Lewis Evenden

W K W F

KEY WEST—1946—MBS-KBS

Frequency: 1600 Kc. Power: 500 Watts
Owned-Operated By John M. Spottswood
Business Address P. O. Box 891
Phone Number 510
Studio-Transmitter Location Stock Island
Air Time 7 a.m. to M.
News Service UP
Transcription Service Thesaurus, Keystone
Station Representative Walker
Membership NAB
Pres.-Gen.-Comm. Mgr. John M. Spottswood
Program Director Ruth Newton
Musical Director Jessie Gibson

W D S R

LAKE CITY—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Deep South Radioways
Business-Studio Address 126 No. Marion St.
Phone Number 525
Transmitter Location One mile south of Lake
City on U.S. No. 41
Air Time 6 a.m. to 10:05 p.m.
News Service AP
Transcription Service Associated
Membership NAB
Gen. Mgr. & Prin. Partner Alfred H. Temple
Commercial Manager Thomas M. Colton
Program Director Owen W. Parnacott
Chief Engineer Bruce Singleton

W L A K

LAKELAND—1936—NBC

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By Lakeland Bestg. Corp.
Business Address P. O. Box 1211
Phone Number 2127
Studio-Transmitter Location Shore Acres,
1412 East Lime St.
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Station Representative John E. Pearson
Membership NAB, BMB
President-Gen.-Station-Sales Promotion
Manager, Publicity Director S. O. Ward
Commercial Manager Powell Adams
Program-Production Director Wm. A. Reeves
Musical Director George Friend
Chief Engineer William F. Lee

WEAT

LAKE WORTH—1948—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Lake Worth Bcstg. Co.
 Operated By C. L. Menser
 Business-Studio Address Municipal Casino,
 South Ocean Blvd.
 Phone Number Palm Beach 7545,
 Lake Worth 1200
 Transmitter Location Nineteenth Ave. No.
 Air Time 6:30 a.m. to 12:30 a.m.
 News Service AP
 Transcription Service Associated
 Representative Donald Cooke
 Membership NAB
 President-Gen. Mgr. C. L. Menser
 Chief Engineer Richard Spruill

WMMB

MELBOURNE—1948

Frequency: 1050 Kc. Power: 250 Watts
 Owned-Operated By Melbourne Bcstg. Corp.
 Business-Studio Address Front St.
 Phone Number 575-576
 Transmitter Location Front St.
 Air Time Local sunrise to sunset
 News Service UP
 Transcription Service World, Standard
 President William Shakespeare, Jr.
 General-Station Mgr. Thomas B. Newsom, Jr.
 Commercial Manager Maude C. Newsom
 Sales Promotion Manager John Armstrong
 Program Director Victoria Martin
 Operations Manager Bob McCall
 Chief Engineer Kenneth R. Waltz

WLBF

LEESBURG—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Lake Bcstg. Co.
 Business Address Box 601
 Phone Number 554-553
 Studio-Transmitter Location 1240 Floradel Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Capitol,
 Keystone
 Membership NAB, BMB
 President P. C. Gorman
 General-Station Manager W. E. Harkness
 Comm.-Sales Promotion Mgr. Earl Broome
 Program-Production-Publicity Director- Chief
 Announcer-Mus. Dir. Donn Ramon Colee
 Chief Engineer Charles Castle
 Farm Editor Bob Andrews

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc. Power: 50,000 Watts, d.
 10,000 Watts, n.
 Owned-Operated By The Fort Industry Co.
 Business-Studio Address 1605 Biscayne Blvd.
 Phone Number 9-2401
 Transmitter Location 6½ mi. N.W. Hialeah
 Air Time 6:00 a.m.-2:00 a.m.
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Station Representative Katz
 Membership NAB, BMB
 President George B. Storer
 Station Manager Stanton P. Kettler
 Commercial Manager Miller N. Babcock
 Sales Prom. Mgr., Pub Dir. Frank Jaffe
 Program Director Ewald Kockritz
 Chief Engineer Albert Shropshire
 Farm Editor Jack McCormack

WTYS

MARIANNA—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By John H. Phipps
 Business Address P. O. Box 565
 Phone Number 650
 Studio-Transmitter Address U. S. Hway. 90, E.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative Harry Cummings
 Owner John H. Phipps
 Gen.-Comm. Mgr. Fred U. Wamble
 Sales Prom. Manager Don Pearson
 Program Dir. Lucille W. Wamble
 Production Director Bill Pascal
 Publicity Director Sonny Harris
 Musical Director Susan Thames
 Chief Engineer Christian Reuter
 Farm Editor Joe Malone

WMIE

MIAMI—1948

Frequency: 1140 Kc. Power: 10,000 Watts, d.,
 5,000 Watts, n.
 Owned-Operated By Sun Coast Bcstg. Corp.
 Business Address Everglades Hotel
 Phone Number 3-5556
 Transmitter Location Sunset Rd. & Snapper
 Creek, So. Miami
 Air Time Unlimited
 News Service INS
 Representative Forjoe
 Membership NAB, FAB
 President Mitchell Wolfson
 General Manager Robert G. Venn
 Commercial Manager John S. Allen
 Program Director Ted Anthony
 Sports-Publicity Matty Matthews
 Musical Director Ruth Lee Jones
 Chief Engineer William A. Sheetz

• • • **FLORIDA** • • •

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc. Power: 5,000 Watts
 Owned-Operated By Isle of Dreams Bcstg. Corp.

Business-Studio Address 600 Biscayne Blvd.
 Phone Number 3-6444
 Transmitter Location Cameo Island, North Bay Causeway

Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Associated, Standard
 Station Representative George P. Hollingbery,
 Harry E. Cummings

Membership NAB, BMB
 President Daniel J. Mahoney
 General Manager James M. LeGate
 Commercial Manager Robert L. Fidler
 Program Director Scott Bishop
 Publicity-Promotion Dir. Martha Henriquez
 Musical Director Earle Barr Hanson
 Chief Engineer Milton C. Scott

WINZ

MIAMI—1946

Frequency: 940 Kc. Power: 1000 Watts d.

Owned-Oper. By Hollywood Bcstg. Co., Inc.
 Address WINZ Bldg., 304 Lincoln Rd.
 Phone Number Miami 5-3191
 Transmitter Location Opa-locka
 Air Time 6:30 a.m.-3:30 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President Jonas Weiland
 General-Comm. Mgr. M. J. Weisfeldt
 Program Director Denny Kirwan
 Chief Engineer C. E. Watkins

WQAM

MIAMI—1920—ABC

Frequency: 560 Kc. Power: 5,000 Watts, d.,
 1,000 Watts, n.

Owned-Operated By Miami Bcstg. Co.
 Business Address P. O. Box 3741
 Phone Number 2-6121
 Studio Address duPont Bldg.
 Transmitter Location 1425 N.E. Bayshore Ct.
 Air Time Unlimited
 News Service AP
 Transcription Service World, Associated
 Station Representative John Blair



National Representatives
 GEORGE P. HOLLINGBERY CO.

Southeast Representative
 HARRY E. CUMMINGS



James M. LeGate, Gen. Manager
5,000 WATTS ★ 610 KC ★ NBC



FLORIDA

Membership NAB, BMB
 President John S. Knight
 General-Station Mgr. Owen F. Uridge
 Commercial Manager. Harry Camp
 Program Director. Marjorie Christopher
 Chief Engineer. Gene Rider

W W P B

MIAMI—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Paul Brake
 Business-Studio Address. 414 S.W. 2nd Ave.
 Phone Number 3-7405
 News Service AP
 Transcription Service World
 Representative Donald Cooke
 President, Gen.-Comm. Mgr. Paul Brake
 Prog. Dir., Prom. Mgr. Charles Green
 Chief Engineer. Ralph Kiibler

W K A T

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc. Power: 5,000 Watts, d.
 1,000 Watts, n.
 Owned-Operated By. WKAT, Inc.
 Business-Studio Address. 1759 North Bay Rd.
 Phone Number 5-5711
 Transmitter Location. 1759 North Bay Rd.

Air Time. 6:00 a.m.-3:00 a.m.
 News Service UP
 Transcription Service Standard, Cole
 Station Representative. Weed
 President A. Frank Katzentine
 General-Station-Comm.-Sales Promotion
 Manager John I. Prosser
 Program-Production Director. Gordon N. Waltz
 Pub. Dir.-Chief Ann.-Farm Ed. Robert Beutel
 Musical Director Betty Lee Taylor
 Chief Engineer Arthur P. Smith, Jr.

W B M M

MIAMI BEACH—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Biscayne Bcstg. Co., Inc.
 Business-Studio-Transmitter Address. McArthur
 Causeway Terminal
 Phone Number 5-5588
 Air Time Daytime
 News Service UP
 Transcription Service Standard, Capitol
 Representative. Burke, Kuipers & Mahoney
 Membership NAB
 Pres., Gen.-Sta.-Comm.-Sales
 Promotion Mgr. Thomas O. McCullough
 Prog.-Publicity Director. Calvert A. Carter
 Production Director. Mary Lucille Carter
 Musical Director. George Chamberlin
 Chief Engineer. Jack Miller

W T M C

OCALA—1939—MBS-KBS

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By. Ocala Bcstg. Co., Inc.
 Business-Studio Address. 1 Broadcast Pl.
 Phone Number 128-165
 Transmitter Location. RFD Ocala, State Rd. 500
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative. John H. Perry
 President. John H. Perry
 Gen.-Sales Prom. Mgr. T. S. Gilchrist, Jr.
 Sta. Mgr., Publicity Dir. John F. Nicholson
 Commercial Manager. Carl J. Reinhardt
 Prog.-Prod. Director. Charles R. Schon
 Musical Director. Gene Sturchio
 Chief Engineer. Beecher Hayford
 Farm Editor. John Nicholson

W D B O

ORLANDO—1925—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By. Orlando Bcstg. Co., Inc.
 Business-Studio Address. P. O. Box 3707,
 30 S. Ivanhoe Blvd.
 Phone Number 6181
 Transmitter Location. 222 Hazard St.
 Air Time. 4:55 a.m.-1:05 a.m.
 News Service AP, UP

MUSIC . . SPORTS . . NEWS

FULL TIME

WINZ

Florida's Big Independent

Primary Signal
 Covers
GREATER MIAMI
 and
 Florida's
 Rich East Coast
 from
 the Palm Beaches
 to the Keys

STUDIOS:

MIAMI, HOLLYWOOD, FT. LAUDERDALE
 AND WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL
 940 Kc. — FULL TIME

JONAS WEILAND, *President*
 Represented by: John H. Perry Associates

FLORIDA

Transcription Service.....World. Thesaurus,
Associated
Representative....John Blair, Harry Cummings
Membership.....NAB, BMB
Pres., Gen. Mgr.....George C. Johnston
V.P., Station Mgr.....Harold P. Danforth
Natl. Sales-Prog. Dir.....W. G. McBride
Local Sales Director.....John M. Pedrick
Musical Director.....Walter D. Kimble
Chief Engineer.....J. E. Yarbrough
Farm Editor.....Henry S. Jacobs

W H O O

ORLANDO—1947

ABC-FLORIDA-AMERICAN GP.

Frequency: 990 Kc.....Power: 10,000 Watts d.;
5000 Watts n.
Owned-Oper. By..Orlando Daily Newspapers,
Inc.
Address.....Fort Gatlin Hotel
Phone Number.....9900
Transmitter Location.....Old Fairvilla Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol
Representative.....Ra-Tel
President.....Martin Anderson
General Manager.....John A. Buning
Commercial Mgr.....Clarence Bracey
Program Director.....Ted Cobington
Chief Engineer.....Gene Dashiell

W L O F

ORLANDO—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....Hazelwood, Inc.
Business-Studio Address.....Angebill Hotel
Phone Number.....8163
Transmitter Location.....Near Orlo Vista
Air Time.....Unlimited
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President.....William Joe Sears, Jr.
General Manager.....Vic Buisset
Program Director.....R. Donahue
Chief Engineer.....W. Dodd Daniel, Jr.

W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Florida Bcstg. Co.
Business-Studio Address..740 N. Orange Ave.
Phone Number.....2-2451
Transmitter Location.....Winter Garden Rd.
Air Time.....6 a.m.-1:05 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Weed

Membership.....NAB, BMB
President.....James Dandelake
Gen.-Sta.-Comm.-Sales Promotion
Manager.....Eugene D. Hill
Prog. Dir., Farm Editor.....L. C. Kennedy
Production Director.....Tom Carswell
Publicity Director.....Nazoma Harmon
Musical Director.....John Hyde
Chief Engineer.....H. A. Scott

W W P F

PALATKA—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Palatka Bcstg. Co.
Business-Studio-Transmitter Address..900 Block
of River St.
Phone Number.....354
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
Representative.....Cox & Tanz
Gen.-Station Manager.....L. C. McCall
Commercial Manager.....Herb Young
Musical Dir., Farm Editor.....Bruce E. Wilson
Chief Engineer.....L. C. McCall

W W P G

PALM BEACH—1941—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Palm Beach Bcstg. Co.
Business Address.....South Ocean Blvd.
Phone Number.....West Palm Beach 2-1515.
Lake Worth 5345
Transmitter Location.....South Ocean Blvd.
Air Time.....Unlimited
News Service.....AP
Transcription Service..Lang-Worth, Thesaurus,
World
Representative.....Petry
President, Gen. Mgr.....Charles E. Davis
Station-Comm. Mgr.....Donald S. Greenleaf
Program Director.....Mary E. Neely
Chief Engineer.....Clyde E. Walkden

W D L P

PANAMA CITY—1940

MBS-FLA. FOOTBALL NET.-KBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By..Panama City Bcstg. Co., Inc.
Business-Studio Address.....West Beach Dr.
Phone Number.....777
Transmitter Location.....North Springfield
Air Time.....5:30 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World, Keystone
Representative.....John H. Perry
President.....John H. Perry
Gen.-Sta.-Comm. Mgr.....Byron Hayford
Sales Prom. Mgr., Prog. Dir.....John Thomas
Chief Announcer, Chief Engineer..Elmer Scott

WBSR

PENSACOLA—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By . . . Escambia Bcstg. Co., Inc.
 Business-Studio Address . . . San Carlos Hotel,
 P. O. Box 1351
 Phone Number 6173-4
 Transmitter Location O & Moreno Sts.
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Robert Meeker
 Membership NAB
 President, Gen. Mgr. Ruth Braden
 Sta.-Comm. Mgr. Robert O. Forsyth
 Sales Promotion Manager M. Jack Brown
 Prog.-Prod. Director Bill Kirby
 Chief Engineer G. Bert Mead

WCOA

PENSACOLA—1926—NBC

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By . . . Pensacola Bcstg. Co.
 Business-Studio Address . . . San Carlos Hotel
 Phone Number 4111
 Transmitter Location Cary's Lane
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Capitol
 Representative John H. Perry
 President John H. Perry
 Gen.-Station Mgr. J. Holliday Veal
 Commercial Manager William G. Champlin
 Sales Promotion Manager Pauline Heller
 Program Director J. H. Veal
 Chief Engineer Harold Heath

WEAR

PENSACOLA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Gulfport Bcstg. Co.
 Business-Studio Address . . . 5 East Gregory St.
 Phone Number 8-4449
 Transmitter Location Smith Shipyard
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Representative John E. Pearson
 General-Station Manager Irving F. Welch
 Commercial Manager Peter J. Cicchine
 Program Dir., Chief Announcer Russell Hirsch
 Production Director Edward Murphy
 Chief Engineer Howard Grove
 News Editor Frank Pericola

WCNH

QUINCY—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Quincy Bcstg. Corp.

Business Address Quincy
 Phone Number 300
 Studio-Transmitter Location Shelter Heights
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President Richard J. Gardner
 General-Station Manager A. B. Letson
 Comm.-Sales Prom. Manager E. W. Carrell
 Program Director W. H. Martin
 Chief Engineer A. B. Letson

WFOY

ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By . . . Fountain of Youth Bcstg. Co.
 Business-Studio-Transmitter
 Address Magnolia Ave.
 Phone Number 1622
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Avery Knodel
 Membership NAB, BMB
 President J. C. Bell
 Exec. V.P., Gen.-Sta.-Comm.-Sales Prom.
 Manager John E. Bernhard, Jr.
 Prog.-Prod.-Musical
 Director Mrs. Frankye C. Walker
 Publicity Director Patsy Hernandez
 Chief Engineer Ernest Raistrick
 Farm Editor Bob Sheppe

WSUN

ST. PETERSBURG—1927—ABC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By . . . City of St. Petersburg
 Business Address P. O. Box 240
 Phone Number 7-4747-8
 Studio Address Municipal Pier
 Transmitter Location . . . Bayview, RFD No. 2,
 Box 81, Clearwater
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, SESAC
 Representative Weed
 Membership NAB, BMB
 Gen.-Sta.-Sales Prom. Mgr., Pub.
 Dir. George D. Robinson
 Commercial Manager Vera New
 Prog. Dir., Chief Engineer Louis J. Link
 Musical Director Edith Sexton

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Pinellas Bcstg. Co.

FLORIDA

Business Address.....470 First Ave. S.
 Phone Number.....7-8108
 Studio Address.....Times Bldg.
 Transmitter Location....Gandy Blvd. at Gandy
 Bridge
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....John E. Pearson
 Membership.....NAB
 President.....Nelson Poynter
 Vice President.....Irwin A. Simpson
 General-Station Manager...Herbert T. Anderson
 Sales Prom. Mgr., Prog. Dir....Jack Faulkner
 Chief Engineer.....William D. Mangold

W T R R

SANFORD—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Southeastern Bcstg. System
 Operated By.....James S. Rivers
 Business-Studio-Transmitter
 Address.....Mayfair Inn
 Phone Number.....999
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service....Lang-Worth, Keystone
 President.....James S. Rivers
 Station Mgr., Prog. Dir....J. Marion Harman, Sr.
 Chief Engineer.....Emerson Brown

W S P B

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business-Studio-Transmitter
 Address.....City Island
 Phone Number.....2564-5
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....BMB
 President.....Robert C. Jones, Jr.
 General-Station Manager...John B. Browning
 Commercial Manager...Raymond E. Brown, Jr.
 Sales Promotion Manager...Kenneth Randolph
 Program Director.....David Hale
 Musical Director.....David Hale
 Chief Engineer.....James E. Grant

W H B O

SULPHUR SPRINGS—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Sulphur Springs Bcstrs.
 Business-Studio Address...8122 Nebraska Ave.
 Phone Number.....Tampa 33-2251
 News Service.....AP
 Representative.....McGeehan & O'Mara
 Partners.....Harold A. Harry, Harry J. Dunlap

Program Director.....Ann Bowman
 Traffic Manager.....Betty Strong
 Chief Engineer.....Charles McLellan

W R H P

TALLAHASSEE—1946

ABC-KBS-FLA. AMERICAN GP.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tallahassee Appliance
 Corp.
 Business-Studio Address.....Floridan Hotel
 Phone Number.....2691, 2836, 2710
 Transmitter Location.....East Park Ave.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....Thomas F. Clark
 Membership.....NAB
 President, General Manager...Frank W. Pepper
 Commercial Manager.....Joe Hosford
 Sales Promotion Manager...John Epperson
 Program Director.....Frank W. Hazleton
 Publicity Director.....Jim Miller
 Chief Engineer.....Charles Clifton

W T A L

TALLAHASSEE—1935—MBS

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Oper. By.....John H. Phipps Radio
 Stations
 Business Address.....Park Ave. & Calhoun
 Phone Number.....2160
 Studio Address.....Cherokee Hotel
 Transmitter Location.....Lake Bradford
 Air Time.....5 a.m.-M.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....John H. Perry,
 Harry E. Cummings
 Membership.....NAB
 President.....John H. Phipps
 Station Manager.....L. Herschel Graves
 Program Director.....Helen F. Todd
 Musical Director.....Dave Cole
 Chief Engineer.....W. A. Snowden, Jr.

W A L T

TAMPA—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Tampa Bcstg. Co.
 Business-Studio Address...401 West Tyler St.
 Phone Number.....M 7921
 Transmitter Location.....411 West Tyler St.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service....Capitol, Lang-Worth,
 SESAC
 Representative.....John H. Perry
 Pres., Gen.-Sta.-Comm.-Sales
 Promotion Manager.....W. Walter Tison

FLORIDA

Membership NAB
 Prod.-Publicity Director..... Eva Byron
 Musical Director..... Roger Ball
 Chief Engineer..... J. B. Tison
 Farm Editor..... Ronald Harp

W D A E

TAMPA—1922—CBS

Frequency: 1250 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tampa Times Co.
 Business Address..... P. O. Box 2409,
 114 N. Franklin St.
 Phone Number..... M-2911
 Studio Address..... Tampa Times Bldg.
 Transmitter Location..... Forrest Hills Country
 Club Area
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Associated
 Representative..... Katz
 Membership..... NAB
 President..... David E. Smiley
 Gen.-Sta.-Comm.-Sales Promotion
 Manager..... L. Spencer Mitchell
 Prog.-Prod.-Publicity Dir..... Kenneth W. Skelton
 Musical Director..... Edward C. Walker
 Chief Engineer..... William Pharr Moore
 Farm Editor..... Mark E. Swingley

W F L A

TAMPA—1925—NBC

Frequency: 970 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tampa Tribune
 Business-Studio Address..... Seminole Bldg.
 Phone Number..... H-1828
 Transmitter Location..... East Entrance Camp-
 bell Causeway, Columbus Dr.
 Air Time..... 6:45 a.m.-12:05 a.m.
 News Service..... UP
 Transcription Service..... Thesaurus, Lang-Worth
 Representative..... John Blair, Harry E. Cummings
 Membership..... NAB
 Station Manager..... Charles G. Baskerville
 Commercial Manager..... Bert A. Arnold
 Sales Prom. Mgr., Pub. Dir..... Tom Matthews
 Prog.-Prod. Director..... Paul M. Jones
 Chief Announcer, Farm Editor..... Mardi Liles
 Musical Director..... Frank Grasso
 Chief Engineer..... Joseph Mitchell

W H B O

TAMPA—1948

Frequency: 1050 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Harold A. & Harry J. Dunlap
 Business Address..... P. O. Box 9145
 Phone Number..... 33-2251
 Studio Address..... Sulphur Springs Hotel,
 8122 Nebraska Ave.
 Transmitter Location..... 11001 Florida Ave.
 Air Time..... Local sunrise-sunset

News Service..... AP
 General Manager..... Harold A. Dunlap
 Business Manager..... Harry J. Dunlap
 Comm.-Sales Prom. Manager..... Jim Turner
 Prog.-Musical Dir..... Ann Bowman
 Traffic Manager..... Betty Strong
 Chief Eng.-Farm Ed..... Charles McLellan

W I R K

WEST PALM BEACH—1947—MBS

Frequency: 1290 Kc..... Power: 1000 Watts
 Owned-Operated By..... Ken-Sell, Inc.
 Business Address..... Box 2148
 Phone Number..... 2-1744
 Studio Address..... Citizens Bldg.
 Transmitter Location..... S. Millitary Trail
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Associated, Lang-Worth
 Representative..... Joseph Hershey McGillvra
 Membership..... NAB
 President..... J. S. Field, Jr.
 Gen.-Sta.-Comm. Mgr..... Joseph B. Matthews
 Sales Promotion Manager..... S. H. Andrews
 Program-Publicity Dir..... Bob Cummings
 Chief Announcer, Musical Dir..... Rome Hartman
 Chief Engineer..... William P. Heitzman

W J N O

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... WJNO, Inc.
 Business-Studio Address..... 1500 N. Flagler Dr.
 Phone Number..... 2-3638
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Standard, Capitol
 Representative..... Robert Meeker
 Membership..... NAB, BMB, FMA
 President..... Marshall Heminway
 Gen.-Sta.-Comm. Mgr..... Stephen P. Willis
 Program Director..... Vernon Crawford
 Musical Director..... Anne Wharton
 Chief Engineer..... Otis C. Wright

W S I R

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Citrus Belt Bcstrs., Inc.
 Business-Studio Address..... 132 Third St., S.W.
 Phone Number..... 31-313
 Transmitter Location..... Lake Howard Dr.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World
 Membership..... NAB, BMB
 President..... Frederick L. Allman
 General Manager..... Larry Rollins
 Program Director..... Richard Eyrich
 Chief Engineer..... L. Orden Craig

1948 - - - A YEAR OF ACHIEVEMENT

1. Our best year of business in the face of multiplied competition.
2. Consistent top audience ratings for our advertisers.
3. Introduction of facsimile to Atlanta.
4. Completion and activation of a new and highly efficient 50 KW (AM) transmitter.
5. A new and completely engineered building for TV operation, together with a 598 foot tower, pylon and antenna.
6. THE FIRST TV FOR THE DEEP SOUTH.

1949 - - - A YEAR OF OPPORTUNITY

26 years young is the "Voice of the South"—a pioneer in 1922 and still heading the procession 26 years later. Programming know-how—engineering efficiency—audience loyalty—industry consciousness—agency confidence—sales productivity—all these will be maintained by a staff old with WSB and steeped in the appreciation of this market.

WSB is as much Atlanta as the dogwood—as much Georgia as red clay hills and piney woods. Only WSB can offer these advantages in this market.

THE ATLANTA JOURNAL STATION

50,000 Watts **WSB-TV** 750 Kilocycles

ATLANTA, GA.

Represented Nationally by Edward Petry & Co., Inc.

GEORGIA

Estimated Population 3,128,000—Increase +0.1%—Radio Homes 676,500
Total Families 811,700—Stations in State 69

W A L B

ALBANY—1940—MBS

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By... Herald Publishing Co.
Business-Studio-Transmitter

Address... Leesburg Road
Phone Number... 1590-389
Air Time... Unlimited
News Service... AP
Transcription Service... World
Representative... Burn-Smith, Pierce W. Cook
Membership... NAB
President... James H. Gray
General-Station-

Commercial Manager... H. L. Tallman
Sales Promotion Manager-Program-
Production Publicity Director... David K. Fulton
Chief Announcer... Bill Bowick
Chief Engineer... Ernest Ruckle

W G P C

ALBANY—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Albany Bdcstg. Co.
Business-Studio Address... New Albany Hotel
Phone Number... 1370

Transmitter Location... Gillionville Road
Air Time... 6:45 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Standard
Representative... George P. Hollingbery
Membership... NAB, BMB
President... J. W. Woodruff

Executive Manager... J. W. Woodruff, Jr.
Station-Commercial-Sales Promotion
Manager-Publicity Director... L. M. George
Program-Production Director... Walter H. Flint
Musical Director... Gwen Walker
Chief Engineer... W. C. McClung
Farm Editor... Bill Fowler

W D E C

AMERICUS—1947—MBS-GALS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... The Americus Bdcstg. Co.
Business-Studio Address... 109½ Windsor Ave.
Phone Number... 3681-3682

Transmitter Location... McGarrah St.
Air Time... 17 hrs.
News Service... AP
President... James R. Blair
General-Station-Commercial Manager-
Program Director... W. E. Johnson

Production Director-Musical Director-
Chief Announcer... Charlie Smith
Chief Engineer... Tommy Duke

W G A U

ATHENS—1938—CBS-KBS-GALS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... J. K. Patrick & Company
Business-Studio Address... Bobbin Mill Road
Phone Number... 1741-2

Transmitter Location... Bobbin Mill Road
Air Time... 17 hours 10 minutes daily
News Service... AP
Transcription Service... Standard, Keystone
Membership... BMB
President... C. A. Rowland
General-Station-Commercial

Manager... R. Lewis Doster
Sales Promotion Manager... Robert W. Mock
Program Director... Mary M. Lester
Publicity Director... Lew Forrest
Chief Announcer... Dave Ruark
Chief Engineer... Bill Evans

W R F C

ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By... Radio Athens, Inc.
Business Address... P. O. Box 1423
Phone Number... 446-7

Studio-Transmitter Location... Lake Road
Air Time... Sunrise to Sunset
News Service... UP
Transcription Service... Associated
Membership... NAB, BMB
President-General Manager... L. H. Christian
Commercial Manager... Claude Williams, Jr.
Program-Publicity Director... Charles A. McClure
Chief Announcer-Musical

Director... Rhett Turnipseed
Chief Engineer... L. D. Drewry

W A G A

ATLANTA—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By... Liberty Bdcstg. Corp.
Business-Studio Address... Western Union Bldg.
Phone Number... Main 5900

Transmitter Location... North Druid Hill Rd.
Air Time... Unlimited
News Service... AP, INS
Transcription Service... Lang-Worth
Representative... Katz
Membership... NAB, BMB

Now ... More Than Ever—

**"THE BEST BUY IN ATLANTA
MEANS MORE SALES FOR YOU!"**



	Atlanta Metropolitan District	Total Within 0.5 MV/M Contour
1948 DATA		
AUDIENCE		
Population	498,100	659,700
In communities	498,100	570,600
On farms		89,100
Family	137,186	178,700
In communities	137,186	156,300
On farms		22,400
Radio Homes	114,500	148,950
In communities	114,500	131,350
On farms		17,600
RETAIL SALES, 1947 (Sales by Store Classes)		
Food Stores	\$118,400,000	\$134,000,000
General Merchandise	123,500,000	135,700,000
Apparel Stores	34,300,000	58,300,000
Home Furnishings	38,800,000	42,500,000
Automotive	53,000,000	59,100,000
Filling Stations	23,500,000	28,400,000
Bldg. Mtl.-Hardware	31,400,000	37,200,000
Eating-Drinking	34,700,000	37,600,000
Drug Stores	21,800,000	24,200,000
All Other Stores	82,600,000	92,500,000
TOTAL RETAIL SALES	\$582,000,000	\$649,500,000
FARM MARKET		
Number of Farms		18,780
Value of Products		\$33,800,000
Cost of Feed Bought		\$6,330,000
Automotive Vehicles		18,200
<small>Radio Homes by 25% percentage of families, 1946; all other data by original estimates based on latest government census enumerations. Interim reports, samples and derived ratios, correlated to calendar text 1947 by Walter P. Sars, Middlebury, Vermont.</small>		
Densely-built areas, solid black Eng. Survey by Foley & Hillegas		

"THE GOOD WERD STATION"
1,000 W. 860 K.C.

Atlanta, Georgia

Richard A. Granville, General Manager

The South's Greatest Distribution Center

Owned and Operated by

Radio Atlanta, Inc.

23 Broad Street, S. W. LA 2-0666

National Representatives

JOSEPH HERSHEY MCGILLVRA, INC

NEW YORK CHICAGO ATLANTA LOS ANGELES SAN FRANCISCO

GEORGIA

President.....George B. Storer, Sr.
General Manager.....Lee B. Wailes
Station Manager.....James E. Bailey
Commercial Manager.....Claude H. Frazier
Sales Promotion Manager-Publicity
Director.....William R. Terry
Program-Production Director
Chief Announcer.....William McCain
Musical Director.....Mrs. Marilyn Ford
Chief Engineer.....Paul B. Cram
Farm Editor.....Dale Clark

WATL

ATLANTA—1930

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....J. W. Woodruff
Business Address.....Henry Grady Bldg.,
26 Cain St.
Phone Number.....Walnut 4377
Transmitter Location.....Lohaven Dr.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth, Standard
Membership.....NAB
Pres., Owner, Gen. Mgr.....J. W. Woodruff
Commercial Mgr.....James A. Davenport
Program Director.....A. R. Bruckner, Jr.

WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Bcstg. Co.
Bus.-Studio Address.....George Terrace Hotel
Phone Number.....VErnon 1194
Transmitter Location.....S. Pine St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth, Capitol,
Cole
Representative.....Burn-Smith
President.....Mike Benton
General Manager.....Maurice C. Coleman
Traffic Mgr., Asst. Prog. Dir.....Ann Hutcheson
Production Manager.....Betty Specht
Chief Engineer.....David J. Holt

WCON

ATLANTA—1947—ABC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Atlanta Constitution
Publ. Co.
Business-Studio Address.....Constitution Bldg.
Phone Number.....LAmAr 4545
Transmitter Location.....DeFours Ferry Road, NE,
Atlanta
Air Time.....5:30 a.m.-M.
News Service.....AP, UP
Transcription Service.....World
Representative.....Headley-Reed
Membershp.....BMB

President.....Clark Howell
General Manager.....David Carpenter
Commercial Manager.....Crenshaw Bonner
Prom. Mgr.-Pub. Dir.....Edward Pentecost
Program Director.....Warde Adams
Chief Engineer.....Harvey Aderhold
Farm Editor.....Channing Cope

WERD

ATLANTA—1948

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Atlanta, Inc.
Business-Studio Address.....23 Broad Street, SW
Phone Number.....Lamar 0666-7-8
Transmitter Location.....Fairmont Street, NW.
Air Time.....Daytime
News Service.....AP
Transcription Service.....World, SESAC
Representative.....Joseph Hershey McGillvra
President.....Jesse Draper
General Mgr.....Richard A. Granville
Comm.-Sales Prom. Mgr.....Richard S. Kendrick
Program Director.....Herbert J. Harris
Prod.-Pub. Dir.....James Arthur Wood
Musical Director.....Carol Bridges
Chief Engineer.....Bill Kennedy

(See Page 378)

For Readability . .

Reliability . .

AP

The world's largest
news service
available through
membership

WGST

ATLANTA—1923—MBS

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By....Board of Regents, Uni-
 versity System of Ga., behalf Ga. Institute of
 Technology
 Business-Studio Address.....Forsyth Bldg.,
 Post Office Box 674
 Phone Number.....Walnut 8441
 Transmitter Location.....Cheshire Bridge Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....NBC, Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NAB BMB
 Chairman.....F. M. Sprattlin
 General-Station-Commercial
 Manager.....John Fulton
 Sales Promotion Manager.....Paul Sanford
 Program Director.....Jack Kelly
 Production Director.....Don Naylor
 Publicity Director.....Paul Sanford
 Musical Director.....Jack Almand
 Chief Engineer.....Ben Akerman

WQXI

ATLANTA—1948

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....R. W. Rounsaville
 Business-Studio Address.....Peachtree at
 Mathieson
 Phone Number.....CHerokee 2196
 Transmitter Location.....Cheshire Bridge Rd.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol
 President-Owner, General, Station
 Manager.....R. W. Rounsaville
 Commercial Manager.....Howard Brooks
 Program Director.....Bill Lowery
 Production Director.....Zenas Sears
 Chief Engineer.....Wm. F. Lange

WSB

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50000 Watts
 Owned-Operated By..Atlanta Journal Company
 Business-Studio Address.....Biltmore Hotel
 Phone Number.....HEmlock 1045

*For a good time
 in Atlanta*

SEE THE HOLLINGBERY REPRESENTATIVE

WGST

MUTUAL

GEORGIA

Transmitter Location.....Tucker
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service...Associated, Standard
 Representative.....Edward Pety
 Membership.....NAB, BMB
 Managing Director.....J. Leonard Reinsch
 General Manager.....John M. Outler, Jr.
 Commercial Manager.....Frank Gaither
 Sales Promotion Manager...Vincent C. Piano
 Program Director.....Marcus Bartlett
 Publicity Director.....Wayne L. Anderson
 Chief Engineer.....C. F. Daugherty
 (See Page 376)

W B B Q

AUGUSTA—1946

MBS-GA. ECO. GRP.-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Savannah Valley
 Bdcstg. Co.
 Business-Studio-Transmitter
 Location.....515 Jefferson Davis Avenue
 Phone Number.....4-5441
 Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....Standard, Keystone

Representative.....Walker
 President-General, Station
 Manager.....George G. Weiss
 Commercial Manager.
 Production Director.....John W. Watkins
 Sales Promotion Manager,
 Publicity Director.....Fred Runde
 Program Director.....George M. Scott
 Chief Announcer,
 Musical Director.....Bob Nelson
 Chief Engineer.....George G. Weiss
 Farm Editor.....Jack Lenz

W G A C

AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....The Twin States Bcstg. Co.
 Business-Studio Address.....WGAC Bldg.
 Phone Number.....2-2692
 Transmitter Location.....Martinez
 Air Time.....5:15 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....NBC
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 V.P., Gen. Station Mgr.....J. B. Fuqua
 Commercial Manager.....Donald M. Kelly, Jr.
 Program Director.....Warren Hites
 Production Director.....John Vance
 Publicity Director.....Edward Tibbets
 Chief Engineer.....John P. Jopling
 Farm Editor.....J. W. Chambers



Other Rounsaville Stations

- WBAC Cleveland, Tennessee
- WBEJ Elizabethton-Johnson City, Tennessee
- WGRV Greeneville, Tennessee
- WKSX Pulaski, Tennessee

Class programs of popular and classical music, news, sports and special events.

In the Heart of a Class Market

1000 Watts

790 KC.

W R D W

AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By..Augusta Broadcasting Co.
 Business-Studio Address.....8th & Broad Streets
 Phone Number.....2-8805, 2-8806, 2-8807
 Transmitter Location.....Berckmans Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 President.....William K. Jenkins
 General, Station, Sales Promotion Manager,
 Publicity Director.....W. R. Ringson
 Commercial Manager.....William B. Smart
 Program Director.....Charles H. Pintel
 Production Director.....Raymond Culpepper
 Chief Announcer.....Pat Mulherin
 Musical Director.....Charles H. Pintel
 Chief Engineer.....Rabun F. Bobo
 Farm Editor.....Gerald A. Chelton

W T N T

AUGUSTA—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By..Georgia-Carolina Bcstg. Co.

GEORGIA

Bus.-Studio Address...15 Eighth St. Cotton Row
Phone Number.....4-2421
Transmitter Location.....Cedar St. Extended
Air Time.....6:00 a.m.-M.
News Service.....UP
Transcription Service.....Associated
Representative.....Taylor-Baroff
Membership.....BMB
President.....Walter J. Brown
V. Pres., General, Station
Manager.....Edgar W. Teasley
Program-Production Dir.....Charles Snowden
Publicity Director.....Vivian Milliken
Chief Announcer.....John Radeck
Chief Engineer.....C. M. Callicott

WMGR

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....S. Marvin Griffith
Address.....P. O. Box 348
Phone Number.....776
News Service.....AP
Transcription Service.....SESAC
President.....S. Marvin Griffith
General Manager.....Ben H. Dekle
Program Dir.....Barbara Ann Johnson
Chief Engineer.....Woodrow F. Dunlap

WMOG

BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Co., Inc.
Business-Studio-Transmitter
Location.....St. Simons Island Causeway
Phone Number.....1500
Air Time.....7:00 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth, Keystone
Membership.....BMB
President.....Alma W. King
General-Station-Commercial
Manager.....Kenneth E. White

WLBB

CARROLLTON—1947—KBS

Frequency: 1100 Kc.....Power: 250 Watts
Owned By.....Carroll Bdcstg. Co., Inc.
Operated By.....Radio Station WLBB
Business-Studio Address.....Peoples Bank Bldg.
Phone Number.....980-981
Transmitter Location.....Cedar St.
Air Time.....Daytime
News Service.....UP
Transcription Service.....Capitol, SESAC,
Keystone
Membership.....NAB
President-Gen. Mgr.....James M. Matthews
Commercial Manager.....Chessley F. Hooper
Program Director.....James C. Dunaway

Chief Announcer.....Dale C. Smith
Musical Director.....James C. Dunaway
Chief Engineer.....Chessley F. Hooper
Farm Editor.....James M. Matthews

WBHF

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Business-Studio-Transmitter
Address.....P. O. Box 71, Dallas Road
Phone Number.....588
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, Keystone
Membership.....NAB
President.....W. R. Frier
Gen.-Sta.-Sales Prom. Mgr.,
Pub. Dir.James O. Hardin, Jr.
Program-Production Director,
Chief Announcer.....John C. Hamrick
Chief Engineer.....Robert G. Slaughter
Farm Editor.....James O. Hardin, Jr.

WGAA

CEDARTOWN—1941

ABC-KBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....NW. Ga. Bdcstg. Co.
Business-Studio Address.....West Theatre Bldg.
Phone Number.....Cedartown 777-570
Transmitter Location.....Rome Highway
Air Time.....5:00 a.m.-M.
News Service.....AP
Transcription Service.....World, KBS
Membership.....NAB, BMB
President.....O. C. Lam
General-Station-Commercial
Manager.....William B. Estes
Program Director.....Rowena Whitfield
Production Director.....Ed Reilly
Publicity Director.....Frank Burgess
Musical Director.....Ira Turpin
Chief Engineer.....G. C. Hunt
Farm Editor.....C. P. Ernest

WDK

COLUMBUS—1943—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Columbus, Inc.
Business-Studio Address.....1320 Broadway
Phone Number.....5447
Transmitter Location.....Brickyard Road
Air Time.....5 a.m.-1:05 a.m.
News Service.....AP
Transcription Service.....World
Station Representative.....Headley-Reed
Membership.....NAB, BMB
President-General Manager.....Allen M. Woodall
Station Manager.....Miles H. Ferguson

GEORGIA

Commercial Manager..... William Massie
Program-Production Director..... John Nolan
Publicity Director..... Tommy Tucker
Chief Announcer..... Joe Byars
Musical Director..... Frances Gladdin
Chief Engineer..... Randy Jones
Farm Editor..... Betty Vann

W G B A

COLUMBUS—1947

Frequency: 620 Kc..... Power: 1000 Watts
Owned-Operated By..... Ga.-Ala. Bdcstg. Corp.
Business-Studio Address..... 1213½ Broadway
Phone Number..... 3-3603
Transmitter Location..... Crawlford Rd.,
Phenix City, Ala.

Air Time..... 6 a.m. to local sunset
News Service..... AP
Transcription Service..... Associated, Capitol
Representative..... Branham
Membership..... NAB, BMB
President..... A. H. Chapman, Sr.
General-Commercial-Program
Director..... Walter M. Windsor
Sales Promotion Manager..... James R. Cook
Continuity Director..... Jack H. Dell
Publicity Director..... Judith Bell
Chief Engineer..... John H. Wiseley

W R B L

COLUMBUS—1928

CBS-GA. B. S.-GA. SPORTS

Frequency: 1420 Kc..... Power: 5000 Watts
Owned-Operated By..... Columbus Bdcstg. Co.
Business-Studio Address..... 1420 2nd Avenue
Phone Number..... 2-0601
Transmitter Location..... Phenix City, Ala.
Air Time..... 5 a.m.-1 a.m.
News Service..... INS, UP
Transcription Service..... Standard
Representative..... George P. Hollingbery
Membership..... NAB, BMB, FMA
Principal Owner, Executive & Commercial
Manager..... J. W. Woodruff
Local Sales Manager..... B. Ed Johnson
Sales Promotion Manager,
Publicity Director..... Ed J. Hennessy
Program-Production Director..... George Gingell
Musical Director..... George D. Davis, Jr.
Chief Engineer..... Joe A. Gamble
Farm Editor..... Douglas Gary

W S A C

COLUMBUS—1948—MBS

Frequency: 1460 Kc..... Power: 1000 Watts
Owned-Oper. By..... Chattahoochee Bcstg. Co.
Business-Studio Address..... 1028½ Broadway
Phone Number..... 2-4427
Transmitter Location..... Morris Road

Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... Walker
Membership..... BMB
President..... William K. Jenkins
General-Station Manager..... Edwin Mullinax
Commercial Manager..... Frances Smith
Program Director..... James R. O'Donnell
Chief Engineer..... Hudie Brown

W M J M

CORDELE—1939—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts d.;
100 Watts n.
Owned-Oper. By..... Southeastern Bcstg. System
Business-Studio Address..... 20th Ave. & B St.
Phone Number..... 686
News Service..... UP
Transcription Service..... World
President, General Mgr..... James S. Rivers
Commercial Mgr..... William E. Blizard, Jr.
Prog. Dir., Prom. Mgr..... Willard Belote
Chief Engineer..... Reo Chairland

W M O C

COVINGTON—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... The Covington News,
Inc.
Business-Studio Address..... Monticello Street
Phone Number..... 2275
Transmitter Location..... Monticello Street
Air Time..... 6 a.m.-11 p.m.
News Service..... UP
Transcription Service..... World, Keystone
President..... Belmont Dennis
General-Station-Commercial
Manager..... W. Thomas Hay
Sales Promotion Manager,
Publicity Director..... S. G. Turner
Program Director..... W. I. Allgood
Chief Announcer, Musical
Director..... Richard Roche
Chief Engineer..... Robert L. White, Jr.
Farm Editor..... Leo Mallard

W B L J

DALTON—1940

MBS-KBS-GA. SPORTS-GALS

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... Dalton Bdcstg. Corp.
Business-Studio Address..... 111 South Pentz St.
Phone Number..... 1180-1
Transmitter Location..... River Bend Rd.
Air Time..... 18 hours
News Service..... UP
Transcription Service..... Capitol, SESAC,
Keystone

Representative Continental Radio Sales
 Membership NAB, BMB
 President H. C. Kenemer
 General-Station-Commercial
 Manager William Armond
 Sales Promotion Manager Chester Wilson
 Program-Production-Publicity
 Director Dave Achor
 Chief Announcer Bill Davis
 Musical Director Armin Geertz
 Chief Engineer John S. Andrews
 Farm Editor Joe McGinley

W D W D

DAWSON—1948—GA. SPORTS

Frequency: 930 Kc. Power: 1000 Watts D.
 Owned-Operated By Dawson Bdcstg. Co.
 Business-Studio Address Parrott Road
 Phone Number 416-417
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President Ed Stevens
 General-Station-Commercial
 Manager W. C. Woodall, Jr.
 Program Director Olyn L. Gee
 Production Director Joe Stephens
 Publicity Director Betty Henson
 Chief Announcer Royce Jones
 Chief Engineer Jim Honey

WEAS

DECATUR—1947

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By Eurith Dickinson Rivers, Jr.
 Bus.-Studio Address 217 W. Ponce de Leon
 Ave.
 Phone Number Dearborn 2521
 News Service AP
 Transcription Service World
 Owner E. D. Rivers, Jr.
 Station Director Raymond D. McCay
 Commercial Mgr. Edward Wing
 Production Director Warren Roberts
 Promotion Manager Ben Gunn
 Chief Engineer William H. Heller

WGLS

DECATUR—1949—GALS

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By DeKalb Bcstg. Co.
 Business-Studio Address Phelps Bldg.
 Phone Number Crescent 7066
 News Service UP
 Transcription Service Standard
 President Frank Thomas
 General Manager Tom Carr
 Chief Engineer Cliff Hansom

WDMG

DOUGLAS—1947

Frequency: 860 Kc. Power 1000 Watts D.
 Owned-Operated By WDMG, Inc.
 Business-Studio Address 118 S. Madison Ave.
 Phone Number 564
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, SESAC
 Membership NAB
 President Downing Musgrove
 General Manager B. F. J. Timm
 Commercial Manager Al Evans
 Program Director Terry Kielly
 Chief Announcer Sam Middleton
 Chief Engineer Al Woodson

WMLT

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Dublin Bdcstg. Co.
 Business Address Dublin
 Phone Number 871-2
 Studio-Transmitter Location Franklin St.
 Air Time 6:30 a.m.-11:05 p.m.
 News Service AP
 Transcription Service Thesaurus, Keystone
 Representative Continental Radio Sales
 Membership BMB
 President George T. Morris
 Station Manager W. Newton Morris
 Commercial Manager Dennis N. Brown
 Chief Engineer Charlie R. Lord
 Farm Editor George Gaines

WSGC

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elberton Bcstg. Co.
 Address Elberton
 News Service AP
 Representative Continental Radio Sales
 Manager Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS-GALS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Ben Hill Bdcstg. Corp.
 Business-Studio-Transmitter
 Address 600 Roanoke Dr.
 Phone Number 740, 745
 Air Time 6:15 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 President Arthur Carpenter, Jr.
 General-Station-Commercial-Sales Promotion
 Manager, Program-Production
 Director Herbert Wolin Scott

GEORGIA

Chief Announcer-Musical Director Jack Owens
Chief Engineer-Farm Editor... Thomas Hanssen

WDUN

GAINESVILLE—1947—GALS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Northeast Ga. Bdcstg.
Co.

Business Address.....P. O. Box 115
Phone Number.....234L
Studio Address.....213½ S. Main St.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Capitol, Thesaurus
Representative.....Thomas F. Clarke
Membership.....NAB
President.....Paul C. Plaginos
General Manager.....John W. Jacobs, Jr.
Commercial Manager.....Dave Rankin

WGGG

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Blue Ridge Bdcstg. Co.
Business Address.....Box 654
Phone Number.....1800
Studio-Transmitter Location...2400 Athens Rd.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service...Lang-Worth, Keystone
Membership.....NAB, BMB
President.....Charles A. Smithgall
Commercial Manager.....E. F. MacLeod
Program Director.....Robert Schwab
Publicity Director-Musical

Director.....James A. Hartley
Chief Engineer.....F. Keith Brown

WKEU

GRIFFIN—1934—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WKEU, Inc.
Address.....P. O. Box 155
Phone Number.....5507
Air Time.....Unlimited
News Service.....UP
President, General Mgr....A. W. Marshall, Jr.
Commercial Mgr.....C. I. Crawley
Prog. Dir., Prom. Mgr....J. J. Smolka
Chief Engineer.....G. H. Whitley, Jr.

WKLY

HARTWELL—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louie L. Morris
Business Address.....Hartwell
Phone Number.....71

Studio-Transmitter Location...Bowersville Hwy.
Air Time.....Local sunrise-sunset
News Service.....UP
Transcription Service.....Capitol
Membership.....BMB
President.....Louie L. Morris
Exec. Vice Pres., Station

Manager.....Max G. Pfander
Commercial Manager.....Joe Morris
Sales Promotion Manager, Program-Production-
Publicity Director-Farm Editor...Joe Wilder
Chief Announcer.....Tom Whittaker
Chief Engineer.....Ernest Church

WLAG

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...LaGrange Bdcstg. Co.
Business-Studio Address...305-307 Broome St.
Phone Number.....3505
Transmitter Location.....LaGrange
Air Time.....6 am.-M.
News Service.....UP
Transcription Service...Standard, Keystone
Representative...Joseph Hershey McGillvra
Membership.....NAB
President.....Roy C. Swank
General-Station-Commercial

Manager.....Edwin Mullinax
Sales Promotion Manager.....Janet Angel
Program Director.....John Bogges
Production Director.....Herbert Wells
Publicity Director.....Fazelle Scarborough
Musical Director.....William Hyde, Jr.
Chief Engineer.....James McKay
Farm Editor.....Joe Hawkins

WBML

MACON—1940—ABC-GA. SPORTS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Middle Georgia Bdcstg.
Co.

Business-Studio Address...First National Bank
Bldg.
Phone Number.....2728
Transmitter Location...8th & Cherry St.
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP
Transcription Service...World
Membership.....NAB, BMB, FMA
President.....E. D. Black
General Manager.....Charles W. Pittman
Commercial Manager.....Walter Graham
Sales Production Manager, Production

Director.....Harold Bealy
Program Director-Musical
Director.....Mary Hester Richardson
Publicity Director.....Lewis Smith
Chief Announcer.....Tommy Snellgrove
Chief Engineer.....H. S. Goodrich

W I B B

MACON—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Peach State Bcstg. Co., Inc.
 Business-Studio Address. Professional Bldg.
 Phone Number. Ivy 2716
 Transmitter Location. Pio Nono at Millirons
 Rds.
 Air Time. Local sunrise-sunset
 News Service. UP
 Transcription Service. Thesaurus
 Owners & Managing Dirs. M. O. Thornburg,
 Jr., Thomas H. Maxwell
 Commercial Manager. George W. Patton
 Sales Promotion Manager. Bob Saggese
 Program Director. Marion Bragg
 Prod. Dir., Chief Announcer. Richard Ashby
 Publicity-Musical Dir. Betty Crowell
 Chief Engineer. Tom Maxwell
 Farm Editor. Charles Arthur

W M A Z

MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By. Southeastern Bcstg. Co.
 Business-Studio Address. Bankers Insurance
 Bldg.
 Phone Number. 3131
 Transmitter Location. Forsyth Rd.
 Air Time. 5:30 a.m.-12:30 a.m.
 News Service. INS, UP
 Transcription Service. Lang-Worth
 Representative. Katz
 Membership. NAB, BMB
 Pres., Chief Engineer. George P. Rankin
 General Manager. Wilton E. Cobb
 Commercial Manager. Frank Crowther
 Production Director. Frank Hubbs
 Farm Editor. D. F. Bruce

W N E X

MACON—1945—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Macon Bcstg. Co.
 Business-Studio Address. Bibb Bldg.
 Phone Number. 8211
 Transmitter Location. Rogers Ave.
 Air Time. 5:55 a.m.-12:35 a.m.
 News Service. AP
 Transcription Service. Capitel
 Representative. Forjoe
 Membership. NAB
 President. Ed Lowe
 General-Station Manager. Alfred Lowe
 Commercial Manager. James Weathers
 Program Director. Peggy Taylor
 Musical Director. Beverly McKenzie
 Chief Engineer. Ambrose Kibler
 Farm Editor. Rayford Falckloth

W F O M

MARIETTA—1946—GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Fred B. Wilson,
 Channing Cope
 Business Address. P. O. Box 131
 Phone Number. 1746, 1414
 Studio-Transmitter Location. So. Cobb Dr.
 Air Time. 7 a.m.-11 p.m.
 News Service. AP
 Transcription Service. World
 Partners. Fred B. Wilson, Channing Cope
 Gen.-Sta.-Comm. Mgr. Albert L. Jones
 Sales Promotion Manager.
 Program Director. James Collins
 Chief Announcer. Red Sparks
 Chief Engineer. Lynae Brannen
 Farm Editor. C. Cope

W M V G

**MILLEDGEVILLE—1946
 MBS-GALS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Jere N. Moore
 Business-Studio Address. Georgia Military
 College
 Phone Number. 250
 Transmitter Location. Fishing Creek, So.
 Wayne St.
 Air Time. 7 a.m.-11:15 p.m.
 News Service. UP
 Transcription Service. World, Keystone
 Representative. Homer Griffith
 Membership. NAB
 Owner. Jere N. Moore
 Gen.-Sta.-Comm.-Sales Promotion
 Manager. Michael T. Landy
 Prog.-Prod. Dir. Josephine Ragsdale
 Publicity-Musical Dir. Carl Woolf
 Chief Announcer. William G. Bloodworth
 Chief Engineer. Robbie O. Hattaway

W M G A

MOULTRIE—1939—GALS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. John F. Pidcock
 Business-Studio-Transmitter Address. Moultrie
 Phone Number. 999
 Air Time. Unlimited
 News Service. UP
 Transcription Service. Thesaurus, Keystone
 Representative. Thomas F. Clarke
 General Manager. John F. Pidcock
 Station Mgr., Program Dir. Roy F. Zess
 Commercial Manager. Wandell Murphy
 Chief Announcer. Spence Raulerson
 Chief Engineer. Lamar Beaty

WCOH

NEWNAN—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Newnan Bcstg. Co.
 Business Address: 11 Court Sq.
 Phone Number: 1400-1
 Studio Address: Court St.
 Transmitter Location: Line St.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Manager: James Thomasson
 Program Director: Dr. R. S. C. Young
 Publicity Director: Betty Bonner
 Musical Director: Imogene Jones
 Chief Engineer: Walter O. Welch
 Farm Editor: R. W. Brown

WKMA

QUITMAN—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Radio South
 Business-Studio Address: Walker Bldg.
 Phone Number: 4811
 Transmitter Location: N. of New City Cemetery
 Air Time: 6:45 a.m.-10 p.m.
 News Service: UP
 Gen.-Sta.-Comm.-Sales Promotion
 Manager: John R. Barlett
 Program-Publicity Dir.: Elizabeth Barlett
 Chief Announcer: Vince Randall
 Chief Engineer: Milo Lester

WLAQ

ROME—1947

Frequency: 670 Kc. Power: 1,000 Watts
 Owned-Operated By: News Publishing Co.
 Business-Studio Address: 209 Broad St.
 Phone Number: 7767-8
 Transmitter Location: Old Summerville Rd.
 Air Time: Daytime
 News Service: AP, INS, UP
 Transcription Service: Capitol
 Representative: Joseph Hershey McGillvra
 Membership: NAB, BMB
 President: B. H. Mooney, Sr.
 General Manager: Robert C. Leach
 Commercial Manager: Martha Daniel
 Sales Promotion Manager: George W. Rice, Jr.
 Program Director: Ruby Erwin
 Production Director: William B. Davies
 Publicity Director: Gibson Ivey
 Musical Director: Mrs. Clyde Baker
 Chief Engineer: Daniel B. Scott

WRGA

ROME—1929

MBS-KBS-GA. SPORTS NET

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By: Rome Bcstg. Corp.

Eus.-Studio Address: National City Bank Bldg.
 Phone Number: 6589
 Transmitter Location: O. Summerville Rd.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, Keystone
 Representative: Walker
 Membership: NAB, BMB
 President: John W. Quarles
 General Manager: Happy Quarles
 Station Manager: Mather Payne
 Commercial Manager: Pinkie Talley
 Sales Prom. Mgr., Pub. Dir.: Don Murdock
 Program Director: Jim Roberts
 Production Director: Al Kirby
 Musical Director: Dalo Stone
 Chief Engineer: R. L. Starr
 Farm Editor: Cap Hicks

WROM

ROME—1946

Frequency: 710 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Coosa Valley Radio Co.
 Business-Studio Address: 121 Broad St.
 Phone Number: 9075-6
 Transmitter Location: Cooper Dr.
 Air Time: Sunrise-sunset
 News Service: AP
 Transcription Service: World
 Representative: Everett-McKinney,
 Homer Griffith
 Membership: NAB
 Pres., Gen. Mgr.: Dean Covington
 Commercial Manager: M. T. Kinman
 Program Dir., Chief Announcer: Charlie Doas
 Musical Director: Bill Scott
 Chief Engineer: Ken Lowry
 Farm Editor: Blair Jesse

WCCP

SAVANNAH—1946
 MBS-GA. SPORTS NET.

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated by: Dixie Bcstg. Co.
 Business-Studio Address: P. O. Box 943,
 140 Bull St.
 Phone Number: 2-4182
 Transmitter Location: West Gwinnett St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Standard
 Representative: Walker
 Membership: NAB
 Pres., Owner, Gen. Mgr.: Carter C. Peterson
 Station-Commercial Mgr.: Weldon Herrin
 Sales Promotion Manager: Charles J. Lipton
 Program Director: Charles Beresford
 Publicity Director: Al Jennings
 Chief Engineer: William E. Moats

W D A R

SAVANNAH—1946—ABC-GAB

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By W D A R, Inc.
 Business-Studio Address 34 E. Bryan St.
 Phone Number 3-8807-8
 Transmitter Location E. Perry Lane
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Adam J. Young, Jr.
 Membership NAB
 President A. C. Neff
 General-Station Manager L. H. Thesmar
 Commercial Manager Robert Finch
 Sales Promotion Manager Robert Noble
 Program Director Robert Mann
 Production Director Milton Bellah
 Publicity Director Mary Brennan
 Chief Announcer Sam Dillard
 Musical Director James Treston
 Chief Engineer Howard Jewett
 Farm Editor Alberta Beckwith

W F R P

SAVANNAH—1946—GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Georgia Bcstg. Co.
 Business-Studio Address 219 E. Charlton St.
 Phone Number 39642
 Transmitter Location E. Perry Lane
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated, Cole
 President F. R. Pidcock
 Actg. Gen. Mgr., Prog. Dir. John F. Pidcock
 Commercial Manager John Williams
 Sales Promotion Manager Chris Brannegan
 Chief Announcer Clayton Van Calligan
 Chief Engineer James M. Wilder

W S A V

**SAVANNAH—1939
 NBC-ATLANTIC SPORTS**

Frequency: 830 Kc. Power: 5000 Watts
 Owned-Operated By WSAV, Inc.
 Bus.-Studio Address Liberty Natl. Bank Bldg.
 Phone Number 3-0234
 Transmitter Location Oatland Island, 4.2 Mi.
 E. of Savannah
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingsbery
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Harben Daniel
 Comm.-Sales Prom. Mgr. George P. Cooper
 Prog. Dir., Prod. Mgr. Owens Alexander
 Publicity Director Carson Demmond

Musical Director Melvin Peacock
 Chief Engineer M. E. Thompson
 Farm Editor Melvin Peacock

W T O C

SAVANNAH—1929—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Savannah Bcstg. Co.
 Business-Studio Address 516 Abercorn St.,
 P. O. Box 858
 Phone Number 2-0127
 Transmitter Location Anderson Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, World
 Representative Katz
 Membership NAB, BMB, FMA
 Pres., General Mgr. William T. Knight, Jr.
 Commercial Manager Ben Williams
 Prog.-Musical Director Dwight J. Bruce
 Chief Engineer R. Reeve Owen

W W N S

**STATESBORO—1946
 MBS-GALS-KBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Alfred Dorman
 Business Address Box 146
 Phone Number 502
 Studio-Transmitter Location E. Olliff St.
 Air Time 7 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard, Keystone
 Owner Alfred Dorman
 General-Station Manager Paul R. Sauve
 Program Director Worth McDougald
 Chief Engineer Clinton J. Lewis

W S F T

THOMASTON—1947—MBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By Thomaston Bcstg. Co., Inc.
 Business-Studio Address 101 N. Church St.
 Phone Number 1300
 Transmitter Location Hightower Rd.
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 President R. E. Hightower
 General-Station Manager S. J. Carswell
 Commercial Manager C. T. Thames
 Program Director Bill Heule

W K T G

THOMASVILLE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Southern Bcstg. System, Inc.

G E O R G I A

Business-Studio Address.....Bank of Thomas
County Bldg.
Phone Number1501
Transmitter Location.....Pavo Hwy.
Air TimeDaytime
News ServiceAP
Transcription Service.....World, Lang-Worth
Representative.....Thomas F. Clark
MembershipNAB
President, Gen. Mgr.....W. F. Scott, Jr.
Comm.-Sales Prom. Mgr., Publicity
DirectorPratt Secrest
Program Director.....William B. Hill
Chief Announcer.....Bill Hill
Chief Engineer.....K. T. Malory

Business-Studio-Transmitter Address.... 800 S.
Main St.
Phone Number921
Air Time.....6:30 a.m.-11 p.m.
News ServiceUP
Transcription ServiceStandard
President.....Walter A. Graham
Gen.-Sales Promotion Mgr...James E. Graham
Station-Commercial Mgr....William Shepherd
Program-Musical Dir.....Paul Wynn
Production Director.....Bert Stevens
Publicity Director.....R. H. Pittman
Chief Engineer.....Wendell C. Roberts

W P A X

THOMASVILLE—1934

Frequency: 1240 Kc.....Power: 250 Watts d.
Owned-Operated By.....H. Wimpy
Business-Studio Address...117 Remington Ave.
Phone Number909
Transmitter Location.....117 Remington Ave.
Air TimeUnlimited
News ServiceUP
Transcription Service.....Thesaurus, Capitol
MembershipNAB, BMB
Owner, General-Station Mgr.....H. Wimpy
Commercial Manager.....Al Feinberg
Program Director.....Bob Oakman
Chief Announcer.....Glenn Hicks
Chief Engineer.....James Poole

W T W A

THOMSON—1947
MBS-GA.-CAROLINA NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Hickory Hill Bcstg. Co.
Business-Studio-Transmitter
Address215 Lumpkin St.
Phone Number777
Air TimeUnlimited
News ServiceUP
Transcription ServiceWorld
RepresentativeTaylor-Borrorff
MembershipNAB
PresidentWalter Brown
General Manager.....Harold Teasley
Program Director.....Claude Sullivan
Chief Announcer.....John Morris
Chief Engineer.....Bill Bates

W W G S

TIFTON—1946—MBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Tifton Bcstg. Corp.

W L E T

TOCCOA—1941—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. Letourneau
Bus.-Studio-Transmitter Address....423 Prather
Bridge Rd.
Phone Number544
Air TimeUnlimited
News ServiceUP
Transcription Service...Associated, Keystone

Howard E. Pill, President,
Radio Station WSFA, Mont-
gomery, Ala.: "I came into
radio business from news-
paper business — and THE
ASSOCIATED PRESS has
been regarded as tops by me
ever since my first job as a
cub reporter more than 25
years ago."

Representative.....Thomas F. Clark
 MembershipNAB
 OwnerR. G. Letourneau
 General-Station Manager.....Virgle E. Cralg
 Commercial Manager.....Sam A. Gaines
 Sales Prom. Mgr., Pub. Dir.....Charles Gaines
 Prog.-Prod.-Musical Dir.....Carroll S. Lee
 Chief Engineer.....J. Carl Meeks

W G O V

VALDOSTA—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....E. D. Rivers
 Business-Studio Address..Hotel Daniel Ashley
 Phone Number1420
 Transmitter LocationKinderlou
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John E. Pearson
 Owner, General Manager.....E. D. Rivers
 Business Manager.....Mary Gorman
 Prog.-Prod. Director.....John V. Evans
 Chief Engineer.....Ralph Dennis

5000 WATTS
 of selling power

at

950 on the dial

with

MUTUAL

plus

good local programs

W G O V

Valdosta, Georgia

Represented

by

John E. Pearson Co.

W R Q N

VIDALIA—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Vidalia Bcstg. Co.
 AddressVidalia
 Phone Number327
 Transmitter Location.....U.S. Route 280,
 ¼ Mi. W. Vidalia
 Air Time.....6:30 a.m.-11:05 p.m.
 News ServiceUP
 Transcription ServiceWorld
 MembershipNAB
 President.....M. F. Brice
 Program Director.....Bill Harbeson
 General Manager.....H. C. Gilreath, Jr.
 Commercial Manager.....Bob Moran
 Soles Manager.....Fred Browning
 Program Director.....Jo Anne Dickerson

W A Y X

WAYCROSS—1936—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Business-Studio Address...1600 Corswell Ave.
 Phone Number965
 News ServiceUP
 Transcription Service.....World, Cole, KBS
 RepresentativeHal Holman
 OwnerJack Williams
 Mgr., Comm. Mgr.....John J. Tobola
 Program Dir.....Gwen Thomas
 Promotion Mgr.....Raymond Williamson
 Chief Engineer.....John Legare

W R L D

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....L. J. Duncan, Lelia Duncan,
 Josephine Rolls
 Operated By.....L. J. Duncan
 Business-Studio Address.....West Point
 Phone Number437
 Transmitter Location.....Lanell, Ala.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription Service.....World, Keystone
 President, General Manager.....L. J. Duncan
 Station-Sales Prom. Mgr.....Capers Lifsey
 Commercial Manager.....Dorothy Forrester
 Program Director.....Aileen Love
 Chief Engineer.....R. R. Magill

IDAHO

Estimated Population 530,000—Increase +1.0%—Radio Homes 126,400
Total Families 129,900—Stations in State 20

K D S H

BOISE—1947—CBS

Frequency: 900 Kc. Power: 5000 Watts
Owned-Operated By: Boise Valley Bcstrs., Inc.
Business-Studio Address: 311 N. 10th St.
Phone Number: 6820
Transmitter Location: Meridian, 8 Mi. S.W. of Boise
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Associated
Representative: Free & Peters
Membership: NAB, BMB
President: Saul Haas
General Manager: Westerman Whillock
Associate Manager: Earl Glade, Jr.
Musical Director: George Ganz
Chief Engineer: James A. Johntz, Jr.
Farm Editor: Bill Graham

K G E M

BOISE—1946

ABC-ROCKY MOUNTAIN NET

Frequency: 1340 Kc. Power: 250 Watts d.
Owned-Oper. By: Idaho Bcstg. & Telev. Co.
Business-Studio Address: 1107 Main St.
Phone Number: 533-4
Transmitter Location: 4th & Roosevelt
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: George P. Hollingsbery
Membership: NAB
President: Frank C. Carman
General-Station Manager: Ray Fadel
Commercial Manager: Cecil Seavey
Sales Promotion Mgr.: Harry Waterstone
Program Director: Bill Moon
Production Director: Sheldon Bren
Publicity Director: Harry Waterstone
Musical Director: Don Bish
Chief Engineer: Richard Egelston
Farm Editor: Ray Mitchell

K I D O

BOISE—1928

NBC-UTAH-IDAHO NET

Frequency: 1380 Kc. Power: 2500 Watts d.;
1000 Watts n.
Owned-Operated By: KIDO, Inc.
Business-Studio Address: Hotel Boise
Phone Number: 660
Transmitter Location: W. of City
Air Time: Unlimited

News Service: AP, UP
Transcription Service: Standard, World
Representative: John Blair
Membership: NAB, BMB
President: Georgia M. Davidson
V.P., Gen.-Station Mgr.: Walter E. Wagstaff
Commercial Manager: Hugh S. Coppock
Sales Prom. Mgr., Pub. Dir.: Peter Brooks
Program Director: James B. McKibben
Music Librarian: Joe Maggio
Chief Engineer: Harold W. Toedemeier
Farm Editor: Rulon Bradley

K B I O

BURLEY—1946

ABC-KBS-ROCKY MT. NET

Frequency: 1230 Kc. Power: 250 Watts d.
Owned-Operated By: Jessica L. Longston
Business-Studio Address: Box 461
Phone Number: 10
Transmitter Location: 1½ Mi. W. of Burley
Air Time: 6:30 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard, Keystone
Representative: W. S. Grant Co.
Membership: NAB
President: Jessica L. Longston
General-Station Mgr.: James L. Hamstreet
Comm. Mgr., Farm Editor: Rudy Rankin
Sales Promotion Mgr.: Franklin K. Clark
Program Director: Jean MacLean
Publicity Director: Elizabeth Hassell
Chief Engineer: Donald Pinney

K T F I

TWIN FALLS—1928

NBC-UTAH-IDAHO

Frequency: 1270 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: Radio Bcstg. Corp.
Business-Studio Address: 241 Main Ave. W.
Phone Number: 2400
Transmitter Location: Curry
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard, Lang-Worth
Representative: Weed
Membership: NAB, BMB
President: O. P. Soule
Gen.-Station-Comm. Manager: F. M. Gardner
Sales Promotion Mgr., Program-Publicity
Director: Lenore Parker
Production Director: Carolyn Morris
Chief Announcer: Ernest Moffett
Musical Director: John Edlington
Chief Engineer: George Malone
Farm Editor: Jack Farrar

KCID

CALDWELL—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Caldwell Bcstg. Co.
 Business Address Canyon Hill Pk.
 Phone Number 1540
 News Service UP
 Transcription Service World
 President J. T. La Fond
 V.P., Gen.-Comm. Mgr. H. R. McCosh
 Program Director Jack J. Link
 Chief Engineer Jerry Burgess

KVNI

COEUR D'ALENE—1946
MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By The Coeur d'Alene Bcstg.
 Co.
 Business-Studio Address Blackwell Island
 Phone Number 1250
 Transmitter Location Blackwell Island
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 Membership NAB
 President Burl C. Hagadone
 Sta.-Comm.-Sales Prom. Mgr. C. E. Rodell
 Prog. Dir., Prod. Mgr., Pub.
 Dir. Bernard V. Merriman
 Musical Dir., Farm Editor Burj Bowman
 Chief Engineer Howard Oleson

KID

IDAHO FALLS—1927
MBS-KBS-INTERMOUNTAIN NET

Frequency: 1350 Kc. Power: 5000 Watts d.
 Owned-Operated By Idaho Radio Corp.
 Business-Studio Address Hotel Bonneville
 Phone Number 4
 Transmitter Location Ammon Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World, MacGregor,
 Keystone
 Representative Avery-Knode
 Membership NAB
 President Joseph E. Williams
 General-Station Manager C. N. Layne
 Commercial Manager Leonard Wasden
 Sales Promotion Mgr. James H. Lawrence
 Program Director Eugene A. Ackerley
 Chief Announcer Roy Southwick
 Chief Engineer C. N. Layne

KIFI

IDAHO FALLS—1945
ABC-ROCKY MT.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Idaho Bcstg. &
 Television Co.
 Business-Studio Address 339 Broadway
 Phone Number 1054
 Transmitter Location N. Yellowstone Hwy.
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Pres., Gen.-Sales Prom. Mgr. J. M. Brady
 Sta. Mgr., Prog. Dir. Chic Crabtree
 Commercial Mgr. Dan Kelly
 Production Dir. Bob Fleming
 Publicity Director Berniece George
 Chief Engineer Blair Nelson
 Farm Editor Chic Crabtree

KRLC

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By H. E. Studebaker
 Business-Studio Address Lewis-Clark Hotel
 Phone Number 1950
 Transmitter Location 8th & Stewart
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative W. S. Grant, John Keating
 Membership BMB
 General Manager H. E. Studebaker
 Station Manager Donald Thomas
 Commercial Manager Robert Taylor
 Program Director Reg Roos
 Chief Announcer Byron Stephenson
 Chief Engineer Gene Wilson

KRPL

MOSCOW—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Interstate Radio, Inc.
 Business Address P. O. Box 207
 Phone Number Moscow 2283
 Studio-Transmitter Location Route 3
 Air Time Unlimited
 News Service AP
 Transcription Service World, Cole
 Representative Continental Radio Sales,
 Walter Biddick
 Membership NAB, BMB
 President Ted R. Farrier
 Gen.-Sta. Mgr., Prog.-Prod.-Publicity
 Director Bert McAllister
 Comm.-Sales Promotion Mgr. Jack H. Goetz
 Chief Engineer Herbert D. Young
 Farm Editor Bert McAllister

KFXD

NAMPA—1929
MBS-INTERMOUNTAIN NET.

Frequency: 580 Kc. Power: 1000 Watts
 Owned-Oper. By. Frank E. Hurt & Son
 Business Address. 1224 12th Ave. S.,
 P. O. Box 891
 Phone Number 1200
 Studio Address. 1224 12th Ave. S., Nampa;
 809 Main St., Boise
 Transmitter Location. 3 Mi. S. of Meridian
 Air Time. 6 a.m.-11 p.m.
 News Service UP
 Transcription Service. Lang-Worth, Thesaurus,
 SESAC
 Representative Avery-Knodel
 Membership NAB
 President, General Mgr. Frank E. Hurt
 Station-Commercial Mgr. Doyle Cain
 Prog.-Prod.-Publicity Dir. Shirl Black
 Chief Engineer. Edward Hurt

KEIO

POCATELLO—1946
ABC-GEM STATE NET

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Oper. By. Eastern Idaho Bcstg. &
 Television Co.
 Business-Studio Address. Hotel Bannock
 Phone Number 3-400
 Transmitter Location. Pole Line Rd. at
 Cedar St.
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service. Thesaurus, World
 Representative. George P. Hollingbery
 President. James M. Brady
 General-Station Manager. John R. Taylor
 Commercial Manager. James H. Schoonover
 Program Dir., Chief Announcer. Steve Shepard
 Chief Engineer. Denzil Musulin
 Farm Editor. Anthony Ricca

KEYY

POCATELLO—1946
MBS-INTERMOUNTAIN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Radio & Telev. Bcstg. Co. of
 Idaho
 Address. 1140 Yellowstone Ave.
 Phone Number 1240
 Air Time 6:40 a.m.-11:15 p.m.
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB
 President, Gen.-Sta. Mgr. Calvin L. Hale
 Prom. Mgr., Pub.-Prog. Dir. Doris MacBride
 Musical Director. Bill Ryan
 Chief Engineer. Julian Dennis

KSEI

POCATELLO—1926
NBC-UTAH-IDAHO NET

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By. Radio Service Corp.
 Business-Studio Address. Hotel Whitman
 Phone Number 960
 Transmitter Location. Pocatello
 Air Time Unlimited
 News Service UP
 Transcription Service. Standord, Lang-Worth,
 Cole
 Representative Walker
 Membership NAB, BMB
 President. O. P. Soule
 V.P., Gen.-Comm. Manager. Henry H. Fletcher
 Sales Promotion Manager. Olive M. Leeney
 Program Director. Ruthe A. Fletcher
 Chief Engineer. Ellis W. Call

KSPT

PRESTON—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Voice of The Rockies, Inc.
 Business-Studio Address. 17 North St.
 Phone Number 600
 News Service AP
 Transcription Service. Lang-Worth, KBS,
 Associated
 President. J. L. Peterson
 General Manager. Al Biorge
 Asst. Manager. Ray Egan
 Chief Engineer. James Kelley

KLIX

TWIN FALLS—1946
ABC-GEM STATE-ROCKY MT.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Southern Idaho Bcstg.
 & Television Co.
 Business-Studio-Transmitter
 Address Elizabeth Blvd.
 Phone Number 2484
 Air Time Unlimited
 News Service AP
 Transcription Service. Capitol, World
 Representative. George P. Hollingbery
 Membership NAB
 V.P., Gen.-Station Mgr. Frank C. McIntyre
 Commercial Managers. Juneau H. Shinn,
 Frank C. McIntyre
 Sales Promotion Mgr., Farm Editor. Ian Elliot
 Production Director. George Platis
 Chief Announcer. Joe Gibney
 Musical Director. Earl Sterling
 Chief Engineer. Lloyd James

• • • IDAHO • • •

K V M V

TWIN FALLS—1946
MBS-INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Radio Sales Corp.
Business-Studio Address: 126½ Shoshone E.
Phone Number: 2002
Transmitter Location: Blue Lakes N.
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
President: E. W. McRoberts
Station Manager: George Ross
Program Director: Monte Ricketts
Chief Announcer: Desmond Barker
Chief Engineer: Ver Cox

K W A L

WALLACE—1939—MBS-DON LEE

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By: Silver Bcstg. Co.
Business Address: Wallace
Phone Number: 330
Studio Address: Wallace; Kellogg
Transmitter Location: Osburn
Air Time: 7 a.m.-M.
Transcription Service: World, SESAC, KBS
Membership: BMB
President: Dr. J. R. Binyon
General Manager: Robert G. Binyon
Program Director: W. Mondell Spencer
Chief Engineer: G. Turner Dreher

K W E I

WEISER—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Inland Bcst. Co.
Business Address: Weiser
Phone Number: 700
Studio Address: 104 No. 8th St., Payette; &
1 Mi. S. Weiser
Transmitter Location: 1 Mi. S. Weiser, Hwy.
No. 30
Air Time: 6 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Lang-Worth, Standard,
Keystone
Membership: NAB
President: Frank Gwilliam
Station-Sales Promotion Mgr.: Claude W. Cain
Commercial Manager: Jack Hatch
Program-Musical Director: Don Jones
Chief Engineer: Jim Carlson
Farm Editor: Leo Ellsworth

“... we extend felicitations and congratulations to the management and staff of THE ASSOCIATED PRESS and our fellow members for their achievement in developing THE ASSOCIATED PRESS into the preeminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of THE ASSOCIATED PRESS as a dependable news gatherer in the years to come.”—*Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.*

ILLINOIS

Estimated Population 8,670,000—Increase +9.8%—Radio Homes 2,297,800
Total Families—2,357,400—Stations in State 61

WOKZ

ALTON—1948

Frequency: 1570 Kc. Power: 1000 Watts, d.
Owned-Operated By.....WOKZ, Inc.
Business Address.....229 Market St.
Phone Number.....3-5506
Studio Address.....Hotel Stratford
Transmitter Location.....Route 100, 3 miles
north of Alton
Air Time.....Sunrise to sundown
Transcription Service.....Lang-Worth, ASCAP
Representative.....Sears & Ayer
President.....R. C. Goshorn
Sec.-Treas.....R. L. Rose
General Manager.....J. R. Paulos
Commercial Manager.....G. M. Ripley
Chief Engineer.....Thomas Payton, Jr.

WMRO

AURORA—1938—KBS

Frequency: 1280 Kc. Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
Phone Number.....4215
Transmitter Location.....Hurd's Island
Air Time.....Daytime (C.P. for unlimited)
News Service.....INS
Transcription Service.....Lang-Worth, Keystone
Owner-Gen. Mgr.....Martin R. O'Brien
Station Manager.....James D. O'Brien
Commercial Manager.....Vincent G. Coffey
Program Director.....Jeanne M. Doran
Production Director.....Betty Crisler
Chief Announcer.....Jack Lee
Musical Director.....Elaine Hayden
Chief Engineer.....John Kitner
Farm Editor.....W. P. Miller

WIBV

BELLEVILLE—1947

Frequency: 1060 Kc. Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address.....2100 W. Main
Phone Number.....5000
Air Time.....6 a.m.-local sunset
News Service.....AP
Transcription Service.....Standard, World
Representative.....Hal Holman
Membership.....BMB
Gen.-Station Mgr.....Paul Wnorowski
Comm.-Sales Pro. Mgr.....Lloyd C. Smith
Pro. Dir.-Chief Announcer.....Russell W. Wagner
Production Director.....Blake Tabor
Publicity Director.....John W. Lewis
Chief Engineer.....Marvin M. Mollring
Farm Editor.....Joseph W. Quinlan

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.....Bloomington Bcstg. Corp.
Business-Studio Address.....209 East Wash-
ington St.
Phone Number.....5281
Transmitter Location.....Gregory Ave. and
N. City Limits
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Loring C. Merwin
General Manager.....Hale Bondurant
Commercial Manager.....Joseph J. Hannie
Program Director.....Joseph J. Glass
Chief Engineer.....Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....Box 311
Phone Number.....1490
Studio-Transmitter Location.....Patierdale
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Representative.....John E. Pearson
Membership.....NAB, BMB
Owner.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier
Program Director.....Charles Housewright

WBYS

CANTON—1947

Frequency: 1560 Kc. Power: 250 Watts, d.
Owned-Operated By.....Fulton Co. Bcstg. Co.
Business-Studio-Transmitter Address.....E. Linn
St. Limits
Phone Number.....1877
Air Time.....Daytime
News Service.....AP
Transcription Service.....Lang-Worth, World
Membership.....NAB
President.....H. R. Windsor
Gen.-Station-Comm. Mgr.....Robert L. Odson
Sales Promotion Mgr.....Allan English
Program-Production-Publicity-Musical
Director.....Myron Coy
Chief Announcer.....Ken Schleifer
Chief Engineer.....John Stockberger
Farm Editor.....Bob Boene

WCIL

CARBONDALE—1946

Frequency: 1020 Kc. Power: 1000 Watts, d.
 Owned-Operated By...Southern Illinois Bcstg.
 Business-Studio Address...219 W. Main St.
 Phone Number167, 765
 Transmitter Location...1 mile w. of Carbondale
 News ServiceAP
 Transcription ServiceCapitol
 RepresentativeHorlan Oakes
 MembershipNAB, BMB
 President-Gen.-Station Mgr....Paul F. McRoy
 Comm.-Sales Promotion Mgr....Walter Schafer
 Program Director.....Paul F. McRoy
 Chief Engineer.....Marion Sawyer

WCAZ

CARTHAGE—1922

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Superior Bcstg. Service, Inc.
 Business-Studio Address...502 Wabash Ave.
 Phone Number520
 PresidentBob Compton
 ManagerJohn Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc. Power: 1000 Watts, d.
 Owned-Operated By.....WCNT, Inc.
 Business-Studio-Trans. Address...Hqwy. 51 N.
 Phone Number234
 Air TimeSunup-sundown
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeSears & Ayer
 MembershipNAB, BMB
 PresidentGeorge F. Isaac
 Gen.-Station Mgr.....J. J. Flanigan
 Program DirectorJay Giles
 Publicity DirectorAnne Williams
 Chief EngineerDwight North
 Farm Editor.....Larry Carothers

WDWS

CHAMPAIGN—1937—CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...The Champaign News-
 Gazette, Inc.
 Business Address48 Main St.
 Phone Number6-1855
 Studio-Transmitter Location...1.3 mile S. of
 Champaign on Route 45
 Air TimeLimited

News ServiceUP
 Transcription ServiceWorld, Keystone
 Representative...Robert Meeker & Associates
 MembershipNAB
 General Manager.....J. A. McDermott
 Station Manager.....Marc Howard
 Chief EngineerJack R. Baum

WAAF

CHICAGO—1922

Frequency: 950 Kc. Power: 1000 Watts, d.
 Owned-Operated By.....Corn Belt Pub., Inc.
 Business Address.....836 Exchange Ave.
 Phone NumberRandolph 6-1932
 Studio Address.....LaSalle-Wacker Bldg.
 Transmitter Location...Exchange Bldg., Union
 Stock Yards
 Air Time.....6 a.m.-local sunset
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeGeorge P. Hollingbery
 MembershipNAB
 PresidentWard A. Neff
 Gen.-Station Mgr.....W. E. Hutchinson
 Commercial Manager...Bradley R. Eidmann
 Program Director.....Cynthia A. Coyle
 Production Director.....Bill Bauer
 Publicity Director.....Ben V. Kirk
 Chief Announcer.....Russell S. Ryan
 Musical Director.....Vivian A. Bradshaw
 Chief Engineer.....Carl W. Ulrich

WAIT

CHICAGO—1941

Frequency: 820 Kc. Power: 5000 Watts, d.
 Owned-Operated By.....Gene T. Dyer
 Bus.-Studio Address...360 No. Michigan Ave.
 Phone Number.....Franklin 2-0660
 Transmitter LocationElmhurst
 Air TimeDaytime
 News ServiceUP
 Transcription Service...Lang-Worth, Associated.
 SESAC
 RepresentativeRadio Representatives
 PresidentGene T. Dyer
 General-Comm. Mgr.....Sil M. Aston
 Program DirectorRosemory Petru
 Musical DirectorRobert Petersen
 Chief Engineer.....Edward W. Jacker

WBBM

CHICAGO—1923—CBS

Frequency: 780 Kc. Power: 50,000 Watts
 Owned-Operated By...Columbia Bcstg. System
 Bus.-Studio Address...410 N. Michigan Ave.

ILLINOIS

Phone Number... Whitehall 4-6000
Transmitter Location... Itasca, Ill.
Air Time... Unlimited
News Service... AP, INS, UP
Transcription Service... Lang-Worth, World. Associated
Representative... Radio Sales
Membership... NAB, BMB
Vice Pres.-Gen. Mgr... H. Leslie Atlass
Station Manager... Frank Falknor
Commercial Manager... Erwin Shomo
Promotion Manager... Arthur E. Duram
Program Director... Valentine Sherman
Director of Publicity... Don E. Kelley
Musical Director... Caesar Peirillo
Chief Engineer... George Sherman
Farm Program Director... Harry Campbell

WCBD

CHICAGO-1947

Frequency: 820 Kc... Power: 5000 Watts
Owned-Oper. By... Christian Catholic Church
Bus.-Studio Address... Administration Bldg., Zion
Phone Number... 521
Chief Exec... Michael J. Mintern
Commercial Mgr... Carl Q. Lee

WCFL

CHICAGO-1926-ABC

Frequency: 1000 Kc... Power: 50,000 Watts
Owned-Operated By... Chicago Federation of Labor
Business-Studio Address... 666 Lake Shore Dr.
Phone Number... MOhawk 4-2400
Transmitter Location... Downers Grove
Air Time... Unlimited
News Service... UP
Transcription Service... Associated
Representative... Bolling
President... Wm. Lee
General Manager... Maurice Lynch
Commercial Manager... George Isaac
Program Director... Howard T. Keegan
Production Director... Jack Odell
Publicity Director... Frank McGivern
Musical Director... Jack Kelly
Chief Engineer... Charles Willett

WCRW

CHICAGO-1926

Frequency: 1240 Kc... Power: 100 Watts, d.
Owned-Operated By... Clinton R. White
Business-Studio-Transmitter Address, 2756 Pine Grove Avenue
Phone Number... EAstgate 7-6860
Air Time... 11 a.m.-2 p.m.-5-7 p.m.

Pres.-Owner-Chief Engr... Clinton R. White
General Manager... J. A. White

WEDC

CHICAGO-1926

Frequency: 1240 Kc... Power: 250 Watts
Owned-Operated By... Emil Denmark, Inc.
Bus.-Studio-Transmitter Address... 3860 W. Ogden Ave.
Phone Number... CRawford 7-4100
Air Time... Unlimited
News Service... UP
President... Emil Denmark
Gen.-Station-Comm. Mgr... Frank J. Kotnour
Sales Promotion Mgr.-Program-Production-
Publicity Dir.-Chief Announcer... Bill Mack
Musical Director... William P. Brady
Chief Engineer... Chester Lewicki

WENR

CHICAGO-1924-ABC

Frequency: 890 Kc... Power: 50,000 Watts
Owned-Operated By... American Bcstg. Co.
Business-Studio Address... 20 N. Wacker Dr.
Phone Number... DELaware 7-1900
Transmitter Location... Tinley Park
News Service... AP, INS, UP
Transcription Service... Standard
Membership... NAB, BMB
President... Mark Woods
Vice Pres. Gen. Div. ABC... John H. Norton, Jr.
Station-Comm. Mgr... Roy McLaughlin
Sales Promotion Manager... Karl R. Sutphin
Program Director... Harold Stokes
Production Director... Burr E. Lee
Publicity Director... Ell W. Henry
Musical Director... Rex Maupin
Chief Engineer... Ed Horstman
Farm Editor... Robert White

WGES

CHICAGO-1924

Frequency: 1390 Kc... Power: 5000 Watts
Owned-Operated By... Radio Station WGES
Business-Studio Address... 2708 Wash. Blvd.
Phone Number... SAcramento 2-1700
Transmitter Location... 8601 South Kedzie
Air Time... 6 a.m.-1:30 a.m.
News Service... UP
Transcription Service... Associated
President-Gen. Mgr... John A. Dyer
Commercial Manager... E. M. Hinzman
Sales Promotion Maager... K. P. Freda
Program Director... Herbert Rudolph
Publicity Director... M. A. Ciemens
Chief Announcer... Lloyd Webb
Musical Director... Johnny Van
Chief Engineer... Ellery L. Plotts

1,029,762,240

No, this is not the national debt. This astronomical figure is merely the number of minutes that were listened to WGN in an average week.

That's a mighty lot of listening—it's over 17 million hours and more than 715 thousand days and better than 100 thousand weeks of listening.

But it's all just an average week of listening for WGN. If this leads you to believe that a lot of people like WGN, listen to it long and regularly—you're right. If this further makes you wonder how one station among all the rest can have such data available—it's because this station believes in factual selling, program research, and keeping radio away from the "blue sky" days.



Data based on Nielsen Radio Index, 1948 Coverage Report.

*A Clear Channel Station . . .
Serving the Middle West*

MBS

**Chicago 11
Illinois
50,000 Watts
720
On Your Dial**

WGN

CHICAGO—1924—MBS

Frequency: 720 Kc. Power: 50,000 Watts
 Owned By: The Tribune Company
 Operated By: WGN, Inc.
 Bus.-Studio Address: 441 N. Michigan Ave.
 Phone Number: SU 7-0100
 Transmitter Location: Roselle
 Air Time: 19½ hours
 News Service: AP, INS, UP
 Transcription Service: Standard
 Representative: Keenan & Eickelberg
 Membership: BMB, FMA
 President: Col. Robert R. McCormick
 General Manager: Frank P. Schreiber
 Operating Manager: Paul C. Brines
 Commercial Manager: William A. McGuineas
 Sales Promotion Manager: Don Getz
 Program Director: Walter J. Preston
 Production Director: Edmund Kahn
 Publicity Director: James Hanlon
 Musical Director: Henry Weber
 Chief Engineer: Carl J. Meyers
 Farm Editor: Hal Totten

WIND

**CHICAGO—1927
 MIDWEST BASEBALL**

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By: Johnson Kennedy Radio Corp.
 Bus.-Studio Address: 400 N. Michigan Ave.
 Phone Number: Whitehall 4-2170
 Transmitter Location: Gary, Ind.
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: Standard
 Representative: Katz
 Membership: NAB
 President: Paul V. Harper
 General-Station Mgr.: Ralph L. Atlas
 Commercial Manager: John T. Carey
 Sales Promotion Mgr.: Jimmie Spanes
 Program Director: H. Leslie Atlas, Jr.
 Chief Engineer: Kenneth C. Shirk

WJJD

CHICAGO—1934

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Operated By: Field Enterprises, Inc.
 Bus.-Studio Address: 230 N. Michigan Ave.
 Phone Number: STate 2-5466
 Transmitter Location: Desplaines
 Air Time: 2 a.m.-sundown
 News Service: UP
 Transcription Service: Standard, Capitol Associated
 Representative: Avery-Knodel
 Membership: NAB, BMB, FMA
 President: Marshall Field

Gen.-Station Mgr.: Arthur F. Harre
 Commercial Manager: Frederick G. Harm
 Sales Promotion Manager: Edwin G. Short
 Program-Production Director: Mark Russell
 Publicity Director: Edwin G. Short
 Chief Announcer: Frank Sweeney
 Musical Director: Don E. Lavery
 Chief Engineer: Walter F. Myers
 Form Editor: Randy Blake

WLS

CHICAGO—1924—ABC

Frequency: 890 Kc. Power: 50,000 Watts
 Owned-Operated By: Agricultural Bcstg. Co.
 Bus.-Studio Address: 1230 Washington Blvd.
 Phone Number: MO 6-9700
 Transmitter Location: Tinley Park
 Air Time: Unlimited
 News Service: AP, Transradio, UP
 Transcription Service: Standard
 Representative: John Blair
 Membership: NAB, BMB
 President: James E. Edwards
 V.P.-Gen.-Station Mgr.: Glenn Synder
 Commercial Manager: Charles M. Freeman
 Sales Promotion Manager: Donald Finlayson
 Program-Publicity Director: Harold Safford
 Production Director: Al. Boyd
 Musical Director: Osgood Wesley
 Chief Engineer: Thomas Rowe
 Farm Editor: Arthur Page

(See Page 400)

WMAQ

CHICAGO—1922—NBC

Frequency: 670 Kc. Power: 50,000 Watts
 Owned-Operated By: National Bcstg. Co., Inc.
 Business-Studio Address: Merchandise Mart
 Phone Number: SUperior 7-8300
 Transmitter Location: Elmhurst
 Air Time: Unlimited
 News Service: AP, INS, UP
 Transcription Service: Thesaurus
 Representative: NBC
 Membership: NAB, BMB
 V.P. Chg. Cen. Div.: I. E. Showerman
 Sales Manager: Oliver Morton
 Business Mgr. & Auditor: John F. Whalley
 Promotion Manager: Harold A. Smith
 Program Manager: Arthur Jacobson
 Production Director: Homer Heck
 Manager of Press Dept.: John F. Ryan
 Announcer Supervisor: W. M. Kephart
 Music Supervisor: Donald A. Marcotte
 Division Engineer: Howard C. Luttgens
 Farm Director: Everett Mitchell

WSBC

CHICAGO—1925

Frequency: 1240 Kc. Power: 250 Watts

in april 1949, we'll be 25 years old

For 25 years WLS has been serving listeners in Midwest America. This stewardship of responsibility has been recognized by listeners, the radio industry and by the press. Here are but a few press comments about WLS as a station and its much-imitated WLS National Barn Dance.

What They Say About Us

"Congratulations to WLS on their continued public service to radio listeners. The station has long been well at the top in public favor. Its programs with their appeal to folks in both metropolitan and rural areas label WLS the true American station."

—CHICAGO TIMES

"WLS wants, tries, claims to be and is the farmers' own station . . . sees as the farmer sees, feels as he feels. Dinner Bell Time is unquestionably the country's oldest and best-loved farm program. Farmers believe in WLS."

—PAGEANT MAGAZINE

"Its success has been due largely to its policy of sticking to programs that make their appeal to what might be termed the 'average' air audience—folks that like the old folk songs, clean humor, sentimental music and 'homey' sketches."

—BILLBOARD

"WLS intended its service for the farmer, but the city people listened in, and liked it so well that something of an urban demand for farm music and farm humor has sprung up."

—CHRISTIAN SCIENCE MONITOR

"WLS a public servant in the Midwest."

—TIME MAGAZINE

"There are dozens of local barn dances, but the WLS National Barn Dance is the daddy of them all . . . a form of entertainment and humor which strikes a sentimental chord in every American heart."

—READ MAGAZINE

A tradition of service, in order to maintain itself, must constantly be charged with enthusiasm for the present, foresight for the future. Here is a reflection of the FIRST twenty-five years. WLS, its management and its staff are aware of the responsibility, the challenge of the future in maintaining radio leadership in service to the WLS "family of listeners."

A CLEAR CHANNEL STATION
50,000 WATTS, 890 KC, ABC AFFILIATE

presented by **JOHN BLAIR & CO.**

"A phenomenon in the brief perspective of radio history is the ever popular National Barn Dance . . . the Barn Dance typifies the success story of WLS."

—LIFE MAGAZINE

"Keynote of the program's widespread national popularity is that the music is truly representative of American life."

—CHICAGO TIMES

"The National Barn Dance originated by station WLS in Chicago maintains perhaps a higher level of talent than any other."

—FACTS MAGAZINE

"The patrons (at Eighth Street Theater) were folksy souls from the farm lands of Illinois and neighboring states."

—CHICAGO HERALD-AMERICAN

"Probably the closest that radio will ever get to authentic Americana is the National Barn Dance . . . a portrait of the rustic heart of America."

—NEWSWEEK MAGAZINE

"From the first night the program was a sellout . . . barn dance fans are still flocking to the performances."

—CORONET MAGAZINE

"For the time of your life, dial WLS. This station has undoubtedly the most splendid array of artists ever grouped together. We agree with numerous thousands of other people, that this crew puts on the best programs ever to emanate from a broadcasting studio, barring none."

—WELLSTON, OHIO SENTINEL



ILLINOIS

Owned-Operated By . . . Radio Station WSBC
Business-Studio Address. 2400 W. Madison St.
Phone Number Monroe 6-9060
Transmitter Location . . . 2400 W. Madison St.
Air Time Unlimited
News Service UP
Transcription Service. . . . Associated, SESAC,
London
Representative Forjoe
General-Station Mgr. Robert O. Miller
Commercial Manager. Julius Miller
Program Director. Robert O. Miller
Publicity Director. Sid Mandel
Musical Director. Arnold B. Miller

WHFC CICERO—1926

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WHFC, Inc.
Business-Studio-Transmitter Address.
2136 S. 61st Court
Phone Number Olympic 4305—
ROckwell 2-7756
Air Time 7 a.m.—M.
News Service UP
Transcription Service. . . . Capitol, Lang-Worth,
World
Membership NAB
Pres.-Gen. Mgr. Richard W. Hoffman
Station Manager Marie E. Clifford
Commercial Manager Anson Vann
Program Director. Roger Mueller
Chief Engineer. E. P. Hayes

WHOW CLINTON—1947

Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Operated By Cornbelt Bcastg. So.
Business Address. 401½ S. Side Sq.
Phone Number 305
News Service UP
Transcription Service Standard
Representative Cooke
President Keith Rhea
General Manager. F. A. Higgins
Program Director. Frank Jennings
Chief Engineer. Edward Fisher

WDAN DANVILLE—1938—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Northwestern Pub. Co.
Phone Number 1700-1
Studio-Transmitter Location. . . 1500 N. Wash-
ington Ave.
Air Time Unlimited
News Service UP
Transcription Service World
Representative J. P. McKinney
Membership NAB, BMB
General Manager. E. C. Hewes

Station-Commercial-Sales Promotion
Manager Robert J. Burow
Program Director Honore E. Ronan
Chief Announcer Max Shaffer
Chief Engineer. T. G. Magin

W S O Y

DECATUR—1925—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Commodore Bcastg., Inc.
Business-Studio-Transmitter Address. . Route 48,
at No. Jasper St.
Phone Number 5371
Air Time 6 a.m.—12:05 a.m.
News Service AP
Transcription Service. . . . Lang-Worth, Associated
Representative Weed
Membership NAB, BMB, FMA
President. Frederick W. Schaub
General Manager. Merrill Lindsay
Commercial Manager Charles F. Bruce
Program Director. Bernard J. Johnson
Technical Director. Milburn H. Stuckwish

WLBK

DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.
Owned-Oper. By. DeKalb Radio Studios, Inc.
Business Address. 153½ N. Third St.
Phone Number 2677
News Service AP
Transcription Service Thesaurus
Owner. DeKalb Radio Studios, Inc.
Bus.-Comm. Mgr. T. A. Lanes
Program Director. Robert C. Brown
Chief Engineer. Clayton C. DeWitt

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
Owned By-Operated By. On the Air, Inc.
Business-Studio-Transmitter Address. . . Hotel
Broadview, East St. Louis, Ill.
Phone Number Bridge 3424, East 4390
Air Time Unlimited
News Service UP
Transcription Service World
Representative Weed
Membership NAB, BMB
President. A. O. Eades
General Manager. Clarence Leich
Station-Comm. Mgr. Frank J. Prendergast
Program Director. Dale Douglas
Salesman-Publicity Director. Tom Riggs
Chief Announcer. Byron Scott
Musical Director. Bill Hart
Chief Engineer. Erle E. White
Farm-News Editor. John Sabin

W C R A

EFFINGHAM—1947

Frequency: 1090 Kc. Power: 250 Watts, d.
 Owned-Operated By. Effingham Bcastg. Co.
 Business Address. P. O. Box 568
 Phone Number 1090
 Studio Address. 112½ N. Banker St.
 Transmitter Location. 1 m. S. of Effingham
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service. Lang-Worth
 Representative Rural Radio
 Membership NAB, BMB
 President. Joseph E. McNaughton
 General Manager. Donald J. Grantham
 Program Director. Patricia Adams Grantham
 Chief Engineer Scott Franklin
 Farm Editor Fritz Jansen

W N M P

EVANSTON—1947

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By. Evanston Bcastg. Co.
 Bus.-Studio-Transmitter Address. 2201 Oakton St.
 Phone Number. Greenleaf 5-1590
 Air Time Sunrise-sunset
 News Service INS
 Transcription Service Standard
 Membership NAB
 President. Fred S. Newton
 General-Station Manager. Angus D. Pfaff
 Program-Production Dir. Fred H. Schmutz
 Publicity Director. Betty Jones
 Musical Director. E. J. Pfeil
 Chief Engineer. L. Schnedorf

W F R L

FREEPORT—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By. Freeport Bcastg. Co., Inc.
 Business-Studio Address. 9 N. Chicago Ave.
 Phone Number. State 436-7
 Transmitter Location. 1½ Mi. NE of Freeport
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World
 Representative Donald Cooke
 Membership NAB, BMB
 Pres., Gen.-Station Manager,
 Chief Engineer. Vincent S. Barker
 Comm.-Sales Prom. Mgr. Dave Taylor
 Prog. Dir., Chief Announcer. Arthur Hanstrom
 Musical Director. Gladys Barker

W G I L

GALESBURG—1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Galesburg Bcastg. Co., Inc.

Business Address. 312 Hill Arcade
 Phone Number 4626
 Transmitter-Studio Location. Hill Arcade
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Ra-Tel
 Membership NAB
 President, Owner. Mrs. L. A. Pritchard
 Gen.-Station-Sales Promotion
 Manager. Robert W. Frudeger
 Sales-Comm. Mgr. Roger L. Hoffman
 Program Director. Betty Harler
 Chief Announcer. Dwight B. Olson
 Chief Engineer. E. D. Scandrett

W E B Q

HARRISBURG—1923—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Harrisburg Bcastg. Co.
 Bus.-Studio-Transmitter Address. 100 E. Poplar St.
 Phone Number 28
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service Keystone
 Membership NAB, BMB
 President. J. M. Pruett
 Gen.-Station-Comm. Mgr. Ingalls M. Taylor
 Sales Prom. Mgr., Prod. Dir. Ken Hamilton
 Prog.-Musical Dir. Wanda R. Raley
 Chief Engineer. Elmer L. Gladson
 Farm Editor. Ken Hamilton

W J P F

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Egyptian Bcastg. Co.
 Business-Studio Address. P. O. Box 179
 Phone Number 382-3
 Transmitter Location. 2.2 Mi. N. of Herrin
 Air Time 5:30 a.m.-10:30 p.m.
 News Service UP
 Transcription Service. Standard, SESAC,
 Keystone
 Representative. John E. Pearson
 Membership NAB, BMB
 President. Orville W. Lyerla
 Gen.-Station-Comm. Mgr. Charles R. Cook
 Sales Manager. Fred Simmons
 Musical Director. Frank E. Elders
 Chief Engineer. Rayburn Yandell

W L D S

JACKSONVILLE—1941—KBS

Frequency: 1180 Kc. Power: 1000 Watts d.
 Owned-Operated By. Milton Edge &
 E. J. Kormsmeier
 Business-Studio Address. Fox Illinois Theatre Bldg.

ILLINOIS

Phone Number 1180
Transmitter Location... 1.7 Mi. E. of Jacksonville
on Old State Rd.
Air Time Sunrise-sunset
News Service UP
Transcription Service..... Standard, Keystone
Representative Hal Holman
Membership NAB, BMB
General Manager..... E. J. Korsmeyer
Program Director..... T. J. Fairburn
Musical Director..... Virginia Colwell
Chief Engineer..... G. J. Cassens
Farm Editor..... E. H. Garlich

WJOL

JOLIET—1926—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Joliet Bcstg. Co.
Bus.-Studio-Transmitter Address... 801 Walnut
St.
Phone Number 4761-2
Air Time Unlimited
News Service UP
Transcription Service.... Lang-Worth, Keystone
Representative..... Joseph Hershey McGillvra
President Calvin Wilson
Gen.-Station-Comm. Mgr., Prod.-Pub.
Director Robert L. Bowles
Sales Promotion Mgr..... Joseph J. Garvey
Program Director..... Eileen Caron
Chief Announcer..... Scott Dilworth
Musical Director..... Gregg Phillips
Chief Engineer..... Lester DeCosta
Farm Editor..... Richard Millett

WKAN

KANKAKEE—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By... Kankakee Daily Journal Co.
Business-Studio Address... 183 N. Schuyler Ave.
Phone Number 3-6831
Transmitter Location R. R. 1
Air Time Local sunrise-local sunset
News Service AP
Transcription Service..... World, Standard
Representative Hal Holman
Membership NAB
President Leslie C. Small
Station Manager..... Bruce Brown
Commercial Manager..... Edwin Geeting
Program Director..... Wayne Center
Chief Engineer..... Robert Harrell

WLPO

LA SALLE—1947

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By... La Salle County Bcstg. Co.
Business Address..... P. O. Box 399
Phone Number 3100
Studio Address..... Medical Arts Bldg.

Transmitter Location..... Near Oglesby
Air Time Sunrise-sunset
News Service AP
Transcription Service..... World, Lang-Worth
Membership NAB
Partners..... L. F. Leurig, F. F. MacNaughton
General-Commercial Mgr..... William Holm
Program Director..... Joseph Terrando
News Director..... Laverne Waltman
Musical Director..... Harrison Leurig
Chief Engineer..... Lawrence McCann
Farm Editor..... Ivan Anderson

WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Oper. By..... The Macomb Bcstg. Co.
Business-Studio Address... 113 E. Carroll St.
Phone Number 1350
Transmitter Location..... Hwy. 87, E. of
City Limits
Air Time Sunrise-sunset
News Service UP
Transcription Service..... Thesaurus, SESAC,
Keystone
Membership NAB
President..... James C. Bailey
V.P., Comm.-Sales Prom. Mgr.,
Publicity Director..... Lyle B. Landis
Prog.-Prod. Dir., Chief Announcer... Gene Spry
Chief Engineer..... Maurice Riggins
Farm Editor..... James C. Bailey

WLBH

MATTOON—1946

Frequency: 1170 Kc. Power: 250 Watts d.
Owned-Operated By..... Mattoon Bcstg. Co.
Bus.-Studio Address... 17th & Broadway Ave.
Phone Number 3800
Transmitter Location... ¼ Mi. N. of Mattoon
on Hwy. 45
Air Time Local sunrise-local sunset
News Service AP
Transcription Service..... Capitol, SESAC
Membership NAB
President, Gen.-Station Mgr..... J. R. Livesay
Commercial Manager..... Rolland O. Looper
Sales Promotion Manager..... Dwain Bower
Program Director..... Robert F. LaMere
Chief Announcer..... Charles R. Guess
Musical Director..... Ken Jakle
Chief Engineer..... Ray Livesay

WQUA

MOLINE—1946

MBS-MID-WEST BASEBALL NET
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Moline Bcstg. Corp.
Business-Studio Address..... Radio Center
Phone Number Moline 7000

ILLINOIS

Transmitter Location.....7th St. Ext.
Air Time Unlimited
News Service AP
Transcription Service World
Membership NAB, BMB
Pres., General Mgr.....Bruff W. Olin, Jr.
V.P., Comm.-Sales Promotion
 ManagerG. LaVerne Flambo
Program-Publicity Dir.....Jack Davis
Prod. Dir., Chief Announcer.....Verne Glewwe
Chief Engineer.....Larry Lynch

WVMC

MOUNT CARMEL—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By.....Charles F. Rodgers
Address.....727 Main St.

WMIX

MT. VERNON—1946

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Mt. Vernon Radio & Telev.
Co.
Business-Studio Address...121½ N. Ninth St.
Phone Number3500
Transmitter Location.....Salem Rd.
Air TimeLocal sunrise-local sunset
News ServiceAP
Transcription ServiceCapitol
Representative.....John E. Pearson
MembershipNAB
President.....John Russell Mitchell
General-Station Mgr.....Edward R. Raasch
Commercial Manager.....Walter Hemann
Program-Production Dir.....William Miller
Chief Announcer.....Robert Anthony
Musical Director.....Beverly Carnahan
Chief Engineer.....Adron Miller

WVLN

OLNEY—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Olney Bcstg. Co.
Business-Studio Address.....302½ E. Main St.
Phone Number935-6, 1035
Transmitter Location.....1 Mi. S. of Olney,
Route 130
Air TimeDaytime
News ServiceAP
Transcription Service.....Capitol, Standard
RepresentativeHal Holman
Pres., Gen.-Station-Commercial
 ManagerMarshall H. Poole
Sales Promotion Manager.....Raymond Baker
Program-Publicity Director,
 Chief Announcer.....James Butler
Production Director.....Albert DeBarr
Musical Director.....Frank Martin
Chief Engineer.....James H. Weber

WSIV

PEKIN—1945—MID-WEST BASEBALL

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By...Pekin Bcstg. Co., Inc.
Business-Studio Address.....15 S. Capitol St.
Phone Number.....1747, 1539
Transmitter Location.....Midway bet. Pekin &
Peoria
Air Time6:30 a.m.-local sunset
News ServiceAP
Transcription Service.....Lang-Worth, SESAC
RepresentativeHal Holman
MembershipNAB, BMB
Pres., Gen.-Sta. Mgr.....W. Kenneth Patterson
Commercial Manager.....J. Ed Henry
Sales Prom. Mgr., Pub. Dir.....George Udry
Prog.-Prod. Dir.....Robert R. Snow
Musical Director.....Charles Timm
Chief Engineer.....Emil Prandoni
Farm Editor.....Fearn Wilson

WEEK

PEORIA—1946—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.
Business-Studio Address...Commercial National
Bank Bldg.
Phone Number3-3688
Transmitter LocationBartonville
Air Time.....6 a.m.-M.
News ServiceAP
Transcription Service.....World, Capitol
RepresentativeKatz
MembershipNAB, BMB
President.....Sen. Robert S. Kerr
General-Station Manager.....Fred C. Mueller
Sales Prom. Mgr., Pub. Dir.....Montez Tjaden
Program Director.....George Cremeens
Production Directors.....Robert Murray,
 Leonard Elliott
Musical Director.....Herman Hampy
Chief Engineer.....Alden F. Wooster
Form Editor.....James Smallwood

WIRL

PEORIA—1947—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By...Illinois Valley Bcstg. Co.
Business-Studio Address...115 N. Jefferson Ave.
Phone Number4-9239
Transmitter Location.....Tazewell County
Air TimeUnlimited
News ServiceUP
RepresentativeAvery-Knodel
MembershipNAB
President.....Timothy W. Swain
General Manager.....Robert B. Jones, Jr.
Sales Manager.....Tom Gavin
Chief Engineer.....Rudolph Luukinen
Program Director.....Harlan E. Ralston

ILLINOIS

W M B D

PEORIA—1927—CBS

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By: Peoria Bcstg. Co.
Bus.-Studio Address: 212 South Jefferson
Phone Number: 7133
Transmitter Location: 1 Mi. S. of Groveland
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Lang-Worth, Thesaurus
Representative: Free & Peters
Membership: NAB, BMB
President: Edgar L. Bill
Executive Vice-President: Charles C. Caley
Director of Sales: Don D. Kynaston
Director of Promotion:
Public Relations: Marvin H. Hult
Program Director: Charles B. Barnhart
Music Director: Harold Osborne
Director of Engineering: A. James Ebel
Farm Director: Emil Bill

W M M J

PEORIA—1946—MBS

Frequency: 1020 Kc. Power: 1000 Watts d.
Owned By: Mid-State Bcstg. Co., Inc.
Business-Studio Address: 408 Fulton St.
Phone Number: 9164
Transmitter Location: High View Rd.
News Service: UP
Transcription Service: Standard
Representative: John E. Pearson
President: W. J. Kutsch
Commercial Manager: James T. Butler
Program Director: Robyn Weaver
Musical Director: Cary L. Robards, Sr.
Chief Engineer: Vernon H. Parks
Farm Editor: Dick Herm

W W X L

PEORIA—1946

Frequency: 1590 Kc. Power: 1000 Watts
Owned By: Central Illinois Radio Corp.
Business-Studio Address: Hotel Jefferson
Phone Number: 9106
Transmitter Location: Creve Coeur
Air Time: 18 hrs.
News Service: INS, UP
Transcription Service: SESAC, Associated
Membership: NAB, BMB
President: Joseph H. Giddan
General-Commercial Mgr.: Michael Henry
Station Manager: Cres Fluegel
Sales Promotion Manager: Michael Henry
Program-Production Director: Cres Fluegel
Publicity Director: Ed Klein
Musical Director: Sue Nethery

Chief Engineer: Carl Horine
Farm Editor: Bob Ross

W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
Owned By: Quincy Bcstg. Co.
Business-Studio Address: Hotel Quincy
Phone Number: 6840
Transmitter Location: Ellington Township
Air Time: 6 a.m.-M.
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Lorenzen & Thompson
President, General Manager: Donald F. Fischer
Commercial Manager: Joseph S. Bonansinga
Musical Director: Mary McDonnell
Chief Engineer: John Haerle

W T A D

QUINCY—1926—CBS

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By: Lee Bcstg., Inc.
Business-Studio Address: W.C.U. Bldg.
Phone Number: 6200
Transmitter Location: Melrose Township
Air Time: 5:45 a.m.-12:05 a.m.
News Service: AP, UP
Transcription Service: Standard, Associated
Representative: Weed & Co.
Membership: NAB, BMB, FMA
President: Lee P. Loomis
Co-Mgr., Asst. to Pres.: George Arnold, Jr.
Co-Mgr., Sales Mgr.: W. T. Burghart
Sales Promotion Manager: Gerald Staten
Program Director: Merritt Milligan
Production Director: C. Arthur Fifer
Sales Manager: Walter Rothschild
Music Librarian: Jean Fessler
Chief Engineer: Urlin Whitman
Farm Editor: Dick Falser

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By: Rock Island Bcstg. Co.
Business-Studio Address: 1800 3rd Ave.
Phone Number: R. I. 918
News Service: AP, UP
Transcription Service: Associated, Lang-Worth
Representative: Avery-Knodel
Membership: NAB, BMB
President: Ben H. Potter
General-Station Mgr.: Leslie C. Johnson
Commercial Manager: Maurice Corken
Program Director: Forest W. Cooke
Publicity Director: Fern R. Hawks
Chief Engineer: Robert J. Sennett

• • • **ILLINOIS** • • •

W R O K

ROCKFORD—1923—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By.... Rockford Bcstrs., Inc.
Bus.-Studio Address.... Rockford Newstower
Phone Number 2-6621
Transmitter Location..... Kilburn Ave. Rd.
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Headley-Reed
President..... Albert B. Simms
General Manager..... Walter M. Koessler
Commercial Manager..... John J. Dixon
Sales Promotion Mgr..... Betty L. Thro
Program Director..... Maurice P. Owens
Musical Director..... Lorna Lane
Chief Engineer..... Wilfred A. Smith
Farm Editor..... Don Bowton

W C V S

SPRINGFIELD—1926—ABC

Frequency: 1450 Kc. Power: 250 Watts d.
Owned-Operated By..... WCBS, Inc.

W R O K *

The ONLY Station

in

ROCKFORD, ILLINOIS

A \$153,803,000 Market
Urban Population 122,601
Best Test City in the Mid-West

*An ABC Affiliate

Nat'l Reps. — Headley-Reed Co.

Business-Studio Address... 523 E. Capitol Ave.
Phone Number 9855
News Service AP
Transcription Service World
Representative..... Sears & Ayer
Membership NAB, BMB
President..... H. L. Dewing
Gen.-Station Mgr..... C. W. Neeld
Chief Engineer..... H. L. Dewing

W T A X

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc. Power: 100 Watts d.
Owned-Operated By..... WTAX, Inc.
Business Route 66 & E. Cook St.
Phone Number 2-4441
Air Time..... 6 a.m.-12:05 a.m.
News Service UP
Transcription Service..... Lang-Worth, SESAC
Representative Weed
Membership NAB, BMB
President, General Manager... Oliver J. Keller
Sales Prom. Manager..... Shelby T. Harbison
Program Director..... Gladys McGrew
Publicity Director..... Wanda Montz
Chief Announcer..... Glen Farrington
Musical Director..... William Nelms
Chief Engineer..... E. C. Swaringen

W D Z

TUSCOLA—1921

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By..... Wdz Bcstg. Co.
Business-Studio Address..... 101½ N. Main
Phone Number 431
News Service UP
Transcription Service World
Representative..... Free & Peters
Membership NAB, BMB
President..... Edgar L. Bill
V.P., General Mgr..... Charles C. Caley
Station Manager..... James W. Fuson, Jr.
Commercial Manager..... E. E. Dilliner
Chief Engineer..... A. James Ebel
Farm Editor..... Larry McDonald

W K I D

URBANA—1948

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By. University City Bcstg. Corp.
Business-Studio Address... 505 Vermont Ave.
President..... John O. Bartlow
Vice President..... Bruce R. Foote

INDIANA

Estimated Population 3,909,000—Increase +14.1%—Radio Homes 1,099,800
Total Families 1,139,700—Stations in State 39

WCBC

ANDERSON—1949

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Civic Bcstg. Corp.
Address.....116 W. 12th St.
Phone Number.....8822
Transmitter Location.....Junction of St. Rd. 9 & 67
News Service.....AP
Transcription Service.....World
Representative.....Hal Holman
General Manager.....John J. Garrett, Jr.
Program Director.....Kenneth Bramming
Chief Engineer.....Kenneth Routh

WHBU

ANDERSON—1923—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts d.
Owned-Operated By.....Anderson Bcstg. Corp.
Business-Studio-Transmitter Address.....640 Citizens Bank Bldg.
Phone Number.....7791
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....Standard, Keystone
Representative.....Burke, Kuipers & Mahoney
Membership.....NAB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson
Program Director.....E. R. McCord
Chief Engineer.....L. M. Shroyer

WBIW

BEDFORD—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Radio Bedford, Inc.
Address.....P. O. Box 169
Phone Number.....4421
News Service.....AP
Transcription Service.....Capitol
Representative.....McGeehan & O'Mara
President, General Mgr.....William C. Smith, Jr.
Commercial Manager.....Louis E. Gaines
Program Director.....Barbara Davis
Promotion Mgr.....Harold D. Rothrock
Chief Engineer.....Carl Finger

WSUA

BLOOMINGTON—1946

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Radio Station WSUA, Inc.
Bus.-Studio Address.....117½ W. Kirkwood Ave.
Phone Number.....7277
Transmitter Location.....State Rd. 37, 2 MI. S.
City Limits
Air Time.....Sunrise-sundown
News Service.....UP

Transcription Service.....Standard, World
Membership.....NAB, BME
President, General Manager.....Warren G. Davis
Commercial Manager.....Stanley Dixon
Sales Promotion Manager.....Lyle Warrick
Program Director.....Steven T. Briggs
Musical Director.....James White
Chief Engineer.....James Rolfe
Farm Editor.....Cory Alcorn

WTOM

BLOOMINGTON—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts d.
Owned By.....WTOM, Inc.
Operated By.....Fred O. Grimwood
Business-Studio Address.....Curry Bldg.
Phone Number.....7871, 2-2593
Transmitter Location.....Bloomington
Air Time.....6 a.m.-Noon
News Service.....AP
Transcription Service.....Lang-Worth, Keystone
Representative.....Sears & Ayer
Membership.....NAB
President.....Fred O. Grimwood
General-Station Mgr.....Theodore A. Giles
Commercial Manager.....Maurice Latimer
Program Director.....Marc Williams
Publicity Director.....Robert Carroll

WTTS

BLOOMINGTON—1949

Frequency: 1370 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By.....Sarkes & Mary Tarzian
Address.....535 S. Walnut St.
Phone Number.....2-3368
News Service.....AP
Transcription Service.....Associated, Thesaurus
General Manager.....Glenn Van Horn
Chief Engineer.....Morton Weigel

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business Address.....406 Central Ave.
News Service.....UP
Transcription Service.....Thesaurus, Capitol
Station Manager.....E. M. Jackson

WTRC

ELKHART—1931—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....The Truth Publishing
Co., Inc.
Business-Studio Address.....116 S. Second St.

INDIANA

Phone Number948
 Transmitter Location...1 Mi. S. of Elkhart City
 Limits on Oakland Ave. Rd.
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription Service.....World, Standard,
 Associated, Keystone
 RepresentativeBurn-Smith
 MembershipNAB, BMB, FMA
 President.....C. D. Greenleaf
 General Manager.....R. R. Baker
 Commercial Manager.....Dick Holloway
 Sales Prom. Mgr., Pub. Dir.....Henry Davis
 Program-Musical Dir.....Howard Hoffman
 Chief Engineer.....L. W. Zellmer
 Farm Editor.....Roscoe Stangland

W E O A

EVANSVILLE—1936—CBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WFBM, Inc.
 Business-Studio Address.....24 N.W. 3rd St.
 Phone Number4-9215
 Transmitter Location.....5th & Vine Sts.
 Air Time6 a.m.-12:05 a.m.
 News ServiceINS
 Transcription Service.....Lang-Worth, Cole
 RepresentativeKatz
 President.....Harry M. Bitner, Jr.
 General-Station-Commercial Mgr.....Don Menke
 Program-Publicity Director.....Bill Fall
 Chief Engineer.....Robert Wilson

W G B F

EVANSVILLE—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....On The Air, Inc.
 Phone Number21171
 Transmitter Location.....Burkhardt Rd.
 Air Time5 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeWeed
 MembershipNAB, BMB, FMA
 General-Station Manager.....Clarence Leich
 Operations Manager.....Martin L. Leich
 Promotion Manager.....Del Greenwood
 Program Director.....Mrs. Pat Roper
 Chief Engineer.....Erwin P. Schoeny
 Farm Editor.....Fred Rollison

W I K Y

EVANSVILLE—1947—MID-WEST

Frequency: 820 Kc.....Power: 250 Watts d.
 Owned-Oper. By...South Central Bcstg. Corp.
 Bus.-Studio-Transmitter Address...Mt. Auburn
 Rd. & Bismark St.
 Phone Number4-8284
 Air TimeDaytime
 News ServiceAP

Transcription Service.....Associated, Capitol
 RepresentativeBurn-Smith
 MembershipNAB, BMB, FMA
 Pres., Gen.-Station-Commercial
 Manager.....John A. Engelbrecht
 Sales Promotion Manager.....Bill Cooke
 Preparation Director.....Ken McCutchan
 Prod. Dir., Chief Announcer...Ken Boltinghouse
 Publicity Director.....Boh Harris
 Musical Director.....Ronald Sullivan
 Chief Engineer.....George F. Stoltz
 Farm Editor.....Ken McCutchan

W J P S

EVANSVILLE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....WJPS, Inc.
 Business-Studio Address.....206 Main St.
 Phone Number5-2221
 Transmitter Location.....Mohr Rd. bet. 1st &
 St. Joseph Ave.
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeRobert Meeker
 MembershipNAB
 President.....Robert S. Davis
 General-Commercial Mgr.....Robert J. McIntosh
 Sales Prom. Mgr., Pub. Dir.....E. Ward Crane
 Program-Production Dir.....Jack McLean
 Musical Director.....Dorothy Rooder
 Chief Engineer.....Gilbert Hoffman

W A N E

FT. WAYNE—1948

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Fort Wayne, Inc.
 Bus.-Studio-Transmitter Address...1205 Fort
 Wayne Bank Bldg.
 Phone Number.....Anthony 6212
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeForJoe
 President.....Merlin H. Smith
 General-Station-Comm. Mgr.....Glenn R. Thayer
 Program Director.....Chester T. Behrman
 Publicity Director.....Blanche Meyers
 Musical Director.....Becky Schaefer
 Chief Engineer.....John Vick

W F T W

FT. WAYNE—1947—KBS

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Fort Wayne Bcstg. Inc.
 Business-Studio Address...220 E. Jefferson St.
 Phone Number.....Anthony 2295
 Transmitter Location...Getz & Covington Rds.
 Air TimeSunrise-sunset
 News ServiceUP

INDIANA

Transcription Service... Associated, Keystone
Representative Burn-Smith
Membership BMB
Pres., Gen.-Station Mgr.... Edward G. Thoms
Sales Manager William R. Aldrich
Program Director Paul Price
Musical Director William Jellison
Chief Engineer Eugene A. Chase

WGL

FT. WAYNE—1924—NBC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.Farnsworth Telev. & Radio
Corp.

Business-Studio Address. 201 W. Jefferson St.
Phone Number E-3366
Transmitter Location... Lower Huntington Rd.
Air Time Unlimited
News Service AP
Transcription Service... Standard, Lang-Worth
Representative Headley-Reed
Membership NAB, BMB
President E. A. Nicholas
General-Station-Commercial

Manager Capt. Pierre Boucheron
Sales Prom. Mgr., Program-Publicity
Director Norman C. Widenhofer
Production Director..... Barry McKinley
Musical Director Guy Harris
Chief Engineer Donald Holzapfel

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.Northeastern Indiana Bcstg.
Co., Inc.

Business-Studio Address. 3802 S. Calhoun St.
Phone Number Harrison 6111
Transmitter Location... Decatur & Maples Rd.
Air Time Unlimited
News Service AP, UP
Transcription Service World
Representative Lorenzon & Thompson
President Gilmore S. Haynie
General-Station Mgr..... Hilliard Gates
Sales Manager Norman H. Stewart
Program Manager Calo O. Mahlock
Chief Engineer Thomas J. Copeland

WOWO

FT. WAYNE—1925—ABC

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned-Oper. By..... Westinghouse Radio
Stations, Inc.

Business-Studio Address.. Westinghouse Bldg.,
925 S. Harrison St.
Phone Number Anthony 2136
Transmitter Location Routes 30 & 33
Air Time Unlimited
News Service AP, UP
Transcription Service Capitol

Representative Free & Peters
President Walter Evans
General Manager J. B. Conley
Station Manager R. G. Duffield
Sales Manager Paul E. Mills
Sales Prom. & Pub. Mgr. Hilda C. Woehrmeyer
Program Manager Carl Vandagriff
Chief Engineer Bruce Rattis
Farm Editor Jay Gould

WJOB

HAMMOND—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By. South Shore Bcstg. Corp.
Bus.-Studio-Transmitter Address. 449 State St.
Phone Number Sheffield 8400
News Service UP
Transcription Service... Associated, Capitol,
SESAC

Representative Joseph Hershey McGillvra
Membership NAB
President, General Manager. Robert C. Adair
Commercial Manager L. B. Weller
Sales Manager Edward Rozhon
Program Director Frank Reynolds
Musical Director Leona Manis
Chief Engineer Jess Peters
Farm Editor Bill Warrick

WIBC

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Operated By. Indiana Bcstg. Corp.
Business Address 30 W. Washington St.
Phone Number Lincoln 2305
Studio Address Indianapolis News Bldg.
Transmitter Location... E. 86th St., Zionsville
Air Time Unlimited
News Service UP
Transcription Service World
Representative John Blair
Membership NAB, BMB
President Richard M. Fairbanks
V.P., General Mgr. Kenneth W. Church
Sales Prom. Mgr., Pub. Dir. Jane O. Flaherty
Prog. Dir., Prod. Mgr., Farm Editor. Ed Mason
Musical Director Walter Jackson
Chief Engineer Harry Adams

WFBS

INDIANAPOLIS—1924—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By..... WFBM, Inc.
Business-Studio Address. 48 Monument Circle
Phone Number Lincoln 8506
Transmitter Location Millersville Rd.
Air Time Unlimited
News Service AP, INS
Transcription Service Associated
Representative Katz
Membership NAB, BMB



Your Best Salesman

In the Great Hoosier Market

Hams or hassocks . . . makes no difference . . . Indianapolis and the central area is a potential "bonanza" for the sales-minded sponsor who purchases WIRE radio time and utilizes our consistent promotional, research and merchandising facilities.

WIRE's coverage of the central area is complete . . . covering 20 out of the 25 of the retail-trading-area counties. These 20 counties represent the bulk of the central area population.

The central area boasts a family population of 607,051 (1,337,705 individuals) . . . with a buying power of over one billion dollars.

These thousands of purchasers with the "1430" habit are your best customers in the great Hoosier market.

WIRE

Basic NBC • 5,000 WATTS • 1430 KC.

INDIANAPOLIS, INDIANA

Nationally Represented By
John E. Pearson Company

Affiliated With
The Indianapolis Star

THE BEST SHOWS IN RADIO ARE ON WIRE

INDIANA

Pres., General-Station Mgr. Harry M. Bitner, Jr.
Comm.-Sales Promotion Manager,
Publicity Director William F. Kiley
Program-Productoin Dir. Frank O. Sharp
Chief Announcer Joe Pierson
Musical Director Earl Gordon
Chief Engineer Harold Holland
Farm Editor Harry Martin

Membership NAB, FMA
President Samuel R. Sutphin
Station Manager George S. Losey
Commercial Manager Samuel R. White
Program Director Harry Lukins
Production Director Ward Glen
Musical Director Henry Oaks
Chief Engineer Charles Alter

WIRE

INDIANAPOLIS—1929—NBC

Frequency: 1430 Kc. Power: 5000 Watts d.
Owned-Oper. By Indianapolis Bcstg., Inc.
Business-Studio Address . . . 9th Floor, Claypool
Hotel
Phone Number Ri. 1541
Transmitter Location . . . 44th St. & Knollton Rd.
Air Time Limited
News Service AP, UP
Transcription Service World, Thesaurus
Representative John E. Pearson
Membership BMB
President Eugene C. Pulliam
V.P., Gen.-Station Mgr. . . Willard C. Worcester
Commercial Manager Daniel C. Park
Prom. Mgr., Pub. Dir. James N. Willingham
Program-Production Dir. . . . William L. Dean
Musical Director John H. Winn
Chief Engineer Eugene E. Alden

WISH

INDIANAPOLIS—1940—ABC

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By Universal Bcstg. Co., Inc.
Business-Studio Address . . 215 Board of Trade
Bldg.
Phone Number Market 6345
Transmitter Location . . . Post Rd. & Rawls Ave.
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Free & Peters
Membership NAB, BMB
President Frank E. McKinney
General-Commercial Mgr. . . George J. Higgins
Sales Prom. Mgr., Pub. Dir. . . Reid Chapman
Program Director William E. Frosh
Musical Director Jimmy Boyer
Chief Engineer Stokes Gresham, Jr.

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By Radio Indianapolis, Inc.
Business Address . . . Indianapolis Athletic Club
Phone Number Riley 4446
Studio-Transmitter Address . 3003 Kessler Blvd.
Air Time 6 a.m.-Local sunset
News Service UP
Transcription Service Capitol, World
Representative Burn-Smith

WITZ

JASPER-HUNTINGBURG—1948

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By Jasper On The Air, Inc.
Bus.-Studio-Transmitter Address . State Hwy.
No. 45 S.
Phone Number . . . Jasper 678, Huntingburg 515
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Associated
Membership NAB
President Gilbert E. Metzger
General-Station Mgr., Pub. Dir. . Dale S. Phares
Commercial Manager George Willeford
Sales Promotion Manager . . . Walter Reybaum
Program-Production Dir. . . . Bryan Davidson
Chief Engineer James Moseby
Farm Editor Bill Richardson

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Oper. By . . North Central Indiana Bcstg.
Corp.
Business-Studio Address . . Radio Center, 212½
N. Main St.
Phone Number 6194
Transmitter Location . . . Rd. 26, E. of State
Rd. 31
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Weed
Membership NAB, BMB
President Richard Blacklidge
V.P., Gen. Sales Prom. Mgr. . . John Carl Jeffrey
Commercial Manager Frank Gregory
Prog.-Prod.-Pub. Director . . James Muse
Chief Engineer Chester Rector
Farm Editor Dixon Harper

WKMO

KOKOMO—1941—KBS

Frequency: 1400 Kc. Power: 250 watts
Owned-Operated By . . . Kokomo Bcstg. Corp.
Business-Studio Address . 400½ North Main St.
Phone Number 5171
Transmitter Location 1205 E. Morgan
Air Time Unlimited
News Service UP
Transcription Service Keystone, Standard,
Lang-Worth

INDIANA

Representative Robert Meeker
 Membership NAB, BMB
 President Dr. R. S. Taylor
 V.-P.-Gen.-Sta. Mgr. Joseph W. Jordan
 Commercial Manager Bill Wells
 Prog.-Prod.-Pub. Director Don Cripe
 Chief Engineer George Palmer

W A S K

LAFAYETTE—1941—MBS-HOOSIER

Frequency: 1450 Kc. Power: 250 watts
 Owned-Operated By WFAM, Inc.
 Business-Studio Address Wallace Bldg.
 Phone Number 4300
 Transmitter Location McCarty Lane
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 Pres., Gen. Mgr. O. E. Richardson
 Sales Pro.-Mgr. Pub. Dir. Hi Shumway
 Prod. Dir.-Chief Announcer ... A. E. Morehouse
 Chief Engineer Harry Garba

W L O I

LA PORTE—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By ... La Porte County Bcstg. Co.
 Address P. O. Box 381
 Phone Number 3675
 President Hoyt H. Scott

W B A T

MARION—1947

Frequency: 1600 Kc. Power: 500 watts d
 Owned-Operated By Marion Radio Corp.
 Business-Studio Address ... 303½ So. Adams St.
 Phone Number 5500
 Transmitter Location ... ¼ Mi. So. Roseburg
 Air Time 5:30 a.m. Local Sun-Set
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NAB
 Pres., Gen.-Sta. Mgr., Pub. Dir. J. H. Bone
 Comm.-Sales Prom. Mgr. Kermit A. Botkin
 Prog.-Prod.-Musical Dir. Lenora Fuller
 Chief Engineer Chas. E. Westfall
 Farm Editor Guy Horris

W I M S

MICHIGAN CITY—1947

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Northern Indiana Bcsters.,
 Inc.
 Business-Studio Address 415 Franklin St.
 Phone Number 4980
 Transmitter Location Keiffer Rd. 3 Mi. Out-
 side of city limits

Air Time Local sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Lorenzen & Thompson
 President O. E. Richardson
 General Manager E. R. Herkner
 Program Director Richard S. Olson
 Musical Director Doris Pagels
 Chief Engineer Robert Schilling
 Farm Editor Charles Sharpless

W L B C

MUNCIE—1926—CBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By ... Tri City Radio Corp.
 Business Address P. O. Box 271
 Phone Number 4403
 Studio-Transmitter Location, Hwy. 35 S.E. of
 Junc. Hwys. No. 67, 3, 21 and 35
 Air Time 6:30 a.m.-12:07 a.m.
 News Service AP
 Transcription Service Capitol, Keystone
 Representative Walker, Hal Holman
 Membership NAB
 Pres., Gen.-Sta.-Sales Prom. Mgr. W. F. Craig
 Prog.-Prod Director Lee Allerton
 Musical Director Bill Summers
 Chief Engineer Maury Crain

W K B V

RICHMOND—1926—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By ... Central Bcstg. Corp.
 Bus.-Studio-Transmitter Address ... 25 S. Ninth St.
 Phone Number 1156
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 Transcription Service ... Lang-Worth, SESAC
 Representative Robert Meeker
 Membership NAB
 Pres., Gen.-Sta.-Sales Prom. Mgr. R. L. Nusbaum
 Asst. Mgr. Prog. Dir. A. F. Schroy
 Musical Director Sue Tucker
 Chief Engineer L. J. Duning

W H O T

SOUTH BEND—1944—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By South Bend Bcstg. Corp.
 Bus.-Studio-Transmitter Address ... St. Joseph &
 Monroe Sts.
 Phone Number 3-4155
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Bolling
 President C. Bruce McConnell
 Gen.-Sta.-Comm. Mgr.,
 Program Director William H. Spencer
 Production Director ... R. Edward Berryman
 Musical Director Orville Foster

INDIANA

Chief Engineer.....David Maltby
Farm Editor.....R. Edward Berryman

Chief Engineer.....James R. Brewer
Farm Editor.....Keith Reising

WJVA

SOUTH BEND—1948

Frequency: 1580 Kc.....Power: 250 Watts d
Owned-Operated By.....St. Joseph Valley
Bcstg. Corp.
Business Address.....214 W. Wayne St.
Phone Number.....38668
Studio-Transmitter Address.....Mishawaka
Hotel & N Hickory Rd.
Air Time.....Sunrise-Sunset
News Service.....UP
Transcription Service...World, Lang-Worth,
Capitol
Representative.....Burn-Smith
Membership.....NAB
President.....B. W. Redifer
Sta. Mgr. Prog. Dir.....W. W. Oliver
Comm.-Sales Prom. Mgr.....Dale Roberts
Musical Director.....E. Davis
Chief Engineer.....F. J. Bock

W S B T

SOUTH BEND—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address..226 W. Colfax Av.
Phone Number.....3-6161
Transmitter Location.....7 mi. s.e. of city
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol, Standard
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President.....F. A. Miller
Gen.-Sta. Mgr.....Robert H. Swintz
Commercial Manager.....Neal B. Welch
Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
Program Director.....Robert J. Drain
Production Director.....Oliver Parcher
Musical Director.....Harlan Hogan
Chief Engineer.....Herbert G. Cole
Farm Editor.....Philip Combs

W T C J

TELL CITY—1948—INDIANA NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....James R. Brewer
Business Address.....Tell City
Phone Number.....740
Studio-Transmitter Address...Highway 66-E
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Keystone
Owner, Gen.-Sta.-Comm. Mgr. Prog. Dir. James
R. Brewer
Sales Prom. Mgr. Prod.-Pub. Dir. Steve Bellinger
Musical Director.....Ruth Baumgart

W B O W

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address.....303 S. Sixth St.
Phone Number.....Crawford 5034
Transmitter Location.....First & Peyton Sts.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....World
Representative.....Weed
Membership.....NAB, BMB, FMA
General-Station Manager..William F. Rippeloe
Sales Manager.....Sigel A. Roush
Program Director.....Leo J. Baxter
Publicity Director.....Madeline K. Barry
Chief Engineer.....Donald Aldrich

W T H I

TERRE HAUTE—1948—ABC

Frequency: 1480 Kc.....Power: 1,000 Watts
Owned-Operated By...Wabash Valley Bcstg.
Corp.
Business-Studio Address.....120 So. 7th St.
Phone Number.....Crawford 9481
Transmitter Location...13th St. & Hazelburger
Road
Air Time.....Unlimited
Transcription Service...Lang-Worth, Library
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Anton Hulman, Jr.
Station Manager.....J. M. Higgins
Program Director.....Arnold C. Johnson
Chief Engineer.....T. R. Felts
Farm Editor.....Arnold C. Johnson

W A O V

VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business-Studio Address...320 Bussron St.
Phone Number.....787
Transmitter Location...Hqwy., N. of Vincennes
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership.....NAB
President.....Eugene C. Pulliam
General Manager.....Howard N. Greenlee
Station-Sales Promotion Mgr..Samuel J. Dodd
Program Director.....Dale Young
Publicity Director.....Beth Fitzpatrick
Musical Director.....David Livingstone
Chief Engineer.....Eugene E. Alden
Farm Editor.....Ted Hill

IOWA

Estimated Population 2,625,000—Increase +3.4%—Radio Homes 742,500
Total Families 765,000—Stations in State 37

KASI

AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By: Ames Bcstg. Co.
Business-Studio Address: 328½ Main St.
Phone Number: 3460
News Service: UP
Transcription Service: Thesaurus, Capitol
President, General Mgr.: Harold W. Higby
Sales Manager: Arthur A. Skinner
Program Director: William Allen Bell
Chief Engineer: Doyle D. Kelso

KBUR

BURLINGTON—1941—ABC

Frequency: 1490. Power: 250 Watts
Owned-Operated By: Burlington Bcstg. Co.
Business-Studio Address: National Bank Bldg.
Phone Number: 680
Transmitter Location: West Burlington
Air Time: 6:00 a.m.-M
News Service: UP
Transcription Service: Thesaurus
Representative: Taylor-Boroff
Membership: NAB, FMA
President: Dan T. Riley
General Manager: Gerard B. McDermott
Commercial Manager: David H. Steinle
Program Director: Richard Mosena
Publicity Director: David Steinle
Chief Announcer: Lowell Jack
Musical Director: Richard Kephart
Chief Engineer: John Gallino
Farm Editor: Gene Phillippe

KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts
Owned-Operated By: The Gazette Co.
Business-Studio Address: 104 First St., SW
Phone Number: 4194
Transmitter Location: Cedar Rapids
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Standard, Associated
Representative: John E. Pearson
Membership: NAB, BMB, FMA
Secretary, Vice-President: Joseph F. Hladky
General-Station-Comm. Mgr.: Neil C. Conklin
Sales Prom. Mgr., Pub. Dir.: Edna A. Herbst
Program Director: Wade S. Patterson
Chief Announcer: Walter L. Pearson
Musical Director: Jacquelyn T. Maguire
Chief Engineer: Kenneth M. Caldwell
Farm Editor: Rex Conn

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: American Bcstg.
Stations, Inc.
Bus. Address: 807 Barr Bldg., Washington,
D. C.
Phone Number: District 2717, Washington,
6127 at WMT, Cedar Rapids
Studio Address: Paramount Theatre Bldg.
Transmitter Location: Marion
Air Time: 5:30 a.m.-12:05 a.m.
News Service: AP, INS, UP
Transcription Service: World, Lang-Worth,
MacGregor
Representative: Katz
Membership: NAB, BMB
President: Helen Mark
General-Station Mgr.: William B. Quarton
Commercial Manager: Lew Van Nostrand
Promotion Mgr., Publicity Dir.: Leo F. Cole
Program-Production Director: Douglas B. Grant
Chief Announcer: Bob Leefer
Musical Director: June Caldwell
Chief Engineer: George Hixenbaugh
Farm Editor: Charles A. Worcester

KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Clinton Bcstg. Corp.
Business-Studio Address: Jacobsen Bldg.
Phone Number: 448
Transmitter Location: 13th Ave. North &
Elvira Road
Air Time: 6:00 a.m.-M
News Service: UP
Transcription Service: Standard
Representative: McKinney, George Webber
Membership: NAB
President: W. S. Jacobsen
General-Station Manager: Morgan Sexton
Commercial Manager: Walter Teich
Sales Promotion Manager: Vernon Gielow
Program-Production Director: Bob Bodden
Publicity Director: Vernon Gielow
Chief Engineer: Gil Andrew
Farm Editor: John Rohwer

KSWI

COUNCIL BLUFFS—1947
TALL CORN

Frequency: 1560 Kc. Power: 500 Watts
Owned-Operated By: Nonpareil Bcstg. Co.
Business Address: Strand Theatre Bldg.

. . . **I O W A** . . .

Phone Number.....4041 Council Bluffs,
Jackson 7736 Omaha, Neb.
Studio Addresses..Strand The. Bldg., Council
Bluffs, Live Stock Exc. Bldg., Omaha, Neb.
Transmitter Locatlon....South Omaha Road
Air Time.....Minimum 11 hours
News Service.....AP
Transcription Service..Associated, Lang-Worth
Station Representative.....J. P. McKinney
Membership.....NAB, FMA
President.....Robert R. O'Brien
General-Station Manager...William E. Ware
Sales Promotion Manager...Robert H. O'Brien
Pro. Dir., Chief Announcer...Elden Anspach
Musical Director.....Ralph Carey
Chief Engineer.....Robert W. Hall
Farm Editor.....C. W. McManamy

K S I B

CRESTON—1946—KBS—TALL CORN

Frequency: 1520 Kc.....Power: 1000 Watts
Owned-Operated By...Southwest Iowa Bcstg.
Co.
Business-Studio-Transmitter
Addresses.....Radio Center
Phone Number.....55
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service..Standard, Thesaurus,
SESAC, Keystone
Representative.....J. P. McKinney,
George W. Webber
Membership.....NAB
President.....Arthur Horning
General-Station Mgr., Pub. Dir...E. M. Horning
Commercial-Sales Prom. Mgr...Frank Reynolds
Program-Production Director...John Munger
Chief Announcer, Musical Dir...Dick Weiss
Chief Engineer.....Louis A. Polen
Farm Editor.....Shep Shafer

K S T T

**DAVENPORT—1946
MBS-IOWA TALL CORN**

Frequency: 750 Kc.....Power: 250 Watts
Owned-Operated By...Davenport Bcstg. Co. Inc.
Business-Studio Address.....324 Main St.
Phone Number.....2-3525
Transmitter Location...2505 Rockingham Road
Air Time.....Sunrise to sunset
News Service.....UP
Transcription Service.....C. P. MacGregor
Representative.....J. P. McKinney
President, Station Manager...Hugh R. Norman
Commercial Manager.....Buryl Lottridge
Program Director.....A. M. McGregor
Chief Announcer.....William Genett
Musical Director.....Pat Alan
Farm Editor.....Warren Anderson

W O C

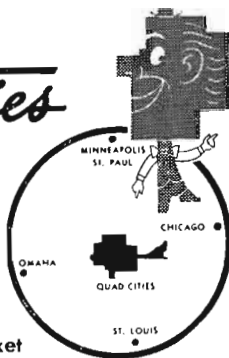
DAVENPORT—1921—NBC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....1000 Brady St.
Phone Number.....3-3661
Transmitter Location.....R. R. No. 1
Air Time.....6 a.m.-M
News Service.....UP
Transcription Service...Lang-Worth, Thesaurus
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President.....Col. B. J. Palmer
V. Pres. & Treas.....D. D. Palmer
Station Manager.....Ernie Sanders
Commercial Manager.....L. O. Fitzgibbons
Sales Promotion Manager.....Paul Ives
Program-Production Director...Charles Freuburg
Publicity Director.....Paul Ives
Musical Director.....George O. Sontag
Chief Engineer.....Paul G. Arvidson

FIRST IN THE

QUAD
Cities

**DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE**



The 40th Retail Market

BASIC Affiliate of NBC—
the No. 1 Network

WOC AM 5,000 W., 1420 Kc.
FM 47 Kw., 103.7 Mc.
TV C.P. 22.9 Kw, visual and aural, Channel 5

DAVENPORT, IOWA

National Representatives Free & Peters, Inc.

KDEC

DECORAH—1947

MBS-IOWA TALL CORN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Telegraph-Herald
 Business-Studio Address: 301 W. Broadway
 Phone Number: 1240
 Transmitter Location: 600 Leiv Eirikson Dr.
 Air Time: Shares time
 News Service: AP
 Transcription Service: Standard
 Representative: J. P. McKinney,
 George Webber
 Membership: NAB
 President: F. W. Woodward
 General Manager: William J. Croker
 Commercial Manager: George Dorrington
 Production Director: Robert Hildreth
 Musical Director: Tom Corniea
 Chief Engineer: Curtis Eittrheim
 Farm Editor: Jay Spurgeon

KCBC

DES MOINES—1946—MBS

Frequency: 1390 Kc. Power: 10,000 Watts
 Owned-Oper. By: Kapital City Bcstg. Co.
 Business-Studio Address: 2323 Grand Ave.
 Phone Number: 4-3151
 Transmitter Location: E. 42nd & Dean Ave.
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Weed
 President: George P. E. Caesar, Jr.
 General-Station Mgr.: Rollo H. Bergeson
 Exec. Vice-President: Myles H. Johns
 V.P.-Engineering: Karl Peters
 Sales Promotion Mgr.: C. E. Grant
 Prog.-Musical Dir.: Don Purdy
 Chief Engineer: Bob Brown

KIOA

DES MOINES—1947

Frequency: 940 Kc. Power: 10,000 Watts, d.
 5000 Watts, n.
 Owned-Operated By: Independent Bcstg. Co.,
 Inc.
 Business-Studio Address: Onthank Bldg.,
 10th & Mulberry
 Phone Number: 2-9191
 Transmitter Location: Hartford
 Air Time: Unlimited
 News Service: INS, UP
 Transcription Service: World, Associated
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 Gen. Mgr.: Harold Baker
 V. Pres. & Operations Mgr.: Donn Clayton

Sales Promotion Manager, Publicity
 Director: Janice R. Hull
 Program Director: Don D. Alt
 Production Director: Dan Hosmer
 Chief Announcer: Lee Harris
 Musical Director: Bill Walloce
 Chief Engineer: Lloyd R. Amoo
 Farm Editor: Don Ames

KRNT

DES MOINES—1936—ABC

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By: Cowles Bcstg. Co.
 Business-Studio Address: 715 Locust St.
 Phone Number: 3-2111
 Transmitter Location: S. E. 22nd & Park Ave.
 Air Time: 6 a.m.-M
 News Service: AP, INS, UP
 Transcription Service: Standard, Associated
 Station Representative: The Katz Agency
 Membership: NAB, BMB
 President: Gardner Cowles
 General-Station Manager: Bob Dillon
 Commercial Manager: Paul Elliott
 Sales Promotion Manager: Joe Hudgens
 Program Director: Charles Miller
 Production Director: Dick Covey
 Musical Director: Wayne Ackley
 Chief Engineer: Charles Quentin
 Farm Editor: Joseph B. Ryan

KSO

DES MOINES—1922—CBS

Frequency: 1460 Kc. Power: 5000 Watts d.
 Owned By: Murphy Bcstg. Co.
 Operated By: Kingsley H. Murphy
 Business-Studio Address: Tenth & Grand Ave.
 Phone Number: 3-0571
 Transmitter Location: E. 38th & Broadway
 Air Time: Limited
 News Service: AP, UP
 Transcription Service: World, Cole
 Station Representative: Headley-Reed
 Membership: NAB, BMB
 Pres. & General Mgr.: Kingsley H. Murphy
 Station-Commercial Mgr.: S. H. McGovern
 Program Director: Tom Lewis Shumate
 Production Director: Bill C. Baldwin
 Chief Announcer, Musical Dir.: Bill C. Baldwin
 Chief Engineer: F. E. Bartlett

KWDM

DES MOINES—1948—TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By: Des Moines Bcstg. Corp.
 Business-Studio Address: 407 Fifth
 Phone Number: 2-8363
 Transmitter Location: Levey Road

I O W A

Air Time..... Unlimited
News Service..... INS
Transcription Service..... Cole, Capitol, Associat'd
Representative..... J. P. McKinney
Membership..... NAB
President..... George W. Webber
General-Station Manager..... Robert L. Webber
Commercial Manager..... James L. Kelehan
Program Director..... Les Carmichael
Musical Director..... Esther Rauch
Chief Engineer..... Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc..... Power: 50,000 Watts
Owned-Operated By..... Central Bcstg. Co.
Business-Studio Address..... 914 Walnut St.
Phone Number..... 3-7147
Transmitter Location..... Mitchellville
Air Time..... Unlimited
News Service..... AP, INS, UP
Transcription Service..... Thesourus, SESAC,
Langworth

Station Representative..... Free & Peters
Membership..... NAB, BMB
President..... Col. B. J. Palmer
V. Pres. & Resident Mgr..... Paul A. Loyel
Exsc. V. Pres..... Ralph Evans
Commercial Manager..... Harold Fulton
Program Director..... Jack Kerrigan
Production Director..... Kenneth Gfeller
Musical Director..... Don Hovey
Chief Engineer..... Reed E. Snyder
Farm Editor..... Herb Plambeck

K D T H

DUBUQUE—1941

MBS-IOWA TALL CORN

Frequency: 1370 Kc..... Power: 1000 Watts
Owned-Operated By..... Dubuque Telegraph-
Herald

Bus-Studio Address..... Eighth Ave. & Bluff
Phone Number..... 1603
Transmitter Location..... East Dubuque
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Standard
Station Representative..... J. P. McKinney
Membership..... NAB, BMB, FMA
President..... F. W. Woodward
General-Station Manager..... K. S. Gerdon
Program Director..... Arnie Stierman
Musical Director..... Bob Gribben
Chief Engineer..... Robert I. Hancock
Farm Editor..... Gerald W. McAleece

W K B B

DUBUQUE—1933—ABC

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Dubuque Bcstg. Co.

Business-Studio Address..... 505 Main St.
Phone Number..... 572
Transmitter Location..... R. R. No. 2
Air Time..... 6:30 a.m.-M
News Service..... UP
Transcription Service..... World
Representative..... Robert Meeker
Membership..... NAB, BMB
President..... Charles T. Landon
General-Station Manager..... James D. Carpenter
Commercial-Sales Promotion
Manager..... Harry Hatzenbuehler
Program-Production Dir..... Gleason Kistler
Publicity Director..... James D. Carpenter
Chief Announcer..... L. Vaughn Gayman
Musical Director..... Ethel M. Carpenter
Chief Engineer..... John Uyeoka
Farm Editor..... Gleason Kistler

K V F D

FT. DODGE—1939

MBS-IOWA TALL CORN

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... Northwest Bcstg. Co.
Business-Studio Address..... 912-1st Ave. South
(Warden Bldg.)

Phone Number..... Walnut 3761
Transmitter..... 1 mi. S.W. of Ft. Dodge
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... J. P. McKinney,
George Webber

Membership..... NAB, BMB, FMA
President, General-Station Mgr..... Edward Breen
Office Manager..... Mae Challberg
Sales Promotion Manager..... Max Landes
Program Director..... Drexel Peterson
Publicity Director..... Kenneth Peterson
Chief Engineer..... David G. Sinclair

K X G I

FT. MADISON—1948

Frequency: 1360 Kc..... Power: 500 Watts
Owned By..... Hawkeye Bcstg. Co.
Operated By..... John F. Courier, W. L. Ashby,
Bill M. Barron

Business-Studio Address..... KXGI, Marquette
Bldg.

Phone Number..... 1360
Transmitter Location..... 3 mi. W. of town
Air Time..... Sunrise to sunset
News Service..... AP
Transcription Service..... Capitol
Representative..... Burke, Kulpers & Mahoney
Partners..... John F. Courier, Willis L. Ashby,
Bill M. Barron
General Manager..... John F. Courier
Station Manager..... John D. Staples

IOWA

Sales Promotion Manager... James Fitzgerald
Program Dir. Chief Announcer... Bill M. Barron
Chief Engineer... Willis L. Ashby
Farm Editor... Hal Hampton

KXIC

IOWA CITY—1948

Frequency: 800 Kc. Power: 1000 Watts
Owned-Oper. By... Johnson County Bcstg. Corp.
Business-Studio Address... 108½ East Washing-
ton St.
Phone Number... 81181
Transmitter Location... 1 mi. N. of Iowa City on
R. F. D. No. 1
Air Time... Local sunrise-local sunset
News Service... UP
Transcription Service... Standard, Lang-Worth
Representative... Rural Radio
Membership... NAB
Pres., General-Station Mgr... Robert E. J. Snyder
Commercial Manager... Lawrence B. Butler
Program Director... Herbert D. Olson
News Director... Gene Claussen
Musical Director... Robert L. Bush
Chief Engineer... Elliott Full
Farm Editor... Dick Arnold

KOKX

KEOKUK—1947—IOWA TALL CORN

Frequency: 1310 Kc. Power: 250 Watts
Owned-Operated By... Keokuk Bcstg. Co.
Business-Studio Address... Fifth & Main Sts.
Phone Number... 235-6
Transmitter Location... Main St. Rd.
Air Time... Daytime
News Service... UP
Transcription Service... Lang-Worth, World
Membership... NAB
President... H. W. Stadler
General-Station-Commercial-Sales Promotion
Mgr., Publicity Dir... George B. J. Adkisson
Program-Production Dir... Robert C. Matheny
Chief Engineer... Alvin M. Frazee

KFJB

MARSHALLTOWN—1923
MBS-IOWA TALL CORN

Frequency: 1230 Kc. Power: 250 Watts
Owned By... Times Republican Ptg. Co.
Operated By... Marshall Electric Co.
Business-Studio Address... 136 W. Main St.
Phone Number... 3361
Transmitter Location... Route No. 3
Air Time... Unlimited
News Service... UP
Transcription Service... Standard
Representative... J. P. McKinney
Membership... NAB, BMB

President... D. W. Norris
General-Station Manager... Paul E. Millen
Commercial Manager... R. W. Brown
Program Director... Ray P. Bennett
Publicity Director... Paul G. Norris
Chief Engineer... Herbert G. Anderson
Farm Editor... William P. White

KGLO

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By... Lee Radio, Inc.
Business-Studio Address... 12½ 2nd N. E.
Phone Number... 2800
Transmitter Location... 2 mi. W. of Mason City
Hqwy. 18
Air Time... Unlimited
News Service... AP, UP
Transcription Service... Standard, Associated
Representative... Weed & Co.
Membership... NAB, BMB, FMA
President... Lee P. Loomis
General-Station Manager... Herbert R. Ohrt
Commercial Manager... Lloyd D. Loers
Sales-Promotion Mgr., Pub. Dir... Henry B. Hook
Program Director... William G. Suter
Chief Engineer... Roger E. Sawyer
News, Farm Editor... Charles Hilton

KICM

MASON CITY—1948
MBS-IOWA TALL CORN

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Mason City Bcstg. Co.
Business-Studio Address... 5 2nd St. S. W.
Phone Number... 5400
Transmitter Location... 19th St. S. W.
Air Time... 6 a.m.-M
News Service... AP
Transcription Service... World
Representative... J. P. McKinney
Membership... NAB
President... Louis Wolf
General-Station Manager... Charles E. Jones
Commercial Manager... Joseph Simon
Program-Production Director... Paul B. Patrick
Chief Announcer, Farm Editor... James Knox
Chief Engineer... Larry Lawson

KSMN

MASON CITY—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By... Mohawk Bcstg. Co.
Business Address... Box 919
Phone Number... 5840
Transmitter Location... 5 mi. E. of city
Air Time... Daytime
News Service... UP

Transcription Service.....Lang-Worth
 Representative...Joseph Hershey McGillvra
 Pres., General-Station Mgr...Robert M. Carson
 Commercial-Sales Promotion

Manager.....No.man W. Rice
 Program Director.....Jane Rice
 Chief Announcer.....Frank Sims
 Chief Engineer.....Jack Duncan
 Farm Editor.....Paul Pippert

KWPC

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc.....Power: 250 Watts
 Owned-Operated By...Muscatine Bcstg. Co., Ltd.
 Bus.-Studio-Transmitter Address...Mulberry
 & Houser

Phone Number.....860
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service...Thesaurus, Associated
 Representative.....J. P. McKinney
 Membership.....NAB, FMA
 General-Commercial Mgr...George J. Volger
 Program Director.....Thelma Volger
 Chief Engineer.....Elmer Christenson
 Farm Editor.....John Hamlon

KBIZ

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KBIZ, Inc.
 Business-Studio Address.....Seven Acres,
 2513 N. Court Rd.

Phone Number.....5600-1
 Transmitter Location.....Community Gardens
 Air Time.....6 a.m.-M
 News Service.....UP
 Transcription Service.....World
 President, General Mgr...James I. Conroy
 Station Manager.....Eleonor M. Haling
 Commercial-Sales Promo. Mgr...Richard Meier
 Program-Production Dir.....Del Donahoo
 Musical Director.....Darrel Jones
 Chief Engineer.....Wayne J. Hatchett

KFNF

SHENANDOAH—1924

Frequency: 920 Kc.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By.....Capital Bcstg. Co.
 Bus.-Studio-Transmitter

Address.....403 Sycamore
 Phone Number.....1302
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, Standard
 Membership.....NAB
 Manager.....C. Earl Williams
 Program Director.....Earl Blakesley
 Chief Engineer.....William Hutton

KMA

SHENANDOAH—1925—ABC-MBS

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....May Bcstg. Co.
 Business-Studio Address...Lowell & Elm Sts.
 Phone Number.....192
 Transmitter Location.....1 mi. NE of
 Shenadoah on Hgwy. 48

Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....SESAC, Cole
 Representative.....Avery-Knodel, Inc.
 Membership.....NAB, BMB
 President.....Edward W. May
 General Manager.....Owen Saddler
 Station Manager.....H. O. Peterson
 Sales Promotion Mgr., Publicity Dir...Jim Moore
 Program Director.....Glenn Harris
 Chief Engineer.....R. J. Schroeder
 Farm Editor.....Merrill J. Langfitt

KSCJ

SIOUX CITY—1927—CBS

Frequency: 1360 Kc.....Power: 3000 Watts
 Owned-Operated By.....Pe kins Bros. Co.
 Business-Studio Address.....415 Douglas St.
 Phone Number.....5-7993

Transmitter Location.....Leeds
 Air Time.....6 a.m.-M
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 SESAC, Cole
 Representative.....George P. Hollingbery
 Membership.....NAB, FMA
 President.....W. R. Perkins
 Station-Commercial Mgr.....E. T. Floherty
 Program Director.....Elizabeth Sammons
 Publicity Director.....Jean Harraday
 Chief Engineer.....S. C. Dier

KTRI

SIOUX CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By...Sioux City Bcstg. Co.
 Business-Studio Address.....Commerce Bldg.
 Phone Number.....8-0165

Transmitter Location.....Dakota City
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Taylor-Boroff
 Membership.....NAB, BMB
 President.....Eugene Kelly
 General-Station-Comm. Mgr...Dietrich Dirks
 Sales Promotion Manager.....Lennon Kelly
 Program-Publicity Director...Sheldon Singer
 Production Dir., Chief Announcer...Bob Hansen
 Chief Engineer.....Willard Easterly

K I C D

SPENCER—1942—MBS-TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Iowa Great Lakes Bcstg. Co.
 Operated By.....Ben B. Sanders
 Business-Studio-Transmitter Address..Hqwy. 18
 & 71
 Phone Number.....45-6
 Air Time.....6 a.m.-M
 News Service.....AP
 Transcription Service.....World, Standard,
 Associated
 Representative.....J. P. McKinney
 Pres., General-Station Mgr.....Ben B. Sanders
 Commercial-Sales Promo. Mgr.....Henry P. Cate
 Program-Production-Publicity Director,
 Chief Announcer.....Mason Dixon
 Musical Director.....Tom Edwards

Chief Engineer.....Clarence Touw
 Farm Editor.....Lyle Swigart

K A Y L

STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts
 Owned-Operated By....Cornbell Bcstg. Co.
 Business-Studio Address.....Park Bldg.
 Phone Number.....1490
 Transmitter Location...Hqwys. 5 & 71 E. of
 Storm Lake
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Capitol, Thesaurus
 Membership.....NAB
 President.....O. J. Grau
 General Mgr., Program Dir....Lee Gordon
 Rasmussen

Why is **AP** the best?

Because — it is controlled by those
 who have an especial interest in
 news — all its members.

Available through membership.

Commercial Manager.....James I. McCord
 Chief Engineer.....Charles Woodard
 Farm Editor.....Norman Thomsen

KAYX

WATERLOO—1947—TALL CORN

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Waterloo Bcstg. Co.
 Business-Studio Address...620½ LaFayette St.
 Phone Number.....6851
 Transmitter Location.....2½ MI. S.E. on
 Hwya. 218

Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....NBC, Lang-Worth
 Representative.....J. P. McKinney
 President.....C. R. Miller
 Station-Commercial Manager....A. W. Triggs
 Program Director.....L. F. Podhaski
 Publicity Dir., Chief Announcer...Ray Starr
 Chief Engineer.....C. R. Schaeffer
 Farm Editor.....Warren Kester

KWWL

WATERLOO—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.

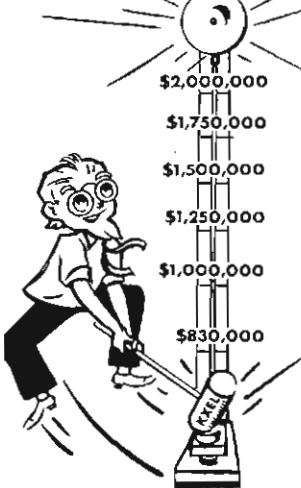
Owned-Oper. By.....Black Hawk Bcstg. Co.
 Bus.-Studio Address.....Russell-Lamson Hotel
 Phone Number.....4406
 News Service.....AP
 Transcription Service.....Associated
 President, General Mgr.....R. J. McElroy
 Commercial Mgr.....W. Lyle Harvey
 Program Director.....Edwin L. Falk
 Promotion Manager.....Horb James
 Chief Engineer.....Howard Burgess

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Josh Higgins Bcstg. Co.
 Business-Studio Address.....Insurance Bldg.
 Phone Number.....3-337L
 Transmitter Location.....Dysart
 Air Time.....Unlimited
 News Service.....INS
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President, Gen. Station Manager...Joe DuMond
 Comm.-Sales Promotion Mgr.....A. J. DuMond
 Program-Musical Director.....Emlyn Owen
 Chief Engineer.....Donald E. Kassner
 Farm Editor.....Carl Roth

\$2,250,000
 ANNUAL
 KLEEN MAID BREAD
 SALES



K X E L

**"Backbone" of Radio's
 Most Amazing
 SALES SUCCESS**

- OVER THREE THOUSAND KXEL newscasts build Kleen-Maid bread sales from \$830,000 yearly to \$2,250,000.
- KXEL's newscasts increase Kleen-Maid outlets from 1020 to 1421.
- KXEL's newscasts increase Kleen-Maid routes from 27 to 40, OVER A ONE HUNDRED AND FORTY MILE AREA.

This amazing sales increase has been accomplished through KXEL's INTENSE SELLING, its GREAT PROGRAM POPULARITY and ITS BROAD 50,000 WATT COVERAGE in an area embracing Iowa's greatest concentration of wealth and people.

HERE IS POSITIVE PROOF THAT YOU CANNOT SELL THE HEART OF IOWA WITHOUT KXEL AND THE KXEL RURAL CITY.

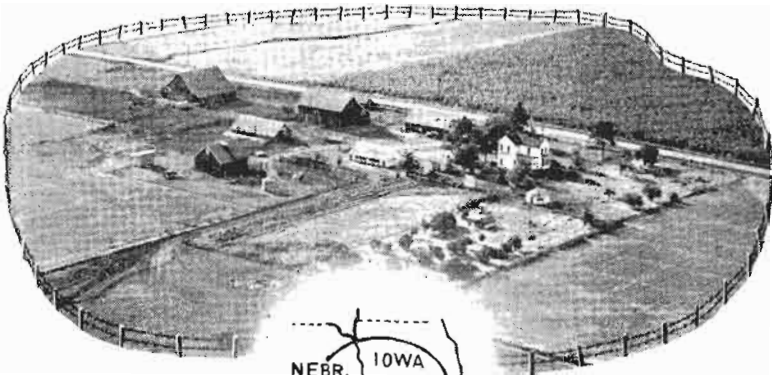
(Conlan Survey shows up to 52.4% listening audience.)

KXEL — 50,000 watts — ABC

JOSH HIGGINS BROADCASTING CO.
 WATERLOO, IOWA

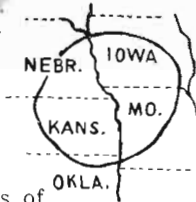
Represented by Avery-Knodel, Inc.
 COVERING THE GREAT "KXEL RURAL CITY"

WIBW Fences In This Rich



Five State

Within this half millivolt line live the First Families of Agriculture—those loyal WIBW listeners who have been hitting the jackpot of bumper crops and high prices for eight consecutive years.



Farm Market

Already one of America's most important markets, we sincerely believe that the next twelve months will see more dollars-per-person spent here than anywhere else in the country.

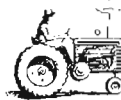
LOOK at the BUYING POWER of WIBW's audience!



Modern, mechanized farming is Big Business. In 1948 our listeners harvested the biggest corn crop on record and

topped it off with the third largest wheat crop. Income from these alone would put WIBW listeners on Easy Street, but it's only the beginning.

There are dozens of other diversified sources of year-round income — cattle, hogs, sheep, poultry, milk, eggs and 2½ million bushels of high priced soy beans as well as flax, barley, rye and sorghum. The dollar value of this year's crops will undoubtedly go down in history as the greatest ever produced.



IMPORTANT TO YOU is that wealth like this has been piling up for eight years. The comic strip farmer has been replaced by a scientific agriculturist. Modernization is everywhere . . . in machinery, equipment, homes and furnishings. Modern communication has made the wants of farm families and small town dwellers the same as those of the city dweller.

EQUALLY IMPORTANT is their overwhelming preference for WIBW for service, entertainment and buying guidance . . . a fact that is continuously demonstrated by sales records of WIBW advertisers.

Seems like we ought to get together—doesn't it?

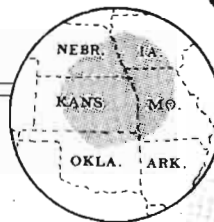


W I B W

SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW • TOPEKA, KANSAS • WIBW-FM



**C
B
S**

KANSAS

Estimated Population 1,968,000—Increase +9.3%—Radio Homes 543,800
Total Families 571,800—Stations in State 28

KSOK

ARKANSAS CITY—1946

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By The KSOK Bcstg. Co., Inc.
Business-Studio Address . . . Home National Bank Bldg.
Phone Number 2666
Transmitter Location . . . 1 Mi. N. of Arkansas City
Air Time Local sunrise-sunset
News Service AP
Transcription Service Capitol
Representative Lorenzen & Thompson
President Oscar S. Stauffer
V.P., Gen. Station Mgr. S. C. Thompson
Sales Promotion Manager Glen E. Williams
Program-Production Director Don D. Chadd
Publicity Director Melvin A. Haines
Chief Announcer Frederick B. Uszle
Chief Engineer Edward H. Howe
Farm Editor Melvin A. Haines

KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
Owned-Oper. By Western Plains Bcstg. Co., Inc.
Business-Studio Address 505 N. Franklin
Phone Number 790
Transmitter Location 2 Mi. E. of Colby
Air Time Daytime
News Service INS
Transcription Service Associated, Capitol
Representative Rural Radio Co.
Membership NAB, BMB
President, General Manager John B. Hughes
Commercial Manager Dan E. Bellus
Program Director George Nickson
Production Director Jerry Appy
Publicity Director C. Dale Danford
Musical Director George Nickson
Chief Engineer U. L. Lynch
Farm Editor Embert Coles

KVAK

ATCHISON—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By S. H. Patterson
Address 622½ Commercial St.
Phone Number 1420
News Service AP
Transcription Service KBS
President S. H. Patterson
General Mgr. Norwood J. Patterson
Commercial Mgr. Ed Arthur
Program Director Peter Pitell
Promotion Manager Sam Elliston
Chief Engineer Lowden Gingre

KGGF

COFFEYVILLE—1947—ABC

Frequency: 690 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By The Midwest Bcstg. Co., Inc.
Business-Studio Address 8th & Elm
Phone Number 147
Transmitter Location So. Coffeyville, Okla.
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service World, Thesaurus
Representative Weed
Membership NAB
President Fay N. Seaton
General Manager Richard M. Seaton
Station Manager Robert L. Pratt
Commercial Manager E. B. Spoonamore
Program Director Roger H. Stoner
Chief Engineer J. S. Jaminet
Farm Editor Joe Cook

KGN O

DODGE CITY—1930 KBS-KANSAS STATE

Frequency: 1370 Kc. Power: 1000 Watts d.;
250 Watts n.
Owned-Oper. By Dodge City Bcstg. Co.
Business Address 705 Second Ave.
Phone Number 1340
Studio Address Globe Bldg.
Transmitter Location W. Park St.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, Keystone
Representative Art Hagg
Membership BMB
President, General Manager J. C. Denious
Station Mgr., Program Dir. Herschel Holland
Commercial Manager Isadore Salm
Sales Promotion Manager Gordon Sanders
Chief Engineer Henry McClintock

KTSW

EMPORIA—1939 MBS-KANSAS STATE-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Emporia Bcstg. Co., Inc.
Business-Studio Address 613 Merchant St.
Phone Number 153-4
Transmitter Location Sodens Grove
Air Time Unlimited
News Service AP
Transcription Service World, Standard, KBS
Membership NAB

President, General Mgr. Julian L. Hill
 Asst. Mgr., Chief Engineer Paul H. Daniels
 Program Director Mrs. Robert Grimm
 Farm Editor Tex Smiley

K G A R

GARDEN CITY—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Albert B. Pyatt
 Business-Studio Address Radio Ranch
 Phone Number 3041
 News Service UP
 Transcription Service Capitol, MacGregor
 Representative Associated
 President, General Mgr. Albert B. Pyatt
 Comm. Mgr., Prog. Dir. Don White
 Chief Engineer Claude L. Hughes

K I U L

GARDEN CITY—1935—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Telegram Publishing Co.
 Business-Studio Address 509½ N. Main St.
 Phone Number 4581
 Transmitter Location Warner Terrace
 Air Time 6 a.m.-11:30 p.m.
 News Service AP, UP
 Transcription Service Thesaurus, Keystone
 Membership NAB
 President Robert B. Reed
 General Manager G. F. Reed
 Station Manager Robert Wells
 Commercial Manager Steve Aylward
 Program-Publicity Director Tom Lanman
 Chief Announcer Max Bicknell
 Chief Engineer Bob Bryant
 Farm Editor Tony Jewell

K W G B

GOODLAND—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Goodland Bcstg. Co.
 Business-Studio Address Hotel Goodland
 Phone Number 331
 News Service INS
 Transcription Service Lang-Worth
 President, General Mgr. James E. Blair
 Commercial Mgr. Dick Eldridge
 Program Director Bert Blair
 Chief Engineer Walt Bigelow, Jr.

K V G B

GREAT BEND—1937—MBS

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Operated By KVGB, Inc.
 Business-Studio Address 2103 Forest
 Phone Number 4317-8
 Transmitter Location 3 Mi. SW of Great Bend
 Air Time Unlimited

News Service UP
 Transcription Service SESAC, Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President Helen T. Coogan
 General-Station Manager Grover C. Cobb
 Commercial Manager Sherwood R. Parks
 Sales Promotion Manager Bill J. Jarvis
 Program Director Ray H. Beals
 Musical Director Howard Neighbor
 Chief Engineer Chester A. Wallack

K A Y S

HAYS—1948

Frequency: 1400 Kc. Power: 250 Watts
 Business-Studio Address 2401 Hall St.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Capitol
 Manager Clem Morgan
 Commercial Manager Lynn Cook
 Program Director Paul Kelly
 Chief Engineer Glenn Barnett

K W B W

HUTCHINSON—1935—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Radio Station KWBW
 Business-Studio Address 101 East Ave "A"
 Phone Number 5202
 Transmitter Location 17th & Harding Sts.
 Air Time 18 Hrs.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President, General-Station Mgr. William Wyse
 Comm.-Sales Promotion Mgr. Robert Rives
 Prog.-Prod.-Pub. Director William Michelsen
 Musical Dir., Farm Editor James Pyatt
 Chief Engineer John Swafford

K W H K

HUTCHINSON—1946—KBS

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By KWHK Bcstg. Co., Inc.
 Business-Studio Address 18 W. 5th St.
 Phone Number 3-100
 Transmitter Location Sunrise-sunset
 News Service AP
 Transcription Service Standard, Keystone
 Representative Homer Griffith, J. P. McKinney
 President R. L. Evans
 Sec.-Treas., Gen.-Station Mgr. Vern Minor
 Commercial Manager Gren Darling
 Sales Promotion Manager Malcolm West
 Program-Production Dir. Paul Cochran
 Publicity Director Don Bell
 Musical Director J. Bruce Murray
 Chief Engineer Millary Clary
 Farm Editor Don Bell

KIND

INDEPENDENCE—1947—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By. Central Bcstg., Inc.
 Bus.-Studio-Transmitter Professional Bldg.
 Phone Number 1010
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service. Lang-Worth, Keystone
 Membership BMB
 President, General Manager. J. Nelson Rupard
 Program Director. M. Keith Upson
 Publicity Director. Joe Fields
 Chief Engineer. Harry C. Butterfield

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned By. Capper Publications, Inc.
 Operated By. The KCKN Bcstg. Co., Inc.
 Business-Studio Address. 300 Walloway Bldg.
 Phone Number. Victor 3864
 Transmitter Location. 901 N. 8th St.
 Air Time. 7 a.m.-11 p.m.
 News Service. AP, UP
 Transcription Service. Lang-Worth, Standard
 Representative Capper Publications
 President. W. A. Bailey
 General Manager. Ben Ludy
 Station Manager. Ellis Atteberry
 Commercial Manager. Joe Story
 Production Director. George Stump
 Chief Engineer. K. G. Marquardt

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Oper. By. The Leavenworth Bcstg. Co.
 Business-Studio Address. 418½ Cherokee St.
 News Service UP
 Transcription Service Capitol
 President. Hon. Alf M. Landon
 General Manager. A. D. Whisenant
 Commercial Manager. Orville Hundley
 Program Director. Ron Barkley
 Chief Engineer. Mel Gleason

KSCB

LIBERAL—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Seward County Bcstg. Co.
 Business-Studio Address. E. 8th St.
 Phone Number 385
 News Service UP
 Transcription Service Standard
 President. Hon. Alf M. Landon
 General Manager. Leon S. Salathell
 Program Director. Ben Barry
 Chief Engineer. Wayne Pash

KLKC

PARSONS—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By. Community Bcstg. Co.
 Business-Studio Address. 1904 Broadway
 Phone Number 4050
 News Service AP
 Transcription Service Standard
 President. Clyde M. Reed
 General Manager. Kerm Trimble
 Commercial Manager. Jerry Toland
 Program Director. Ray Drenner

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc. Power: 10,000 Watts d.
 Owned-Oper. By. The Pittsburg Bcstg. Co., Inc.
 Business Address. P. O. Box 603
 Phone Number 2165
 Studio Address. Commerce Bldg.
 Transmitter Location. 3½ Mi. E. of Pittsburg
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative. John E. Pearson
 Membership NAB, BMB
 President. E. V. Baxter
 Station Commercial Manager. R. E. Wade
 Chief Announcer. Bob Arthur
 Chief Engineer. Leo Stafford

KSEK

PITTSBURG—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. The Pittsburg Publ. Co.
 Business-Studio Address. Hotel Besse Bldg.
 Phone Number 742
 Transmitter Location. E. Quincy (extended)
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative. Lorenzen & Thompson
 President. O. S. Stauffer
 General Manager. James M. Griffith
 Commercial Manager. Peter J. Esser
 Program Director. Jack Lloyd
 Publicity Director. Dorothy Conner
 Chief Engineer. W. D. Brosseau

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By. KSAL, Inc.
 Bus.-Studio Address. Journal Bldg., Seventh &
 Iron Sts.
 Phone Number 100-1
 Transmitter Location. New Cambria
 Air Time Unlimited
 News Service AP

KANSAS

Transcription Service...Lang-Worth, Standard
Representative.....John E. Pearson
Membership.....BMB
President.....R. J. Laubengayer
Station-Comm. Mgr., Prog. Dir.....R. V. Jensen
Sales Promotion Manager...Peter M. Macdonald
Chief Announcer.....John G. Smith
Musical Director.....Alfred M. Thompson
Chief Engineer.....N. E. Vance, Jr.
Farm Editor.....Stewart Peck

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Collinson Bcstg. Co.
Operated By.....T. Hall Collinson
Business-Studio Address.....214 W. 5th St.
Phone Number.....4-3444
Transmitter Location.....N. Buchanan
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol, Associated
Representative.....Lorenzen & Thompson
Owner, Manager.....T. Hall Collinson
Commercial Manager.....Richard C. Scheele
Sales Promotion Manager,
Publicity Director.....Thad M. Sandstrom
Program Director.....Jack Warren Ostrode
Production Director.....William Griskey
Chief Announcer.....Wayne M. Heady
Chief Engineer.....David R. Stevenson

WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Operated By.....Topeka Bcstg. Assn., Inc.
Business-Studio Address.....1035 Topeka Blvd.
Phone Number.....3-2377
Transmitter Location.....7 Mi. W. of Topeka
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Membership.....FMA
President.....H. S. Blake
General-Station Manager.....Ben Ludy
Commercial Manager.....Hilton Hodges
Prog.-Prod.-Musical Dir.....Maude Carlson
Publicity Director.....Allan Young
Chief Engineer.....K. G. Marquardt
Farm Editor.....Gene Shipley

(See Page 422)

WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...Jackman & Jackman, Inc.
Business-Studio Address.....411 W. 10th St.
Phone Number.....2-0505-6
Transmitter Location.....Grantville
Air Time.....6:30 a.m.-M.

News Service.....UP
Transcription Service.....Thesaurus
Representative.....George P. Hollingbery
Membership.....NAB, BMB
President.....R. C. Jackman
General Manager.....John S. Major
Comm.-Sales Promotion Mgr....Bailey Axton
Program Director.....Fred L. Conger
Chief Engineer.....Carl B. Bliesner

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...KAKE Bcstg. Co., Inc.
Business-Studio Address...418 W. Douglas Ave.
Phone Number.....4-9369
Transmitter Location...19th & Hydraulic Sts.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World
Membership.....NAB
President.....Mark Adams
General Manager.....Jack Todd
Commercial Manager.....Martin Bass
Sales Prom. Mgr., Program-Production
Director.....Graeme Fletcher
Chief Engineer.....Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....Kansas Bcstg., Inc.
Business-Studio Address...1015 N. Broadway
Phone Number.....4-2387
Transmitter Location.....5560 W. 13th St.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Taylor-Boroff
Membership.....NAB, BMB
President, General Mgr.....Archie J. Taylor
Commercial Manager.....H. W. Allen
Program Director.....Paul A. Wilson
Musical Director.....Raymond Shelley
Chief Engineer.....Ted Halthecker

KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc.....Power: 10,000 Watts d.;
1000 Watts n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....200 E. First St.
Phone Number.....2-1447
Transmitter Location.....RFD No. 2, Box 14
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Capitol
Representative.....Avery-Knodel
Membership.....NAB, BMB

KANSAS-KENTUCKY

President.....Clem J. Randau
 General-Station Manager.....Howard Lane
 Comm.-Sales Prom. Mgr.....D. W. McCoy, Sr.
 Prog.-Prod.-Pub. Director.....J. B. Bradshaw
 Chief Announcer.....Tom Belcher
 Musical Director.....Verne Nydegger
 Chief Engineer.....K. W. Pyle
 Farm Editor.....Lester Weatherwax

Transmitter Location.....RR 3
 Air Time.....5 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....John Rigby
 Exec. V.P.....Marcellus M. Murdock
 General Manager.....Frank V. Webb
 Natl. Sales Mgr.....Frank Mathews
 Sales Promotion Manager.....Russel L. Lowe
 Program Director.....Vernon E. Reed
 Production Director.....John R. Speer
 Chief Announcer.....David M. Wilson
 Musical Director.....Wayne Euchner
 Chief Engineer.....Amos C. Daddisman
 Farm Editor.....Bruce Behymer

KFH

WICHITA—1923—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station KFH Co.
 Business-Studio Address.....KFH Bldg.
 Phone Number.....2-4491

KENTUCKY

*Estimated Population 2,819,000—Increase —0.9%—Radio Homes 635,200
 Total Families 715,600—Stations in State 37*

W C M I

ASHLAND—1935—CBS-SOUTHERN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Ashland Bcstg. Co.
 Business-Studio Address.....South 20th St.
 Phone Number.....3010
 Transmitter Location.....47th & Clay Sts.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Gilmore N. Nunn
 Gen.-Station-Comm. Mgr....Charles C. Warren
 Sales Prom.-Program Dir.....W. R. Martin
 Prod. Dir., Chief Announcer..George Marshall
 Publicity Director.....Ed Paulin
 Musical Director.....David Stanley
 Chief Engineer.....Clarence Weaver
 Farm Editor.....Ed. Paulin

Commercial Manager.....Houston Griffin
 Sales Prom. Mgr., Pub. Dir.....Alvis Temple
 Prog.-Prod. Director.....Joe H. Calloway
 Chief Announcer.....Sam Allgood
 Musical Director.....James Topmiller
 Chief Engineer.....Neal McGown
 Farm Editor.....Alvis Temple

W L B J

BOWLING GREEN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Bowling Green Bcstg. Co.,
 Inc.
 Bus.-Studio-Transmitter Address..901 Fairview
 Ave.
 Phone Number.....1340-1
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Capitol, Keystone
 Representative.....Burn-Smith
 Membership.....NAB
 Pres., Gen.-Station Manager, Publicity
 Director.....Ken D. Given
 Comm.-Sales Promotion Mgr....Elmer A. Finley
 Program-Production Dir.....William Kuznitsof
 Chief Announcer.....Joe Hamilton
 Musical Director.....Helen Given
 Chief Engineer.....Rondal L. Miller
 Farm Editor.....Joe Hamilton

W K C T

**BOWLING GREEN—1947
KENTUCKY STATE**

Frequency: 930 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...The Daily News Bcstg. Co.
 Business-Studio Address.....415 Park Row
 Phone Number.....2640
 Transmitter Location.....Beech Bend Park
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service....Associated, Standard,
 SESAC
 President.....J. Ray Gaines
 Gen.-Station Mgr.....Paul R. Huddleston

W T C O

CAMPBELLVILLE—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...South Central Kentucky
 Bcstg. Corp.

KENTUCKY

Business-Studio Address.....203 Main St.
Phone Number.....250
Transmitter Location...On State Hway 55, 3¼
Mi. N. of Campbellville
Air Time.....Daytime
News Service.....UP
Transcription Service...Capitol, World, Cole
Membership.....NAB
President.....H. T. Parrott
Gen.-Station-Comm. Mgr....James Shacklette
Sales Promotion Mgr....William J. Harris, Jr.
Program-Production Dir....Lemuel Felts
Chief Announcer.....Robert Shippee
Musical Director.....Lemuel Felts
Chief Engineer.....J. B. Crawley

WCTT

CORBIN—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Corbin Times-Tribune, Inc.
Business Address.....308 S. Main St.
Phone Number.....123-4, 1071
Studio-Transmitter Location.....Falls Hway.
Air Time.....17 Hrs.
News Service.....AP
Transcription Service...Thesaurus, Keystone
Membership.....NAB, BMB
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager.....W. Wallace Robinson
Commercial Manager.....S. G. Hembree
Chief Announcer.....Rufus G. Disney
Chief Engineer.....Russell Henson

WZIP

COVINGTON—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
Phone Number.....JUniper 5900
Transmitter Location.....Eighth & Horton Sts.
Air Time.....Daytime
News Service.....AP
Transcription Service.....World, SESAC
Membership.....NAB, BMB
Pres., Gen.-Comm. Mgr....Arthur L. Eilerman
Station-Sales Prom. Mgr., Program
Director.....Lloyd W. Baldwin
Production Director.....James Ferguson
Publicity Director.....Lloyd W. Baldwin
Chief Announcer.....Stephen Crane
Musical Director.....Jimmy Lee
Chief Engineer.....Richard Washington
Farm Editor.....Raymond L. Scott

WHIR

DANVILLE—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Commonwealth Bcstg. Corp.

Business Address.....P. O. Box 234
Phone Number.....1230
News Service.....AP
Transcription Service.....World, Capitol
President, Commercial Mgr.....W. T. Isaac
V.P., Program Dir.....David B. Highbaugh

WFKY

FRANKFORT—1946
MBS-BLUEGRASS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Frankfort Bcstg. Co.
Business-Studio Address.....104 E. Main St.
Phone Numbers.....2509-10; Transmitter, 2354
Transmitter Location.....Crutcher's Hill
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Membership.....NAB, BMB
President.....Garvice Kincaid
General Manager.....Robertson C. Scott
Program Director.....John A. Vroman
Chief Engineer.....Wallace Roach

WKAY

GLASGOW—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Glasgow Bcstg. Co., Inc.
Business-Studio Address.....Glasgow
Phone Number.....598, 632
Transmitter Location.....Happy Valley Rd.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Standard
Representative.....Helen Wood, Colton
Membership.....NAB
President.....Gordon E. Brown
General Manager.....Edward C. Lockwood
Commercial Manager.....Louis Rayburn
Program Director.....Lee Redford
Chief Announcer.....Noel Pass
Chief Engineer.....Edward C. Lockwood

WHLN

HARLAN—1941
MBS-KBS-GOOD COAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Blanco Radio Co., Inc.
Business-Studio-Transmitter Address...Harlan
Phone Number.....625-6
Air Time.....6 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....Standard, Keystone
Representative.....Burn-Smith
Membership.....NAB
President, Gen.-Station Mgr.....R. B. Helms
Comm. Mgr., Prog. Dir.....C. E. Whitehart
Sales Prom. Mgr., Pub. Dir.....Kyle Whitehead
Production Director.....James Morgan

KENTUCKY

Chief Announcer.....Jay Barlow
Chief Engineer.....John Greenwood
Farm Editor.....Allen Davis

WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Business Address.....Box 239
Phone Number.....Main 720
Studio Address.....Peoples Bank Bldg.
Transmitter Location.....N. Main St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Thomas F. Clark Co.
Membership.....NAB, BMB
President, Gen.-Station Mgr....Fred B. Bullard
Commercial Manager.....Richard H. Goodlette
Sales Prom. Mgr., Pub. Dir.....Paul Combs
Program Director.....Charles W. Metcalf
Prod. Dir., Chief Announcer.....Hugh Dunbar
Chief Engineer.....Eugene S. Adams

WSON

HENDERSON—1941—MBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned By.....Henderson Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....Zion Rd.
Phone Number.....3923
Air Time.....Daytime
News Service.....AP, UP
Transcription Service.....World, Cole
Representative.....Sears & Ayers
Membership.....NAB
President.....Pierce E. Lackey
Gen.-Station-Comm.-Sales Promotion
Manager.....Hecht S. Lackey
Prog.-Prod.-Pub. Dir.. Tom Fitzgibbons Murray
Chief Announcer.....Martin E. Schaeffer
Musical Director.....R. M. Cleveland
Chief Eng., Farm Editor.....Vernon R. Nunn

WHOP

HOPKINSVILLE—1940—CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Business Address.....P. O. Box 539
Phone Number.....1025
Studio-Transmitter Location.....Cadiz Rd.
Air Time.....5 a.m.-M.
News Service.....AP, UP
Transcription Service.....World, Cole,
Lang-Worth, Keystone
Representative.....Sears & Ayer
Membership.....NAB
President.....Pierce E. Lackey
General-Station-Commercial-Sales Prom.
Manager.....F. E. Lackey
Program Production Dir.....Katherine Peden

Publicity Director.....Charles Stratton
Chief Ann., Musical Dir.....William L. McGee
Chief Engineer.....Leo Y. Wilson
Farm Editor.....Thomas B. Covington

WKLX

LEXINGTON—1945

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Fayette Bcstg. Co.
Address.....Phoenix Hotel
Phone Number.....8115
Transmitter Location.....Greendale Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth, Standard
Representative.....Walker
Chief Owner.....E. F. Prichard, Sr.
General Manager.....Ted Grizzard
Commercial Manager.....Paul Ledridge
Program Director.....Jack Brooks
Chief Engineer.....Bill Yount

WLA P

LEXINGTON—1928—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...American Bcstg. Corp.
(Not ABC)
Business-Studio Address.....Radio Bldg.
Phone Number.....1721-2-3
Transmitter Location.....Mason-Headley Rd.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Gilmore N. Nunn
V.P., General Manager.....J. E. Willis
Commercial Manager.....Miller Welch
Sales Promotion Manager.....James P. Young
Program Director.....J. B. Faulconer
Chief Announcer.....Henry Allin
Chief Engineer.....Sanford Helt

WLEX

LEXINGTON—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Business Address.....P. O. Box 985, Russell
Cave Pike
Phone Number.....2901, 5878
Studio-Transmitter Location..Russell Cave Pike
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
Representative.....RA-TEL
Membership.....NAB
President.....D. H. Gay, Jr.
General Manager.....Carroll Gardner
Business Manager.....H. Guthrie Bell
Production Director.....Bob Kimbro
Chief Announcer.....Jim Lounsbury

KENTUCKY

Chief Engineer.....Otho Warner
Farm Editor.....Mark Halleck

WAVE

LOUISVILLE—1934—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Phone Number.....Wabash 6543
Studio Address.....Radio Center
Transmitter Location.....Hamburg Pike
Air Time.....5 a.m.-M.
News Service.....AP
Transcription Service.....Thesaurus, Lang-Worth
Representative.....Free & Peters
Membership.....NAB, BMB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Commercial Manager.....James Cox
Program Director.....George Patterson
Publicity Director.....Eugene Leake, Jr.
Chief Announcer.....Livingston Gilbert
Musical Director.....Earl Keller
Chief Engineer.....Wilbur Hudson

WGRC

LOUISVILLE—1936—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northside Bcstg. Corp.
Bus.-Studio Address.....4th Floor, Ky. Home
Life Bldg.
Phone Number.....Wa. 7781
Transmitter Location.....Preston St. & Woodbine
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth, Standard
Representative.....Walker
Membership.....NAB
President, Commercial Mgr.....J. Porter Smith
General Manager.....Charles L. Harris
Station Mgr., Program Director, Ward Hatcher
Sales Prom. Mgr., Pub. Dir.....H. R. Hunter
Production Director.....W. S. Lukenbill
Chief Announcer.....Jerry Fordyce
Musical Director.....J. Bertram Harmon
Chief Engineer.....Perry Esten
Farm Editor.....Jerry East

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc.....Power: 50,000 Watts
Owned By.....The Courier-Journal & Louisville
Times Co.
Operated By.....WHAS, Inc.
Business-Studio Address.....525 W. Broadway
Phone Number.....Wabash 2211
Transmitter Location.....Eastwood
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....World, Associated

Representative.....Edward Petry
President.....Barry Bingham
Director.....Victor A. Sholis
Sales Director.....J. M. Wynn
Promotion Manager.....Sandy Sanders
Program Director.....Peter R. Disney
Continuity-Production.....William Aldridge
Musical Director.....Edward Barret
Technical Director.....Orrin W. Towner
Agricultural Co-ordinator.....Frank Cooley

(See Page 264)

WINN

LOUISVILLE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Kentucky Bcstg. Corp., Inc.
Bus.-Studio-Transmitter Address.....Earle Hotel
Phone Number.....Wabash 5148
Air Time.....Unlimited
News Service.....AP
Transcription Service.....MacGregor, SESAC,
Capitol
Representative.....Taylor-Borroll
Membership.....NAB
President, Station Manager.....Harry McTigue
Chairman of the Board.....Nelle M. Kendrick
Commercial Manager.....G. F. Bauer
Program Director.....M. Katherine McCarten
Production Director.....Sam Woodall
Publicity Director.....Helen E. Roberts
Chief Announcer.....Jim McIntyre
Musical Director.....Claude Fraul
Chief Engineer.....E. R. Rinn

WKLO

LOUISVILLE—1948

Frequency: 1080 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Mid-America Bcstg. Corp.
Business-Studio Address.....Henry Clay Hotel,
3rd & Chestnut Sts.
Phone Number.....Clay 4441
Transmitter Location.....Daisy Lane, New Albany
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Associated
Representative.....John Blair
President.....James F. Brownlee
General Manager.....Joe Eaton
Commercial Manager.....Tom Underwood
Program Director.....W. G. Bottorff
Publicity Director.....Russell Pirkey
Chief Engineer.....D. C. Summerford
Farm Editor.....Charles Farmer

WKYW

LOUISVILLE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.

KENTUCKY

Phone Number.....CLay 4811
Transmitter Address...River Rd. nr. Louisville
Air TimeDaytime
News ServiceAP
Transcription Service....Associated, Capitol.
Standard, Cole
RepresentativeBurn-Smith
MembershipNAB, BMB
President, Treasurer.....F. Eugene Sandford
V.P.-OperationsS. A. Cisler
V.P.-Station Manager....Edwin E. S. Weldon
Secretary.....W. Scott Miller
Program Director.....David Wilburn

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc....Power: 1000 Watts d.
Owned-Operated By.....Louisville Bcstg. Co.
Business-Studio Address...2549 S. Third St.
Transcription ServiceCapitol
RepresentativeDonald Cooke
President, Gen. Mgr....Mrs. John E. Messervy
Prog. Dir., Sales Mgr....Fred Darwin

WCIF

MADISONVILLE—1947

Frequency: 730 Kc.....Power: 250 Watts
Owned-Oper. By.....Madisonville Bcstg. Co.
Business Address.....Box 27
Phone Number1297
Transmitter-Studio Location.....Hanson Rd.
Air TimeDaytime
News ServiceAP
MembershipBMB
President, General Mgr.....Pierce Lackey
Station-Commercial Mgr.....T. E. Brewer
Program Director.....Conrad Brewer
Chief Announcer.....Dick Harris
Chief Engineer.....Evers Mick

WKT M

MAYFIELD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Business Address.....Box 232
Phone Number46
Studio Address.....Mayfield Hotel
Transmitter Location.....Fancy Farm Hwy.
Air TimeSunrise-sunset
News ServiceAP
Transcription ServiceLang-Worth
Representative.....Sears & Ayer
MembershipNAB
PresidentFrank Evens
General Manager.....Pierce Lackey
Station-Commercial Mgr.....Wayne Morgan
Sales Prom. Mgr., Prod. Dir.....Bill Shelton
Program Director.....Edna Stubblefield
Chief Announcer.....Jack Neely
Chief Engineer.....Joseph M. Hargrove
Farm Editor.....Robert G. Horton

WNGO

MAYFIELD—1946

Frequency: 1320 Kc....Power: 1000 Watts d.
Owned-Operated By...W. Kentucky Bcstg. Co.,
Inc.
Business-Studio Address.....Box 39
Phone Number1204
Transmitter Location.....City limits, Hwy.
No. 45, Paducah Rd.
Air Time5:30 a.m.-local sunset
News ServiceAP
Transcription Service.....SESAC, Thesaurus
RepresentativeFriedenberg
President.....H. M. Suthard
Gen.-Station-Commercial Manager,
Publicity Director.....G. C. Dyer
Prog. Dir., Chief Announcer.....J. B. Fowler
Chief Engineer.....Lynn Lemond
Farm Editor.....Charlie Scholes

WFT M

MAYSVILLE—1948—KY. FOOTBALL

Frequency: 140 Kc.....Power: 250 Watts
Owned-Oper. By.....Standard Tobacco, Inc.
Bus. Address...626 Forrest Ave., Tobacco Sq.
Phone Number1400-1
Studio-Transmitter Location.....Tobacco Sq.
Air Time6 a.m.-M.
News ServiceUP
Transcription Service...World, Standard, Cole
Representative.....W. S. Grant
MembershipNAB
President.....Charles P. Clarke
Gen.-Station-Comm.-Sales Promotion
Manager.....J. W. Betts
Program-Prod.-Pub. Dir.....Gene Waters
Chief Announcer.....Hal Sagraves
Musical Director.....Louise Carter
Chief Engineer.....William Martin
Farm Editor.....J. Scott True

WMIK

MIDDLESBORO—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Cumberland Gap Bcstg. Co.
Bus.-Studio-Transmitter Address...Hwy. 25 E
Phone Number980
Air Time5:30 a.m.-M.
News ServiceAP
Transcription Service.....World, Cole
MembershipNAB
President.....Neal Barry
Gen.-Station Mgr....Robert L. Williamson, Jr.
Comm.-Sales Promotion Mgr.....John Farmer
Program-Production Dir.....Hal Bigger
Pub. Dir., Chief Announcer,
Musical Director.....Herbert Leach
Chief Engineer.....George Mendenhall
Farm Editor.....Don Soliday

. . . **KENTUCKY** . . .

W N B S

MURRAY—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Murray Bcstg. Co.
Business-Studio Address 4th & Main Sts.
Phone Number 1340
News Service AP
Transcription Service World
President George E. Overby
Station Mgr. Kenneth Z. Turner
Comm.-Prod. Manager Joseph E. Griffin
Program Director Troy W. Glidwell
Chief Engineer Carlos M. Steele

W N O P

NEWPORT—1948

Frequency: 740 Kc. Power: 1000 Watts d.
Owned-Operated By Tri-City Bcstg. Co.
Business-Studio Address 606 Monmouth St.
Phone Number Juniper 7100-L
Transmitter Location Cold Springs
Air Time Sunrise-sunset
News Service UP
Transcription Service World
President Richard J. Nesbitt
Station Manager Anna Mae Rolfes
Commercial Manager James G. Lang
Program Director Jack Baker
Chief Announcer Roy Gilligan
Musical Director Burt Farber
Chief Engineer Elmer C. Drake
Farm Editor Paul F. Laumann

W O M I

OWENSBORO—1938
MBS-KY. BCSTRS.-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Owensboro Bcstg. Co., Inc.
Business Address P. O. Box 536
Phone Number 420-1
Studio-Transmitter Location Byers Ave. &
Livermore Rd.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, Keystone
Representative Burn-Smith
Membership NAB, BMB
President Lawrence W. Hager
Gen.-Station-Commercial-Sales Prom. Mgr.,
Publicity Director Hugh O. Potter
Program Director Norman Hall
Chief Announcer Marshall Bruner
Musical Director Cliffordean Potter
Chief Engineer Leslie Goodaker
Farm Editor Marshall Bruner

W V J S

OWENSBORO—1947

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By Owensboro On The Air, Inc.
Business-Studio Address 320 Allen St.
Phone Number 3408-9
Transmitter Location Hw. 60 W.
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative William G. Rambeau
Membership NAB
President V. J. Steele
General-Station Manager Malcolm Grep
Commercial Manager John T. Rutledge
Program Director Lee Carl Meredith
Chief Engineer Robert Earl Jagoe

W K Y B

PADUCAH—1946—MBS

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Paducah Newspapers, Inc.
Business-Studio Address 504 Kentucky Ave.
Phone Number 800
Transmitter Location 5 Mi. S. of City on
U. S. 45
Air Time Sunrise-sunset
News Service AP
Transcription Service Standard, Associated
Representative Burke, Kuipers & Mahoney
Membership NAB, BMB
President Edwin J. Paxton, Sr.
General-Station Mgr., Pub. Dir. E. J. Paxton, Jr.
Comm.-Sales Prom. Mgr. Sam Livingston
Production Director Zack Hill
Musical Director Lois Cooper
Chief Engineer C. G. Sims

W P A D

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned By Paducah Bcstg. Co., Inc.
Operated By Pierce E. Lackey
Business-Studio Address Taylor Bldg., 4th &
Broadway
Phone Number 4100
Transmitter Location North 8th St.
Air Time Unlimited
News Service AP, UP
Transcription Service Lang-Worth, World,
Cole
Representative Sears & Ayer
Membership NAB, BMB
President Pierce E. Lackey
General-Station Mgr. W. Prewitt Lackey
Sales Promotion Manager Ray Mofield
Program-Publicity Director Evelyn Carroll
Chief Announcer Ray Mofield
Musical Dir., Farm Editor Linn Wolff
Chief Engineer U. C. Morris

... KENTUCKY ...

W S F C

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Southeastern Bcastg. Co.
Bus.-Studio-Transmitter Address. Stamford Pike
Phone Number 907-8
Air Time Unlimited
News Service AP
Transcription Service. Capitol, World
Representative. Helen Wood & Colton
Membership NAB
General Manager. S. A. Chesley, Jr.
Commercial Manager. John Sutterfield
Program Director. Donald Orwin
Publicity Director. J. Sam Quick
Chief Announcer. Harvey Murphey
Chief Engineer. John Agostine
Farm Editor. Hugh Hurst

W M T C

VANCLEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By. Kentucky Mt. Holiness Assn.
Bus.-Studio-Transmitter Address. Vancleve
Phone Number. Not yet installed
Air Time Daytime
News Service AP
Transcription Service World
President. Dr. Lela G. McConnell
General-Station-Comm. Mgr. Willfred Fisher
Program Director. Violet Person
Production Dir., Chief Announcer. Louis Bouck
Musical Director. Rachel Picazo
Chief Engineer. M. E. Picazo

W V L K

VERSAILLES—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By. Bluegrass Bcastg. Co.
Bus.-Studio Address. Logan-Helm Library,
Versailles; Hotel Lafayette, Lexington
Phone Number. Versailles 654; Lexington 6267
Transmitter Location. Leestown & Yarnalton-
Ironworks Rds., Fayette Co.
Air Time Unlimited
News Service INS
Representative Taylor-Boroff
Membership NAB
President. A. B. Chandler
Gen.-Sta.-Comm. Mgr. Fred W. Wagenvoord
Program-Production Dir. Edwin L. Rogers
Publicity Director. Margaret Middendorf
Chief Announcer. Don Horton
Musical Director. Gordon Brown
Chief Engineer. Paul Dunbar
Farm Editor. Jim Galloway

Roland Trenchard,

Radio Station WAAT,

Newark, N. J.: "We at

WAAT believe there is

only one radio news

service — The **AP.**

We have tried all the

news services, and it is

AP for us."—From

the Minutes of the New

Jersey Associated Press

Radio Association, Sep-

tember 17, 1948.

All This and More Too

with

**5000 WATTS DAY
1000 WATTS NIGHTS**

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KMLB

***KMLB has more
listeners than all other
stations combined in
Northeastern Louisiana***

Authenticated listening surveys prove that for the **FOURTH STRAIGHT YEAR** KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious \$103,629,000 market reached only by KMLB.



REPRESENTED BY

TAYLOR-BORROFF & COMPANY, INC.

AFFILIATED WITH
AMERICAN BROADCASTING CO.

J. C. LINER, Mgr.

LOUISIANA

Estimated Population 2,576,000—Increase +9.0%—Radio Homes 564,900
Total Families 671,100—Stations in State 35

KROF

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.
Business Address... Box 306
Phono Number... 90
Studio-Transmitter Location... Abbeville-
LaFayette Hway, U. S. 167

Air Time... Sunrise-sunset
News Service... AP
Transcription Service... World
Membership... NAB
General-Station-Comm. Mgr... George P. Martin
Program-Publicity Dir... Ebba Lou Martin
Chief Engineer... Gordon Anderson
Farm Editor... Alson Soirez

KALB

ALEXANDRIA—1935—ABC-LA. NET

Frequency: 580 Kc. Power: 5000 Watts d.:
1000 Watts n.

Owned-Oper. By... Alexandria Bcstg. Co., Inc.
Business-Studio Address... 505½ Johnston St.
Phone Number... 2-3335-6
Transmitter Location... Wardville

Air Time... Unlimited
News Service... UP
Transcription Service... World
Membership... NAB, BMB
President... Walter H. Allen
General Manager... Willard L. Cobb
Station Director... Fred Ohl
Commercial Manager... Walter D. Melson
Sales Promotion Mgr... Claude Cunningham
Program Director... Harper Clark
Production Director... Eleanor Hall Wagner
Publicity Director... Marie Rachal
Chief Announcer... Alex Marchand
Musical Director... Jane Keith
Chief Engineer... Jesse R. Sexton
Farm Editor... Mary Cole

KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Radio Station KSYL
Bus.-Studio-Transmitter Address... Bolton Ave.
Ext.

Phone Number... 6611
Air Time... 6 a.m.-11:35 p.m.
News Service... AP
Transcription Service... Lang-Worth
Representative... Burke, Kuipers & Mahoney
Membership... NAB, BMB
Co-Partners... Harold Wheelahan & Sylvan Fox
General-Station Manager... Paul H. Goldman
Commercial-Sales Prom. Mgr... Milton Fox

Program-Production Dir... Bruce Rainey
Publicity Director... Jack McCall
Chief Announcer... Paul Mitchell
Musical Director... Bruce Rainey
Chief Engineer... E. W. McDonald
Farm Editor... Bill Ingram

KVOB

ALEXANDRIA—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Central Louisiana Bcstg.
Corp.

Business-Studio Address... 1710 Jackson St.
Phone Number... 9588
Transmitter Location... Upper Third St.
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... Thesaurus, Capitol
Membership... NAB
General-Station Manager... W. H. Dick
Commercial Manager... Joel Hirsch
Program Director... Pat McCusker
Chief Announcer... Tommy Erwin
Musical Director... Don Breitenmoser
Chief Engineer... Glenn Peebles

KTRY

BASTROP—1948

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By... Morehouse Bcstg. Co., Inc.
Bus.-Studio Address... 217 S. Washington St.,
P. O. Box 193

Phone Number... 1400
Transmitter Location... N.W. of City
Air Time... Sunrise-local sunset
News Service... AP
Transcription Service... Lang-Worth, Capitol
Representative... Friedenberg
Membership... NAB
President... Nathan Bolton
General Manager... Gene P. Loffler
Commercial Manager... Salvador Scarpino
Chief Engineer... S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Oper. By... Modern Bcstg. Co. of
Baton Rouge, Inc.

Business-Studio Address... 1048 Florida St.
Phone Number... 4-8571
News Service... AP
Transcription Service... Thesaurus
President... Louis S. Prejean
General Manager... Tom E. Gibbens
Prog. Dir., Prom. Mgr... Max Feltz
Chief Engineer... Donald K. Allan

WCLA

BATON ROUGE—1948

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By...Community Bcstg. Co.
 Business-Studio Address...P. O. Box 1226
 Phone Number...4-9493-4
 Transmitter Location...North Baton Rouge
 Air Time...Local sunrise-sunset
 News Service...UP
 Transcription Service...Lang-Worth
 Membership...NAB
 General-Station Mgr., Pub. Dir...H. W. Bumpas
 Comm.-Sales Prom. Mgr...Robert Dale,
 Owen Perry
 Program Director...Scott W. Erwin
 Production Director...Robert Earle
 Musical Director...Gladys Edwards
 Chief Engineer...E. E. Case
 Farm Editor...Claude N. Campbell, Jr.

WJBO

BATON ROUGE—1934
NBC-LA. NET

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By...Baton Rouge Bcstg. Co., Inc.
 Business-Studio Address...444 Florida St.
 Phone Number...2-5271
 Transmitter Location...Roosevelt Rd.
 Air Time...Unlimited
 News Service...AP, UP
 Transcription Service...World, Standard
 Representative...George P. Hollingbery
 Membership...NAB, BMB
 President...Charles P. Manship, Jr.
 V.P., General Manager...Roy Dabadie
 Sec.-Treas., National
 Sales Manager...Charles C. Garvey
 Program Director...Ralph H. Sims
 Prod. Dir., Chief Announcer...Robert H. Searce
 Publicity Director...Larry Rhodes
 Music Librarian...Frank Donaldson
 Chief Engineer...Vernon E. Dudley

WLCS

BATON ROUGE—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Air Waves, Inc.
 Business Address...204 North St.
 Phone Number...24411
 Transmitter Location...3399 Broussard
 Air Time...Unlimited
 News Service...AP, INS
 Transcription Service...Associated, Capitol,
 Cole, SESAC
 Representative...Burke, Kuipers & Mahoney
 Membership...NAB, BMB, FMA
 President...Harry B. Nelson
 General-Station Manager...Earl Smith
 Commercial Manager...A. Lamar Simmons
 Sales Promotion Mgr...Martha Hundemer
 Program Director...H. Hershel Lyons
 Publicity Director...Mildred Bland

Musical Director...Carolyn Petrich
 Chief Engineer...Edward Van Valkenburg
 Farm Editor...Daisy Lee Boyd

WIKC

BOGALUSA—1947—LA.-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...I. K. Corkern, Jr.
 Business Address...Box 811
 Phone Number...1906
 Studio-Transmitter Address...N. Rio Grande St.
 Air Time...Unlimited
 News Service...AP
 Transcription Service...World
 Membership...NAB
 President, Gen.-Station Mgr...I. K. Corkern, Jr.

KSIG

CROWLEY—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Acadia Bcstg. Co.
 Bus.-Studio Address...101 N. Parkerson Ave.
 Phone Number...1450-1, 544
 Transmitter Location...Odd Fellow Rd. &
 U. S. 90
 Air Time...Unlimited
 News Service...AP
 Transcription Service...Associated, World
 Representative...Joseph Hershey McGillvra
 Membership...NAB
 Owner...Max Thomas
 General Manager...B. Hillman Bailey, Jr.
 Commercial Manager...Lauren R. Stagg
 Program Director...Freda S. Thomas
 Chief Engineer...Clovis L. Bailey
 Farm Editor...J. C. Hoffpauir

WIHL

HAMMOND—1947—KBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Operated By...Superior Enterprises
 Business-Studio Address...500 W. Morris St.
 Partners...Joseph A. Stms, Henry A. Mentz, Jr.

KCIL

HOUMA—1946—MBS-LA.

Frequency: 1490 Kc. Power: 250 Watts d.
 Owned-Operated By...Charles W. Lamar, Jr.
 Business Address...P. O. Box 1031
 Phone Number...8828-9
 Studio-Transmitter Location...Bayou Black Dr.
 Air Time...5:30 a.m.-11 p.m.
 News Service...AP
 Transcription Service...World
 Representative...Burke, Kuipers & Mahoney
 Membership...NAB, BMB
 Owner...Charles W. Lamar, Jr.
 General Manager...Frank Conwell
 Commercial Manager...Dick Walsh
 Program Director...George Arceneaux

LOUISIANA

Chief Announcer, Musical Dir. Ovide Davis
 Chief Engineer Donald L. Jones
 Farm Editor Frank King

K V O L

LAFAYETTE—1935—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Evangeline Bcstg. Co.
 Business-Studio Address 519 S. Buchanan St.
 Phone Number 336, 2101
 Transmitter Location Scott Rd., 1 Mi. W. of
 Four Corners

Air Time 6 a.m.—11 p.m.
 News Service AP
 Transcription Service Thesaurus, MacGregor
 Membership NAB, BMB
 President Morgan Murphy
 General Manager George H. Thomas
 Sales Prom. Mgr., Prog. Dir. Evan H. Hughes
 Chief Engineer C. T. Hook
 Farm Editor Allison Theriot

K L O U

**LAKE CHARLES—1947
 CBS-LA. NET**

Frequency: 1580 Kc. Power: 1000 Watts
 Owned-Oper. By The Pelican Bcstg. Co., Inc.
 Business-Studio Address 134 Clarence St.
 Phone Number 7277-8
 Transmitter Location North Lake Charles,
 P. O. Box 288

Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Associated
 Representative Walker
 Membership NAB, BMB
 President, Gen. Mgr. H. Vernon Anderson
 Station Director G. Frank Carroll, Jr.
 Commercial Manager Eugene S. Cuny
 Sales Promotion Mgr. Kenneth I. Albrecht
 Program Director James H. Jesse
 Production Director Annette H. Bulechek
 Publicity Director Lucille Storer
 Chief Announcer James V. McConnell
 Secretary-Treasurer Sara M. Anderson
 Chief Engineer Andrew Vargo
 Farm Editor Charles C. Collet, Jr.

K P L C

**LAKE CHARLES—1935
 NBC-LA. STATE**

Frequency: 1470 Kc. Power: 5000 Watts d.:
 1000 Watts n.

Owned-Operated By Calcasieu Bcstg. Co.
 Business-Studio Address Majestic Hotel
 Phone Number 2713
 Transmitter Location 3 Mi. W. of City
 Air Time 6 a.m.—M.
 News Service AP
 Transcription Service World
 President T. B. Lanford

General Manager David Wilson
 Station Manager R. M. White
 Commercial Manager P. E. Mills, Jr.
 Sales Prom. Mgr., Publicity Director,
 Farm Editor Tom Journey

Program Director Hester Taylor
 Production Director Jim Toth
 Chief Announcer J. Hampton Keathley
 Chief Engineer A. B. Craft

K W S L

**LAKE CHARLES—1947
 MBS-LIBERTY**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Alonzo Stanford Dudley
 Business Address P. O. Box 1399
 Phone Number 6-1401, 3634
 Studio-Transmitter Location Mill St.
 Air Time Unlimited

News Service UP
 Transcription Service Cole, Lang-Worth
 Representative Friedenberg
 General-Station Manager A. Stanford Dudley
 Commercial Manager William F. Hession
 Sales Promotion Manager Roger Hathorn
 Program-Production Director,
 Chief Announcer Bob Thompson

Publicity Director Helen Shea
 Musical Director Roger Hathorn
 Chief Engineer Jack Blacketer

K M L B

MONROE—1930—ABC-LA.

Frequency: 1440 Kc. Power: 5000 Watts d.:
 1000 Watts n.

Owned-Oper. By Liner's Bcstg. Station, Inc.
 Business Address P. O. Box 1723
 Phone Number L. D. 25
 Studio Address Francis Hotel
 Transmitter Location Millhaven Rd.
 Air Time 5 a.m.—M.

News Service UP
 Transcription Service World
 Representative Taylor-Borroff
 Membership NAB, BMB
 President J. C. Liner, Sr.
 Gen.-Sales Prom. Manager M. Liner Gaston
 Program Director Marjorie Watson
 Commercial Manager John Allen
 Chief Engineer O. L. Morgan

(See Page 434)

K N O E

MONROE—1944—NBC-LA.

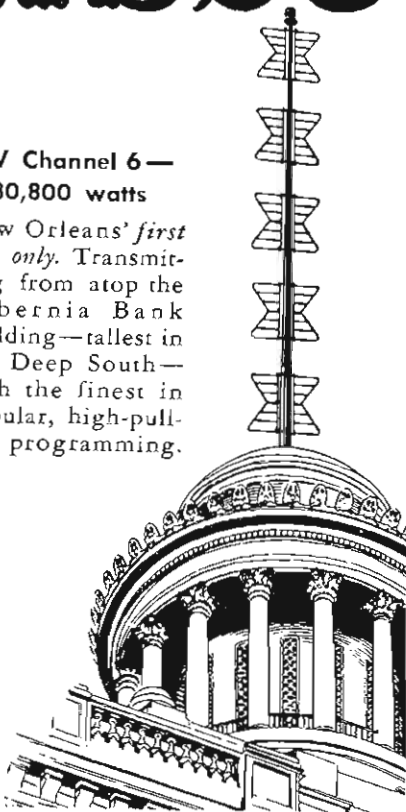
Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By James A. Noe
 Business-Studio Address Bernhardt Bldg.
 Phone Number 912
 Transmitter Location 23rd St.
 Air Time 5 a.m.—M.
 News Service AP

First with the most in
NEW ORLEANS

WDSU

TV Channel 6—
30,800 watts

New Orleans' first
and only. Transmitting
from atop the
Hibernia Bank
Building—tallest in
the Deep South—
with the finest in
popular, high-pull-
ing programming.



AM 1280 kc—5000 watts

Covering New Orleans, South Louisiana
and the Gulf Coast.

FM 287 kc—15,000 watts
(licensed 155,000 watts)

WDSU's dominant Hooperatings, pio-
neering service and high listener loyalty
is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

WDSU

Represented by the John Blair Company

LOUISIANA

Transcription Service... Capitol, Associated
Representative... Burke, Kuipers & Mahoney
Membership... NAB
President... James A. Noe
General Manager... Robert W. Dumm
Commercial Manager... Lloyd Lenard
Program Director... Bill Stanley
Chief Engineer... Jack Ratliff

KWCJ

NATCHITOCHE—1947
MBS-LA. NET-KBS

Frequency: 1450 Kc... Power: 250 Watts
Owned-Oper. By... Natchitoches Bcstg. Co.
Business-Studio Address... Box 232
Phone Number... 2353
Air Time... Unlimited
News Service... AP
Transcription Service... Standard. KBS
Membership... NAB, BMB
President... Dr. William H. Pierson
General Manager... Charles L. Planchard
Farm Editor... Kenneth M. Dowty
Chief Engineer... Carroll G. Crew

KANE

NEW IBERIA—1946—MBS

Frequency: 1240 Kc... Power: 250 Watts
Owned-Operated By... New Iberia Bcstg. Co.
Business-Studio Address... 101 W. St. Peter St.
Phone Number... 965
Transmitter Location... 1102 W. Main St.
Air Time... Unlimited
News Service... UP
Transcription Service... SESAC, Standard
Membership... NAB
General Manager... George H. Thomas
Station Manager... Dierrrell Hamm
Comm.-Sales Prom. Mgr... Charles Bradford
Program Director... Jerry Viator
Chief Announcer... Donald Bonin
Musical Director... Kearney Escagne
Chief Engineer... Errett Prichard
Farm Editor... Kearney Escagne

WDSU

NEW ORLEANS—1923
ABC-LA.-UN

Frequency: 1280 Kc... Power: 5000 Watts
Owned-Oper. By... International City Bcstg.
Service, Inc.
Business-Studio Address... Monteleone Hotel
Phone Number... Ra. 7135
Transmitter Location... Gretna
Air Time... Unlimited
News Service... AP, UP
Transcription Service... Associated
Representative... John Blair
Membership... NAB, BMB
President... Edgar B. Stern, Jr.
Exec. V.-P... Robert Swezey

LOUISIANA

Commercial Manager.....Charles Price
Sales Prom. Mgr., Pub. Dir.....Ray A. Liuzza
Program-Production Dir.....Stanley Holiday
Chief Announcer.....Gay Batson
Musical Director.....Norman Bell
Chief Engineer.....Lindsay Riddle
Farm Editor.....Dick Bruce

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....C. C. Carlson
Business-Studio Address.....324 Canal St.
Phone Number.....Ma. 3488-9
Transmitter Location.....3617 Bruxelles St.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Capitol
Representative.....W. G. Rambeau
Membership.....NAB
President, Gen.-Station Mgr.....C. C. Carlson
Comm.-Sales Prom. Mgr.....

Publicity Director.....Pat J. Shannon
Prog.-Prod. Dir., Chief Announcer.....

Musical Director.....Harry Nigocia
Chief Engineer.....Charles Whitney

W J M R

NEW ORLEANS—1946

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Supreme Bcstg. Co.
Bus.-Studio-Transmitter Address.....Jung Hotel,
Canal St.

Phone Number.....Ca. 0356
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth, Associated
Representative.....Forjoe
Membership.....NAB, BMB, FMA
President.....William Cortada
Gen.-Station-Comm.-Sales Promotion

Mgrs.....George A. Mayoral, S. W. Ray, Jr.
Program Director.....Meredith Gibson
Production Director.....Bertha Simpson
Publicity Director.....Henry J. Thiele, Jr.
Chief Engineer.....George A. Mayoral

W N O E

NEW ORLEANS—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....St. Charles Hotel
Phone Number.....Raymond 0423-4
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Burke, Kuipers & Mahoney
Membership.....NAB
Owner.....James A. Noe
General-Station Manager.....James E. Gordon
Commercial Manager.....Paul Beville
Program Director.....Beverly Brown

Production Director.....Eldon Durand
Publicity Director.....Larry Wilson
Musical Director.....Bert Peck
Chief Engineer.....Albert Bourgeois

W S M B

NEW ORLEANS—1925

NBC-SO. CENTRAL

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Business-Studio Address.....901 Canal St.
Phone Number.....Magnolia 5921
News Service.....AP
Transcription Service.....Lang-Worth, Thesaurus
Representative.....Edward Petry
President.....E. V. Richards
General Manager.....H. Wheelahan
Comm.-Prom. Mgr.....T. J. Fontelieu
Program Director.....Harry Arthur
Chief Engineer.....H. G. Nebe

W T P S

NEW ORLEANS—1948

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Times Picayune Pub.
Co.

Business Address.....601 Howard Ave.
Phone Number.....Conal 5561
News Service.....AP
Transcription Service.....World
General Manager.....H. F. Wehrmann
Commercial Manager.....John R. O'Meallie
Program Director.....Myron J. Clarke

W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Operated By.....Sky Bcstg. Service
Bus.-Studio Address.....Hotel New Orleans
Phone Number.....Canal 3521
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
President.....A. L. Chillon
General-Station Manager.....Joe A. Oswald
Chief Engineer.....Harrison Mondy

W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc.....Power: 50,000 Watts
Owned-Operated By.....Loyola University
Address.....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Air Time.....Unlimited
News Service.....UP, AP
Transcription Service.....Standard, World
Representative.....Katz
Membership.....NAB, BMB
President.....Rev. Thomas J. Shields
Gen.-Station Mgr.....W. H. Summerville

LOUISIANA

Comm. Manager..... Larry Baird
Promotion Manager..... Jack Halladay
Program Director..... E. M. Hoerner
Chief Engineer..... J. D. Bloom, Jr.

K S L O

OPELOUSAS—1947
MBS-LA. NET-KBS

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... KSLO Bcstg. Co.
Business Address..... P. O. Box 392
Studio Address..... KSLO Bldg.
Phone Number..... 3776
Air Time..... Unlimited
Transcription Service..... World, KBS
News Service..... UP
Representative..... Sears & Ayer
General Manager..... W. Eugene Jones
Commercial Manager..... Jack White
Program Director..... John Chauvin
Publicity Director..... Chuck Denson
Chief Engineer..... Freddie He Bert

K R U S

RUSTON—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... Ruston Bcstg. Co.
Bus.-Studio Address..... 105 E. N. Railroad Ave.
Phone Number..... 1490
Transmitter Location..... Hway. 80, 2 Mi. W. of
City
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Lang-Worth
Membership..... NAB, BMB
President..... C. E. Faulk, Jr.
General Manager..... Lloyd A. Goodin
Commercial Manager..... James A. Culbertson
Program Director..... Kenneth L. Whitaker
Chief Engineer..... Henry Shean

K E N T

SHREVEPORT—1947—MBS

Frequency: 1550 Kc..... Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By..... Frank H. Ford
Business-Studio Address..... 311 Milam St.
Phone Number..... 3-3681
Transmitter Location..... Blanchard Rd.
Air Time..... 6 a.m.-M.
News Service..... AP
Transcription Service..... Standard
Representative..... Walker
Membership..... NAB, BMB
Owner, General Manager..... Frank H. Ford
Commercial Manager..... Frank H. Ford, Jr.
Promotion Manager..... Elsa R. Schlubach
Program-Production Dir..... Todd Branson
Publicity Director..... Elsa R. Schlubach
Chief Engineer..... L. J. Carlson

K R M D

SHREVEPORT—1928—ABC-LA.

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Radio Station KRMD
Bus.-Studio Address..... New Jefferson Hotel.
P. O. Box 1712
Phone Number..... 6171
Air Time..... Unlimited
News Service..... AP
Transcription Service..... World, Capitol
Representative..... Taylor-Borhoff
Membership..... NAB, BMB
President..... T. B. Lanford
General-Station Manager..... G. V. Wilson
Station Director..... W. L. Switzer
Program-Publicity Dir..... Elizabeth V. Allford
Chief Engineer..... Carl Goulden

K T B S

SHREVEPORT—1922
NBC-TEXAS QUALITY

Frequency: 710 Kc..... Power: 10,000 Watts d.;
5000 Watts n.
Owned-Oper. By..... Radio Station KTBS, Inc.
Business-Studio Address..... 312 E. Kingshighway
Phone Number..... 7-3644
Transmitter Location..... 1.5 Mi. W.S.W. of Dixie
Air Time..... 6 a.m.-M.
Transcription Service..... Thesaurus, Lang-Worth
Representative..... Edward Pety
Membership..... NAB, BMB
President..... Allen D. Morris
General-Station Manager..... C. K. Beaver
Commercial Manager..... Neil Cline
Sales Prom. Mgr., Pub. Dir..... C. W. Doebler
Program Director..... Deane Flott
Production Director..... David Kent
Chief Engineer..... C. H. Maddox
Farm Editor..... Charles Phillips

K W K H

SHREVEPORT—1925
CBS-SOUTHCENTRAL QUALITY

Frequency: 1130 Kc..... Power: 50,000 Watts
Owned-Operated By..... International Bcstg. Corp.
Business-Studio Address..... Commercial Bldg.,
P. O. Box 1387
Phone Number..... 2-8711
Transmitter Location..... Dixie
Air Time..... Unlimited
News Service..... AP, UP
Transcription Service..... Lang-Worth
Representative..... Branham
Membership..... NAB, BMB
President..... John D. Ewing
General-Station Manager..... Henry B. Clay
Comm. Asst. Mgr..... B. G. Robertson
Prom. Mgr., Pub. Dir..... James T. Briggs
Program Director..... Horace Logan
Production Director..... Joyce Culbertson
Chief Engineer..... W. E. Antony

MAINE

Estimated Population 900,000—Increase +6.2%—Radio Homes 260,500
Total Families 273,900—Stations in State 15

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... The Twin City Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address... 160 Bangor St.
Phone Number 2540
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Forjee
Membership NAB
President Faust Couture
General Manager Robert I. Payne
Program Director Norman Gallant
Chief Engineer Robert H. Parker

WRDO

AUGUSTA—1932—NBC-NERN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... WRDO, Inc.
Business-Studio Address... 175 Water St.
Phone Number 2285
Transmitter Location Chelsea
Air Time 6 a.m.-12:05 a.m.
News Service AP, UP
Transcription Service Thesaurus
Representative... Weed & Co., Bertha Bannan
Membership NAB, BMB
President Adeline B. Rines
General-Station Manager... Jack S. Atwood
Comm.-Sales Prom. Mgr. Donald K. Powers
Program-Production Dir. Leslie R. Hubley
Musical Director Dan Kelly
Chief Engineer Harold T. Dinamore
Farm Editor Linwood H. Brofee

WABI

BANGOR—1921—CBS

Frequency: 910 Kc. Power: 5000 Watts d.
Owned-Oper. By... Community Bcstg. Service
Business-Studio Address... 57 State St.
Phone Number 6448-7
Transmitter Location... Wilson St., Brewer
Air Time 6:20 a.m.-M.
News Service AP
Transcription Service Associated
Representative... Adam J. Young, Jr., Kattel-Carter
Membership BMB
President, General Manager... F. B. Simpson
Sales Promotion Manager... Guy Carey
Program-Production-Musical Dir. Harold Dorr
Chief Engineer Walter Dickson

WGUY

BANGOR—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned By... Guy Gannett Bcstg. Services
Operated By... Radio Station WGUY
Business Address... Box 732
Phone Number 7354
Studio-Transmitter Location... 329 Mt. Hope Ave.
Air Time Unlimited
News Service AP
Transcription Service... Lang-Worth, SESAC
Representative... Paul H. Raymer
Membership BMB, FMA
President... Guy P. Gannett
General Manager... Lawrence W. Stubbs
Station Manager... Samuel G. Henderson, Jr.
Commercial Manager... Harvey M. Grant
Program Director... Elisabeth A. Kihlmire
Publicity & Promotion... George F. Mulherin
Chief Engineer... Lauris P. MacGown

WJOR

BANGOR—1946 MBS-YANKEE-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Bangor Bcstg. Service, Inc.
Business-Studio Address... 22 State St.
Phone Number... Bangor 5612
Transmitter Location... Bangor
Air Time Unlimited
News Service AP
Transcription Service... World, Keystone
Representative... Forjee
President... Stephen Velardi
Station Manager... Lawrence Slon
Program Director... Lawrence Slon
Chief Engineer... Stephen Velardi

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By... Maine Bcstg. Co.
Business-Studio Address... 100 Main St.
Phone Number... Bangor 6023
Transmitter Location... Broadway
Air Time Unlimited
News Service UP
Transcription Service... Thesaurus
Representative... Weed, Bertha Bannan
Membership NAB, BMB
President... William H. Rines
Station Manager... Edward E. Guernsey
Program Director... Irving S. Hunter
Publicity Director... George Chapman
Musical Director... Norman Lambert
Chief Engineer... John Wibby
Farm Editor... Linwood Brofee

WIDE

BIDDEFORD—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Biddeford Bcstg. Corp.
 Business-Studio Address: 234 Main St.
 Phone Number: 3487
 News Service: UP
 Transcription Service: Capitol
 President, Gen.-Comm. Mgr.: Gordon J. Lewis
 Production Manager: Lucien Dumont
 Chief Engineer: Arthur A. Delers

WCOU

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Twin City Bcstg. Co., Inc.
 Business-Studio Address: 223 Lisbon St.
 Phone Number: 3140
 Transmitter Location: East Ave.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Standard, SESAC
 Representative: Forjoe, Bertha Bannan
 Membership: NAB, BMB
 Owner-Executive: Faust Cature
 General-Station Mgr.: John C. Libby
 Program Director: Eugene Parker

Publicity Director: Hal Alberghini
 Musical Director: Marion Payne Louistell
 Chief Engineer: Donald Mason

WLAM

LEWISTON—1947—ABC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By: Lewiston-Auburn Bcstg. Corp.
 Business-Studio Address: 129 Lisbon St.
 Phone Number: 4-5401-2
 Transmitter Location: Washington St., Oakdale
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Thesaurus, Capitol
 Representative: Adam J. Young, Jr., Kettell-Carter
 Membership: NAB, BMB
 President, Station Mgr.: Elden H. Shute, Jr.
 General Manager: Frank S. Hoy
 Commercial-Sales Prom. Manager:
 Publicity Director: Gerald T. Higgins
 Program Director: William Finkeldey
 Musical Director: Bert Cole
 Chief Engineer: Leslie R. Hall

WCSH

**PORTLAND—1925
 NBC-NERN-ME.**

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By: Congress Square Hotel Co.
 Business-Studio Address: 157 High St.
 Phone Number: 2-0181
 Transmitter Location: Scarboro
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: Thesaurus
 Representative: Weed, Bertha Bannan
 Membership: NAB, BMB
 President: Adeline B. Rines
 Station Manager: William H. Rines
 Commercial Manager: Albert W. Smith
 Sales Promotion Mgr.: Rudolph O. Marcoux
 Program Director: Arthur Owens
 Publicity Director: Linwood T. Pitman
 Musical Director: Norman Ayres
 Chief Engineer: G. Fred Crandon
 Farm Editor: Linwood H. Brofee
 News Director: John F. Hogan, Jr.

*Covering Central Maine
 with 3 outlets*

WCOU
 &
WCOU-FM

93.9 MGS

of Lewiston

WFAU

of Augusta

**MUTUAL
 YANKEE**

*Represented Nationally by
 Forjoe & Company
 New York*

WGAN

PORTLAND—1938—CBS

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By: Guy Gannett Bcstg. Services
 Business-Studio Address: 390 Congress St.,
 P. O. Box 1731
 Phone Number: 2-7423
 Transmitter Location: Riverton
 Air Time: Unlimited

MAINE

News Service AP, UP
Transcription Service Lang-Worth
Representative Paul H. Raymer
Membership NAB
President Guy P. Gannett
General Manager Lawrence H. Stubbs
Station Manager Creighton E. Gatchell
Commercial Manager Arthur K. Atherton
Sales Promotion Manager.
Publicity Director Francis H. Farnum, Jr.
Program-Production Dir. Richard E. Bates
Chief Engineer Roger W. Hodgkins

WMTW

PORTLAND—1946—MBS-YANKEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. The Yankee Network, Inc.
Bus.-Studio-Transmitter Address Falmouth
Hotel
Phone Number 4-2649
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Associated, Standard,
SESAC
Representative Edward Petry
Membership NAB, BMB
Station Manager William S. Brown
Program Director Donald J. Curran
Chief Announcer Richard D. Smith
Chief Engineer Gerald J. Hessian

WPOR

PORTLAND—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Oliver Bestg. Co.
Business-Studio Address The Chapman Bldg.
Phone Number 3-8111
Transmitter Location Baxter Blvd.
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Adam J. Young, Jr.
Kellell-Carter
Membership NAB, BMB
Pres., Gen.-Station Mgr. Murray Carpenter
Comm.-Sales Prom. Mgr. Leon P. Gorman, Jr.
Program-Production Publicity Director,
Farm Editor Richard Bronson
Chief Announcer S. Blake Ellis
Musical Director Robert O'Wril
Chief Engineer Roger L. Perry

WAGM

PRESQUE ISLE—1931—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Aroostook Bestg. Corp.
Business-Studio Address 180 State St., W.
Phone Number 8821
Transmitter Location U. S. Route 1, 4 Mi. N.
of City

Air Time Unlimited
News Service UP
Transcription Service Associated, SESAC,
Keystone
Representative Continental Radio,
Bertha Bannan
Membership NAB, BMB
President Harry E. Umphrey
General-Station Manager Harold D. Glidden
Commercial Manager Forrest Craig
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,
Farm Editor Ted Coffin
Chief Announcer, Musical Dir. Clayton Smith
Chief Engineer Lester E. Hughes

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Kennebec Bestg. Co.
Business-Studio Address 36 Silver St.
Phone Number 2700-1
Transmitter Location 140 Benton Ave.,
Winslaw
Air Time 6:30 a.m.-M.
News Service AP
Transcription Service Standard
Representative Robert Meeker, Kellell-Carter
Membership NAB, BMB
Pres., Gen.-Station Mgr. Carleton D. Brown
Comm.-Sales Prom. Mgr. Harold L. Vigue
Program-Production Dir. Paul Huber
Chief Engineer Donald H. Sutherland

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NBC AFFILIATE

Nationally Represented By Edward Petry Co.

MARYLAND

Estimated Population 2,148,000—Increase +17.9%—Radio Homes 560,200
Total Families 585,200—Stations in State 20

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By Annapolis Bcstg. Corp.
Business-Studio Address 25 School St.,
P. O. Box 749
Phone Number Annapolis 2500
Transmitter Location Bay Ridge Rd.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Lang-Worth, SESAC
President, General Mgr. Morris H. Blum
Station-Commercial Mgr. Thomas S. Carr
Chief Engineer Bruce W. Harris

WASL

ANNAPOLIS—1946

Frequency: 810 Kc. Power: 250 Watts d.
Owned-Oper. By Chesapeake Radio Corp.
Business Address Box 612, P. O. Bldg.
Phone Number 9211
Transmitter-Studio Location Truxton Hgts.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service World
Membership NAB
President Robert Blalock
General Mgr. Robert L. Blalock
Sales Prom. Mgr., Prog.-Musical
Director Earle Caton
Publicity Director Carol Bond
Chief Announcer Harrison Eggles
Chief Engineer Stanley Leck, Jr.

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By Hearst Radio, Inc.
Address 2610 N. Charles St.
Phone Number Hopkins 3000
Transmitter Location Winans Rd.,
Randallstown
Air Time Unlimited
News Service INS, UP, AP
Transcription Service World, Thesaurus
Representative Edward Petry
Membership NAB, BMB
General Manager Harold C. Burke
Commercial Manager Kenneth L. Carter
Program Director John Dickman
Chief Engineer Harold See

WBMD

BALTIMORE—1947

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By Key Bcstg. Corp.
Business-Studio Address 2 W. Eager St.
Phone Number Mulberry 7095-6-7
Transmitter Location 2901 Moravia Rd.
Air Time Daytime
News Service AP
Transcription Service Associated
Representative Joseph Hershey McGillvra
Membership NAB
President George E. Hull
General Manager H. Shelton Earp, Jr.
Commercial Manager Merrill L. Carroll
Prog. Dir., Chief Announcer Tom O'Connor
Chief Engineer Russell H. Morgan

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By Monumental Radio Co.
Business-Studio Address 1102 Charles St.
Phone Number Mulberry 0600
Transmitter Location Park Hgts. Ave.
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Paul H. Raymer
Membership NAB, BMB
President Lewis M. Milbourne
Exec. V.P., General Station
Manager L. Waters Milbourne
Program Director George L. Filling
Chief Engineer Martin L. Jones

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Oper. By The Baltimore Radio Show,
Inc.
Business-Studio Address 10 E. North Ave.
Phone Number Mulberry 1300
Transmitter Location 701 Waterview Ave.
Air Time Unlimited
News Service AP, UP
Transcription Service World
Representative John Blair
Membership NAB
President Robert S. Maslin
V.P., Treas., Actg. Mgr. John H. L. Trautfelder
Commercial Manager William R. Dothard
Sales Promotion Manager William B. Roche
Program-Production Dir. Bert Hamauer
Publicity Director Robert S. Maslin, Jr.
Musical Director Joseph Imbroglio
Chief Engineer William Q. Ranft

In Baltimore the **BIGGEST BARGAIN** in Radio is **W-I-T-H**

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the big audience

W-I-T-H delivers more-listeners-per-dollar than
any other station in town.

W-I-T-H covers 92.3% of all the radio homes in
the Baltimore trading area.

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about radio station W-I-T-H.



MARYLAND

W C B M

BALTIMORE—1924—MBS

Frequency: 1400 Kc. (CP 680) Power: 250
Watts (CP 10,000 d.; 5000 n.)

Owned-Oper. By..... Baltimore Bcstg. Corp.
Bus.-Studio Address... Harford & North Aves.
Phone Number..... Belmont 8400
News Service..... UP, INS
Transcription Service..... Associated
Representative..... Weed
President, Comm. Manager..... John Elmer
General Manager..... George H. Roeder
Program Director..... Charles A. Roeder
Chief Engineer..... G. Porter Houston

W I T H

BALTIMORE—1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Maryland Bcstg. Co.
Business-Studio Address... 7 E. Lexington St.
Phone Number..... Lexington 7808
Transmitter Location..... 1230 Curtain Ave.
Air Time..... 24 Hrs.
News Service..... AP
Transcription Service..... Standard
Representative..... Headley-Reed
Membership..... NAB, FMA

Pres., Gen.-Sta. Mgr.... Thomas G. Tinsley, Jr.
V.P., Commercial-Sales Promotion

Manager..... Robert C. Embry
Program-Production Dir..... William Warren
Publicity Director..... Mae Hughes
Musical Director..... Anna Ray Suter
Chief Engineer..... James S. Duff

W S I D

BALTIMORE—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By..... Sidney H. Tinley
Business-Studio Address... 136 Eastern Ave.
Phone Number..... Peabody 8150
Transmitter Location..... Essex
Air Time..... Sunrise-sunset
News Service..... AP
Transcription Service..... MacGregor, Capitol
Representative..... Forjoe
Membership..... NAB
President..... Sidney H. Tinley
General Manager..... Howard S. Frazier
Station Manager..... Jay Nielsen
Comm.-Sales Promotion Mgr..... Armand Terl
Program Director..... Jay Nielsen
Chief Engineer..... Ben Wolfe

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PLACE ON THE DIAL!**

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680

KILOCYCLES

with 10,000 watts

—and that means more **SELLING POWER** for advertisers using

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George H. Roeder, *General Manager*

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WEED & COMPANY
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ATLANTA, HOLLYWOOD, SAN FRANCISCO

WTBO

your

Tri-STATE

Voice



NBC Affiliation

Cumberland, Maryland

MARYLAND

WBCC

BETHESDA-CHEVY CHASE—1947

Frequency: 1120 Kc. Power: 250 Watts d.
Owned-Oper. By. Broadcast Management, Inc.
Business-Studio Address. 5 Wilson Lane
Phone Number. Oliver 2800
Transmitter Location. Kenwood Golf Club
Air Time Daytime
News Service UP
Transcription Service. Lang-Worth, Associated
Membership NAB
President. Willard D. Egolf
Commercial Manager. John Haskell
Sales Promotion Manager. Phil Davison
Program Director. Grace Campbell Egolf
Chief Engineer. Vernon Story

WCMD

CAMBRIDGE—1947

Frequency: 1240 Kc. Power: 100 Watts
Owned-Oper. By. The Cambridge Co.
Bus.-Studio-Transmitter Address. The Pines
Phone Number 1580
Air Time Unlimited
News Service UP
Transcription Service. Standard, MacGregor
Membership NAB
Partners. James H. Littlepage,
Thomas P. Littlepage
General Manager. John Schneider, III
Commercial Manager. James H. Wood
Program Director. Edward H. Brigham
Musical Director. Thomas Maquire
Chief Engineer. Frederick W. Fischer

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Cumberland Bcstg. Co.
Business-Studio Address. 31 Frederick St.
Phone Number 299
Transmitter Location. Reservoir Ave.
Air Time Unlimited
News Service. AP, UP
Transcription Service World
Membership NAB, BMB
Managing Partner, Sta.-Comm.-Sales
Promotion Manager. Aurelia S. Becker
Chief Engineer. William Sellock
Farm Editor. Robert Rosmond

WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By. The Tower Realty Co.
Bus. Address. William Rd., P. O. Box 380
Phone Number 5400-1
Studio-Transmitter Address. William Rd. &
E. City Line

MARYLAND

Air Time Unlimited
 News Service AP, Transradio
 Transcription Service Standard
 Representative Adam J. Young, Jr.
 Membership NAB
 President Karl P. Steinmann
 Gen. Sta. Mgr., Prog. Dir. Floyd v. Cozard
 Comm.-Sales Prom. Mgr. William Leach
 Publicity Director Wilbur Bishop
 Chief Engineer Howard M. Burns, Jr.

WFMD

FREDERICK—1936—CBS-MD. NET

Frequency: 930 Kc. Power: 500 Watts
 Owned-Operated By Monocacy Bcstg. Co.
 Business-Studio Address Winchester Hall
 Phone Number 1626
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 President, Owner Laurence Leonard
 General-Station Manager Bill Hardy
 Asst. Mgr., Chief Engr. James W. Robertson

WARK

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Annetam Bcstg. Corp.
 Business-Studio Address 128 S. Prospect St.
 Phone Number 4500
 Transmitter Location Commonwealth Rd.
 News Service AP
 Representative Robert W. Meeker
 Membership NAB
 Chairman of Board R. J. Funkhouser
 General-Sales Prom. Mgr. Stewart W. Phillips
 Commercial Manager Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor Hunter Reams
 Publicity Director Jane Smith
 Chief Engineer G. Harold Brewer

WJEJ

HAGERSTOWN—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Hagerstown Bcstg. Co., Inc.
 Business-Studio Address Franklin Court
 Phone Number 2323
 Transmitter Location Carroll Heights
 Air Time 6 a.m.-M.
 News Service AP, Transradio
 Transcription Service World, Long-Worth,
 SESAC
 Representative Friedenberg
 Membership NAB, BMB
 Chief Owner, Station Mgr. Grover C. Crilly
 Commercial-Sales Promotion Manager,
 Publicity Director William H. Paulsgrove
 Program Director Marie Whitcraft
 Production Director Robert Leshner
 Chief Engineer George McIntire
 Farm Editor Larry Welsh

WASA

HAVRE DE GRACE—1948

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Oper. By Chesapeake Bcstg. Corp.
 Bus.-Studio-Transmitter Address Bel Air Rd.
 Phone Number 800
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service World
 President, General-Station Mgr. Jason T. Pate
 Comm.-Sales Prom. Mgr. Charles W. Irwin
 Prog.-Prod.-Pub. Dir. Sam Lawler
 Chief Engineer William O. Kuntz

WBOC

SALISBURY—1940—MBS-MD.

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By The Peninsula Bcstg. Co.
 Bus.-Studio-Transmitter Address Radio Park
 Phone Number 2480
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Burn Smith
 President John W. Dawning
 Gen. Sta.-Comm.-Sales Mgr. Charles J. Truitt
 Program Director John W. Downing, Jr.
 Chief Engineer Jack W. Ward
 Farm Editor James Duncan

WGAY

SILVER SPRINGS—1946

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Oper. By Tri-Suburban Bcstg. Corp.
 Business Address Silver Spring
 Phone Number Shep. 1050
 Studio-Transmitter Location Kemp Mill Rd.
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NAB, BMB
 President John W. Kluge
 Gen. Sta.-Comm.-Sales Mgr. Joseph L. Brechner
 Program Director Ernest Tannen
 Chief Engineer Nicholas J. Chaconas

WOOK

SILVER SPRINGS—1947

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By United Bcstg. Co.
 Bus.-Studio Address 1143 Connecticut Ave.
 N.W., Washington, D. C.
 Phone Number Sterling 7265
 Air Time Daytime
 Transcription Service Long-Worth
 Representative Friedenberg
 Pres., Gen.-Comm. Mgr. Richard Eaton
 Program Director Albert Lamphear
 Chief Engineer James N. Gilbert

"YANKEE"

IS THE **PASSWORD**
TO NEW ENGLAND
PURCHASING POWER



24

Home-town Stations

providing equal local
impact in city and
suburban markets in
six states.

Acceptance is
THE YANKEE NETWORK'S
Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

MASSACHUSETTS

Estimated Population 4,718,000—Increase + 9.3%—Radio Homes 1,301,500
Total Families 1,316,200—Stations in State 41

WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 10,000 Watts d.
Owned-Operated By: WBMS, Inc.
Business-Studio Address: 35 Court St.
Phone Number: LAyette 3-5616
Transmitter Location: Medford
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Associated
Membership: NAB
President: Jack N. Berkman
Managing Director: John J. Laux
General Manager: Arthur E. Haley
Program Director: John R. Thornton
Chief Announcer: William Stewart
Musical Director: Martin Bokspan
Chief Engineer: Herbert Rattigan

WBZ - WBZA

(Synchronous Operation)

BOSTON-SPRINGFIELD—1921

NBC-NERN

Frequency: 1030 Kc. Power: WBZ, 50,000
Watts; WBZA, 1000 Watts
Owned-Oper. By: Westinghouse Radio Sta-
tions, Inc. (Synchronous Operation)
Business Address: 1170 Soldiers Field Rd.
Phone Number: WBZ, ALgonquin 4-5670;
WBZA, Springfield 6-8336
Studio Address: WBZ, 1170 Soldiers Field Rd.;
WBZA, Hotel Kimball
Transmitter Location: WBZ, Hull, Mass.;
WBZA, East Springfield, Mass.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Thesaurus, Associated
Representative: Free & Peters
Membership: BMB
President: Walter Evans
General Manager: J. B. Conley
Station Manager: W. C. Swartley
Sales Manager: C. Herbert Masse
Sales Promotion Manager: Lynn Morrow
Program Manager: W. Gordon Swan
Production Manager: Stephen J. Burke
Publicity Manager: W. A. Davis
Special Events Dir.: Colton G. Morris
Educational Dir.: Ben A. Hudelson
Musical Director: Avner Rakov
Chief Engineer: WBZ, W. H. Hauser;
WBZA, Harold Randol
Farm Director: Roger Harrison

WCOP

BOSTON—1935—ABC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By: Massachusetts Bcstg. Corp.
Business-Studio Address: 485 Boylston St.
Phone Number: COpley 7-0123
Transmitter Location: Lexington
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Standard
Representative: Katz
Membership: NAB
President: John Cowles
General-Station Manager: Craig Lawrence
Natl. Comm. Mgr.: A. N. Armstrong, Jr.
Sales Promotion Manager: John Wilkoff
Program Director: Gene King
Production Director: Henry Lundquist
Publicity Director: Caroline Harrison
Chief Announcer: Irvin E. Dierdorf, Jr.
Chief Engineer: Roland C. Hale
Farm Editor: George Graves

WEEI

BOSTON—1924—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: CBS
Business-Studio Address: 182 Tremont St.
Phone Number: HUbbard 2-2323
Transmitter Location: Mystic Valley Pkwy.,
Medford
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Radio Sales
Membership: NAB, BMB
General Manager: Harold E. Fellows
Asst. General Manager: Wilbur S. Edwards
Sales Promotion Mgr.: Guy H. Cunningham
Program Director: Raymond G. Girardin
Production Director: Thomas H. Calhoun
Publicity Director: Marie H. Houlahan
Chief Announcer: Carlton H. Dickerman
Musical Director: Frank Bell
Chief Engineer: Harold A. Dorschug
Farm Editor: Jesse H. Buffum

WHDH

BOSTON—1927

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By: Bcstn Herall-Traveler
Bus-Studio Address: 6 St. James Ave.
Phone Number: HAncock 6-5500
Air Time: Unlimited
News Service: AP, UP

. . . **MASSACHUSETTS** . . .

Transcription Service . . . Standard, Capitol
Representative . . . John Blair
Membership . . . NAB
President . . . Robert B. Choate
Managing Director . . . William B. McGrath
Commercial Manager . . . Arthur T. Brush
Sales Manager . . . William W. Warner
Program Director . . . George M. Perkins
Production Manager . . . George M. Watson, Jr.
Chief Engineer . . . Philip K. Baldwin

W M E X

BOSTON—1934

Frequency: 1510 Kc. . . . Power: 50,000 Watts
Owned-Oper. By . . . The Northern Corp.
Business-Studio Address . . . 70 Brookline Ave.
Phone Number . . . Commonwealth 6-3900
Transmitter Location . . . 71 W. Squantum St.,
Quincy
Air Time 7:30 a.m.-M.
News Service INS
Transcription Service . . . Associated, Lang-Worth,
SESAC
Representative . . . William G. Rambeau
Membership NAB, BMB
President John E. Reilly
General Manager William S. Pote
Technical Director Alfred J. Pote
Commercial Manager Lawrence Flynn
Sales Promotion Manager . . . George Kaplan
Program Director John E. Reilly
Musical Director John Kiley
Chief Engineer John Memishian

W N A C

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc. . . . Power: 5000 Watts
Owned By General Tire & Rubber Co.
Operated By The Yankee Network
Bus.-Studio Address 21 Brookline Ave.
Phone Number Commonwealth 6-0800
Air Time Unlimited
News Service AP, INS
Transcription Service . . . Standard, Associated,
SESAC
Representative Edward Petry
Membership NAB, BMB
Chmn. of the Bd. John Shepard, III
President, Owner William O'Neil
Exec. V.P., Gen. Mgr. Linus Travers
V.P. Thomas F. O'Neil
Dir. of Prom. & Pub. . . . Charles W. Curtin
Prog. Dir., V.P. George W. Steffy
Chief Engineer Irving B. Robinson

W O R L

BOSTON—1926

Frequency: 950 Kc. . . . Power: 1000 Watts
Owned-Oper. By . . . Bcstg. Service Org., Inc.
Business-Studio Address . . . 216 Tremont St.

Phone Number Liberty 4540
Transmitter Location Needham
Air Time Daytime
News Service AP, UP
Representative Forjoe
Membership NAB
President Harold A. Lafount
General-Station Mgr. . . . Ashley L. Robeson
Comm. Manager Frederic S. Bailey
Program Director Robert Perry
Chief Engineer John W. Parker

W V O M

BOSTON—1948—EBS

Frequency: 1600 Kc. . . . Power: 5000 Watts
Owned-Oper. By . . . The Boston Bcstg. Corp.
Business Address 1 Harvard St.
Phone Number . . . Beacon 2-5650, Beacon 2-7870,
WR 5-2466
Studia Address . . . Wiswall Rd., Newton; 1 Har-
vard St., Brookline; 251 Causeway St., Boston
Transmitter Location . . . Wiswall Rd., Newton
Air Time 24 Hrs.
News Service UP
Transcription Service . . . Standard, World,
MacGregor, SESAC
Representative . . . Joseph Hershey McGillvra
Membership NAB
Exec. V.P., General Mgr. . . Benjamin Barizoff
Musical Director Gene Dennis
Chief Engineer Ervin Crandell

W B E T

BROCKTON—1946

Frequency: 990 Kc. . . . Power: 250 Watts d.
Owned-Oper. By . . . Enterprise Publishing Co.
Business-Studio Address . . . 60 Main St.
Phone Number Brockton 7062
Transmitter Location . . . Cor. West & Belmont Sts.
Air Time Daytime
News Service AP
Transcription Service . . . Thesaurus, SESAC,
Lang-Worth, World
Membership NAB
General-Station-Comm. Mgr. . Charles A. Fuller
Production Director Joseph G. Quill

W B K A

BROCKTON—1948

Frequency: 1450 Kc. . . . Power: 250 Watts
Owned By Cur-Nan Compony
Bus.-Studio-Transmitter Address . . 205 E. Ash-
land St.
Phone Number 8-0621-2
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service Associated
Representative Kettell-Carter
President Joseph F. Curran
General Manager Matthew Noonan

MASSACHUSETTS

Station Manager..... Charles F. Curran
 Commercial Manager..... Paul Belaire
 Program Director..... Harlan W. Newell
 Chief Announcer..... Robert E. Fuller
 Chief Engineer..... Mark L. MacAdam
 Farm Editor..... Arthur Jones

W A C E

CHICOPEE—1946

Frequency: 730 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Regional Bcstg. Co.
 Bus.-Studio-Transmitter Address..... 326 Chicopee St.
 Phone Number..... Springfield 6-1323,
 Chicopee 2330
 Air Time..... Sunrise-sunset
 News Service..... AP
 Transcription Service..... World
 Representative..... McGeehan & O'Mara,
 Kettell-Carter
 Membership..... NAB, FMA
 President..... David Hayes
 Treasurer..... John S. Begley
 General Manager..... Ralph J. Robinson
 Commercial Manager..... David Hayes
 Sales Promotion Manager..... Ralph J. Robinson
 Prdg.-Prod.-Pub. Dir..... Lee Smith
 Chief Announcer..... Kris Martin
 Chief Engineer..... Ralph J. Robinson

W A L E

FALL RIVER—1948

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Narragansett Bcstg. Co.
 Business-Studio Address..... 374 Central St.
 Phone Number..... 4-1400
 News Service..... UP, INS
 Transcription Service..... Associated, Capitol,
 SESAC
 Representative..... Kettell-Carter
 President, Mng. Dir..... George L. Sisson, Jr.
 Station Manager..... J. Buz Way
 Program Director..... Nellie F. McCain
 Chief Engineer..... Norman P. Guimond

W S A R

FALL RIVER—1921—MBS-YANKEE

Frequency: 1480 Kc..... Power: 5000 Watts
 Owned-Oper. By..... The Fall River Bcstg. Co.,
 Inc.
 Business-Studio Address..... Academy B'dg.
 Phone Number..... 7-9477
 Transmitter Location..... So. Somerset
 Air Time..... 6:30 a.m.-M.
 News Service..... UP
 Transcription Service..... Thesaurus, Lang-Worth
 Representative..... Headley-Reed, Bertha Bannan
 Membership..... NAB, BMB
 President, General Mgr..... Melvin Lahr
 Commercial Manager..... John Harrington

Sales Prom. Mgr., Pub. Dir..... John Crowley
 P.o.g. Dir., Prod. Mgr..... Angus Bailey
 Musical Director..... John Zmuda
 Chief Engineer..... John Pavao

W E I M

FITCHBURG—1941—MBS-YANKEE

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... WEIM, Fitchburg, Inc.
 Business-Studio Address..... 717 Main St.
 Phone Number..... 1600-1
 Transmitter Location..... Summer St., Lunenburg
 Air Time..... Unlimited
 News Service..... AP
 Representative..... Bertha Bannan
 Membership..... NAB
 General Mgr..... Henry G. Molina, Jr.
 Commercial Manager..... Ford Billings
 Program Director..... George Gray
 Chief Engineer..... Ted Kalin

W K O X

FRAMINGHAM—1947

Frequency: 1190 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Suburban Bcstg. Co.
 Business-Studio Address..... Smith Bldg., Irving
 Square
 Phone Number..... Framingham 7400, 5003
 Transmitter Location..... Mt. Wayte Ave.
 Air Time..... Local sunrise-sunset
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Friedenber, Kettell-Carter
 Membership..... NAB
 Station Manager..... Richard E. Adams
 Commercial Manager..... James H. Shoemaker
 Program Director..... Lee Emmerich
 Publicity Director..... Robert Fuller
 Chief Announcer..... Lee Emmerich
 Chief Engineer..... Frank Bartol

W H O B

GARDNER—1946

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Gardner Bcstg. Co.
 Business-Studio Address..... 39 Pleasant St.
 Phone Number..... 1490
 Transmitter Location..... Green St.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... SESAC
 Representative..... William G. Rambeau
 Membership..... NAB, BMB
 President, General Mgr..... David M. Richman
 Station Manager..... Frank Hull
 Comm.-Sales Promotion Mgr..... Robert Kelley
 Program-Production Dir..... West W. Willcox
 Chief Announcer..... Martin Tall
 Chief Engineer..... Parker Vincent

W H A I

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By John W. Haigis
 Business-Studio Address 356 Main St.
 Phone Number 4301-2
 Transmitter Location Woodard Rd.
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Bertha Bannan
 Membership NAB, BMB
 President John W. Haigis, Sr.
 General Manager John W. Haigis, Jr.
 Commercial Manager H. W. Nichols
 Sales Promotion Manager Thomas J. Kelly
 Program Director,
 Chief Announcer Lawrence A. Coney
 Musical Director Charles D. Prentice
 Chief Engineer Leland F. Wheeler
 Farm Editor Donald A. Tuttle

W H A V

HAVERHILL—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Haverhill Gazette Co.
 Business-Studio Address 30 Hew St.
 Phone Number 7090
 Transmitter Location 110 Observatory Ave.
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Associated, World,
 SESAC
 Representative McGeehan & O'Mara,
 Kettell-Carter
 Membership NAB
 President, General Manager John T. Russ
 Station Manager Lewis F. Sargent
 Program Director Warren Greenwood
 Chief Announcer Ken Ash
 Chief Engineer Paul A. Hurd
 Farm Editor Roland Dubois

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Hampden-Hampshire Corp.
 Business Address 180 High St.
 Phone Number 8238-9
 Studio Addresses 180 High St.; Conal S., So.
 Hadley Falls; 78 Main St., Northampton
 Transmitter Location Canal St., So. Hadley
 Falls
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Lang-Worth
 Representative Walker, Bertha Bannan
 Membership NAB, FMA
 President William Dwight
 General-Station Mgr. Charles N. DeRose
 Commercial Manager Patrick J. Montague

Prog. Mgr., Pub. Dir. Jay Heitin
 Musical Director John Vondell
 Chief Operator Jack Paley

W C C M

LAWRENCE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Lawrence Bcstg. Co.
 Business Address 54 Essex St.
 Phone Number Lawrence 3-7171, Lowell 8359
 Studio Addresses 54 Essex St., 11 Kearney Sq.
 Transmitter Location Chandler Rd., Andover
 Air Time Sunrise-sunset
 News Service AP
 Representative Forjoe, Bertha Bannan
 Membership NAB
 President George H. Jaspers
 General Manager Gordon S. Ley
 Station Manager Thomas C. May, Jr.
 Commercial Manager William C. Engel
 Sales Manager Lawrence: Alex G. MacBeth;
 Lowell: Phil Rubin
 Prog.-Prod.-Musical Dir. Thomas F. Frank
 Publicity Director Sally B. Zamblera
 Chief Engineer Harold Davis

W L A W

LAWRENCE—1937 ABC-N. E. MAJOR

Frequency: 880 Kc. Power: 50,000 Watts
 Owned-Oper. By Hildreth & Rogers Co.
 Business Address 278 Essex St.
 Phone Number Lawrence 4107
 Studio Addresses 278 Essex St., 216 Tremont
 St., Boston; Fairburn Bldg., Lowell.
 Transmitter Location Burlington
 Air Time 6 a.m.-2 a.m.
 News Service UP
 Transcription Service World, Standard
 Representative Paul H. Raymer
 Membership NAB, BMB
 President Irving E. Rogers
 General-Station Mgr. Harold B. Morrill
 Commercial Manager David M. Kimel
 Regional Sales Manager Nona Kirby
 Program Director James T. Mahoney
 Publicity Director Fred A. Sullivan
 Chief Announcer Frederick P. Laffey
 Chief Engineer George A. Hinckley

W L L H

LOWELL-LAWRENCE—1937 MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Merrimoc Bcstg. Co., Inc.
 Business Address 39 Kearney Sq.
 Phone Number 8715
 Studio-Transmitter Location 39 Kearney Sq.,
 Lowell; Cregg Bldg., Lawrence
 Air Time Unlimited
 News Service UP

. . . **MASSACHUSETTS** . . .

Transcription Service Associated
 Representative Edward Pety
 President Gerald Harrison
 Vice-President Carl S. Wheeler
 Station Manager Dana W. Fitzgerald
 Commercial Manager Haskell Bloomberg
 Prog. Dir., Chief Announcer Tom Clayton
 Chief Engineer A. G. Michaels

WLYN

LYNN—1946

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By Puritan Bcst. Service, Inc.
 Business-Studio Address 7 Willow St.
 Phone Number LY. 5-6200
 Transmitter Location Fox Hill Bridge
 A'r Time 6:30 a.m.-Sunset
 News Service UP
 Transcription Service Associated. SESAC
 Membership NAB
 President, General Manager A. M. Morgan
 Station Manager Cyril Morgan
 Sales Promotion Manager Harold Goldman
 Program Director Ethel Adams
 Chief Announcer Bill Bradley
 Musical Director Harry Freeman
 Chief Engineer John Parker

WNBH

NEW BEDFORD—1921—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Bristol Bcstg. Co., Inc.
 Business-Studio Address 588 Pleasant St.
 Phone Number 8-5228
 Transmitter Location Crow Island, New Bedford Harbor, Fairhaven
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Walker Co., Bertha Bannan
 Membership NAB, BMB
 Vice-President Basil Brewer
 General Manager James M. Patt
 Commercial Manager Theodore M. Healy
 Sales Promotion Manager,
 Program Director Edward Boghosian
 Chief Engineer Stanley Emery

WKOB

NORTH ADAMS—1947

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Citizens Bcstg. Co.
 Business Address 20 State St.
 Phone Number 860-1

WLAW

680 Kc.

**YOUR
BEST
RADIO
BUY**

50,000 watts
New England's
MOST POWERFUL
Radio Station

**SERVING
PROSPEROUS
INDUSTRIAL
NEW
ENGLAND**

BASIC ABC STATION: LAWRENCE

DELIVERS AN EFFECTIVE SIGNAL FROM PORTLAND, ME. TO NEWPORT, R. I.
 93.7 megacycles **WLAW — FM** Channel 229

**Main Studios and Offices: Lawrence, Mass. Other Studios: Boston and Lowell.
 NATIONAL REPRESENTATIVES: PAUL H. RAYMER CO., INC.**

MASSACHUSETTS

Studio Address.....Hotel Wellington
Transmitter Location.....Curron Hway.
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....Standard, Capitol
Representative.....Joseph Hershey McGillvra
Station Manager.....James H. McKnight
Program Director.....J. William Quinn
Farm Editor.....Theodore Salford
Chief Engineer.....Charles H. Smith

WJDA

QUINCY—1947

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned-Oper. By South Shore Bcstg. Co., Inc.
Business-Studio Address...29 Brackett St.
Phone Number.....Mayflower 9-1300
Transmitter Location.....Germantown
Air Time.....Sunrise-sunset
News Service.....AF
Transcription Service.....World
President, Station Mgr.....Joseph H. Tobin
Comm.-Sales Prom.....James D. Asher

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
Phone Number.....1230
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
General-Station Mgr.....J. Gordon Keyworth
Commercial Rep.....Richard J. O'Brien
Program Manager.....Benjamin A. Hubley
Musical Director.....Joyce Merrill

WESX

SALEM—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By North Shore Bcstg. Co.
Business-Studio Address...49-53 Washington St.
Phone Number.....5670
Transmitter.....Naugus Head, Marblehead
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....Bertha Bannan
President.....Charles W. Phelan
General Manager.....Edmund L. Phelan
Commercial Manager.....John Sullivan
Sales Promotion Manager.....Robert Rogers

WBEC

PITTSFIELD—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By Wester Mass. Bcstg. Co.
Business-Studio Address.....30 Eagle St.
Phone Number.....8292
Transmitter Location.....30 Eagle St.
Air Time.....6:45 a.m.-M.
News Service.....AP
Transcription Service.....Standard, Lang-Worth
Representative.....J. P. McKinney
Membership.....NAB
Owners.....L. K. Miller, D. B. Miller
General Manager.....W. Wendell Budrow
Chief Engineer.....James L. Spotes

WMAS

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....1757 Main St.
Phone Number.....Springfield 7-1414
Transmitter Location.....Pynchon Pk.
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....UP
Representative.....Edward Petry
Membership.....NAB
President.....Gerald Harrison
Station Manager.....Robert Donahue
Commercial Manager.....Robert Feldman
Sales Promotion Manager.....Paul Peltier
Chief Engineer.....John Michnovetz

WBRK

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Greylock Bcstg. Co.
Operated By.....Leon Podolsky
Business-Studio Address.....8 Bank Row
Phone Number.....2-1553
Transmitter Location.....100 East St.
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB
President.....Leon Podolsky
General-Station Manager.....John T. Parsons
Commercial Manager.....Robert Burbank
Publicity Director.....Richard Bolander

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business.....WSPR Bldg., 63 Chestnut St.
Phone Number.....Springfield 6-2757-8, 6-4218
Transmitter Location.....Union St. & Palmer Ave.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery

MASSACHUSETTS

Membership NAB, BMB
President..... Quincy A. Brackett
V.P., Gen.-Sta. Mgr..... Milton W. Stoughton
Commercial Manager..... William H. Burleigh
Sales Prom. Mgr., Pub. Dir., Howard S. Keeffe
Prog.-Prod. Director..... Wayne H. Latham
Chief Announcer..... Robert L. Jones
Musical Director..... Grace B. Manchester
Chief Engineer..... Lawrence A. Reilly

WCRB

WALTHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By..... Charles River Bcstg. Co.
Business-Studio Address..... 4 Gordon St.
News Service UP
Transcription Service Lang-Worth
Station Manager..... Deuel Richardson
Sales Manager..... Frank McArdle
Program Director..... Bill Sherman

WRMS

WARE—1948

Frequency: 1250 Kc.....Power: 500 Watts
Owned-Operated By..... Donald W. Howe
Business-Studio Address..... East St.
Phone Number 23
Transmitter Location.. Atop Coy's Hill, Warren
Air Time Daytime
News Service AP
Transcription Service Associated
Owner..... Donald W. Howe
General-Comm. Mgr..... Ansel E. Gridley

WOCB

WEST YARMOUTH—1944—ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..... Bristol Bcstg. Co., Inc.
Business-Studio Address..... West Yarmouth
Phone Number..... Hyannis 502
Transmitter Location..... South Sea Ave.
News Service AP
Transcription Service..... World, Keystone
Representative..... Walker, Bertha Bannan
President..... Basil Brewer
Station Commercial Mgr..... David J. Shurtleff

WAAB

WORCESTER—1931—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By..... General Tire & Rubber Co.
Operated By..... The Yankee Network
Business-Studio Address..... 34 Mechanics St.
Phone Number 2-5611

Transmitter Location Holden
Air Time Unlimited
News Service AP, INS, Reuters
Representative Edward Petry
Membership NAB, BMB
President..... William O'Neil
Chairman of Board..... John Shepard, 3rd
General Manager..... Linus Travers
Station Manager..... Richard A. Cobb

WNEB

WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..... New England Bcstg. Co.
Bus.-Studio Park Bldg., 507 Main St.
Phone Number 6-4672
Air Time Unlimited
News Service UP
Transcription Service..... Thesaurus, Capitol
Representative Adam J. Young
Membership NAB
President..... Paul C. Lytle
General Manager..... John J. Hurley
Commercial Manager..... Kenneth B. Murray

WORC

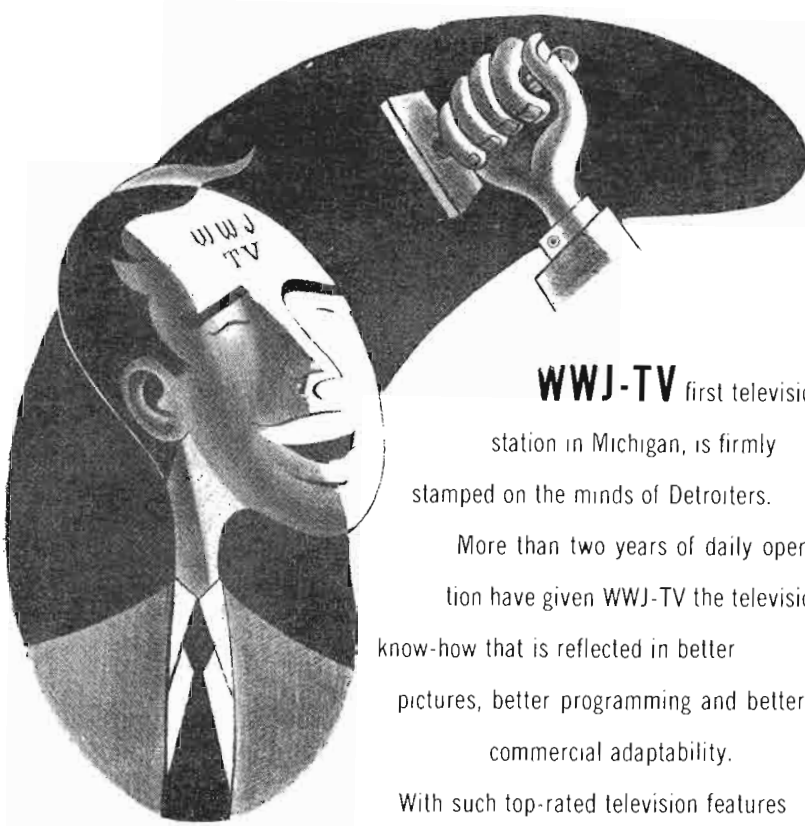
WORCESTER—1929—ABC

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By..... Alfred F. Kleindienst
Business-Studio Address..... 65 Elm St.
Phone Number 5-3101
Transmitter Location.. Pachachoag St., Auburn
Air Time..... 7 a.m.-M.
News Service INS
Transcription Service Lang-Worth
Representative Weed
Membership NAB

WTAG

WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By..... WTAG, Inc.
Business-Studio Address..... 18 Franklin St.
Phone Number 5-4321
Transmitter Location.. Shrewsbury St., Holden
Air Time Unlimited
News Service AP
Transcription Service..... World, Associated
Representative..... Paul H. Raymer
Membership NAB, BMB
Executive V.P..... E. E. Hill
Vice-Pres., Gen. Mgr..... Robert W. Booth
Commercial Manager..... Herbert L. Krueger
Program Director..... A. J. Brissette
Publicity Director..... A. C. Fuller
Chief Engineer..... E. A. Browning



WWJ-TV first television

station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the screens of the more than 35,000 television sets in the Detroit market.

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

NBC Television Network

ASSOCIATE AM-FM STATION WWJ

MICHIGAN

Estimated Population 6,195,000—Increase +17.9%—Radio Homes 1,707,706
Total Families 1,741,900—Stations in State 54

W A B J

ADRIAN—1946

Frequency: 1500 Kc. Power: 250 Watts d.
Owned By James Gerity, Jr.
Business Address 2982 Tread Rd.
Phone Number 9000-1
Air Time Daytime
News Service UP
Transcription Service World
Representative Ra-Tel
Membership NAB
Manager O. William Myers
Commercial Manager Harley West
Program Director Larry Payne
Chief Engineer Gail D. Griner

W F Y C

ALMA—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By Alma Bcstg. Co.
Business-Studio Address 408 Gratiot St.
Phone Number 95
News Service UP
Transcription Service World
President, General Mgr. Merle E. Rhoads
Commercial Mgr. Cleon Vanriper
Chief Engineer Frank D. Tefft

W A T Z

ALPENA—1946

MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Midwestern Bcstg. Co.
Business Address Alpena
Phone Number 1049
Studio-Transmitter Location M-32 West
Air Time 7 a.m.-11 p.m.
News Service AP
Transcription Service Keystone
Representative Hal Holman
Membership BMB
President Les Biederman
General Manager Drew McClay
Chief Engineer William Kiker

W H R V

ANN ARBOR—1947—ABC

Frequency: 1600 Kc. Power: 1900 Watts
Owned-Oper. By. Huron Valley Bcstg., Inc.
Business Address Box 608
Phone Number 2-4573
News Service AP
Transcription Service World
Representative Forjoe

President, General Mgr. J. F. Hopkins
Commercial Mgr. R. S. Augustus
Program Director Amy H. Wilcox
Chief Engineer James W. Allen

W P A G

ANN ARBOR—1945

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Washtenaw Bcstg. Co.
Bus. Studio Address 3rd Floor, Hutzel Bldg.
Phone Number 2-5517
Transmitter Location 1795 So. Maple Rd.
Air Time Sunrise-sunset
News Service AP
Transcription Service Standard, Associated
Representative Hal Holman
Membership NAB, FMA
President Arthur E. Greene
Exec. V.P., Gen. Mgr. Edward F. Baughn
Commercial Manager Ted Turner
Program Director Wendell Hester
Chief Announcer Pat Quinn
Chief Engineer George D. Stearns
Farm Editor Howard E. Heath

W B C K

BATTLE CREEK—1948

MBS-GOEBEL BASEBALL

Frequency: 930 Kc. Power: 1000 Watts
Owned By Michigan Bcstg. Co.
Business-Studio Address 402 Security Natl.
Bank Bldg.
Phone Number 3-5555
Transmitter Location Golden Ave.
Air Time Unlimited
News Service UP
Transcription Service Associated, Capitol
Representative Ra-Tel
Pres., Gen. Sta. Comm. Mgr. Robert H. Holmes
Local Sales Manager F. K. Doyle
Program-Production Director Adrian R. Cooper
Publicity Director Molly Sue Doran
Chief Announcer Don Callen
Chief Engineer Charles W. Dewey, Jr.

W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Federated Publications, Inc.
Bus. Studio-Transmitter Address Michigan
National Bank Bldg.
Phone Number 5655, 7166
Air Time Unlimited
News Service AP
Transcription Service Standard, Lang-Worth

BIG THINGS are
IN THE CARDS
for CKLW



*We're Going
50 kw. at 800 kc.
early in '49*

[The DETROIT Area's
Best RADIO Buy!]

CKLW

ADAM J. YOUNG, JR., Nat'l. Rep. Canadian Rep., H. N. STOVIN & CO.

J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

MICHIGAN

Representative Burn-Smith
Membership NAB, BMB, FMA
President A. L. Miller
General-Station Manager Dan E. Jayne
Commercial Manager E. P. Mills, Jr.
Program Director Forrest F. Owen
Chief Engineer Earl J. Stone

W B C M

BAY CITY—1928—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Bay Bcstg. Co., Inc.
Business-Studio Address Mezzanine Floor,
Wenonah Hotel
Phone Number 7551-2
Transmitter Address Tuscola Rd., Hampton
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth, World
Representative George P. Hollingbery
Membership BMB, FMA
President Harley D. Peet
Gen.-Station-Comm. Mgr. Hugh A. Giesel
Program Director Charles E. Anthony
Musical Director Lionel H. DeRemer
Chief Engineer Ralph H. Carpenter
Farm Editor G. Edward Vallender

W H F B

BENTON HARBOR—1947—GOEBEL

Frequency: 1060 Kc. Power: 1000 Watts d.
Owned-Oper. By The Palladium Publishing
Co.
Business Address 59 Wall St.
Phone Number Benton Harbor 8141
Studio-Transmitter Location Fairplain Ave.
Air Time Sunrise-sunset
News Service AP
Transcription Service Lang-Worth, Capitol
Representative Hal Holman
Membership NAB
President Stanley R. Banyon
General Manager Jacob P. Scherer
Commercial Manager W. Curtis Beck
Program Director Phil Molloy
Chief Announcer John Pershing Chase
Musical Director Lee Lockwood
Chief Engineer Munson W. Robinson
Farm Editor John Pershing Chase

W A T T

CADILLAC—1945

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Midwestern Bcstg. Co.
Business-Studio Address Cadillac
Phone Number 1270
News Service AP
Transcription Service SESAC, KBS

Representative Hal Holman
President Les Biederman
General Manager John Cundiff
Commercial Manager Mary Chandler
Chief Engineer William Kiker

W K M H

DEARBORN—1946

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Operated By WKMH, Inc.
Business-Studio Address WKMH Bldg.
Phone Number Logan 2-4000
Transmitter Location Detroit Industrial
Express Hwy.
Air Time 24 Hrs.
News Service INS, UP
Transcription Service Lang-Worth
Representative Weed
Membership NAB
President, General Manager Fred A. Knorr
Comm.-Sales Prom. Mgr. Walter Patterson
Program Director Richard Buller
Publicity Director Pat Hobar
Chief Announcer Bob Seymour
Musical Director Albert Gross
Chief Engineer Jerrold Martin
Farm Editor Alan Douglas

C K L W

DETROIT-WINDSOR—1932

MBS-CBC

Frequency: 800 Kc. Power: 50,000 Watts
Owned-Oper. By Western Ontario Bcstg. Co.,
Ltd.
Business Address Canada Trust Bldg.
Phone Number (Windsor) 4-1155,
(Detroit) Cadillac 7200
Air Time Unlimited
News Service INS, UP, PN
Transcription Service Standard, World, United
Representative H. N. Stovin,
Adam J. Young, Jr.
President, General Mgr. J. E. Campeau
Commercial Manager E. Wilson
Program Director S. Campbell Ritchie
Promotion Mgr. Barbara MacFarland
Chief Engineer W. C. Carter

W J B K

DETROIT—1925—WOLVERINE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Fort Industry Co.
Business-Studio Address 500 Temple Ave.
Phone Number Temple 3-7900
Transmitter Location 15555 Woodrow Wilson
Air Time 6 a.m.-1 a.m.
News Service INS, UP
Transcription Service Lang-Worth
Representative Katz Agency

MICHIGAN

Membership NAB
President George B. Storer
General Manager Richard E. Jones
Commercial Manager George Millar
Program Director Hal Hough
Promotion Director Joyce Chapman
Chief Announcer Earl Hayes
Musical Director Sally Cooper
Chief Engineer Paul Frincke

WJLB

DETROIT—1924—GOEBEL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By . . . Booth Radio Stations, Inc.
Business Address 600 Buhl Bldg.
Phone Number Woodward 2-0220
Studio Address . . . 3100 David Broderick Tower
Transmitter Location . . . 375 Midland Ave.,
Highland Park
Air Time 24 Hrs.
News Service AP
Transcription Service . . . Standard, World
Representative William G. Rambeau
President, Gen. Station Mgr. . . John L. Booth
Commercial Manager Eric V. Hay
Program Director George Kendall
Publicity Director Arthur Naylor
Chief Announcer Richard Pavey
Chief Engineer Edward H. Clark

WJRB

DETROIT—1927—CBS

Frequency: 760 Kc. Power: 50,000 Watts
Owned-Oper. By . . . WJR, The Goodwill Station,
Inc.
Business-Studio Address . . . 2100 Fisher Bldg.
Phone Number MADison 4440
Transmitter Location Trenton
Air Time 24 Hrs.
News Service AP, INS, UP
Transcription Service . . . Cole, Lang-Worth,
Standard, Thesaurus, Associated
Representative Edward Petry
Membership NAB
President Frank E. Mullen
Asst. to Pres., Gen. Mgr. Harry Wismer
Asst. Gen. Mgr. Worth Kramer
Commercial Manager Arch Shawd
Sales Promotion Manager . . . James H. Quello
Program Director Franklin C. Mitchell
Production Director Norman L. White
Education & Public Relations . . . Mark Haas
Chief Announcer Ron Gamble
Musical Director Paul LaVoie
Chief Engineer G. F. Leydorf
Farm Editor Marshall Wells

WWJ

DETROIT—1920—NBC

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By Evening News Assn.

Business-Studio Address . . . 622 W. Lafayette
Ave.
Phone Number Woodward 2-2000
Transmitter Location Oak Park
Air Time 5:30 a.m.-2 a.m.
News Service AP, UP
Transcription Service . . . Standard, Lang-Worth
Representative George P. Hollingbery
Membership NAB, FMA
President W. E. Scripps
General Manager Harry Bannister
Asst. General Manager . . . Edwin K. Wheeler
General Sales Manager . . . Harry Betteridge
Promotion Manager Jake Albert
Gen. Program Manager . . . Melvin C. Wissman
Production Manager Jack Hill
Publicity Manager Richard Spencer, Jr.
Program Supervisor Stanley Swales
Musical Director Mischa Kottler
General Engineering Manager . . . E. J. Love
Farm Editor John Merrifield

(See Page 458)

WXYZ

DETROIT—1925—ABC-MRN

Frequency: 1270 Kc. Power: 5000 Watts
Owned By American Bcstg. Co.
Operated By WXYZ, Inc.
Business Address 1700 Stroh Bldg.
Phone Number CHerry 8321
Studio Address 8415 E. Jefferson Ave.
Transmitter Location . . . Joy Rd. & Greenfield
Air Time Unlimited
News Service INS, UP
Transcription Service . . . World, Lang-Worth
Membership NAB, BMB
General Manager James G. Riddell
Commercial Manager Harold Christian
Sales Promotion Mgr. William J. Heidricks
Program Director Jack McCarthy
Musical Director Phil Brestoff
Chief Engineer Charles Kotcher

WDBC

ESCANABA—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Delta Bcstg. Co.
Business Address Escanabo
Phone Number 3190-1
Studio-Transmitter Address . . . Lud. & First Sts.
Air Time 6:30 a.m.-11:30 p.m.
News Service UP
Transcription Service . . . World, Keystone
Representative Walker
Membership NAB
President John P. Norton
General-Station Mgr. George D. Lindenthal
Comm.-Sales Prom. Mgr. . . . Richard Morenus
Program-Production-Publicity Director . . .
Chief Announcer Scott Runge
Musical Director George Jaap, Jr.
Chief Engineer Jack W. Foster

WBBC

FLINT—1946—MBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Booth Radio Stations, Inc.
 Business-Studio Address . . . 112 W. Water St.
 Phone Number Detroit, Ran. 0220;
 Flint, 9-8686
 Transmitter Location G-3052 Bristol Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service MacGregor
 Representative Forjoe
 President John Lord Booth
 V.P., Gen.-Sta. Mgr. Robert L. Ballour
 Comm.-Sales Prom. Mgr. W. Eldon Garner
 Program Director Robert L. Mabry
 Production-Publicity Director
 Farm Editor L. George Geiger
 Musical Director Jerry Schroeder
 Chief Engineer G. Elwood Ryan

WTAC

FLINT—1946—NBC

Frequency: 600 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Trendle-Campbell Bcstg.
 Corp.
 Business-Studio Address 740 S. Saginaw St.
 Phone Number Flint 2-1136
 Transmitter Location 6171 Center Rd.,
 Grand Blanc
 Air Time Unlimited
 News Service UP
 Transcription Service World, Lang-Worth
 Representative Paul H. Raymer
 Membership BMB
 President George W. Trendle
 V.P., General Mgr. H. Allen Campbell
 Station Manager Don DeGroot
 Commercial Manager Leo D. Smith
 Program Director Frank W. Crombie
 Chief Engineer Darrell Jnes

WFDF

FLINT—1922
 ABC-MRN-WOLVERINE

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By The Trebit Corp.
 Bus.-Studio Address Mott Foundation Bldg.
 Phone Number 2-7158
 Transmitter Location Bristol & Howe Rds.,
 Burton Township
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Thesaurus,
 Lang-Worth, Standard
 Representative Katz Agency
 Membership NAB, BMB
 General Manager Lester W. Lindow
 Commercial Manager J. R. McKinley
 Sales Promotion Manager James Rash
 Program Director Elmer Knopf
 Production Director Larry Arnold
 Musical Director Billy Geyer
 Chief Engineer Frank D. Fallain

WWOK

FLINT—1947—WOLVERINE

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By Cooperative Radio Co.
 Business Address 2111 Westheimer, Houston,
 Texas
 Studio Address Saginaw at E. Second Ave.
 Transmitter Location 3338 E. Briston Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Representative Burn Smith
 President Max Chris'ianson
 Gen.-Sta. Mgr., Prog. Dir. Rex Moad
 Chief Announcer Leon McNew
 Chief Engineer Ed Forsyth

WMRP

FLINT—1943—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Methodist Radio Parish, Inc.
 Business-Studio Address 573 Mary St.
 Phone Number 3-5112
 Transmitter Location 3217 Lapeer Rd.
 Air Time Limited
 Transcription Service Standard, SESAC,
 World, KBS
 President Daniel M. Robins
 Gen.-Sta.-Ccomm.-Sales Prom.
 Manager William H. Morford
 Prog. Dir., Prod. Mgr. Cedric Harger
 Chief Engineer Homer Blumerich

WFUR

GRAND RAPIDS—1947
 WOLVERINE

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Furniture City Bcstg. Corp.
 Business-Studio Address 430 Federal Square
 Bldg.
 Phone Number Gl. 6-9541
 Transmitter Location 502 Garfield Ave., S.W.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative Walker
 Pres., Gen. Sta. Mgr. Simon W. Oppenhuizen
 Ccmm.-Sales Prom. Mgr. Arthur M. Switt
 Program-Production Dir. Gordon F. Kibby
 Publicity Director Henry G. Bosch
 Musical Director Norma Jean Norman
 Chief Engineer John D. Timmer
 Farm Editor Harry Webster

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Music Bcstg. Co.
 Business-Studio Address 35 Lafayette N.
 Phone Number 9-4111
 Transmitter Location 1388 Plymouth Rd., S.E.
 Air Time 6:30 a.m.-local sunset
 News Service AP
 Transcription Service Standard, Associated
 Representative Joseph Hershey McGillvra
 President, General Mgr. Paul F. Eichhorn
 Program Director Donald M. Mullen
 Chief Announcer Robert Smith
 Chief Engineer Richard Groenevelt

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Fetzer Bcstg. Co.
 Business Address Pantlind Hotel
 Phone Number Glendale 6-8512
 Transmitter-Studio Location Pantlind Hotel
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol
 Representative Avery-Knodel
 Membership NAB, BMB
 Pres., Owner, Gen. Mgr. John E. Fetzer
 Production Manager John R. Speer
 Commercial Manager John W. O'Harrow
 Publicity Director Richard L. Kowalkosi
 Chief Announcer Nathan H. Bryant, Jr.
 Chief Engineer Carl E. Lee
 Farm Editor Carleton W. Collin

WLA V

GRAND RAPIDS—1940—ABC-MRN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Leonard A. Versluis
 Bus.-Studio-Transmitter Address 6 Fountain
 St., N.E.
 Phone Number Glendale 6-5461
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership BMB, FMA
 Owner Leonard A. Versluis
 General-Commercial Mgr. Hy M. Steed
 Sales Promotion Manager D. D. Knight
 Production Director Dave Hoyle
 Musical Director Howard Sloomaker
 Chief Engineer Lee Stevens

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Grandwood Bcstg. Co.

Business-Studio Address 1408 Grand Rapids
 Natl. Bank Bldg.
 Phone Number 9-4211
 Transmitter Location 633 — 60th St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service World, Lang-Worth
 Representative Katz Agency
 Membership BMB
 V.P., Sup. Dir. Harry M. Bitner, Jr.
 Secretary, Gen. Mgr. Stanley W. Barnett
 Asst. Sec., Controller Melvin C. Green
 Commercial Manager Walter A. Bass
 Pub. Rel. & Prom. Dir. Lenore Little
 Program-Production Director Sandy Meek
 Chief Engineer Fred Russell

WHTC

HOLLAND—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Holland Bcstg. Co.
 Business Address 5 E. Eighth St.
 Phone Number 6-6610
 Studio-Transmitter Location 87 Central Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service World, Lang-Worth
 Membership NAB
 President, Chief Engineer Millard C. Westrate
 Sales Promotion Manager Kenneth Welch
 Program Director Willard C. Wichers
 Production Director Miles Olsen

WHDF

HOUGHTON-CALUMET—1929—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan Bcstg. Co.
 Business-Studio Address Doug's House,
 Houghton; 515 Scott St., Calumet
 Phone Number Houghton, I; Calumet, 869
 Transmitter Location Hancock
 Air Time 7 a.m.-11 p.m.
 Transcription Service World
 Representative Walker
 Membership NAB
 Exec. V.P. John W. Rice
 Station Manager Albert W. Payne
 Prog. Dir., Chief Announcer Earl Norden
 Chief Engineer George L. Burgan

WIKB

IRON MOUNTAIN—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Upper Michigan Wisconsin
 Bcstg. Co., Inc.
 Business-Studio Address Dickinson Hotel
 Phone Number 2020
 Transmitter Location West "C" St.
 Air Time 6:55 a.m.-M.
 News Service UP

Transcription Service.....Standard, Keystone
 RepresentativeWalker
 MembershipNAB, BMB
 President.....William L. Johnson
 V.P., General Manager.....J. W. Huss
 Station Manager.....James Kauper
 Commercial Manager.....John Harvey
 Program Director.....Ran Jensen
 Chief Announcer.....Bob Sorenson
 Chief Engineer.....Eugene Kaari

WMIQ
IRON MOUNTAIN—1947
ABC-NORTHERN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Iron Mountain-Kingsford
 Bcstg. Co.
 Business-Studio Address..211 E. Ludington St.
 Phone Number.....2031-2
 Transmitter Location.....Pewabic Hill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Membership.....BMB
 President.....William F. Russell
 General Manager.....Russell J. Staffeld
 Station Manager.....William C. Johnson
 Commercial Manager.....Lester S. Staple
 Sales Promotion Manager.....John S. Wallis
 Program Director.....Ronald F. Bothe

Chief Announcer.....Frank J. Thibert
 Chief Engineer.....Robert W. Berry

WJMS
IRONWOOD—1931—MBS-KBS

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Oper. By..Upper Michigan-Wisconsin
 Bcstg. Co., Inc.
 Business-Studio Address..124 E. McLeod Ave.
 Phone Number.....20
 Transmitter Location.....Cary, Wis.
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard, Keystone
 RepresentativeWalker
 MembershipNAB, BMB
 President.....William L. Johnson
 V.P., General Manager.....J. W. Huss
 Station Manager.....Donald R. Hoover
 Commercial Manager.....Gordon F. Scott
 Program-Musical Director.....Laura Johnson
 Chief Engineer.....Arne Dahlbacka

WJPD
ISHPEMING—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Ishpeming Bcstg. Co.
 Business-Studio Address.....Jenks Block
 Phone Number.....1892

YOU MIGHT BOX FOR 110 ROUNDS*—
BUT...
YOU COULDN'T FIGHT THROUGH THE
RING AROUND WESTERN MICHIGAN



If you want to win in Western Michigan, you'll have to consider the "wall of fading" that surrounds that area—that stops satisfactory reception of "outside" stations. Unless you're using stations *inside* the wall, you're just not OK—you're KO!

When it comes to *inside* stations, you can project our ratings and discover that WJEF and WKZO give you nearly 23% more listeners in Kalamazoo and Grand Rapids than any other two-station

combination available. What's more, BMB audience figures will convince you that WJEF-WKZO do an *even more impressive* job in the rural areas of Western Michigan. Then, finally, "Radio Rates" will prove that the combination rate on WJEF-WKZO is *the best bargain in our area*...

Get the facts, and you'll never again try to cover Western Michigan with *any* stations except WJEF-WKZO! Write—or ask Avery-Knodel, Inc.

* Andy Bower and Jack Burke fought 110 rounds in 7 hrs., 19 min. on April 6, 1893, in New Orleans.

EVERY-KNODEL, INC.
 Exclusive
 National
 Representatives

WKZO
first IN KALAMAZOO
 and GREATER WESTERN MICHIGAN
 (CBS)

WJEF
first IN GRAND RAPIDS
 AND KENT COUNTY
 (CBS)

BOTH OWNED
 AND OPERATED
 BY FETZER
 BROADCASTING CO.

MICHIGAN

Transmitter Location..... Hwy. 41
 Air Time..... 7 a.m.-10:30 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 President, General Manager..... J. P. Deegan
 Program Director..... Paul C. Crowley
 Production Director..... Carl B. Tupala
 Chief Engineer..... Bernard R. Maltney

W I B M

JACKSON—1922—ABC-MRN

Frequency: 1450 Kc..... Power: 250 Watts
 Owned By..... WIBM, Inc.
 Bus. Studio-Transmitter Address..... 2511 Kibby Rd.
 Phone Number..... 6121
 Air Time..... 6:30 a.m.-M.
 Transcription Service..... Thesaurus
 Representative..... Forjoe, Hal Holman
 President..... Herman Radner
 Vice President..... Roy Radner
 Station-Commercial Manager..... William Cizek
 Prog. Dir., Chief Announcer, Jack Underwood
 Production Director..... Dar Hollinrake
 Publicity Director..... George Morris
 Chief Engineer..... Charles Wirtanen
 Farm Editor..... S. J. Culver

W G F G

KALAMAZOO—1947—ABC-MRN

Frequency: 1360 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Southwestern Michigan Bcstg. Co.
 Business-Studio Address..... State Theatre Bldg.
 Phone Number..... 4-0111
 Transmitter Location..... 2729 Gull Rd.
 Air Time..... 5:45 a.m.-12:30 a.m.
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Robert Meeker
 Pres., Gen.-Comm. Mgr..... Harold F. Gross
 Station Manager..... Irene A. Ginther
 Program Director..... Charles T. Lynch
 Musical Director..... Warren A. Anderson
 Chief Engineer..... Carl E. Stephens

W K Z O

KALAMAZOO—1923—CBS

Frequency: 590 Kc..... Power: 5000 Watts
 Owned-Operated By..... Felzer Bcstg. Co.
 Business Address..... 124 W. Michigan Ave.
 Phone Number..... 3-1223
 Studio Address..... Burdick Hotel
 Transmitter Location..... Route 2, Richards Dr.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Avery-Knodel
 Membership..... NAB, BMB

President, Gen.-Station Mgr..... John E. Felzer
 Comm.-Sales P. om. Mgr..... John W. O'Harrow
 Program-Production Dir..... Edward E. McKean
 Publicity Director..... Richard Kishpaugh
 Chief Announcer..... Otis T. Gaston
 Chief Engineer..... Carl E. Lee
 Farm Editor..... Carleton W. Callin

(See Page 465)

W I L S

LANSING—1946—MBS

Frequency: 1430 Kc..... Power: 500 Watts d.
 Owned-Operated By..... Lansing Bcstg. Co.
 Bus. Studio Address..... 407-11 N. Washington Ave.
 Phone Number..... 2-1655
 Transmitter Location..... East Mi. Hope Rd.
 Air Time..... 6 a.m.-local sunset
 News Service..... AP
 Transcription Service..... Lang-Worth, Capitol
 Representative..... Hal Holman
 Membership..... NAB
 Pres., Gen.-Sta.-Comm. Mgr..... W. A. Pomeroy
 Sales Promotion Manager..... Walt Zahrt
 Prog.-Prod. Director..... Alex Dillingham
 Publicity Director..... Walt Zahrt
 Chief Announcer..... Chet Bear
 Musical Director..... Lee Tuttle
 Chief Engineer..... John C. Pomeroy
 Farm Editor..... Dave Froh

W J I M

LANSING—1934—ABC-MRN

Frequency: 1240 Kc..... Power: 250 Watts
 Owned By..... WJIM, Inc.
 Operated By..... Harold F. Gross
 Bus. Studio-Transmitter Address..... Bank of Lansing Bldg.
 Phone Number..... 2-1333-4-5
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... World, Standard
 Representative..... Robert Meeker
 Membership..... NAB
 Pres., Gen.-Sta.-Comm. Mgr., Harold F. Gross
 Program-Production Director..... Howard K. Finch
 Musical Director..... Robert Clayton

W K L A

LUDINGTON—1944

ABC-KBS-MRN-WOLVERINE

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Ludington Bcstg. Co.
 Business Address..... Stearns Bldg.
 Phone Number..... 842
 Studio-Transmitter Address..... 204 E. Ludington Ave.
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Keystone

. . . **M I C H I G A N** . . .

Representative Burn-Smith
 Membership NAB
 Pres., Gen. Sta. Comm. Sales Prom.
 Manager K. L. Ashbacker
 Prog. Prod. Pub. Musical Dir. Peter A. Mars
 Chief Engineer Clyde J. Hull
 Fa. m. Editor Clair Mattes

W D M J

MARQUETTE—1941
MBS-KBS-NORTHERN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Lake Superior Bstg. Co., Inc.
 Business-Studio Address W. Washington St.
 Phone Number 616
 News Service UP
 Transcription Service Capitol
 Representative Walker
 President Frank J. Russell, Jr.
 General Manager Leo G. Brott
 Commercial Manager W. H. Treloar
 Program Director Eldon W. Wallace
 Promotion Manager R. W. Palmer
 Chief Engineer G. H. Brozek

W M D N

MIDLAND—1948

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By. Rich Publ. House, Inc.
 Business-Studio Address 124 S. McDonald St.
 Phone Number 4000
 News Service AP
 Transcription Service Lang-Worth
 President Philip T. Rich
 Gen. Comm. Prom. Mgr. Walt Jaimes
 Program Director Don Gehring
 Chief Engineer Peter Wolke

W K B Z

MUSKEGON—1926
ABC-WOLVERINE

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By. Ashbacker Radio Corp.
 Business-Studio Address 432 Apple Ave.
 Phone Number 2-6051
 Transmitter Location Norton Township
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Pres., Gen. Station-Comm. Sales Prom.
 Manager Grant F. Ashbacker
 Program Director Robert Quinn
 Publicity Director Alice Sutherland
 Musical Director Y. Courtright
 Chief Engineer Kenneth Pendleton

THE GIRLS ARE LOOKING AT US—
We have our Long Pants now!

As a multiple city market, Muskegon, Muskegon Heights, and North Muskegon with a combined population of over 80,000, but not the official recognition,

GREATER MUSKEGON

is at last recognized by the Bureau of Census as a Metropolitan Market. See Sales Management, 1949 "Survey of Buying Power" for the late figures.

served by

W K B Z

"Your ABC Station"

MUSKEGON—MICHIGAN

1000 watts — Full Time — 850 Kilocycles

National Representatives

Burn-Smith Company, Inc., Chicago - New York

. . . MICHIGAN . . .

WMUS

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By: Greater Muskegon Bcstrs., Inc.

Business-Studio Address: 1769 Peck St.
Phone Number: 2-7608
Transmitter Location: 4 Mi. E. Hwy. 31 on Giles Rd.

Air Time: Daytime
News Service: UP
Transcription Service: Capitol. Associated
Representative: Hal Holman
President, Comm.-Sales Promotion Manager: William C. Wester
General-Station Manager: B. L. Bennett
Program-Publicity Dir.: B. L. Bennett
Chief Announcer: Ken Carter
Chief Engineer: George Krivitsky

WOAP

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
Owned-Operated By: Argus Press Co.
Bus. Studio-Transmitter Address: 2300 N. Shiawassee

Phone Number: 980
Air Time: Daytime
News Service: AP
Transcription Service: Standard
Representative: Joseph Hershey McGillvra
Membership: NAB
President: J. E. Campbell
Manager: M. H. Wirth
Comm. Mgr., Prog. Dir.: R. W. Cessna
Musical Director: M. Carson
Chief Engineer: S. Bristol

WMBN

PETOSKEY—1948

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1130 Kc. Power: 250 Watts
Owned-Oper. By: Midwestern Bcstg. Co.
Business-Studio Address: Petoskey
Phone Number: 3633
News Service: AP
Representative: Hal Holman
President: Les Biederman
Manager: Ralph Pierson
Commercial Manager: Merten Carter
Program Director: Max Anspaugh
Chief Engineer: William H. Kiker

WCAR

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
Owned-Operated By: WCAR, Inc.
Business-Studio Address: Riker Bldg.
Phone Number: 7141

Transmitter Location: Bet. Square Lake & Telegraph Rds.

Air Time: Local sunrise-local sunset
News Service: AP, INS
Transcription Service: Standard
Representative: John E. Pearson
President, General Mgr.: H. Y. Levinson

WHLS

PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Port Huron Bcstg. Co.
Business-Studio Address: 932 Military St.
Phone Number: 2-3151
Transmitter Location: 540 — 32nd St.
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth, World, Keystone

Representative: Hal Holman, Gene Grant
Membership: NAB
Partners: Harmon L. & Herman L. Stevens
General-Station Manager: Helen Nelson
Prog.-Prod. Dir., Chief Announcer, Musical Director: Lyle Patterson
Chief Engineer: Leslie Conant
Farm Editor: Lyle Patterson

WTHH

PORT HURON—1947

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By: Times Herald Co.
Business-Studio Address: 903 Sixth St.
Phone Number: 5171
Transmitter Location: 3800 Dove Rd.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Associated, Standard, Capitol

Representative: McGeehan & O'Mara
Membership: NAB, FMA
President: Louis A. Weil
General-Station Manager: F. Granger Weil
Commercial Manager: William Weil
Prod. Dir., Chief Announcer: Phil Sanford
Chief Engineer: Marion Stoner
Farm Editor: Frank Harmon

WEXL

ROYAL OAK—1923

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Royal Oak Bcstg. Co.
Business Address: 212 W. Sixth St.
Phone Number: Jordan 4-6523-4
Studio Address: 212 W. Sixth St., Royal Oak;
2201 Woodward Hts. Blvd., Ferndale
Transmitter Location: 2201 Woodward Hts. Blvd., Ferndale
Air Time: Unlimited
News Service: AP, INS

. . . **MICHIGAN** . . .

Transcription Service Standard
 Membership NAB
 President George B. Hartrick
 General Manager Jacob B. Sparks
 Sta. Comm.-Sales Prom. Manager,
 Publicity Director Calvert M. Hill
 Prog.-Prod. Dir., Chief
 Announcer Gordon A. Sparks
 Musical Director John Harrison
 Chief Engineer Garnet G. Sparks

W K N X

SAGINAW—1947—WOLVERINE

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Operated By Lake Huron Bcstg. Co.
 Bus.-Studio-Transmitter Address 221 S.
 Washington Ave.
 Phone Number 3-4471-2-3
 Air Time Daytime
 News Service JP
 Transcription Service Associated, Lang-Worth
 Representative Hal Ho'man
 Membership NAB, BMB
 General-Station Manager O. J. Kelchner
 Commercial Manager W. J. Edwards
 Sales Promotion Manager H. H. Wolfe
 Prog.-Prod.-Pub. Dir. Ernest T. Guy
 Chief Announcer, Farm Editor, ... Don Andrews
 Musical Director James Hughes
 Chief Engineer Max Thomas

W S A M

SAGINAW—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Saginaw Bcstg. Co.
 Business-Studio Address Radio Bldg.
 Phone Number 2-8161
 Transmitter Location Bay Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Headley-Reed
 Membership NAB, BMB
 President, Gen. Mgr. Milton L. Greenebaum
 Station-Commercial Mgr. Robert W. Phillips
 Program-Production Director, ... Jack D. Parker
 Chief Engineer Meredith Koerner
 Farm Editor Robert Liggell

W S O O

**SAULT STE. MARIE—1940
ABC-NORTHERN**

Frequency: 1230 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Operated By Hiawathaland Bcstg. Co.
 Business-Studio Address 107 W. Portage Ave.
 Phone Number 3000
 Transmitter Location Hway. No. 2, 5 Mi. S.
 of City
 Air Time 6:45 a.m.-M.

News Service AP
 Transcription Service Lang-Worth, SESAC
 Membership NAB, BMB
 President, General Manager, Stanley R. Pratt
 Station Manager Richard Y. Burnett
 Commercial Manager Russell J. Staffeld
 Sales Prom. Mgr., Chief Announcer,
 Farm Editor Ed Krieger
 Program-Production Director Ray Ulbrich
 Publicity Director Eddie John
 Musical Director Phil Ruskin
 Chief Engineer William F. Morris

W T C M

**TRAVERSE CITY—1941
MBS-KBS-BUNYAN-WOLVERINE**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bcstg. Co.
 Business-Studio Address Paul Bunyan Bldg.
 Phone Number 1150
 News Service AP
 Transcription Service Lang-Worth
 Representative Hal Holman
 President, General Mgr. Les Biederman
 Commercial Manager R. E. Detwiler
 Program Director Ken Haven
 Chief Engineer William H. Kiker

The World's Largest

Source of News—

A P

Available through

membership

GATEWAY TO THE MINNEAPOLIS - ST. PAUL MARKET

Selecting the *right* radio station in this market is important. You want to reach the rich Twin City retail market most effectively, and KSTP is the gateway to faster results. Programming and promotion — plus NBC — plus greater facilities — plus 50,000 powerful watts all combine to do the job you want done in a big time manner. Your message on KSTP will have greater impact — for KSTP is a great advertising influence...for twenty years — The Northwest's Leading Radio Station. And if television is your medium, KSTP-TV has the audience exclusively.

KSTP RADIO CITY

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KSTP
MINNEAPOLIS ... ST. PAUL

MINNESOTA

Estimated Population 2,940,000—Increase + 5.3%—Radio Homes 780,206
Total Families 799,300—Stations in State 34

KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Albert Lea-Austin Bcstg.
Co., Inc.
Business-Studio Address 332 S. Broadway
Phone Number 2338
Transmitter Location W. Seventh St. S.W.
of Albert Lea
Air Time Unlimited
News Service UP
Transcription Service Capitol
Representative John E. Pearson.
Bulmer & Johnson
Membership NAB, BMB
President Bennett O. Knudson
Gen.-Station-Comm. Mgr. James J. Delmont
Sales Prom. Mgr., Pub. Dir. W. Lee Meredith
Program Director Danny E. Gilbert
Production Director Margaret D. Haley
Musical Director Ilena Henrichs
Chief Engineer Larry Lawson
Farm Editor Jack Turner

KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By Cedar Valley Bcstg. Co.
Business-Studio Address 405A N. Main St.
Phone Number 8836
Transmitter Location 2½ Mi. S. of Austin
Air Time Unlimited
News Service AP
Transcription Service World
Representative Lorenzen & Thompson
Membership NAB
President Harry M. Smith
Gen.-Station-Comm. Mgr. L. L. McCurnin
Sales Promotion Manager Tom Steensland
Chief Engineer Glen Klein
Farm Editor Don Richardson

KBUN

BEMIDJI—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Butler Bcstg. Co., Inc.
Business Address 419½ Beltrami Ave.
Phone Number 1900
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Walker
General Manager Edward W. Butler
Chief Engineer Merville Jacobs

KLIZ

BRAINERD—1946

MBS-UPPER MINN.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Brainerd Bcstg. Co.
Business Address Brainerd
Phone Number 1400, 1689
Studio-Transmitter Address 2700 E. Oak
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Walker
Membership NAB
President, General Manager E. T. O'Brien
Station Manager Lucille Grosse
Commercial Manager Ray Schwartz
Chief Announcer M. C. Gorham
Chief Engineer Arthur Vandersluis

KBMW

BRECKENRIDGE—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By The Inte.-state Bcstg. Corp.
Business Address 519 Dakota Ave.,
Wahpeton, N. D.
Phone Number 527
News Service UP
Transcription Service Thesaurus, Standard
President, General Mgr. K. E. Bower
Asst. Mgr., Chief Engineer V. E. Baumgartner
Program Director Donn Dwyer

KROX

CROOKSTON—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Crookston Bcstg. Co.
Business-Studio Address Eagles Bldg.
Phone Number 1049-50
Transmitter Location 1.5 Mi. N. of Crookston
Air Time Sunrise-sunset
News Service UP
Transcription Service Lang-Worth, Thesaurus
Representative Donald Cook
Membership NAB
President D. A. McKenzie
General-Station Manager,
Production Dir. Donald Keith Van Velzer
Commercial Manager Glenn Simpson
Sales Promotion Manager Ralph Melbye
Program Director Evelyn Baustian
Publicity Director Jerry Dahlberg
Chief Announcer Glenn Walker
Musical Director Evelyn Baustian
Farm Editor Melvin Woell
Chief Engineer William Klewel

K D A L

DULUTH—1936—CBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By... Red River Bcstg. Co., Inc.
 Business-Studio Address... 218 Bradley Bldg.
 Phone Number... Melrose 2628
 Transmitter Location... Foot of 63rd Ave. W.,
 West Duluth

Air Time... Unlimited
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Avery-Knodel
 Membership... NAB, BMB
 President, Gen. Mgr... Dalton Le Masurier
 Station-Comm. Mgr... Odin S. Ramsland
 Sales Promotion Manager... Leigh Kamman
 Program Director... Dick Lawrence
 Publicity Director... Jean Conelison
 Chief Engineer... Robert A. Deltman

W E B C

DULUTH—1924

NBC-NORTHWEST-ARROWHEAD

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By... Head of the Lakes Bcstg. Co.
 Business-Studio Address... WIBC Bldg.
 Phone Number... Melrose 2873
 Transmitter Location... 3925 Tower Ave.,
 Superior, Wis.

Air Time... Unlimited
 News Service... UP
 Transcription Service... Associated, Thesaurus
 Representative... George P. Hollingbery,
 Bulmer & Johnson
 President... Morgan Murphy
 General Manager... W. C. Bridges
 Director of Operations... H. E. Westmoreland
 Sales Promotion Manager... L. G. Anderson
 Program Director... W. E. Conner
 Dir. of News & Special Events... Earl Henton
 Publicity Director... L. G. Anderson
 Musical Director... John Kleive
 Chief Engineer... Norman Gill

W R E X

DULUTH—1947—MBS

Frequency: 1080 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Oper. By... Lake Superior Bcstg. Co.
 Business-Studio Address... 213 E. Superior St.
 Phone Number... Radisson 2911
 Transmitter Location... McCuen St.
 Air Time... 6:30 a.m.-M.
 News Service... UP
 Transcription Service... World
 Representative... Weed
 President... Thomas McCabe
 General Manager... James R. King
 Station Mgr., Prog.-Prod. Dir... Rolf M. Erickson

Commercial Manager... Thomas Gavin
 Sales Prom. Mgr., Pub. Dir... Don Graham
 Chief Announcer... John Leslie
 Musical Director... Dennis Murphy
 Chief Engineer... William Lounsberry
 Farm Editor... Gordon Paymar

W X L T

ELY—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned By... Radio Station WXL T
 Operated By... Charles W. Ingersoll
 Bus.-Studio-Transmitter Address... Box 450, So.
 Central Ave.

Phone Number... 226
 News Service... UP
 Transcription Service... MacGregor
 Representative... Walker
 President, General-Station-Commercial
 Manager... Charles W. Ingersoll
 Sales Prom. Mgr., Prog. Dir... Leo J. Kuhn
 Production Director... Ray Slogar
 Publicity Director... Marion E. Herrala
 Chief Announcer... Leo J. Kuhn
 Chief Engineer... Darrel F. Gander

W E V E

EVELETH—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Ridson, Inc.
 Business Address... 921 Tower Ave.,
 Superior, Wisc.

Phone Number... 4451
 News Service... AP
 Transcription Service... Lang-Worth
 President... Robert B. Ridder
 General Manager... Carl Bloomquist
 Commercial Manager... Elden Soberg
 Chief Engineer... J. Melvin Laskey

K D H L

FARIBAULT—1947

Frequency: 920 Kc. Power: 1000 Watts
 Owned By... Lee-Smith Bcstg. Co.
 Operated By... Herbert H. Lee, Palmer Dragsten,
 John E. Hyde

Business-Studio Address... 213 Central Ave. N.
 Phone Number... 2312
 Transmitter Location... Hwy. 65
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... Standard
 Representative... Walker
 Gen.-Station Mgr... Herbert H. Lee (part owner)
 Comm.-Sales Prom. Mgr... Palmer Dragsten
 (part owner)
 Program-Production Director... Jergen D. Nash
 Musical Director... Mera Ballis
 Chief Engineer... John E. Hyde (part owner)

MINNESOTA

K G D E

**FERGUS FALLS—1926
MBS-GREAT NORTHERN**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Fergus Radio Corp.
Business-Studio Address Fergus Falls
Phone Number 3986
Transmitter Location W. City limits
Air Time 6 a.m.-M.
Representative Walker
Executive Director Harold L. Dell
Station Manager Don L. Albertson
Asst. Mgr. Frederic T. Dell
Chief Engineer Harold E. Ailen

K B Z Y

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Itasca Bcstg. Co.
Business-Studio Address 207 N. 1st Ave. W.
Phone Number 198
Transmitter Location Grand Rapids
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
General Manager Robert D. Kennedy
Commercial Manager Richard L. Bishop
Chief Engineer Ross A. Fessenmeyer

W M F G

HIBBING—1935—NBC-ARROWHEAD
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Head of the Lakes Bcstg. Co.
Business-Studio Address Androy Hotel
Phone Number 1150
Air Time 6 a.m.-11:05 p.m.
News Service UP
Transcription Service Associated
Representative George P. Hollingbery
Pres. Owner, Chief Exec. Morgan Murphy
General Manager W. C. Bridges
Sta.-Comm. Mgr. Oscar H. Peterson
Sales Promotion Mgr. James McDougall
Prog. Dir., Prod. Mgr. Ruth E. Coe
Chief Engineer Norman Gill

K Y S M

**MANKATO—1938
NBC-NORTHWEST**

Frequency: 1230 Kc. Power: 250 Watts
Owned By F. B. Clements & Co.
Operated By Southern Minnesota Supply Co.
Business-Studio Address 101 N. Second St.
Phone Number 4573
Transmitter Location Belgrade Hill,
N. Mankato
Air Time Unlimited
News Service UP

Transcription Service Lang-Worth, Thesaurus
Representative John E. Pearson
Membership NAB, BMB
Gen.-Station-Comm. Mgr. John F. Meagher
Program Director Bob Gardner
Musical Director Maurice Piché
Chief Engineer James Houts
Farm Editor Galen Kooser

K M H L

MARSHALL—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By KMHL Bcstg. Co.
Business-Studio Address KMHL Bldg.
Phone Number 2282-3
Transmitter Location 1/2 Mi. E. of City,
Hwy. 19
Air Time 6 a.m.-M.
News Service UP
Representative John E. Pearson
Owner Harry W. Linder
Manager Gilmore F. Frayseth
Program Director Homer Lane, Jr.
Technical Director H. Willard Linder

W C C O

MINNEAPOLIS—1924—CBS

Frequency: 830 Kc. Power: 50,000 Watts
Owned-Oper. By Columbia Bcstg. System,
Inc.
Business-Studio Address 625 Second Ave. S.
Phone Number Main 1202
Transmitter Location Anoka
Air Time Unlimited
News Service AP, UP
Transcription Service Lang-Worth
Representative Radio Sales
Membership NAB, BMB
General-Station Manager Merle S. Jones
Commercial Manager Alfred J. Harding
Sales Prom. Mgr., Pub. Dir. Tony Moe
Program Director Gene Wilkey
Production Director Sig Mickelson
Musical Director Wallace Olson
Chief Engineer J. J. Beloungy
Farm Editor Larry Haeg

W D G Y

MINNEAPOLIS—1923

Frequency: 1130 Kc. Power: 5000 Watts d.
500 Watts for 1 hr. after local sunset (CP
50,000 Watts full time)
Owned-Oper. By Twin Cities Bcstg. Corp.
Business-Studio Address Hotel Nicollet
Phone Number Bridgeport 2271, Midway 5363
Transmitter Location 7401 Wayzata Blvd.,
St. Louis Park
Air Time Daytime (CP 50,000 Watts full-time)

MINNESOTA

News Service AP
Transcription Service Capitol, Standard
Representative Avey-Knodel
Membership NAB, BMB
President James Stuart
V.P., Station Manager Melvin Drake
Sales Manager Robert W. Owens
Program Director B. Kendall Crane
Asst. Production Director Harland Horness
Musical Director Walter Rudd
Chief Engineer Charles W. Winkler
Farm Editor Bob Allen

WLOL

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By Independnt Merchants
 Bcstg. Co.
Business-Studio Address 1730 Hennepin Ave.
Phone Number Atlantic 0406, Midway 4043
Transmitter Location 1370 Davern, St. Paul
Air Time Unlimited
News Service UP
Representative John Blair
Membership NAB
Chief Owner Ralph Atlas
General Manager C. T. Hagman

WTCN

**MINNEAPOLIS-ST. PAUL—1934
ABC-DAIRYLAND**

Frequency: 1280 Kc. Power: 5000 Watts d.:
 1000 Watts n.
Owned-Oper. By Minnesota Bcstg. Corp.
Business Address Wesley Temple Bldg.
Phone Number Ma'n 6562, Nestor 8661
Studio Addresses Wesley Temple Bldg.,
 Minneapolis; Dispatch Bldg., St. Paul
Transmitter Location 2235 N. Snelling
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Associated, Capitol
Representative Free & Peters
Membership NAB, BMB
President Robert B. Ridder
V.P., Gen.-Station Mgr. F. Van Konynenberg
Commercial Manager Robert N. Ekstrum
Sales Prom. Mgr., Pub. Dir. Cliff Rian
Program Director Judy Bryson
Production Director Max Karl
Chief Announcer Jack Bell
Musical Director William Metchnek
Chief Engineer John Sherman
Farm Editor Robert Carlson

KVOX

**MOORHEAD—1937
MBS-GREAT NORTHERN**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By KVOX Bcstg. Co.

Business-Studio Address 818 Center Ave.
Phone Number 3-1523
Transmitter Location 14th St. & 12th Ave. So.
Air Time Unlimited
News Service UP
Transcription Service Capitol
Representative Walker
Membership NAB, BMB
President Leo Johnson
General-Station Manager M. M. Margel
Comm.-Sales Prom. Manager E. J. McKellar
Program Director Dale Howard
Production Director Sterling Kuhlmei
Chief Engineer Don Geiken

KLER

ROCHESTER—1948—ABC

Frequency: 970 Kc. Power: 500 Watts d.:
 1000 Watts n.
Owned-Operated By Rochester Bcstg. Co.
Business Address 229 First Ave. S.W.
News Service UP
Transcription Service Associated
Representative Adam J. Young, Jr.
President, General Mgr. Alice P. Mayo
Commercial Manager Robert Fick
Program Director Robert Bauchier
Chief Engineer Boynton Hageman

KROC

**ROCHESTER—1935
NBC-NORTHWEST**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Southern Minnesota
 Bcstg. Co.
Business-Studio Address 100 1st Ave. Bldg.
Phone Number 3924
Transmitter Location Cascade Township
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative John E. Pearson,
 Bulmer & Johnson
Membership NAB, BMB
President Mrs. G. P. Gentling
General-Station Manager G. David Gentling
Comm.-Sales Prom. Mgr. Walter Bruzek
Program Director Cal Smith
Prod. Dir., Chief Announcer Joe Foss
Publicity Director Jerry Brataas
Musical Director Jerry Boyum
Chief Engineer Bob Cross
Farm Editor Ray Thompson

KFAM

**ST. CLOUD—1938
NBC-NORTHWEST**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Times Publishing Co.

MINNESOTA

Business-Studio Address..... Weber Bldg.
 Phone Number..... 3330-1
 Transmitter Location..... Washington Memorial
 Dr. & 16th St.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Thesaurus, Lang-Worth
 Membership..... NAB, BMB
 Pres., Gen.-Sta.-Sales Promotion
 Manager..... Frederick C. Schilplin
 Commercial Manager..... John F. Green
 Prog.-Pub. Dir..... Avis Russell
 Prod. Dir., Chief Announcer..... Gene Nelson
 Chief Engineer..... Robert Witschen
 Farm Editor..... Cliff Sakry

KEYD

ST. PAUL-MINNEAPOLIS—1948

Frequency: 1440 Kc..... Power: 5000 Watts d.
 Owned-Operated By..... Family Bcstg. Corp.
 Business-Studio Address..... 15 N. Ninth St.
 Phone Number..... Lincoln 8451
 Transcription Service..... SESAC, Standard
 General Manager..... Lee L. Whiting
 Sales Manager..... Harold A. Winther

WMIN

ST. PAUL—1936

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... WMIN Bcstg. Co.
 Business-Studio Address..... 538 Hamm Bldg.
 Phone Number..... Garfield 1361
 Air Time..... 6:30 a.m.-M.
 News Service..... AP
 Representative..... Fo-joe
 Membership..... NAB
 General Manager..... Frank Devaney
 Chief Engineer..... Warren Fritze

KSTP

ST. PAUL-MINNEAPOLIS—1928 NBC-NORTHWEST

Frequency: 1500 Kc..... Power: 50,000 Watts
 Owned By..... KSTP, Inc.
 Bus.-Studio Address..... 3415 University Ave.,
 3415 University Ave. S.E., St. Paul-Minne-
 apolis
 Phone Number..... Prior 2717
 Transmitter Location..... County Rd. C. &
 Hway. 61, St. Paul
 Air Time..... Unlimited
 News Service..... AP, INS, Radio News Assn.
 Transcription Service..... Thesaurus, World,
 Lang-Worth, Standard
 Representative..... Edward Petry
 Membership..... NAB
 President, Gen. Mgr..... Stanley E. Hubbard
 V.P., Asst. Manager..... K. M. Hance
 Commercial Manager..... Miller C. Robertson

Production Manager..... C. Brooks Henderson
 Promotion-Publicity Director..... Joe Cook
 News Director..... Walt Raschick
 Actg. Chief Engineer..... John McMahon
 Farm Director..... Gary Wiegand
 (See Page 470)

KTRF

THIEF RIVER FALLS—1947—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Henry K. Arneson
 Bus.-Studio-Transmitter Address..... Thief River
 Falls
 Phone Number..... 13-14
 Air Time..... 7 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... Thesaurus, SESAC,
 Keystone
 Representative..... Walker
 Membership..... NAB, BMB
 President..... H. K. Arneson
 Commercial Manager..... A. C. Christofferson
 Production Director..... T. E. Speer
 Publicity Director..... Kay Barzen
 Chief Announcer..... R. G. Boddick
 Musical Director..... James E. Arneson
 Chief Engineer..... H. J. Bothman

WHLB

VIRGINIA—1936

NBC-NORTHWEST-ARROWHEAD

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Head of the Lakes Bcstg.
 Business-Studio Address..... Virginia
 Phone Number..... Virginia 2000
 Air Time..... 6:25 a.m.-11:09 p.m.
 News Service..... UP
 Transcription Service..... Associated, SESAC
 Representative..... George P. Hollingbery
 Membership..... NAB, BMB
 President..... Morgan Murphy
 General Manager..... Walter B idges
 Sta.-Comm.-Sales Prom. Mgr..... A. F. Nelson
 Chief Engineer..... Norman Gill

KWAD

WADENA—1948

Frequency: 920 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Associated Bcstrs., Inc.
 Bus.-Studio Address..... First Natl. Bank Bldg.
 Phone Number..... 920
 News Service..... UP
 Transcription Service..... Cole, Capitol
 Representatives..... McGeehan & OMara,
 Bulmer & Johnson
 President..... C. V. Phillips
 Gen. Mgr., Chief Engineer..... H. G. Alexander
 Commercial Manager..... Carl E. Holt
 Program Director..... Esther Marie Hosterman

MINNESOTA-MISSISSIPPI

K W L M

WILLMAR—1940—ABC-DAIRYLAND

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lakeland Bcstg. Co.
 Business-Studio Address 307 W. 6th St.
 Phone Number 1340
 Transmitter Location Foot Lake
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Cole
 Representative John E. Pearson
 Membership NAB, BMB
 President, Gen. Station Manager H. W. Linder
 V.P., Chief Engineer Willard Linder
 Comm. Mgr., Prog. Dir. Jack Lynch
 Publicity Director Don Linder
 Chief Announcer Joe Marlinton

K W N O

WINONA—1938—ABC-DAIRYLAND

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Business-Studio Address 216 Center St.
 Phone Number 3314
 Transmitter Location Tower Bluff
 Air Time 6 a.m.-M.

News Service AP
 Transcription Service World
 Representative John E. Pearson
 Membership NAB, BMB, FMA
 President M. H. White
 General-Commercial Manager Ken Marsh
 Program Director Doris Cooper
 Publicity Director Ethel Goetzman
 Chief Announcer Charles Williams
 Chief Engineer Stanley Johnson

K W O A

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Worthington Bcstg. Co., Inc.
 Bus.-Studio Address Thompson Hotel Bldg.
 Phone Number 2-7310-1
 Transmitter Location 4 Mi. W. of City
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson
 Membership NAB
 President R. W. Olson
 General-Commercial Mgr. Wallace E. Stone
 Program Director Frank W. Enderse
 Chief Engineer Clinton W. Knapp
 Farm Editor Richard W. Olson

MISSISSIPPI

*Estimated Population 2,121,000—Increase —2.9%—Radio Homes 426,300
 Total Families 533,600—Stations in State 35*

W L O X

BILOXI—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WLOX Bcstg. Co.
 Bus.-Studio-Transmitter Address Buena Vista
 Hotel
 Phone Number 683
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative William G. Rambeau
 Membership NAB
 President James S. Love, Jr.
 Gen.-Station Mgr., Pub. Dir. Gene Tibbett
 Comm.-Sales Prom. Mgr. Carl H. Upchurch
 Program Director Hugh Smith
 Production Director Dorothy Harris
 Chief Announcer Ken Carlton
 Musical Director Gwen Gollotte
 Chief Engineer Thomas B. Majure
 Farm Editor Jerry Thompson

W J M B

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Brookhaven Bcstg. Co.
 Address P. O. Box 115
 Phone Number 1298
 Gen.-Comm. Manager Tullius Brady
 Prog. Dir., Prom. Mgr. Chuck Allen
 Chief Engineer Tom Pharris

W R O X

CLARKSDALE—1934 MID-SOUTH-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By The Imes Estate
 Operated By Birney Imes, Jr.
 Business Address Delta Ave.
 Phone Number 1566-7
 Studio Address Delta Ave. (downtown)
 Transmitter Location Delta Ave.
 (outside city limits)
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP

. . . **MISSISSIPPI** . . .

Representative.....Sears & Ayer
Membership.....NAB
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman
Commercial Manager.....H. E. Gurney
Chief Announcer.....Jack Cristil
Musical Director.....John Thomas
Chief Engineer.....R. Wilson
Farm Editor.....Bill Dollarhite

WCJU

COLUMBIA—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WCJU, Inc.
Operated By.....Lester Williams
Business Address.....WCJU, Columbia
Phone Number.....755-6
Studio Address.....So. Main St.
Transmitter Location.....Hwy. 24, S.
News Service.....AP
Transcription Service.....World, Keystone
Owner, Gen. Mgr.....Lester Williams
Asst. Mgr., Prog. Dir., Charles E. Newman, Jr.
Chief Announcer.....Bill Barrett
Chief Engineer.....Ray Tolar
Farm Editor.....John Bleckley

WCBI

**COLUMBUS—1940
MBS-KBS-MID SOUTH**

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes
Business-Studio Address.....Gilmer Hotel
Phone Number.....1313
Transmitter Location.....Foot of Ma'n St. So.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Keystone
Representative.....Sears & Ayer
Membership.....NAB
President.....Birney Imes
General Manager.....Bob McRaney
Station-Comm. Mgr.....James Eatherton
Sales Promotion Manager.....Bob McRaney
Program Director.....Herbert Taylor
Chief Announcer.....Dick Crago
Musical Director.....Jim Frazier
Chief Engineer.....Thomas McFerrin
Farm Editor.....Chuck Deloney

WCMA

CORINTH—1945—MBS-DIXIE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number.....1166-7
Transmitter Location.....Hwy. No. 72 E.
Air Time.....5:30 a.m.-M.
News Service.....UP

Transcription Service.....World
Representative.....Burn-Smith
Membership.....NAB, BMB
President.....Dr. Frank M. Davis
V.P., General Mgr.....Aaron B. Robinson
Station-Comm. Sales Prom. Mgr.....John E. Bell
Prog.-Prod.-Pub. Dir.....William T. McLain
Chief Announcer.....Almos S. Young
Musical Director.....George S. Irving
Chief Engineer.....William M. Essary
Farm Editor.....Thomas J. Williams

WGVM

GREENVILLE—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....David M. Segel
Bus. Studio Address.....316 Washington Ave.
News Service.....UP
Owner, General Mgr.....David M. Segel
Station Manager.....Merle Stein
Chief Engineer.....Welton Jetton

WJPR

GREENVILLE—1939—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Services Co. WJPR
Business-Studio Address.....107 So. Poplar St.
Phone Number.....2434-5
Transmitter Location.....N. on Hwy. 1
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Associated, Capitol,
Keystone
Representative.....Sears & Ayer
Membership.....NAB, BMB
General-Station Manager.....Emmet H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Paul Artman
Chief Announcer.....Bill McHan
Musical Director.....Eddie Guss
Chief Engineer.....Percy L. Kuhn

WGRM

GREENWOOD—1938—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....F. C. Ewing
Phone Number.....1900
Studio-Transmitter Location.....Walnut St.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Keystone
Membership.....NAB
President.....P. K. Ewing, Sr.
General-Station Manager.....F. C. Ewing
Commercial Manager.....Van Power
Production Director.....Grace Harris
Publicity Director.....Tip Allen
Chief Announcer.....Dan Smith
Musical Director.....Curtis Caffy
Chief Engineer.....Louis Pierce

MISSISSIPPI

WGCM

GULFPORT—1929—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WGCM Bcstg. Co.
Bus.-Studio Address: Hewes-Martin Bldg.
Phone Number: 1110
Air Time: 5:55 a.m.-M.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB
Gen.-Sta.-Comm. Mgr.: Hugh O. Jones
Sales Prom.-Prod. Mgr., Prog. Dir.: C. E. Vann
Publicity Director: Marc Leon
Chief Engineer: Donovan Murphy

WFOR

HATTIESBURG—1926
NBC-REBEL-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Forrest Bcstg. Co.
Business-Studio Address: 302 Hemphill St.,
P. O. Box 312
Phone Number: 1866-7
Transmitter Location: Cor. 25th Ave. &
W, 7th St.
Air Time: Unlimited
News Service: UP
Transcription Service: World, Capitol,
Keystone
Representative: George P. Hollingbery
Membership: NAB
President, General-Station Mgr.: C. J. Wright
Commercial Manager: H. L. Patterson
Program Director: E. M. Jenkins
Chief Engineer: B. B. McLemore

WHSY

HATTIESBURG—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By: Hub City Bcstg. Co.
Bus.-Studio Address: 920 S. Lawrence St.
Partners: Charles Welmer Holl,
Marvin Reubin, Vernon J. Cheek

WJDX

JACKSON—1929—NBC

Frequency: 1300 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By: Lamar Life Ins. Co.
Business Address: P. O. Box 2171
Phone Number: 2-1183
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus, MacGregor,
Lang-Wo-th. Cole, Capitol, World
Representative: George P. Hollingbery
Membership: NAB, BMB

General Manager: Wiley P. Harris
Commercial Manager: Frank Gentry
Program Director: Howard Langfitt
Chief Engineer: Percy G. Root

WJQS

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Mississippi Bcstg. Co., Inc.
Business-Studio Address: Edwards Hotel
Phone Number: 3-9681
Transmitter Location: Pleasant Ave.
Air Time: 6 a.m.-12:10 a.m.
News Service: AP
Transcription Service: Standard
Membership: FMA
President, General Manager: Withers Gavin

WJXN

JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ewing Bcstg. Co.
Business-Studio Address: Deposit Guaranty
Bank Bldg.
Phone Number: 4-6673
Transmitter Location: Fair Grounds
Co-Managers: P. K. Ewing, Jr.; F. C. Ewing
Station Manager: James T. Ownby

WRBC

JACKSON—1947—MBS

Frequency: 620 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: Rebel Bcstg. Co., Inc.
Business-Studio Address: P. O. Box 986,
125 So. Lamar
Phone Number: 3-9641
Transmitter Location: Fannin Rd., Luckney
Air Time: 5:30 a.m.-12:05 a.m.
News Service: INS
Transcription Service: Associated
Representative: Branham
Membership: NAB, BMB
President: T. E. Wright
General Manager: John Cleghorn
Sales-Sales Prom. Mgr.: J. W. Carlier
Prog. Dir., Farm Editor: Forrest Cox
Production Director: Les Birchfield
Publicity Director: Frank Mayerhoff
Chief Engineer: G. G. Benson

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By: Standard Life Bcstg. Co., Inc.
Business Address: P. O. Box 1847
Phone Number: 3-2788
Studio Address: Robert E. Lee Hotel

MISSISSIPPI

Transmitter Location.....Hwy. 51 N.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Weed
Membership.....NAB, BMB
President.....C. H. Russell
General-Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Sales Promotion Manager.....M. B. Wray
Program Director.....B. K. Smith
Chief Announcer.....Bill Lohmeier
Musical Director.....Roger Noble
Chief Engineer.....C. A. Perkins
Fam Editor.....Jim Neal

WKOZ

KOSCIUSKO—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Kosciusko Bcstg. Co.
Business Address.....P. O. Box 392
Phone Number.....782
Studio Address.....Jefferson St.
Transmitter Location.....Golf Course Rd.
Air Time.....5a.m.-10 p.m.
News Service.....AP
Transcription Service.....Capitol, World,
Keystone
Membership.....NAB
General-Station Manager.....Cy. N. Bahakel
Commercial Manager.....Melvin C. Lee
Program Director.....Mims Boswell, Jr.
Chief Engineer.....George C. Ray

WAML

LAUREL—1935—NBC-REBEL-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....New Laurel Radio Station,
Inc.
Business-Studio Address.....535½ Central Ave.
Phone Number.....288, 1575
Transmitter Location.....Laurel Fairgrounds
Air Time.....6 a.m.-11:05 p.m.
News Service.....AP
Transcription Service.....Capitol, Keystone
Representative.....George P. Hollingbery
Membership.....NAB
President.....D. A. Matison, Sr.
General-Station Manager.....Granville Walters
Comm.-Sales Prom. Manager.....M. M. Caver
Program Director.....Stanley Walters
Chief Announcer, Musical Dir.....Ed Breland
Chief Engineer.....Clyne Graves

WLAU

LAUREL—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southland Bcstg. Co.
Business-Studio Address.....437 N. Magnolia St.

Phone Number.....420
Transmitter Location.....E. 19th St.
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Membership.....NAB
President.....C. H. Leggett
General-Station Manager.....Hugh M. Smith
Commercial Manager.....W. E. Jones
Program Director.....David Kane
Publicity Director.....Dean Matteson
Chief Engineer.....Ed Pierce

WMBC

MACON—1946—MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Thomas Jefferson
Hotel
Phone Number.....310
Transmitter Location.....Old Starkville Rd. near
city limits
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
President, General Manager.....Withers Gavin

WAPF

McCOMB—1948—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Southwestern Bcstg. Co. of
Mississippi
Business-Studio Address.....Saphie Bldg.,
Box 604
Phone Number.....1884
Transmitter Location.....2 Mi. S.W. of city
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....Lang-Worth, Keystone
President.....Dr. J. P. Melvin
General-Station Manager.....Wyllard G. Stone
Program Director.....Harold Hill
Chief Announcer, Farm Editor.....Malcom Jones
Chief Engineer.....Philip Brady

WSKB

McCOMB—1937—MISS.

Frequency: 1250 Kc.....Power: 5000 Watts d.:
500 Watts n.
Owned-Operated By.....McCamb Bcstg. Corp.
Address.....P. O. Box 111
Phone Number.....37
News Service.....AP
Transcription Service.....Associated, Capitol
Representative.....Gene Grant
President, Gen. Mgr.....George Blumenstock
Commercial Mgr.....Jack Evans Jones
Program Director.....Julia Blumenstock
Promotion Manager.....Charles Palmer
Chief Engineer.....Robert Louis Sanders

MISSISSIPPI

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By Mississippi Bcstg. Co., Inc.
Business-Studio Address Threefoot Bldg.
Phone Number 1042
Transmitter Location Hwy. 45 N.
Air Time 6 a.m.-12:10 a.m.
News Service UP
Transcription Service Standard
President, General Manager Withers Gavin
Program Director Mrs. Withers Gavin

WMOX

MERIDIAN—1946
MBS-KBS-MIDSOUTH

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Birney Imes, Jr.
Business-Studio Address WMOX Bldg.
Phone Number 495
Transmitter Location 31st Ave. S.
Air Time 5:30 a.m.-M.
News Service AP
Transcription Service World, Keystone
Representative Sears & Ayer
Membership NAB, BMB
Owner Birney Imes, Jr.
General Manager Bob McRaney
Station-Sales Prom. Mgr. Jerry Kerns
Commercial Manager Jerry Kerns
Program Director Mary Fane Collins
Production Director Chris Everson
Pub. Dir., Chief Announcer Jim Shelton
Musical Director Marilyn Lawrence
Chief Engineer Al Betmarik
Farm Editor Earl Hanna

WTOK

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Meridian Bcstg. Co.
Business-Studio Address Citizens Natl. Bank
Bldg.
Phone Number 5070
Transmitter Location 3rd Ave. & 20th St.
Air Time 6 a.m.-11:05 p.m.
News Service INS
Transcription Service Lang-Worth
Representative Headley-Reed
Pres., General-Station Mgr. Robert F. Wright
Comm.-Sales Prom. Mgr. William B. Crooks
Prog.-Pub. Director Frank Holifield
Chief Announcer Cecil Germany
Chief Engineer Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS-LA.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Natchez Bcstg. Co.
Business-Studio Address 615 Main St.
Phone Number 580
News Service AP
Transcription Service Lang-Worth
President P. K. Ewing
Gen.-Prom. Mgr. P. K. Ewing, Jr.
Commercial Mgr. Paul Schilling
Program Dir. Wilma Nichols
Chief Engineer George W. Wilson

WHOC

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By William Howard Cole
Bus.-Studio-Transmitter Address Hways 15 &
16, ext. of Beacon St.
Phone Number 740
Air Time Unlimited
News Service UP
Transcription Service World, Cole, Keystone
Membership NAB
Owner William Howard Cole
General Manager W. C. DeHority
Prog. Dir., Chief Announcer Jim Sparks
Chief Engineer F. H. Frantz

WACR

STARKVILLE—1948—MISS.

Frequency: 1050 Kc. Power: 250 Watts d.
Owned By Mississippi Bcstg. Co., Inc.
Business Address Starkville
Air Time Daytime
President, General Manager Withers Gavin

WSSO

STARKVILLE—1948—MID-SOUTH

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Starkville Bcstg. Co.
Business-Studio Address WSSO Bldg.
Phone Number 1230
News Service AP
Transcription Service Capitol
Partners Joe Phillips, Grady Imes,
J. P. Hartness, C. C. Hollinshead
General Manager Joe Phillips
Comm. Mgr., Prog. Dir. Bob Whitely

WELO

TUPELO—1944
MBS-KBS-MID SOUTH

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Tupelo Bcstg. Co.

MISSISSIPPI

Business-Studio Address.....WELO Bldg.,
So. Spring St.
Phone Number1400-1
Transmitter Location.....Hwy. 45 So.
Air Time.....5:43 a.m.-11 p.m.
News ServiceAP
Transcription ServiceKeystone
Representative.....Sears & Ayer
MembershipNAB
Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Bob Evans
Comm.-Sales Prom. Manager...Reeves Whirley
Prog.-Prod.-Pub. Director.....Gene Grotz
Chief Engineer.....LeRoy Green

W Q B C

VICKSBURG—1931—MBS-KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....Hotel Vicksburg
Phone Number312
Transmitter Location.....2½ Mi. E. of City
Air Time.....6:30 a.m.-11 p.m.
News ServiceAP
Transcription Service.....World, Keystone
Representative.....Sears & Ayer
MembershipNAB, BMB
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Chief Engineer.....C. E. Drake
Farm Editor.....Charles Nobors

W V I M

**VICKSBURG—1948
MISS. DIAMOND**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ewing Bcstg. Co.
Business Address.....708 Clay St.
Phone Number1920-1
Studio Address.....Hotel Carroll
Transmitter Location...Thompson & Floyd Sis.
Air Time.....6:30 a.m.-M.
News ServiceAP
Transcription ServiceLang-Worth
MembershipNAB
Partners.....P. K. Ewing, Jr., F. C. Ewing,
Myrtle M. Ewing
General Manager.....P. K. Ewing, Jr.
Commercial Manager.....Walter F. Smith, Jr.
Program Director.....Paul Simpkins
Chief Engineer.....W. A. Lewis

W R O B

**WEST POINT—1947
MBS-MID SOUTH-KBS**

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Bus.-Studio-Transmitter Address.....Forrest St.

Phone Number807
Air Time.....6 a.m.-11 p.m.
Transcription ServiceKeystone
Representative.....Sears & Ayer
President, General Mgr.....Bob McRaney, Sr.
Sta.-Comm.-Sales Prom. Mgr..
Publicity Director.....Ed McRaney
Prog. Dir., Chief Announcer,
Chief Engineer.....John E. King, Jr.
Prod.-Musical Dir.....Hugh W. Shankle

W A Z F

YAZOO CITY—1947—MISS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Yazoo Bcstg. Co.
Operated By.....Borrier, Holmes & Barrier
Business Address.....P. O. Box 14
Phone Number1040
Studio Address.....321 S. Main St.
Transmitter Location.....State Hwy. 49 E.
Air Time.....6 a.m.-10 p.m.
News ServiceAP
Transcription Service.....World, Keystone
President.....H. T. Barrier
General-Comm. Manager.....Guy Corley
Station-Sales Promotion Manager, Program-
Publicity Director.....R. A. Novak
Production Director.....Beverly Warren
Chief Announcer, Musical Director,
Farm Editor.....Warren Desmond
Chief Engineer.....D. A. Flinspach

“We, the California state radio members of THE ASSOCIATED PRESS, reaffirm our recognition of the principle of mutual exchange of news, and pledge our fullest cooperation in carrying out our obligations of membership.”—From the Minutes of the California AP Radio Association, February 19, 1949.

Listeners In Kansas City's Primary Trade Area VOTE FOR *The* **KMBC-KFRM** *Team*

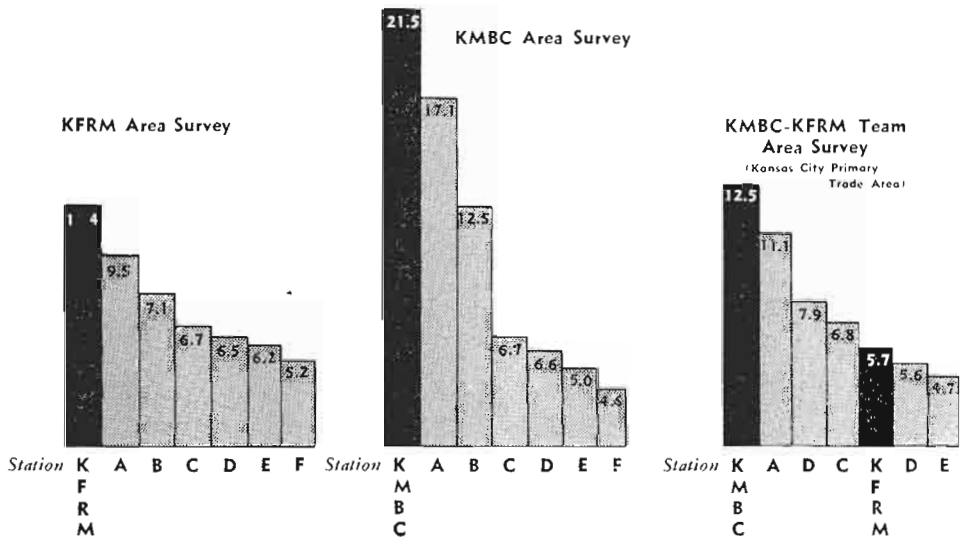
The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)



These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by



OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

MISSOURI

Estimated Population 3,947,000—Increase +4.3%—Radio Homes 1,072,800
Total Families 1,137,400—Stations in State 39

KFVS

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Phone Number.....2104-5
Transmitter Location.....Illinois
Air Time.....Unlimited
News Service.....UP
Membership.....NAB, BMB
President, General Manager.....Oscar C. Hirsch
Station-Comm. Manager.....Ralph Hirsch

KDMO

CARTHAGE—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned By.....Carthage Bcstg. Co.
Operated By.....L. C. McKenney, J. J. Daly
Bus.-Studio-Transmitter Address.....1201 E.
Chestnut
Phone Number.....2648
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Thesaurus, Capitol.
Keystone
Membership.....NAB
Station Manager.....L. C. McKenney
Commercial Manager.....J. J. Daly
Sales Promotion Manager.....Phil Hannum
Program Director.....Lee Crocker
Publicity Director.....Bob Young
Chief Engineer.....Jack Langford
Farm Editor.....B. P. Cameron

KFRU

COLUMBIA—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....KFRU, Inc.
Operated By.....H. J. Waters,
Mahlon R. Aldridge, Jr.
Business Address.....13 S. 8th St.
Phone Number.....4141
Studio-Transmitter Location.....Hickman Hall,
Stephens College
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John Blair
Membership.....NAB, BMB
President.....H. J. Waters, Jr.
Gen.-Station-Comm.-Sales Promotion
Manager.....Mahlon R. Aldridge, Jr.
Program Director.....Harold Douglas
Publicity Director.....M. R. Aldridge, Jr.
Chief Engineer.....Robert Haigh

KREI

FARMINGTON—1947—KBS

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Business Address.....Farmington
Phone Number.....710
Studio-Transmitter Address.....Burks Rd. &
Webster St.
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Lang-Worth, Keystone
Owner.....Cecil W. Roberts
Station Manager.....Mrs. Mary Burton
Sales Manager.....Howard G. Rion
Chief Engineer.....Kermit Barker

KFMO

FLAT RIVER—1947
GRIESEDECK

Frequency: 1240 Kc. Power: 250 Watts
Owned By.....Lead Belt Bcstg. Corp.
Operated By.....Oscar C. Hirsch
Business-Studio Address.....Flat River
Phone Number.....1000
Transmitter Location.....U. S. Hwy. 61
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Cole
Representative.....Jonh E. Pearson
Membership.....NAB
President, General Manager.....Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Program-Production Dir.....Virginia Collins

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Oper. By.....Courier-Post Publishing Co.
Business-Studio Address.....102-A Broadway
Phone Number.....3450
Transmitter Address.....6 Mi. S. of Hannibal
on Old New London Dirt Rd.
Air Time.....5:30 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership.....NAB, BMB
Sec.-Treas.....F. L. Sparks
Gen.-Sta.-Sales Prom. Mgr.....Wayne W. Cribb
Commercial Manager.....R. A. Conner
Program Director.....Paul McClelland
Publicity Director.....Larry Grubb
Chief Engineer.....Ben Parrish
Farm Editor.....George Allen, Jr.

MISSOURI

K I M O

INDEPENDENCE—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Oper. By: The Blue Valley Co.
Business-Studio Address: 310 N. Osage
Phone Number: CL 9810
Transmitter Location: 28th & Northern Blvd.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Capitol
Representative: Lorenzen & Thompson
Membership: NAB
General Manager: Craig Siegfried
Program Director: John Waddell
Chief Announcer: Harry Becker
Musical Director: Kaye Elliotte
Chief Engineer: Eldon Ryan

K W O S

JEFFERSON CITY—1937—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Capital Bcstg. Co.
Business-Studio Address: 210-212 Monroe St.
Phone Number: 4000
Transmitter Location: St. Mary's Blvd.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Keystone
Representative: Sears & Ayer
Membership: BMB
President: R. C. Goshorn
General Manager: Catherine Roer
Chief Engineer: Leroy S. Hackmann

K F S B

JOPLIN—1948

Frequency: 1310 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By: Four States Bcsters, Inc.
Business-Studio Address: 1025 Main
Phone Number: 1310
Transmitter Location: N.W. of Joplin
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth, Standard
Representative: Walker
President: Harry Easley
General Manager: W. H. Clark
Program Director: Ray Arvin
Chief Engineer: Ralph Meador

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Air Time, Inc.
Business-Studio Address: Hotel Connor
Phone Number: 7260
Transmitter Location: 1928 W. 13th St.
Air Time: 6 a.m.-M.

News Service: UP
Transcription Service: World
Representative: William G. Rambeau
Membership: NAB
President, Gen.-Sta. Comm. Mgr.

Publicity Director: Austin A. Harrison
Sales Promotion Mgr.: Rot V. Whisnand
Prog.-Prod.-Musical Dir.: Noel E. Ball
Chief Announcer: Claude Evans
Chief Engineer: Austin A. Harrison

W M B H

JOPLIN—1926—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Joplin Bcstg. Co.
Business-Studio Address: Frisco Bldg.
Phone Number: 330
Transmitter Location: 15th & Munroe
Air Time: 18 Hrs.
News Service: AP
Transcription Service: Lang-Worth, Standard
Representative: Sears & Ayer
Membership: NAB, BMB
Pres., Gen.-Station-Comm. Mgr.: D. J. Poyner
Sales Prom. Mgr., Pub. Dir.: Dave Blair
Program Director: Charlotte Tappana
Production Director: Mary Curtis
Chief Announcer: Leonard Brown
Musical Director: Stella Lukens
Chief Engineer: Dick Meek
Farm Editor: Charles McIntire

K C K N

KANSAS CITY

(See Listing, Kansas City, Kans.)

K C M O

KANSAS CITY—1936—ABC

Frequency: 810 Kc. Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Operated By: KCMO Bcstg. Co.
Business-Studio Address: 1515 Commerce
Bldg.
Phone Number: Baltimore 1234
Transmitter Location: Nashua
Air Time: 20 Hrs.
News Service: AP, UP
Transcription Service: Thesaurus
Representative: John E. Pearson
Membership: NAB, BMB
President: Tom L. Evans
Gen.-Comm.-Sta. Mgr.: E. K. Hartenbower
Asst. Manager: Clarence E. Breazeal
Sales Prom. Mgr., Pub. Dir.: F. C. Strawn
Program Director: S. B. Tremble
Production Director: Kenneth Heody
Chief Announcer: Dal Stallard
Musical Director: Eugene Moore
Chief Engineer: Karl Troeglen
Farm Editor: C. W. Jackson

KFRM

KANSAS CITY—1947

Frequency: 550 Kc. Power: 5000 Watts d.
Owned-Operated By: Midland Bcstg. Co.
Business-Studio Address: Pickwick Hotel
Phone Number: HA. 2650
Transmitter Location: 10 Mi. S. of Concordia,
Kansas

Air Time: Sunrise-sunset
News Service: AP, UP
Representative: Free & Peters
Membership: NAB, BMB
President: Arthur B. Church
V.P., General Manager: Karl Koerper
V.P. in Chg. of Sales: Sam H. Bennett
Promotion Director: John S. McDermott
Program Director: Rod B. Cupp
Production Director: Fran Heyser
Chief Announcer: Lee Stewart
Musical Director: P. Hans Flath
Chief Engineer: Ray Moler
Farm Editor: Phil Evans

(See Page 482)

KMBC

KANSAS CITY—1922—CBS

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: Midland Bcstg. Co.
Business-Studio Address: Pickwick Hotel
Phone Number: HARRISON 2650
Transmitter Location: 50th & Belinder,
Johnson County, Kansas

Air Time: 5 a.m.-M.
News Service: AP, UP
Transcription Service: Associated, World
Representative: Free & Peters
Membership: NAB, BMB
President: Arthur B. Church
V.P., Managing Director: Karl Koerper
V.P., Sales: Sam H. Bennett
Promotion Director: John S. McDermott
Program Director: Rod Cupp
Production Director: Fran Heyser
Chief Announcer: Lee Stewart
Musical Director: P. Hans Flath
Chief Engineer: Ray Moler
Farm Editor: Phil Evans

(See Page 482)

WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By: The Kansas City Star Co.
Business-Studio Address: 1729 Grand Ave.
Phone Number: Harrison 1200
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Edward Petry

Membership: NAB, BMB
President: Roy A. Roberts
General-Station Manager: Deon Fitzer
Comm.-Sales Prom. Mgr.: Manne E. Russo
Prog. Dir., Prod. Mgr.:
Musical Director: Harry J. Kaufmann
Chief Engineer: J. A. Flaherty

WHB

KANSAS CITY—1922—MBS

Frequency: 710 Kc. Power: 10,000 Watts d.:
5000 Watts n.
Owned-Operated By: WHB Bcstg. Co.
Business-Studio Address: Scarritt Bldg.,
9th & Grand Ave.
Phone Number: HARRISON 1161
Transmitter Location: Route No. 1, Liberty
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Lang-Worth, Associated
Representative: John Blair
Membership: NAB, BMB
Pres., Comm. Mgr.: Donald Dwight Davis
General-Station Mgr.: John T. Schilling
Sales Promotion Manager: Mori Greiner
Program Director: Dick Smith
Publicity Director: Warren Bowman
Chief Announcer: Bob Grinde
Musical Director: Ednalee Crouch
Chief Engineer: Henry Goldenberg

KBOA

KENNETT—1947

Frequency: 830 Kc. Power: 1000 Watts d.
Owned-Operated By: Kennett Bcstg. Corp.
Bus.-Studio-Transmitter Address: Kennett
Phone Number: 830
Air Time: Daytime
News Service: AP
Transcription Service: Standard, SESAC
Membership: NAB, BMB
President, General Manager: Paul C. Jones
Program Director: Ray Van Hooser
Chief Engineer: Robert H. Conner

KIRX

KIRKSVILLE—1947—GRIESEDEICK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: North Mo. Bcstg. Co.
Bus.-Studio-Transmitter Address: KIRX Bldg.
Phone Number: 86
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol, Standard
Membership: NAB, BMB
General-Station Manager: Samuel A. Burk
Commercial Manager: John O. Conwell
Program Director: Lee Jones
Chief Announcer: Carl Fisher
Chief Engineer: Leon Brauhn

MORE POWER

*Now ... 5000 WATTS both day and NIGHT
on 550 KC...the most desirable spot on the dial...
to provide a THREE BILLION DOLLAR MARKET of
THREE MILLION POPULATION for nighttime advertisers*



KSD

THE ST. LOUIS POST-DISPATCH STATION

NBC Network • Associated Press News

National Advertising Representatives: **FREE & PETERS, INC.**

KLWT

LEBANON—1947—MBS

Frequency 1230 Kc. Power: 250 Watts
 Owned-Operated By Lebanon Bcstg. Co.
 Bus. Studio Address 221 E. Commercial St.
 Phone Number 1015
 Transmitter Location Buffalo Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, SESAC
 President Robert C. Fields
 General Manager O. R. Wright
 Prog.-Musical Director Thomas H. Miller
 Production Director Harold E. Mott
 Chief Engineer E. L. Hendry

KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Audrain Bcstg. Corp.
 Address P. O. Box 260
 News Service AP
 Transcription Service Capitol
 Representative John E. Pearson
 President John Badaracco
 General Manager P. H. Cunningham
 Program Director Marge Studer
 Chief Engineer R. A. Bavier

KWOC

POPLAR BLUFF—1938
 MBS-GRIESEDIECK-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By A. L. McCarthy,
 J. H. Wolpers
 Bus. Studio-Transmitter Address KWOC Bldg.
 Phone Number 3922
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service SESAC, Keystone
 Representative John E. Pearson
 Membership NAB
 Chief Owner A. L. McCarthy
 Gen. Station-Commercial-Sales Prom.
 Manager William R. Tedrick
 Program-Production Dir. Byron Kearbey, Jr.
 Publicity Director John A. Thies
 Chief Announcer Tom Hunnicutt
 Chief Engineer Don M. Lidenton
 Farm Editor W. E. James

KTTR

ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Show-Me Bcstg. Co.
 Bus. Studio-Transmitter Address P. O. Box 567,
 Soest Rd.
 Phone Number 380
 Air Time 6 a.m.-11 p.m.

News Service AP
 Transcription Service Capitol, SESAC,
 Keystone
 Pres., Gen.-Station Mgr. Luther W. Martin
 Program Director Mary Kay Montalto
 Chief Engineer Martin M. Mitchum
 Farm Editor Wilson C. Burkhead

KFEQ

ST. JOSEPH—1926—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By KFEQ, Inc.
 Business-Studio 814 Frederick Ave.
 Phone Number 4-0813-4
 Transmitter Location Hwy. No. 71
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Headley Reed
 President, General Manager Barton Pitts
 Commercial Manager Glenn G. Griswold
 Promotion Manager J. Ted Branson
 Program Director R. Thompson Mabie
 Chief Engineer J. Wesley Kach
 Farm Editor Harold J. Schmitz

KRES

ST. JOSEPH—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Missouri Valley Bcstg. Corp.
 Business-Studio Address 7th & Edmond Sts.
 Phone Number 4-6346
 Transmitter Location Hwy. 59
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative McGeehan & O'Mara
 Membership NAB, BMB
 President B. L. Kaufmann
 Gen.-Sta.-Comm.-Sales Prom. Mgr.
 Publicity Director Robert D. Buchanan
 Program Director Allen Menefee
 Prcd. Dir., Chief Announcer Ken Gooding
 Chief Engineer Charles Weismann
 Farm Editor Bill Sharpe

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By Pulitzer Publishing Co.
 Business-Studio Address 1111 Olive St.
 Phone Number Main 1111
 Transmitter Location Hwy. 66, Granite City,
 Ill.
 Air Time Unlimited
 News Service AP
 Transcription Service World, Thesaurus
 Representative Free & Peters
 Membership NAB
 President Joseph Pulitzer
 General Manager George M. Burbach
 Commercial Manager Edward W. Hamlin

K M O X

ST. LOUIS—1925—CBS

Frequency: 1120 Kc. Power: 50,000 Watts
Owned-Oper. By: Columbia Bcstg. System, Inc.
Business-Studio Address: 401 So. 12th St.
Phone Number: Central 8240
Transmitter Location: Route No. 2, Granite City, Ill.

Air Time: Unlimited
News Service: AP, UP
Transcription Service: Lang-Worth, Associated
Representative: Radio Sales
Membership: NAB, BMB
General Manager: Wendell B. Campbell
Local Sales: P. S. Anderson
National Spot: C. Gilman Johnston
Sales Promotion Manager: Albert J. Gredell
Program Director: T. A. Bland
Production Director: George M. Clare
Publicity Director: Robert S. Holcomb
Musical Director: Stan Daugherty
Chief Engineer: Harry Harvey
Farm Editor: Ted Mangner

KSTL

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio St. Louis, Inc.
Business-Studio Address: American Hotel,
Seventh at Market
Phone Number: MA. 0600
Transmitter Location: 999 So. Sixth St.,
E. St. Louis, Ill.

Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Standard
Representative: Lorenzen & Thompson
Membership: NAB
President: Frank E. Pellegrin
General Manager: Ralph L. Stufflebam
Sales Promotion Manager: Dick J. Kasten
Prog.-Musical Director: Edward M. Galloway
Chief Announcer: Brad Harrison
Chief Engineer: John H. Fleet

K W K

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Thomas Patrick, Inc.
Bus.-Studio Address: 9th Fl., Hotel Chase
Phone Number: ROSedale 3210
Transmitter Location: 500 Logon St., Baden
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Paul H. Raymer
President, General Mgr.: Robert T. Convey
V.P., Station Director: Ray E. Dady
Asst. Station Dir.: John W. Tinnea
V.P., Sales Mgr.: V. E. Carmichael

Merchondising Mgr.: Russell C. Kaiser
Production Mgr.: John Traxler
Chief Engineer: N. J. Zehr

K X L W

ST. LOUIS—1946

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By: St. Louis County Bcstg. Co.
Bus.-Studio Address: 8135 Forsythe B'vd.
Phone Number: Delmar 1320
Transmitter Location: 9700 Old Bonhomme Rd.
Air Time: 6 a.m.-local sunset
News Service: AP, UP
Representative: Forjoe
President, General Mgr.: Guy Runion
Promotion Mgr.: Edgar J. Mothershead
Sales Manager: Myles J. McNally
Program Director: Pat O. Bradley

K X O K

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By: Star-Times Publishing Co.
Business-Studio Address: 12th & Delmar
Phone Number: Chestnut 3700
Transmitter Location: Madison, Ill.
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Associated, Standard
Representative: John Blair
Membership: NAB, BMB
President: Elzey Roberts
General Manager: C. L. Thomas
Commercial Manager: V. N. Springgate
Sales Promotion Manager: Foster H. Brown
Program Director: Elmer Muschany
Production Director: Robert Holt
Publicity Director: Harry Renfro
Musical Director: Robert Golch
Chief Engineer: Arthur F. Rekart
Form Editor: Charley Stookey

W E W

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Oper. By: The St. Louis University
Bus.-Studio-Transmitter Address: 3542 Lindell
Blvd.
Phone Number: Franklin 5665
Air Time: 6 a.m.-local sunset
News Service: INS
Transcription Service: World, Standard,
Lang-Worth
Representative: John E. Pearson
Membership: NAB, FMA
President (St. Louis U.): Very Rev. Patrick
J. Holloran, S.J.
General Manager: Nicholas Pagliara
Commercial Manager: Leonard Frankel

MISSOURI

Program Director.....Don Lochner
Production Director.....Syl Binkin
Publicity (St. Louis U. Public Relations)
Chief Announcer.....O. J. McQuigg
Musical Director.....Ralph Stein
Chief Engineer.....Joseph A. Volk

W I L

ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Business-Studio Address.....3601 Lindell Blvd.
Phone Number.....JEfferson 8403
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard, Lang-Worth,
MacGregor
Representative.....William G. Rambeau
Membership.....NAB
President.....L. A. Benson
Program Director.....Neil Norman
Publicity Director.....Mel Kampe
Chief Engineer.....Edward Goodberlet

K S G M

STE. GENEVIEVE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Donze Co.
Business Address.....P. O. Box 352
Phone Number.....580
Studio Address.....245 Merchant St.
Transmitter Location.....Maxwell Hill
Air Time.....6 a.m.-10 p.m.
News Service.....UP
Transcription Service.....Lang-Worth, Keystone
President, General Manager.....Elmer L. Donze
Station-Comm. Mgr.....Norbert B. Donze
Sales Promotion Manager.....Donald M. Donze
Prog. Dir., Farm Editor.....C. M. Poindexter
Prod.-Pub. Director.....William Bullington
Chief Announcer.....James Toebe
Musical Director.....Aileen Donze
Chief Engineer.....Murel L. Rose

K D R O

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Milton J. Hinlein
Bus.-Studio Address.....2100 W. Broadway
Phone Number.....4004-5
Air Time.....Unlimited
News Service.....UP
Representative.....Forjoe
Membership.....NAB
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Commercial Manager.....James F. Glenn

K S I M

SIRESTON—1948—GRIESEDEICK

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Sikeston Community Bcstg. Co.,
Inc.
Operated By.....H. C. Young
Bus.-Studio-Transmitter Address.....Hwy. 60 W.
Phone Number.....J
Air Time.....Unlimited
News Service.....AP
Representative.....H. C. Young
Gen.-Sta.-Comm.-Sales Prom. Mgr.,
Program Director.....H. C. Young
Chief Engineer.....Ralph Hirsch

K G B X

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Address.....605 Boonville Ave.
Phone Number.....3-3200
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....George P. Hollingbery
Membership.....NAB
President.....Tams Bixby, Jr.
Gen.-Comm. Mgr.....J. Gordon Wardell
Program Director.....Carl Fox
Promotion Manager.....Dudley Morris
Chief Engineer.....E. Dennis White

K T T S

SPRINGFIELD—1941—CBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Independent Bcstg. Co.
Bus.-Studio-Transmitter Address.....Chamber of
Commerce Bldg.
Phone Number.....4304
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....BMB
President.....J H. G. Cooper
Gen.-Sta.-Sales Prom. Mgr.....G. Pearson Ward
Commercial Manager.....Bob Burke
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned Operated By.....Ozarks Bcstg. Co.

Business-Studio Address . . . 606 E. St. Louis St.
 Phone Number 3-2800
 Transmitter Location So. Fremont Rd.
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 Pres., Gen. Station Manager Ralph D. Foster
 Commercial Manager Leslie L. Kennon
 Promotion Manager Jean Lightfoot
 Program Director Bill Ring
 Production Director Lou Black
 Chief Engineer Fritz Bauer
 Farm Editor C. C. Keller

K W P M

WEST PLAINS—1947
 KBS-GRIESEDECK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Robert F. Neathery
 Bus.-Studio-Transmitter Address E. Abe Taylor
 Blvd.
 Phone Number 700
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard, Keystone
 President, General Mgr. Robert F. Neathery
 Commercial Manager Fritze Williams Dixon
 Program Director Nola Langston

MONTANA

*Estimated Population 511,000—Increase —8.6%—Radio Homes 134,900
 Total Families 138,800—Stations in State 23*

KANA

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Mosby's, Inc.
 Business Address P. O. Box 727
 Phone Number 136
 Studio-Transmitter Location Lincoln St.
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed
 Membership NAB
 President A. J. Mosby
 Gen.-Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director H. Michael
 Program-Production Dir. Jack Combes
 Chief Announcer John Dziak
 Chief Engineer Kenneth Farrance

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Northwestern Auto Supply
 Co.
 Bus.-Studio Address 5th & No. Broadway
 Phone Number 2222
 News Service UP
 Transcription Service Thesaurus, World,
 Standard, SESAC
 Representative Katz
 President C. O. Campbell
 General Manager Edward Yocum
 Sta. Mgr., Prog. Dir. M. V. Braunberger
 Chief Engineer Jeff A. Kichli

KBMY

BILLINGS—1946

MBS-INTERMOUNTAIN-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Billings Bestg. Co.
 Bus.-Studio-Transmitter Address W. of City
 Phone Number 3838, 9-2389
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, Keystone
 Representative Avery-Knodel
 Membership NAB
 President Don C. Foote
 General-Station Mgr. Franz J. Robischon
 Commercial Manager Ken Nybo
 Program Director Leroy W. Swecker
 Chief Announcer Charles Du Bois
 Chief Engineer Theodore Hildebrand

KXLQ

BOZEMAN—1939

NBC-PACIFIC NORTHWEST Z NET

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRBM Besters, Inc.
 Business Address Bozeman
 Phone Number 1420
 Transmitter Location 2½ Mi. E. of City
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Pres., General-Station Mgr. Ernest A. Neath
 Commercial Manager J. Ray Bridges
 Program Director Homer Stenersen
 Chief Engineer Jack Pravis

K B O W

BUTTE—1947—CBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Copper City Radio Co.
 Business Address P. O. Box 1932
 Phone Number 7429
 Studio-Transmitter Location 720 Yale Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Capitol,
 Keystone
 Representative Donald Cooke, Gene Grant
 Membership NAB
 President Frank Reardon
 Gen.-Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director Roger C. Patrick
 Prog. Dir., Chief Announcer Art Collins
 Chief Engineer Don Anderegg

K O P R

BUTTE—1948—ABC

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Copper Bcstg. Co.
 Business-Studio Address Hotel Finlen
 Phone Number 6546
 Transmitter Location Beef Trail Heights
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Frank C. Carman
 General Manager Ed Cooney
 Commercial Manager Milo Petersen
 Prog. Dir., Chief Announcer Bill Plummer
 Production Director Steve Buck
 Publicity Director Shirley Davis
 Musical Director Bill Daniels
 Chief Engineer Jim Skidmore

K X L F

BUTTE—1929—NBC-Z NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By KGIR, Inc.
 Business Address Box 1956
 Phone Number 2-2344
 Studio-Transmitter Location Butte
 Air Time Unlimited
 News Service UP
 Transcription Service MacGregor, Lang-Worth
 Representative Walker
 President E. B. Croney
 Station Mgr., Prog. Dir. Arne E. Anzjon
 Commercial Manager George Weber
 Chief Engineer W. J. Provis

K X G N

GLENDIVE—1948

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By Lewis Wiles Moore
 Business-Studio Address 314 McDougal St.
 Phone Number 122
 News Service UP
 Transcription Service Capitol
 President Lewis W. Moore
 Gen. Mgr., Chief Engr. Harry A. Sievers
 Program Director Ruth Pomeroy

K F B B

GREAT FALLS—1922—CBS

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By Bultrey Bcst., Inc.
 Bus.-Studio Address 607 First Natl. Bank Bldg.
 Phone Number 4377
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB, BMB
 President Fred Birch
 Manager, Commercial Mgr. J. P. Wilkins
 Program Director W. J. Towner
 Chief Engineer Wilbur L. Myhre

K M O N

**GREAT FALLS—1948
 MBS-INTERMOUNTAIN**

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Montana Farmer Bcstg. Co.
 Business Address Box 1954
 Phone Number 4382
 Studio Address Tribune Bldg.
 Transmitter Location 5 Mi. S. of City
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative Avery-Kncdel
 President Lester Cole
 General Manager Robert H. Warner
 Chief Announcer Ned Serrell
 Chief Engineer Eugene Bunker

K X L K

GREAT FALLS—1938—NBC-Z NET

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Great Falls Bcstg. Co.
 Bus.-Studio-Transmitter Address Park Hotel
 Phone Number 2-2453
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 President J. R. Larcombe
 General-Station Manager K. O. MacPherson
 Commercial Manager Carl F. Argabrite
 Program Director Betty Schmidt
 Chief Engineer E. R. Kukkola

MONTANA

KAVR

HAVRE—1946—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KAVR, Inc.
Business Address: P. O. Box 672
Phone Number: 1240
Studio-Transmitter Location: 1 1/4 Mi. E. of Havre on U. S. No. 2
Air Time: Unlimited
News Service: UP
Transcription Service: World, Keystone
Representative: W. S. Grant
President, General Mgr.: Jessica L. Longston
Sta.-Comm. Mgr., Prog. Dir.: Larry Gordon
Chief Announcer, Chief Engineer: Sol Fulchino
Farm Editor: Jim Schroeder

KOJM

HAVRE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: No. Montana Bcstg. Co.
Business-Studio Address: Box 70, Liberty Hotel Bldg.
Phone Number: 1096
Transmitter Location: 2 1/2 Mi. N.E. of Havre on Shepard Rd.
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Associated, MacGregor, Cole, Standard
Representative: Friedenber
Membership: NAB, BMB
President: Dr. Francis W. Aubin
General-Station Mgr.: Edwin T. Lovelace
Commercial Manager: William F. Murphy
Program Director: James R. Saenger
Chief Announcer: John Derrick
Chief Engineer: George H. Bauer

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Peoples Forum of the Air
Address: 1306 Eleventh Ave.
Phone Number: 1240
Transmitter Location: Helena
Air Time: 6:45 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker
President: A. T. Hibbard
General-Comm. Mgr.: Paul A. Hatton, Jr.
Program Director: Al Plachta

KGEZ

KALISPELL—1927

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Donald C. Treloar

Business-Studio Address: 7 Main St.
Phone Number: 331-2
Transmitter Location: 2 1/2 Mi. S. on Hwy. No 93
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC
Membership: NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr.: Donald C. Treloar
Program Director: Maurice Driscoll
Musical Director: Les Sterling
Chief Engineer: William H. Patterson
Farm Editor: Glenn Millhouse

KXLO

LEWISTON—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Capital Bcstg. Co.
Bus.-Studio-Transmitter Address: E. Main St.
Phone Number: 1210-1
Air Time: 6:30 a.m.-10:45 p.m.
News Service: AP
Transcription Service: Standard, World
Representative: Friedenber
Membership: NAB
President: George Bennitt
Sta. Mgr., Prog. Dir., Chief Announcer, Farm Editor: Lee S. Belding
Commercial Manager: Bob Gray
Musical Director: Ellen Belding
Chief Engineer: W. R. Parker

KPRK

LIVINGSTON—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Yellowstone Amuse. Co.
Business Address: Box 952
Phone Number: 1000
Transmitter-Studio Address: E. Park St.
Air Time: Unlimited
News Service: AP
Transcription Service: World, SESAC, KBS
Representative: Homer Griffith
Membership: NAB
Pres., Gen.-Sta. Mgr.: Paul B. McAdam
Comm.-Sales Prom. Mgr.: Jack Hinman
Prod. Mgr., Prog.-Music Dir.: Jim Duncan
Publicity Director: Audrey Waters
Chief Engineer: Norm Penwell
Farm Editor: Gerald Tyo

KRJF

MILES CITY—1941

MBS-INTERMOUNTAIN-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Star Printing Co.
Business Address: 13 No. 5th
Phone Number: 60
Transmitter-Studio Location: Haynes Ave.

. . . MONTANA . . .

Air Time.....6:30 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World, KBS
Representative.....Avery Knodel
Membership.....NAB, BMB
General Mgr.....W. F. Flinn
Sales Prom. Mgr., Pub. Dir.....Norm Ingstrom
Prog. Dir., Prod. Mgr.....Bob Wilson
Chief Announcer.....William Beoch
Chief Engineer.....Charles Scofield

K G V O

MISSOULA—1931—CBS

Frequency: 1290 Kc....Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By.....Mosby's, Inc.
Business Address.....127 E. Main
Phone Number.....2155
Studio Address.....132 W. Front St.
Transmitter Location.....3½ Mi. W. of City on
Hwy. 93 & 10

Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth, MacGregor,
Standard

Representative.....George P. Hollingbery
Membership.....NAB, BMB
President.....A. J. Mosby
Commercial Manager.....Marion E. Dixon
Program Director.....W. C. Blanchette

K M S U

MISSOULA—1948

Frequency: 1400 Kc....Power: 250 Watts
Owned-Oper. By.....Missoula Radio Assn.
Business-Studio Address.....218 N. Higgins
Phone Number.....6882
President.....R. B. Cummins
Vice President.....Oakley Coffee
Director.....N. B. Matthews

K X L L

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
Business Address.....Box 1503
Phone Number.....4114
Studio-Transmitter Location.....River Rd.,
Orchard Homes

Air Time.....7 a.m.-M.
News Service.....UP
Representative.....Walker
President, Gen. Station Manager,

Program Director.....Pat M. Goodover
Comm.-Sales Prom. Mgr.....Frank Field
Publicity Director.....Bill Emerson
Chief Engineer.....F. W. E. Smith

K I Y I

SHELBY—1947—KBS

Frequency: 1230 Kc....Power: 250 Watts
Owned-Operated By.....Tri County Radio Corp.
Business Address.....P. O. Box 255
Phone Number.....560
Studio-Transmitter Location.....N. Marias Ave.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Keystone
Representative.....William Grant
President.....John J. Hurley
General Manager.....Frank Krshka
Comm.-Sales Prom. Mgr.....L. R. Wing
Program Director.....George Potter
Publicity Director.....Jimmy Larson
Chief Announcer.....Richard Bannon
Chief Engineer.....Richard Velo

K G C X

SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc....Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By.....E. E. Krebsbach
Business Address.....109 So. Central Ave.
Phone Number.....408
Studio Address.....109 So. Central Ave.,
Sidney, Mont.; Masonic Bldg., Williston,
No. Dak.

Transmitter Location.....4 Mi. N. of City
Air Time.....5:30 a.m.-11 p.m.

News Service.....AP
Transcription Service.....Capitol, Keystone
Representative.....Walker
Membership.....NAB, BMB
General Manager.....E. E. Krebsbach
Station Mgrs.....(Sidney) Keith Krebsbach,
(Williston) E. Clair Krebsbach

Sales Promotion Manager.....Jerry Karleton
Program Director.....Mel King
Production Director.....E. Clair Krebsbach
Musical Director.....Bud Bailey
Chief Engineer.....O. H. Halvorson
Farm Editor.....Bill Corkins

HELP



THE RED
CROSS

NEBRASKA

Estimated Population 1,301,000—Increase —1.1%—Radio Homes 359,100
Total Families 375,300—Stations in State 17

KJSK

COLUMBUS—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: George Basil Anderson
Business Address: Box 460
Phone Number: 5154
Studio-Transmitter Location: Columbus
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: World, SESAC
Representative: Waller Biddick
Manager & Owner: George Basil Anderson
Program Director: Florence L. Anderson
Chief Engineer: Harold Hardy
Farm Editor: Eugene Jones

KORN

FREMONT—1939

MBS-NEB. WIRELESS-KBS

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Inland Bcstg. Co.
Business-Studio Address: Equitable Bldg.
Phone Number: 1060
Transmitter Location: E. 16th St.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Thesaurus, Keystone
Representative: McGeehan & O'Mara
President: John K. Morrison
General Manager: Paul R. Fry
Station-Commercial Mgr.: William H. Baldwin
Sales Promotion Manager: Helen Norwood
Program Director: Robert Lambert
Chief Announcer: Harry Gehrett
Chief Engineer: Percy Ziegler
Farm Editor: Don Jackson

KMMJ

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By: KMMJ, Inc.
Business-Studio Address: Division at Cedar
Phone Number: 703-4
Transmitter Location: Phillips
Air Time: Daytime
News Service: UP
Transcription Service: World, Cole
Representative: Headley-Reed
Membership: NAB, BMB
President: Don Searle
General Manager: Wick Heath
Asst. Gen.-Comm. Mgr.: Bill Martin
Sales Promotion Manager: Rex Lathen
Program-Production Director:
Chief Announcer: Orie Kerwood

Publicity Director: George Johnson
Musical Director: Dick Stahl
Chief Engineer: Norval Larson
Farm Editor: George Kistler

KHAS

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Nebraska Bcstg. Co.
Bus.-Studio-Transmitter Address: 906½ W.
Second St.
Phone Number: 1745
Air Time: Unlimited
News Service: INS
Transcription Service: Capitol, Keystone
Representative: John E. Pearson
President: D. W. Clarke
Gen.-Station-Comm. Mgr.: Duane L. Walls
Sales Promotion Manager:
Prog.-Prod. Director: Warren L. Mowder
Chief Announcer: Oscar A. Henry
Musical Director: Charles E. Wright
Chief Engineer: Duane B. Allison
Farm Editor: Lloyd Thomas

KGFW

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts d.
Owned-Oper. By: Central Nebraska Bcstg.
Corp.
Business-Studio Address: Federal Annex Bldg.
Phone Number: Business, 2-3541; Program,
3-1551
Transmitter Location: Lakeside
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Capitol, Keystone
Membership: NAB
President, General Manager: Lloyd C. Thomas
Station-Commercial-Sales Promotion
Manager: E. Anson Thomas
Prog.-Musical Dir.: Peg Biber
Prod. Dir., Farm Editor: Jack Yeager
Publicity Director: Jeanette Harrison
Chief Announcer: Al Sage
Chief Engineer: Jack Lewis

KFOR

LINCOLN—1924—ABC-NEBR. NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Cornbelt Bcstg. Corp.
Business-Studio Address: Sixth Fl., Stuart Bldg.
Phone Number: 2-6965
Transmitter Location: 48th & Vine Sts.

NEBRASKA

Air Time Unlimited
 News Service AP, INS
 Transcription Service Capitol, Standard
 Representative Edward Petty
 Membership NAB, BMB
 President James Stuart
 V.P., Sta.-Comm. Mgr. Harry D. Peck
 Prom.-Pub. Director Dale V. Berger
 Program Director Jack Huston
 Chief Announcer Robert Johnson
 Musical Director Fledz Ziegenbein
 Chief Engineer Charles W. Winkler

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Inland Bcstg. Co.
 Bus.-Studio Address 212 Federal
 Securities Bldg.
 Phone Number 2-7218
 Transmitter Location 40th & W Sts.
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President John K. Morrison
 V.P., General Manager Paul B. Fry
 Station Manager W. B. Waugh
 Program Director Edwin T. Smith
 Chief Engineer M. J. Korinek

KBRL

McCOOK—1947—MBS-NEBR. NET

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The McCook Bcstg. Co.
 Bus.-Studio-Transmitter Address Hway 83 &
 "J" St.
 Phone Number 1450
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Capitol
 Representative Friedenberg
 Membership NAB
 Owners William J. Cox, LeRoy W. Lenwell,
 Edward Cooper & Arthur V. Henri
 Gen.-Station Manager LeRoy W. Lenwell
 Comm.-Sales Prom. Mgr.,
 Publicity Director Robert A. Morris
 Program-Production Dir., Chief Announcer,
 Farm Editor Dale Chronicle
 Musical Director Ed Huot
 Chief Engineer Paul Leonard

WJAG

NORFOLK—1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Norfolk Daily News
 Bus.-Studio Address Norfolk Ave. & Sixth St.
 Phone Number 432
 Transmitter Location 3½ Mi. W. of Norfolk

Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB, BMB
 President Gene Huse
 General-Station Manager Art Thomas
 Commercial Manager Vernon Stedry
 Sales Promotion Manager Hollis Francis
 Prog. Dir., Chief Announcer Wayne Larson
 Chief Engineer Frank Wiedenbach

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WOW, Inc.
 Bus.-Studio-Transmitter Address 1521 W. 12th
 St.
 Phone Number 382
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth, Keystone
 Representative John Blair
 Membership NAB, BMB
 President John J. Gillin, Jr.
 General-Station Mgr. John Alexander
 Local Sales Manager Joe di Natale
 Program Director Ed Launer
 Publicity Director Jerry Wing
 Chief Engineer Jay Blakesley
 Farm Editor Ed Launer

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Inland Bcstg. Co.
 Bus.-Studio Address 676 Saunders-
 Kennedy Bldg.
 Phone Number JACKSON 8282
 Transmitter Location 2807 So. 38th St.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative McGeehan & O'Mara
 Membership NAB, BMB
 President John K. Morrison
 V.P., General Manager Paul R. Fry
 Station Manager Richard E. Welna
 Sales Prom. Mgr., Pub. Dir. Joe H. Bader
 Program Director Hugh E. Bader
 Chief Engineer Percy Zeigler

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Oper. By KFAB Bcstg. Co.
 Bus.-Studio Address 620 Farnam Bldg.
 Phone Number JA. 3420
 Transmitter Location 10 Mi. S. of Omaha
 Air Time Unlimited
 News Service AP, UP

Transcription Service.....Standard, SESAC
 Representative.....Free & Peters
 Membership.....NAB, BMB
 Chairman of the Board.....Joe W. Seacrest
 President.....Fred S. Sidles
 Gen.-Sta.-Comm. Manager.....Harry Burke
 Sales Prom. Mgr., Pub. Dir.....Don Shoemaker
 Program-Production Dir.....L. A. Miller
 Farm Editor.....W. E. Macdonald

KOIL

OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned By.....Stuart Investment Co.
 Operated By.....Central States Bcstg. Co.
 Business-Studio Address.....Omaha Natl. Bank Bldg.
 Phone Number.....Jackson 7626
 Transmitter Location.....Box 479, Council Bluffs, Ia.
 Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....Capitol, Standard
 Representative.....Edward Pely
 Membership.....NAB, BMB
 President.....James Stuart
 Exec. V.P.....Albert Koenig
 Station Manager.....William J. Newens
 Commercial Manager.....Forrest Blair
 Sales Promotion Manager.....Donald Dahlberg
 Program-Production Director.....Virgil Sharpe
 Chief Engineer.....Charles W. Winkler

KOWH

OMAHA—1922

MIDWEST BASEBALL-NEB. NET

Frequency: 660 Kc.....Power: 500 Watts d.
 Owned-Operated By.....World Publishing Co.
 Business-Studio Address.....15th & Farnam
 Phone Number.....Atlantic 2228
 Transmitter Location.....67th & Redmon
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service.....Standard, World, Associated
 Representative.....George P. Hollingbery
 Membership.....FMA
 President.....H. Doorly
 Gen.-Sta.-Comm. Mgr.....B. C. Corrigan
 Musical Director.....Walter Scott
 Farm Editor.....Adam Reinemund

WOW

OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Station WOW, Inc.

Business-Studio Address.....280 Insurance Bldg.
 Phone Number.....Webster 3400
 Transmitter Location.....5500 Kansas Ave.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, Thesaurus, SESAC, Associated
 Representative.....John Blair
 Membership.....NAB, BMB
 President, General Manager.....John J. Gillin, Jr.
 Sales Promotion Manager.....Bill Wiseman
 Program Director.....Lyle DeMoss
 Production Director.....Ray Olson
 Publicity Director.....Harold Storm
 Chief Announcer.....Merrill Workhoven
 Musical Director.....Morton Wells
 Chief Engineer.....William J. Koler
 Farm Editor.....Mal Hansen

KNEB

SCOTTSBLUFF—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Platte Valley Bcstg. Corp.
 Business-Studio Address.....Golden Rule Bldg.
 Phone Number.....1820
 Transmitter Location.....1/4 Mi. S.E. of City
 Air Time.....Local sunrise-sunset
 News Service.....AP
 Transcription Service.....Capitol, World
 Representative.....Hal Holmon
 Membership.....NAB
 President.....John R. Jirton
 General-Station Mgr.....Russ M. Stewart
 Commercial Manager.....Byron Joachim
 Program Director.....Bill Scharton
 Chief Announcer, Chief Engineer.....Les Proctor
 Farm Editor.....Bob Hyde

KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Operated By.....Hilliard Co.
 Business-Studio Address.....1517 1/2 Broadway
 Phone Number.....856
 Transmitter Location.....2 Mi. W. of City on West 20th
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Lorenzen & Thompson
 Membership.....NAB, BMB
 President, General-Sta. Mgr.....L. L. Hilliard
 Commercial Manager.....Roy Cummings
 Soles Promotion Manager.....Viril Davis
 Program Director.....Bill Walter
 Chief Announcer.....Harold Ellis
 Musical Director.....Lois Lewis
 Chief Engineer.....Harland Morrison
 Farm Editor.....Wes Antes

NEVADA

Estimated Population 142,000—Increase +28.4%—Radio Homes 40,100
Total Families 41,600—Stations in State 9

KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Elko Bcstg. Co.
Business-Studio Address: Elko
Phone Number: 260
Air Time: 6:30 a.m.-M.
News Service: UP
President: Chris Sheerin
General Manager: Edward Denkema
Commercial Manager: John J. Gammick
Program Director: Evard Van Welch
Chief Announcer: Kenneth Smith
Chief Engineer: Evard Van Welch

KENO

LAS VEGAS—1940—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Nevada Bcstg. Co.
Business Address: Box 1310
Phone Number: 1400
Studio-Transmitter Location: The Strip,
Hwy. 91
Air Time: 6 a.m.-1:30 a.m.
News Service: INS
Transcription Service: Thesaurus
Representative: W. S. Grant
General-Station Manager: Maxwell Kelch
Comm.-Sales Prom. Mgr.: Paul R. Gang
Prog.-Prod.-Pub. Dir.: L. A. Newsome, Jr.
Chief Announcer: William H. Guy
Chief Engineer: James W. Harford

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Las Vegas Bcstrs., Inc.
Address: Box 1510
Phone Number: 4646
News Service: UP
Transcription Service: Capitol
Representatives: Gene Grant, Donald Cooke
General Manager: Richard E. Goebel
Chief Engineer: Ralph Dow

KRAM

LAS VEGAS—1948
KBS-INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts d.
Owned By: Boulder City Bcstg. Corp.
Operated By: Edward J. Jansen,
Truman B. Hinkle
Business Address: Box 1712
Phone Number: 920, 4620-1
Studio Address: Hwy. 91

Transmitter Location: E. of Cemetery
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Keystone
President: Edward J. Jansen
General-Station Mgr.: Truman B. Hinkle
Sales Promotion Manager: Charlotte Brader
Prog. Dir., Chief Announcer: Carl Paige
Chief Engineer: Fred Young

KATO

RENO—1946—MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Sierra Bcstg. Co.
Business Address: Box 2231
Phone Number: 2-4501
Studio Address: Elks Bldg.
Transmitter Location: 6th & Cassinelli Rds.
Air Time: 6:30 a.m.-M.
Representative: John E. Pearson
Membership: NAB
President: R. K. Wittenberg
General Manager: Robert L. Stoddard
Commercial Manager: F. L. Tower
Chief Engineer: R. K. Wittenberg
Farm Editor: Bert Kennington

KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 1000 Watts
Owned-Oper. By: McClatchy Bcstg. Co. of
Nev.
Business-Studio Address: 143 Stevenson St.
Phone Number: Reno 5106
Transmitter Location: Sparks
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Paul H. Raymer
Membership: NAB, BMB
President: Eleanor McClatchy
Station Manager: Hewitt Kees
Office Manager: Merle L. Snider
Program Manager: Eberle T. Shields, Jr.
Traffic Manager: Amalia Ibarra
Chief Technician: Wesley Craig
Farm Editor: Herbert E. Samuels

KOLO

RENO—1946—CBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Reno Bcstg. Co.
Business Studio Address: 33 Sierra St.
Phone Number: 2-4516
Transmitter Location: Sparks
Air Time: 6 a.m.-M.
News Service: AP, UP

NEVADA-NEW HAMPSHIRE

Transcription Service Lang-Worth
 Representative..... George P. Hollingbery
 Membership NAB
 President Dave McKay
 General-Station Manager..... H. G. Wells
 Comm.-Sales Prom. Manager..... Stan Jones
 Program Director..... Al Coon
 Production-Publicity Director..... Jack Kehoe
 Chief Engineer..... Merle Peterson

News Service UP
 Transcription Service Associated
 Representative Walker
 Membership NAB
 President..... Merritt C. Speidel
 General Manager..... Merrill Inch
 Commercial Manager..... John A. Long
 Program Director..... Gene Shumate
 Chief Engineer..... Wilbur C. Comer

KWRN

RENO—1947—ABC

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Reno Newspapers, Inc.
 Business-Studio Address..... Gazette Bldg.
 Phone Number 6156
 Transmitter Location Reno
 Air Time..... 7 a.m.-M.

KXXL

RENO—1947

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Station KXXL
 Address Box 1329
 Phone Number 3122
 News Service UP
 President, General Mgr..... Chet L. Gance

NEW HAMPSHIRE

*Estimated Population 548,000—Increase +11.6%—Radio Homes 162,400
 Total Families 168,100—Stations in State 11*

WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... White Mountains Bstg. Co.,
 Inc.
 Business-Studio Address..... 40 Main St.
 Phone Number..... Berlin 1797-8
 News Service AP
 Transcription Service Associated
 Representative Radio Reps., Kettell-Carter
 Membership NAB
 President, Sales Mgr..... Charles S. Holbrook
 Program Manager..... Wendell C. Mackenzie
 Chief Engineer James F. Hennessey

Business-Studio Address Eogie Hotel
 Phone Number 4180
 Transmitter Location Redington St.
 Air Time..... 6:00 a.m.-11:30 p.m.
 News Service AP
 Transcription Service World
 Representative Walker
 General Manager..... Hon. Charles M. Dale
 Asst. Mgr., Prog. Dir..... Thomas S. Pingree
 Publicity Director..... James R. Newton
 Chief Announcer..... Win Blake
 Chief Engineer..... George Davis

WTSV

CLAREMONT—1948
 MBS-YANKEE-GRANITE

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Granite State Bstg. Co.
 Phone Number 9456
 Transcription Service Lang-Worth
 Representative Balling
 President..... William J. Barkley
 General Manager..... W. F. Rust, Jr.
 Commercial Manager..... Ted Sterns
 Program Director..... Dick Hill
 Chief Engineer..... A. Davis

WKNE

KEENE—1941—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By..... WKNE Corp.
 Business-Studio Address..... 17 Dunbar St.
 Phone Number 2080-1
 Transmitter Location..... Stanhope Ave.
 Air Time..... 5:58 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thescurus
 Representative..... Adam J. Young, Jr.,
 Kettell-Carter
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr..... Joseph K. Close
 Asst. Gen. Mgr., Program-Production
 Director..... Robert M. Peebles
 Sales Prom. Mgr., Pub. Dir..... Sears Larrabee
 Chief Engineer..... Ernest F. Botchelder, Jr.
 Farm Editor Stacey Cole

WKXL

CONCORD—1946—MBS-YANKEE

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Hon. Charles M. Dale

growing ... in the granite state!



From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMi, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and
massachusetts
too!



WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMi, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

W F M I
PORTSMOUTH, NEW HAMPSHIRE

FOR DETAILS ON ALL THREE:

The WALKER Company
New York
Owned and Operated by
Governor Charles M. Dale

Bertha Bannan
Boston
Vice President and General Manager
Bert Georges — WHEB

WLNH

LACONIA—1922—MBS-YANKEE-KBS
 Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Northern Bcstg. Corp.
 Business-Studio Address 653 Main St.
 Phone Number 2-300
 News Service AP
 Transcription Service Thesaurus
 Representative Kettell-Carter
 Membership NAB
 General Manager Warren H. Brewster
 Program Director Al Maffie
 Chief Engineer Walter Avery

WFEA

MANCHESTER—1932—CBS

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By N. H. Bcstg., Inc.
 Business-Studio Address 286 Franklin St.
 Phone Number Manchester 4656
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 Kettell-Carter
 Membership NAB, BMB
 President Morris Silver
 General Manager Arthur I. Rothafel
 Commercial Manager Saul Gross
 Program Director Warren Journey
 Production Director Frank Finning
 Publicity Director Bill Leahy
 Chief Engineer Reginald Schow

WKBR

MANCHESTER—1946

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Granite State Bcstg., Inc.
 Business-Studio Address 155 Front St.
 Phone Number 9456
 News Service UP
 Transcription Service Capitol
 Representative Balling
 Membership NAB
 President W. J. Barkley
 General Manager W. F. Rust, Jr.
 Commercial Mgr. Ralph Gottlieb
 Program Director Norman Bailey
 Chief Engineer Rayston Phillips

WMUR

MANCHESTER—1941—ABC

Frequency: 610 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By The Radio Voice of
 New Hampshire, Inc.
 Business-Studio Address 1819 Elm St.
 Phone Number 2090
 News Service AP

Transcription Service World
 Representative Weed
 Membership NAB, BMB
 President, Owner Francis P. Murphy
 General Manager Harvey Carter
 Chief Engineer Vincent Chandler

WOTW

NASHUA—1947—GRANITE STATE

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Nashua Bcstg. Corp.
 Bus.-Studio-Transmitter Location Lund Rd.
 Phone Number 5000
 News Service UP
 Transcription Service World
 Representative Bertha Bannan, Walker
 Membership NAB
 Pres., Gen.-Station Mgr.,
 Program Director Arthur A. Newcomb
 Soles Prom. Mgr., Pub. Dir. Carter S. Knight
 Chief Engineer Robert C. Bingham

WHEB

PORTSMOUTH—1932

MBS-YANKEE

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By WHEB, Inc.
 Bus.-Studio-Transmitter Address Lafayette Rd.
 Phone Number 4080
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Walker, Bertha Bannan
 Membership BMB, FMA
 President Hon. Charles M. Dale
 V.P., Gen.-Sta. Mgr. Herbert F. Georges
 Commercial Manager William A. Dawson, Jr.
 Sales Prom. Mgr., Pub. Dir. Keith S. Field
 Prog.-Prod. Dir. Winslow Bettinson
 Chief Announcer William I. Elliot
 Musical Director Joyce Hubbard
 Chief Engineer Paul G. Lindsay
 Farm Editor Prof. J. R. Heppler
 (See Page 499)

WWNH

ROCHESTER—1948

GRANITE STATE

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Strafford Bcstg. Corp.
 Bus.-Studio Rochester Hill Rd.
 Phone Number 1400-1
 News Service UP
 Transcription Service Thesaurus
 Representative Ralph Gottlieb
 Membership NAB
 President Albin J. K. Malin
 Station Manager Chester P. Harford
 Commercial Manager M. Chester Ball
 Program Director Richard Purcell
 Chief Engineer E. J. Babkes

NEW JERSEY

Estimated Population 4,729,000—Increase +13.7%—Radio Homes 1,203,800
Total Families 1,247,100—Stations in State 18

WCAP

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By: Radio Industries Bcst. Co.
Business-Studio Address: Charms Bldg.
Phone Number: Asbury Park 2-8600
Transmitter Location: W. Bangs Ave.
News Service: AP
Transcription Service: World
Membership: NAB, BMB
President: Walter W. Reid, Jr.
Gen.-Sta.-Sales Prom. Mgr.: Gene Milner
Comm. Mgr., Pub. Dir.: Walter L. Reid
Program-Production Director: Robert Barry
Chief Engineer: Matthew Porter
Farm Editor: Pat Flannigan

WBAB

ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Press-Union Publishing Co.
Business Address: 1900 Atlantic Ave.
Phone Number: Atlantic City 5-1111
Studio Address: Absecon Blvd. & Beach
Thoroughfare, 1900 Atlantic Ave.
News Service: AP
Transcription Service: World
Representative: Headley-Reed
Membership: NAB, BMB
President: Albert J. Feyl
Gen.-Sta.-Comm.-Sales Promotion
Manager: Monroe L. Mendelsohn
Prog. Dir., Chief Announcer: Ralph Shoemaker
Chief Engineer: Earle Godfrey

WFPG

ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Neptune Bcstg. Corp.
Business-Studio Address: Steel Pier
Phone Number: 5-2188
News Service: UP
Transcription Service: Lang-Worth
Representative: Burke, Kuipers & Mahoney
President: John J. Laux
Gen.-Sta.-Comm.-Sales Promotion
Manager: Irving F. Teetsell
Asst. Manager: Blair K. Thron
Prog. Dir., Office Mgr.: Richard C. McNamara
Publicity Director: Sheldon Gross
Chief Engineer: Blair K. Thron

WMID

ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Mid-Atlantic Bcstg. Co., Inc.

Business-Studio Address: Convention Hall
Phone Number: 4-1340, 4-7131
Transmitter Location: Absecon Blvd.
News Service: AP
Transcription Service: Associated
Membership: NAB
President: Earl M. Johnson
General-Station Mgr.: David H. Freedman
Commercial Manager: Jack J. Sidoroff
Sales Prom. Mgr., Prog.-Prod. Dir.: Milt Mitler
Chief Engineer: Quincy Knight

WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Eastern States Bcstg. Co.
Business-Studio Address: Bridgeton
Phone Number: 1600, 2353
News Service: UP
Transcription Service: Thesaurus, Keystone
Representative: Thomas Clark
President: Senator Elmer H. Wene
General-Station Manager: Paul Alger
Commercial Manager: Jerry Alden
Sales Prom. Mgr., Pub. Dir.: Arthur Scholz
Program Director: Joe McCulley
Chief Engineer: Francis Fekel
Farm Editor: Don Hart

WCAM

CAMDEN—1924

Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By: City of Camden
Business-Studio Address: City Hall
Phone Number: CA 4-0907, 4-4523, 4-9000
Transmitter Location: Civic Center
News Service: UP
Transcription Service: Standard, Capitol
Station Mgr.: Mildred Carroll Longendorfer
Chief Engineer: C. E. Onens

WKDN

CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By: So. Jersey Bcstg. Co.
Bus.-Studio Address: 2881 Mt. Ephraim Ave.
Phone Number: Emerson 5-7200
President: Ranulf Compton
Program Director: Edwin W. Tucker
Chief Engineer: Roger S. Whitlock

WHOM

JERSEY CITY

(See Listing, New York, N. Y.)



WPAT

"North Jersey's Own Station"

OWNED BY
THE HERALD-NEWS

Passaic, N. J.

"New Jersey's 4th Largest Evening Newspaper"

STUDIOS: PATERSON, N. J.

ARmory 43400

New York Phone:
PENNSYLVANIA 6-2945

W M T R

MORRISTOWN—1948

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By... Morrystown Bcstg. Co.
 Address... P. O. Bx 345, Park Square Bldg.
 Phone Number... MO 4-5700
 Studio Address... 10 Park Pl.
 Transmitter Location... Evergreen Ave.
 News Service... AP
 Transcription Service... Associated
 Membership... NAB
 Co-Managers... George S. Croy,
 Kenneth A. Croy
 Business Manager... G. Joseph Porter
 Program Director... Jack Allen Polls
 Chief Engineer... Rudolph C. Prow
 Farm Editor... Merrill Morris

W A A T

NEWARK—1921

Frequency: 970 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By... Bremer Bcstg. Corp.
 Business-Studio Address... 11 Hill St.
 Phone... Mitchell 2-6400; Barkley 7-8216
 Transmitter Location... Kearny
 News Service... AP
 Transcription Service... World, Associated
 Representative... Weed
 Membership... NAB
 President, Gen. Mgr... Irving R. Rosenhaus
 Commercial Manager... E. S. Lennon
 Promotion Director... James Sondheim
 Program Director... George Green
 Public Relations Director... Roland Trenchard
 Director, Educ. Activities... Robert B. Macdougall
 Musical Director... Jay Stanley
 Chief Engineer... Frank V. Bremer

W H B I

NEWARK—1922

Frequency: 1280 Kc. Power: 2500 Watts d.;
 1000 Watts n.
 Owned-Operated By... May Radio Bcst. Corp.
 Business-Studio Address... 100 Shipman St.
 Phone Number... Mitchell 2-7354
 Pres., Gen. Mgr., Prog. Dir... James L. Shearer
 Station-Comm. Manager... William Masi
 Chief Engineer... Herman Foster

W N J R

NEWARK—1947

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By... North Jersey Radio, Inc.
 Business-Studio Address... 91 Halsey St.
 Phone Number... MARket 3-2700
 Transmitter Location... Union
 Air Time... 6 a.m.-M.

News Service... INS, UP
 Transcription Service... World, Capitol
 Representative... Avery-Knodel
 Membership... NAB
 President... Edward W. Scudder, Jr.
 General Manager... Harry D. Goodwin
 Director of Operations... John H. McNeill
 Sales Promotion Manager... James R. Ryall
 Program Director... Steven Van Gluck
 Production Director... G. Thomas Marshall
 Publicity Director... Ann Jack
 Chief Announcer... Edgar Kobak, Jr.
 Chief Engineer... Peter Testan
 Farm Editor... Will Peigelbeck

W V N J

NEWARK—1948

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By... Newark Bcstg. Corp.
 Business-Studio Address... 45 Central Ave.
 Phone Number... Mitchell 3-7600
 Transmitter Location... Livingston
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... Standard
 Representative... George P. Hollingbery
 Membership... NAB
 V.P., Gen.-Comm Mgr... Ivon B. Newman
 Station Manager... Helen Sutton

W C T C

NEW BRUNSWICK—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Chanticleer Bcstg. Co.
 Business-Studio Address... 385 George St.
 Phone Number... Charter 7-1450
 Transmitter Location... Highland Park
 Air Time... 7 a.m.-11 p.m.
 News Service... AP
 Transcription Service... Associated, World
 Membership... NAB, BMB
 Owner, Pres., Gen Mgr... James L. Howe
 Commercial Manager... Edwin C. Derryberry
 Sales Promotion Manager... Edith Brandt
 Program Director... Robert Bell
 Chief Engineer... Robert L. Williams

W P A T

PATERSON—1941

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Oper. By... North Jersey Bcstg. Co., Inc.
 Business Address... 7 Church St.
 Phone Number... Armory 4-3400;
 Pennsylvania 6-2945
 Studio Address... 66 Hamilton St.
 Transmitter Location... Broad St. at Hepburn
 Rd., Clifton
 Air Time... Local sunrise-sunset
 News Service... UP
 Transcription Service... Associated

NEW JERSEY

Representative Donold Cooke
Membership NAB
Chairman of Board Dow H. Drukker
President Dow H. Drukker, Jr.
Exec. V.P., Gen. Mgr. James V. Cosman
V.P., Pub. Relations Dir. Richard Drukker
Asst. V.P., Asst. Gen. Mgr. Arthur Mundarff
Asst. V.P., Chief Engineer Earl F. Lucas
Treasurer Harry Adsit
Mgr. Pub., Spec. Events David T. Golden
Sales Manager Robert McGready

WTNJ

TRENTON—1922

Frequency: 1300 Kc. Power: 250 Watts d.
Owned-Operated By WOAX, Inc.
Business-Studio Address 416 Bellevue Ave.
Phone Number 8149
V.P., General Manager F. J. Wolff

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Trent Bcst. Corp.
Business-Studio Address 541-43 E. State St.
Phone Number 5-8515-6-7-8
Transmitter Location Yardley, Pa.
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Representative Forjoe
Membership NAB
President Hon. Elmer H. Wene
General Manager Carl Mark
Commercial Manager F. A. Wellman
Program Director William R. Griffin
Publicity Director Edward W. Brown
Musical Director James P. O'Brien
Chief Engineer Theodore P. Kilmer
Farm Editor Roy Grove

WWBZ

VINELAND—1946

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By Community Bcstg. Service, Inc.
Business-Studio Address 633 Wood St.
Phone Number Vineland 7-1360
Transmitter Location Brotmanville
Air Time Sunrise-sunset
News Service UP
Transcription Service World
President Joseph M. Bullock
General Manager Fred M. Wood
Program Director Dorothy H. Carlson
Sales Manager Warren Hoff
Chief Announcer Ted Jaffee
Chief Engineer C. V. Mullen

WWBZ

1360 K.C. 1000 Watts

Vineland, N. J.

South Jersey's Progressive Station

BIG { Coverage
Audience } **RESULTS**
Programs }

WWBZ
Vineland, N. J.

Fred Wood,
Gen'l Mgr.

NEW MEXICO

*Estimated Population 571,000—Increase +7.4%—Radio Homes 119,700
Total Families 132,100—Stations in State 19*

K G G M

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By New Mexico Bcstg. Co.
Address Kimo Bldg.
Phone Number 4543
Studio Address Kimo Theater Bldg.
Transmitter Location So. 2nd St.
News Service UP, AP
Transcription Service World
Representative Taylor-Borroff
Membership BMB
Pres., Station Mgr. A. R. Hebenstreit
Vice President S. P. Vidal
Commercial Manager Jack Skillen
Program Director Robert Van Driel
Chief Engineer Leonard F. Dodds
Traffic Manager Virgie Abeyta

K V E R

**ALBUQUERQUE—1947
MBS-GREAT WEST**

Frequency: 1340 Kc. Power: 250 Watts
Owned By (Application on file to transfer to
Westernair, Inc.)
Business-Studio Address 317 N. Broadway,
Box 1388
Phone Number 3-1744
Transmitter Location Old Albuquerque
Air Time 6 a.m.-M.
News Service UP
Representative Forjoe
Membership NAB
General Manager William T. Kemp
Commercial Manager Paul A. Kehle
Program Director Ralph B. Henry
Chief Engineer John H. Morrison

K O A T

**ALBUQUERQUE—1946
ABC-ZIA NET**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Rio Grande Bcstg. Co., Inc.
Business Address Box 1419
Phone Number 3-2247
Studio Address 122 S. Tulane
Transmitter 2000 W. Indian School Rd.
News Service UP
Transcription Service Capitol
Representative Lorenzen & Thompson
Membership NAB, BMB
P-esident A. E. Buck
V.P., Gen.-Sta.-Comm. Mgr. Merle H. Tucker
Chief Engineer Lewis Hake, Jr.

K S V P

ARTESIA—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned By (Changing ownership to Artesia
Bcsters, Inc.)
Operated By Artesia Bcsters.
Business-Studio Address 511 W. Main
Phone Number 650
Transmitter Location Roselawn Addition
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Capitol, Standard,
Keystone
General Manager Burney Jones
Commercial Manager Wayne Griffin
Program Director Bill Angel
Chief Engineer Burney Jones

K O B

ALBUQUERQUE—1920—NBC-MBS

Frequency: 770 Kc. Power: 50,000 Watts d.:
25,000 Watts n.
Owned-Oper. By Albuquerque Bcstg. Co.
Bus.-Studio Address Fifth & West Silver
Phone Number 4411
Transmitter Location Alameda
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Free & Peters
Owner, Gen. Mgr. T. M. Pepperday
Station Manager Bob Seal
Asst. Manager Rolf S. Nielsen
Publicity Director Jean Toncre
Musical Director Noel Martin
Chief Engineer George S. Johnson

K A V E

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Carlsbad Bcstg. Corp.
Business-Studio Address 800 S. Canal St.
Phone Number 244
Transmitter Location La Huerta
Air Time 6 a.m.-M.
News Service AP
Representative Taylor-Borroff
President Val Lawrence
General-Station Mgr. Norman R. Loose
Commercial Manager Gail Boles
Program Director Alexander Pitcaithley
Chief Engineer William Sene

KICA

CLOVIS—1933—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By: Hugh DeWitt Landis,
 R. B. McAlister
 Operated By: R. B. McAlister
 Business Address: Box 111
 Phone Number: 3
 Studio Address: 520 Pile St.
 Transmitter Location: Hillcrest Park
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: MacGregor
 Representative: Continental Radio Sales
 Membership: NAB
 President: Hugh DeWitt Landis
 General-Station Mgr.: R. B. McAlister
 Commercial Manager: Don Boles
 Sales Promotion Manager: Sammy Goadman
 Program Director: John Kirkwood
 Chief Announcer: Harold Cook
 Musical Director: Joni Nieves
 Chief Engineer: Vernon Hughes

KGAK

GALLUP—1946—ABC-ZIA

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Rio Grande Bcstg. Co.
 Business-Studio Address: Box 1150
 Phone Number: 726
 News Service: UP
 Representative: Donald Coker
 General Manager: Merle H. Tucker
 Commercial Mgr.: Mike Kirkmeyer
 Program Director: Edith Thurston
 Chief Engineer: John L. Joanides

KWEW

HOBBS—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By: W. E. Whitmore
 Business-Studio Address: 116 E. Dunham
 Phone Number: 495
 News Service: UP
 Transcription Service: MacGregor, KBS
 Representative: Taylor-Borroll
 President: W. W. Whitmore
 Station Manager: Harry McAdams
 Commercial Manager: Phil McGee
 Chief Engineer: Ray Evans

KCHS

HOT SPRINGS—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Sierra Bcstg. Service
 Business-Studio Address: 401 Broadway
 Phone Number: 161
 Transmitter Location: Yucca Heights

Air Time: 6:30 a.m.-10 p.m.
 News Service: UP
 Transcription Service: Capitol, Keystone
 Representative: Continental Radio Sales
 General Manager: Leonard R. Trainor
 Chief Engineer: Reginald H. Shirk

KOBE

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Mesilla Valley Bcstg. Co.
 Bus. Studio Address: Main & Picacho Ave.
 Phone Number: 205
 Transmitter Location: W. Adamor Ave.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World, Thesaurus
 Membership: NAB
 President: Robert Porter
 General-Station Mgr.: Harry H. Stair
 Commercial Manager: L. H. McDonald
 Program Director: L. S. Sleppy
 Chief Engineer: K. M. Dean

KFUN

LAS VEGAS—1941—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcsters. Inc.
 Business Address: Box 710
 Phone Number: 12
 Studio-Transmitter Location: Radio Heights
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Standard
 Membership: NAB, BMB
 Pres., Gen. Station Mgr.: Ernest N. Thwaites
 Commercial Manager: Burke Ormsby
 Program Director: Dorothy G. Thwaites
 Chief Engineer: A. F. Schultz

KRTN

RATON—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcsters. Inc.
 Business Address: Box 710, Las Vegas:
 Box 767, Raton
 Studio-Transmitter Address: 1128 State St.
 Air Time: Daytime
 News Service: UP
 Transcription Service: Standard, World
 Membership: BMB
 Pres., Gen. Manager: Ernest N. Thwaites
 Station Manager: Stanley K. Brown

KGFL

ROSWELL—1927—MBS-SW, N-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: KGFL, Inc.
 Business-Studio Address: 310 N. Richardson

Phone Number 2000
 Transmitter Location..... 511 W. 16th St.
 Air Time..... 6 a.m.-11 p.m.
 News Service UP
 Transcription Service... Lang-Worth, Keystone
 Representative Taylor-Boroff
 Membership NAB, BMB
 General-Station Manager.... W. E. Whitmore
 Commercial Manager..... G. F. Roberts
 Program Director..... G. N. Venrick

K S W S

ROS WELL—1947—ABC-ZIA NET

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... McEvoy Bcstg. Co.
 Bus. Studio Address..... 401 N. Richardson St.
 Phone Number 2400
 Transmitter Location..... 19th & Railroad Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Lorenzen & Thompson
 Membership NAB, BMB
 V.P., General Manager..... John A. McBoyle
 Commercial Manager..... M. I. Montgomery
 Sales Promotion Manager.... John L. Meyers
 Program Director..... George R. Walsh
 Chief Announcer..... Tom Foulkes
 Chief Engineer..... Ray R. Summersgill

K T R C

SANTA FE—1946—ABC-ZIA NET

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By... Rio Grande Bcstg. Co., Inc.
 Bus. Address..... P. O. Box 1419, Albuquerque
 Phone Number 3-2247
 Studio-Transmitter Address..... 210 E. Marcy
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Lorenzen & Thompson
 President..... A. E. Buck
 General Manager..... Merle H. Tucker
 Station Manager..... Hugh Gray
 Chief Engineer..... Mark Tallan

K V S F

SANTA FE—1936—CBS

Frequency: 1260 Kc..... Power: 1000 Watts
 Owned-Oper. By..... New Mexico Bcstg. Co.
 Business-Studio Address..... 759 Cerrillos Rd.
 Air Time..... 6 a.m.-M.
 News Service AP, UP
 Transcription Service World
 Representative Taylor-Boroff
 Membership BMB
 President..... A. R. Hebenstreit
 General Manager..... Ivan R. Head
 Sales Paul Theil
 Chief Engineer..... E. J. Vanderwood

K S I L

SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By... Dorrance D. Roderick
 Bus. Studio-Transmitter Address... 17th & Cactus
 St., P. O. Box 590
 Air Time..... 6 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Standard, Cole
 Representative Taylor-Boroff
 Pres., Owner..... Dorrance D. Roderick
 General Manager..... Carl Dunbar
 Asst. General Manager..... Harold T. Welsh
 Program Director..... Al Wheeler
 Chief Engineer..... Franklin P. Keeler

K T N M

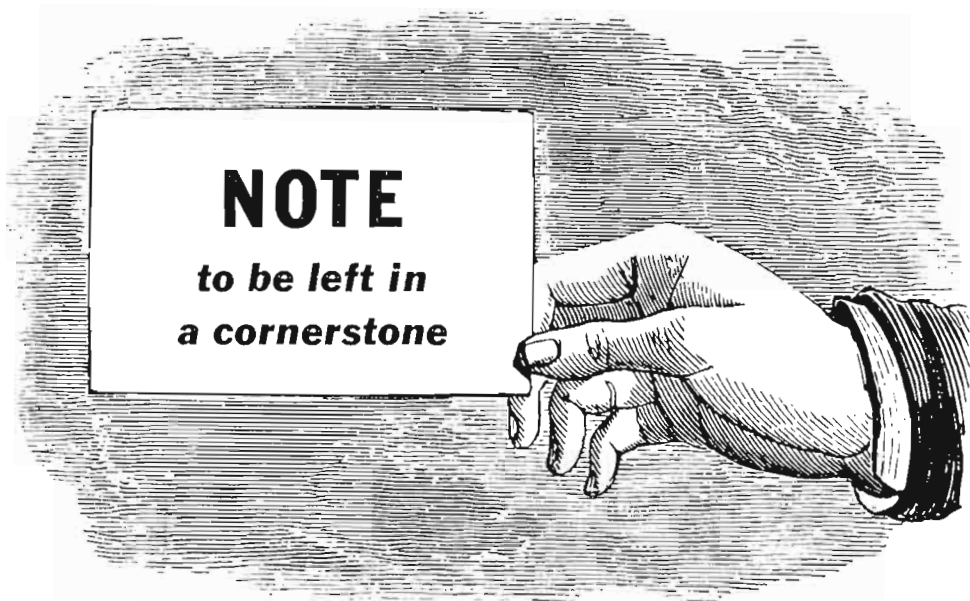
TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... The McMa Agency
 Operated By..... Grady Maples
 Business Address..... Box 668
 Phone Number 100
 Studio Address..... Second & Main Sts.
 Transmitter Location... Outside E. City Limits
 Air Time..... 6 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Keystone
 Partners..... Grady Maples, R. B. McAlister
 Commercial Manager..... J. Paul Aley
 Sales Prom. Mgr., Prog. Dir.... Grady Maples
 Chief Announcer..... John Davis
 Chief Engineer..... David Fred White, Jr.

For News Prestige—

A P

Available through
 membership



WOR is a powerful force in the lives of the majority of 36,000,000 men, women and children in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, its voice is a welcome and forceful one.

WOR is deliberately programmed to be an intimate medium. It's probably the warmth it creates in the hearts and minds of millions of people that makes it one of the most successful selling forces in America today.

May we tell you more about this great station?
Our address is

*—that power-full station
at 1440 Broadway, in New York*

Mutual

WOR

NEW YORK

Estimated Population 14,386,000—Increase +6.7%—Radio Homes 4,001,700
Total Families 4,135,800—Stations in State 87

W A B Y

ALBANY—1934

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By . . . Adirondack Bcstg. Co., Inc.
Business-Studio Address Strand Bldg.,
110 No. Pearl St.
Phone Number 4-4193
Transmitter Location . . . Braintree St., Colonie
Air Time 7 a.m.-M.
News Service UP
Transcription Service Thesaurus, Standard
Representative Evelett-McKinney
Membership NAB
President A. J. McDonald
General-Station Manager Russell B. Wilde
Comm.-Sales Prom. Mgr. Eugene P. Weil
Prog.-Musical Director Ned Trudeau
Production Director Thomas R. Sternfeld
Chief Announcer Bill Phillips
Chief Engineer James H. Corey

W O K O

ALBANY—1924—UBS

Frequency: 1460 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Oper. By . . . Gov. Dongan Bcstg. Corp.
Bus.-Studio Address Hotel Wellington,
136 State St.
Phone Number 3-6638
Transmitter Location Tremont St.
Air Time Unlimited
News Service AP, INS
Transcription Service Standard, SESAC
Representative Lorenzen & Thompson
President, General Mgr. James T. Healey
Station Manager Kay Feily
Commercial Manager A. Kellert
Program Director Sherb Herrick
Chief Announcer Lyle Bosley
Musical Director Gordon Seaman
Chief Engineer Al Sardi

W P T R

ALBANY—1948

Frequency: 1540 Kc. Power: 10,000 Watts
(CP 50,000)
Owned-Operated By . . . Patroon Bcstg. Co., Inc.
Business-Studio Address 87 State St.,
Hotel Ten Eyck
Phone Number 5-3345, 5-5422
Transmitter Location Middle Rd., Colonie
Air Time Unlimited
News Service AP, INS
Transcription Service Capitol, SESAC
Representative William G. Rambeau

Membership NAB
President J. Myer Schine
General-Station Mgr. Leonard L. Asch
Commercial Manager Joseph R. Fife
Sales Prom. Mgr., Pub. Dir. Robert Snyder
Program Director Howard W. Maschmeier
Production Director William Van Steenburgh
Chief Announcer Glen Walrath
Musical Director Frank D'Armond
Chief Engineer Dwelle S. Hoag
Farm Editor Bernard Buck

W R O W

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Oper. By . . . Hudson Valley Bcstg. Co.,
Inc.
Business-Studio Address 112 State St.
Phone Number Albany 3-2225
Transmitter Location Route 9W, So. of City
Air Time 6 a.m.-1 a.m.
News Service INS, UP
Representative Avery-Knodel
Membership NAB, BMB
President Dr. John J. Quinlan
General-Station Mgr. Harry L. Goldman
Commercial Manager Stanley Roberts
Sales Prom. Mgr., Pub. Dir. Leo Rosen
Program Director Johnny Lee
Production Director Richard Armfield
Musical Director Richard Hartigan
Chief Engineer Charles Heisler
Farm Editor George Michaels

W X K W

ALBANY—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts
Owned-Oper. By . . . Champlain Valley Bcstg.
Corp.
Business-Studio Address 444 Broadway
Phone Number 6-7676
Transmitter Location Selkirk
Air Time 5:30 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Katz
Membership NAB, BMB
President Stephen R. Rintoul
General Manager Harold H. Meyer
Commercial Manager Gren Rand
Program Director Fred Daiger
Production Director Walter Neals
Publicity Director D. Hay
Chief Engineer Arthur Schoenfuss
Farm Editor Peter Ten Eyck

W C S S

AMSTERDAM—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Community Service Bcst.
 Corp.
 Bus.-Studio-Transmitter Address. Upper Locust
 Ave.
 Phone Number 4000
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Membership NAB
 President Arthur Carter
 Gen.-Sta.-Comm.-Sales Prom.
 Manager Cecil Woodland
 Program-Production Dir. Roy Cheney
 Publicity Director Joan MacGregor
 Chief Engineer Guy Rauer

W M B O

AUBURN—1926—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WMBO, Inc.
 Business-Studio Address. 141 Genesee St.
 Phone Number 433
 Transmitter Location. York & Division Sts.
 Air Time Unlimited
 News Service AP
 Transcription Service. Thesaurus, SESAC, KBS
 Representative Thomas F. Clark
 Membership NAB, BMB
 President William O. Dapping
 Gen.-Sta.-Comm. Mgr. Frederick L. Keesee
 Sales Prom. Mgr., Prog. Dir. Robert B. Morgan
 Chief Announcer. A. John Helner
 Chief Engineer. Herbert House
 Farm Editor. A. John Helner

W B T A

BATAVIA—1941—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Batavia Bcstg. Corp.
 Business-Studio Address 90 Main St.
 Phone Number 715
 Transmitter Location. Creek Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Helen Wood & Colton
 Membership NAB
 Pres., Gen.-Station Mgr. Edmund R. Gamble
 Comm.-Sales Prom. Mgr. Robert E. Newstead
 Program-Production Dir. J. Gordon Bridge
 Pub. Dir., Farm Editor. James Gerrety
 Chief Announcer. Bernie Sandler
 Musical Director. Malt Regan
 Chief Engineer. Fred Callendar

W I N R

BINGHAMTON—1946—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Southern Tier Radio Service,
 Inc.
 Business-Studio Address. Court House Square
 Phone Number 4-4318
 Transmitter Location. Cleveland & Stokes Ave.
 Air Time. 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative. George P. Hallingbery
 Membership NAB
 President Donald Kramer
 General Manager. C. A. Bengtson
 Station Executive. E. R. Vadeboncoeur
 Sales Manager. H. R. Nicholson
 Program Director. Charles Bishara
 Promotion Director. George O'Connor
 Chief Announcer. Jan Costley
 Chief Engineer. A. A. Kelley

W K O P

BINGHAMTON—1947—MBS

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Binghamton Bcstrs., Inc.
 Business-Studio Address. 34 Chenango St.
 Phone Number 2-3437
 Transmitter Location. Morgan Rd.,
 Carman Hill
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 Pres., Gen.-Sta. Mgr. Andrew Jarema
 Commercial Manager. Norman Stewart
 Prog. Dir., Farm Editor. Wally Buman
 Chief Engineer. Charles Hallinan

W N B F

BINGHAMTON—1928—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By. Clark Associates, Inc.
 Business Address. P. O. Box 48
 Phone Number. Binghamton 2-3451
 Studio Address. Arlington Hotel
 Transmitter Location. Ingraham Hill
 Air Time Unlimited
 News Service UP
 Transcription Service. Capitol, Standard
 Representative Bolling
 Membership NAB, BMB, FMA
 President. John C. Clark
 General Manager. Cecil D. Moslin
 Station Manager. L. L. Rogers
 Commercial Manager. S. N. Heslop
 Sales Prom. Mgr., Pub. Dir. E. R. McCloskey
 Prog.-Prod. Dir., Chief Announcer. F. M. Scala
 Musical Director. Ethel Henton
 Chief Engineer. L. H. Stantz
 Farm Editor. Sam Page

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned By: Buffalo Evening News
 Operated By: WBEN, Inc.
 Business-Studio Address: Hotel Statler
 Phone Number: Cleveland 6400
 Transmitter Location: Grand Island
 Air Time: Unlimited
 News Service: AP, INS, UP
 Transcription Service: Standard, Thesaurus, Lang-Worth
 Representative: Edward Petry
 Membership: NAB
 President: Edward H. Butler
 V.P., General Mgr.: Alfred H. Kirchofer
 Station Manager: C. Robert Thompson
 Commercial Manager: Frank W. Kelly
 Publicity Director: Joseph Haeflner
 Musical Director: Max Miller
 Chief Engineer: Rolph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Roy L. Albertson
 Business-Studio Address: 485 Main St.
 Phone Number: Madison 4000
 Transmitter Location: 154 E. Eagle St.
 Air Time: 7 a.m.-M.
 News Service: AP, INS, UP
 Transcription Service: Associated
 Representative: Adom J. Young, Jr.
 Membership: NAB, FMA
 Pres., General-Station Mgr.: Roy L. Albertson
 Cmm.-Sales Prom. Mgr.: Virginia C. Fyda
 Prog.-Prod. Mgr.: Howard Schellenberg
 Chief Announcer: Carl Spavento
 Musical Director: Art Crosson
 Chief Engineer: Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned By: WEBR, Inc.
 Operated By: Buffalo Courier Express
 Business-Studio Address: 23 North St.
 Phone Number: Lincoln 7133
 Transmitter Location: Cloverbank Rd., Hamburg
 Air Time: Unlimited
 News Service: AP, INS, Reuters
 Transcription Service: Lang-Worth, Standard
 Representative: Weed
 Membership: NAB
 President: Paul E. Fitzpatrick
 General Manager: Cy King
 Commercial Manager: William Doerr, Jr.
 Program Director: Clare Allen
 Production Director: Robert Damboch

Publicity Director: William Schweitzer
 Chief Announcer: John Boothby
 Musical Director: Wallace McManus
 Chief Engineer: Frank B. Ridgeway

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts d.
 Owned-Operated By: WGR Bcsig. Corp.
 Business-Studio Address: Rand Bldg.
 Phone Number: Washington 3100
 Transmitter Location: Hamburg
 Air Time: 5:30 a.m.-1:30 a.m.
 News Service: AP
 Transcription Service: SESAC, World
 Representative: Free & Peters
 Membership: NAB
 Chairman of Board: Leo J. Fitzpatrick
 P.es., Gen.-Station Mgr.: I. R. Lounsberry
 Comm. Mgr.: N. Cohen, local; F. R. Greeno.
 Notional spot
 Sales Promotion Manager: R. McPherson
 Program-Production Dir.: Robert Strigl
 Publicity Director: F. L. Lounsberry
 Chief Announcer: Allon Lewis
 Musical Director: David Cheskin
 Chief Engineer: K. B. Hoffman
 Farm Editor: Donald Huckle

Roland Trenchard, Radio Station WAAT, Newark, N. J.:

"We at WAAT believe there is only one radio news service

— The **AP.** We have tried all the news services, and it is **AP**

for us."—From the Minutes of the New Jersey Associated Press Radio Association, September 17, 1948.

**BUFFALO'S
ONLY
50,000 WATT
STATION**

WKBW

PRODUCES

Action for Advertisers

50,000 WATTS

There's power plus to pound home your message.

ABC NETWORK

ABC network programs build habitual audiences.

NATIONAL SPOTS

Powerful selling concentrated in a rich market.

LOCAL PROGRAMS

Local programs prove WKBW's "sell" power. They renew . . . and renew . . . and renew.

BUFFALO'S ONLY 24 HOUR STATION

**AVERY-
KNODEL
INC.
NATIONAL
REPRESENTATIVE**

WKBW

BUFFALO'S MOST POWERFUL STATION

W K B W

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By: WKBW, Inc.
 Business-Studio Address: Rand Bldg.
 Phone Number: MOhawk 1520
 Transmitter Location: R.F.D. No. 5, Hamburg
 Air Time: 24 Hrs.
 News Service: UP
 Representative: Avery-Knodel
 Membership: NAB
 President, General Mgr.: Clinton H. Churchill
 Commercial Manager: Roger M. Baker
 Program Director: John R. Gelzer
 Public Relations Dir.: Alfred E. Ancombe
 Musical Director: Robert Nicholson
 Chief Engineer: Leroy Fiedler

W X R A

BUFFALO—1948

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Western N. Y. Bcstg. Co.
 Business-Studio Address: Kenmore
 Phone Number: AMherst 1161
 Transmitter Location: 1515 Niagara Falls Blvd.,
 Amherst
 Air Time: Daytime
 News Service: AP
 Transcription Service: Associated
 Representative: Donald Cooke
 Membership: NAB
 General Manager: Thaddeus Podblelniak
 Commercial Manager: Richard C. Shepard
 Program Director: James J. Frieling
 Chief Announcer: George Lorenz
 Chief Engineer: John J. Schueler

W K R T

CORTLAND—1947

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cortland Bcstg. Co., Inc.
 Business-Studio Address: State Theater B'dg.
 Phone Number: 2990
 Transmitter Location: Cortlandville-Virgil
 Townline Rd.
 News Service: UP
 Transcription Service: Associated, Thesaurus
 Representative: Joseph Hershey McGillvra
 Membership: NAB, FMA
 President, General Mgr.: J. Gerald Mayer
 Asst. Station Mgr.: William J. Hall
 Commercial Manager: W. A. Bradley
 Prog.-Musical Dir.: William J. Hall
 Production Director: Betty Sweetland
 Pub. Dir., Farm Editor: Ernst Greup
 Chief Announcer: Don Schardt
 Chief Engineer: William Barron

W E L M

ELMIRA—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: James Robert Meachem
 Business-Studio Address: 222 E. Market St.
 Phone Number: Elmira 2-1400, 2-8378
 Transmitter Location: Sheridan Ave. &
 Kingsbury Rd.
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Standard, Cole
 Representative: Walker
 Membership: NAB, BMB
 General Manager: J. R. Meachem
 Comm.-Sales Prom. Mgr.:
 Publicity Director: Claude R. Snyder, Jr.
 Prog.-Prod. Dir., Chief
 Announcer: Preston L. Taplin
 Musical Director: Ken Powell
 Chief Engineer: T. M. Duay
 Farm Editor: Gordon M. Ridenour

W E N Y

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Elmira Sta-Gazette, Inc.
 Bus.-Studio Address: Mark Twain Hotel
 Phone Number: 5181
 Transmitter Location: Milton St.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: World, Lang-Worth
 Representative: Everett & McKinney
 Membership: NAB, BMB
 General Manager: Dale Taylor
 Comm.-Sales Prom. Mgr.: Ernest F. Oliver
 Production Director: Ted Hodge
 Musical Director: Harry Springer
 Chief Engineer: Thurlow A. Greene

W E N E

ENDICOTT—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Empire Newspapers-Radio,
 Inc.
 Business-Studio Address: Radio Center,
 909 E. Main St.
 Phone Number: 5-3351
 Transmitter Location: Pierce Hill, Vestal
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Associated, Capitol
 Representative: Walker
 Membership: NAB, BMB
 President: James H. Ottaway
 Vice-Pres., Gen. Mgr.: Byron E. French
 Station Manager: Stephen W. Ryder
 Commercial Mgr.: William C. Lundquest
 Sales Promotion Manager: Robert McCarthy
 Program Director: Harold E. Graves

On LONG ISLAND

IT'S

W H L I

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM
98.3 Mc.

W H L I

AM
1100 Kc.

HEMPSTEAD, NEW YORK

ELIAS I. GODOFSKY, *President*

"The Voice of Long Island"

Production Director.....Norman Flynn
 Publicity Director.....James A. McKechnie
 Chief Announcer.....Hal Kent
 Music Librarian.....Betty Stevens
 Chief Engineer.....J. Harold Merchant

W G B B

FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Harry H. Carman
 Business-Studio Address.....44 So. Grove St.
 Phone Number.....Freeport 9-2418
 Transmitter Location.....215 Bedell St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Pres., Gen.-Sta.-Comm. Mgr., Harry H. Carman
 Sales Promotion Mgr., Neal Seaman
 Program-Musical Dir., A. Cheesman
 Production Director.....Gordon Breidenthal
 Publicity Director.....Robert Stirrat
 Chief Announcer.....Andrew Benedict
 Chief Engineer.....Robert Milos

W G V A

GENEVA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Bcstg. Co., Inc.
 Business-Studio Address.....Geneva Federal
 Savings Bldg.
 Phone Number.....6691
 Transmitter Location.....Lennox Park
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 President.....M. R. Forman
 V.P., General Manager.....Thomas L. Brown
 Commercial Manager.....Lloyd B. Gibson
 Program Director.....Robert S. Kieve
 Production Director.....Alex Lamutis
 Chief Engineer.....R. Carleton Greene

W G L N

GLENS FALLS—1946—ABC

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Oper. By.....Glens Falls Publicity Corp.
 Business-Studio Address.....13 Warren St.
 Phone Number.....2-1230
 Transmitter Location.....Lower Dix Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 General Manager.....Earl C. Pace
 Commercial Manager.....E. M. Frink
 Program Director.....Bill Krough
 Publicity Director.....Earl Shorland
 Chief Engineer.....Earl C. Pace

W W S C

GLENS FALLS—1946—MBS-UBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Great Northern Radio, Inc.
 Business-Studio Address.....14 South St.
 Phone Number.....Glens Falls 2-6518
 Transmitter Location.....Pruyns Island
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....Lorenzen & Thompson
 Membership.....NAB, BMB
 President.....Martin Karig
 General Manager.....Carl Mattison
 Commercial Manager.....Alfred Brown
 Sales Prom. Mgr., Pub. Dir., Kent Jones
 Prog. Dir., Farm Editor.....Dick Weld
 Chief Announcer, Musical Dir., James Sowdon
 Chief Engineer.....Joseph Thomas

W E N T

GLOVERSVILLE—1944—CBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sacandaga Bcstg. Corp.
 Business-Studio Address.....8 W. Fulton St.
 Phone Number.....4900-1
 Transmitter Location.....Harrison St.
 Air Time.....6:45 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Adam J. Young
 Membership.....NAB, BMB
 President, Owner.....George Bissell
 Gen. Mgr., Pub. Dir., Dale Robertson
 Program Dir., George Malcolm Weaver
 Chief Engineer.....Richard Stewart

W H L I

HEMPSTEAD—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....FM Bcstg. Corp.
 Business-Studio Address.....245 Baldwin Rd.
 Phone Number.....Hempstead 2-8000
 Transmitter Location.....470 Milburn Ave.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Associated, World
 President, Gen. Mgr., Elias I. Godofsky
 Exec. V.P., Station Mgr., Paul Godofsky
 V.P., Sales.....Joseph A. Lenn
 News Director.....Jerome J. Karpl, Jr.
 Production-Musical Dir., Roger Wayne
 Publicity Director.....Arthur E. Paterson, Jr.
 V.P., Chief Engineer.....Frank E. Knaack
 Farm Editor.....Jerry Carr
 (See Page 529)

W L E A

HORNELL—1948

Frequency: 1320 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Canisteo Radio Corp.
 Business-Studio Address.....99 Main St.
 Phone Number.....1320
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Forjoe
 Pres., General Mgr.....John S. Booth
 Station Manager.....Gene Gosch
 Commercial Manager.....Harlan Howe
 Program Director.....Carl Princi
 Chief Engineer.....O. K. Gibboney

WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Colgren Bcstg. Co.
 Business-Studio Address.....Union Turnpike
 Phone Number.....Hudson 1166-7
 Transmitter Location.....Union Turnpike, Hudson;
 Main St., Catskill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Coiptol,
 Keystone
 Membership.....NAB
 Partners.....John Kearney, Robert Strakos
 Station Manager.....John Kearney
 Commercial Manager.....Robert Strakos
 Sales Promotion Manager.....Thomas Stack
 Program Director.....Paul Baron
 Chief Announcer.....Cal Bolwinkel
 Chief Engineer.....Michael Tackach
 Farm Editor.....Richard Miller

WHCU

ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Cornell University
 Business-Studio Address.....Savings Bank Bldg.
 Phone Number.....Ithaca 3438
 Transmitter Location.....R. D. No. 2, Freeville
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Membership.....NAB, BMB
 General Manager.....Michael R. Hanna
 Commercial Manager.....Earl S. Cobey
 Program-Production Dir.....Joseph A. Short
 Publicity Director.....Theodore T. Howes
 Chief Announcer, Musical Dir.....John H. Deal
 Chief Engineer.....True McLean
 Farm Editor.....Louis W. Kaiser

WJOC

JAMESTOWN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Air Waves, Inc.
 Business-Studio Address.....415 W. Fourth St.
 Phone Number.....5-108
 Transmitter Location.....Busi

Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Friedenberg
 Gen.-Sta.-Comm. Mgr.....Harry E. Layman
 Program Director.....Jerry Lawson
 Chief Announcer, Farm Editor.....Bill Kirby
 Chief Engineer.....Harry E. Layman

WJTN

JAMESTOWN—1936—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....James Bcstg. Co., Inc.
 Bus.-Studio Address.....Hotel Jamestown Bldg.
 Phone Number.....7-151
 Transmitter Location.....Jones & Gifford Aves.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....William G. Ramebau
 Membership.....NAB, BMB, FMA
 President, Program Dir.....Jay E. Mason
 Gen.-Sta.-Comm.-Sales Prom.
 Manager.....Simon Goldman
 Prod. Dir., Chief Announcer, J. Ralph Carlson
 Pub. Dirs.....Raymond Finch, Stanley Alexander
 Musical Director.....George Pflieger
 Chief Engineer.....Harold J. Kratzer
 Farm Editor.....William Winn

WHCU's young brother also has **BIG FEET**—
 — and they're planted solidly, from Jersey to Georgian Bay!
 NOW—watch WHCU-FM grow and GROW!
 TWO great stations effectively serving a big, loyal audience.



ITHACA, N. Y.
 NAB — BMB

97.3 MC 40,000 WATTS
 "LIVE CENTER OF THE FM DIAL"

W K N Y

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Kingston Bcstg. Corp.
 Business-Studio Address 601 Broadway
 Phone Number Kingston 4500
 Transmitter Location Plainfield St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service SESAC
 Representative Joseph Hershey McGillvra
 President John Laux
 General-Station Mgr. Claude S. Middagh
 Program Director Richard McCarthy
 Chief Engineer Herbert Inman
 Farm Editor Edward Eckert

W W O L

LACKAWANNA—1947

Frequency: 1120 Kc. Power: 1000 Watts d.
 Owned-Operated By Leon Wyszatycki
 Business-Studio Address 315 Main St.
 Phone Number Cleveland 8291
 President Leon Wyszatycki
 Gen. Mgr., Prog. Dir. Stanley Jasinski
 Commercial Manager Chester Widlak
 Chief Engineer Howard E. Seyse

W V O S

LIBERTY—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Sullivan County Bcstg. Co.
 Business Address Liberty
 Phone Number 1680
 News Service UP
 Transcription Service Associated
 President David A. Kyle
 Gen.-Comm. Mgr. A. C. Kyle, Jr.
 Chief Engineer John R. Benson

W I C Y

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By North Country Bcstg. Co.,
 Inc.
 Bus.-Studio-Transmitter Address 65 Woodward
 St.
 Phone Number 186-7, 578
 Air Time Unlimited
 News Service UP
 Transcription Service World, Keystone
 Membership NAB
 Pres., Production Mgr. Mitchell C. Tackley
 V.P., Commercial Mgr. Ralph M. Cardinal
 Program Director Donald J. Paye
 Chief Announcer Jack Burke
 Chief Engineer Bernard Reisdorf

W M S A

MASSENA—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By The Brockway Co.
 Business Address Central Bldg.
 Phone Number 990
 Studio-Transmitter Location So. Main St.
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, SESAC
 Representative Weed
 Membership NAB, BMB
 President Harold B. Johnson
 General Manager Louis Salff, Jr.
 Station-Comm. Mgr. Thomas R. McHugh
 Program Director James H. Nash
 Publicity Director Robert E. Anderson
 Chief Engineer Michael Tarkullch
 Farm Editor George Strader

W A L L

MIDDLETOWN—1942—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By The Community Bcstg. Corp.
 Business-Studio Address 14 South St.
 Phone Number 3119
 Transmitter Location 229 Monhagen Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Keystone
 Representative Joseph Hershey McGillvra
 Membership BMB
 President John Morgan Davis
 Gen.-Station-Comm. Mgr. Paul E. Wagner
 Program-Production Dir. George Shepard
 Publicity Director Jeanne Favre
 Musical Director Sus Doscher
 Chief Engineer Deidrick Doscher
 Farm Editor Morris Weinstein

W G N Y

NEWBURGH—1933

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By WGNV Bcstg. Co., Inc.
 Business-Studio Address 161 Broadway
 Phone Number 4600
 Transmitter Location Cochection Turnpike
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 President M. C. Spedel
 General Manager George W. Bingham
 Commercial Manager Joseph Rake
 Program Director Richard Crans
 Chief Announcer Edward J. Burns
 Chief Engineer Marvin S. Seimes

**STEP
OUT OF THE
DARKNESS
NOW..**



**LET US SHOW YOU THE LIGHT ABOUT
PROGRAMMING FOR LESS RADIO DOLLARS**

**NEWS—SPORTS
MUSIC**

Outstanding **PUBLIC SERVICE FEATURES** that constantly build community confidence and public interest.

With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

**ENGLISH and FOREIGN
LANGUAGE AUDIENCES**

For information on how to sell over this Market-Wise station . . .

**Write, Call or Phone MEIrose 5-0333
FOR RATES AND MARKET COVERAGE**

WBXX

The logo for WBXX features the call letters in a bold, stylized, blocky font. A lightning bolt strikes the top of the 'X'. A pencil is positioned diagonally across the 'B' and 'X', with the tip pointing towards the bottom right.

**5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.**

W B N X

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: WBNX Bcstg. Co., Inc.
 Bus.-Studia Address: 260 E. 161st St., Bronx
 Phone Number: MEIrose 5-0333
 Transmitter Location: Carlstadt, N. J.
 News Service: AP
 Transcription Service: SESAC, Standard
 Representative: King
 Membership: NAB
 President: A. L. Haskell
 V.P., General Manager: William I. Moore
 Program Director: Edward Ervin
 Production Director: Frank Johnson
 Musical Director: Fred Mendelsohn

W C B S

NEW YORK—1924—CBS

Frequency: 880 Kc. Power: 50,000 Watts
 Owned-Oper. By: Columbia Bcstg. System, Inc.
 Business Address: 485 Madison Ave.
 Phone Number: PLaza 5-2000
 Studio Addresses: 109 W. 39 St., 111 E. 58 St.,
 207 E. 30 St., 485 Madison Ave., 49 E. 52 St.,
 1697 Broadway, 251 W. 45 St., 254 W. 54 St.
 Transmitter Location: Columbia Island,
 New Rochelle
 Air Time: 20¼ Hrs.
 News Service: AP, INS, UP

Why is **AP**
 the best?

Because — it is controlled
 by those who have an
 especial interest in news—
 all its members.

Available through mem-
 bership.

Transcription Service: Lang-Worth
 Representative: Radio Sales
 Membership: NAB, BMB, FMA
 Chmn. of the Bd.: CBS, William S. Paley, Jr.
 President: Frank Stanton
 Gen.-Sta. Mgr.: Arthur Hull Hayes
 Sales Manager: Don Miller
 Adv. & Sales Prom. Mgr.: Robert G. Patt
 Program Director: G. Richard Swift
 Production Director: William Elwell
 Publicity Director: Michael Boscia
 Chief Engineer: R. G. Thompson

W E V D

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By: Debs Memorial Radio Fund,
 Inc.
 Business-Studio Address: 117 W. 46th St.
 Phone Number: PLaza 7-0880
 Transmitter Location: 4701 Maspeth Ave.,
 Maspeth, L. I.
 News Service: AP
 President: Adolph Held
 General-Station Mgr.: Henry Greenfield
 Program-Publicity Dir.: George Field
 Chief Announcer: David Niles
 Musical Director: Nicholas Saslowsky
 Chief Engineer: Charles Brown

5000 WATTS 1330 Kc


ENGLISH · JEWISH · ITALIAN

For millions of high-income families
 in the great Metropolitan New York
 Market WEVD is the *first* station of
 interest . . .

because nowhere else can they obtain
 WEVD's unique cultural, educational
 and entertainment features.

A large number of national advertisers
 have for years capitalized this fact and
 include WEVD as a "must" on their
 schedules.

Ask for "Who's Who on WEVD" . . .
 sent on request.

W E V D

117-119 West 46th St., New York, N. Y.

EVERYBODY'S TALKING ABOUT THE FOREIGN
LANGUAGE LEADERSHIP IN NEW YORK OF

W H O M

"THE IL PROGRESSO STATION"

5 0 0 0 Watts Day and Night

JUST LOOK AT THESE QUOTES:

"Today WHOM and its \$250,000 studios are proving that the foreign language station can be an astounding success where there is a big foreign population. Under Fortune Pope, WHOM became one of a handful of top foreign language stations."

NEWSWEEK, November 29, 1948

"Under Fortune Pope's aegis, WHOM has risen to the status of one of the foremost foreign language outlets in the country."

BROADCASTING, December 27, 1948

"WHOM is the foremost foreign talk operation in the country."

BEN GROSS, N. Y. DAILY NEWS, January 10, 1949

OUTSTANDING RADIO PRODUCTIONS IN
ITALIAN

POLISH

JEWISH

GERMAN

SPANISH

plus

THE AFTER HOURS SWING SESSION NIGHTLY from 11 p.m. to 2 a.m.



136 West 52nd Street, New York 19, N. Y.

Circle 6-3900

GENEROSO POPE, *President*

FORTUNE POPE, *General Manager*

WHLI

NEW YORK

(See Listing Hempstead, N. Y.)

WHOM

NEW YORK—1930

Frequency: 1480 Kc. Power: 5000 Watts
 Owned By: Il Progresso Italo-Americano Publishing Co.
 Operated By: Atlantic Bcstg. Co., Inc.
 Business Address: 136 W. 52nd St.
 Phone Number: Circle 6-3900
 Studio Addresses: 136 W. 52nd St., New York.
 30 Journal Sq., Jersey City, N. J.
 Transmitter Location: Ridgfield Park, N. J.
 Air Time: 6 a.m.-2 a.m.
 News Service: UP
 Membership: NAB
 President: Generoso Pope
 General-Station Manager: Fortune Pope
 Asst. Mgr., Prog.-Pub. Dir.: Charles Baltin
 Exec. Sales Asst.: Ralph Nardella
 Production Director: Ralph Costantino

Musical Director: Michael Rosco
 Chief Engineer: George Steiger

WINS

NEW YORK—1931

Frequency: 1010 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By: Crosley Bcstg. Corp.
 Business-Studio Address: 28 W. 44th St.
 Phone Number: BRyant 9-6000
 Transmitter Location: Lyndhurst, N. J.
 Air Time: 24 Hrs.
 News Service: INS, UP
 Transcription Service: World
 Representative: Crosley
 President: James D. Shouse
 V.P., General Mgr.: Robert E. Dunville
 V.P., Station Mgr.: Eldon A. Park
 Commercial Manager: Kieran T. Murphy
 Sales Manager: Wilmot Losee
 Program Director: John Neal
 Production Director: Joseph Terry
 Dir. P. om. Act.: Joe Beach
 Musical Director: Irving Landau
 Chief Engineer: Paul von Kunits

(See Page 522)

Tom Eaton, Radio Station WTIC, Hartford, Conn.:

"There is no question but that The

AP

is vastly superior to that afforded by any other service

I have seen." — From the Minutes of the Connecticut

Association of Associated Press Broadcasters, January

12, 1949.

What time-buyers see first when they consider the New York market.



Who time buyers see when they want the facts

New York - Phone Circle 6-1750
Warren Jennings - Stuart MacHarrie - Bernard Musnick
Edwin Jameson - Harry Folts

New York - Phone Bryant 9-6000
Roy Holmes - Jack Flynn - John F. Sloan - Marvin Cole

Chicago - Phone State 2-0366
Harry Albrecht - George Jensen - Andy Niedenthal
Will H. Oldham

Cincinnati - Phone Cherry 1822
Walter Callahan - Herbert Flaig

Hollywood - Phone Hollywood 5408
Tracy Moore

San Francisco - Phone EXbrook 2-8033
Tracy Moore

CROSLY BROADCASTING CORPORATION

W J Z

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Oper. By: American Bcstg. Co., Inc.
 Business Address: 7 W. 66th St.
 Phone Number: TR. 3-7000
 Studio Addresses: 30 Rockefeller Plaza; Ritz Theatre, 219 W. 48th St.; Playhouse Theatre, 137 W. 48th St.; Vanderbilt Theatre, 148 W. 48th St.
 Transmitter Location: Lodi, N. J.
 Air Time: 5:45 a.m.-1 a.m.
 News Service: AP, INS, UP
 Representative: ABC Spot Sales
 Membership: NAB, BMB
 President: Mark Woods
 Station Manager: Murray B. Grabhorn
 Sales Manager: C. L. Doty
 WJZ Promotion Manager: Alfred Cohan
 Program Director: John Hade
 Production Director: Henry Cox
 Publicity Director: Earl Mullen
 Spvr. of Announcers: James Bixler
 Musical Director: Frank Vagnoni

Dir. of Technical Operations: George Milne
 Farm Editor: Philip Alampi

W L I B

NEW YORK—1942

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned By: WLIB, Inc.
 Operated By: Dorothy S. Thackrey
 Business-Studio Address: 207 E. 30th St.
 Phone Number: ORegon 9-2720
 Transmitter Location: 180 Morgan Ave., Bklyn.
 Air Time: Sunrise-sunset
 News Service: AP, UP
 Transcription Service: Associated, SESAC
 Representative: Adam J. Young, Jr.
 Membership: NAB
 President: Dorothy S. Thackrey
 Gen.-Sta. Comm. Mgr.: Herman M. Bess
 Sales Prom. Mgr., Prog.-Prod.-Pub. Director: Samuel Elfert
 Chief Announcer: Murray Jordan
 Musical Director: Mimi Trepel
 Chief Engineer: Edward Darlington
 (See Page 524)

The Red Cross Needs



Your Unstinting Assistance

GIVE!



W
L
I
B

WLIB
NEW YORK

wLIB A VITAL FORCE
IN NEW YORK CITY'S
BI-LINGUAL SYSTEM

...
FOR THE LISTENERS:

Musical variety and news

FOR THE SPONSOR:

A loyal, responsive bi-lingual audience

wLIB • 1190° on your dial

Dorothy S. Thackrey, President

Herman M. Bess, Mgr. Director

207 EAST 30th STREET, NEW YORK 16, N. Y.

• • • **NEW YORK** • • •

W M C A

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By WMCA, Inc.
Business-Studio Address 1657 Broadway
Phone Number Circle 6-2200
Transmitter Location Kearny, N. J.
Air Time Unlimited
News Service AP
Transcription Service World
Representative Free & Peters
President Nathan Straus
General Manager Norman Boggs
Director of Promotion Howard Klarman
V.P. in Chg. of Programs Leon Goldstein
Dir. News & Special Events R. Peter Straus
Chief Announcer A'yun Williams

(See Page 526)

W M G M

NEW YORK—1922

Frequency: 1050 Kc. Power: 50,000 Watts
Owned-Oper. By Marcus Loew Booking
Agency
Business-Studio Address 711 Fifth Ave.
Phone Number MUrray Hill 8-1000
Transmitter Location E. Rutherford, N. J.
Air Time 6 a.m.-2 a.m.
News Service AP, UP
Transcription Service Associated
Pres. (Loew's, Inc.) Nicholas M. Schenck
Director Herbert L. Petzey
General Manager Frank Roehrenbeck
Dir. of Sales Bertram Lebharr, Jr.
Program Director Raymond Katz
Publicity Director Jo Ranson
Chief Announcer Ted Schneider
Musical Director Joel Herron
Chief Engineer Paul Fueelling

(See Page 528)

For the best in radio
news writing—

AP

Available through
membership

**NAMES
MAKE NEWS**

**NAMES
MAKE SALES**

TED STEELE

Master salesman—entertainer

MR. & MRS. MUSIC

Bea Wain and Andre Baruch at the turntables.

DUKE ELLINGTON

Popular composer—platter spinner

JOE FRANKLIN

National authority on rare old records

SYMPHONY SID

All-night, all-frantic be-hop show

N. Y. GIANTS BASEBALL SERIES

Blanketing the Metropolitan Area
at First on BOTH Dials
in New York



W N B C

NEW YORK—1922—NBC

Frequency: 660 Kc. Power: 50,000 Watts
 Owned-Oper. By National Bcstg. Co., Inc.
 Bus. Studio Address 30 Rockefeller Plaza
 Phone Number Circle 7-8300
 Transmitter Location Port Washington
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Thesaurus, Associated
 Representative NBC Spot Sales
 Membership NAB, BMB
 President Niles Trammell
 General Manager Thomas B. McFadden
 Asst. Mgr. Daniel A. Norman
 Sales Manager John C. Warren
 Adv. & Prom. Mgr. Murry Harris
 Program Manager D. L. Provost
 News & Spec. Events Dir. Fred S. Heywood
 Publicity Director Schuyler G. Chapin
 Dir. of Service & Traffic Harvey J. Gannon
 Production Manager Clay Daniel
 Chief Engineer O. B. Hanson
 Agricultural Director Tom Page

W N E W

NEW YORK—1934

Frequency: 1130 Kc. Power: 10,000 Watts
 Owned-Oper. By Greater N. Y. Bcstg. Corp.
 Business Studio Address 565 Fifth Ave.
 Phone Number PLaza 3-3300
 Transmitter Location Keedny, N. J.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NAB
 V.P., Gen. Station Mgr. Bernice Judis
 V.P., Commercial Mgr. Ira Herbert
 Sales Promotion Manager Robert Guthrie
 V.P., Program Director Ted Cott
 Production Manager Jack Grogan
 Publicity Director Richard Pack
 Chief Announcer John Jaeger
 Musical Director Roy Ross
 Chief Engineer Max Weiner

(See Page 530)

Aid Your Own Industry by Supporting

National Radio Week

Oct. 30 to Nov. 5

A Joint Sponsorship of NAB—RMA

and

National Junior Chamber of Commerce



Progress...

Progress can mean a lot of things in a year's time. New studios—new programs—new business—new technical facilities—even magical new call letters are all part of the past year's advancements for WMGM, the Metro-Goldwyn-Mayer radio station in New York.



Programs...

The station which has always catered to New York's particular program tastes, with *top sports coverage, dominant news reporting, and delightful entertainment* around the clock, has added bright new shows—sparkling audience participation shows and many other distinctive features from WMGM's new million-dollar Fifth Avenue studios, plus a parade of showmanship from Metro-Goldwyn-Mayer in Hollywood.



Power...

Already one of the nation's top-powered stations, WMGM has improved its technical leadership over competing stations through all-new, higher-fidelity input equipment throughout; through acoustically-perfected studios, lending sharp new brilliance of signal over the most populous, most prosperous market on earth. Duplication of programs on WMGM-FM, too, now gives WMGM advertisers *redoubled impact* in the New York area.



Promotion...

Proven (by Billboard Radio Promotion Awards for the past two successive years) the pacesetter in promoting radio programs and the products they advertise right up to the point-of-purchase, WMGM played true-to-form in telling the world about its new studios and new call letters—in the press and over the air, on the screen and everywhere!



Preference...

Two hundred thirty-seven advertisers have chosen WMGM for their broadcast campaigns during the past year. Most of them—and many new ones—are continuing right on through 1949. *Only results* can bring them back like that—results in terms of *listeners, or in terms of mail pull, or, most important, in cash sales of the products you want to sell.*

Yes, in New York, the *progressive* station, the *well-programmed*, the *promotion-wise*, the *preferred* station is the *powerful* WMGM.

50,000 WATTS
1050 KCS. CLEAR CHANNEL
WMGM-FM 100.3 MC.



711 FIFTH AVENUE
MURRAY HILL 8-1000

W O R

NEW YORK—1922—MBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By Bamberger Bcstg. Service, Inc.
 Business-Studio Address 1440 Broadway
 Phone Number LOnacre 4-8000
 Transmitter Location Carteret, N. J.
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Associated
 Representative Keenan & Eickelberg, Kettell & Carter
 Membership NAB, BMB, FMA
 President Theodore C. Streibert
 V.P. in Chg. of Sales R. C. Maddux
 Adv. & Prom. Dir. Joseph Creamer
 Prod. Mgr. & Chief Announcer Jeff Smith
 Publicity Director Robert Blake
 Musical Director Sylvan Levin
 V.P. in Chg. of Eng. J. R. Poppele

W O V

NEW YORK—1926

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By Wodacm Corp.
 Business-Studio Address 730 Fifth Ave.
 Phone Number Circle 5-7979
 Transmitter Location Carlstadt, N. J.
 Air Time Unlimited
 News Service AP, ANSA
 Representative Bolling
 Membership NAB
 President Harry D. Henshel
 General Manager Ralph N. Weil
 Commercial Manager Herbert Schorr
 Sales Promotion Mgr. C. Carroll Forbes
 Program Director Arnold Hartley
 Publicity Director Anne C. Baldwin
 Chief Announcer George Padovani
 Musical Director Paul Romeo
 Chief Engineer Hillis Holt
 (See Page 532)

On LONG ISLAND IT'S W H L I

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM **W H L I** AM
98.3 Mc. 1100 Kc.

HEMPSTEAD, NEW YORK

ELIAS I. GODOFSKY, *President*

"The Voice of Long Island"

**GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS**

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

See pages 100-101 for

LISTING OF NEW YORK PHONE NUMBERS



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

44 ADVERTISERS

have been selling over WOV for an average of 9 years each. They know that on WOV

RESULTS is the Buy-Word

Your WOV salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.

Wake Up New York
1280 Club
Band Parade
Prairie Stars

Italian language market
2,100,000 individuals
larger than St. Louis and
Kansas City combined.

Originators of

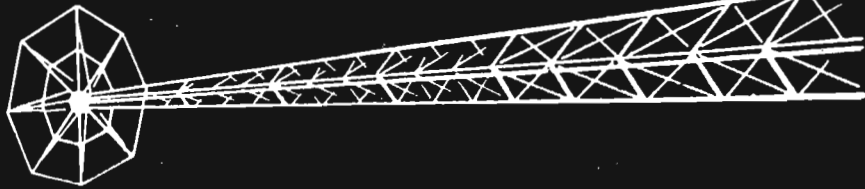
Audited Audiences

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,
National Representatives

WOV

NEW YORK



W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned By The New York Times Co.
 Operated By Interstate Bcstg. Co., Inc.
 Business-Studio Address 730 Fifth Ave.
 Phone Number Circle 5-5566
 Transmitter Location Rear of 5000 Grand Ave., Maspeth
 Air Time Unlimited
 News Service AP
 Transcription Service World, Associated, London
 Representative Paul H. Raymer
 Membership NAB, FMA
 President John V. L. Hogan
 Exec. V.P., Gen. Mgr. Elliott M. Sanger
 V.P., Sales Norman S. McGee
 Sales Prom. The N. Y. Times Prom. Dept.
 Program Director Eleanor N. Sanger
 Prod. Dir., Chief Announcer Albert A. Grobe
 Publicity Director Eleonore Hurley
 Musical Director Abram Chasins
 Chief Engineer Russell D. Valentine
(See Page 292)

W W R L

NEW YORK

(For Listing See Woodside, N. Y.)

W H L D

NIAGARA FALLS—1940

RURAL-COLONIAL-CONTINENTAL

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . The Niagara Falls Gazette Publishing Co.
 Business-Studio Address Hotel Niagara
 Phone Number 8421
 Transmitter Location Lockport Rd.
 Air Time Daytime
 News Service UP
 Transcription Service World, Lang-Worth, Associated, SESAC
 Representative Headley-Reed
 Membership FMA
 V.P., Gen. Station Mgr. Earl C. Hull
 Commercial Manager Richard G. Robbins
 Program Director Robert J. Manning
 Musical Director Harold Bradley
 Chief Engineer Robert Wilson
 Farm Editor John F. Mahl, Jr.

W J J L

NIAGARA FALLS—1948

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Operated By John J. Laux
 Business-Studio Address 129 Main St.
 Phone Number 5286

Transmitter Location New Rd.
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service Lang-Worth, Cole
 Representative Joseph Hershey McGillvra
 Membership NAB
 President John J. Laux
 General-Station Mgr. Robert F. Kliment
 Commercial Manager Tom W. Talbot
 Prog. Dir., Chief Announcer Earle Hamrick
 Chief Engineer Gustav Czaplak
 Farm Editor John Carlton

W S L B

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By St. Lawrence Bcstg. Corp.
 Business Address Ogdensburg
 Phone Number 500
 Studio-Transmitter Location 2315 Knox St.
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Standard, Keystone
 Representative Walker
 Membership NAB, BMB, FMA
 President Joseph R. Brandy
 Sec.-Treas. Harold J. Frank
 Prog.-Prod.-Pub. Director
 Chief Announcer Hal Gilman
 Musical Dir., Farm Editor Flo Beach Rowe
 Chief Engineer Ellsworth Hall

W H D L

OLEAN—1936—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Times Herald Corp.
 Operated By WHDL, Inc.
 Bus.-Studio-Transmitter Address Olean
 Phone Number 4149
 Air Time 6:55 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Associated, Keystone
 Representative Everett & McKinney
 Membership BMB
 President E. B. Fitzpatrick
 General-Station Mgr. John R. Henzel
 Commercial Manager Joseph K. Eade
 Program Director Donald Merriman
 Chief Announcer Robert Nanno
 Chief Engineer Jack Atherton
 Farm Editor Ned McGrath

W D O S

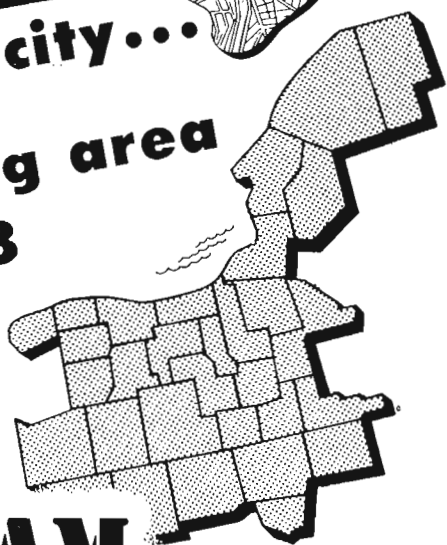
ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Oneonta Star, Inc.
 Bus.-Studio Address The Oneonta Hotel Bldg.
 Phone Number 2470
 Transmitter Location So. Side of Oneonta
 Air Time Unlimited

ROCHESTER, N. Y.

is not just a city...

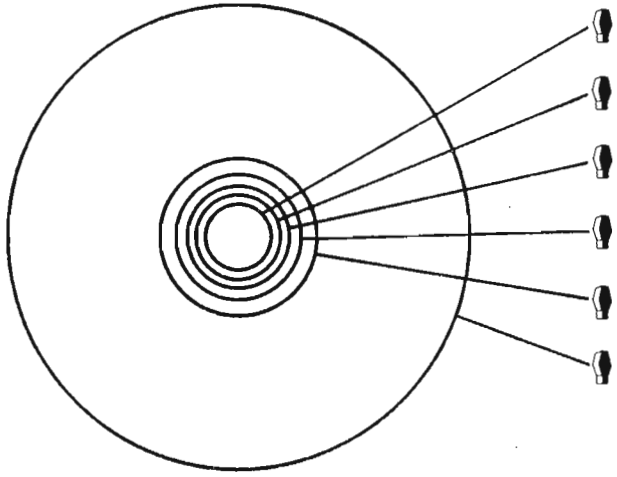
It's a trading area
of 2,114,948



and only **WHAM** covers it!

If you or your clients want to reach one of the richest markets in all the Eastern United States... use 50,000-watt, clear-channel WHAM. You'll tap cities like Rochester, Elmira,

Batavia, Geneva, Binghamton—plus a huge farm country outstanding for modern character and extraordinarily high income. Study the chart below—such facts can't be ignored!



- Coverage of Station A
- Coverage of Station B
- Coverage of Station C
- Coverage of Station D
- Coverage of Station E
- Coverage of Station **WHAM**



WHAM ★ **ROCHESTER RADIO CITY**
 "The Stromberg-Carlson Station"
AM—FM—and TV Coming in '49!
 N.B.C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.

News Service AP
 Transcription Service..... Capitol, World
 Representative Walker
 President..... James H. Oitaway
 General Manager..... Eugene J. Brown
 Station Manager..... Walton F. Deming
 Commercial Manager..... George R. Smith
 Program-Publicity Dir..... Charles Hobart
 Production Director..... Harriette I. Dunbar
 Chief Announcer..... David T. Squires
 Chief Engineer..... Wiley Bates
 Farm Editor..... Robert Warner

WONO

ONEONTA—1948

Frequency: 1110 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Oneonta Bcstg. Co.
 Business-Studio Address..... 285 River St.

WKBS

OYSTER BAY—1948

Frequency: 1520 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Key Bcstg. System, Inc.
 Business-Studio Address..... 25 E. Main St.
 Phone Number..... Oyster Bay 6-2500
 Transmitter Location..... Battery Pk., Oyster Bay
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Theasaurus
 President..... R. Lee Hollingsworth
 Exec. V.P..... A. J. Griffiths, Jr.
 Publicity Director..... Henry Frielinghaus, III

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Highland Bcstg. Corp.
 Business-Studio Address..... 1037 Main St.

WEAV

PLATTSBURG—1935—ABC

Frequency: 960 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Plattsburg Bcstg. Corp.
 Business-Studio Address..... Radio Centre
 Phone Number 1600
 Transmitter Location..... Lake Shore Rd.
 Air Time 6:45 a.m.-M.
 News Service UP
 Transcription Service Theasaurus
 Representative..... Joseph Hershey McGillvra
 Membership NAB
 President, Gen.-Sta. Mgr..... George F. Bissell
 Commercial Manager..... Joel H. Scheier
 Sales Prom. Mgr., Prog.-Pub. Dir.,
 Farm Editor..... Martin Mannix
 Production Director..... Alex Coursey
 Chief Announcer..... Henry Clark
 Chief Engineer..... Jack Nazak

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Radio Div., Poughkeepsie
 Newspapers, Inc.
 Business-Studio Address..... Memorial Sq.
 Phone Number 6800
 Transmitter Location..... Nelson House
 Air Time Unlimited
 News Service AP
 Transcription Service..... Standard, Associated
 Membership..... NAB, BMB, FMA
 President..... M. C. Spedel
 General Manager..... George W. Bingham
 Program Director..... Richard Crans
 Chief Engineer..... Marvin S. Seimes

WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc..... Power: 1000 Watts
 Owned-Operated By..... WARC, Inc.
 Bus.-Studio Address..... Sheraton Hotel,
 111 East Ave.
 Phone Number..... HAmilton 8920
 Transmitter Location..... 2670 Clinton Ave. So.
 Air Time..... 6:30 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Katz
 Membership NAB, BMB
 President, Gen.-Sta. Mgr..... S. W. Townsend
 Commercial Manager..... Harland Evans
 Sales Prom. Mgr., Publicity Director,
 Farm Editor..... Mark O'Brien
 Program-Musical Dir..... Frederick Essex
 Prod. Dir., Chief Announcer... Thomas Kane
 Chief Engineer..... Robert Emch

WHAM

ROCHESTER—1922—NBC

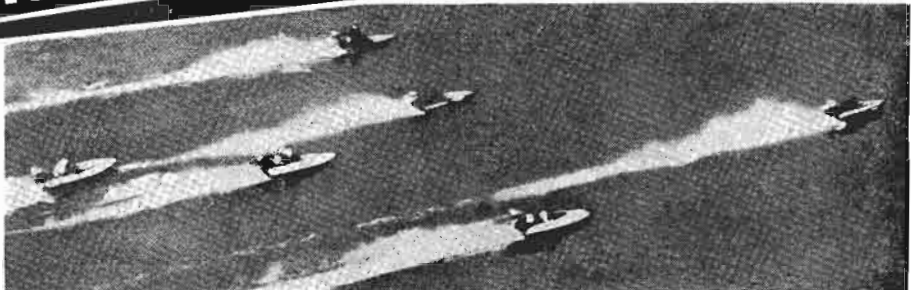
Frequency: 1180 Kc..... Power: 50,000 Watts
 Owned-Operated By..... Stromberg-Carlson Co.
 Business Address..... 100 Carlson Rd.
 Studio Address..... 201 Humbolt St.
 Transmitter Location..... Rochester
 Air Time Unlimited
 News Service UP
 Transcription Service..... World, Standard
 Representative..... George P. Hollingbery
 Membership NAB, BMB, FMA
 Pres. (Stromberg-Carlson
 Co.)..... Dr. Ray H. Manson
 Gen. Mgr. (Stromberg-Carlson
 Co.)..... Leo McCanne
 Station Mgr. (Stromberg-Carlson
 Co.)..... William Fay, V.P. in Chg.
 of Bcstg. & Gen. Mgr. WHAM
 Comm.-Sales Prom. Mgr., John W. Kennedy, Jr.
 Program Director..... Charles W. Siverson
 Production Director..... Sylvester Novell
 Publicity Director..... Armin N. Bender



....FIRST BY LENGTHS!



....IN ROCHESTER!



WHEC is Rochester's most-listened-to station and has been ever since Rochester has been "Hooperated!"

Furthermore, Station WHEC is one of the select Hooper "Top Twenty" stations in the whole United States!

Latest Hooper before closing time

BUY WHERE THEY'RE LISTENING:—



WHEC

MEMBER GANNETT
RADIO GROUP

of Rochester

N. Y.

5,000 WATTS

Representatives: EVERETT & MCKINNEY, New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

Chief Announcer.....Homer Bliss
Musical Director.....Eugene Zacher
Chief Engineer.....Kenneth Gardner
Actg. Farm Editor.....George Haefner

W H E C

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....WHEC, Inc.
Business-Studio Address.....40 Franklin St.
Phone Number.....Baker 6740
Transmitter Location.....1850 S. Winton Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated, Standard
Representative.....J. P. McKinney
Membership.....NAB, BMB
President.....Frank E. Gannett
Executive V.P.....Clarence Wheeler
General-Station Manager.....Gunnar O. Wiig
Commercial Manager.....Le Moine C. Wheeler
Program Director.....William J. Adams
Production Director.....L. H. MacMillan
Publicity Director.....Virginia Savage
Chief Announcer.....Roger Goodrich
Musical Director.....Gerald Vogt
Chief Engineer.....Bern C. O'Brien

W R N Y

ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Operated By...Monroe Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone Number.....Hamilton 9775
Transmitter Location.....Mt. Read Blvd.
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Lang-Worth
Pres., Gen.-Sta.-Comm. Mgr.. George B. Kelly
Program Director.....Addison Penfield
Production Director.....Paul Robinson
Chief Engineer.....Felix Bonvouloir

W S A Y

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts d.
(CP 5000 Watts d.)
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....328 Main St. E.
Phone Number.....Baker 4870
Transmitter Location.....French Rd., Brighton
Air Time.....Daytime
News Service.....INS
Representative.....Walker
President, General-Station Manager,
Chief Engineer.....Gordon P. Brown
Comm.-Sales Prom. Mgr.....Will Union
Program Director.....Jack Turner

W V E T

ROCHESTER—1947

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Veterans Bcstg. Co.
Business Address.....Clinton Bldg.
Phone Number.....Hamilton 4820
News Service.....UP
Transcription Service.....Associated, Capitol
Representative.....Weed
Pres., General Mgr.....William B. Maillefert
Chief Engineer.....Irving F. Lyke

W K A L

ROME-UTICA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Copper City Bcstg. Corp.
Business-Studio Address...Capitol Theatre Bldg.
Rome
Phone Number.....3616-7
Transmitter Location.....Muck Rd. & Jay St.
Rome
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Donald Cooke
President.....Myron J. Kallet
Gen.-Station Mgr.....Michael Carlo Fusco
Comm. Mgr., Pub. Dir.....George Cramer
Sales Promotion Manager.....Joseph Treia
Program Director.....Charles King
Production Director.....Dan Fusco
Chief Announcer.....Robert Storey
Chief Engineer.....Deforest T. Layton, Jr.
Farm Editor.....Jack Fredericks

W N B Z

SARANAC LAKE—1929—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.
Phone Number.....1320
Transmitter Location.....Merrill St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus, Keystone
Representative.....Thomas F. Clark
President, General Manager...John F. Grimes
Commercial Manager.....Jacques DeMaitos
Program Director.....Albert C. Bagdasarlan
Chief Announcer.....John Birmingham
Chief Engineer.....H. Berwind Williams

W G Y

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Rd.
Phone Number.....3-2121
Transmitter Location.....R. D. No. 5,
So. Schenectady

. . . **NEW YORK** . . .

Air Time Unlimited
 News Service AP, UP
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....NBC Spot Sales
 Membership NAB, BMB
 V.P., Mgr. of Bcstg..... R. S. Peare
 Asst. Mgr. of Bcstg..... B. J. Rowan
 Station Manager.....G. Emerson Markham
 Asst. to Station Mgr..... R. W. Welpott
 Supervisor of Sales.....A. G. MacDonald
 Actg. Spvr. of Promotion.....R. W. O'Brian
 Spvr. of News.....W. T. Meenam
 Spvr. of Music.....A. O. Coggeshall
 Spvr. of Farm Bcstg.....G. W. Givens
 Spvr. of Programs.....Caleb Paine
 Chief Engineer.....W. J. Purcell

W S N Y

SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Gateway Bcstg.
 Corp.
 Business-Studio Address.....619 State St.
 Phone Number.....3-3622
 Transmitter Location.....Campbell Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth

President, Gen. Mgr.....Winslow Leighton
 Comm-Sales Prom. Mgr.....Harry H. Averill
 Program Director.....Robert Wallace
 Asst. Prog-Pub. Director...Martha M. Smith
 Chief Announcer.....Steve Fitz
 Musical Director.....Frank Huber
 Chief Engineer.....Irving P. Beck

W A G E

SYRACUSE—1941—ABC

Frequency: 620 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....WAGE, Inc.
 Business-Studio Address.....Loew Bldg.,
 108 W. Jefferson St.
 Phone Number2-0277
 Transmitter Location.....626 Liverpool Rd.,
 Liverpool
 Air TimeUnjimited
 News Service AP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB
 President.....Frank G. Revoir
 General-Station Manager...William T. Lane
 Commercial Manager.....Aaron Beckwith
 Program Director.....Gordon Alderman
 Musical Director.....Carl Silber
 Chief Engineer.....Donald F. Langham



GOES TO

5 Kw

Daytime

Increases Area Coverage 60.8%

In January, 1949, WAGE increased its daytime power to 5 Kw (1 Kw nighttime power unchanged) retaining its choice frequency at 620 Kc.

Total population falling within WAGE daytime 0.5 Mv contour increased from 664,359 to 1,012,720, a population gain of 52.5%. Land area covered by WAGE interference-free signal increased from 7,400 sq. mi. to 11,900 sq. mi., a 60.8% gain of 4,500 sq. mi.

BASIC ABC • Represented by Edward Petry Co.

WFBL

SYRACUSE—1922—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By.....Onondaga Radio Bcstg. Corp.
 Bus. Studio Address.....433 S. Warren St.
 Phone Number.....2-1147
 Transmitter Location.....Collamer
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Free & Peters
 Membership.....NAB
 President.....Oscar F. Soule
 General Manager.....Samuel Woodworth
 V.P., Merch. & Promotion.....Robert G. Soule
 V.P., Commercial Mgr.....Charles Pbillips
 Sales Manager.....L. F. Wylie
 Program-Musical Dir., Production Manager.....Raymond Gantter
 Publicity Director.....Hendrick Soule
 Chief Engineer.....James Kelly
 Farm Editor.....Al Warren

WNDR

SYRACUSE—1947—MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By...Syracuse Bcstg. Corp.
 Business-Studio Address...306 S. Salina St.
 Phone Number.....2-6101
 Transmitter Location.....Dewitt & Pompey
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Transcription Service. Associated, Lang-Worth
 Representative.....Donald Cooke
 Membership.....NAB, BMB
 President.....T. Frank Dolan
 General Manager.....Martin Kariq
 Commercial Manager.....Arthur Cooper
 Program Director.....Harry Fisher
 Merchandising Mgr.....Frank Bahouth, Jr.
 Chief Announcer, Farm Editor....Bill Martin
 Musical Director.....Don Hayes
 Chief Engineer.....Robert Dye

WOLF

SYRACUSE—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Business-Studio Address.....Onondaga Hotel
 Phone Number.....2-7211
 Transmitter Location.....Kirkpatrick & Van Rensselaer Sts.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Walker
 President, General Mgr., T. Sherman Marshall
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
 Commercial Manager.....Dan Dwyer
 Pub. Dir., Chief Announcer.....Charles Shaw

Musical Director.....Norman Meservey
 Chief Engineer.....Don Muir

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By.....Central N. Y. Bcstg.
 Phone Number.....3-7111
 Transmitter Location.....Valley Dr.
 Air Time.....5 a.m.-1 a.m.
 News Service.....UP
 Transcription Service. Associated, Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....Harry C. Wilder
 Vice President.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Allford, Jr.
 Sales Prom. Mgr., Pub. Dir.....John F. Hurlbut
 Program Director.....Bill Rothrum
 Chief Announcer.....Elliott Gove
 Musical Director.....Murray Bernthal
 Chief Engineer.....G. Armond Belle Isle
 Farm Editor.....R. F. Doubleday

WHAZ

TROY—1922

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By...Rensselaer Polytechnic Inst.

WNDR

CENTRAL NEW YORK'S

Friendly

STATION

WNDR

SYRACUSE, N. Y.

Basic Mutual Network

AM, 5,000 Watts,
 1260 Kc. FM, 8500
 Watts, 102.5 Mc.

AFFILIATED IN MANAGEMENT WITH
 WWSC, GLENS FALLS, and WVOS, LIBERTY, N.Y.

Address Troy
 Phone Number 6810
 Air Time Limited
 Promotion Manager: W. J. Williams

W T R Y

TROY—1940—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By Troy Bcstg. Co., Inc.
 Business-Studio Address 92 Fourth St.
 Phone Number Troy 2100, Albany 4-2500
 Transmitter Location Niskayuna
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative Headley-Reed
 Membership NAB, BMB
 President H. C. Wilder
 General Manager W. A. Riple
 Station Manager W. W. Carter, Jr.
 Commercial Manager J. W. Sutphen, Jr.
 Sales Prom. Mgr., Pub. Dir. James F. Baker, Jr.
 Program-Musical Dir. H. H. Sharpe, III
 Production Director Randolph English
 Chief Engineer A. H. Chismark

W G A T

UTICA—1946

Frequency: 1310 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned By Central Bcstg. Co.
 Operated By J. Eric Williams
 Business-Studio Address The Kempf Bldg.,
 250 Genesee St.
 Phone Number 2-9231
 Transmitter Location Kellogg Rd.,
 New Hartford
 Air Time Unlimited
 News Service AP
 Representative Robert Meeker
 General Manager J. Eric Williams
 Comm.-Sales Prom. Mgr. Roland L. Fowler
 Chief Announcer Bill Cerri
 Chief Engineer Robert N. Blair

W I B X

UTICA—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By WIBX, Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 2-2101
 Transmitter Location Clark Mills
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Representative Helen Wood & Colton,
 Bertha Bannan, Walter Biddick
 Membership NAB, BMB, FMA
 President, Gen. Mgr. Margaret P. Bowen
 V.P., Secretary Gladys P. Moore

Sta. Mgr., Prog. Dir. Elliott A. Stewart
 Comm.-Sales Prom. Mgr., Pub. Dir.,
 Farm Editor Nathan W. Cook
 Production Dir. Betty Cushing Griffin
 Chief Announcer Robert Mahoney
 Musical Director William Walters
 Chief Engineer John T. Dowdell

W R U N

UTICA—1947—ABC

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By The Rome Sentinel Co.
 Business Address 258 Genesee St.
 Phone Number 2-5111
 Studio Addresses 258 Genesee St., Utica,
 127 W. Liberty St., Rome
 Transmitter Location Oriskany
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Avery-Knodel
 Membership NAB, BMB
 President Bradley C. Barnard
 General Manager Fritz S. Updike
 Station Manager Thomas E. Marlin
 Comm.-Sales Prom. Mgr. Richard A. Clark
 Program Director Stewart T. Spencer
 Public Relations Director Searle Rudd
 Transmitter Supervisor George S. Woods
 Musical Director Ann Houser
 Studio Supervisor C. F. Henry
 Farm Editor Robert Kilgore

W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Watertown Bcstg. Corp.
 Bus.-Studio-Transmitter Location 118 Wash-
 ington St.
 Phone Number 2424
 Air Time 7 a.m.-12:15 a.m.
 News Service AP
 Transcription Service Standard
 Representative Helen Wood & Colton
 Membership NAB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager G. Harry Righter
 Program Director Hugh L. Coslue, Jr.
 Chief Engineer Donald Schryver
 Farm Editor G. Harry Righter

W W N Y

WATERTOWN—1941—CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned By Brockway Co.
 Operated By The Watertown Daily Times
 Business-Studio Address Hotel Woodruff
 Phone Number 4120
 Transmitter Location Ives St. Rd.

Air Time Unlimited
 News Service UP
 Transcription Service World, Associated
 Representative Weed
 Membership NAB, BMB
 President Harold B. Johnson
 General-Comm. Mgr. Louls Salf, Jr.
 Sta. Mgr., Farm Editor Earl R. Kelly
 Asst. Mgr., Prog. Dir. James W. Higgins
 Production Director David G. Graves
 Publicity Director Jack Cleveland
 Chief Engineer Maynard B. Davis

W F A S

WHITE PLAINS—1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Westchester Bcstg. Corp.
 Bus. Studio Address. Reporter Dispatch Bldg.,
 8 Church St.
 Phone Number White Plains 9-6400
 Transmitter Location ... Secor Rd., Greenburgh
 Air Time Unlimited
 News Service AP
 Transcription Service World, Associated

Representative Headley-Reed
 Membership NAB
 President Valentine E. Macy, Jr.
 Gen.-Sta. Mgr., Chief Engineer. Frank A. Seitz
 Comm.-Sales Prom. Mgr. John E. Arens
 Prog. Musical Dir. Randall Kaler
 Chief Announcer Robert F. Peters

W W R L

WOODSIDE—1926

Frequency: 1600 Kc. Power: 250 Watts
 (C.P. 5000 Watts)
 Owned-Oper. By Long Island Bcstg. Corp.
 Bus. Studio-Transmitter Address. 41-30 58th St.
 Phone Number Newtown 9-3300
 Air Time 8 a.m.-M.
 News Service AP
 Transcription Service Capitol, Associated
 Pres., Treas., Gen. Mgr.,
 Chief Engineer W. H. Reuman
 Station-Comm. Mgr. Edith Dick
 Sales Prom. Mgr. Selvin Donneson
 Prog.-Prod. Musical Dir. Fred Barr
 Publicity Director Walter Kaner
 Chief Announcer Johnny Harper

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Reliability . . .

AP

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 9,005,442 potential buyers in the
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 with
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1600

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COMING—5,000 WATTS



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THE 6th CITY OF AMERICA"

Though modest in size

We're **BIG**

IN SERVICE

HOOPER STATION LISTENING INDEX
CITY ZONE

Summer 1948	Greensboro, N. C.
	WBIG
Monday thru Friday 8:00 AM—12 N	38.1
Monday thru Friday 12:00 N—6:00 PM	40.6
Sunday thru Saturday 6:30 PM—10:00 PM	55.6

WBIG

greensboro, n. c.

5000 w. day & nite

columbia affiliate

represented by hollingbery

NORTH CAROLINA

Estimated Population 3,715,000—Increase +4.0%—Radio Homes 749,300
Total Families 860,200—Stations in State 85

WRCS

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By: Roanoke-Chowan Bcstg.
Co., Inc.
Business Address: P. O. Box 89
Phone Number: 333
Studio-Transmitter Location: Ahoskie-Aulander
Hwy. (N. C. 350)
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Associated
Membership: NAB
President: Charles H. Jenkins
Gen.-Sta.-Comm.-Sales Prom.
Manager: P. G. Sewell
Prog. Dir. Farm Editor: William R. Harris
Publicly Director: Mayvis Ellis
Chief Announcer: Burt Derman
Musical Director: Johnny Palmer
Chief Engineer: John M. Sherwood

WABZ

ALBEMARLE—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Station WABZ, Inc.
Business-Studio Address: Hotel Albemarle
Phone Number: 1010
News Service: AP
Transcription Service: Capitol, KBS, Thesaurus
General Manager: Ira E. Leigh
Comm.-Prog. Dir.: Bob Raiford
Chief Engineer: James Wise

WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By: Asheboro Bcstg. Co., Inc.
Business-Studio Address: 303 E. Salisbury St.
Phone Number: 798, 800
Transmitter Location: Okie Mt.
Air Time: 5 a.m.-sunset
News Service: UP
Transcription Service: Associated
Membership: BMB
President: Roy Cox
Gen.-Sta.-Comm.-Sales Prom.
Manager: J. R. Marlowe
Prog.-Pub. Dir., Chief Announcer,
Farm Editor: A. B. Brown
Production Director: Roy Morris
Musical Dir.: Nelson J. Harrill
Chief Engineer: Clyde C. Penny

WISE

ASHEVILLE—1939—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station WISE
Bus.-Studio-Transmitter Address: 100 College
St.
Phone Number: 3-5381
Air Time: Unlimited
News Service: AP
Representative: Avery-Knodel
Membership: NAB, BMB
President, Gen. Mgr.: Harold H. Thoms
Station-Comm. Mgr.: Loyd B. Leonard
Sales Prom. Manager: Floyd Bowers
Program Director: Harold Moon
Chief Announcer: Jimmy Patterson
Chief Engineer: Matthew C. Munn

WLOS

ASHEVILLE—1946—MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: Skyway Bcstg. Corp.
Business-Studio Address: Battery Park Hotel
Phone Number: 2-2431
Transmitter Location: Emma
Air Time: Unlimited
News Service: INS, UP
Transcription Service: Standard
Representative: Taylor-Borroff
Membership: NAB
President: Charles M. Britt
V.P., General Manager: Charles B. Britt
Station Manager: Kenneth Beachboard
Program Director: Grady Edney
Chief Engineer: Bill Chambers

WSKY

ASHEVILLE—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radio Asheville, Inc.
Business-Studio Address: 12 Church St.
Phone Number: 3-4451
Transmitter Location: Campbell Woods
Air Time: 18 Hrs.
News Service: AP
Transcription Service: Lang-Worth, Capitol
President: Carl R. Bamford
Gen.-Sta. Mgr., Prog. Dir.: Zeb Lee
Commercial Manager: F. Baxter Barkley
Sales Prom. Mgr., Pub. Dir.: James Young
Chief Engineer: Charles W. Sumner
Farm Editor: Bill Dorsey

W W N C

ASHEVILLE—1927—CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By. Asheville Citizen-Times Co.
 Business-Studio Address. 14 O'Henry Ave.
 Phone Number 5611
 Transmitter Location Emma
 Air Time 5:30 a.m.-12:04 a.m.
 News Service AP, UP
 Transcription Service Associated
 Representative Headley-Reed
 Membership NAB, BMB
 President Charles A. Webb
 Vice-President Don S. Elias
 General Manager D. Hiden Ramsey
 Station Manager Cecil B. Hoskins
 Commercial Manager James A. Hagan
 Program Director William F. Melia
 Chief Announcer Read Wilson
 Chief Engineer William H. Hamrick
 Farm Editor Harry Varner

W B B B

BURLINGTON—1941 MBS-KBS-CAROLINA SPORTS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By. Alliance Bcstg. Co., Inc.
 Business-Studio Address. 310 S. Main St.
 Phone Number 6-6378
 Transmitter Location W. Front St. Ext.
 Air Time Daytime
 News Service AP
 Transcription Service. Associated, Lang-Worth,
 Capital, Keystone
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB, FMA
 Managing Dir., Sta. Mgr. E. Z. Jones
 Commercial Manager Frank Parton
 Sales Promotion Manager Robert Weston
 Prog.-Prod. Dir., Farm Editor Edgar Brooks
 Publicity Director Doris Rickard
 Chief Engineer Berry Tysor

W F N S

BURLINGTON—1947

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Burlington-Graham Bcstg.
 Co.
 Business-Studio Address. 103 W. Andrews St.
 Phone Number 6-5536-7
 Transmitter Location Birch Bridge Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Membership NAB
 General Manager Everett C. Qualls, Sr.
 Commercial Manager Phillip Eakin
 Program Director Ed Menke
 Chief Engineer Thomas Mackintosh

W A Y S

CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By. Inter-City Advertising Co.
 Business-Studio Address. 120 E. Third St.
 Phone Number 3-7173
 Transmitter Location Oakdale Section
 Air Time Unlimited
 News Service INS
 Representative Avery-Knode
 Membership NAB, BMB
 President George W. Dowdy
 General-Station Mgr. Walter H. Goan
 Commercial Manager Jack Gaaney
 Program Director Harry Hosfield
 Musical Director Alonzo G. Squires
 Chief Engineer A. L. Chaney, Jr.

W B T

CHARLOTTE—1921—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Oper. By. Jefferson Standard Bcstg. Co.
 Business-Studio Address. Wilder Bldg.
 Phone Number 3-8833
 Transmitter Location 9 Mi. S. of Charlotte,
 Nation's Ford Rd.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated
 Representative Radio Sales
 Membership NAB, BMB, FMA
 Chmn. of the Bd. Ralph C. Price
 President J. M. Bryan
 V.P., Gen. Mgr. Charles H. Crutchfield
 Business Manager C. K. Spicer
 Sales Manager Keith Byerly
 Promotion Manager J. R. Covington
 Program Director Larry Walker
 Chief Engineer M. I. Minor
 Farm Editor Grady Cole

W G I V

CHARLOTTE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Publix Bcstg. Serv. of
 Charlotte, Inc. (WGIV)
 Business Address P. O. Box 58
 Phone Number 4-3237, 5-2225, 6669
 Studio-Transmitter Location 2520 Toomey Ave.
 Air Time Daytime
 News Service AP
 Transcription Service Capitol, World
 Membership NAB
 Pres., Gen.-Sta. Mgr. Francis M. Fitzgerald
 Sec., Treas., Comm.-Sales Prom.
 Manager J. Law Epps
 Prog. Dir., Chief Announcer. Fred W. Vinroot
 V.P., Chief Engineer Thomas C. Brandon

. . . NORTH CAROLINA . . .

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WSOC, Inc.
 Bus.-Studio-Transmitter Address . . 1925 N. Tryon
 St.
 Phone Number 7138
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Headley-Reed
 Membership NAB, BMB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sales Prom. Mgr., Pub. Dir. Clyde Clem
 Prog.-Prod. Dir. Paul Marion
 Chief Engineer L. L. Caudle, Jr.

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Station WRRZ, Inc.
 Bus.-Studio Address Butler Bldg., Main St.
 Phone Number 2354
 Transmitter Location 1.6 Mi. S. of Clinton.
 on Hway. 701
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service World
 Representative For Joe
 Membership NAB, BMB
 President W. R. Roberson, Sr.
 Exec. V.P. W. R. Roberson, Jr.
 Station-Comm. Mgr. George S. Walston
 Program Director Richard Welsh
 Publicity Director Christine T. Moore
 Chief Announcer Joseph Tew
 Chief Engineer Herman P. Jolitz

WEGO

CONCORD—1941—KBS

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Business-Studio Address Concord
 Phone Number 2271
 Transmitter Location Concord
 Air Time Local sunrise-local sunset
 News Service AP, UP
 Transcription Service Standard, SESAC, Cole,
 KBS
 Representative Thomas F. Clark
 Membership BMB
 General-Station Mgr. Wayne M. Nelson
 Commercial Mgr. James P. Poston
 Program Director Leona Showmar
 Chief Engineer Edwin M. Stanton

WCKB

DUNN—1946—KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By North Carolina Central
 Bcstrs., Inc.
 Business Address Box 431
 Phone Number 3133-4
 Studio-Transmitter Address Hway. 421
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth, SESAC,
 Keystone
 Membership NAB, BMB
 President Earl McD. Westbrook
 General-Station Mgr. A. Lincoln Faulk
 Comm.-Sales Prom. Mgr. William A. Creech
 Prog.-Prod. Director Richard Terfler
 Chief Engineer William Burwell
 Farm Editor Jim Mahoney

WDNC

DURHAM—1934—CBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By The Durham Radio Corp.
 Bus.-Studio Address 138½ E. Chapel Hill St.
 Phone Number R-155
 Transmitter Location Hillsboro Rd.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Associated
 Representative Paul H. Raymer
 Membership NAB, BMB
 President C. C. Council
 Gen.-Sales P. om. Mgr. J. Frank Jarman
 Office Manager Sue Taylor
 Commercial Manager C. James Woodhouse
 Program Director E. R. Higgins, Jr.
 Chief Engineer K. A. Taylor
 Farm Editor Mark Davis

WDUK

DURHAM—1946—ABC

Frequency: 1310 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By WDUK, Inc.
 Business Address Box 1891
 Phone Number R-101
 Studio Address 205½ W. Main
 Transmitter Location Leon & Glendale
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President S. H. Campbell, Jr.
 General-Station Mgr. Harmon L. Duncan
 Commercial Manager Tom Morkis
 Sales Prom. Mgr. Bob Misenheimer
 Program Director Bob Andrew
 Chief Announcer Charlie Shepherd
 Chief Engineer Roy E. Fullen

W H H T

DURHAM—1946—MBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Harold H. Thoms
 Business-Studio Address 310 Main St.
 Phone Number L-975
 Transmitter Location Guess Rd.
 Air Time 6 a.m.-M.
 News Service INS
 Transcription Service Standard
 Representative Burn-Smith
 Membership BMB
 President, Owner Harold H. Thoms
 Gen.-Sta. Sales Prom. Mgr. W. R. Kirby
 Commercial Manager Edward McLocklan
 Prog.-Musical Dir. J. Patterson
 Prod. Mgr., Pub. Dir. H. A. Edwards
 Chief Engineer Carl Pickette
 Farm Editor Phillip Spaletta

W S S B

DURHAM—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Public Information Corp.
 Business-Studio Address 211 Rigsbee Ave.
 Phone Number 8919
 Transmitter Location Cole Rd., Forest Hills
 Air Time Unlimited
 News Service INS
 Transcription Service Capitol
 Representative Forjoe
 Membership NAB
 President Tom Sawyer
 General Manager Guy Griffen
 Chief Engineer Edward Norman

W T I K

DURHAM—1946—TOBACCO

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By Durham Bcstg. Co., Inc.
 Business-Studio Address 211½ E. Main St.
 Phone Number N-187
 Transmitter Location Ellis Rd.
 Air Time Daytime
 News Service AP
 Transcription Service World, Thesaurus
 Representative Donald Cooke, Walker
 Membership NAB, BMB
 President W. Kenan Rand
 General-Station Mgr. Floyd Fletcher
 Commercial Manager Tom Mitchel
 Program-Production Dir. Ken Corbitt
 Chief Announcer Don Yeager
 Chief Engineer Arlis A. White

W C N C

ELIZABETH CITY—1939
MBS-KBS-TARHEEL

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By Albemarle Bcstg. Co., Inc.
 Business-Studio Address 104 E. Colonial Ave.
 Phone Number 1400, 1472
 Transmitter Location Parsonage St., Extended
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Burn-Smith
 Membership NAB, BMB
 President Dr. Joseph Gill
 General-Station Manager Bob Bingham
 Commercial Manager Ed Trent
 Program Director Jack Walters
 Prod. Dir., Chief Announcer Norman Ragsdale
 Publicity Director Eleanor Bingham
 Musical Director John W. Pascoe
 Chief Engineer Joe Kyle
 Farm Editor George Haskett

W G A I

ELIZABETH CITY—1947

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Operated By Daily Advance
 Business Address Kramer Bldg.
 Phone Number 757
 News Service AP
 Transcription Service World
 Gen.-Comm. Mgr. W. P. Heffernan
 Promotion Mgr. Bob Thomas
 Program Director Frank Brown
 Chief Engineer Frederick Wagner

W F L B

FAYETTEVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Fayetteville Bcstrs., Inc.
 Business Address P. O. Box 1258
 Phone Number 7136
 Studio-Transmitter Location Bragg Blvd.
 Air Time 6 a.m.-M.
 News Service INS
 Transcription Service Thesaurus
 Representative Cox & Tans
 Membership NAB, BMB
 President Harry B. Stein
 General Station Manager L. W. Allen
 Chief Engineer W. D. Bailey

W F N C

FAYETTEVILLE—1940
MBS-TOBACCO

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Cape Fear Bcstg. Co.
 Business-Studio Address 114 Anderson St.
 Phone Number 4848
 Transmitter Location Murchison Rd.
 Air Time 18 Hrs.
 News Service UP
 Transcription Service World
 Representative Walker

NORTH CAROLINA

Membership..... NAB, BMB, FMA
General Manager..... Victor W. Dawson
Commercial Manager..... Luther A. Gambill
Program Director..... Nat R. Martin
Sec.-Treas...... Ann Dawson Highsmith
Chief Engineer..... William H. Alford
Farm Editor..... N. R. Martin

W W N F

FAYETTEVILLE—1948

Frequency: 1230 Kc..... **Power:** 250 Watts
Owned By..... Wayne M. Nelson, Inc.
Operated By..... Carl Jack Aley
Business-Studio Address..... WWNF, Fayetteville
Phone Number..... 7101-2
Transmitter Location..... Raleigh Rd.
News Service..... UP
Transcription Service..... Lang-Worth. Standard.
 SESAC, MacGregor
Representative..... Friedenberg
Membership..... NAB
President..... Wayne M. Nelson
General-Station Mgr...... Carl Jack Aley
Commercial Manager..... William Lowder
Program Director..... Carl Caudill, Jr.
Chief Announcer..... Ray Woodard
Musical Director..... Charles Friar
Chief Engineer..... Alfred Jordon

W B B O

FOREST CITY—1947—KBS

Frequency: 780 Kc..... **Power:** 1000 Watts d.
Owned-Oper. By..... Rutherford County Radio
 Co., Inc.
Bus.-Studio-Transmitter Address..... Forest City
Phone Number..... 3205
Air Time..... Sunrise-sunset
News Service..... AP
Transcription Service..... Lang-Worth. Capitol.
 Keystone
Membership..... NAB, BMB, FMA
Pres., Gen.-Sta. Mgr...... Ed M. Anderson
Commercial Manager..... L. O. Hutchins
Sales Prom. Mgr., Prog. Dir...... Jane Smith
Prod. Dir., Chief Announcer,
Farm Editor..... Charles Melton
Publicity Director..... Ed Anderson
Musical Director..... Donald McLain
Chief Engineer..... Merton Iwerks

W G N C

GASTONIA—1939—ABC-KBS

Frequency: 1450 Kc..... **Power:** 250 Watts
Owned-Operated By..... F. C. Todd
Bus.-Studio Address..... Natl. Bank of Commerce
 Bldg.
Phone Number..... 732
Transmitter Location..... Dallas Rd.
Air Time..... 6 a.m.-11:15 p.m.
News Service..... UP

Transcription Service..... Lang-Worth. Keystone
Representative..... Continental Radio Sales
Membership..... BMB
President..... F. C. Todd
General-Station Mgr...... Pat McSwain
Comm.-Sales Prom. Mgr...... F. C. Abernethy
Program Director..... Fred Gray
Chief Engineer..... W. C. Groves, Jr.

W L T C

GASTONIA—1948

Frequency: 1370 Kc..... **Power:** 1000 Watts d.
Owned-Oper. By..... Gastonia Bcstg. Serv. Inc.
Bus.-Studio-Transmitter Address..... P. O. Box
 1142, Vista Drive
Phone Number..... 5-1079
Air Time..... Daytime
News Service..... UP
Transcription Service..... World, Capitol
Representative..... Thomas F. Clark
Membership..... NAB
Pres., Chief Engineer..... James B. Petty
General Manager..... William E. Abernathy
Commercial Manager..... Boyce C. Morrow
Program-Publicity Director,
Chief Announcer..... Harry Carroll
Musical Director..... A. G. Phillips
Farm Editor..... Don C. Voigt

W G B R

GOLDSBORO—1939—TOBACCO

Frequency: 1400 Kc..... **Power:** 250 Watts
Owned-Oper. By..... Eastern Carolina Bcstg. Co.
Business-Studio Address..... Borden Bldg.
Phone Number..... 1550-1
Transmitter Location..... 1 Mi. W. of Goldsboro,
 on Raleigh Hwy.
Air Time..... 6:30 a.m.-M.
News Service..... AP
Transcription Service..... World, Thesaurus
Representative..... Walker
Membership..... NAB, FMA
President..... A. T. Hawkins
Gen.-Sta.-Comm.-Sales Prom,
Manager..... Coleman Scott
Prog.-Prod. Director..... Vassie G. Balkcum
Chief Engineer..... Daniel B. Trueblood

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc..... **Power:** 5000 Watts
Owned-Oper. By..... North Carolina Bcstg. Co.
Business Address..... P. O. Box 1807
Phone Number..... 6125
Studio Address..... O. Henry Hotel Bldg.
Transmitter Location..... Battleground Blvd.
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Thesaurus, World

NORTH CAROLINA

Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 Commercial Manager....Gilbert M. Hutchison
 Sales Prom. Mgr.....William P. Mitchell
 Program-Production Dir.....Al Rice
 Publicity Director.....Aileen Gilmore
 Chief Announcer.....Mike Brooks
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl F. Allison
 Farm Editor.....Bob Jones

(See Page 542)

WCOG

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Inter-City Adv. Co., Inc.
 Business-Studio Address.....314 S. Greene St.
 Phone Number.....3-6925-6
 Transmitter Location.....Muir's Chapel Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Aveyr-Knodel
 President.....George W. Dowdy
 General Manager.....Walter H. Goan
 Station Manager.....Gordon Anderson
 Commercial Mgr.....Virgil E. Evans, Jr.
 Sales Prom. Mgr., Pub. Dir.....Jeta Pace
 Program Director.....Wally Williams
 Production Dir.....John C. Munro
 Musical Dir., Farm Editor.....Vic Smith
 Chief Engineer.....A. L. Chaney, Jr.

WGBG

GREENSBORO—1942

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Greensboro Bcstg. Co., Inc.
 Business Address.....P. O. Box 2280
 Phone Number.....3-3631
 Studio-Transmitter Location.....Ashe St. Ext.
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service.....Capitol, Associated
 Representative.....Burn-Smith
 Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth
 Commercial Manager.....Earl O. Sullivan
 Program Director.....H. Marie Craven
 Chief Engineer.....James M. Stewart

WGTC

GREENVILLE—1940—TOBACCO

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Greenville Bcstg. Co.
 Business Address.....Greenville
 Phone Number.....3182-3
 Studio-Transmitter Location.....Falkland
 Highroad
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Walker

Membership.....NAB
 President, Gen. Mgr.....J. J. White
 Station Manager.....Billy S. Hodges, Jr.
 Comm.-Sales Prom. Mgr.....David W. Mosier
 Prog.-Prod.-Pub. Director.....

Chief Announcer.....Charles H. Whedbee
 Musical Director.....Hank Tribbley
 Chief Engineer.....James Mayo
 Farm Editor.....Wyatt Highsmith

WHNC

HENDERSON—1945—MBS-KBS

Frequency: 890 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Henderson Radio Corp.
 Bus.-Studio Address.....219 S. Williams St.
 Phone Number.....736, 1446
 Transmitter Location.....2 Mi. N. of Henderson
 on U. S. Hwy. No. 1

Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Thesaurus, Cole,
 Lang-Worth, Keystone

Representative.....Homer Griffith
 Membership.....NAB, FMA
 President.....S. S. Stevenson
 Gen.-Comm.-Sales Prom. Mgr.....

Publicity Director.....Nathan Frank
 Sta. Mgr., Chief Announcer.....Charlie Tutewiler
 Program Director.....Virginia Parham
 Production Director.....Harry Trotman
 Chief Engineer.....Lewis Hiland
 Farm Editor.....Bloys Britt

WHKP

HENDERSONVILLE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Hendersonville, Inc.
 Business Address.....P. O. Box 757
 Phone Number.....700, 1400
 Studio Address.....Bowen Hotel
 Transmitter Location.....U. S. Hwy 64, E.

Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Keystone

Representative.....Continental Radio Sales
 Membership.....NAB
 President, General Manager.....Bob Amos
 Commercial Manager.....W. R. Hill

Program Director.....Kermit Edney
 Publicity Director.....James Odum
 Chief Announcer.....Kermit Edney
 Chief Engineer.....Glenn Heckart

WHKY

HICKORY—1939—ABC-KBS

Frequency: 1290 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....The Catawba Valley Bcstg.,
 Co., Inc.
 Address.....13th St. Radio Bldg.

Phone Number 2294-5
 Transmitter Location... 2½ Mi. S.E. of Hickory
 Air Time Unlimited
 News Service AP
 Transcription Service... World, Associated, KBS
 Membership NAB, BMB
 President..... Carl V. Cline
 Gen.-Sta. Mgr., Chief Engr.... Edmund S. Long

WIRC

HICKORY—1948

Frequency: 630 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Foothills Bcstg. Co., Inc.
 Business-Studio Address... 1423—11th Ave.
 Phone Number 2124
 Transmitter Location..... 1 Mi. SE of city
 Air Time Daytime
 News Service AP
 Transcription Service... Lang-Worth, Standard
 General-Comm. Mgr.... Edmund H. Smith, Jr.
 Prog. Dir., Asst. Mgr..... Harry E. Snook
 Traffic Supervisor..... John Meacham
 Chief Engineer..... Elmer H. Troutman, Jr.

WHPE

HIGH POINT—1947

Frequency: 1070 Kc..... Power: 1000 Watts
 Owned-Oper. By... High Point Enterprise, Inc.
 Business-Studio Address... 305-307 N. Main St.
 Phone Number 3468-7
 Transmitter Location.... Old Thomasville Rd.
 Air Time..... Local sunrise-sunset
 News Service AP
 Transcription Service... Associated, Standard
 Membership NAB, FMA
 President..... R. B. Terry
 Sec. Treas..... D. A. Rawley
 Station-Comm. Manager..... Pat Taylor
 Program Director..... Nick Lawrence
 Chief Engineer..... Yancy Cecil

WMFR

HIGH-POINT—1935—ABC-KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By... Radio Station WMFR, Inc.
 Bus.-Studio-Transmitter Address... 164 S. Main St.
 Phone Number 4593
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service... Lang-Worth, Capitol, Keystone
 Representative Burn-Smith
 Membership NAB, BMB
 Pres., Gen.-Station Mgr.... Frank S. Lambeth
 Commercial Manager..... Frank Smith
 Program Director..... Gary Davis
 Publicity Director..... Gerald D. Sullivan
 Musical Director..... Wayne Morgan
 Chief Engineer..... Robert Moore

WJNC

JACKSONVILLE—1945

MBS-TOBACCO

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By... Jacksonville Bcstg. Co., Inc.
 Business Address..... Box "E" or Route 24
 Phone Number 707-8
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NAB
 President..... Louis N. Howard
 V.P., Gen. Mgr..... Lester L. Gould
 Commercial Manager..... Rodric Jones
 Prod.-Pub. Dir..... Gorton T. H. Wilbur
 Chief Engineer..... Elmo Cronk

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc..... Power: 1000 Watts d.
 Owned By..... Radio Station WGTL
 Operated By..... Fred H. Whitley
 Business Address Kannapolis
 Phone Number... Kannapolis 870, Concord 2154
 Studio-Transmitter Location... Cannon Blvd.
 Air Time Sunrise-sunset
 News Service UP

Market - Coverage - Economy

WGTL

"The Friendly Station"

Power-full — Independent

1000 Watts 870 on Your Dial

KANNAPOLIS, N. C.

"A Clear Channel Station"

SERVING THE GREAT
 PIEDMONT SECTION
 of NORTH and
 SOUTH CAROLINA

. . . NORTH CAROLINA . . .

Transcription Service...Lang-Worth, Capitol, World
RepresentativeForjoe
Membership NAB, BMB
President Fred H. Whitley
General Manager..... H. A. Seville
Program Director..... Frank H. Bowers
Chief Engineer.....Foy Hinson

WFTC

KINSTON—1937—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Business-Studio Address.....204 E. King St.

WKNS

KINSTON—1947

Frequency: 1000 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kinston Bcstg. Co.
Business-Studio Address.....Radio Bldg.
Phone Number4509, 4700
Transmitter Location.....Richlands Hwy.
Air Time Daytime
News Service UP
Transcription Service..... World, Thesaurus
Representative..... Joseph Hershey McGillvra
President..... A. K. Barrus
Gen.-Station Mgr..... James W. Campbell
Commercial Manager..... Carl J. McKinney
Program Director..... Leonard Loftin
Chief Announcer..... Harold B. Dale
Chief Engineer..... David Hardison

WEWO

LAURINBURG—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By..... Scotland Bcstg. Co.
Bus.-Studio Address..... Chetwynd Hotel Bldg.
Phone Number770
Transmitter Locatlon Laurinburg-Maxton Hwy.
Air Time Daytime
News Service UP
Transcription Service World
Membership NAB, BMB
President Edwin Pate
General Mgr..... J. R. Dalrymple, Jr.
Commercial Manager..... Frank C. Cannon
Program Director..... Gerald H. Sanders
Musical Director..... Paul Wynne
Chief Engineer..... Truman N. Brock
Farm Editor..... J. R. Dalrymple, Jr.

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By..... Douglas L. Craddock
Bus.-Studio-Transmitter Address Leaksville
Phone Number701-2
Air Time 6 a.m.-M.
News Service AP
Transcription Service.....World, Capitol, Keystone
Membership NAB, BMB
Owner, Gen.-Sta.-Sales Prom.
Manager.....Douglas L. Craddock
Commercial Manager..... William Baskerville
Program-Production Director,
Chief Announcer..... Kenneth Thomas
Publicity Director..... Buren Rose
Chief Engineer..... Eldred Winn

WJRI

LENOIR—1946—MBS-KBS-TOBACCO

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..... John P. Rabb
Business-Studio Address.....107 West Ave.
Phone Number.....761, 899
Transmitter Location.....1¼ Mi. W. Lenoir on Hwy. 18
Air Time Unlimited
News Service..... AP, UP
Transcription Service.....Lang-Worth, Standard, Keystone
Owner, General Manager..... John P. Rabb
Station Manager..... K. B. Rabb
Comm.-Sales Prom. Mgr..... Glenn Whittier
Program Director..... E. Bloker
Production Director..... Wallace Hoy
Publicity Director..... Clyde Laughler
Chief Announcer..... A. G. Foard, Jr.
Musical Director..... George Kirstein
Chief Engineer..... Blaine Ruckert
Farm Editor..... Max Culp

WBUY

LEXINGTON—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..... Davidson County Bcstg. Co.
Business Address..... P. O. Box 359
Phone Number2716
Studio-Transmitter Location.....Route 1
Air Time Unlimited
News Service AP
Transcription Service.....Lang-Worth, World, Keystone
Representative.....Continental Radio Sales
Membership NAB
Partners.....Greely N. & Omar G. Hilton
Station-Comm. Manager..... C. Robert Ray
Program Director..... William Bullington
Chief Announcer..... Gales Atkins
Chief Engineer..... Fred Honeycutt

W T S B

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Robeson Bcstg. Corp.
 Business-Studio Address 112 W. Fifth St.
 Phone Number 1080-1
 Transmitter Location Charlotte Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Keystone
 Representative Continental Radio Sales
 Membership NAB
 President Dr. E. L. Bowman
 General Manager Walter James MacNeil
 Commercial Manager E. R. Hardin, Jr.
 Chief Announcer Bob Taylor
 Chief Engineer W. F. Rogers

W M A P

MONROE—1947—KBS-NO. STATE

Frequency: 1060 Kc. Power: 250 Watts d.
 Owned-Operated By Union Bcstg. Corp.
 Business Address P. O. Box 382
 Phone Number 1060
 Studio-Transmitter Location Camp Sutton
 Air Time 6:30 a.m.-5:15 p.m.
 News Service UP
 Transcription Service Lang-Worth, Capitol,
 Keystone
 President J. Ray Shute
 Station Manager Bill Sandefur
 Comm.-Sales Prom. Mgr. D. E. Marable
 Program Director R. W. Furman
 Chief Announcer Archie Laney
 Musical Director Marie Baucom
 Chief Engineer M. L. Covington
 Farm Editor W. W. Johnston

W M B L

MOREHEAD CITY—1947

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By Carteret Bcstg. Co., Inc.
 Business Address P. O. Box 740
 Phone Number 9740
 Studio-Transmitter Location Morehead City
 Air Time Daytime
 News Service UP
 Transcription Service World, Standard
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr.,
 Production Dir. Grover C. Munden
 Commercial Manager Charles H. Markey
 Sales Prom. Mgr. J. Q. Wallace
 Prog. Dir., Chief Engineer Ray Cummins
 Publicity Director Earl Lewis
 Chief Announcer, Musical Dir. Clint Long

W M N C

MORGANTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Nathan J. Cooper
 Bus.-Studio-Transmitter Address Box 805
 Phone Number 1100
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 President, Gen.-Station Manager,
 Program Director Nathan J. Cooper
 Commercial Manager Thomas N. Cooper
 Chief Announcer Jock McKee
 Chief Engineer Frank Ballew

W P A Q

MT. AIRY—1948—TAR HEEL

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Ralph D. Epperson
 Bus.-Studio-Transmitter Address Mt. Airy
 Phone Number 682
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Thomas F. Clark
 Membership NAB
 Pres., Gen.-Station Manager,
 Chief Engineer Ralph D. Epperson
 Comm. Mgr., Prog. Dir. Claude White
 Sales Prom. Mgr. H. A. Epperson
 Chief Announcer Claude White
 Musical Director Tom Stewart
 Farm Editor Neil Smith

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The Coastal Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address Trent Blvd.
 Phone Number 4450, 4024
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB
 Pres., Gen.-Sta.-Comm. Mgr.,
 Program Director Louis N. Howard
 Sales Prom. Mgr., Production Director,
 Chief Announcer Bruce Lee
 Publicity Director Jacquelyn Melton
 Musical Director Samford Marshall
 Chief Engineer Billy Haire
 Farm Editor Paul M. Cox

W N N C

NEWTON—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Newton Conover Bcstg. Co.

. . . NORTH CAROLINA . . .

Business Address.....Box 606
 Phone Number.....930
 Studio-Transmitter Location.....West A. St., Ext.
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Continental Radio Sales
 Membership.....NAB
 General Manager.....Charles Turner
 Sta. Mgr., Prog. Dir.....Earl Holder
 Comm.-Sales Prom. Mgr.....Eugene Henry
 Production Director.....Bill Taylor
 Chief Announcer,
 Farm Editor.....Harvey Laughter
 Chief Engineer.....Dennis Long

WKBC

NORTH WILKESBORO—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Business-Studio Address.....Radio Bldg.
 Phone Number.....810, 833
 Transmitter Location.....RFD No. 2
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 Pres., General-Station Manager,
 Publicity Director.....Doris B. Brown
 Comm.-Sales Prom. Mgr.....Roland B. Potter
 Prog.-Prod. Dir., Farm Editor, John T. Cashlon
 Chief Engineer.....Robert Harvey

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The News and Observer
 Publishing Co.
 Business-Studio Address.....219 S. McDowell St.
 Phone Number.....2-0321
 Transmitter Location.....Asbury
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard, Thesaurus
 Representative.....Avery-Knodel
 Membership.....NAB, BMB, FMA
 President.....Josephus Daniels, Jr.
 Station Manager.....Dudley Tichenor
 Program Director.....Robert C. Hitchens
 Publicity Director.....Mary Ann Dixon
 Musical Director.....Jill Allen
 Chief Engineer.....Bascom E. Porter
 Farm Editor.....Clay Williams

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WPTF Radio Co.

Business-Studio Address.....Insurance Bldg.
 Phone Number.....8311
 Transmitter Location.....Cary
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Free & Peters
 Membership.....NAB, BMB, FMA
 President.....J. R. Weatherspoon
 General Manager.....Richard H. Mason
 Sales Manager.....O. L. Carpenter
 Program Manager.....Graham B. Poyner
 Dir. of Adv. & Prom.....R. W. Youngsteadt
 Chief Engineer.....Henry Hulick, Jr.

WRAL

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Bcstg. Co., Inc.
 Bus.-Studio Address.....130 S. Salisbury St.
 Phone Number.....6411
 Transmitter Location.....Bart St.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NAB, BMB
 President.....A. J. Fletcher
 Gen.-Station-Comm. Mgr.....Fred Fletcher
 Program Director.....Jesse Helms
 Chief Engineer.....Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Piedmont Carolina Bcstg.
 Co., Inc.
 Bus.-Studio Address.....116 Gilmer St.
 Phone Number.....1573-4
 Transmitter Location.....Wentworth Rd.
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Associated,
 Keystone
 Membership.....NAB
 President.....H. T. Williams
 General-Station Manager.....Steve Woodson
 Comm.-Sales Prom. Mgr.....D. M. Snodderly
 Prog. Dir., Chief Announcer.....Forrest Bedell
 Prod.-Musical Dir.....Paul Montgomery
 Pub. Dir., Farm Editor.....Tiny Turner
 Chief Engineer.....L. H. Alexander

WCBT

ROANOKE RAPIDS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....WCBT, Inc.
 Operated By.....S. E. Crew
 Bus.-Studio Address.....251 Roanoke Ave.

. . . **NORTH CAROLINA** . . .

Phone Number R-8551-61
 Transmitter Location E. Tenth St., Ext.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Burn-Smith
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. S. E. Crew
 Comm.-Sales Prom. Mgr. A. L. Drew
 Prog.-Prod.-Pub. Dir. Ken Johnson
 Chief Announcer Jim Ferguson
 Musical Director Mabel Wilson
 Chief Engineer C. W. Meares
 Farm Editor Jim Mulqueeny

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Business-Studio Address Rockingham
 Phone Number 611
 Owner, General Mgr. Wayne M. Nelson

WCEC

ROCKY MOUNT—1947—KBS

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Josh L. Horne
 Bus.-Studio Address 115 N. Church St.
 Phone Number 2880
 Transmitter Location Hwy. 95
 Air Time Daytime
 News Service AP
 Transcription Service Associated, Capitol,
 Keystone
 Representative McGeehan & O'Mara
 Membership NAB, FMA
 Owner Josh L. Horne
 Manager Mel Warner
 Commercial Manager Ray Thompson
 Program Director Ray Wilkinson
 Chief Announcer Dick Bradshaw
 Musical Director Lorraine Pritchard
 Chief Engineer Harold Aycock
 Farm Editor Bill Armstrong

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By W. A. Wynne
 Business Address Box 752
 Phone Number 1420
 Studio-Transmitter Location Rocky Mount
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 Gen.-Sta. Mgr., Chief Engineer W. A. Wynne
 Commercial Manager Jack Cummings
 Program Director Tommy Snowden

WSAT

SALISBURY—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mid-Carolina Bcstg. Co.
 Address Wilkesboro Rd.
 Phone Number 276
 News Service UP
 Transcription Service World
 President Charles H. Wentz
 Gen.-Comm. Manager John Smith
 Program Director W. F. Fleming
 Chief Engineer Elbert Sheaman

WSTP

SALISBURY—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Piedmont Bcstg. Corp.
 Bus.-Studio Address State Theatre Bldg.
 Phone Number 2121
 Transmitter Location Statesville Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Burn-Smith
 Membership NAB
 Pres., Gen. Mgr. Bryce P. Beard, Sr.
 Sta. Mgr., Prog.-Prod. Dir. Russell McIntire
 Comm. Mgr. Katherine F. Murphy
 Sales Prom. Mgr., Pub. Dir. Alex P. Beard
 Chief Announcer Bill Brown
 Musical Director Rebecca Duffell
 Chief Engineer Carl B. Watson
 Farm Editor Harry Yarsons

WWGP

SANFORD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Lee Bcstg. Corp.
 Bus.-Studio Address Rodio Bldg., Steele St.
 Phone Number 860
 Transmitter Location Tramway
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 Pres., Gen.-Station Mgr. Waldo W. Primm
 Program Director Gerald E. Bowman
 Chief Engineer Carey H. Olive

WOHS

SHELBY—1946—MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned-Oper. By Western Carolina Radio
 Corp.
 Business Address Shelby
 Phone Number 340
 Studio-Transmitter Location Hwy. No. 74, W.
 at city line
 Air Time Daytime
 News Service AP

NORTH CAROLINA

Transcription Service Associated
Membership NAB
President Lee B. Weathers
Gen. Mgr., Chief Engineer... Robert M. Wallace

WEEB

SOUTHERN PINES--1947
MBS-TAR HEEL

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By... The Sand Hill Community
Bcstrs., Inc.
Business Address Drawer 1140
Phone Number 6191
Studio-Transmitter Location U. S. Hwy.,
No. 1, S.
Air Time Daytime
News Service AP
Representative Forjoe
Membership NAB
Pres., Gen.-Sta. Mgr. Jack S. Younts
Comm.-Sales Prom. Mgr. Page Shamburger
Prog.-Musical Dir. Elizabeth M. Younts
Prod. Dir., Chief Announcer... Edward Cox, Jr.
Chief Engineer Peter Koppels

WSTS

SOUTHERN PINES—1947—KBS

Frequency: 890 Kc. Power: 250 Watts d.
Owned-Oper. By Sandhills Bcstg. Corp.
Bus.-Studio Address 115 E. Broad St.
Phone Number 5451
Transmitter Location Southern Pines
Air Time Daytime
News Service UP
Transcription Service Standard, Keystone
Representative Thomas F. Clark
Membership NAB
President Frank L. Baber
Director of Operations J. C. Cole
Chief Announcer C. Willis Hogan
Chief Engineer Howard S. Caldwell

WSIC

STATESVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By ... Statesville Bcstg. Co., Inc.
Bus.-Studio Address... Radio Rd., P. O. Box 1189
Phone Number 1000
Transmitter Location Radio Rd.
Air Time Unlimited
News Service AP
Transcription Service World
Representative Continental Radio Sales
Membership NAB
President Dr. James W. Davis

General-Station Manager Harry Gatton
Comm.-Sales Prom. Mgr. J. Frank Haithcox
Prog.-Prod. Dir., Chief Announcer,
Musical Director Albert Watson
Publicity Director Frances Earle
Chief Engineer T. K. Abernethy
Farm Editor Paul Dearman

WCPS

TARBORO—1946

Frequency: 760 Kc. Power: 1000 Watts d.
Owned-Oper. By ... Coastal Plains Bcstg. Co.,
Inc.
Bus.-Studio Address ... Edgecombe Bank Bldg.
Phone Number 643, 946
Transmitter Location ... Hwy. 64. Bet. Rocky
Mound & Tarboro
Air Time Daytime
News Service AP
Transcription Service ... Long-Worth, Capital
Membership NAB, BMB, FMA
Gen. Mgr., Pub. Dir. John C. Hanner
Comm.-Sales Prom. Mgr. J. Porter McNair
Prog.-Prod. Dir., Farm Editor... Welcome Stanton
Chief Announcer Eck Wall
Musical Director Edna Vann Lewis
Chief Engineer Charles D. Chandler

WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
Owned By The Thomasville Bcstg. Co.
Business Address Thomasville
Phone Number 902
Air Time Daytime
News Service AP
Transcription Service World
Membership NAB
President George W. Lyles
Station Manager Harold Harrison
Chief Engineer L. M. Sugg

WADE

WADESBORO—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By ... Anson Radio & Bcstg. Co.
Bus.-Studio Address Lyon Bldg.
Phone Number 427, 620
Transmitter Location Morven Rd.
Air Time Local sunrise-sunset
News Service UP
Transcription Service Thesaurus
Membership NAB
President R. P. Lyon
Station Manager Jack P. Hankins
Commercial Manager James Ward
Program Director Willard P. Billingsley
Chief Engineer Cecil Sills
Farm Editor Walter Mitchell

W H E D

WASHINGTON—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Beaufort Bcstg. Co.
 Bus. Studio Address: Guarantee Bank Trust Bldg.
 Phone Number: 278
 News Service: UP
 Transcription Service: Lang-Worth, SESAC
 Representative: Continental
 President: Lee Wynee
 Gen.-Comm. Mgr., Prog. Dir.: R. B. Armstrong
 Promotion Manager: C. B. Armstrong
 Chief Engineer: Richard Tripp

W R R F

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5000 Watts d.
 Owned-Oper. By: Tar Heel Bcstg. System, Inc.
 Bus. Studio Address: Bank of Washington Bldg.
 Phone Number: 403, 1515
 Transmitter Location: 1½ Mi. S. of city on Hwy. 17
 Air Time: 5:30 a.m.-sunset
 News Service: AP
 Transcription Service: World
 Representative: Forjoe
 Membership: NAB, BMB
 President: W. R. Roberson, Sr.
 Vice Pres.: W. R. Roberson, Jr.
 Gen.-Comm. Manager: T. H. Patterson
 Sales Prom. Mgr., Pub. Dir.: Merrill Daniels
 Program-Production Dir.: Don Pierce
 Musical Director: Vernon Carter
 Farm Editor: Charlie Yates

W H C C

WAYNESVILLE—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Smoky Mountain Bcstg.
 Business Address: Main St.
 Phone Number: 680
 News Service: UP
 Transcription Service: Lang-Worth
 President: W. Curtis Russ
 Gen. Mgr., Prog. Dir.: Frank R. Knutti
 Chief Engineer: Frank Wilbur

W E N C

WHITEVILLE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Whiteville Bcstg. Co., Inc.
 Business-Studio Address: P. O. Box 508
 Phone Number: 120
 Transmitter Location: 1 Mi. from Bus. District
 Air Time: 6 a.m.-11 p.m.
 News Service: AP

Transcription Service: Standard
 Membership: NAB
 General Manager: Ward A. Coleman
 Promotion Manager: M. C. Forsyth
 Commercial Manager: Allen Shohat
 Prog. Dir., Prod. Mgr.: Jerry Honeycutt
 Chief Announcer: Bill Wills
 Chief Engineer: Ed Keith

W G N I

WILMINGTON—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: New Hanover Bcstg. Corp.
 Business Address: P. O. Box 869
 Phone Number: 2-2421, 2-2493
 Studio-Transmitter Location: Eagle Island at Cape Fear River Bridge
 Air Time: 6:30 a.m.-M.
 News Service: UP
 Transcription Service: Standard
 Representative: Joseph Hershey McGillvra
 President: J. S. Brody
 Station Manager: Allen B. Jones
 Commercial Mgr.: Tommy Thompson
 Program Director: Paul Parker
 Chief Engineer: A. J. Gulino

W M F D

WILMINGTON—1935—ABC

Frequency: 630 Kc. Power: 1000 Watts
 Owned By: Radio Station WMFD
 Operated By: R. A. Dunlea
 Business Address: P. O. Box 696
 Phone Number: 4840
 Studio Address: Castle Hayne Rd.
 Transmitter Location: Brunswick County
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World
 Representative: Burn-Smith
 Membership: NAB, BMB
 General-Station Mgr.: R. A. Dunlea
 Comm.-Sales Prom. Mgr.: C. O'Shields
 Program Director: Bruce Buchanan
 Prod.-Pub. Director: R. A. Dunlea, Jr.
 Chief Announcer: Bill Guerrin
 Chief Engineer: E. I. Herring

W V O T

WILSON—1948

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Wilson Radio Co.
 Address: Hwy. 301 N.
 Phone Number: 5157
 News Service: AP
 Transcription Service: Capitol
 Partners: W. T. William, H. W. Anderson, C. E. Leeper, N. V. Pieler
 General Manager: W. T. William

Commercial Manager..... R. R. Brunson
 Program Director..... Joel Lawhon
 Chief Engineer..... N. V. Pieler

W G T M

WILSON—1937—MBS

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Watson Industries, Inc.
 Bus.-Studio Address..... Herring Ave. Ext.
 Phone Number..... 2188-9
 Transmitter Location..... Rock Ridge
 Air Time..... 5 a.m.-2 a.m.
 News Service..... UP
 Transcription Service..... World, Thesaurus
 Representative..... Weed
 Membership..... NAB, BMB, FMA
 President..... Penn Thomas Watson
 General-Station Mgr..... Allen Wannamaker
 Comm.-Sales Prom. Mgr..... Harry Severance
 Program Director..... Clint Fatis
 Production Director..... Charlie Slate
 Publicity Director..... Harriet P. Fulghum
 Chief Announcer..... Bill Jackson
 Musical Director..... Jack Townsend
 Chief Engineer..... W. H. Malone
 Farm Editor..... Clair Shadwell

W A I R

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... WAIR Bcstg. Co.
 Business-Studio Address..... Pepper Bldg.
 Phone Number..... 2-1133
 Transmitter Location..... S. Stratford Rd.
 Air Time..... 5:30 a.m.-12:15 a.m.
 News Service..... AP
 Transcription Service..... World, Lang-Worth,
 Cole
 Representative..... Avery-Knodel
 Membership..... NAB, BMB, FMA
 General-Station Mgr..... George D. Walker
 Commercial Manager..... C. G. Hill
 Sales Prom. Manager..... Bernice Estep
 Prog.-Prod. Director..... Doris Pardington
 Publicity Director..... Nell Messick
 Musical Director..... Frances Denny
 Chief Engineer..... Lee King

W S J S

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Piedmont Publishing Co.
 Bus.-Studio Address..... 419-21 N. Spruce St.
 Phone Number..... 2-4141
 Transmitter Location..... R.F.D. No. 1, Old Town
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Associated, Standard
 Representative..... Headley-Reed
 Membership..... NAB, BMB, FMA
 President..... Gordon Gray
 V.P., Managing Dir..... Harold Essex
 Sales Manager..... Harry B. Shaw
 Program Manager..... Robert Estes
 Production Director..... John Connas
 Publicity Director..... Robert B. Wilson
 Musical Director..... B. C. Dunford, Jr.
 Dir. of Engineering..... Phil Hedrick
 Farm Service Dir..... Harvey Dinkins

W T O B

WINSTON-SALEM—1947—MBS

Frequency: 710 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Winston-Salem Bcstg. Co.
 Phone Number..... 7145
 Studio Address..... 826 W. Fourth St.
 Transmitter Location..... Konnoak Dr.
 Air Time..... Sunrise-sunset
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Taylor-Borroff
 Membership..... NAB
 President..... James W. Coan
 Gen.-Sta.-Comm. Mgr..... John G. Johnson
 Prog. Dir., Chief Announcer..... Louis T. Marsh
 Production Dir..... Elizabeth Trotman
 Musical Director..... Russ Rorndon
 Chief Engineer..... L. C. Davis

The KING SIZE Voice of Tobaccoland

A MARKET OF \$566,898,000*

WGTM's primary area includes:
 1,125,000 population

WGTM's primary area includes:
 150,000 radio families

Allen Wannamaker
General Manager

National Representative
 Joe Weed & Co.

W
G
T
M

KING SIZE
CIGARETTES

WGTM

Wilson, N.C.

5000 Watts 590 KC
 FULL TIME

MUTUAL BROADCASTING SYSTEM
 (EXCLUSIVE IN THIS AREA)

NORTH DAKOTA

Estimated Population 3,715,000—Increase +4.0%—Radio Homes 749,300
Total Families 860,200—Stations in State 13

KFYR

BISMARCK—1925
NBC-NORTHWEST

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 320 Broadway
Phone Number 468
Transmitter Location Menoken
News Service UP
Transcription Service Thesaurus
Representative John Blair
Membership NAB, BMB
President, General Manager P. J. Meyer
Station Manager F. E. Fitzsimonds
Comm.-Sales Prom. Mgr. R. W. MacLeod
Prog.-Pub. Dir. Cal Culver
Production Director Charles Schoregge
Musical Director Don McLean
Chief Engineer Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.
Business-Studio Address 1025 3rd St.
Phone Number 1090
Transmitter Location E. end Fourth St.
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service World, SESAC
Membership BMB
Pres., Gen.-Sta.-Comm. Mgr. Bert Wick
Sales Prom. Mgr. Norman Buckner
Program Director Wilbur Clemenson
Chief Engineer Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Dickinson Radio Assn.
Bus.-Studio Address 28 First Ave. W.
Phone Number 348
Transmitter Location 1 Mi. N. of Dickinson
on Hwy. No. 22 & 1/4 Mi. E.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, Keystone
Membership NAB
President Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir. Orville F. Burda
Commercial Manager E. A. Spear
Sales Prom. Manager Douglas Anderson
Prog.-Prod. Director George L. Brooks
Musical Director George Brooks
Chief Engineer Quentin Prochaska
Farm Editor Earl Mann

KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northern States Bcstg. Co.
Business-Studio Address KFGO Bldg.
Phone Number Fargo 2-3-291
Transmitter Location Wild Rice
News Service AP
Transcription Service Standard, SESAC
Representative Paul H. Raymer
Membership NAB
President W. R. Haggart
Gen.-Sta.-Comm.-Sales Prom. Mgr.
Pub. Dir. Charles G. Burke
Prog.-Prod. Dir. David B. Henley
Chief Engineer Olaf Gabrielson
Farm Editor Dick Sundquist

KVNJ

FARGO—1948

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Northwest Bcstg. Co.
Business-Studio Address 217 1/2 Broadway
Phone Number 2-3201
News Service UP
Transcription Service World, Associated
Pres., General Mgr. John Nystul
Program Director G. L. Schoberg
Chief Engineer Harry Vose

WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone Number 5357
Transmitter Location W. Fargo
News Service AP, UP
Transcription Service Thesaurus
Representative Free & Peters
Membership NAB, BMB
President, Gen. Mgr. E. C. Reineke
Station Manager Jack Dunn
Sales Manager Tom Barnes
Sales Promotion Manager Roy Pederson
Program Manager Ken Kennedy
Production Manager Maurie Waller
Musical Director Don Auman
Chief Engineer Juline Savold

KILO

GRAND FORKS—1941—CBS

Frequency: 1440 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By Grand Forks Herald, Inc.
Bus.-Studio Address First Natl. Bank Bldg.



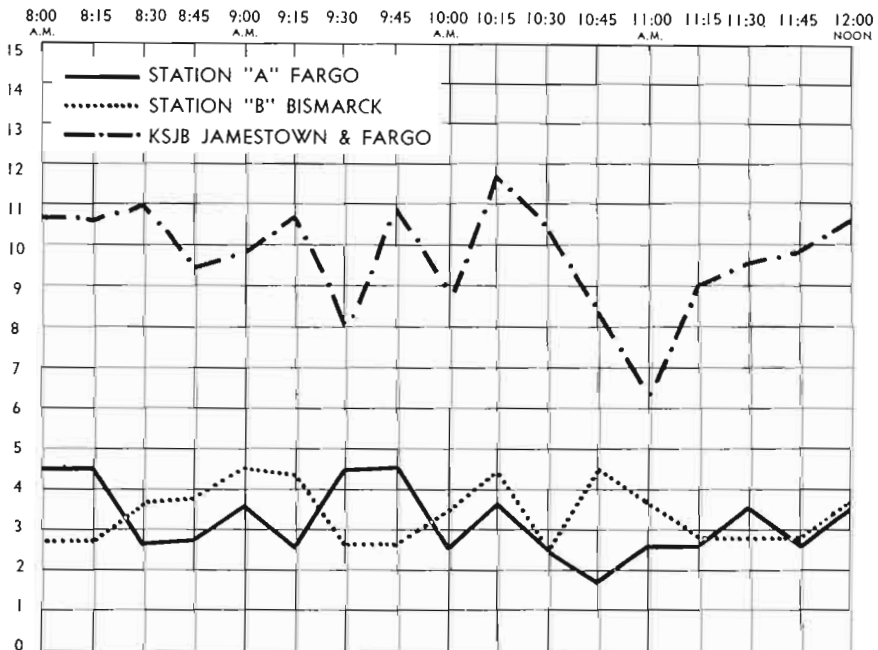
Post war radio has seen many listener trends. A good example of this is the recent survey made in the North Dakota market. Station KSJB (Columbia) now leads all others two to one. But why?

There are two reasons. The first is programming. KSJB takes full advantage of Columbia's shows. And, every local show is produced to "build" to the network.

The second reason is power. With 5000 Watts at 600 KC, KSJB can be heard throughout "a tri-state" market.

These are the reasons . . . people can hear KSJB . . . and they like what they hear.

CBS Leads in North Dakota with KSJB



This survey was based on 1780 calls made in seven key North Dakota counties. For more complete details see your Geo. Hollingbery representative. He has the latest availabilities.

KSJB with Studios in Fargo and Jamestown, North Dakota

NORTH DAKOTA

Phone Number 1200
 Transmitter Location... Univ. of N. Dak. Campus
 News Service UP
 Representative Avery-Knodel
 Membership NAB, BMB
 President..... M. M. Oppegard
 Mgr., Prog. Dir..... Ralph D. Herbert
 Office Manager..... Dorothy A. Kirk
 Musical Director..... Gary Fox
 Chief Engineer..... Arnold F. Petrich

News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership BMB
 President..... W. S. Russell
 Gen.-Sta.-Comm. Mgr..... M. J. Reichert
 Sales Manager..... Harry McKee
 Traffic-Production Director..... Mert Bushee
 Musical Director..... James Sutherland
 Chief Engineer..... Roy Barnett

KNOX

GRAND FORKS—1947
MBS-GREAT NORTHERN

Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... Community Radio Corp.
 Business Address..... P. O. Box 1110
 Phone Number..... 3499, 3500
 Studio-Transmitter Location... Hway. No. 81
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NAB
 President..... Carroll E. Day
 General-Station Mgr..... Ralph B. Maxwell
 Comm. Manager..... Robert C. Lukkason
 Prog.-Prod. Dir..... Charles E. Gustafson
 Chief Engineer..... Patrick J. Murphy

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc..... Power: 5000 Watts
 Owned-Oper. By... Jamestown Bcstg. Co., Inc.
 Bus. Studio Address... 429 SW 2nd St., Jamestown; 54½ Broadway, Fargo
 Phone Number... Jamestown 1600, Fargo 5430
 Transmitter..... Hway. 281, 6 Mi. S. of city
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative..... George P. Hollingbery
 Membership BMB
 President..... John W. Boler
 Secretary..... Donn C. Clayton
 Gen.-Sta.-Comm. Mgr..... Paul R. Heitmeyer
 Sales Prom. Mgr..... G. H. McKinnon
 Publicity Director..... Ruth Johnson
 Chief Announcer..... Don Kingsley
 Chief Engineer..... Robert E. Ridgway
 Farm Editor..... Chester Graham

KGCU

MANDAN—1925
MBS-GREAT NORTHERN

Frequency: 1270 Kc.... Power: 1000 Watts d.;
 250 Watts n.
 Owned-Oper. By... Mandan Radio Assn., Inc.
 Bus. Studio Address..... 200 3rd Ave. N.W.
 Phone Number... (Office) 561, (Transmitter) 3660
 Transmitter Location... 2½ Mi. SE of Mandan
 on Hway. 10

KLPM

MINOT—1929
MBS-GREAT NORTHERN

Frequency: 1390 Kc.... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... Minot Bcstg. Co.
 Business-Studio Address..... Fair Block
 Phone Number 41-146
 Transmitter Location..... 2 Mi. E. of Minot on
 Hway. 52
 News Service UP
 Transcription Service World
 Representative Walker
 Membership BMB
 General Manager..... John B. Cooley
 Sta. Mgr., Chief Engineer..... C. W. Baker
 Commercial Manager..... E. H. Cooley
 Sales Prom. Mgr., Pub. Dir... Leslie E. Maupin
 Prog.-Prod. Dir..... James J. Hautman
 Farm Editor..... Ethel H. Cooley

KOV C

VALLEY CITY—1936
MBS-KBS-GREAT NORTHERN

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... KOVC, Inc.
 Business-Studio Address..... 312 Fifth Ave.
 Phone Number 408-W
 Transmitter Location..... S.W. of town
 News Service UP
 Transcription Service Keystone
 Membership BMB
 Pres., Gen.-Comm. Mgr..... Robert E. Ingstad
 Sales Prom. Manager..... Wayne King
 Program Director..... Robert Neilson
 Chief Engineer..... Charles Siostrom

KWBM

WILLISTON—1947

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Williston Bcstg. Co.
 Phone Number 1450
 News Service UP
 Transcription Service World
 Representative Hal Holman
 President..... James D. Mortwedt
 General Manager..... A. L. Hellebust
 Commercial Manager..... William Brady
 Program Director..... Ray Kapp
 Chief Engineer..... George A. Howard

"One of America's Oldest Stations"

FIRST!

In Akron, Ohio

BASIC

CBS

NETWORK

24 YEARS

5000 WATTS

Owner-Operator
ALLEN T. SIMMONS

National Representative
GEORGE P. HOLLINGBERY CO.

"With Over 2,000,000 Friends"

OHIO

Estimated Population 7,799,000—Increase +12.9%—Radio Homes 2,180,600
Total Families 2,239,300—Stations in State 54

WADC

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: Allen T. Simmons
Bus.-Studio Address: WADC Bldg., corner
Main & Mill Sts.
Phone Number: Jefferson 6165
Transmitter Location: Route 8, Akron-
Cleveland Rd.
Air Time: 5:55 a.m.-1:05 a.m.
News Service: Transradio, UP
Transcription Service: Lang-Worth, Standard,
World
Representative: George P. Hollingbery
Membership: BMB
Owner-Manager: Allen T. Simmons
Assistant Manager: Robert B. Wilson
Commercial Manager: Fred C. Bock
Sales Prom. Mgr., Pub. Dir.: Secrest Williams
Program Director: Harold H. Hageman
Production Director: Doc Williams
Musical Director: William E. Beers
Chief Engineer: John L. Wildermuth
Farm Editor: Harold Hageman

WAKR

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts
Owned By: Summit Radio Corp.
Operated By: WAKR
Bus.-Studio Address: First Natl. Tower
Phone Number: HEmlock 6151
Transmitter Location: 739 Swartz Rd.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Associated, Capitol
Representative: Weed
Membership: NAB, BMB
President, Gen. Mgr.: S. Bernard Berk
Asst. General Manager: Viola G. Berk
Station Manager: Roger G. Berk
Comm.-Sales Prom. Mgr.: Kenneth M. Keegan
Program Director: Edward N. Palen
Production-Publicity Dir.: Eccles Huff
Musical Director: Alan Freed
Chief Engineer: Irwin L. Knopp

WHKK

AKRON—1945—MBS

Frequency: 640 Kc. Power: 1000 Watts d.
Owned By: Forest City Publishing Co.
Operated By: United Bcstg. Co.
Business-Studio Address: 51 W. State St.
Phone Number: Bl. 7101
Transmitter Location: Akron Peninsula Rd.
Air Time: Daytime
News Service: AP

Transcription Service: Thesaurus, Standard
Representative: Paul H. Raymer
Membership: NAB
President: S. E. Graham
General-Station Mgr.: R. W. Richmond
Comm.-Sales Manager: Cecil Green
Program-Production Dir.: Lew Henry
Publicity Director: George W. Mamas
Musical Director: Bruce Blake
Chief Engineer: Jim Hill
Farm Editor: Cliff Rodgers

WICA

ASHTABULA—1937

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By: WICA, Inc.
Business-Studio Address: 221 Center St.
Phone Number: 26-221, 27-181
Transmitter Location: Ashtabula-Jefferson Rd.
Air Time: 6 a.m.-local sunset
News Service: UP
Transcription Service: Lang-Worth
Membership: BMB
President: R. B. Rowley
Station Manager: W. W. Walrath
Commercial Manager: D. W. Fassett
Program Director: R. W. Miner
Musical Director: Mary Pavolino
Chief Engineer: T. F. Searl
Farm Editor: John Strasen

WTRF

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned By: The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address: The Skyline
Phone Number: 1515
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: World, SESAC
Representative: Walker
Membership: NAB, BMB
President: Jesse A. Bloch
General Manager: Robert W. Ferguson
Sales Prom. Mgr.: Albert T. Fisher
Program Director: Frank Curtis
Pub.-Musical Director: Edward Trisler
Chief Engineer: George Cowen
Farm Editor: Paul Howard

WILE

CAMBRIDGE—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By: Land O'Lakes Bcstg. Corp.
Business-Studio Address: 917 Beatty Ave.
Phone Number: 3545

Transmitter Location.....R. D. No. 1, College Hill
 Air Time.....6:30 a.m.-local sunset
 News Service.....AP
 Transcription Service.....Capitol, World
 President.....H. D. McClelland
 General-Station Mgr.....Howard A. Donahoe
 Comm.-Sales Prom. Mgr.,
 Publicity Director.....Richard F. Rose
 Prog.-Prod. Dir.....William Montgomery
 Chief Announcer.....Warren Thomas
 Chief Engineer.....Wesley C. Randles

WAND
 CANTON—1947

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Operated By.....P. C. Wilson
 Business-Studio Address.....1414 12th St., N.E.
 Transcription Service.....Associated
 Representative.....Continental
 Owner.....P. C. Wilson

WCMW

CANTON—1946—STANDARD

Frequency: 1060 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Stark Bcstg. Corp.
 Bus.-Studio Address.....317 W. Tuscarawas St.
 Phone Number.....8219
 Transmitter Location.....Hills & Dales Rd.
 Air Time.....7 a.m.-local sunset
 News Service.....INS
 Transcription Service.....Lang-Worth, Standard,
 Thesaurus
 Representative.....Burn-Smith
 Membership.....NAB, FMA
 President.....Merlin R. Schneider
 General Manager.....J. Leonard Taylor
 Commercial Manager.....W. D. Kinsey
 Traffic Manager.....Peggy Fitzgerald
 Chief Announcer.....Robert Johnson
 Musical Director.....Robert Allen
 Chief Engineer.....Charles H. Girt, Jr.

WHBC

CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ohio Bcstg. Co.
 Business-Studio Address.....550 S. Market Ave.
 Phone Number.....7166
 Transmitter Location.....Richville
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Taylor-Borrolf
 Membership.....NAB, BMB
 President.....Roy D. Moore
 General Manager.....Joseph K. Vodrey
 Director of Radio.....Eugene Carr
 Station Manager.....Robert C. Fehlman
 Commercial Manager.....Frank R. Proudfoot
 Sales Prom. Mgr., Pub. Dir.....Julius Glass

Program Director.....Gervis S. Brady
 Musical Director.....Charles Pickens
 Chief Engineer.....Kenneth L. Sliker
 Farm Editor.....Dick Merrin

WBEX

CHILLICOTHE—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Shawnee Bcstg. Co.
 Business-Studio Address.....27 E. Second St.
 Phone Number.....2244
 Transmitter Location.....Pohlman Rd.
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NAB, BMB
 President.....D. C. Summerford
 Gen.-Sta.-Comm.-Sales Prom.
 Manager.....J. Harry Calloway
 Program-Publicity Dir.....Stanley Dixon
 Prod.-Musical Dir., Chief
 Announcer.....Bob Roberts
 Chief Engineer.....Ralph Albers
 Farm Editor.....Carl Wendel

WCKY

CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
 Owned-Operated By.....L. B. Wilson, Inc.
 Bus.-Studio Address.....Hotel Gibson, 5th &
 Walnut Sts.
 Phone Number.....Cherry 6565
 Transmitter Location.....near Crescent Springs,
 Ky.
 Air Time.....24 Hrs.
 News Service.....INS
 Transcription Service.....Standard, World
 Representative.....Thomas Welstead
 Membership.....NAB, BMB
 President, General Manager.....L. B. Wilson
 Sta.-Comm. Manager, Chief
 Engineer.....C. H. Topmiller
 Prog. Dir., Chief Announcer.....Bill Dawes
 Publicity Director.....John Murphy
 Musical Librarian.....Ethlyn Hæ'e

WCPO

CINCINNATI—1922
MBS-BURGER BEER

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Scripps-Howard Radio, Inc.
 Bus.-Studio Address.....3800 Carew Tower
 Phone Number.....Main 3314
 Transmitter Location.....6th & Court Sts.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard, Associated,
 Lang-Worth
 Representative.....Branham
 President.....Jack R. Howard

General Manager.....M. C. Watters
 Station-Comm. Mgr.....John Patrick Smith
 Sales Prom. Manager,
 Program Director.....Glenn Clark Miller
 Prod. Dir., Chief Announcer.....Earl Corbett
 Publicity Director.....Doreen Cleveland
 Musical Director.....Rayetta Gale
 Chief Engineer.....Glen A. Davis
 Farm Editor.....John G. Sweeney

W K R C

CINCINNATI—1923—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Radio Cincinnati, Inc.
 Business-Studio Address.....Hotel Alms
 Phone Number.....Woodburn 0550
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Katz
 Managing Director.....Hulbert Talt, Jr.
 Manager.....H. E. Fast
 Sales Manager.....U. A. Lathom
 Program Director.....Harvey Cory
 Promotion Manager.....Joel W. Stovell
 Chief Engineer.....George Wilson

W L W

CINCINNATI—1922—NBC

Frequency: 700 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Crosley Bcstg. Corp.
 Bus.-Studio Address.....Crosley Sq., 140 W. Ninth
 St.
 Phone Number.....Cherry 1822
 Transmitter Location.....Mason
 Air Time.....24 Hrs.
 News Service.....INS, UP
 Transcription Service.....Thesaurus
 Membership.....NAB, FMA
 President.....James D. Shouse
 V.P., General Mgr.....R. E. Dunville
 V.P., Asst. Gen. Mgr.....Dwight Martin
 V.P. in Charge of Soles.....Harry Mason Smith
 Dir. of Sales Prom.....David E. Partridge
 V.P. in Chg. of Prog.....William P. Robinson
 Asst. Prog. Dir.....Kenneth Smith
 Dir. of Pub. Rel. & Publicity.....James J. Cassidy
 Chief Announcer.....Bill Brown
 Gen. Mgr. of Music.....Millon Weiner
 V.P. in Chrg. of Engineering.....R. J. Rockwell
 Dir. of Farm Prog. Dept.....Roy Battles

(See Page 258)

W S A I

CINCINNATI—1923—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Buckeye Bcstg. Co.
 Bus.-Studio Address.....115 E. Fourth St.
 Phone Number.....Main 1068-69-70-71
 Transmitter Location.....Mt. Healthy
 Air Time.....6 a.m.-1 a.m.

News Service.....UP
 Transcription Service.....Thesaurus, Capitol,
 Standard
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President.....Marshall Field
 General Manager.....Robert M. Sampson
 Asst. General Manager.....E. K. Bauer
 Sales Manager.....Robert H. Boulware
 Program Director.....James Leonard
 Prod. Dir., Chief Announcer.....Fred Harper
 Publicity Director.....Vonne Monsell
 Chief Engineer.....William Symons

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WGAR Bcstg. Co., Inc.
 Business-Studio Address.....Hotel Statler
 Phone Number.....Prospect 0200
 Transmitter Location.....Broadview & Akins
 Rds., Broadview Hts.
 Air Time.....Unlimited
 News Service.....INS, UP
 Transcription Service.....Standard, Capitol
 Representative.....Edward Petry
 Membership.....NAB
 President.....Frank E. Mullen
 Chairman of the Board.....G. A. Richards
 V.P., General Manager.....John F. Patt
 Comm. Mgr., V.P. Chg. Sales.....Carl E. George
 Sales Prom. Manager.....Ted Boynton
 Program Director.....Reginald P. Merridew
 Production Director.....Stanley Gee
 Publicity Director.....Manuel Eisner
 Chief Announcer.....Charles Roberts
 Musical Director.....Henry Pildner
 V.P. Chg. of Engineering.....R. Morris Pierce
 Farm Editor.....Dick Kathe

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address.....1311 Terminal Tower
 Phone Number.....Prospect 5800
 Transmitter Location.....Pleasant Valley Rd.,
 Seven Hills
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NAB
 President.....Sterling Graham
 Gen.-Station Manager.....K. K. Hackathorn
 Commercial Manager.....J. B. Maurer
 Sales Prom. Manager.....Paul Bairstow
 Program Director.....C. M. Hunter
 Production Director.....James Aubele
 Publicity Director.....William Sprague
 Musical Director.....Willard Pott
 Chief Engineer.....R. H. DeLany

W S R S

1490

Serving Greater Cleveland

NIGHT & DAY

"The Family Station"

Cleveland's Popular Full-Time Independent Radio Station

SAMUEL R. SAGUE
PRESIDENT

ERIEVIEW
2005

CEDAR & LEE RDS.
CLEVELAND 18, OHIO

W J M O

CLEVELAND—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By: WJMO Bcstg. Co.
Bus.-Studio-Transmitter Address: 2157 Euclid Ave.

Phone Number: Superior 4424
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Capitol, Standard
Representative: Adam J. Young, Jr.
Membership: NAB
President: W. J. Marshall
General-Station Mgr.: Dave Baylor
Commercial Manager: Robert De Tchon
Program Director: Robert Althearn
Publicity Director: Herman Spero
Chief Engineer: Larry Shipley

W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: WJW, Inc.
Business-Studio Address: 1375 Euclid Ave.
Phone Number: Superior 0101
Transmitter Location: 9861 Ridge Rd. N. Royalton

Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Standard
Representative: Headley-Reed
Membership: NAB
President: William M. O'Neil
Asst. to the Pres.: Lawrence Webb
National Sales Mgr.: Harold W. Waddell
Local Sales & Sales Promotion Manager: Frank H. Blumer
Program Director: Charles V. Hunter
Advt. Director: James Hansen
Publicity Director: Charles F. McLaughlin
Chief Announcer: Stanley Peyton
Chief Engineer: Gerold G. Roberts

W T A M

CLEVELAND—1923—NBC

Frequency: 1100 Kc. Power: 50,000 Watts
Owned-Oper. By: National Bcstg. Co., Inc.
Bus.-Studio Address: 815 Superior Ave.
Phone Number: CHerry 0942
Transmitter Location: Brecksville
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Standard, Associated, Thesaurus

Representative: NBC Spot Sales
Membership: NAB, BMB
General-Station Mgr.: John McCormick
Commercial Manager: Harold Gallagher
Sales Prom. Manager: Howard Barton
Program Director: Jacob Hines

Production Director: Fred Wilson
Publicity Director: Ralph Eckhart
Musical Director: Walberg Brown
Chief Engineer: S. E. Leonard
Farm Editor: James Chapman

W S R S

CLEVELAND HGTS.—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WSRS, Inc.
Bus.-Studio-Transmitter Address: 2156 Lee Rd.
Phone Number: EBievew 2005
Air Time: Unlimited
News Service: AP
Transcription Service: World, Lang-Worth, SESAC

Representative: Forjoe
Membership: NAB
President: S. R. Sague
Station Manager: Joseph A. Beres
Production Director: Jerome Snider
Publicity Director: Robert Rogers
Musical Director: Chick Lind
Chief Engineer: Ben H. Whitaker

W B N S

COLUMBUS—1924—CBS

Frequency: 1460 Kc. Power: 5000 Watts d.; 1000 Watts n.

Owned-Operated By: Radioho, Inc.
Business-Studio Address: 33 N. High St.
Phone Number: Ad. 9265
Transmitter Location: 1035 Barnett Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol, World
Representative: John Blair
Membership: NAB, BMB
President: Richard S. Wolfe
General Manager: Richard A. Borel
Commercial Manager: W. I. Orr
Promotion Director: Jerome R. Reeves
Program Director: Geer Parkinson
Musical Director: Paul Neal
Chief Engineer: Lester H. Natzger
Farm Editor: Bill Zipt

W C O L

COLUMBUS—1922—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WCOL
Business-Studio Address: 22 S. Young St.
Phone Number: MAIn 4581
Transmitter Location: 555 W. Goodale St.
Air Time: 19 Hrs.
News Service: AP, INS
Transcription Service: Lang-Worth, Associated, Cole

Representative: Headley-Reed
Membership: NAB, BMB, FMA
Station Director: Albert R. Albinger

Promotion Manager.....Jack Maguire
 Program Director.....Frank J. Tate
 Production Director.....Edgar A. Sprague
 Publicity Director.....Maxine Davies
 Chief Engineer.....Leo DeConnick
 Farm Editor.....T. D. Harman

W H K C
COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address.....22 E. Gay St.
 Phone Number.....Adams 1101
 Transmitter Location.....901 Obetz Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....INS. UP
 Transcription Service.....Lang-Worth, Cole,
 Associated
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Sterling Graham
 V.P., Gen.-Sta. Mgr.....Carl M. Everson
 Comm.-Sales Prom. Mgr.....H. H. Hoessly
 Program-Production Dir.....John B. Moses
 Publicity Director.....Juanita Wilcox
 Musical Director.....John Kenward Agnew
 Chief Engineer.....William B. Minor
 Farm Editor.....George Zeiss

W T N S
COSHOCTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Coshocton Bcstg. Co.
 Business-Studio Address.....114 N. 6th St.
 Phone Number.....1560, 2140
 Transmitter Location.....1 Mi. W. of Roscoe
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service...Standard, Lang-Worth,
 SESAC
 Pres., Gen.-Sta. Mgr.....Bruce Wallace
 Commercial Manager.....Dick Athey
 Sales Prom. Mgr.....James Sigman
 Prog.-Prod.-Pub. Dir.....John R. Terry
 Chief Engineer.....Ben Jones

W H I O
DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Miami Valley Bcstg. Corp.
 Business-Studio Address.....45 S. Ludlew St.
 Phone Number.....Adams 2261
 News Service.....AP, UP, INS
 Transcription Service...Associated, Standard,
 Cole
 Representatives.....Hollingbery, Cummings
 President.....James M. Cox, Jr.
 General Manager.....Robert H. Moody
 Commercial Manager...Harvey R. Young, Jr.
 Program Director.....Lester G. Spencer
 Promotion Manager.....Bud Baldwin
 Chief Engineer.....Ernest L. Adams

W I N G

DAYTON—1921—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Great Trails Bcstg. Co.
 Business-Studio Address.....121 N. Main St.
 Phone Number.....Adams 3288
 Transmitter Location.....E. David Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Weed
 Membership.....BMB
 President.....Charles Sawyer
 Exec. V.P.....John Pattison Williams
 Gen.-Comm. Mgr.....Adna Karns
 Program Director.....Arthur L. Martin
 Prod.-Musical Dir.....Charles G. Reeder
 Publicity Director.....Jean Broome
 Chief Announcer.....Jack Wymer
 Chief Engineer.....Lloyd House

W L I O

EAST LIVERPOOL—1948
STANDARD

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Pottery Bcstg. Co.
 Business-Studio Address...Sixth & Walnut Sts.
 Phone Number.....5190
 Transmitter Location.....Irish Ridge Rd.
 Air Time.....Local sunrise-sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 President.....Earl D. Eisenhower
 General Manager.....John M. Croft
 Chief Engineer.....Frank W. Schaefer, Jr.

W E O L

ELYRIA—1948

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Elyria-Lorian Bcstg. Co.
 Bus.-Studio Address...417-419 Elyria Savings
 & Trust Bldg.
 Phone Number.....Elyria 2255
 Transmitter Location.....Grafton
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...Capitol, Lang-Worth
 Membership.....NAB
 President.....Roy W. Ammel
 General-Station Mgr.....Bert Koebliiz
 Comm.-Sales Prom. Manager...Virgil Schmit
 Program Director.....Martin Bouhan
 Chief Engineer.....Harold Brinkman

W F I N

FINDLAY—1941—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Estate of Fred R. Hover,
Helen F. Hover, Admrx.
Business-Studio Address.....500½ S. Main St.
Phone Number.....1330
Transmitter Location.....2.3 Mi. SE Findloy
Air Time.....Daytime
News Service.....INS
Transcription Service...Standard, Lang-Worth,
Keystone
Membership.....NAB, BMB
General Manager.....Mrs. V. M. McDougle
Program Director.....Allen P. Dudley
Chief Announcer, Farm Editor..John C. Hutson
Chief Engineer.....Edgar C. Smith

W M O H

HAMILTON—1944—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address...Second Natl. Bank Bldg.
Phone Number.....Hamilton 4-6543
Transmitter Location.....Middletown Pike
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Standard
Membership.....NAB, BMB
President.....Robert J. Briede
Gen.-Sta.-Comm.-Sales Prom.
Manager.....Joseph E. True
Program Director.....Don J. Meeks
Chief Announcer.....Robert King
Musical Director.....Mildred Soule
Chief Engineer.....Don F. Volkman
Farm Editor.....Luella Engel

W H O K

LANCASTER—1948

Frequency: 1340 Kc.....Power: 500 Watts d.
Owned-Oper. By...Hocking Valley Bcstg. Corp.
Business-Studio Address.....Memorial Dr.
Phone Number.....4500
President.....Dr. Nelson R. Embrey
Gen. Mgr., Prog. Dir.....Joseph G. Rockhold
Chief Engineer.....Charles Houston

W I M A

LIMA—1948—MBS-STANDARD

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By...Northwestern Ohio Bcstg.
Corp.
Business-Studio Address.....223 N. Main St.
Phone Number.....6-3841
Transmitter Location.....2500 McClain Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....INS
Transcription Service.....Thesaurus
Representative.....Weed
Membership.....NAB
President.....G. E. Hamilton

Vice-President.....W. L. Rickman
General-Station Mgr.....R. W. Mack
Program Director.....E. C. Ulrick

W L O K

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....The Fort Industry Co.
Business Address.....506 New Center Bldg.,
Detroit, Mich.
Phone Number.....(Detroit) Trinity 17-700
Studio Address.....1101 Natl. Bank Bldg.
Transmitter Location.....1424 Rice Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Avery-Knodel
Membership.....NAB, BMB
President.....George B. Storer
General Manager.....Lee B. Wailes
Sta.-Sales Prom. Mgr., Publicity
Director.....J. Robert Kerns
Program-Production Dir.....Harley Lucas
Chief Announcer.....Dallon Hille
Chief Engineer.....Darrel Hunter

W M A N

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...Ohio Theater Bldg.
Phone Number.....4235-6
Transmitter Location.....Longview Ave. at
N. Main St. Rd.
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Taylor-Borroff
Membership.....NAB
Pres., Gen.-Sto.-Comm. Mgr.....J. M. O'Hara
Sales Prom. Manager.....Carl Kindt
Prog.-Prod.-Pub. Dir.....Harry C. Lytle
Chief Engineer.....William Morrison

W M O A

MARIETTA—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co.
Business Address.....P. O. Box 201
Phone Number.....6383
Studio-Transmitter Location...409 Oakwood
Ave., Williamstown, W. Va.
Air Time.....Unlimited
News Service.....UP
Transcription Service...Lang-Worth, Keystone
President.....William G. Wells
V.P., Gen. Mgr.....Hugh M. P. Higgins
Commercial Manager.....Aud N. Archer
Program Director.....Paul W. Nesper
Chief Engineer.....Charles E. Clark

W M R N

MARION—1940

ABC-KBS-OHIO-STANDARD

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: The Marion Bcstg. Co.
 Business Address: P. O. Box 518
 Phone Number: 3226-7
 Studio Address: WMRN Bldg.
 Transmitter Location: 1/4 Mi. N. of city limits
 on Main St.
 Air Time: 7 a.m.-M.
 News Service: UP
 Transcription Service: Thesaurus, Keystone
 Representative: Horace Stovin, Robert Keller
 Membership: NAB, BMB
 Pres., Gen.-Sta. Mgr.: Robert T. Mason
 Comm.-Sales Prom. Mgr.: Clark L. Dozer
 Prog.-Prod. Dir., Chief Announcer: Don Brower
 Publicity Director: John Plank
 Musical Director: Howard Dunford
 Chief Engineer: Francis Joseph Peters
 Farm Editor: Ray Marsh

W P F B

MIDDLETOWN—1947

Frequency: 910 Kc. Power: 1000 Watts d.;
 100 Watts n.
 Owned-Operated By: Paul F. Braden
 Bus.-Studio-Transmitter Address: Central Ave.
 Phone Number: 2-3625
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Donald Cooke
 Owner, General Manager: Poul F. Braden
 Comm. Mgr., Prog. Dir.: C. R. Daly
 Chief Announcer: John Reznor
 Musical Director: George Garlinger
 Chief Engineer: Laurace Beckwith
 Farm Editor: Allen Jones

W P T W

PIQUA—1947

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By: Miami County Bcstg. Co.,
 Inc.
 Bus.-Studio-Transmitter Address: 1625 W.
 Covington Ave.
 Phone Number: 1420-1
 Air Time: Sunrise-sunset
 News Service: AP
 Transcription Service: World, SESAC
 Representative: W. S. Grant
 Pres., Gen.-Sta.-Sales Prom. Mgr.,
 Publicity Director: Richard E. Hunt
 Commercial Manager: Carroll M. Ball
 Program-Production Dir.: George Gardiner
 Chief Announcer: Robert Bulp
 Musical Director: Ronnie Atendall
 Chief Engineer: Byron F. London
 Farm Editor: Bill Fox

W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: The Scioto Bcstg. Co.
 Bus.-Studio-Transmitter Address: 1009 Gallia
 St.
 Phone Number: Portsmouth 1010
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Taylor-Borrolf
 Membership: NAB, BMB
 President: Roy D. Moore
 Director of Radio: Eugene Carr
 Station-Comm. Mgr.: Gerald F. Boyd
 Sales Prom. Mgr., Pub. Dir.: Carl P. Bodner
 Program Director: Floyd M. Jackson
 Chief Announcer: William H. Dawson
 Musical Director: Dorothy E. Page
 Chief Engineer: Maurice L. Myers
 Farm Editor: Francis C. Balmert

W L E C

SANDUSKY—1947

MBS-STANDARD

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Lake Erie Bcstg. Co.
 Bus.-Studio-Transmitter Address: Cleveland
 Hwy. & Huntington Aves.
 Phone Number: 5170-1-2
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: World, Lang-Worth,
 Thesaurus
 Membership: NAB, BMB
 President: Lloyd A. Pixley
 General Station Manager: Albert E. Helser
 Commercial Manager: Louis E. Mahla
 Sales Prom. Manager: John Gaskill
 Program Director: Jay Wagner
 Production Director: Eleanor Prince
 Pub. Dir., Farm Editor: Don Dean
 Chief Engineer: George Buehrle

W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Voice of Springfield
 Bus.-Studio Address: 115-117 W. High St.
 Phone Number: 3-4955
 Transmitter Location: 115-117 W. High St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, Standard
 Representative: Weed
 Membership: BMB
 President: Charles Sawyer
 Exec. V.P.: J. P. Williams
 Sta.-Comm. Manager: C. N. Evans
 Program Director: Robert Christol

Publicity Director.....John McEnaney
 Musical Director.....Ernie Kendrick
 Chief Engineer.....Victor L. Bushong

WJEL

SPRINGFIELD—1947—KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Champion City Bcstg. Co.
 Business Address.....101 Fountain Ave.
 Phone Number.....3-4676
 Transmitter Location.....801 Bechtle Ave.
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Friedenberg
 Membership.....NAB, BMB
 Partners.....Dr. Delbert Joseph Parsons.
 Frank N. Jones
 Station Manager.....Frank N. Jones
 Program Director.....Kenneth Honeyman
 Chief Engineer.....Alan Higgins

WWSO

SPRINGFIELD—1947

Frequency: 1210 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Radio Springfield, Inc.
 Bus-Studio Address.....Chamber of Commerce
 Bldg., Spring & E. High Sts.
 Phone Number.....3-6488
 Transmitter Location.....Arthur Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Thesaurus, World, Cole
 Representative.....McGeehan & O'Mara
 Membership.....NAB, BMB
 Station Manager.....Lin Mason
 Commercial Manager.....Robert Wayne
 Program-Production Dir.....Virginia Bennett
 Musical Director.....Lucy Martin
 Chief Engineer.....Gerald McCasland

WSTV

STUEBENVILLE—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Valley Bcstg. Co.
 Bus-Studio Address.....Exchange Realty Bldg.
 Phone Number.....2-6265
 Transmitter Location.....Altamont Hghts.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra
 President.....Jack N. Berkman
 Gen.-Comm. Mgr.....John J. Laux
 Asst. Gen. Mgr., Technical
 Director.....Joseph M. Troesch
 Prog.-Publ Dir.....George H. Wilson, Jr.
 Asst. Prog. Dir. Chief
 Announcer.....Robert Sanders
 Chief Engineer.....Charles S. Shepherd
 Farm Editor.....F. P. Taylor

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Fort Industry Co.
 Bus-Studio Address.....Bcst. Bldg., 136 Huron St.
 Phone Number.....Adoms 3175
 Transmitter Location.....R.F.D. Oregon Rd.,
 Rossford
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, Long-Worth,
 Standard
 Representative.....Katz
 Membership.....NAB, BMB
 President.....George B. Storer
 Station Manager.....E. Y. Flanigan
 Commercial Mgr.....Westford F. Shannon
 Sales Promotion Mgr.....Richard H. Gourley
 Program Director.....Glenn C. Jackson
 Musical Librarian.....Gene Williams
 Chief Engineer.....William M. Stringfellow
 Farm Editor.....Jim Newman

WTOD

TOLEDO—1946

Frequency: 1560 Kc.....Powe: 1000 Watts d.
 Owned-Operated By.....Unity Corp., Inc.
 Business-Studio Address.....515 Madison Ave.
 Phone Number.....Garfield 5551
 Transmitter Location.....Byrne & Arlington Rds.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Adam J. Young, Jr.
 Membership.....NAB, FMA
 President.....Edward Lamb
 General Manager.....Layman Cameron
 Station Manager.....Sunne Miller
 Commercial Manager.....Charles Smith
 Program Director.....Edward Kemp
 Chief Announcer.....Bill Ballin
 Musical Director.....Frieda Miller
 Chief Engineer.....Robert Sowers

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Community Bcstg. Co.
 Business-Studio Address.....Bell Bldg.
 Phone Number.....Adams 3291
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Frazier Reams
 Gen. Station Mgr.....Thomas S. Bretherton
 Commercial Manager.....Morton Neipp
 Program-Production Dir.....Karl R. Nelson

Publicity Director.....Walt Osborn
 Musical Director.....Dorothy Dority
 Chief Engineer.....Harold Holmes
 Farm Editor.....Ken Lawrence

W R R N

WARREN—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens, Inc.
 Business-Studio Address.....108 Main St.
 Phone Number.....2212-9
 Transmitter Location.....710 Main St.
 Air Time.....6:45 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated, SESAC
 Representative.....Ra-Tel
 Membership.....NAB
 President.....Helen Hart Hurlbert
 General Manager.....H. R. Farrall
 Program Manager.....Willard L. Dougherty
 Chief Engineer.....Robert V. Kinney

W W S T

WOOSTER—1947

Frequency: 960 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wooster Republic Ptg. Co.
 Business Address.....Wooster
 Phone Number.....760
 News Service.....AP
 Transcription Service.....Standard, World
 President.....Raymond E. Dix
 General Manager.....E. B. Evans
 Commercial Manager.....Keith S. Gordon
 Program Director.....E. C. Gooding
 Chief Engineer.....Russell Grunder

W R F D

WORTHINGTON—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Peoples Bcstg. Corp.
 Business-Studio Address.....649 High St.
 Phone Number.....FR 2-6254
 Transmitter Location.....Powell Rd. & Route 23,
 Delaware County
 Air Time.....Local sunrise-sunset
 News Service.....AP, INS
 Transcription Service.....Standard, Lang-Worth
 Representative.....Rural Radio
 Membership.....NAB
 President.....James A. West
 Sta.-Sales Prom. Mgr.....Edgor Parsons
 Commercial Manager.....Joseph D. Bradshaw
 Program Director.....William Meredith
 Production Director.....Robert Geis
 Musical Director.....Irwin Holt
 Chief Engineer.....Royce Woodward
 Farm Service Dir.....Robert Miller

W F M J

YOUNGSTOWN—1939—ABC

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned By.....WFMJ Bcstg. Co.
 Operated By.....William F. Maag, Jr.
 Business-Studio Address.....101 W. Boardman
 Phone Number.....3-4121
 Transmitter Location.....Boardman-Poland Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, Thesaurus
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....William F. Maag, Jr.
 National Sales.....Phil Wood
 Program Director.....Robert B. Mackall
 Chief Engineer.....Frank A. Dieringer

W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Bus.-Studio Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Air Time.....6a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....World, Lang-Worth,
 McGregor
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 Pres., Gen. Mgr.....Warren P. Williamson, Jr.
 Station-Comm. Mgr.....J. Lothair Bowden
 Program Director.....L. Baldwin Harper
 Promotion Manager.....Howard C. Rempes
 Musical Director.....Bill Dunn
 Chief Engineer.....B. T. Wilkins
 Farm Editor.....Stu Wilson

W H I Z

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southeastern Ohio Bcstg.
 System, Inc.
 Business-Studio Address.....Lind Arcade Bldg.
 Phone Number.....6000
 Transmitter Location.....Newark Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Clay Littick
 General-Station Mgr.....Vernon A. Nolte
 Commercial Manager.....Nate Milder
 Program-Publicity Dir.....Robert D. Maley
 Chief Engineer.....C. Elmer Hartmeyer

OKLAHOMA

Estimated Population 2,362,000—Increase +1.1%—Radio Homes 576,700
Total Families 644,700—Stations in State 38

K A D A

ADA—1934—ABC-OKLA. NET

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Dr. C. C. Morris
Business Address 207 First Natl. Bank Bldg.
Phone Number 12-3
Studio-Transmitter Address No. Broadway
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Taylor-Borrolf
Membership NAB, BMB
President Dr. C. C. Morris
Gen.-Sta.-Comm. Mgr. Billy T. Hoover
Sales Prom. Mgr. Betty Hughes Nolen
Program-Production Dir. Jerry Folsom
Publicity Director Patricia A. Irick
Chief Announcer Jerry Folsom
Musical Director Betty Hughes Nolen
Chief Engineer Harold Walker

K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Altus Bcstg. Co., Inc.
Business-Studio Address Altus
Phone Number 1405
Transmitter Location 1 Mi. N. of Altus
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Capitol, Keystone
Representative Rural Radio
Membership M. NAB
Pres., Gen.-Sta. Mgr. Frank E. Wimberly
Commercial Manager Lewis C. Fielden
Chief Engineer Ernest Boucum

K V S O

ARDMORE—1935—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By John F. Easley
Phone Number 3030
Air Time 6 a.m.-11:05 p.m.
News Service AP
Transcription Service Associated, SESAC, KBS
Representative Taylor-Borrolf
Membership FMA, NAB
General Manager Albert Riesen
Commercial Manager J. E. Riesen
Sales Prom. Manager D. H. Dillard, Jr.
Program Director Dolly Dutton
Chief Engineer William E. Kolb

K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. Power: 250 Watts
Bus.-Studio Address Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location 9 Mi. NE on U. S. 75
Air Time 6 a.m.-11:30 p.m.
News Service AP
Transcription Service Standard
Pres., Gen.-Sta. Mgr. J. Fred Case
Sales Prom. Manager John Collins
Chief Announcer Roy Small
Chief Engineer Jim Wireman

K W C O

CHICKASHA—1946
MBS-KBS-OKLA. GP.

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Oper. By Washita Valley Bcstg. Corp.
Business Address Box 744
Phone Number 2899
Studio Address Hall Briscoe Bldg.
Transmitter Location On Grand Blvd., So. of
Chickasha
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Standard, Keystone
Representative Continental Radio Sales
Membership NAB
President George C. Robinson, Jr.
Gen.-Sta. Mgr. J. B. Quattlebaum
Commercial Manager Len Lyon
Program Director George Miller
Chief Engineer George C. Robinson, Jr.
Farm Editor J. B. Quattlebaum

K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc. Power: 250 Watts d.:
Owned-Operated By Duncon Bcstg. Co.
Bus. Address Hwy. 81 at Pine St., P. O. Box
1192
Phone Number 1350
Studio Address Hwy. 81 at Pine St.
Transmitter Location No. Hwy. 81
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Capitol
Membership NAB, BMB
President R. H. Drewry
Gen.-Sta.-Comm. Mgr. J. P. Burnett
Prog.-Musical Dir. Robert Prausa
Production Director Peggy Hoover
Chief Engineer Gene Billington
Farm Editor Ray Porter

K S E O

DURANT—1947—KBS-OKLA. GP.

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Oper. By Bennett & R. F. Story
 Business Address 129½ N. Third Ave.
 Phone Number 102
 Studio-Transmitter Address ½ Mi. W. of
 City limits, on U. S. Hway. 70
 Air Time 6:30 a.m.-sunset
 News Service AP
 Transcription Service Thesaurus, Keystone
 Membership NAB
 Gen.-Sta. Mgr., Pub. Dir. H. Weldson Stamps
 Comm.-Sales Prom. Mgr. Leroy Moses
 Program Director Cecile Elkins
 Chief Announcer Jack Carter
 Chief Engineer Bill Waters
 Farm Editor Jack Putman

K A S A

ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Business-Studio Address 204 N. Main
 Phone Number 730
 Transmitter Location No. Randall
 Air Time Unlimited
 News Service UP
 Transcription Service Standard, Keystone
 Representative Friedenbergl, Walker
 Membership BMB
 Pres., Gen. Mgr. Lonnie J. Preston
 Station Manager V. M. Preston
 Commercial Manager Johnny Carmen
 Program-Production Dir. Wees Carr
 Chief Engineer George Fenter
 Farm Editor V. M. Preston

K C H E

EL RENO—1948

Frequency: 1500 Kc. Power: 500 Watts d.
 Owned-Operated By KCHE, Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 2438
 News Service UP
 Transcription Service Standard
 Owners Ross K. Prescott, C. C. Woodson
 General Manager Jack Cecil
 Chief Engineer C. H. Stanford

K C R C

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Enid Radiophone Co.
 Bus.-Studio Address Broadway Tower,
 9th Floor
 Phone Number 447
 Transmitter Location 309 E. Willow

Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Taylor-Borroll
 Membership NAB, BMB, FMA
 President M. C. Garber
 Gen.-Station Mgr. Milton B. Garber
 Comm.-Sales Prom. Mgr. H. P. Hale
 Program-Production Dir. Edith Longley
 Publicity Director Mary Ellen Mitchell
 Chief Announcer Fred Collins
 Musical Director Gerilyn Gigoux
 Chief Engineer Murray D. Coleman
 Farm Editor Tony Green

K T A T

FREDERICK—1948

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Frederick Bcstg. Co.
 Business-Studio Address Main & Grant
 News Service UP
 Transcription Service World
 Partners J. D. Jones, Jr., Ronald W. Wheeler,
 Winston A. Jones
 Gen.-Comm. Manager Ronald W. Wheeler
 Program Director Mary Wheeler
 Promotion Manager Evelyn A. Jones
 Chief Engineer J. D. Jones, Jr.

K G Y N

GUYMON—1948

Frequency: 1220 Kc. Power: 100 Watts d.
 Owned-Operated By Plains Bcstg. Co.
 Business-Studio Address 21st & Lelia Sts.
 News Service UP
 Representative Rural
 President, Manager T. M. Raburn, Jr.
 Chief Engineer J. A. Burke

K T J S

HOBART—1947—KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By T. J. Shriner
 Bus.-Studio-Transmitter Address 315 E. 11th
 St.
 Phone Number 1070
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Keystone
 President, Gen.-Sta. Mgr. T. J. Shriner
 Commercial Manager John W. Adams
 Sales Prom. Mgr., Pub. Dir. M. J. McCollough
 Program-Production Director
 Chief Announcer Jack Wickizer
 Musical Director Roy Reece
 Chief Engineer Darryl D. Foss
 Farm Editor Tom Morris

K I H N

HUGO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Address Hugo
 Phone Number 1141
 News Service AP
 Transcription Service Lang-Worth
 President George Malone
 Gen.-Comm. Manager Kruger E. Muse
 Program Director Carl B. Adams
 Chief Engineer Milo Holtberg

K S W O

LAWTON—1941

ABC-OKLA. NET-OKLA. GROUP

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Okla. Quality Bcstg. Co.
 Bus.-Studio Address 17th & E Ave.
 Phone Number 1380
 Transmitter Location 1½ Mi. SE of Lawton
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Taylor-Borhoff
 Membership NAB, BMB
 President R. H. Drewry
 General Manager Allan Page
 Comm.-Sales Prom. Mgr. Neil Ashlock
 Program-Production Director Morgan Roberts
 Publicity Director Paul Goode
 Chief Engineer C. E. Billington

K T M C

McALESTER—1946

ABC-OKLA. NET

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By J. Stanley O'Neill
 Business Address First & Washington
 Phone Number 2411
 Studio Address Municipal Bldg.
 Transmitter Location A & Crisler, No. McAlester
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Taylor-Borhoff
 Membership NAB, BMB
 Pres., Gen. Mgr. J. Stanley O'Neill
 Comm.-Sales Prom. Mgr. James Duke
 Program Director Ozzie Pence
 Publicity Director Norma Johnson
 Chief Announcer George Schwann
 Musical Director Betty Heard
 Chief Engineer Bob Schilb

K G L C

MIAMI—1948

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.
 Address Miami Hotel
 Phone Number 2080
 News Service AP
 Transcription Service Standard
 President John H. Giffin
 General Mgr. Wallace R. Dunn
 Commercial Mgr. Robert Stoner
 Program Director Dick Moon
 Chief Engineer Louis Stone

K B I X

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Okla. Press Pub. Co.
 Address Barnes Bldg.
 Phone Number 302
 News Service UP
 Representative Taylor-Borhoff
 President Tams Bixby, Jr.
 Sta.-Comm. Prom. Mgr. Paul A. Bruner
 Program Director Mavis Rogers
 Chief Engineer Earl H. Graves

K M U S

MUSKOGEE—1948

MBS-OKLA. GP.

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Eastern Okla. Bcstg. Corp.
 Business-Studio Address 412½ Court St.
 Phone Number 656-7
 Transmitter Location 1½ Mi. No. of city
 Air Time 6a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NAB, FMA
 President Ben T. Childers
 Gen.-Sta. Mgr., Prog.-Prod.-Pub.
 Director Virgil G. Evans
 Comm.-Sales Prom. Mgr. Glen W. Travis
 Chief Announcer, Farm Editor Bill Hyden
 Chief Engineer Duane Hoisington

K B Y E

OKLAHOMA CITY—1945

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By State Bcstg. Co.
 Bus.-Studio Address 8th & Broadway
 Phone Number 3-2323-4-5
 Transmitter Location 55th & N. Eastern
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth

OKLAHOMA

Representative Branham
Membership NAB
President A. Earl Cullum, Jr.
V.P., General Mgr. Frank J. Lynch
Office Manager Flora A. Luper
Sales Prom. Manager Hugh J. Finnerty
Program Director M. A. Bryan
Chief Announcer Maury Ferguson

KLPR

OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
Owned-Operated By Byrne Ross
Business Address 132½ W. Commerce St.
Phone Number 3-6358
Studio-Transmitter Address SW 73rd St. &
Shields Blvd.

Air Time Sunrise-sunset
News Service AP
Transcription Service Associated, Cole
Membership NAB
Pres., Gen.-Sta. Mgr. Byrne Ross
Comm.-Sales Prom. Mgr. Monty Wells
Program-Production Dir. Billie Turquette
Publicity Director Byrne Ross
Chief Announcer Kelly West, Jimmy Keys
Chief Engineer Jack Richmond
Farm Editor D. Givens

KOCY

OKLAHOMA CITY—1923

MBS-OKLA. GP.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Plaza Court Bcstg. Co.
Business-Studio Address Plaza Court Bldg.
Phone Number 3-4333
Transmitter Location 73rd & Lincoln
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, Thesaurus
Representative Walker
Membership NAB, BMB, FMA
President John Q. Thomas
Gen.-Station Mgr. M. H. Bonebrake
Commercial Manager George Collison
Program Director Wishard Lemons
Publicity Director John Steele
Musical Director Becey Carmel
Chief Engineer Royden Freeland

KOMA

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc. Power: 50,000 Watts
Owned-Operated By KOMA, Inc.
Business-Studio Address Billmore Hotel
Phone Number 2-3291
Transmitter Location Moore
Air Time Unlimited
News Service UP
Transcription Service Capitol, Standard,
SESAC

Representative Avery-Knodel
Membership NAB, BMB
President John Toole Griffin
General-Station Mgr. J. J. Bernard
Commercial Manager Webster L. Benham, Jr.
Sales Prom. Manager Raymond Ruff
Program Director Robert M. Eastman
Production Director Martin Fuller
Musical Director Clarence Reynolds
Chief Engineer M. W. Thomas
Farm Editor Carl Neumann

KTOK

OKLAHOMA CITY—1927

ABC-OKLA. NET

Frequency: 1400 Kc. (CP 1000) Power: 250
Watts (CP 5000 d.; 1000 n.)

Owned-Operated By KTOK, Inc.
Business Address 2004 Apco Tower
Phone Number 3-8352
Transmitter Location 1800 W. Main
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service World
Representative Taylor-Borhoff
Membership NAB, BMB
President O. L. Taylor
Gen.-Station Manager Robert D. Enoch
Program Director Harold M. Shreve
Chief Engineer Clifford Easum

KTOW

OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By Sooner Bcstg. Co.
Business-Studio Address 3300 Apco Tower
Phone Number 79-2604
Transmitter Location Reno & Eastern
Air Time Sunrise-sunset
News Service UP
Transcription Service World, SESAC
Membership NAB
Dir. of Sta. Operations Carl E. Harmon
Program Director Ollie D. Cook
Chief Engineer Charles Sheatler

WKY

OKLAHOMA CITY—1922—NBC

Frequency: 930 Kc. Power: 5000 Watts
Owned By Okla. Publishing Co.
Operated By WKY Radiophone Co.
Bus.-Studio Address Skirvin Tower Hotel
Phone Number 3-4306
Transmitter Location 1 Mi. E. of Britton
Air Time Unlimited
News Service AP, UP
Transcription Service Associated, Standard
Representative Katz
Membership NAB, BMB
President E. K. Gaylord
Station Manager P. A. Sugg
Administrative Asst. Hoyt Andres

Commercial Manager.....Leo Howard
 Promotion Manager.....Gene White
 Program Director.....Paul Brawner
 Chief Announcer.....Wakelield Holley
 Musical Director.....Allan Clark
 Chief Engineer.....H. J. Lovell
 Farm Editor.....Orval Saunders

K H B G

OKMULGEE—1937
MBS-KBS-OKLA. GP.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publishing Co.
 Business-Studio Address.....Petroleum Bldg.
 Phone Number.....3646-7
 Transmitter Location.....20th & Seminole
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, Keystone
 Representative.....Taylor-Borroff
 Membership.....NAB
 President.....Donald W. Reynolds
 General-Station Manager.....Tim Carroll
 Prog.-Musical Dir.....Nova Clarke
 Chief Announcer.....Charles Phillips
 Chief Engineer.....James H. Smith
 Farm Editor.....E. R. Francis

K V L H

PAULS VALLEY—1947
KBS-OKLA. GP.

Frequency: 1470 Kc.....Power: 250 Watts d.
 Owned-Operated By.....KVLH Bcstg. Co.
 Business Address.....204 Pyeatt Bldg.
 Phone Number.....1039
 Studio-Transmitter Location.....W. of Pauls
 Valley on Hwy. 71
 Air Time.....Local sunrise-sunset
 News Service.....AP
 Transcription Service.....World, Keystone
 Membership.....NAB
 President.....James T. Jackson
 General Manager.....Phil Crenshaw
 Commercial Manager.....H. Edward Walker
 Chief Engineer.....George Rountree

W B B Z

PONCA CITY—1927—MBS-OGB-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Ponca City Publ. Co.
 Bus.-Studio-Transmitter Address.....615 W. Grand
 Ave.
 Phone Number.....3200
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus, KBS
 Membership.....NAB
 Exec. Director.....Clyde E. Muchmore
 General Manager.....Paul H. Buenning
 Sales Promotion Mgr.....Harold Goodman
 Production Mgr.....Sheldon E. Bonnewell

Program Director.....James K. Walker
 Chief Engineer.....Olen E. Marshall

K S M I

SEMINOLE—1948—MBS-OKLA. GP.

Frequency: 1260 Kc.....Power: 500 Watts d.
 Owned By.....Seminole Bcstg. Co.
 Operated By.....Tom Potter
 Bus.-Studio-Transmitter Address.....City Park,
 N. Main St., Box 1351
 Phone Number.....1260-1
 Air Time.....Local sunrise-sunset
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 Membership.....NAB
 President.....Tom Potter
 General Manager.....Jon B. Wagner
 Commercial Manager.....Dale E. Porter
 Sales Prom. Mgr.....Carl McDaniel
 Program Director.....Bill P. Monroe
 Chief Engineer.....Warren W. Abbott

K G F F

SHAWNEE—1930—ABC-OKLA. NET

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFF Bcstg. Co., Inc.
 Business-Studio Address.....Ninth & Bell Sts.
 Phone Number.....4390-1
 Transmitter Location.....Shawnee Country Club
 Air Time.....8a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Taylor-Borroff
 Membership.....NAB, BMB
 President.....Oscar S. Stauffer
 General Manager.....Roy J. Bowman
 Commercial Manager.....Helen Henderson
 Sales Prom. Manager.....Maxine Bowman
 Program Director.....William A. Weaver
 Chief Announcer, Musical Dir.....Lowell Clark
 Chief Engineer.....Edwin M. Moore

K S P I

STILLWATER—1947
MBSM-OKLA. GP.

Frequency: 780 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Stillwater Publishing Co.
 Business Address.....P. O. Box 231
 Phone Number.....1807
 Studio-Transmitter Location.....2 Mi. S. of Still-
 water on Hwy. 40
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....World
 Representative.....Burke, Kuipers & Mahoney
 Membership.....NAB
 President.....C. R. Bellatti
 General Manager.....L. F. Bellatti
 Commercial Manager.....Kenneth Vanderver
 Program Director.....Bracton Combs
 Chief Engineer.....Paul McCollum

KAKC

TULSA—1946—OKLA. GP.

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Public Radio Corp.
 Bus.-Studio Address 412 E. Fifth St.
 Phono Number 4-2401
 Transmitter Location 21st & Yale Sts.
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB, FMA
 President-Treasurer S. E. Avey
 V.P., General Manager Glenn Condon
 Asst. Gen.-Comm. Mgr. James L. Neal
 Sales Prom. Manager Jack Evans
 Program Director Bill Davis
 Production Director Bill Webb
 Chief Announcer Bill Bowers
 Musical Director Christine Dunn
 Chief Engineer M. M. Donley

KFMJ

TULSA—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Fred Jones Bcstg. Co.
 Business-Studio Address Alvin Hotel
 Phone Number 5-5555
 Transmitter Location 21st & Yale
 Air Time Daytime
 News Service UP
 Transcription Service World, Standard
 Representative Forjoe
 Membership NAB, BMB
 President Fred Jones
 General Manager Lawson Taylor
 Commercial Manager Jack Betz
 Chief Announcer Bill Taylor
 Chief Engineer Nate Wilcox

KOME

TULSA—1938—ABC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Oil Capital Sales Corp.
 Business-Studio Address 8th & Main
 Phone Number 3-4121
 Transmitter Location 3904 S. Newport
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Taylor-Boroff
 Membership NAB
 President Harry Schwartz
 General-Station Mgr. Dick Campbell
 Commercial Manager J. Howard Engle
 Program Director Larry Robertson
 Production Director Jack Newman
 Publicity Director Ann Fountain
 Chief Announcer Wally Imes
 Musical Director Larry Robertson
 Chief Engineer Roy Brown

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Tulsa Bcstg. Co.
 Business Address P. O. Box 1739
 Phone Number 2-3191
 Studio Address Boulder-on-the-Park
 Transmitter Location Turley
 Air Time 6:05 a.m.-M.
 News Service UP
 Transcription Service Capitol, Lang-Worth,
 Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President John I. Griffin
 V.P., General Manager John Esau
 Commercial Mgr. L. A. Blust Jr.
 Sales Prom. Mgr., Pub. Dir. George Ketcham
 Program Director Karl Janssen
 Production Director Jack Alexander
 Musical Director Glenn Hardman
 Chief Engineer Robert Snider

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By Southwestern Sales Corp.
 Business-Studio Address Phillower
 Phone Number 2-2254
 Transmitter Location 11 Mi. E. of Tulsa
 Hway. 66
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Standard
 Representative Edward Pety
 Membership NAB, BMB
 President P. Q. Proctor
 V.P., General Mgr. William B. Way
 Commercial Manager Gustav K. Brandborg
 Merch. & Prom. Mgr. T. A. Wallers
 Program Director F. M. Randolph
 Musical Director Joe O'Neill
 Chief Engineer Walt Stinson
 Farm Editor Sam Schneider

KSIW

WOODWARD—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Woodward Bcstg. Co.
 Operated By James L. Todd
 Business Address Box 508
 Phone Number 1450
 Studio-Transmitter Location 22nd & Cedar
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Cole
 Membership NAB
 President Dave D. Price
 Station Manager James L. Todd
 Commercial Mgr. Robert E. Davis
 Engineering Supvr. John M. Nelson

OREGON

Estimated Population 1,626,000—Increase +49.2%—Radio Homes 465,300
Total Families 477,900—Stations in State 34

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts d.
Owned-Oper. By... Central Willamette Bcstg. Co.
Bus.-Studio-Transmitter Address... Queen Ave. & Elm St.
Phone Number 1234
Air Time 6 a.m.-M.
News Service UP
Transcription Service..... Standard, World
Representative John Keating
Membership NAB, BMB
President W. L. Jackson
Sec.-Treas. R. R. Cronise
General Manager..... Chet Wheeler
Sta.-Sales Prom. Mgr..... Derwood Smith
Commercial Manager..... Warren Stoffer
Program-Production Dir..... LeRoy Jolley
Publicity Director..... Carley Copenhaver
Chief Announcer..... Doug LaMear
Chief Engineer, Farm Editor... Herbert Davidson

KWIN

ASHLAND—1946—UNITED PACIFIC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Rogue Valley Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address... 1160 Helman Rd.
Phone Number 2-1351
Air Time Unlimited
News Service AP
Transcription Service..... World, Capitol, Standard, Keystone
Representative... John Keating, Homer Griffith
Membership NAB, BMB
President M. S. Hamaker
General Manager..... Edward P. Barnett
Commercial Manager..... Virgil E. DeVoe
Sales Prom. Mgr..... Burton Lane Bardeen
Program Director..... Charles B. Fields
Women's Program Dir..... Clara Daniels
Chief Engineer..... Ralph S. Click
Farm Editor..... Doyle Seely

KAST

ASTORIA—1935—MBS-KBS-DON LEE

Frequency: 1230 Kc. (CP 1370) Power: 250 Watts (CP 1000)
Owned-Operated By..... Astoria Bcstg. Co.
Bus.-Studio Address..... 9th & Commercial Sts.
Phone Number 795
Manager..... L. E. Parsons

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Inland Radio, Inc.
Bus.-Studio Address..... First & Court Sts.
Phone Number 140
News Service UP
Transcription Service..... World, KBS
President..... Lee W. Jacobs
Gen.-Comm. Manager... Kenneth E. Lockwood
Promotion Manager..... Milton L. Levy
Chief Engineer..... Frank D. Knox

KBND

BEND—1938—MBS-KBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Central Oregon Bcstg. Co.
Bus.-Studio-Transmitter Address... 1101 Wall St.
Phone Number 848
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative..... W. S. Grant
Membership NAB, BMB
Pres., Gen.-Sta. Mgr.,
Pub. Dir..... Frank H. Loggan
Comm.-Sales Prom. Mgr..... W. H. Barton
Prog. Dir., Chief Announcer,
Farm Editor..... Kessler Cannon
Chief Engineer..... Robert Dickinson

KOOS

COOS BAY—1928—MBS-DON LEE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... KOOS, Inc.
Bus.-Studio-Transmitter Address..... 505 Hall Bldg.
Phone Number 432-3
Air Time Unlimited
News Service AP
Transcription Service World
Representative John Keating
Membership NAB
President..... Sheldon F. Sackett
General Manager..... Fred F. Chitty
Station Manager..... Hal Shade
Commercial Manager..... Jack Irvine
Program Director..... Sara Spough
Chief Engineer..... Roger Spough

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... KWRO Bcstrs.

OREGON

Bus. Studio Address.....Coquille Hotel, P. O.
Box 396
Phone Numbers.....Coquille 396, Coos Bay 396
Transmitter Location.....Sanford Hgts., 1 Mi.
N.W. of Coquille, on Hway. 101
Air Time.....17 Hrs.
News Service.....AP
Transcription Service.....Associated, Cole,
SESAC, Keystone
Representative.....Gene Grant
President.....William E. Walsh
General Manager.....Walter L. Read
Sta.-Sales Prom. Mgr.....Robert W. Harris
Comm. Mgr., Pub. Dir.....William Cook
Program-Production Dir.....Ralph Brown
Chief Announcer.....Robert Harris
Chief Engineer.....Walter L. Read
Farm Editor.....Curt Raynes

KRUL

CORVALLIS—1947
KBS-UNITED-PACIFIC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific States Radio Co.
Bus. Studio-Transmitter Address.....122 So. 15th
St.
Phone Number.....1504, 1178
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth, Keystone
Representative.....W. S. Grant
Membership.....NAB, BMB
President.....J. C. Haley
Gen. Sta.-Comm.-Sales Prom.
Manager.....A. T. Shields
Program-Production Director.....C. W. Peck
Chief Announcer, Chief Engineer.....Jeff Evans
Musical Dir., Farm Editor.....Mel Palder

KODL

THE DALLES—1940—KBS

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Western Radio Corp.
Bus. Studio-Transmitter Address.....KODL, Scenic
Drive, near Soroasis Park
Phone Number.....2300
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....McGregor, Keystone
Membership.....NAB
Pres., General Mgr.....V. B. Kenworthy
Station-Comm. Mgr.....Paul E. Walden
Sales Prom. Manager.....Lee Phillips
Program Director.....Arthur Elliott
Chief Engineer.....Robert Molt

KASH

EUGENE—1947—KBS

Frequency: 1800 Kc.....Power: 1000 Watts

Owned-Oper. By.....Radio Air Ways, Inc.
Bus. Studio-Transmitter Address.....Day Island
Rd.
Phone Number.....4595
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Standard, Thesaurus,
Keystone
Representative.....Gene Grant, Donald Cooke
Pres., Gen. Station Mgr.....E. L. Kincaid
Program-Production Dir.....Bruce Nidever
Publicity Director.....Clare Mattingly
Musical Director.....Laura Nidever
Chief Engineer.....William Riley

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Lane Bcstg. Co.
Operated By.....Paul V. McElwain &
Glenn E. McCormick
Business Address.....P. O. Box 1032
Phone Number.....3
Studio Address.....27th & Willamette Sts.,
4th & Main Sts., Springfield
Transmitter Location.....27th & Willamette Sts.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Membership.....NAB, BMB
President.....Paul V. McElwain
General-Station Manager.....Lee Bishop
Commercial Manager.....C. R. Hillyer
Sales Prom. Mgr., Pub. Dir.....Virgil Parker
Program-Production Dir.....Robert Eubanks
Chief Engineer.....Floyd Vikes

KUGN

EUGENE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business Address.....P. O. Box 1400
Phone Number.....2800
Studio-Transmitter Location.....Coburg Rd.
Air Time.....5:30 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....W. S. Grant,
Frank J. McHugh, Jr.
Membership.....NAB
President.....C. H. Fisher
General Manager.....S. W. McCready
Commercial Manager.....L. N. Young
Program Director.....Robert R. Whitley
Production Director.....John E. Boren
Publicity Director.....L. S. Ready
Chief Engineer.....William H. Green
Farm Editor.....Earl Britton

K U I N

GRANTS PASS—1939—DON LEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Southern Oregon Bcstg. Co.
 Business Address. P. O. Box 148
 Phone Number 4477
 Studio-Transmitter Location. Redwood Hwy.
 Air Time. 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service. World, McGregor
 Representative. W. S. Grant
 Membership NAB, BMB
 President. A. E. Voorhies
 General Manager. William B. Smullin
 Station Manager. E. A. Malone
 Sales Manager. Glenn E. Nickell
 Program Director. John T. Sivert
 Chief Engineer. N. L. Williams

K L B M

**LA GRANDE—1938
 KBS-OREGON TRAIL**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Inland Radio, Inc.
 Bus. Studio-Transmitter Address. Old Oregon
 Trail
 Phone Number 220
 Air Time. 7 a.m.-11 p.m.
 News Service UP
 Transcription Service. Lang-Worth, Keystone
 Representative. Jack Keating
 Membership NAB, BMB
 President, General Manager. Lee Jacobs
 Station Manager. John G. Jones
 Commercial Manager. Ken Lillard
 Program Director. Marjorie Pierce
 Chief Engineer. Murray Durham

K F J I

**KLAMATH FALLS—1922
 MBS-DON LEE**

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. ated By. KFJI Bcstrs.
 Bus. Studio-Transmitter Address. 203 Main
 Phone Number 5155
 Air Time. Unlimited
 News Service UP
 Transcription Service World
 Representative W. S. Grant
 Membership NAB
 President, General Mgr. W. D. Miller
 Comm.-Sales Prom. Mgr. Jack Keating
 Prod. Mgr., Prog.-Pub.-Music
 Director Bill Wentworth
 Chief Engr., Farm Editor. William P. Grimes

K M E D

MEDFORD—1926—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. Mrs. W. J. Virgin
 Business-Studio Address. P. O. Box 1306
 Phone Number 4000
 Transmitter Location. Ross Lane
 Air Time. Unlimited
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 Owner, Gen. Mgr. Mrs. W. J. Virgin
 Comm.-Sa'es Prom. Mgr. James J. Dunlevy
 Program Director. Gladys LaMar
 Pub. Dir., Farm Editor. John S. Duffy
 Chief Engineer. Victor M. Catliff

K F L W

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Hera'd Publ. Co. of
 Klamath Falls
 Bus. Studio-Transmitter
 Address 1301 Esp'anade
 Phone Number 8115
 Air Time. 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Eye-elt, McKinnev
 Membership NAB, BMB
 President Frank Jenkins
 General-Station Mgr. H. J. Chandler
 Commercial Manager. Max J. Frye
 Program-Publicity Dir. Marjorie Eagle
 Production Manager. Chuck Cecil
 Musical Director. Bill Williams
 Chief Engineer. Gilbert Walters
 Farm Editor. Paul Alexander

K Y J C

MEDFORD—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Medford Printing Co.
 Bus. Studio-Transmitter Address. Barnett Bld.
 Phone Number 9200
 Air Time. Unlimited
 News Service AP, UP
 Transcription Service. Lang-Worth, Cole
 Representative. W. S. Grant,
 Frank J. McHugh, Jr.
 Membership NAB
 President. Robert W. Ruhl
 General-Station Mgr. Collin R. Matheny
 Comm. Mgrs. Robert M. Bruce,
 Norbert Miksche
 Sales Prom. Manager. Robert M. Bruce
 Program Director. John Ahearn
 Publicity Director. Collin R. Matheny
 Musical Dirs. Curtis Burnside, Jerry Webb
 Chief Engineer, Farm Editor. Chester J. Stuart

OREGON

KNPT

NEWPORT—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Yaquina Radio, Inc.
Business Address: Box 682
Phone Number: 560
Studio-Transmitter Address: N. city limits of Newport

Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: John Keating
Pres., Gen. Station Mgr.: Tom R. Becker
Commercial Mgr.: Leonard Epling
Prog.-Musical Director: Silvia Becker
Prod. Dir., Chief Announcer:

Farm Editor: Bob Gleason
Station Relations: Joe Kortman
Chief Engineer: Leo Reetz

KSRV

ONTARIO—1946—OREGON TRAIL

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Inland Radio, Inc.
Business-Studio Address: Box 540
Phone Number: 212
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Capitol, World, Thesaurus, Cole

Membership: NAB, BMB
President: Lee W. Jacobs
Station Manager: Gordon L. Capps
Commercial Manager: John W. Powell
Sales Promotion Mgr.: Elliot B. Behrens
Program Director: Ray Kozak
Chief Engineer: Charles E. Harland
Farm Editor: Hal Corwin

KGON

OREGON CITY—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Clackamas Bcstrs.
Business-Studio Address: Box 391
Phone Number: 7111
News Service: AP
Transcription Service: Capitol, Lang-Worth, World
General Manager: Floyd C. Bain

KWRC

PENDLETON—1941

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Western Radio Corp.
Business Address: P. O. Box 178
Phone Number: 1425
Studio-Transmitter Location: End of S.W. Sixth
Air Time: Unlimited
News Service: UP

Pres., Gen. Mgr.: V. B. Kenworthy
Station Manager: Ted A. Smith
Comm. & Prod.: Ray L. Benningson
Program Director: Edward J. Warmoth

KBKO

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By: Mercury Bcstg. Co.
Bus. Studio Address: 1212 Failing Bldg.

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.

Bus. Studio Address: 1230 S.W. Main St.
Phone Number: Capitol 1881
Transmitter Location: Clackamas
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Associated, SESAC
Representative: Free & Peters
Membership: BMB
President: Walter Evans
General Manager: J. B. Conley
Station Manager: C. S. Young
Sales Manager: Eldon Campbell
Sales Prom. & Pub. Mgr.: Charles L. Burrow
Program Manager: Mel Bailey
Production Director: Ken Finley
Musical Director: George Burns
Chief Engineer: Thomas Ely

KGW

PORTLAND—1922—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By: The Oregonian Publishing Co.

Bus. Studio Address: 1320 S.W. Broadway
Phone Number: BEacon 6364
Transmitter Location: No. Portland
Air Time: 6 a.m.-M.
News Service: AP, INS
Transcription Service: Lang-Worth, Thesaurus, World

Representative: Edward Petry
Membership: NAB, BMB
President: E. B. MacNaughton
General Manager: M. J. Frey
Station Manager: H. Quanten Cox
Commercial Manager: J. N. Wasson
Program Director: Homer Welch
Dir. of Pub. Rel., Pub. Dir.: Frank Coffin
Chief Announcer: Bob Tomlinson
Musical Director: Abe Bercovitz
Chief Engineer: Harold C. Singleton
Farm Pgm. Dir.: Wallace L. Kaddery

KOIN

PORTLAND—1926—CBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: KOIN, Inc.
 Business Address: P. O. Box 1031
 Phone Number: Atwater 3333
 Studio Address: New Heathman Hotel
 Transmitter Location: Sylvan
 Air Time: 6 a.m.-M.
 News Service: AP, INS, UP
 Transcription Service: World, Capitol
 Associated
 Representative: Avery-Knodel
 Membership: NAB, BMB
 President, Owner: Marshall Field
 Gen.-Sta.-Comm. Mgr.: Harry H. Buckendahl
 Promotion Manager: Marc Bowman
 Program Director: Ted W. Cooke
 Production Director: Willard Mears
 Chief Announcer: Duncan Macleod
 Musical Director: Owen Dunning
 Chief Engineer: Louis S. Bookwalter
 Farm Editor: Luke L. Roberts

KPDQ

PORTLAND—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: John W. DAVIS
 Bus.-Studio-Transmitter Address: Oaks Park
 Phone Number: VERmont 5142
 Air Time: Daytime
 News Service: AP
 Transcription Service: Associated, Capitol
 Representative: William G. Rambeau
 Owner, Gen. Mgr.: John W. Davis
 Prog.-Musical Dir.: Donovan Zundel
 Chief Announcer, Chief
 Engineer: R. F. Johnson

KPOJ

PORTLAND—1932—MBS-DON LEE

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By: Journal Publishing Co.
 Bus.-Studio Address: 919 S.W. Taylor St.
 Phone Number: Br. 3484
 Transmitter Location: P. O. Address R. 1,
 Box 2433
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: Standard, Associated
 Representative: John Blair
 Membership: NAB, BMB
 President: P. L. Jackson
 General-Station Manager: R. M. Brown
 Commercial Manager: Alan L. Torbet
 Program Director: Thomas J. Swafford
 Production Director: Hugh Smith
 Publicity Director: Byron G. Shrader
 Chief Announcer: Lou Gillette
 Musical Director: Allen Uhles
 Chief Engineer: A. E. Richmond
 Farm Service Dir.: Alvin D. Bauer

KWJJ

PORTLAND—1927—UNITED-PACIFIC

Frequency: 1080 Kc. Power: 10,000 Watts
 Owned-Oper. By: KWJJ Bcst. Co., Inc.
 Bus.-Studio Address: 1011 S.W. 6th Ave.
 Phone Number: Atwater 4393
 Transmitter Location: No. Portland
 Air Time: 6 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Lang-Worth, Standard
 Representative: Burn-Smith
 Membership: NAB
 President: Wilbur J. Jerman
 Gen.-Station Mgr.: William E. Richardson
 Commercial Manager: Jerry Speerstra
 Sales Prom. Mgr., Pub. Dir.: Ben Crosby
 Program-Production Dir.: Rene Bozarth
 Chief Announcer: Art Morey
 Musical Director: John Emmet
 Chief Engineer: Dwight Loomis

KXL

PORTLAND—1926—PACIFIC N.W.

Frequency: 750 Kc. Power: 10,000 Watts d.
 Owned-Operated By: KXL Bcstrs.
 Business-Studio Address: Orpheum Bldg.
 Phone Number: BR. 6451
 Transmitter Location: Town of Harmony
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, Keystone,
 Standard
 Representatives: Walker, Moore
 Pres., Gen.-Sta.-Comm. Mgr.: H. S. Jacobson
 Prog.-Pub. Director: Paul Robinson
 Production Manager: Jackson Fleming
 Chief Engineer: Ralph Mifflin
 Farm Editor: Ben Buisman

KRNR

ROSEBURG—1935
 MBS-DON LEE-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: News Review Co.
 Business Address: 134 N. Jackson St.
 Phone Number: 4
 News Service: AP
 Transcription Service: Standard, World, KBS
 Representatives: John Keating, Griffith
 President: Frank Jenkins
 General Manager: Iris Rice Helliwell
 Commercial Manager: Del McKay

KOCO

SALEM—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: B. Loring Schmidt
 Bus.-Studio-Transmitter Address: 1426 Edge-
 water St., W. Salem

OREGON—PENNSYLVANIA

Phone Number 3-3108
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service..... Capitol. Thesaurus,
 Keystone
 Representative William G. Rambeau
 Membership NAB
 General Manager B. Loring Schmidt
 Commercial Manager..... Earle W. Headrick
 Program Director Jack Zubon
 Production Director..... William A. Exline
 Chief Engineer..... Edward C. McElroy, Jr.

News Service AP
 Transcription Service World
 Representative W. S. Grant
 Membership NAB, BMB, FMA
 Pres., General Mgr..... Glenn McCormick
 Station Comm. Manager..... Hal Byer
 Program Director..... Ester Konantz
 Chief Announcer..... Blaine Hanks
 Chief Engineer..... Clyde Carlton

KSLM

SALEM—1939—MBS-DON LEE

Frequency: 1390 Kc..... Power: 1000 Watts
 Owned-Operated By..... Oregon Radio, Inc.
 Business Address Salem
 Phone Number 3-4831
 Studio Address Senator Hotel Bldg.
 Transmitter Location..... Kingwood Hgts.
 Air Time 6a.m.-1 a.m.

TILLAMOOK—1947—KBS

Frequency: 1590 Kc..... Power: 250 Watts
 Owned-Oper. By..... Tillamook Bcstg. Co., Inc.
 Business Address..... Star Route W., Box 24
 Phone Number 1122
 News Service AP
 Transcription Service..... World, KBS
 Representative John Keating
 President..... Fred H. Guyton
 General Manager..... Mel Baldwin
 Sales Manager..... Jim Kelly

PENNSYLVANIA

*Estimated Population 10,689,000—Increase + 3.0%—Radio Homes 2,746,700
 Total Families 2,879,900—Stations in State 100*

W A E B

ALLENTOWN—1948—ABC

Frequency: 790 Kc..... Power: 500 Watts d.
 1000 Watts n.
 Owned-Oper. By..... Valley Bcstg. Corp.
 Bus.-Studio-Transmitter Address..... K. & S.
 Bldg., 7th & Hamilton Sts.
 Phone Number..... Allentown 4-9364
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative George P. Hollingbery
 Pres., Gen. Mgr..... Joseph M. Nassau
 Commercial Manager..... Howard Wasserman
 Program Director James A. Nassau
 Chief Engineer..... Martin N. Oebbecke

Pres., Gen. Mgr..... Lewis Windmuller
 Commercial Manager..... Roderick E. Schoenlank
 Sales Prom. Mgr., Pub. Dir..... C. Robert Glover
 Chief Engineer..... Gerald B. Werst

W K A P

ALLENTOWN—1946—KBS

Frequency: 1580 Kc..... Power: 1000 Watts d.
 Operated By..... Allentown Bcstg. Co.
 Bus.-Studio Address..... 715 Hamilton St.
 Phone Number 3-3166
 Transmitter Location..... Jordan Pkway, Route
 145, Whitehall Township
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service..... World, Lang-Worth,
 Keystone
 Representative Forjoe
 Membership NAB
 President..... N. Joe Rahall
 General Manager..... O. R. Davies
 Sales Prom. Mgr..... Jack J. Dash
 Program Director..... Gerald Williams
 Chief Announcer..... Marshall Cleaver
 Chief Engineer..... C. Frank Cordaro

W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Allentown Bcstg. Corp.
 Bus.-Studio-Transmitter Address..... 1125 Cel-
 rado Ave.
 Phone Number..... Allentown 4-4801
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Robert Meeker
 Membership NAB

W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc..... Power: 5000 Watts

PENNSYLVANIA

Owned-Oper. By... Lehigh Valley Bcstg. Co.
Bus.-Studio Address... 39-41 N. Tenth St.
Phone Number... Allentown 9511
Transmitter Location... Old Catasauqua Rd.,
Route 1
Air Time... 7 a.m.-M.
News Service... AP, UP
Transcription Service... Standard, Thesaurus
Representative... Headley Reed
Membership... NAB, BMB
President... J. Calvin Shumberger
V.P., Managing Dir... B. Bryan Musselman
Office Manager... Olivia P. Musselman
Dir. of Programs... George Y. Snyder
Technical Supervisor... Reuel H. Musselman

W F B G

ALTOONA—1924—NBC

Frequency: 1340 Kc... Power: 250 Watts
Owned-Operated By... Gable Bcstg. Co.
Bus.-Studio Address... Wm. F. Gable Co.
Phone Number... 6467
Transmitter Location... Atop Gable Store
Air Time... 7 a.m.-M.
News Service... AP
Transcription Service... World, Lang-Worth
Representative... Headley-Reed
Membership... NAB, BMB
President... George P. Gable
Managing Director... John M. Snyder
Chief Announcer... James Gates
Musical Director... George Burgoon
Farm Editor... Eugene Hammil

W J S W

ALTOONA—1947—MBS

Frequency: 1290 Kc... Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By... Altoona Bcstg. Co.
Bus.-Studio Address... 1413 11th Ave.
Phone Number... 9301
Transmitter Location... Goods Lane, Logan
Township
Air Time... 7 a.m.-1 a.m.
News Service... UP
Transcription Service... Standard
Representative... Burn-Smith
Membership... NAB
President... Herbert T. Wolf
General Mgr... Thomas W. Metzger
Station-Comm. Mgr... James E. Moren
Sales Prom. Mgr... D. Ruel Burkhardt
Program Director... Lois M. Huey
Production Director... Charles Flynn
Publicity Director... Richard Gibboney
Chief Announcer... Tom Torrissi
Musical Director... Mike Croft
Chief Engineer... C. Irvin Metzger
Farm Editor... Harvey Miller

W R T A

ALTOONA—1947—ABC

Frequency: 1240 Kc... Power: 250 Watts
Owned By... Thompson Bcstg. Co.
Operated By... Roy F. Thompson
Bus.-Studio-Transmitter Address... 1421 12th
Ave.
Phone Number... 6646
Air Time... 6:30 a.m.-1 a.m.
News Service... UP
Transcription Service... Thesaurus, SESAC
Representative... Robert Meeker
Membership... NAB
Gen.-Sta.-Comm. Mgr... Roy F. Thompson
Sales Prom. Mgr... William Clear
Program Director... Dorothy M. Thompson
Musical Director... Robert Michael
Production Director... John E. Riley
Chief Engineer... George R. Burgoon
Farm Editor... Robert Klar

W V A M

ALTOONA—1948—CBS

Frequency: 1430 Kc... Power: 1000 Watts
Owned-Operated By... General Bcstg. Corp.
Business-Studio Address... 2801 Edgewood Dr.
Phone Number... 8127
News Service... UP
Transcription Service... Lang-Worth
Representative... Weed
President... Emanuel S. Leopold
Gen.-Comm. Manager... D. L. Sellers
Prog. Dir., Prom. Mgr... Mike Grant
Chief Engineer... J. J. Ralston

W A V L

APOLLO—1947

Frequency: 910 Kc... Power: 1000 Watts
Owned-Oper. By... Tri-Borough Bcstg. Co.
Bus.-Studio Address... 401-403 Forth Ave.
Phone Number... Apollo 480
Transmitter Location... 1 1/4 Mi. E. of Apollo on
Rt. No. 56
Air Time... Daytime
News Service... UP
Transcription Service... SESAC, Cole
Representative... Rural Radio
General Manager... Cecil F. Clifton
Commercial Manager... Meredith Twining
Program Director... Carmen Tubby
Publicity Director... Larry Caldwell
Chief Engineer... H. E. Smith
Farm Editor... A. J. West

W B V P

BEAVER FALLS—1948

Frequency: 1230 Kc... Power: 250 Watts
Owned-Operated By... WBVP, Inc.

• • • **PENNSYLVANIA** • • •

Business-Studio Address...1216 Seventh Ave.
News ServiceUP
Transcription Service.....Capitol, Standard
President, General Mgr.....Frank R. Smith, Jr.
Commercial Mgr.....Thomas B. Price
Program Director.....Gerry Golf
Promotion Manager.....Jean Biggard
Chief Engineer.....Bill Hines

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehems' Globe
Pub. Co.
Bus.-Studio Address.....426 Brodhead Ave.
Phone Number6-8074-5
Transmitter Location...Eighth Ave. & Dell St.
Air TimeSunrise-sunset
News ServiceUP
Transcription Service.....World, Capitol
MembershipNAB
Vice President.....Rolland L. Adams
Sta.-Comm. Mgr.....Arthur C. McCracken
Program Director.....Stefan George
Publicity Director.....Jack Perry
Musical Director.....Belly Fry
Chief Engineer.....Edwin L. Rybak
Farm Editor.....Joe Prentice

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc.....Power: 500 Watts
Owned-Oper. By.....The Columbia-Mantour
Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone Number1700
Transmitter Location.....Bloomsburg RFD
News ServiceAP
Transcription Service.....Associated
MembershipNAB
President.....Robert R. Eyerly
General Manager.....Ed Darlington
Commercial Manager.....John Gilton
Chief Engineer.....Stanton Davis

WLTR

BLOOMSBURG—1947

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bloom Radio, Inc.
Business-Studio Address.....Hotel Magee
Phone Number1800-1
Transmitter Location.....Scott Township
Air TimeSunrise-sunset
News ServiceUP
Transcription Service.....World
MembershipNAB, BMB
President.....Harry L. Magee
General-Station Mgr.....C. G. Moss
Commercial Manager.....Hamer Cox
Sales Prom. Mgr., Prog. Dir.....Roy Nassau

Production Director.....Mark Jury
Publicity Director.....Laura Fairchild
Chief Engineer.....Park H. Cassady
Musical Director.....Ray Calabrese
Farm Editor.....Walt Lewis

WLOA

BRADDOCK—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
Phone Number.....Electric 1100 (Pittsburgh)
News ServiceUP
Transcription Service...Lang-Worth, Standard,
World
RepresentativeFriedenberg
President, General Mgr.....William G. Matta
Commercial Manager.....George Matta
Program Director.....Paul McCandless
Chief Engineer.....James Schultz

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Bradford Publications, Inc.
Business Address.....43 Main St.
Phone Number.....7174-5, 3173
Studio Address.....35 Main St.
Transmitter Location.....High St. Ext.
Air TimeUnlimited
News ServiceAI
Transcription Service.....Standard, World
Representative.....McGeehan & O'Mara
MembershipNAB
President.....Lester R. Edwards
Gen.-Comm. Mgr.....Joseph M. Cleary
Sales Prom. Mgr., Pub. Dir...William V. Peter's
Prog. Dir., Farm Editor.....Joseph V. Lentini
Prod. Dir., Chief Announcer..Robert C. Norman
Musical Director.....George M. Ward
Chief Engineer.....David W. Jefferies

WISR

BUTLER—1941—KBS

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Butler Bcstg. Co.
Business-Studio Address.....357 N. Main St.
Phone Number4701
Transmitter Location.....McKinley Ave. Ext.
Air TimeSunrise-local sunset
News ServiceUP
Transcription Service...Lang-Worth, Keystone
RepresentativeForjoe
MembershipNAB, BMB
PresidentDavid Rosenblum
Commercial Manager.....Paul H. Martin
Program Director.....Robert Kaufman
Publicity Director.....Joel Rosenblum
Chief Engineer.....Paul Rex
Farm Editor.....R. H. McDougall

. . . **PENNSYLVANIA** . . .

WLXW

CARLISLE—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Operated By Philip Mathews
 Bus.-Studio Address 60 Moorland Ave.
 Owner Philip Mathews

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Chambersburg Bcstg. Co.
 Bus.-Studio Address Craft Press Bldg.
 Phone Number 1110-1
 Transmitter Location Route No. 6, Warm
 Spring Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Thesaurus, Capitol
 Representative Forjoe
 Membership NAB
 Pres., Gen.-Station Mgr. John S. Booth
 Comm.-Sales Prom. Mgr. Charles M. Cassel
 Program Director Earl Strine
 Prod.-Pub. Director M. Goodwin Clarke
 Chief Announcer Allen Saunders
 Musical Dir., Farm Editor Edward Leigh
 Chief Engineer James McCurdy

WESA

CHARLEROI—1947

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Monongahela Valley Bcstg.
 Corp.
 Bus.-Studio-Transmitter Address Recerational
 Park
 Phone Number Charleroi 2300
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World, Capitol
 Representative Harry Friedenberg
 Membership NAB
 President Dr. A. S. Sickman
 Gen.-Station-Comm. Mgr. John E. Karabin
 Sales Prom. Mgr., Pub. Dir. Robert Vesel
 Prog.-Prod. Dir. Charles C. Rutledge, Jr.
 Chief Announcer, Musical
 Director William Ryan, III
 Chief Engineer Henry Neiderkofler

WPWA

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Lou Poller
 Business Address Chester
 Phone Number 3-1641
 Air Time Daytime
 News Service AP
 Transcription Service World, Capitol
 Membership NAB

Owner Lou Poller
 General Manager M. A. Mandel
 Sales Promotion Mgr. Burton Levin
 Program Director Bob Johnson
 Chief Engineer Harry Simmington

WVCH

CHESTER—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By James M. Tisdale
 Bus.-Studio Address Wolf Bldg., Market Sq.
 Phone Number Chester 2-8861
 Transmitter Location Bridgewater Rd., RD 1
 Air Time Sunrise-sunset
 News Service UP
 Pres., Gen. Mgr., Pub. Dir. James M. Tisdale
 Station Manager Tom Harvey
 Commercial Manager Dan Safron
 Sales Prom. Manager Jack Carrol
 Prog.-Musical Dir. Edna Whittington
 Chief Announcer Tom Harvey
 Chief Engineer James M. Tisdale
 Farm Editor Phil Steer

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Progressive Publishing Co.,
 Inc.
 Business Address 206 E. Locust St.
 Phone Number 5-5541
 Studio Address 215 Church St.
 Transmitter Location Clearfield R.D.
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus, Capitol,
 World
 Membership NAB
 President Richard Kennard
 General Manager W. K. Ulerich
 Sta. Mgr., Prog.-Pub. Dir. W. J. Thomas
 Comm.-Sales Prom. Mgr. W. C. Plummer
 Chief Announcer, Musical Dir. Joseph Milsop
 Chief Engineer Llewellyn Duck
 Farm Editor W. O. Mitchell

WTWS

CLEARFIELD—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Airplane & Marine
 Instruments, Inc.
 Address P. O. Box 868
 Phone Number 5-9616
 News Service INS
 Transcription Service World
 President Theodore W. Stemmler
 Mgr., Comm. Mgr. Marsha Davenport
 Sta. Mgr., Prog. Dir. Kenneth D. Snyder
 Promotion Manager Robert A. Rexroad
 Chief Engineer Miles Lewis

PENNSYLVANIA

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Connellsville Bcstrs., Inc.
Bus.-Studio Address: 124 W. Crawford Ave.
Phone Number: Connellsville 2700
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth, SESAC, Capitol
Pres., Gen.-Sta. Mgr.: J. Wylie Driscoll
Chief Engineer: R. H. Fasulkey

WBUX

DOYLESTOWN—1948

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By: Charles M. Meredith
Business-Studio Address: The Hart Bldg.
Phone Number: Doylestown 220
Transmitter Location: Doylestown Township
News Service: AP
Transcription Service: Thesaurus
Membership: NAB

Owner, Gen. Mgr.: Charles M. Meredith
Station-Comm. Mgr.: William A. Lynch
Sales Promotion Mgr.: Leon Kehr
Prod. Dir., Chief Announcer: Neal Call
Chief Engineer: Paul Fireman
Farm Editor: Chuck Fairchild

WCED

DUBOIS—1941—CBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Tri-County Bcstrg. Co.
Bus.-Studio-Transmitter Address: 80 N. Park Pl.
Phone Number: 1700
News Service: UP
Transcription Service: Keystone
President: Harold Gray
Gen. Mgr., Pub. Dir.: Jason S. Gray
Station-Comm. Manager: Les Ryder
Program Director: Virginia Ryder
Chief Engineer: Vernon Stahl

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Associated Bcstrs., Inc.

5 Markets it pays you to Cover!

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936



WRAW
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

W GAL
Lancaster, Pa.
Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

P E N N S Y L V A N I A

Bus. Studio Address.....516 Northampton St.
 Phone Number.....6131
 Transmitter Location.....Williams Township
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NAB
 Station Executive.....Clair R. McCollough
 Station Manager.....Elwood C. Anderson
 Natl. Sales Manager.....J. Robert Gulick
 Program Director.....Eugene Bethman
 Chief Engineer.....J. E. Mathiot

W E R C ERIE—1941—NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Presque Isle Bcstg. Co.
 Bus. Studio-Transmitter Address.....121 W. 10 St.
 Phone Number.....26-918-9
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated, Lang-Worth
 Representative.....Weed
 President.....Jacob A. Young
 General Manager.....Charles E. Denny
 Station Manager.....J. J. Young
 Commercial Manager.....Art Ingram
 Program Director.....Virginia Donachy
 Chief Announcer.....John Michael
 Chief Engineer.....Ken Hestor

W I K K ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned By.....Community Service Bcstg. Co.
 Bus. Studio Address.....1021 State St.
 Phone Number.....23-249
 Transmitter Location.....Waterford
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Taylor-Borroff
 Membership.....NAB
 President.....Keith Kiggins
 General Manager.....Ted Nelson
 Commercial Manager.....John Rossiter
 Program Director.....E. D. Harvey
 Chief Engineer.....Hugo A. Bondy

W L E U ERIE—1933

MBS-QUAKER-WM. PENN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLEU Bcstg. Corp.
 Bus. Studio Transmitter Address.....2nd Fl.
 Comme ce Bldg., 12th & State Sts.
 Phone Number.....23-327, 22-129
 Air Time.....6 a.m.-M.
 News Service.....AP

Transcription Service.....World, Thesaurus
 President.....Leo J. Omelian
 V.P., Gen.-Sta. Comm. Mgr.....V. Hamilton Weir
 Secretary.....Calire Theno
 Musical Director.....Anthony Conti
 Chief Engineer.....George Roland
 Farm Editor.....Paul Crossman

W H J B GREENSBURG—1934

Frequency: 620 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Pittsburgh Radio Supply
 House
 Bus. Studio-Transmitter Address.....Penn Albert
 Hotel
 Phone Number.....Greensburg 3740
 Air Time.....7 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB, BMB
 President.....H. Kenneth Brennen
 General-Comm. Mgr.....G. J. Podyyn
 Program Director.....John Howard
 Chief Engineer.....L. L. Allen

W H G B HARRISBURG—1945

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Bus. Studio-Transmitter Address.....112 Market
 St.
 Phone Number.....2-3456, 6-2646
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Weed
 Membership.....NAB, BMB
 Pres., Comm. Mgr.....Herbert Kendrick
 General Manager.....Jack Hooper
 Program Director.....Stan Bowman
 Production Director.....Betsy Heagy
 Pub.-Musical Dir.....Red McCarthy
 Chief Announcer.....Fred Greene
 Chief Engineer.....Woody Schlegel

W H P HARRISBURG—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....WHP, Inc.
 Business-Studio Address.....216 Locust St.
 Phone Number.....4-3211
 Transmitter Location.....Harrisburg Hershey
 Hw., 4 Mi. E. of Harrisburg
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, Associated
 Representative.....Bolling
 Membership.....NAB, BMB



to... **WAZL**

Day in and Day Out!

in the GREATER HAZLETON TRADING AREA

[
 The attached Conlan survey tells the story! Read it completely and see for yourself how WAZL dominates the listening audience! . . . We're located in Luzerne—the third largest county in Pennsylvania with 441,518 inhabitants!
]

- ☆ Coverage?
- ☆ Network?
- ☆ Service?
- ☆ Results?
- ☆ Promotion?
- ☆ Representation?

SURE! . . . we serve four counties in this great state of Pennsylvania . . . Primary coverage area, 224,579; Metropolitan Hazleton trading area 131,000.

SURE! . . . two of them! NBC and Mutual.

SURE! . . . complete staff of experienced personnel . . . three of original staff members still with the station since it went on the air in 1932! They have the "know-how!"

SURE! . . . ask the satisfied clients using WAZL year after year . . . some of them for 16 years.

SURE! . . . outstanding promotion jobs for clients year after year . . . awards won regularly. Look at the records!—Right ahead of 50,000 watt stations on program promotion!!!

SURE . . . Robert Meeker Associates, 521 Fifth Avenue, New York City.

"Power Alone is Not Enough"

It takes:

PROGRAMS . . . we have them!

PERSONNEL . . . our staff is experienced in the "know-how" of radio!

PROMOTION . . . we do it!

VIC DIEHM
General Manager

WAZL HAZLETON, PA.

1490 kc.

* Represents our peak audience figure. Overall percentage for entire survey 67.5%.



AFFILIATE

PENNSYLVANIA

Gen.-Sta.-Comm. Mgr. A. K. Redmond
 Sales Prom. Mgr. Beatrice Potteiger
 Program Director Dick Redmond
 Production Director Harry Hinkley
 Publicity Director John Price
 Musical Director David Shoop
 Chief Engineer E. Daniel Leibensperger
 Farm Editor George Wirt

W K B O

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Keystone Bcstg. Corp.
 Bus.-Studio Address 31 N. Second St.
 Phone Number 4-0191
 Transmitter Location Penn Harris Hotel
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NAB
 Station Executive Clair R. McCollough
 Station Manager David J. Bennett, Jr.
 Natl. Sales Manager J. Robert Gulick
 Program Director Don Wear
 Chief Engineer J. E. Mathiot

W A Z L

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Hazleton Bcstg. Co.
 Bus.-Studio Address 708 Hazleton Natl.
 Bank Bldg.
 Transmitter Location 610 E. Berner Ave.
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Victor C. Diehm
 Comm.-Sales Prom. Mgr. Thomas Tito
 Prog. Dir., Chief Announcer Don Murray
 Production Manager Dave Davies
 Publicity Director Kathryn Kahler
 Musical Director John Stanzola
 Chief Engineer Elwood Tito
 Farm Editor Paul Brown

W H O D

HOMESTEAD—1948

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Steel City Bcstg. Corp.

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

. . . **PENNSYLVANIA** . . .

Bus. Studio Address.....105 E. Seventh Ave.
 Phone Number.....HO 0027
 Transmitter Location.....W. Millfin Borough
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Carl Cuda
 General-Comm. Mgr.....Roy Ferree
 Sta. Mgr., Prog. Dir.....Raymond Scott
 Sales Prom. Mgr., Pub. Dir.....Sid Dickler
 Production Director.....Diana Birkenfield
 Chief Engineer.....James Herbert

Membership.....NAB
 President.....Paul Short
 General Manager.....George D. Gartland
 Station Manager.....Robert R. Nelson
 Commercial Mgr.....Harold J. Fitzgerald
 Sales Prom. Mgr.....Louis Penequy
 Program Director.....Robert C. Ebert
 Chief Announcer.....William S. Santoro
 Musical Director.....John R. Clement
 Chief Engineer.....Millard J. Coleman
 Farm Editor.....H. C. McWilliams

WHUN

HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....The Joseph F. Biddle Publ. Co.
 Operated By.....Radio Station WHUN
 Bus. Studio Address.....400 Washington St.
 Phone Number.....1291
 Transmitter Location.....27th & Murray Aves.
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....SESAC, Standard,
 Keystone
 President.....John H. Biddle
 General Manager.....Samuel L. Stroh, Jr.
 Program Director.....Cary H. Simpson
 Chief Engineer.....Ernest A. Craig

WCRO

JOHNSTOWN—1947—ABC-QUAKER

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Century Bcstg. Corp.
 Bus. Studio Address.....317-319 Main St.
 Phone Number.....75-255
 Transmitter Location.....Prospect Hill
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.
 Membership.....NAB, BMB
 President.....John J. Keel
 General Manager.....John F. Hanssen
 Commercial Manager.....Dennis Gerken
 Program Director.....Charles Barry
 Chief Engineer.....Rexford Ackley

WDAD

INDIANA—1946—CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Indiana Bcst., Inc.
 Bus. Studio Address.....637 Philadelphia St.
 Phone Number.....1780
 Air Time.....7 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard, Keystone
 Membership.....NAB
 President.....Paul J. Short
 General Manager.....John S. Booth
 Station Manager.....Thompson K. Cassel
 Commercial Manager.....Frank J. Richards
 Program Director.....Paul Flynn
 Chief Engineer.....Rudy F. Milhadick

WJAC

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WJAC, Inc.
 Bus. Studio Address.....WJAC Bldg., 329 Main
 St.
 Phone Number.....4-1267
 Transmitter Location.....Tribune Bldg.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard, Thesaurus,
 Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....W. W. Krebs
 Vice Pres., Treas.....L. W. Barnes
 Station-Comm. Mgr.....John P. Foster
 Asst. Mgr., Prog. Dir.....Campbell E. Patch
 Sec., Asst. to the Mgr.....Edythe Brubaker
 Chief Engineer.....N. L. Straub

WARD

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central Bcstg. Co., Inc.
 Business-Studio Address.....Porch Bldg.
 Phone Number.....81-216
 Transmitter Location.....Prospect Hill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed

WACB

KITTANNING—1948

Frequency: 1380 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....The Armstrong County
 Bcstg. Corp.
 Bus. Studio Address.....325 Market St.
 President.....Lawrence W. Henry
 Vice President.....Joseph B. Moore

PENNSYLVANIA

WKIN

KITTANNING—1948

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By WKIN, Inc.
 Bus. Studio Address 133 N. Jefferson St.
 Phone Number 1350
 News Service UP
 Transcription Service Lang-Worth, Standard
 Pres., General Mgr. Julian L. Liebman
 Commercial Manager H. Warren Anderson
 Prog. Dir., Prom. Mgr. Charles Goodwin
 Chief Engineer Benjamin Franklin

WGAL

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WGAL, Inc.
 Bus. Studio-Transmitter Address 8 W. King St.
 Phone Number 5251
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NAB

President Clair R. McCollough
 Station Manager Walter O. Miller
 Natl. Sales Mgr. J. Robert Gulick
 Program Director Ernest Stanzola
 Chief Engineer J. E. Mathiot

WLAN

LANCASTER—1946—ABC-QUAKER

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By The Peoples Bcstg. Co.
 Bus. Studio Address 252 N. Queen St.
 Phone Number 7261-2
 Transmitter Location RFD, Lancaster
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NAB
 Pres., Gen. Mgr. Frank H. Altdoerffer
 Asst.-Comm.-Sales Prom. Mgr.,
 Publicity Director John D. Hymes
 Prog.-Prod. Director Roderick A. Mitchell
 Chief Announcer Robert C. Harnish
 Musical Director Robert Q. Stetler
 Chief Engineer John Shaub
 Farm Editor Elden Spangler

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

WGAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

W L B R

LEBANON—1946

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Lebanon Bcstg. Co.
 Bus.-Studio Address 8th & Cumberland Sts.
 Phone Number 3900
 Transmitter Location Hill Church
 Air Time 6 a.m.-sunset
 News Service AP
 Transcription Service World
 Representative William G. Rambeau
 Membership NAB, BMB
 President H. Raymond Stadiem
 General Manager Lester P. Elter
 Station Manager Julian F. Skinnell
 Commercial Manager Philip J. Reilly
 Production Director William S. Halpern
 Publicity Director Robert Sweigart
 Chief Engineer M. Leonard Savage

W C M B

LEMOYNE—1948

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Rossmoyne Corp.
 Bus.-Studio Address Lemoyne Theater Bldg.
 Phone Number Harrisburg 4-3005
 Transmitter Location Poplar Church Rd.,
 E. Pennsboro Township
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Representative Donald Cooke
 Membership NAB
 President Edgar T. Shepard, Jr.
 General-Station Manager Ed K. Smith
 Commercial Manager John T. Burnile
 Sales Promotion Mgr. Robert Cross
 Prod.-Musical Director Don Jacobs
 Chief Announcer John Archer
 Chief Engineer Howard Bair
 Farm Editor Gordon Jones

W M R F

LEWISTOWN—1941—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Lewiston Bcstg. Co.
 Business-Studio Address 5 W. Market St.
 Phone Number 6757
 Transmitter Location Derry Township
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership NAB, BMB
 General-Station Manager Thomas W. Metzger
 Comm.-Sales Prom. Mgr.,
 Program Director Ralph Porker
 Pub. Dir., Farm Editor Jim Cox
 Chief Announcer George Yack
 Chief Engineer Bernard Bopp

W B P Z

LOCK HAVEN—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Lock Haven Bcstg. Corp.
 Bus.-Studio Address 132½ E. Main St.
 Phone Number 4038
 Transmitter Location Allison Township
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Standard, SESAC
 Representative Joseph Hershey McGillvra
 Membership NAB
 President Donald C. Welch
 General-Station Manager Harris Lipez
 Comm.-Sales Prom. Mgr. Joseph J. Nevins
 Program Director Maude Kauffman
 Production Director L. Willard Poff
 Publicity Director Richard F. Hartzell, Jr.
 Chief Announcer Roger Moyle
 Musical Director John Skerda
 Chief Engineer Kenneth B. Cram
 Farm Editor John B. McCool

W E D O

McKEESPORT—1946

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-City Bcstg. Co.
 Business-Studio Address 547 Fifth Ave.
 Phone Number McKeesport 7167,
 Homestead 3113
 Transmitter Location Foster Rd.
 Air Time Local sunrise-local sunset
 News Service AP, INS
 Transcription Service Associated, World,
 Capitol, Thesaurus
 Representative Burke, Kuipers & Mahoney
 Membership NAB
 Pres., Gen. Mgr. Edward J. Hirschberg
 Station-Comm. Mgr. Edward J. Patrick
 Sales Prom. Mgr. Mildred G. Sheridan
 Program-Production Dir. John H. Stewart
 Publicity Director David T. Williams
 Chief Announcer Joe Guba
 Musical Director Edward Garbett
 Chief Engineer Wilkes E. Hurlley

W M C K

McKEESPORT—1946—KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Mon-Yough Bcstg. Co., Inc.
 Business-Studio Address 516 Market St.
 Phone Number 7193-4-5
 Transmitter Location Lincoln Twp.
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Transcription Service Lang-Worth, Standard,
 SESAC, Keystone
 President George R. Raikes
 Gen.-Station-Comm.-Sales Prom.
 Manager Jock Craddock

. . . **PENNSYLVANIA** . . .

Prog.-Prod.-Pub. Dir. Pat Haley
 Chief Announcer Jim Robertson
 Musical Director Dave Belcher
 Chief Engineer Charles White
 Farm Editor Roy Gallagher

W M G W

MEADVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Meadville Bcstg. Serv., Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 46-723
 News Service UP
 Transcription Service SESAC, Lang-Worth,
 Thesaurus
 President H. C. Winslow
 General Manager Victor C. Diehm
 Commercial Manager Lorraine Yuhasz
 Program Director Thomas A. Tito
 Promotion Manager Kathryn Kahler
 Chief Engineer Hoyt Stout

W B U D

MORRISVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Morrisville Bcstg. Co.
 Bus.-Studio Address 12 S. Pennsylvania Ave.
 Phone Number 7107
 Transmitter Location Bank of Delaware,
 across from Trenton, N. J.
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Capitol, World
 President Verna S. Hardin
 Station Manager James Stolcz
 Commercial Manager Morton Lownes
 Sales Prom. Mgr., Pub. Dir. Bob Kent
 Prog.-Prod. Director William F. Hildenbrand
 Chief Engineer William A. Brewer

W H W L

NANTICOKE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned By. Radio Anthracite, Inc.
 Operated By WHWL
 Business-Studio Address 38 E. Main St.
 Phone Number Nanticoke 1332; Wilkes Barre,
 Enterprise 1-0539
 Transmitter Location Avondole, Plymouth
 Twp.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard, Capitol,
 SESAC
 Membership NAB
 President Henry W. Lark
 General-Station Mgr. Milton Laughlin
 Program Director Robert Bressler
 Prod. Dir., Chief Announcer Bill Gritman
 Chief Engineer Bernard Hyzinski

W K S T

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. Power: 1000 Watts
 (C.P. 5000)
 Owned-Operated By WKST, Inc.
 Bus.-Studio Address Cathedral Bldg.,
 E. Lincoln Ave.
 Phone Number 5050
 Transmitter Location Savannah Center &
 Old Pittsburgh Rds.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Katz
 Membership NAB, BMB
 President, General Mgr. S. W. Townsend
 Station-Comm. Mgr., Prog. Dir. A. W. Graham
 Sales Prom. Mgr., Pub. Dir. Al Francis
 Production Director Harry Reith
 Musical Director Shirley Kerr
 Chief Engineer Robert Emch
 Farm Editor Al Francis

W K P A

NEW KENSINGTON—1940

Frequency: 1150 Kc. Power: 250 Watts d.
 Owned-Oper. By. Allegheny-Kiski Bcstg. Co.
 Business-Studio Address 810 Fifth Ave.
 Phone Number 3534
 Transmitter Location E. Deer Township
 News Service UP
 Transcription Service Lang-Worth,
 MacGregor, SESAC
 Representative Continental Radio Sales
 General-Station-Commercial Mgr.,
 Program Director Edward J. Kroen
 Chief Announcer Michael Felack
 Chief Engineer W. W. Neely

W N A R

NORRISTOWN—1946

Frequency: 1110 Kc. Power: 500 Watts d.
 Owned-Operated By Norristown Bcstg. Co.
 Bus.-Studio Address 115 W. Main St.
 Phone Number Norristown 7600
 Transmitter Location Old Arch Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Helen Wood & Colton
 Membership NAB
 President N. Joe Rahall
 Executive Director Farris E. Rahall
 Station Manager Numa Fabre, Jr.
 Commercial Manager Arthur H. Beckwith
 Program Director J. Arthur Lazell
 Chief Engineer Franklin H. Bisbing



50,000 watts

"Umbrella Coverage"—in
all directions

Nation's third largest market

First in every Philadelphia
listeners' survey ever made

CBS affiliate

On WCAU you're in Philadelphia

THE PHILADELPHIA BULLETIN STATIONS

AM
TV
FM

W K R Z

OIL CITY—1946—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By WKRZ, Inc.
 Operated By Kenneth Edward Rennekamp
 Business-Studio Address 232 Seneca St.
 Phone Number 4-1260, 4-1269
 Transmitter Location Rich Hill, Cranberry
 Township
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service World, Keystone
 Representative Joseph Hershey McGillyvra
 Pres., Gen.-Sta. Mgr., Kenneth E. Rennekamp
 Commercial Mgr. Clifford Hollenbaugh
 Sales Prom. Mgr. Olivia T. Rennekamp
 Prog.-Musical Director Dorothy Green
 Production Director Ruth McCarthy
 Publicity Director Betty Mae Moon
 Chief Announcer Michael Gulla
 Chief Engineer Leo Arcoletti
 Farm Editor Charles Lampinen

K Y W

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc. Power: 50,000 Watts
 Owned-Oper. By Westinghouse Radio
 Stations, Inc.
 Business-Studio Address 1619 Walnut St.
 Phone Number LOcust 4-3700
 Transmitter Location Whitmarsh
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Associated
 Representative Free & Peters
 Membership BMB
 President Walter Evans
 General Manager J. B. Conley
 Station Manager Robert E. White
 Sales Manager Harvey McCall, Jr.
 Sales Promotion Paul A. Woodland
 Program Manager James P. Begley
 Publicity Manager John P. Meagher
 Musical Director Clarence Fuhrman
 Chief Engineer I. N. Eney

W C A U

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Operated By WCAU, Inc.
 Business-Studio Address 1622 Chestnut St.
 Phone Number LOcust 7-7700
 Transmitter Location Moorestown, N. J.
 Air Time Unlimited
 News Service AP, UP

Transcription Service Lang-Worth
 Representative Radio Sales
 Membership BMB, FMA
 General Manager Leon Levy
 Asst. General Mgr. Joseph L. Tinney
 Sales Manager Alex Rosenman
 Sales Promotion Mgr. Robert N. Pryor
 Program Director Joseph T. Connolly
 Publicity Director John J. Kelly
 Chief Announcer Hugh Walton
 Musical Director David Stephens
 Technical Director John G. Leitch
 Chief Engineer George Lewis
 News Editor Alfred T. Ringler
 Farm Editor Amos Kirby

W D A S

PHILADELPHIA—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned By William Goldman
 Operated By WDAS Bcstg. Station, Inc.
 Business-Studio Address 1211 Chestnut St.
 Phone Number LOcust 7-7400
 Transmitter Location Ford Rd. & Midvale Ave.,
 Woodside Pk.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative For Joe
 Membership NAB
 President William Goldman
 General-Station Mgr. Leslie W. Joy
 Commercial Mgr. Lambert B. Beeuwkes
 Prog.-Pub. Dir. M. Leonard Matt
 Musical Dir. Robert Paul Cialoni
 Chief Engineer Frank W. Unterberger

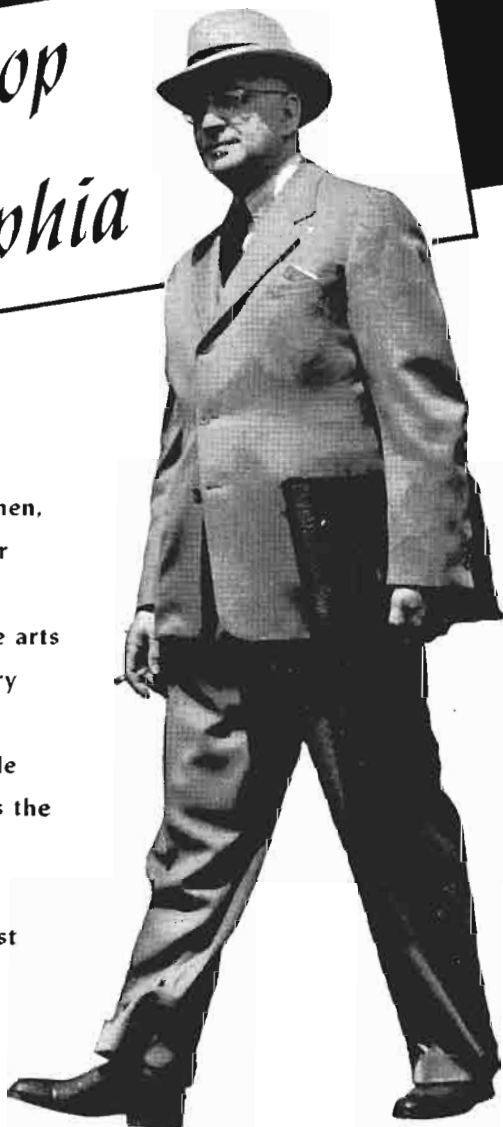
W H A T

PHILADELPHIA—1925

Frequency: 1340 Kc. Power: 100 Watts d.
 Owned-Oper. By Independence Bcstg. Co.
 Business-Studio Address 1505 Walnut St.
 Phone Number Rlittenhouse 6-2058
 Transmitter Location Penn Sheraton Hotel,
 39th & Chestnut Sts.
 Air Time Daytime
 News Service AP
 Membership NAB
 Pres., Gen. Comm.-Sales Prom.
 Manager William A. Banks
 Asst. Gen.-Sta. Mgr., Prog.-Prod.
 Director Dolly Banks
 Publicity Director Annette Oromanor
 Chief Announcer Bill McCall
 Musical Director Len Stevens

First Stop in Philadelphia

There are certain men and women, distinguished by reason of their achievements in such fields as statecraft, science, learning, the arts and industry, whose words carry weight. Radio listeners want to be introduced to these people and to hear these words. That's the reason that whenever a Very Important Person, in whatever field, visits Philadelphia, his first stop is the studios of WFIL.



WFIL

The Philadelphia Inquirer Station

ABC Affiliate

Represented nationally
by the KATZ Agency

PENNSYLVANIA

WFIL

PHILADELPHIA—1922
ABC-QUAKER

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By...Philadelphia Inquirer Div.
of Triangle Publications, Inc.

Business-Studio Address.....Widener Bldg.
Phone Number.....Rittenhouse 6 6900
Transmitter Location.....Whitemarsh
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
Representative.....Katz
Membership.....NAB, BMB
General-Station Manager.....Roger W. Clipp
Sales Manager.....John E. Surrick
Sales Prom. Mgr.....Fred Hayward
Program Director.....William A. Farren
Production Manager.....John Norman
Publicity Manager.....Richard Koster
Musical Director.....Norman Black
Chief Engineer.....Louis E. Littlejohn
Farm Editor.....Howard Jones

WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts
Owned-Oper. By.....Seaboard Radio Bcstg.
Corp.

Business-Studio Address.....1425 Walnut St.
Phone Number.....Rittenhouse 6-2300
Transmitter Location.....Conshohocken RFD
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Adam Young, Joe Lang
President.....Paul F. Harron
Gen.-Sta.-Comm. Mgr.....Edward D. Clery
Sales Prom.-Prod. Mgr.....
Publicity Director.....Rupe Werling
Program Director.....Doug Arthur
Musical Director.....Eric Wilkinson
Chief Engineer.....John H. Henninger
Farm Editor.....Elwood Stutz

WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Phone Number.....WALnut 2-6800
Transmitter Location.....Bellmawr, N. I.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....World
Representative.....Edward Petry
Membership.....NAB, BMB
Pres., General Mgr.....Benedict Gimbel, Jr.
V.P. & Dir. of Sales.....Gordon R. Gray
Local Commercial Mgr.....Samuel Hill
Sales Prom. Manager.....Ralph H. Minton

Program Director.....Murray Arnold
Production Director.....Varner Paulsen
Publicity Director.....Samuel Elber
Asst. Program Dir.....Edward Wallis
Dir. Education & Spec. Events...Samuel Serota
Chief Engineer.....Reginald K. Harris
Technical Director.....Clifford C. Harris

WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts
Owned-Operated By.....Patrick J. Stanton
Business-Studio Address.....St. James Hotel,
13 & Walnut Sts.
Phone Number.....Kingsley 5-7000
Transmitter Location.....7000 River Rd.,
Delair, N. J.
Air Time.....Daytime
News Service.....AP
Transcription Service.....SESAC
Representative.....Joseph Hershey McGillvra
Owner, Gen. Mgr.....Patrick J. Stanton
Commercial Manager.....Charles Stahl
Sales Prom. Mgr., Pub. Dir.....Jerome Weiss
Prog. Dir., Chief Announcer.....Michael Deegan
Production Director.....Jerry Warren
Musical Director.....Kathryn Gillies
Chief Engineer.....Fred Kost

WIBG

WIBG—FM

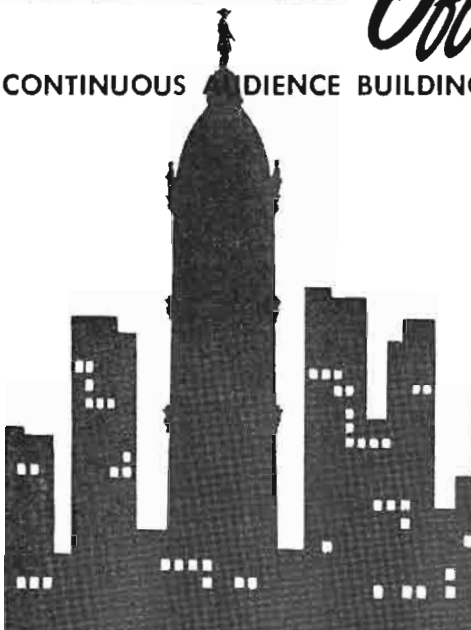
**SPORTS
NEWS
MUSIC**

IN PHILADELPHIA

WPEN

Offers Advertisers

CONTINUOUS AUDIENCE BUILDING THRU—



TIME ON
WPEN
IS TIME WITH
Philadelphians

HOME-POINTED ADVERTISING

- Newspapers
- Car Cards
- Magazines
- Billboards
- 400 Picture-Poster Boards
- Double Spread Truck Posters, Eastern Seaboard
- 250,000 Direct Mail Listener Cards Yearly
- Courtesy Announcements
- Airplane Streamers

MERCHANDISING

- Trade Letters
- Grocery Cards
- Drug Cards
- Window Displays
- Product Displays
- Counter Cards
- Store Posters
- Exclusive Promotion Agreement, Philadelphia Record Dealers Ass'n
- Exclusive Promotion Agreement, Phila. Appliance Dealers Ass'n

350 Represented Nationally by Wm. G. Rameau Co. 102.5

WPEN *The Sun Ray Drug Stations* **WPEN-FM**
IN PHILADELPHIA

PENNSYLVANIA

WPEN

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By: Sun Ray Drug Co.
Operated By: William Penn Bcstg. Co.
Business-Studio Address: 1528 Walnut St.
Phone Number: Kingsley 6-0950
Transmitter Location: Brookhaven Rd. & 77th St.
Air Time: 6a.m.-1 a.m.
News Service: AP, UP
Transcription Service: Associated
Representative: William G. Rambeau
Membership: NAB
President: Albert J. Sylk
General Manager: Edward C. Obrist
Asst. Mgr., Prog. Dir.: William B. Caskey
Production Director: Allen Grey
Publicity Director: T. Harrison Mooney
Chief Engineer: Charles W. Burtis

WTEL

PHILADELPHIA—1926

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Foulkrod Radio Engineering Co.
Business-Studio Address: 4312 N. Broad St.
Phone Number: Gladstone 5-1310, D'Avenport 4-4310
Transmitter Location: Rowlandville
Air Time: Shares time with WHAT
Pres., Gen. Mgr.:
Program Dir.: E. Douglass Hibbs
Station Manager: Henry N. Cocker
Production Director: Alan Stewart
Chief Engineer: John Field

KDKA

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Business-Studio Address: Grant Bldg.
Phone Number: Grant 4200
Transmitter Location: Allison Pk.
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Associated, Thesaurus
Representative: Free & Peters
Membership: BMB
President: Walter Evans
General Manager: J. B. Conley
Station Manager: Joseph E. Baudino
Sales Manager: George D. Tons
Sales Prom. Manager: David N. Lewis
Program Manager: Franklin A. Tooke
Production Director: Ed P. Young
Publicity Manager: Lee Curran
Musical Director: Bernie Armstrong
Chief Engineer: Theodore C. Kenney
Farm Editor: Homer H. Mariz

KQV

PITTSBURGH—1919—MBS

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Oper. By: Allegheny Bcstg. Corp.
Bus.-Studio Address: 800 Chamber of Commerce Bldg.
Phone Number: Atlantic 6802
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC
Representative: Weed
Membership: NAB
President: Charles T. Campbell
Gen. Comm. Manager: J. F. Murray
Program Director: W. M. Burns, Jr.
Publicity Director: Kennard P. Day
Chief Engineer: R. F. Hunt

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: WCAE, Inc.
Bus.-Studio Address: William Penn Hotel
Phone Number: Atlantic 6900
Transmitter Location: Baldwin Township
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Thesaurus, Capitol
Representative: Katz
Membership: NAB, BMB
Pres., General Manager: Leonard Kapner
Sta. Mgr., Prog. Dir.: R. Clifton Daniel
Commercial Manager: Carl M. Dozer
Sales Prom. Mgr., Pub. Dir.: William Kelley
Production Director: John Leban
Chief Announcer: Ralph Fallert
Musical Director: Baron Elliott
Chief Engineer: James Greenwood

WJAS

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By: Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address: 1406 Chamber of Commerce Bldg.
Phone Number: Grant 4860
Transmitter Location: 1459 Crane Rd., Greentree
Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Lang-Worth, Cole
Representative: William G. Rambeau
Membership: BMB
Pres., Gen. Mgr.: H. K. Brennen
Comm.-Sales Prom. Mgr.: John H. Buchheit
Program Director: James M. Hughes
Production Director: Charles M. Kerns, Jr.
Publicity Director: Irene Cowan
Musical Director: Lee Kelton
Chief Engineer: Walter W. McCoy

. . . **P E N N S Y L V A N I A** . . .

W P G H

PITTSBURGH—1946

Frequency: 1080 Kc. Power: 1000 Watts d.
Owned-Operated By Pittsburgh Bcstg. Co.
Bus.-Studio Address 220 N. Highland Ave.,
E. Liberty

Phone Number EMerson 5000
Transmitter Location 2500 E. Lane
Air Time Sunrise-sunset
News Service AP
Transcription Service Lang-Worth, World
Representative Adam J. Young
Membership NAB
President Henry A. Bergstrom
Gen.-Comm.-Sales Prom.

Manager Jim Bellamy
Asst. Gen. Mgr., Prog.-Prod. Dir. Lew Kent
Publicity Director Mary Conley
Musical Director Bettelou Purvis
Chief Engineer J. A. McFarland
Farm Editor Keiran Balfe

W P I T

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By WPIT, Inc.
Bus.-Studio Address 211 Smithfield St.
Phone Number GRant 0794
Transmitter Location Mt. Troy Rd.

Air Time Sunrise-sunset
News Service UP
Transcription Service Lang-Worth, Standard
Representative Joseph Hershey McGillvra
President John J. Laux
General Station Manager John L. Merdian
Program Director George D. Gailey
Publicity Director Rosalia Brennan
Musical Director Byron Lippman
Chief Engineer John Berninger

W W S W

PITTSBURGH—1932—VICTORY

Frequency: 1490 Kc. (CP 970 Kc.) Power: 250
Watts (CP 5000 Watts)

Owned By WWSW, Inc.
Operated By Post-Gazette Publ. Co.
Bus.-Studio Address Sheraton Hotel
Phone Number GRant 5200
Transmitter Location Fineview Hill, No. Side
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Forjoe
Membership NAB, FMA
President, Gen. Manager O. M. Schloss
Station-Comm. Mgr. Ben W. Muros
Sales Promotion Manager,
Publicity Director Harold J. Goldstein
Program Director W. Fred Joyner

Chief Announcer Raymond F. Schneider
Musical Director Marie Wilk
Chief Engineer Henry R. Kaiser

W P A M

POTTSVILLE—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Miners Bcstg. Serv., Inc.
Bus.-Studio Address 106 S. Centre St.

Phone Number Pottsville 5050
Transmitter Location Lawton's Hill
Air Time Unlimited
News Service UP
Transcription Service Associated, Standard
Representative Everett-McKinney
Membership NAB, BMB
President Joseph L. Maguire
General Manager Louis H. Murray
Sales Manager Frank L. Tamulonis
Merchandising Mgr. John Gallagher
Chief Announcer Ray Mulligan
Musical Director Horace Richards
Chief Engineer Gene Handwerck

W P P A

POTTSVILLE—1946

Frequency: 1360 Kc. Power: 1000 Watts d.;
500 Watts n.

Owned-Oper. By Pottsville Bcstg. Co.
Bus.-Studio Address 8 So. Second St.
Phone Number Pottsville 4744
Transmitter Location Old Minersville Rd.
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transcription Service World
Owner, General Manager A. V. Tidmore
Program-Commercial Mgr. John M. Naylor
Chief Announcer Jerry Gaines
Musical Director Llew Edwards

W E E U

READING—1932—ABC-QUAKER

Frequency: 850 Kc. Power: 1000 Watts d.
(CP 1000 Watts Fulltime)

Owned By Reading Eagle-Times
Operated By Hawley Bcstg. Co.
Business-Studio Address 533 Penn St.
Phone Number 7335
Transmitter Township Spring Township
Air Time Daytime
News Service UP
Transcription Service Associated, SESAC
Representative George P. Hollingbery
Membership NAB
President Hawley Quier
Gen.-Station Mgr. Clifford M. Chafey
Commercial Manager K. Richard Creitz
Program Director E. Lester Hofmaster
Chief Announcer George Carroll
Chief Engineer Harold Schearer

. . . **PENNSYLVANIA** . . .

WHUM

READING—1946—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Radio Corp.
 Business-Studio Address Berkshire Hotel
 Phone Number Reading 4-4805
 Transmitter Location Old Wyomissing Rd.
 Air Time Unlimited
 News Service AP
 Representative George P. Hollingbery
 Membership NAB
 Pres., Gen.-Sta. Mgr. Robert G. Magee
 Comm.-Sales Prom. Mgr. Richard G. Fichthorn
 Public Service Dir. Eva L. Sandeffer
 Chief Announcer Alan Lane
 Musical Director A. Raymond Moore
 Chief Engineer Joseph McCormack

Phone Number Reading 7173
 Transmitter Location 6th & Penn Sts.
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NAB
 Station Executive Clair R. McCollough
 Station Manager Raymond A. Gaul
 Natl. Sales Mgr. J. Robert Gulick
 Program Director Frank Voss
 Chief Engineer J. E. Mathiot

WRAW

READING—1922—NBC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Reading Bstg. Co., Inc.
 Business-Studio Address 19 N. Fifth St.

WRYO

ROCHESTER—1948

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Beaver Valley Radio Co.
 Bus.-Studio Address 712 11th St.
 Phone Number 2236
 News Service AP
 Transcription Service World
 President Edward J. Reider
 General Manager Chet Clark
 Program Director William Peters

5 Markets it pays you to Cover!

Represented by
ROBERT MEEKER ASSOCIATES
 New York • Chicago • San Francisco • Los Angeles

W A R M

SCRANTON—1938—ABC-QUAKER

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Union Bcstg. Co.
 Business-Studio Address Bowman Bldg.
 Phone Number 4-1148
 Transmitter Location 701 N. Blakely St.,
 Dunmore
 Air Time 6:45 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Pres., Gen.-Sta. Mgr. Martin F. Memolo
 Commercial Mgr. William M. Dawson
 Prog.-Prod.-Musical Dir. Joe Sa'sburg
 Publicity Director Mary Lynott
 Chief Announcer Art Bolin
 Chief Engineer A. W. Oschmann

W G B I

SCRANTON—1925—CBS

Frequency: 910 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Scranton Bcstrs., Inc.
 Business-Studio Address 1000 Wyoming Ave.
 Phone Number 6296
 Transmitter Location Drinker Tpk.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NAB, BMB
 President M. E. Megargee
 Gen.-Comm.-Sales Prom. Mgr.,
 Publicity Director George D. Coleman
 Station Manager Robert E. McDowell
 Prog.-Musical Dir. Frank Monaghan
 Chief Engineer Kenneth R. Cooke

W Q A N

SCRANTON—1923

Frequency: 910 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By The Scranton Times
 Bus.-Studio Address 149 Pennsylvania Ave.
 Phone Number 5151
 News Service AP, UP, INS
 Owners Edward J. & Elizabeth R. Lynett
 Gen. Mgr., Chief Engr. John P. McGoldick
 Program Director Robert R. Flanagan

W S C R

SCRANTON—1947

Frequency: 1000 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lackawanna Valley Bcstg.
 Co.
 Business-Studio Address 116 Adams Ave.
 Phone Number 5242
 Transmitter Location Keyser Ave.
 Air Time Sunrise-sunset

News Service AP
 Transcription Service Associated, Lang-Worth
 Representative Wolker
 Membership NAB, BMB
 Pres. Judge Michael J. Eagen
 General Manager Frank S. Blair
 Commercial Manager Joseph W. Dobbs
 Traffic Director Mary Walsh
 Publicity Director Al Roberts
 Chief Announcer Jim Kilian
 Musical Director William Ide
 Chief Engineer Willard Shimski
 Farm Editor Michael Woloson

W I S L

SHAMOKIN—1948—MBS—QUAKER

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Rodio Anthracite, Inc.
 Bus.-Studio Address Rock & Sunbury Sts.
 Phone Number 2650
 Transmitter Location Big Mt., Coal Township
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Forjoe
 Membership NAB, FMA
 President Henry W. Lock
 General Manager Charles R. Petrie
 Program Director Dick Owen
 Chief Announcer Jerry Kreeger
 Chief Engineer Bernard Morshall

W P I C

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sharon Herald Bcstg. Co.
 Business Address P. O. Box 541
 Phone Number 4113
 Studio-Transmitter Location Pine Hollow Blvd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Associated, Capitol,
 Lang-Worth, World
 Representative Adam J. Young, Jr.
 Pres., Gen.-Sta. Mgr. John Fahline, Jr.
 Commercial Manager J. T. VanSweringen
 Program Director Marc McCulloch
 Production Mgr. Harold E. Smith
 Publicity Director Evelyn L. Keller
 Chief Engineer A. C. Heck

W M A J

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcst's., Inc.
 Bus.-Studio Address P. O. Box 888,
 Glennland Bldg.
 Phone Number 4959
 Transmitter Location Ferguson Township
 Air Time 7 a.m.-M.

P E N N S Y L V A N I A

News Service AP
 Transcription Service... Lang-Worth, Keystone
 Membership NAB
 President..... R. J. Kennard
 General Mgr..... William K. Ulerich
 Sta.-Comm.-Sales Prom.

Manager..... Alethea Jones Mattern
 Program Director..... Milton J. Bergstein
 Prod. Dirs..... Milton J. Bergstein, John Pfeil
 Musical Director..... George Kahl
 Chief Engineer..... Douglas Beman
 Farm Editor..... Joseph Shafran

W V P O

STROUDSBURG—1947

Frequency: 840 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Pocono Bcstg., Inc.
 Business-Studio Address..... 578 Main St.
 Phone Number..... Stroudsburg 1102
 Transmitter Location..... Cherry Valley &
 Highland Inn Rds.

News Service UP
 Transcription Service..... Associated
 Representative Walker
 President..... James H. Ottaway
 General Manager..... Merle C. Ostrom
 Station Manager..... Elton Hall
 Program Director..... Joseph Webster
 Chief Engineer..... George A. Reinhart

W K O K

SUNBURY—1933—QUAKER-PA. NET

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter..... 1150 N. Front St.
 Phone Number..... Sunbury 1325-6
 News Service AP
 Transcription Service... Lang-Worth, World
 Representative..... Continental Radio Sales
 Membership NAB
 President..... Harry H. Haddon
 Secretary, Treasurer..... Basse A. Beck
 General Manager..... Homer R. Smith
 Commercial Manager..... W. Robert Trevit
 Program Director..... Michel J. Kane
 Chief Engineer..... John W. Keller

W M B S

**UNIONTOWN—1937
 CBS-ATLANTIC SPORTS-
 QUAKER-PA. NET**

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Operated By..... Fayette Bcstg. Corp.
 Bus.-Add. ess..... Fayette Title & Trust Bldg.
 Phone Number..... Uniontown 830
 Transmitter Location..... Old Fairchance Rd.,
 Burgess Field, R.D.
 News Service UP
 Transcription Service..... Thesaurus, Standard
 Representative Robert Meeker

Membership NAB
 Pres., Gen.-Sta. Mgr..... Joseph C. Burwell
 Commercial Manager..... Harry C. Burwell
 Sales Prom. Mgr..... Charles Underwood
 Prog.-Musical Dir..... J. Sullivan Sages
 Production Director..... Michael Sands
 Publicity Director..... James Gismondi
 Chief Engineer..... William J. Henzly
 Farm Editor..... Rex Carter

W N A E

WARREN—1946—MBS

Frequency: 1310 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Northern Allegheny Bcstg.
 Co.

Bus.-Studio Address..... 1st Natl. Bank Bldg.
 Phone Number 3032
 Transmitter Location..... Warren-Kinzua Rd.
 News Service AP
 Transcription Service..... Capitol
 Representative Rural Radio
 Membership NAB
 President, Gen. Mgr..... A. David Potter, Jr.
 Commercial Manager..... Frank Foster
 Sales Prom. Manager..... James Potter
 Program Director..... W. LeRoy Schenck
 Chief Engineer..... Homer Haines

W J P A

**WASHINGTON—1942
 MBS-QUAKER-VICTORY**

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Washington Bcstg. Co.
 Bus. Address..... George Washington Hotel
 Phone Number 4870
 Transmitter Location... So. Strabane Township
 News Service UP
 Transcription Service..... Lang-Worth
 Representative..... Joseph Hershey McGillvra
 Membership NAB
 President..... William S. Yard
 General-Station Manager..... C. B. Heller
 Commercial Mgr..... Charles R. DuVall
 Production Mgr..... Elizabeth Baisley
 Publicity Director..... Mary Ann Fletcher
 Music Librarian..... Ruth Bell
 Chief Engineer..... Horace E. Cooper

W B R E

WILKES-BARRE—1924—NBC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Louis G. Baltimore
 Bus.-Studio Address..... 62 S. Franklin St.
 Phone Number 3-3101
 Transmitter Location..... Kingston
 News Service AP
 Transcription Service..... World
 Membership NAB
 P es., Gen. Mgr..... Louis G. Baltimore
 Sta. Mgr., Pub. Dir..... David M. Baltimore

WBAX

27 YEARS
OF
SUCCESSFUL, EFFECTIVE
BROADCASTING
TO
NORTHEASTERN PENNSYLVANIA



FIRST IN PUBLIC SERVICE
FIRST IN SPORTS
FIRST IN MUSIC
“THE PIONEER VOICE OF
WILKES-BARRE”



WBAX

JOHN H. STENGER, JR., *Licensee-Owner*
MUTUAL BROADCASTING SYSTEM
National Representative: BURN-SMITH CO., INC.

. . . **PENNSYLVANIA** . . .

Commercial Mgr. A. C. Baltimore
 Program Director Franklin D. Coslett
 Musical Director Louis Savitt
 Chief Engineer Charles Sakoskie, Sr.

W B A X

WILKES-BARRE—1922—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By John H. Stenger, Jr.
 Business-Studio Address 85 W. Union St.
 Phone Number 3-0196
 Transmitter Location Route 11, Edwardsville
 Borough
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Owner, Gen. Mgr. John H. Stenger, Jr.
 Station Manager August W. Grebe
 Program Director John H. A. Stenger, III
 Publicity Director Edward Kuzma
 Chief Engineer John H. Stenger, Jr.

W I L K

WILKES-BARRE—1946
ABC-QUAKER

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Wycming Valley Bcstg. Co.

Bus. Studio Address 88 No. Franklin St.
 Phone Number 3-7165
 Transmitter Location Dawes Ave., Kingston
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Thesaurus
 Representative Adam J. Young, Jr.
 Membership NAB, BMB
 President Dr. I. C. Morgan
 General Manager Roy E. Morgan
 Station Mgr. Thomas P. Shelburne
 Sales Manager Jerry Butler
 Program Director Hal Berg
 Chief Announcer Charles Whittier
 Musical Director Joe Bednarek
 Chief Engineer Theodore French

W R A K

WILLIAMSPORT—1930
NBC-QUAKER

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WRAK, Inc.
 Business-Studio Address 244 W. Fourth St.
 Phone Number Williamsport 2-6116
 Transmitter Location 1561 W. Fourth St.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated, Lang-Worth
 Representative J. P. McKinney

WRAK

250 W—1400 Kc

WRAK-FM

3.2 KW—100.3 Mc

National Representative:

J. P. McKINNEY and SON

New York, Chicago, San Francisco



AFFILIATE

The right combination for a
 REAL selling campaign in the
 Williamsport market.

19 YEARS of PUBLIC SERVICE

WRAK, INC.

WILLIAMSPORT, PENNSYLVANIA

PENNSYLVANIA

Membership NAB. BMB
 President E. M. Case
 General Manager George E. Joy
 Office Manager Jean Farstad
 Comm. Mgr., Musical
 Director J. Wright Mackey
 Promotion Mgr. Everett Rubendall
 Program Director Nancy J. Person
 Production Director Irving A. Berndt, Jr.
 Prog. Mgr., Chief Announcer Leon Kelly
 Chief Engineer Glenn Sherman
 Farm Editor Hank Anders

W N O W
YORK—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Radio Bcst. Div. of the Helm
 Coal Co.
 Business-Studio Address 25 S. Duke St.
 Phone Number 2911, 2952
 Transmitter Location R. D. 5
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Associated
 Representative Adam J. Young, Jr.

Membership NAB
 Gen.-Station Mgr. Lowell W. Williams
 Comm. Manager John O. Border
 Sales Prom. Mgr., Publicity
 Director Murray Goldsborough
 Prog.-Prod. Dir. H. E. Daugherty
 Chief Engineer Willis N. Weaver

W O R K

YORK—1932—NBC-MBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By York Bcstg. Co.
 Business-Studio Address 13 S. Beaver St.
 Phone Number 6629
 Transmitter Location W. Manchester
 Township
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NAB
 Station Executive Clair R. McCollough
 Station Manager Harold E. Miller
 Program Director James R. Wilson
 Chief Engineer J. E. Mathiot

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

PENNSYLVANIA—RHODE ISLAND

W S B A

YORK—1942—ABC

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Susquehanna Bcstg. Co.
 Business Address: P. O. Box 1112
 Phone Number: 2676, 6-4413
 Studio-Transmitter Location: R. D. No. 5
 Air Time: Local sunrise-local sunset
 News Service: AP

Transcription Service: World, Capitol
 Membership: NAB, BMB, FMA
 President: Louis J. Appell
 General-Station Mgr.: Walter J. Rothensies
 Commercial Mgr.: Sydney Robbins
 Sales Prom. Mgr.: Phillip K. Eberly
 Program Director: Otis Morse
 Musical Director: Larry Miller
 Chief Engineer: Woodrow G. Eberhart
 Farm Editor: Herman Stebbins

RHODE ISLAND

*Estimated Population 748,000—Increase + 4.8%—Radio Homes 208,100
 Total Families 210,600—Stations in State 9*

W R J M

NEWPORT—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Voice of Little Rhody
 Business-Studio Address: 204 Thames St.
 Partners: John E. & Irene A. Malloy

W H I M

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Intercity Bcstg. Co.
 Business-Studio Address: 32 Custom House
 Phone Number: Union 4211
 Transmitter Location: Eastern Ave.,
 E. Providence

W F C I

PAWTUCKET—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By: Pawtucket Bcstg. Co.
 Business-Studio Address: 450 Main St.
 Phone Number: Perry 9540
 Transmitter Location: Lonsdale
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Associated
 Representative: Avery Knodel
 Membership: NAB, BMB
 President: Howard W. Thornley
 Gen.-Sales P. om. Mgr.: Wallace A. Walker
 Program Director: David Brooks
 Musical Director: Arthur Paquette
 Chief Engineer: Gilbert Johnson

Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Capitol, Standard
 Representative: Adam J. Young, Kettell-Carter
 President, Gen.-Sta. Mgr.: Robert T. Engles
 Commercial Mgr.: Brenton G. Meader
 Program Director: C. George Taylor
 Production Manager: Lou Rosen
 Music Director: Robert Lachance
 Chief Engineer: Carroll Philbrook

W E A N

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By: Yankee Network, Inc.
 Business-Studio Address: Crown Hotel
 Phone Number: Dexter 1500
 Transmitter Location: E. Providence
 Air Time: 6 a.m.-1 a.m.
 News Service: AP, INS, UP
 Transcription Service: Associated, Standard
 Representative: Edward Petry
 Membership: NAB, BMB, FMA
 President: William O'Neil
 Station-Comm. Manager: Joseph Lopez
 Prog.-Prod.-Pub. Dir.: Donald Morton
 Chief Engineer: Henry Tilley

W J A R

PROVIDENCE—1922—NBC-NERN

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By: The Outlet Co.
 Business-Studio Address: 176 Weybosset St.
 Phone Number: Gaspee 1071
 Transmitter Location: Wampanoag Trail,
 E. Providence

Air Time: Unlimited
 Transcription Service: World
 Representative: Weed
 Membership: NAB, BMB
 President: Mortimer L. Burbank
 General Manager: John J. Boyle
 Program Director: Sothern Abbott
 Musical Director: Earl Shean
 Chief Engineer: Thomas C. J. Prior

W N A F

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By: Community Bcstg. Serv. Co.

TOP COVERAGE

in New England's 2nd Largest Market



WPRO
PROVIDENCE

Top station in share of audience

5000 WATTS

BASIC CBS

630 KC.

AM & FM

RHODE ISLAND—SOUTH CAROLINA

Bus. Studio Address.....86 Weybosset St.
 Phone Number.....Jackson 3314
 News Service.....INS
 Representative.....William G. Rambeau
 Sta., Sales Mgr.....W. C. Franklin

W P R O

PROVIDENCE—1924—CBS

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Oper. By...Cherry & Webb Bcstg. Co.
 Business-Studio Address.....15 Chestnut St.
 Phone Number.....Plantations 9776
 Transmitter Location.....E. Providence
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service...Thesaurus. Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NAB
 President.....William S. Cherry, Jr.
 General-Comm Mgr.....Arnold F. Schoen, Jr.
 Program Director.....John A. Owen
 Chief Engineer.....John V. Ferri

W R I B

PROVIDENCE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....R. I. Bcstg. Co.
 Bus. Studio Address.....Narragansett Hotel
 Phone Number.....Union 4512

Transmitter Location..Water St., E. Providence
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service.....Associated. SESAC
 Representative.....For Joe
 Membership.....NAB
 President.....Frank Rao
 General Manager.....Nicholas Ruggieri
 Sales Comm. Mgr.....Anthony Petronella
 Prod. Mgr., Pub. Dir.....Fabian Hume
 Chief Announcer, Musical Dir.....Don Rogers
 Chief Engineer.....Richard Buckley

W W O N

WOONSOCKET—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Associated Electronic
 Enterprises, Inc.
 Business-Studio Address.....99 Main St.
 Phone Number.....3900, 1741
 Transmitter Location.....Getchell Ave.
 Air Time.....6a.m.-M.
 News Service.....AP
 Transcription Service.....World, Capitol,
 Standard
 Representative.....McGeehan & O'Mara
 President, Gen. Mgr.....Garro W. Ray
 Station-Comm. Mgr.....Mitchell F. Stanley
 Prog.-Musical Dir.....Hope Somerby
 Prod. Dir., Chief Announcer...Gene Rousseau
 Publicity Director.....Frederick A. Cluck, Jr.
 Chief Engineer.....George W. Travis

SOUTH CAROLINA

*Estimated Population 1,991,000—Increase +4.8%—Radio Homes 379,000
 Total Families 455,400—Stations in State 34*

W A I M

ANDERSON—1935—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 Bus. Studio-Transmitter Address.....Anderson
 Phone Number.....800, 1444, 2239
 Air Time.....5:23 a.m.-12:05 a.m.
 News Service.....INS
 Transcription Service...Thesaurus. Lang-Worth,
 Associated. World
 Representative.....Burn-Smith
 Membership.....NAB, BMB, FMA
 President.....Wilton E. Hall
 General Manager.....Glenn P. Warnock
 Commercial Manager...Charles B. Goodyear
 Sales Prom. Mgr., Prog. Dir...G. Paul Browne
 Chief Announcer.....Jimmy Coggins
 Chief Engineer.....Jack B. Greene

W B S C

BENNETTSVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bennettsville Bcstg. Co.
 Business-Studio Address.....212 Broad St.
 Phone Number.....780
 Transmitter Location.....1½ Mi. N.W. of
 Bennettsville on Hwy. No. 9
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Joseph Hershey McGillvra
 President.....John W. Orvin
 Gen. Sta.-Comm.-Sales Prom.
 Manager.....Malcolm A. Young
 Prog.-Prod.-Pub.-Musical Dir...James C. Putnam
 Chief Announcer.....E. T. Melton, Jr.
 Chief Engineer.....Everett C. Powers

. . . **SOUTH CAROLINA** . . .

WACA

CAMDEN—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Operated By Camden Bcst. Co.
Business-Studio Address 1417 Broad St.
Phone Number 821-W-3
News Service UP
Transcription Service World
Representative Free & Peters
Pres., General Mgr. John M. Rivers
Commercial Manager Roland Weeks
Program Director Russell Long
Promotion Manager Pearl Baum
Chief Engineer Wilbur Albee

WCSC

CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
Owned By WCSC, Inc.
Operated By John M. Rivers
Bus.-Studio Address Francis Marion Hotel
Phone Number 7611
Transmitter Location Eagles Nest, St. Andrews
Parish
Air Time 6 a.m.-12:05 a.m.
News Service UP
Transcription Service World
Representative Free & Peters
Membership NAB, BMB
Pres., Gen.-Station Mgr. John M. Rivers
Comm.-Sales Prom. Mgr. Roland Weeks
Program-Production Dir. Russell Long
Publicity Director Pearl Baum
Musical Dir., Farm Editor Bob Tamblin
Chief Engineer Wilbur Albee

WFAK

CHARLESTON—1946—MBS

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Charleston Bcstrs.
Bus.-Studio-Transmitter Address 149 Went-
worth St.
Phone Number 3-6428
Air Time Daytime
News Service UP
Transcription Service Thesaurus
Representative Forjce
Gen. Mgrs. T. K. Vassy, L. P. Moore
Station Mgr., Pub. Dir. T. K. Vassy
Comm. Manager W. S. Turner
Sales Prom. Mgr., Prog.-Prod. Dir. L. P. Moore
Chief Announcer Robert V. Austin
Chief Engineer Carlton J. Modlin

WHAN

CHARLESTON—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Charleston Bcstg. Co.
Business-Studio Address 152 Market St.

Phone Number 3-1643
Transmitter Location St. Andrew's Parish
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative Adam J. Young, Jr.
Membership BMB
President Harry J. O'Neill
Gen.-Sta.-Comm.-Sales Prom.
Manager C. Wylie Calder
Prog.-Prod.-Pub. Dir. Vernon M. Bushong
Musical Director Traynor Ferillo
Chief Engineer William P. Birchfield

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Atlantic Coast Bcstg. Co.
Business Address P. O. Box 297
Phone Number 2-2961
Studio Address 133 Church St.
Transmitter Location St. Andrew's Parish
Air Time 6 a.m.-M.
News Service AP
Transcription Service Associated
Representative George P. Hollingbery
Membership NAB, BMB
President Edward Manigault
Gen.-Station Mgr. Robert E. Bradhom
Comm. Manager Grange S. Cuthbert, Jr.
Prog.-Prod.-Pub. Dir. William N. Abbott
Musical Director Edna E. Richardson
Chief Engineer Douglass M. Bradham
Farm Editor John Roebuck

WUSN

CHARLESTON—1948—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Southern Bcstg. Co.
Bus.-Studio-Transmitter Address 42 Tenth
Ave.
Phone Number 2-2652
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Associated
Representative Donald Cooke
Membership NAB
President C. Norwood Hastie
Gen.-Sales Prom. Mgr. B. M. Middleton
Comm. Manager J. Drayton Hastie
Program Director Hubert Wilke
Chief Announcer Henry Hoppe
Chief Engineer Walter Nelson

WGCD

CHESTER—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Craig Bcstg. Co.
Bus.-Studio Address Radio-Press Bldg.

SOUTH CAROLINA

Phone Number 1171
 Transmitter Location Harris St.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Membership NAB
 General Manager Morgan J. Craig
 Station-Comm. Mgr. Charles E. Bell
 Sales Prom. Mgr. C. Cecil Simmons
 Program Director Arthur Cornwall
 Publicity Director Allein White
 Chief Engineer Morton Green

WCOS COLUMBIA—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Business-Studio Address 1202 Main St.
 Phone Number 2-5601
 Transmitter Location Edgewood Rd.
 Air Time 6 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World
 Representative Taylor-Borroff
 Membership BMB
 President E. D. Black
 General-Station Manager James W. Hicks
 Commercial Manager Dixon Harp
 Sales Prom. Mgr. B. George Barber, Jr.
 Pogram-Publicity Director,

Chief Announcer Robert M. Hope
 Production Director John Evans
 Chief Engineer Robert D. Lambert

WIS COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Surety Life Insurance Co.
 Business-Studio Address 1811 Main St.
 Phone Number 2-2135
 Transmitter Location Bluff Rd.
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Free & Pele's
 Membership NAB, BMB
 President Herman N. Hipp
 General Manager G. Richard Shatto
 Managing Director J. Dudley Saumenig
 Local Sales Mgr. C. Wallace Martin
 Prom.-Pub. Manager Steve Libby
 Program Director Frank Harden
 Chief Announcer Mackie Quave
 Musical Director Phil Aresta
 Chief Engineer Herbert G. Eidson, Jr.
 Farm Editor Clair H. Shadwell

WKIX COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 Watts d.;
 500 Watts n.

Owned-Oper. By Inter-City Adv. Co., Inc.
 Business-Studio Address 1127 Lady St.
 Phone Number 2-8659
 Transmitter Location Lexington County
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB, BMB
 President George W. Dowdy
 General Manager Walter H. Goan
 Station-Comm. Mgr. J. Norman Young
 Prog. Dir., Chief Announcer Johnny Ropp
 Prod.-Pub. Dir. Paul Rodgers
 Musical Director George Stanely
 Chief Engineer Gene Hampton
 Farm Editor Ed Tacy

WNOK COLUMBIA—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Palmetto Radio Corp.
 Business-Studio Address 941 Harden St.
 Phone Number 2-1518
 Transmitter Location 921 Huger St.
 Air Time 6 a.m.-M.
 News Service AP
 Representative Forjoe
 Membership NAB
 General-Station Manager R. T. Allen
 Program Dir. H. Moody McElveen, Jr.
 Chief Announcer Jack Cook
 Chief Engineer T. B. Williams

WLAT CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Coastal Bcstg. Co.
 Operated By L. M. Hawley, H. L. Hanks
 Business-Studio Address 12th Ave.
 Phone Number 340
 Transmitter Location U. S. Hway. 701, 1/4
 Mi. N.W. Center of City
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 Membership NAB
 President, General Mgr. L. M. Hawley
 V.P., Chief Engineer H. L. Hanks
 Chief Announcer Mike Jordan
 Farm Editor Guy Williams

WDSC DILLON—1946—MBS

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Oper. By Border Bcstg. Co., Inc.
 Business-Studio Address Box 231
 Phone Number 470-1

SOUTH CAROLINA

Transmitter Location... U. S. Hway, 301, 3½
Mi. S. of Dillon
Air Time... Local sunrise-local sunset
News Service... UP
Transcription Service... Thesaurus
Representative... Joseph Hershey McGillvra
Membership... NAB, BMB
President... E. H. Brown
Gen.-Sta.-Sales P. om. Mgr... Henry E. Sullivan
Commercial Manager... Joseph Martin
Program Director... William Joseph Bunn
Chief Engineer... Marvin Seals

WJMX

FLORENCE—1947

Frequency: 970 Kc... Power: 5000 Watts d.
Owned-Oper. By... Atlantic Bcstg. Co., Inc.
Business-Studio Address... P. O. Box 406
Phone Number... 2494-5
Transmitter Location... 3 Mi. N.W. Florence,
U. S. 52
News Service... AP
Transcription Service... World, Capitol,
Associated
Representative... Pierce, Cook
Membership... NAB, BMB
President... Eugene E. Stone
Gen. Mgr., Pub. Dir... Paul H. Benson, Jr.
Comm. Manager... H. A. Smith, Jr.
Program Director... James C. Piayer
Chief Announcer, Farm Editor... Bob Forbes
Chief Engineer... Frank Jenne

WOLS

FLORENCE—1937—ABC-KBS

Frequency: 1230 Kc... Power: 250 Watts
Owned By... Florence Bcstg. Co., Inc.
Operated By... Melvin Purvis
Business-Studio Address... 129 S. Dargan St.
Phone Number... Studio: 354-5; Transmitter:
1913
Air Time... Unlimited
News Service... UP
Transcription Service... Standard, Lang-Worth,
Keystone
Representative... Joseph Hershey McGillvra
Membership... NAB, BMB
Pres., Gen.-Station Mgr... Melvin Purvis
Commercial Manager... A. P. Skinner
Chief Engineer... W. A. Pritchett

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc... Power: 250 Watts d.
Owned-Oper. By... Cherokee Radio Co., Inc.
Business Address... P. O. Box 297
Phone Number... 793
Studio-Transmitter Location... Lead Mine Rd.
Air Time... Daytime

News Service... UP
Transcription Service... Lang-Worth, Thesaurus,
Keystone
President... A. Ray Godshall
Gen.-Station Mgr., Prog. Dir... Bob Liverance
Commercial Mgr... David C. McSwain
Production Director... Louis M. Neale
Pub. Dir., Farm Editor... Sara V. Liverance
Chief Announcer... Jim Turner
Chief Engineer... Charles R. Bickford

WESC

GREENVILLE—1947—MBS

Frequency: 660 Kc... Power: 5000 Watts
Owned-Operated By... Greenville Bcstg. Co.
Business-Studio Address... 1 College St.
Phone Number... 2-8241
Transmitter Location... Farr's Bridge Rd.
Air Time... Sunrise-sunset
News Service... AP
Transcription Service... Lang-Worth, Standard,
Associated
Representative... Joseph Hershey McGillvra
Membership... NAB, BMB
President, General Mgr... Scott Russell
Commercial Manager... Cliff W. Bowers
Program Director... Arthur H. Roberts
Chief Engineer... Lewis W. Elias, Jr.

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc... Power: 5000 Watts
Owned-Oper. By... Greenville News Piedmont
Co.
Business-Studio Address... Poinsett Hotel
Phone Number... 2-7616
Transmitter Location... Ghantt
Air Time... 5 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Thesaurus
Representative... Avery-Knodel
Membership... NAB, BMB
President... B. H. Peace, Jr.
General-Station Mgr... B. T. Whitmire
Commercial Mgr... R. Q. Glass, Jr.
Sales Prom. Manager... P. H. Chapman
Program Director... Byron Jenkins
Prod. Dir., Chief Announcer... Norvin Duncan
Publicity Director... N. P. Mitchell
Musical Director... Alice Wyman
Chief Engineer... William Garrison
Farm Editor... Robert Martin

WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc... Power: 5000 Watts
Owned-Operated By... Textile Bcstg. Co.
Business-Studio Address... Prevost Bldg.
Phone Number... 3-2751

SOUTH CAROLINA

Transmitter Location..... White Horse Rd.
 Air Time..... 5 a.m.-1 a.m.
 News Service..... AP
 Transcription Service..... World, SESAC
 Representative..... Burn-Smith
 Membership..... NAB
 President..... R. A. Jolley, S.
 General-Station Mgr..... W. Ennis Bray
 Commercial Manager..... C. B. Denison
 Sales Prom. Manager..... Frank Cope
 Program-Production Dir..... William T. Arrington
 Publicity Director.....
 Chief Announcer..... James D. Simpson, Jr.
 Musical Director..... Larry Merck
 Chief Engineer..... George D. Tate
 Farm Editor..... Paul Fisher

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Grenco, Inc.
 Business Address..... 216 Textile Bldg.
 Phone Number..... 4300
 Studio-Transmitter Location..... Willson St.
 Air Time..... 6:30 a.m.-12:05 a.m.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Joseph Hershey McGillvra
 Membership..... NAB, BMB
 President..... Douglas Featherstone
 Manager..... Dan Crosland
 Commercial Manager..... Ralph Norman
 Program Director..... Newton S. Smyth
 Chief Engineer..... Charlie Sparks

WHSC

HARTSVILLE—1946—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned By..... Hartsville Bcstg. Co., Inc.
 Operated By..... Rado Station WHSC
 Business-Studio Address..... College Ave.
 Phone Number..... 654
 Transmitter Location..... 1 Mi. S. of Hartsville on
 Hway. 15-A
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Capitol
 President..... Charles H. Campbell
 Gen.-Sta. Mgr., Prod. Dir..... Raymond Caddell
 Commercial Manager..... Richard Ward
 Prog. Dir., Chief Announcer..... Joe Fuller
 Publicity Director..... Frances Bass
 Musical Director..... Don Graham
 Chief Engineer..... Donald A. Brien
 Farm Editor..... Lamar Caldwell

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc..... Power: 250 Watts d.
 Owned-Operated By..... WLBG, Inc.

Business-Studio Address..... Laurens
 Phone Number..... 2-2331
 News Service..... UP
 Transcription Service..... World, KBS
 President..... James C. Todd
 Gen.-Comm. Mgr..... John F. Arrington
 Program Director..... Len Ledford
 Promotion Manager..... Colleen Willard
 Chief Engineer..... Clyde C. McClure

WMRA

MYRTLE BEACH—1948—KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Myrtle Beach Bcstg. Co.
 Bus.-Studio Address..... Ocean Forest Hotel
 Phone Number..... 2100
 Transcription Service..... Keystone
 Representative..... Joseph Hershey McGillvra
 President..... Joe C. Ivery
 Manager..... William D. Huff

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Newberry Bcstg. Co., Inc.
 Business Address..... 1223 College St.,
 P. O. Box 211
 Phone Number..... 246, Ext. 13
 Studio-Transmitter Location..... 11 Radio Dr.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World, KBS
 Membership..... NAB
 President..... John F. Clarkson
 General Manager..... Fred V. Lester
 Sta. Mgr., Farm Editor..... Charles E. Bowers
 Comm. Manager..... Earl Caton, Jr.
 Program Director..... Annie Lou Fleniken
 Musical Director..... Hans Jacobsen
 Chief Engineer..... George N. Martin

WRNO

ORANGEBURG—1946—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WRNO, Inc.
 Business Address..... Box 662
 Phone Number..... 1420
 Studio-Transmitter Location..... Ext. Whitman St.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Capitol
 President..... Charles S. Henery
 Mgr., Program Dir..... Frank B. Best
 Chief Engineer..... Gus Browning

WTND

ORANGEBURG—1948

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Sims Publishing Co.

SOUTH CAROLINA

Business-Studio Address.....Radio Center,
Memorial Plaza
Phone Number.....1600
Transmitter Location.....Orangeburg
Air Time.....6 a.m.-local sunset
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Continental Radio Sales
Membership.....NAB
President.....J. I. Sims
General Manager.....G. L. Sims
Commercial Manager.....Tom McCaffrey
Program Director.....Eric Fields
Chief Announcer.....Earl Thomas
Musical Dir., Farm Editor.....Vance Morris
Chief Engineer.....I. P. Herrington

Owned-Oper. By..The Spartan Radiocstg. Co.
Business-Studio Address.....291 E. Main St.
Phone Number.....6000
Transmitter Location.....Vanderbilt Rd.
Air Time.....5 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative.....Taylor-Borloff
Membership.....NAB, BMB
President, Gen. Mgr.....Walter J. Brown
Station Manager.....J. W. Kirkpatrick
Commercial Manager.....John C. Carrington
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,
Chief Announcer.....Al Willis
Musical Dir., Farm Editor.....Frank Lokey, Jr.
Chief Engineer.....Clyde J. Burdette

WRHI

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York County Bcstg. Co.
Bus.-Studio Address.....Rock Hill Natl. Bank
Bldg.
Phone Number.....294
Transmitter Location.....E. Black St.
Air Time.....7 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....World, Keystone
Membership.....NAB
Gen. Mgr., Chief Engineer, James S. Beatty, Jr.
Sta. Mgr., Prog. Dir.....William C. Beaty
Comm.-Sales Prom. Mgr., Pub.
Director.....George P. Cobb
Prod. Dir., Chief Announcer, Musical Dir.,
Farm Editor.....Cuyler P. Fields

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....Spartanburg Adv. Co.
Business-Studio Address.....224 E. Main St.
Phone Number.....2900
Transmitter Location.....Route 7, Sigsbee
Air Time.....5 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Associated
Representative.....John Blair,
Harry E. Cummings
Membership.....NAB, BMB, FMA
President.....Francis Hipp
General Manager.....G. Richard Shatto
Managing Director.....Roger A. Shaffer
Commercial Manager.....Guy Vaughan, Jr.
Program Director.....Ed McGrath
Chief Announcer.....Grover Golightly
Musical Director.....Hal Moore
Chief Engineer.....H. R. Beckholt
Farm Editor.....Cliff Gray

WTYC

ROCK HILL—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Co.
Business Address.....P. O. Box 1091
Phone Number.....1127-1
Studio Address.....Robert Marshall Hotel
Transmitter Location.....Hwy. 21 near Rock Hill
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Lang-Worth, Cole
Representative.....Friedenberg
Membership.....NAB
President.....W. G. Reid
Secretary-Treasurer.....O. Frank Thornton
Gen. Station Mgr.....Kenneth N. McClure
Comm.-Sales Prom. Mgr., George C. Blackwell
Prog. Dir., Chief Announcer.....James C. Clark
Chief Engineer.....Richard Philbrick

WFIG

SUMTER—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WFIG, Inc.
Bus.-Studio Address.....Radio Center Bldg.,
P. O. Drawer 30
Phone Number.....1340
Transmitter Location.....1 Mi. E. of Sumter on
Hwy. 76
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....Hubert D. Osteen
Gen.-Station Mgr.....T. Doug Youngblood
Commercial Mgr.....William H. Moore, Jr.
Sales Prom. Mgr.....Robert Raymond
Prog. Dir., Chief Announcer.....Paul Reidy
Production Director.....John Sherman
Publicity Director.....Harry Fowler

WORD

SPARTANBURG—1940—ABC

Frequency: 1400 Kc.....Power: 250 Watts

SOUTH CAROLINA—SOUTH DAKOTA

Musical Director..... Wee Evans
Chief Engineer..... James L. Williams
Farm Editor..... T. O. Bowen

WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... Walterboro Bcstg. Co.

Bus.-Studio-Transmitter Address..Fl. Benson St.
Phone Number.....3861
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
President.....R. M. Jefferies
General Manager.....Charles A. Thoman
Commercial Manager.....Beulah Glover
Program Director.....Allen Wester
Publicity Director.....Roger Clark
Chief Engineer.....C. A. Thoman

SOUTH DAKOTA

*Estimated Population 623,000—Increase —3.2%—Radio Homes 144,600
Total Families 150,100—Stations in State 13*

KABR

ABERDEEN—1934
MBS-GREAT NORTHERN

Frequency: 1420 Kc..... Power: 5000 Watts
Owned-Oper. By..... Aberdeen Bcst. Co., Inc.
Business-Studio Address.....117½ S. Main St.
Phone Number.....4626
Transmitter Location.....Wylie Pk., 3 Mi.
N.W. of Aberdeen
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Walker
Membership.....NAB, BMB
President.....H. C. Jewett, Jr.
General-Station Mgr.....A. A. Fahy
Comm.-Sales Prom. Mgr.....Fred Stellner
Program Director.....E. C. Pieplow
Publicity Director.....R. A. Fahy
Chief Announcer.....Eddie Weeks
Chief Engineer.....Delbert T. Hunt
Farm Editor.....Russell V. Kaber

Chief Announcer.....Bob Storey
Musical Director.....Kay McKenna
Chief Engineer.....George Crocker
Farm Editor.....Lyle Weishaar

KDSJ

DEADWOOD—1947—KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Heart of The Black Hills
Bcstg. Co.
Business-Studio Address..... Franklin Hotel
Phone Number.....186
Transmitter Location..... Boulder Canyon Rd.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Keystone
Representative.....Thomas Clark
Supervisor of Operation.....John Daniels
Music, Dir., Prod. Mgr.....Joe Ramay
Farm Editor.....Melvin Rochester
Chief Engineer.....Eli Daniels

KSDN

ABERDEEN—1948

Frequency: 930 Kc..... Power: 1000 Watts
Owned-Oper. By..... Aberdeen News Co. Radio
Station KSDN
Bus.-Studio Address.....12 Third Ave. S.E.
Phone Number.....4573-4
Transmitter Location.....3 Mi. S. of town
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World, Capitol
Representative.....Sears & Ayer
President.....Henry J. Schmitt
Gen.-Station Mgr.....Byron McElligott
Commercial Manager.....Russa Osborne
Sales Prom. Mgr.....Neil Dewhirst
Program-Production Dir.....Bob Runyon

KIJV

HURON—1945—MBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned By..... James Valley Bcst. Co., Inc.
Operated By..... Max F. Staley
Bus.-Studio Address.....24 Second St. S.E.
Phone Number.....765
Transmitter Location.....18th St. & Idaho
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Walker
Membership.....NAB
President, Station Mgr.....Max F. Staley
Sales Manager.....Robert S. Brandt
Program Director.....Rex King
Chief Announcer.....Dale Lorson
Chief Engineer.....Roland H. Marty

K M H K

MITCHELL—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Mitchell Bcstg. Corp.
 Bus.-Studio Address 217-219 N. Main
 Phone Number 621
 Transmitter Location ½ Mi. E. of city on
 Hway. U. S. 16
 Air Time 18 Hrs.
 News Service UP
 Transcription Service Capitol
 Membership NAB
 General-Station Mgr. Raymond V. Eppel
 Commercial Manager B. Harland Ohde
 Prog.-Musical Dir. Raymond Eppel
 Chief Announcer Marvin Nelles
 Chief Engineer Robert Taylor

K G F X

PIERRE—1916—KBS

Frequency: 630 Kc. Power: 200 Watts d.
 Owned By Estate of Dana McNeil
 Operated By Ida A. McNeil
 Bus.-Studio-Transmitter Address 203 W.
 Summit Ave.
 Phone Number 2351
 Air Time 9:30 a.m.-sunset
 News Service UP
 Transcription Service Keystone
 Dir., Sta. Mgr., Prog.-Musical
 Director Ida A. McNeil
 Chief Engineer Charles W. Hobbs

K O T A

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By Black Hills Bcst. Co. of
 Rapid City
 Bus.-Studio Address Alex Johnson Hotel,
 6th & St. Joseph Sts.
 Phone Number 2000-1-2
 Transmitter Location 5 Mi. S. of Rapid City
 on Hway. 79
 Air Time Unlimited
 News Service UP
 Transcription Service Standard, Associated,
 Capitol, Lang-Worth
 Representative Donald Cooke
 Membership NAB, BMB
 President, Gen.-Sta. Mgr. Robert J. Dean
 Asst. Manager Abner H. George
 Sales Prom. Mgr. Stanley Lieberman
 Production-Publicity Dir. Ellen Crilly
 Musical Director John Simpson
 Chief Engineer A. E. Griffiths
 Farm Editor Ed Denslow

K E L O

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Midcontinent Bcstg. Co.
 Bus.-Studio Address Kelo Bldg., Phillips at
 Eighth
 Phone Number 6363
 Transmitter Location S.E. of Sioux Falls
 Air Time 5:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard, Capitol
 Representative John E. Pearson
 Membership NAB, BMB
 President, Gen.-Sta. Mgr. S. Fantle, Jr.
 Commercial Manager Ted Matthews
 Sales Prom. Mgr., Pub. Dir. Richard Harris
 Program-Production Dir. Evans Nord
 Chief Announcer Dean Montgomery
 Musical Director Clayton Lorenzen
 Chief Engineer Lester Froke
 Farm Editor Les Harding

K I H O

SIOUX FALLS—1948—MBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By Big Sioux Bcstg. Co., Inc.
 Business-Studio Address 218 So. Main Ave.
 Phone Number 912
 News Service UP
 Transcription Service World
 Representative Paul H. Raymer
 Co-Mgrs. James E. Sweet, David J. Kempkes
 Commercial Manager Larry LaBie
 Program Director Fred Schweikhe
 Asst. Manager Ray Hamilton

K I S D

SIOUX FALLS—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KISD, Inc.
 Bus.-Studio Address 311 S. Phillips Ave.
 Phone Number 1300
 Transmitter Location Hway. 16 W. of city
 Air Time 8:45 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, MacGregor
 President H. R. Alton
 Gen.-Sta.-Sales Prom. Mgr.,
 Program Director Verl Thomson
 Commercial Manager Bud Doss
 Chief Announcer John Doyle
 Musical Director Robert Helgeson
 Chief Engineer Bruce Brodie

K S O O

SIOUX FALLS—1927

Frequency: 1140 Kc. Power: 5000 Watts d.
 Owned-Oper. By Sioux Falls Bcst. Assoc., Inc.
 Bus.-Studio Address 317 S. Phillips Ave.

SOUTH DAKOTA—TENNESSEE

Phone Number757
 Transmitter Location.....W. 12th St.
 Air TimeDaytime
 News ServiceAP
 Transcription Service...Thesaurus, Standard
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 President.....Morton H. Henkin
 V.P., Gen.-Prom. Mgr., Publicity
 Director.....George J. Rohn
 Gen. Sales Mgr.....Rollie R. Williams
 Prod.-Musical Dir.....Ray Loltesness
 Editor-Dir. News Dept.....Orrin Melton
 Chief Engineer.....Max F. Staley
 Farm Editor.....Ralph Wennblom

KWAT

WATERTOWN—1940—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Midland Natl. Life
 Address.....Kemp & Broadway
 News ServiceUP
 Transcription Service.....World, SESAC, KBS
 President.....F. L. Bramble

Comm.-Prom. Mgr.....Thomas L. Young
 Program Director.....Charles A. Swenson
 Chief Engineer.....Francis Alwin

WNAX

YANKTON—1926—ABC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Bus.-Studio Address.....2nd & Capitol Sts.
 Phone Number442
 Transmitter LocationYankton
 Air Time.....5:30 a.m.-M.
 News ServiceAP, UP
 Transcription Service.....Standard, Cole
 RepresentativeKatz
 MembershipNAB, BMB
 President.....Gardner Cowles
 V.P., Gen. Mgr.....Robert R. Tincher
 Commercial Manager.....Donald D. Sullivan
 Promotion Mgr.....Robert B. Donovan
 Program Director.....Herb Howard
 Publicity Director.....John Aldern
 Musical Director.....Rex Hays
 Chief Engineer.....Clifton M. Todd

TENNESSEE

*Estimated Population 3,149,000—Increase +8.0%—Radio Homes 689,500
 Total Families 793,200—Stations in State 50*

WLAR

ATHENS—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Athens Bcstg. Co.
 Operated By.....Lowell F. Arterburn
 Business-Studio Address.....N. Jackson St.
 Phone Number891
 Transmitter Location.....Decatur Hwy.
 Air TimeUnlimited
 News ServiceUP
 Transcription Service.....Standard, Keystone
 President.....Lowell F. Arterburn
 General Manager.....Otis Parker
 Program Director.....Bill Tracy
 Chief Announcer.....Max Robinette
 Chief Engineer.....T. W. Turner
 Farm Editor.....Bill Tracy

Transcription Service.....Lang-Worth, Capitol,
 World, Keystone
 RepresentativeBurn-Smith
 President, General Mgr.....W. A. Wilson
 Commercial Mgr.....James C. Wilson
 Program Director.....Syd Tear
 Promotion Manager.....Mike Cady
 Chief Engineer.....Russell V. Robinson

WAGC

CHATTANOOGA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tennessee Valley Bcstg. Co.
 Business-Studio Address.....Hotel Patten
 Phone Number7-1128
 Transmitter Location.....Rossville Blvd.
 Air Time.....5:55 a.m.-11:30 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeWilliam G. Rambeau
 General Manager.....Vann Campbell
 Comm. Manager.....H. D. Parker
 Traffic Director.....June Lewis
 Chief Announcer.....Harry Thornton
 Musical Director.....Helen Richardson
 Chief Engineer.....Charles Stokely

WOPI

BRISTOL—1929—KBS-NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WOPI, Inc.
 Business-Studio Address.....310 State St.
 Phone Number3730
 News ServiceUP

T E N N E S S E E

W A P O

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
Phone Number.....6-6141
Transmitter Location.....Pineville Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
Representative.....Headley-Reed
Membership.....NAB, BMB
General Manager.....R. G. Patterson
Comm. Mgr., Pub. Dir.....Helen Patterson
Program Director.....Frances Harley
Chief Announcer.....Bill Bailey
Chief Engineer.....B. B. Barnes

W D E F

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By.....WDEF Bcstg. Co.
Bus. Studio Address.....4th Fl., Volunteer Bldg.
Phone Number.....6-5664
Transmitter Location.....Moccasin Bend
Air Time.....5:30 a.m.-M.
News Service.....UP
Transcription Service.....Capitol
Representative.....Branham
President.....Joe W. Engel
Gen.-Station Mgr.....Ken Flenniken
Program Director.....Tom Nobles
Chief Announcer.....Luther Masengill
Chief Engineer.....B. C. Baker

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Bus. Studio Address.....Hamilton Natl. Bank
Bldg.
Phone Number.....6-5117
Transmitter Location.....Baylor Rd.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President.....Norman A. Thomas
V.P., Sec., Treas.....Earl W. Winger
Gen.-Sta.-Comm. Mgr.....Ralph H. Patt, Jr.
Sales Prom. Mgr.....Jack C. Fiedler
Program Director.....Gene A. Carr
Publicity Director.....Bill Osovsky
Chief Announcer.....Gaylord McPherson
Chief Engineer.....Roy Owen
Farm Editor.....Bill Wilson

W D X B

CHATTANOOGA—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By.....WDXB Bcstg. Co.
Business-Studio Address.....539 Vine St.
Phone Number.....6-1114
Transmitter Location.....1003 Riverside Dr.
Air Time.....17 Hrs.
News Service.....INS
Transcription Service.....World
Representative.....Forjoe
Membership.....NAB
President.....J. V. Williams, Jr.
Gen.-Sta.-Comm.-Sales Promotion
Manager.....Charles H. Gullickson
Prog.-Prod.-Pub. Dir.....Walter H. Stamper, Jr.
Musical Director.....William Palmer
Chief Engineer.....Byron E. Fincher
Farm Editor.....Walter H. Stamper, Jr.

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Campbell & Shellall
Operated By.....E. T. Campbell
Business-Studio Address.....411 Madison St.
Phone Number.....2295-6
Transmitter Location.....Martin St.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Capitol, World, KBS
Membership.....NAB, BMB
Pres., Gen.-Sta. Mgr.....E. T. Campbell
Comm.-Sales Promotion
Manager.....Clarence L. Waggoner
Program-Production Dir.....Clay Cline, Jr.
Chief Engineer.....John H. Bailey

W B A C

CLEVELAND—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....Robert W. Rounsaville
Business-Studio Address.....Radio Center
Phone Number.....62
Transmitter Location.....Chattanooga Hwy.
Air Time.....6:30 a.m.-10:30 p.m.
News Service.....UP
Membership.....NAB
Owner, Gen. Mgr.....R. W. Rounsaville
Station Manager.....Sam Davis
Commercial Manager.....Bill Wilson
Program Director.....Art Selley
Chief Engineer.....Bill Stuart

W K R M

COLUMBIA—1946—MBS-KBS-TV

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....The Middle Tennessee
Bcstg. Co., Inc.

T E N N E S S E E

Bus.-Studio-Transmitter Address..P. O. Box 71
 Phone Number 1340-1
 Air Time 5:55 a.m.-12:05 a.m.
 News Service UP
 Transcription Service.....Capitol, Keystone
 Membership NAB, BMB
 Pres., Gen.Sta.-Comm. Mgr., R. M. McKay, Jr.
 Program Director.....Mary Hill McKay
 Musical Director.....Charles Baker
 Chief Engineer.....Revis Hobbs
 Farm Editor.....C. R. Baker

W H U B

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Bus.-Studio Address.....315 E. Spring St.
 Phone Number 200
 Transmitter Location.....807 Hickory St.
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service...Lang-Worth, Keystone
 Representative.....Continental Radio Sales
 Membership NAB, BMB
 Pres., Gen.-Comm. Mgr.....M. L. Medley
 Sta. Mgr., Prog. Dir.....Joe Mabry
 Musical Director.....Thomas W. Harris
 Chief Engineer.....George W. Daughtery

W D S G

DYERSBURG—1946 MBS-KBS-LION OIL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By. .State Gazette Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address.....Box 58
 Phone Number 77
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service.....World, Keystone
 Membership NAB
 President.....Russel M. D. Bruce
 General Manager.....Frank Armstrong
 Commercial Manager.....Charles R. Bowen
 Prog.-Pub. Dir.....Nonb Beckun
 Chief Engineer.....C. W. Nounow
 Farm Editor.....Frank Armstrong

W B E J

ELIZABETHTON-JOHNSON CITY—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Elizabethton Bcstg. Co.
 Operated By.....R. W. Rounsaville
 Business-Studio Address.....Radio Center
 Air Time 6:30 a.m.-10:30 p.m.
 News Service UP
 Senior Partner, Gen. Mgr., R. W. Rounsaville
 Commercial Manager.....Bill Wagner

Program Director.....Bill Edgar
 Chief Engineer.....Condon Bowers

W E K R

FAYETTEVILLE—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elk River Bcstrs., Inc.
 Bus.-Studio-Transmitter Address...Fayetteville
 Phone Number 1240
 Air Time Unlimited
 News Service UP
 General Manager.....A. D. Smith, Jr.
 Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director.....Edward H. Morgan
 Prog.-Prod.-Musical Dir.....Frank Huber
 Chief Announcer.....Mike Freeland
 Chief Engineer.....Elton Chick
 Farm Editor.....Noel Clifford

W H I N

GALLATIN—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned By.....Sumner County Bcstg. Co.
 Operated By.....Charles B. Cage
 Business Address.....Box 28
 Phone Number 1010
 Studio-Transmitter Location.....Portland Rd.,
 Hwy. 109
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service Capitol
 Pres., Gen.-Comm. Mgr.....Charles B. Cage
 Sta. Mgr., Prog.-Prod. Dir.....Weston E. Britt
 Sales Prom. Manager.....Lee Blum
 Chief Announcer.....Bill Allen
 Chief Engineer.....Harold Woodward
 Farm Editor.....Bill Gallivan

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Radio Greeneville, Inc.
 Operated By.....R. W. Rounsaville
 Bus.-Studio Address...Radio Center, Depor St.
 Transmitter Location.....Arnold Rd.
 Air Time Unlimited
 News Service UP
 Pres., Gen. Mgr.....R. W. Rounsaville
 Station Manager.....Paul Melcalfe
 Commercial Manager.....Hugh Pickel
 Program Director.....Max Killian
 Chief Announcer.....Tom Lyons
 Chief Engineer.....Laile Hampton

W H B T

HARRIMAN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...The Harriman Bcstg. Co.,
 Inc.

. . . **T E N N E S S E E** . . .

Bus. Studio Address Crescent & Devonia
Phone Number 850, 870
Transmitter Location Margrave St.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard, KBS
Representative Cox & Tanz
Membership NAB, TAB
President F. L. Crowder
Vice President J. M. Hickman
Sec. Treas. Neil L. Shields
Promotion-Traffic Mgr. Vivien Russell
General Manager F. L. Crowder
Sports-Program Dir. John Fielder
Chief Engineer Kenneth Hargis

W D X I

JACKSON—1948—DIXIE

Frequency: 1310 Kc. Power: 1000 Watts d.
(C.P. Full Time)
Owned By Dixie Bcstg. Co.
Operated By Aaron B. Robinson
Business Address P. O. Box 309
Phone Number 7-5681, 505
Studio Address Williams Bldg.
Transmitter Location Humboldt Hway.
Air Time Daytime
News Service UP
Transcription Service World, Capitol
Representative Burn-Smith
Membership NAB
Owner, Gen. Mgr. Aaron B. Robinson
Station Manager Bill Winsell
Comm.-Sales Prom. Mgr. Jack M. Cecil
Program Director James W. Hoppers
Production Director Charles L. Wingale
Publicity Director Doris Freeman
Chief Announcer Dave O'Brien
Musical Director Douglas Biggs
Chief Engineer James S. Thomas
Farm Editor Tom J. Williams

W T J S

JACKSON—1931—ABC

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By The Sun Publishing Co.
Bus. Studio Address 104-106 W. Baltimore St.
Phone Number 7-3316
Transmitter Location Bemis Hway.
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service World, Cole
Representative Branham
Membership NAB, BMB, FMA
V.P., General Mgr. Albert A. Stone
Station Manager Frank S. Proctor
Asst. Manager Leslie R. Brooks, Jr.
Studio Director Sam D. Lollar
Musical Director James Allen
Chief Engineer Robert M. Gordon

W E T B

JOHNSON CITY—1947—KBS

Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Oper. By E. Tennessee Bcstg. Co.
Business Address Press Bldg.
Phone Number 2993
Studio-Transmitter Location RFD, Johnson City
Air Time Sunrise-sunset
News Service AP
Transcription Service Capitol, World,
Keystone
Representative Helen Wood & Colton
Membership NAB, BMB
President, Gen. Mgr. Carl A. Jones, Jr.
Program Director Berney Burleson
Chief Engineer E. B. Jones

W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned By WJHL, Inc.
Operated By W. H. Lancaster
Business-Studio Address 143 W. Main St.
Phone Number 2780
Transmitter Location Johnson City-Kingsport
Hway.
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership NAB, BMB
President W. H. Lancaster
Gen.-Sta.-Comm. Mgr. Ray D. Williams
Sales Prom. Mgr., Pub. Dir. Ken Matthews
Program Director Walter Heeb
Chief Engineer O. K. Garland
Farm Editor Raymond Rosson

W K P T

KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Kingsport Bcstg. Co., Inc.
Business-Studio Address 222 Commerce St.
Phone Number 2870
News Service AP
Transcription Service Standard, Lang-Worth
Representative Donald Cooke
President C. P. Edwards, Jr.
General Manager A. F. Martin
Commercial Mgr. Phil Weaver
Program Director Paul Overbay
Chief Engineer Thomas Phillips

W B I R

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WBIR, Inc.

T E N N E S S E E

Business-Studio Address.....406 W. Church
 Phone Number4-3321
 Transmitter Location....Pointer & Concord Sts.
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceStandard
 Representative.....John E. Pearson
 MembershipNAB, BMB
 President.....Gilmore N. Nunn
 Gen.-Sta.-Sales P. om. Mgr.....John P. Hart
 Comm. Manager.....David Kavanagh
 Prog.-Prod.-Pub. Dir., Chief
 Announcer.....Tys Terwey
 Musical Director.....W. R. Johnston, Jr.
 Chief Engineer.....J. Rex Horton

Business-Studio Address....110-112 S. Gay St.
 Phone Number3-3171
 Transmitter Location..Anderson Rd. nr. Beverly
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceStandard
 Representative.....Branham
 President.....Jack R. Howard
 Gen.-Station Mgr.....R. B. Westergaard
 Comm.-Sales Prom. Mgr.....O. L. Smith
 Program-Production Dir.....C. A. McMahon
 Publicity Director.....Para Lee Brock
 Chief Announcer.....Lowell Blanchard
 Musical Director.....Jerry Collins
 Chief Engineer.....Ray Evans
 Farm Editor.....Cliff Allen

W I B K

KNOXVILLE—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..Independent Bcstg. Co., Inc.
 Business-Studio Address.....908 S. Gay St.
 Phone Number4-9866
 Transmitter Location.....Rouse Hill
 Air TimeSunrise-sunset
 News ServiceAP
 Transcription ServiceMacGregor
 Representative.....Donald Cooke
 MembershipNAB
 President.....J. Harold Smith
 General-Station Mgr.....Marvin I. Thompson
 Chief Engineer.....T. E. Hooper

W R O L

KNOXVILLE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
 Owned By.....Stuart Bcstg. Co.
 Operated By.....S. E. Adcock
 Business Address.....Hamilton Bank Bldg.
 Phone Number2-7111
 Transmitter Location.....Holston Hills
 Air Time.....Sa.m.-M.
 News ServiceUP
 Transcription Service.....World, Thesaurus
 Representative.....John Blair
 Owner.....S. E. Adcock
 General Manager.....C. T. DeVois
 Commercial Manager.....W. H. Linebaugh
 Program Director.....J. H. Reese
 Musical Director.....Harry Nides
 Chief Engineer.....Fred Andrews

W K G N

KNOXVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....WKGN Bcstg. Co.
 Operated By.....Clarence Beaman, Jr.
 Bus.-Studio Address.....Atop the Park Natl.
 Bank Bldg.
 Phone Number4-0766
 Transmitter Location.....2166 Ailor Ave. at
 L. & N. R. R.
 Air Time.....5 a.m.-1 a.m.
 News ServiceAP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Forjoe
 MembershipNAB
 Pres., Gen.-Sta.-Comm.
 Manager.....Clarence Beaman, Jr.
 Public Serv. Prog.....Joe Wheeler
 Traffic-Production Dir.....Walter D. Corning
 Publicity Director.....Pan Dodd
 Chief Engineer.....Joseph E. Boyles

W J J M

LEWISBURG—1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Estate of James J. Murray
 Operated By.....Lewis D. Lingner
 Business Address.....Box 20
 Phone Number780
 Studio-Transmitter Location.....E. Hill
 Air Time.....Unlimited
 News ServiceAP
 Transcription ServiceWorld
 MembershipNAB, BMB
 General Manager.....Lewis D. Lingner
 Manager.....Harold Twitty
 Program Director.....Allen D. Walker
 Chief Engineer.....J. E. Sowell

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Oper. By..Scripps-Howard Radio, Inc.

W G A P

MARYVILLE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....V. H. McLean,
 George R. Dempster

So Big

W H H M IS BIG IN A SPECIAL SORT OF WAY.

Big in the affection in which it is held by its alert, active audience.

Big in the confidence placed in it by advertisers who keep on renewing spots and programs.

Big in the estimation of time buyers who have seen W H H M pay off at the cash register.

Big in those happy, happy Hoopers which have kept up month after month, summer and winter, spring and fall.

Big judged by the fact that

**W H H M DELIVERS MORE LISTENERS
PER DOLLAR IN MEMPHIS**

WHHM

Music, News and Sports
24 Hours Daily

MEMPHIS, TENNESSEE

PATT McDONALD, GENERAL MANAGER ★ FORJOE & CO., REPRESENTATIVES

Member of
Association
of Independent
Metropolitan Stations

T E N N E S S E E

Operated By..... F. H. Corbett
 Bus-Studio Address..... 503 Blount Natl. Bank Bldg.
 Phone Number..... 2490-1
 Transmitter Location..... Louisville Pike
 Air Time..... 6 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth, Keystone
 Membership..... NAB
 Gen. Mgr., Prog. Dir..... F. H. Corbett
 Sales Prom. Manager..... Tcm Beam
 Chief Engineer..... Curtis Lamarr
 Farm Editor..... David Lynn

W D I A

MEMPHIS—1947

Frequency: 730 Kc..... Power: 250 Watts d.
 Owned By..... Bluff City Bcstg. Co.
 Oper. By..... John Pepper, Bert Ferguson
 Business-Studio Address..... 2074 Union Ave.
 Phone Number..... 36-2703
 Transmitter Location..... 1125 University
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... Standard
 Representative..... John E. Pearson
 Membership..... NAB, BMB
 Partner..... John R. Pepper
 General Manager..... Bert Ferguson
 Chief Engineer..... Ed Lacey

W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By..... Harding College,
 Searcy, Ark.
 Bus-Studio Address..... Hotel Gayoso
 Phone Number..... 8-6868
 Transmitter Location..... Benjestown Rd.
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Membership..... NAB, BMB
 Gen.-Sta. Manager..... E. Pournelle
 Program Director..... Bill Grumbles
 Publicity Director..... Bob Stevens
 Chief Engineer..... W. M. Roy

W H H M

MEMPHIS—1946

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Mid-South Bcstg. Corp.
 Business-Studio Address..... Sterick Bldg.
 Phone Number..... 37-4422
 Transmitter Location..... Sommerville St.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Forjoe
 Membership..... NAB

President..... P. E. Furlow
 Gen.-Sta.-Comm. Mgr..... Pat McDonald
 Sales Promotion Mgr.....
 Publicity Director..... Norton Rosengarten
 Program-Production Dir..... Allan Avery
 Chief Announcer..... Bill Gordon
 Musical Director..... John Swinney
 Chief Engineer..... William Marsh

W M C

MEMPHIS—1923

SOUTHCENTRAL QUALITY

Frequency: 790 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Memphis Publishing Co.
 Bus-Studio Address..... Goodwyn Institute Bldg.
 Phone Number..... 8-7464
 Transmitter Location..... Memphis
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Thesaurus, SESAC,
 Lang-Worth
 Representative..... Branham
 Membership..... NAB, BMB
 General Manager..... H. W. Slavick
 Commercial Mgr..... J. C. Eggleston
 Program Director..... Wilson Mount
 Production Director..... W. R. Brazil
 Publicity Director..... Walter E. Frase
 Chief Announcer..... Charles B. Sullivan
 Musical Director..... Noel Gilbert
 Chief Engineer..... E. C. Frase, Jr.
 Farm Editor..... Walter Durham

W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc..... Power: 10,000 Watts d.;
 5000 Watts n.
 Owned By..... Plough, Inc.
 Operated By..... WMPS, Inc.
 Business Address..... 215 Columbia Tower
 Phone Number..... 5-2721
 Transmitter Location..... N. Benjestown Rd.
 Air Time..... 5 a.m.-12:05 a.m.
 News Service..... AP, UP
 Transcription Service..... Standard, Cole,
 Lang-Worth
 Representative..... Radio Representatives
 Membership..... NAB, BMB
 General Manager..... Harold R. Krelstein
 Commercial Manager..... Harold F. Walker
 Sales Prom. Manager..... W. B. Rudner
 Program Director..... George Faulder
 Production Director..... Bob Neal
 Publicity Director..... Matty Brescia
 Musical Director..... Fred Christensen
 Chief Engineer..... J. E. Deaderick

W R E C

MEMPHIS—1922—CBS

Frequency: 600 Kc..... Power: 5000 Watts
 Owned-Oper. By..... WREC Bcstg. Service

T E N N E S S E E

Business-Studio Address.....Hotel Peabody
Phone Number5-1313
Transmitter Location...Radio Center, Payne
Ave. & Hindman Ferry Rd.
Air TimeUnlimited
News ServiceUP
Transcription Service....SESAC, Lang-Worth,
World
RepresentativeKatz
MembershipNAB, BMB
Owner, General Manager...Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Roy Wooten
Chief Engineer.....Wilson Raney

W M M T

McMINNVILLE—1947—MBS-TV

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...McMinnville Bcstg. Co., Inc.
Bus.-Studio Address.....N. Chancery St.
Air Time6 a.m.-11:05 p.m.
News ServiceUP
Transcription ServiceWorld
MembershipNAB
President.....Dr. Sam J. Albritton
Gen.-Station Manager.....Royce Richards
Commercial Manager.....Roy E. Wood
Sales Prom. Mgr., Prog.-Prod.

DirectorErnest Richards
Pub. Dir., Chief Announcer.....Roy Crocker
Chief Engineer.....Walter A. Duke
Farm Editor.....Hobart V. Massey

W C R K

MORRISTOWN—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address...B-own Ave.
Phone Number1450
Air Time5:30 a.m.-11 p.m.
Transcription ServiceWorld
RepresentativeHal Holman
MembershipNAB
President.....Herbert S. Walters
General Manager.....Hal Falter
Commercial Manager.....Howell Ashford
Prog. Dir., Chief Announce.....Joe Price
Publicity Director.....Mrs. Bobbie Melford
Chief Engineer.....James A. Redden
Farm Editor.....G. L. Carter

W G N S

MURTREESBORO—1947—MBS-TV

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WGNS, Inc.
Business-Studio Address.....N. Church
Phone Number1450
Transmitter Location.....S. Church
Air TimeUnlimited

News ServiceUP
Transcription Service.....World, Capitol
RepresentativeHal Holman
MembershipNAB
Pres., General Mgr.....C. N. Elrod, Jr.
Sta. Mgr., Prog. Dir.....Bill Huddleston
Comm. Mgr., Production Director,
Chief Announcer.....Bill Schoecraft
Sales Prom. Mgr., Pub. Dir.....Ray Duffy
Musical Director.....Doris Winters
Chief Engineer.....E. E. Corington
Farm Editor.....Charles Bragg

W K D A

NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Bus.-Studio Address.....American Natl. Bank
Bldg.
Phone Number4-0511
RepresentativeForjoe
Owners.....T. B. Baker, Jr., A. G. Beaman

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WLAC Bcstg. Service
Bus.-Studio Address...Third Natl. Bank Bldg.
Phone Number6-0161
Transmitter Location.....Old Hickory Blvd.
Air Time5 a.m.-1 a.m.
News ServiceUP
Transcription ServiceWorld
Representative.....Paul H. Raymer
MembershipNAB, BMB
Owner.....J. T. Ward
Gen.-Sta.-Comm. Mgr.....F. C. Sowell
Sales Prom. Mgr.....Bill Shaw
Prog.-Prod. Dir., Chief
Announcer.....Paul Oliphant
Publicity Director.....Robert S. Larimer
Musical Director.....Fred Murff
Chief Engineer.....F. D. Binns

W M A K

NASHVILLE—1948—MBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...Volunteer State Bcstg. Co.,
Inc.
Bus.-Studio Address.....Maxwell House
Phone Number4-3411
Transmitter Location.....Hydes Ferry Rd.
Air TimeUnlimited
News ServiceUP
Transcription Service.....Thesaurus
Representative.....George P. Hollingbery
President, General Mgr.....Frank W. Mayborn
Station Manager.....Walter P. Speight, Jr.
Commercial Mgr.....Blackstone Dozier

. . . **TENNESSEE** . . .

Program Director..... H. C. Young, Jr.
 Production Dir..... William W. Pennell
 Musical Director..... Anita Kerr
 Chief Engineer..... Shelton Weaver

WSIX

NASHVILLE—1927—ABC

Frequency: 980 Kc..... Power: 5000 Watts
 Owned-Oper. By... Jack M. & Louis R. Draughon
 Bus.-Studio Address... Nashville Trust Bldg.
 Phone Number..... 5-5431
 Transmitter Location..... McGavoc Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Katz
 Membership..... NAB, BMB, FMA
 General Manager..... Jack M. Draughon
 Commercial Manager..... E. S. Tanner
 Program Director..... Ottis Roush
 Chief Engineer..... Fred Schumann

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc..... Power: 50,000 Watts
 Owned By..... Natl. Life & Accident Ins. Co.
 Operated By..... WSM, Inc.
 Bus.-Studio Address..... 301 7th Ave. N.
 Phone Number..... 6-7181
 Transmitter Location..... Route 5, Franklin
 Air Time..... Unlimited
 News Service..... AP, INS
 Transcription Service..... Associated
 Representative..... Edward Pety
 Membership..... NAB, BMB
 President..... John H. DeWitt, Jr.
 V.P., Gen.-Station Mgr..... Harry Stone
 Commercial Manager..... Irving C. Waugh
 Program-Production Director..... Jack Stapp
 Musical Director..... Beasley Smith
 Chief Engineer..... George A. Reynolds
 Farm Editor..... John McDonald

WATO

OAK RIDGE—1948—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... WATO, Inc.
 Bus.-Studio-Transmitter Address... Municipal
 Market Bldg.
 Phone Number..... Oak Ridge 5-3535
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Lorenzen & Thompson
 Membership..... NAB
 General Manager..... Marshall H. Pengra
 Commercial Mgr..... Harry C. Weaver
 Program Dir..... Arthur J. Metzler

Musical Director..... James Scott
 Chief Engineer..... James R. Wilburn

WTPR

PARIS—1946

TENN. VOLUNTEER-KY. LAKE-KBS

Frequency: 710 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Kentucky Lake Bcstg.
 System, Inc.
 Bus.-Studio Address..... 100½ N. Market St.
 Phone Number..... 1700-1
 Transmitter Location... 2½ Mi. S.E. of Paris on
 Clifty Rd.
 Air Time..... Sunrise-sunset
 News Service..... AP
 Transcription Service... Lang-Worth, Keystone
 Representative..... Hal Holman
 Pres., Gen.-Sta. Mgr..... E. Weaks Smith
 Comm.-Sales Prom. Mgr... Parkman R. Feezer
 Program Director..... Joseph A. Brandt
 Musical Director..... R. H. Hollingsworth
 Chief Engineer..... Charles W. Jones
 Farm Editor..... Ernest Greer

WKSR

PULASKI—1946—MBS

Frequency: 730 Kc..... Power: 250 Watts d.
 Owned By..... Pulaski Bcstg. Co.
 Operated By..... R. W. Rounsaville
 Business-Studio Address..... Radio Center
 Phone Number..... 661
 Transmitter Location... Lawrenceburg Hwy.
 Air Time..... Daytime
 News Service..... UP
 Senior Partner, Gen. Mgr.. R. W. Rounsaville
 Station Manager..... Virgil Trimm
 Program Director..... Berlin Benfield
 Chief Announcer..... Ken Marston
 Chief Engineer..... Andrew Keicher

WHAL

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned Oper. By... Shelbyville Bcstg. Co., Inc.
 Bus.-Studio Address..... E. Side Square
 Phone Number..... 1400
 Transmitter Location..... Lewisburg Pike
 Air Time..... 6 a.m.-11 p.m.
 News Service..... UP
 President..... Harvard Smith
 General-Station Mgr..... Charles Christian
 Program Director..... Jean Carroll
 Chief Engineer..... Tim Marsh

WJIG

TULLAHOMA—1947—TENN.

Frequency: 740 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Tri-Cities Bcstg. Co.

. . . **TENNESSEE—TEXAS** . . .

Business AddressTullahoma
 Phone Number2607-8
 Studio-Transmitter LocationOld Winchester
 Hway.
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 PresidentRaymond L. Prescott, Jr.
 Vice-PresidentHenry L. Wilson
 Station ManagerR. G. Tanner
 Prog. Dir., Asst. Mgr.Roy Morris
 Chief EngineerCarl Spraggins
 Farm EditorLee Malone

Pres., General Mgr.Aaron B. Robinson
 Station ManagerLouis C. Wrather
 Commercial ManagerErnest Watson
 Sales Prom. ManagerDavid J. Capps
 Program DirectorJack A. Dill
 Prod. Dir., Farm EditorWill Nunn
 Publicity DirectorDick Unger
 Chief AnnouncerHoyt White
 Musical DirectorDon Lilly
 Chief EngineerJames Thomas

WENK

UNION CITY—1946—MBS-DIXIE

Frequency: 1240 Kc.Power: 250 Watts
 Owned ByUnion City Bcstg. Co.
 Operated ByAaron B. Robinson
 Business-Studio AddressFirst St.
 Phone Number1240-1
 Transmitter LocationEdge of city limits,
 Hway. 51
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNAB

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByArthur D. Smith, Jr.
 Business AddressP. O. Box 1103
 Phone Number2201
 Studio-Transmitter LocationCowan Hway.
 Air Time5:45 a.m.-10 p.m.
 News ServiceUP
 Transcription ServiceSESAC
 Station ManagerArthur D. Smith, Jr.
 Commercial Mgr.Hollis D. Carollon
 Sales Prom. Mgr., Chief
 AnnouncerBill Roberson
 Program DirectorWilliam E. Hale
 Musical DirectorJoe C. Donaldson
 Chief EngineerJames F. Spencer

TEXAS

*Estimated Population 7,230,000—Increase +12.7%—Radio Homes 1,722,900
 Total Families 1,952,900—Stations in State 155*

KRBC

ABILENE—1936—ABC-TSN

Frequency: 1470 Kc.Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. ByReporter Bcstg. Co.
 Business AddressAbilene
 Phone Number6255, 2-1608
 Studio AddressWindsor Hotel
 Transmitter LocationOld Anson Rd.
 Air Time6 a.m.-M.
 News ServiceAP
 Transcription ServiceLang-Worth, Capitol
 RepresentativeJohn E. Pearson
 MembershipNAB, BMB, FMA
 PresidentM. B. Hanks
 General-Station Mgr.Howard Barrett
 Camm. Mgrs.Bro Mingus (Local); Forest Lane
 (National)
 Sales Prom. ManagerForest Lane
 Prog. Dir., Chief AnnouncerLeo Reynolds
 Publicity DirectorNan Rausch
 Chief EngineerJ. B. Casey

KWKC

ABILENE—1948—MBS-LONE STAR

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByCitizens Bcstg. Co.
 Bus.-Studio Address25th & Butternut Sts.
 Phone Number7287
 News ServiceAP, UP
 Transcription ServiceWorld
 RepresentativeTaylor-Boroff
 PresidentW. P. Wright
 Gen.-Prom. Mgr.A. C. Etter
 Program DirectorLeonard Johnson
 Chief EngineerLewis Fisher

KBKI

ALICE—1946

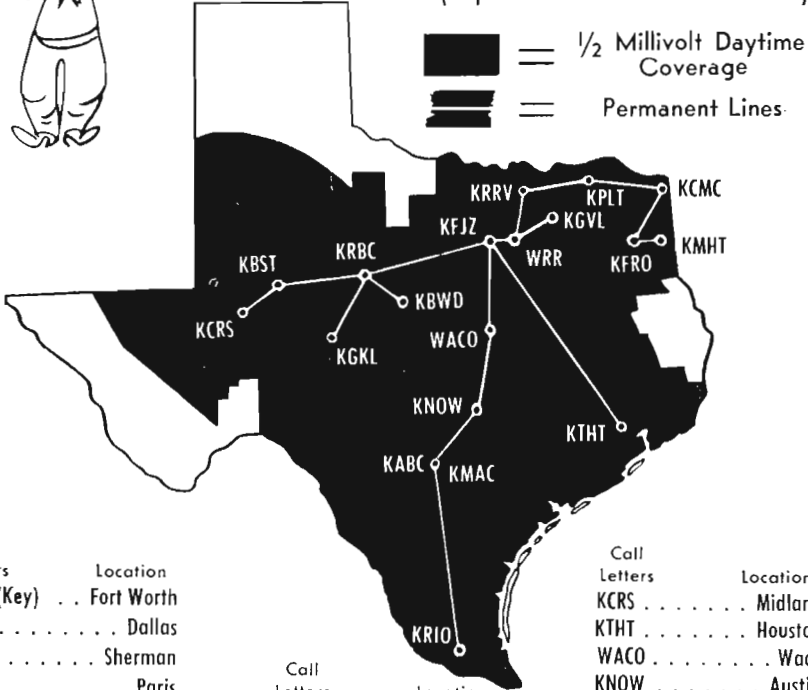
Frequency: 1070 Kc.Power: 1000 Watts d.
 Owned-Operated ByAlice Bcstg. Co.
 Business-Studio AddressHotel Alice
 Phone Number1360

We're Sorry!

All We Can Deliver Is

90% of Texas

(Population-wise and Dollar-wise)



Call Letters	Location
KFJZ (Key)	Fort Worth
WRR	Dallas
KRRV	Sherman
KPLT	Paris
KCMC	Texarkana
KFRO	Longview
KMHT	Marshall
KGVL	Greenville

Call Letters	Location
KRBC	Abilene
KBWD	Brownwood
KGKL	San Angelo
KBST	Big Spring

Call Letters	Location
KCRS	Midland
KTHY	Houston
WACO	Waco
KNOW	Austin
KMAC*	San Antonio
KABC*	San Antonio
KRIO	McAllen

*Only one San Antonio Station to be used.

TEXAS STATE NETWORK

1201 W. LANCASTER

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: WEED & COMPANY
 New York • Detroit • Boston • Chicago • Atlanta • Hollywood • San Francisco

TEXAS

News Service AP
 Transcription Service..... World, Lang-Worth
 General Manager..... Leon Lloyd

KVLF

ALPINE—1947—MBS-S.W.-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Big Bend Bcstrs.
 Business Address..... P. O. Box 779
 Phone Number..... 37
 Studio Address..... Holland Hotel
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth. KBS
 Representative..... Katz
 Membership..... NAB
 President..... Barney H. Hubbs
 General Manager..... Jack Hawkins
 Station Manager..... Charles Van Grundy
 Commercial Mgr..... Gene Hendrix
 Chief Engineer..... Bert Johnson

KAMQ

AMARILLO—1947

Frequency: 1010 Kc..... Power: 1000 Watts d.
 Owned By..... Top of Texas Bcstg. Co.
 Business-Studio Address..... 1301 Polk St.
 Phone Number..... 2-6543
 Transmitter Location..... E. on Hway. 287
 Air Time..... Sunrise-sunset
 News Service..... AP
 Transcription Service..... Standard
 President..... Walter G. Russell
 General Manager..... W. J. Dickerson
 Program Director..... Ray Whitworth
 Chief Announcer, Farm Editor..... Ken Duke
 Musical Director..... Tom Hipps
 Chief Engineer..... Stewart Parson

KFDA

AMARILLO—1939—ABC

Frequency: 1440 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned By..... Amarillo Bcstg. Corp., Inc.
 Operated By..... J. Lindsay, Gilmore Nunn
 Business-Studio Address..... 109 E. 5th St.
 Phone Number..... 5343
 Transmitter Location..... Belaire Pk.
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... World, Capitol
 Representative..... John E. Pearson
 Membership..... NAB, BMB
 President..... Gilmore Nunn
 General Manager..... Howard Roberson
 Commercial Manager..... Bill Fairley
 Sales Prom. Manager..... Phil Stanley
 Program Director..... Jabbo Watson
 Musical Director..... Joe Bob Coble
 Chief Engineer..... Noel Luddy
 Farm Editor..... Bill Spiller

KGNC

**AMARILLO—1935
 NBC-LONE STAR**

Frequency: 710 Kc..... Power: 10,000 Watts
 Owned-Oper. By..... Plains Radio Bcstg. Co.
 Bus.-Studio Address..... Radio Bldg., 8th &
 Harrison
 Phone Number..... 4242
 Transmitter Location..... Wilton
 Air Time..... 6 a.m.-M.
 News Service..... AP, UP
 Transcription Service..... SESAC, Lang-Worth
 Representative..... Taylor-Borroff
 Membership..... NAB, BMB, FMA
 President..... Gene Howe
 Exec. Gen. Mgr..... Ted Taylor
 General Manager..... Aubrey Jackson
 Local Sales Manager..... J. B. Linn
 Program Director..... Bob Watson
 Musical Director..... Bernie Howell
 Chief Engineer..... William H. Torrey
 Farm Editor..... J. B. Linn

KVAI

AMARILLO—1948—MBS

Frequency: 940 Kc..... Power: 1000 Watts
 Owned By..... Plains Empire Bcstg. Co.
 Operated By..... Lonnie J. Preston
 Business-Studio Address..... 1014 W. 7th Ave.
 Phone Number..... 2-6773
 Transmitter Location..... S.E. of City
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Walker
 Membership..... NAB, BMB
 President..... Alice Howenstine
 General-Station Mgr..... Lonnie J. Preston
 Comm.-Sales Prom. Mgr., Prod. Dir..... Pat Flynn
 Program Director..... Lew Preston
 Musical Dir., Traffic Mgr..... Evelyn Preston
 Chief Engineer..... A. Browning Clopton

KBUD

ATHENS—1948

Frequency: 1410 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Henderson County Bcstg. Co.
 Business Address..... Box 309
 Partners..... J. B. McNutt, Jr., Merl Saxon

KNOW

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Frontier Bcstg. Co., Inc.
 Bus.-Studio Address..... 320 Capital Natl. Bank
 Bldg.
 Phone Number..... 2-6213
 Transmitter Location..... First & Tillery Sts.
 Air Time..... 6 a.m.-M.

• • • **TEXAS** • • •

News Service AP
Transcription Service Capitol
Representative Weed
Membership NAB, BMB
President Gene L. Cagle
Station Manager Louis R. Cook
Program-Publicity Dir. Conrad Vernon
Chief Engineer James E. Lewis

K T B C

AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Texas Bcstg. Corp.
Bus.-Studio Address Brown Bldg.
(P. O. Box 717)
Phone Number 2-2424
Transmitter Location Manchaca Rd.
Air Time Unlimited
News Service UP
Transcription Service World
Representative Taylor-Borroff
President Claudia T. Johnson
V.P., Gen.-Comm. Mgr. J. C. Kellam
Asst. Sta.-Sales Mgr. Willard Deason
Prog.-Prod. Director Richard S. Pryor
Publicity Director Harvey O. Payne
Chief Announcer David L. Smith
Musical Director Jane Holt Thomas
Chief Engineer Frank W. Yeagley
Farm Editor Reese Turner

K T X N

AUSTIN—1948

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By Radio KTXN
Business-Studio Address 309 W. 21st St.
Phone Number 7-4476
Transmitter Location W. Lake Dr.
Air Time Sunrise-sunset
News Service AP
Transcription Service Thesaurus
Membership NAB
Gen.-Sta.-Comm. Mgr.
Program Director Thomas G. Harris
Chief Announcer Dan H. Williams
Chief Engineer David H. Martin

K V E T

AUSTIN—1946—MBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By Austin Bcstg. Co., Inc.
Business-Studio Address 113A W. Eighth St.
Phone Number 8-8521
Transmitter Location Bull Creek Rd.
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative ForJoe
President John B. Connally
General-Station Mgr. Willard Deason
Commercial Manager Charles Howell
Sales Prom. Mgr., Pub. Dir. Bonner McClane
Prog.-Prod. Director Fred M. Caldwell
Musical Director Carl Mann
Chief Engineer Frank Yeagley

K R U N

BALLINGER—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Runnels County Bcstg. Co.
Bus.-Transmitter Address Ballinger
Phone Number 711-2
Studio Address Zappe Bldg.
Air Time 16 Hrs.
News Service AP
Transcription Service Standard, SESAC,
Keystone
Membership NAB
President, General Mgr. R. E. Bruce
Comm. Mgr., Prog. Dir. J. M. Isaacs
Chief Engineer W. C. Kelley

K I O X

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By Bay City Bcstg. Co.
Business Address P. O. Box 1391
Phone Number 642
Studio-Transmitter Location W. Columbia
Hwy.
Air Time 5 a.m.-M.
News Service AP
Transcription Service Capitol, Keystone
Membership NAB, BMB, FMA
President J. G. Long
General-Station Mgr. John F. Cooke

Commercial Manager.....Pat Reed
 Sales Prom. Mgr., Chief Announcer...Hal Ewing
 Prog.-Pub. Dir.....LaVerne Ewing
 Musical Director.....Nonie Kovar
 Chief Engineer.....Glenn R. Ellis
 Farm Editor.....Bob Allen

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Bay Bcslg. Co.
 Address.....Box 629
 Phone Number.....1650
 News Service.....AP
 Transcription Service.....Standard, KBS
 Representative.....Joseph Hershey McGillvra
 President.....C. Q. Alexander
 Vice President.....O. J. Howell
 General Manager.....E. H. Keown
 Commercial Mgrs.....Sylvia McKinstry,
 John Thompson
 Production Manager.....G. E. Knapp
 Chief Engineer.....Scoll Cooper

KREL

BAYTOWN—1947—DIXIE

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Tri-Cities Bcslg. Co.
 Business Address.....P. O. Box 419
 Phone Number.....1360
 Transmitter Location.....Decker Dr.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...Associated, Lang-Worth
 President.....Robert Matherne
 General Manager.....R. S. Bush
 Program Director.....Byard Sooy

KFDM

**BEAUMONT—1924
 ABC-LONE STAR**

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Beaumont Bcslg. Corp.
 Business-Studio Address.....1420 Calder Ave.
 Phone Number.....2-7758
 Transmitter Location...2 Mi. N. of Bridge City
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....D. A. Cannan
 Sec., Gen.-Sta.-Comm. Mgr.....C. B. Locke
 Sales Prom. Mgr.....Helen Caldwell
 Program Director.....Dave Russell
 Prod.-Musical Dir.....Conrad Bering, Jr.
 Publicity Director.....Rolph Ramos
 Chief Announcer.....George Monroe
 Chief Engineer.....Harold Jones

KPBX

BEAUMONT—1947—LIBERTY

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned By.....KPBX Bcslg. Co., Inc.
 Operated By.....H. R. McGuire
 Bus.-Studio Address.....New Crosby Hotel
 Phone Number.....2-0201
 Transmitter Location.....4945 Fannett Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service...Standard, MacGregor
 Representative.....Forjoe
 Membership.....NAB
 President.....William Paul Beville
 Gen.-Sta.-Sales Prom. Mgr.,
 Publicity Director.....H. R. McGuire
 Commercial Manager.....D. K. Macted
 Program Director.....Hugh Herrington
 Production Director.....William Hammond
 Chief Announcer, Musical Dir....Gordon Clark
 Chief Engineer.....Hugh Strain
 Farm Editor.....Glenn Earl

KRIC

BEAUMONT—1938—DIXIE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KRIC, Inc.



**DELIVERING A
 TREMENDOUS
 3-CITY MARKET:**

BEAUMONT - ORANGE -
 FORT ARTHUR and the
 Rich Gulf Coast Area.

Now 5000 Watts

DAY and NIGHT — 560 Kilocycles

KFDM

Studios at Beaumont, Texas

Affiliated with
AMERICAN BROADCASTING CO.
 and the
LONE STAR CHAIN

Represented By **FREE and PETERS, INC.**



Bus. Studio-Transmitter Address...130 Wall St.
 Phone Number4-9421
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Capitol, Thesaurus,
 Associated
 RepresentativeBranham
 Gen. Mgr., Prog. Dir.....Edwin Henry
 Sales Prom. Mgr.....Robert Lee Tucker
 Musical Dir.....Mrs. Margie Denise
 Chief Engineer.....Marvin J. Easterwood
 Fam Editor.....J. F. Combs

KTRM

BEAUMONT—1947—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....KTRM, Inc.
 Business-Studio Address.....230 Orleans St.
 Phone Number2-8478
 Transmitter Location...3240 Washington Blvd.
 Air Time.....Sunrise-Sunset
 News ServiceAP
 Transcription Service.....World, Keystone
 MembershipNAB
 Pres., Gen.-Sta. Mgr.....Jack Neil
 Commercial Manager.....G. L. Kirk
 Program-Production Dir.....Joe Trum
 Chief Engineer.....Ben F. Hughes

KBST

**BIG SPRING—1936
 ABC-TEXAS STATE**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By...Big Spring Herald Bcstg. Co.
 Bus. Studio Address.....702 Johnson St.
 Phone Number1500
 Transmitter Location....1½ Mi. N.E. of city
 Air Time18 Hrs.
 News ServiceAP
 Representative.....John E. Pearson
 MembershipNAB, BMB
 President.....Robert W. Whipkey
 Gen.-Station Mgr.....William J. Wallace
 Comm.-Sales Prom. Mgr.....William L. Cox
 Prog.-Prod.-Pub. Dir.....Robert Lindley
 Chief Engineer.....Andrew M. Jones

KFYN

BONHAM—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
 Owned By.....Fannin County Bcstg. Co.
 Operated By.....Frank Svoboda
 Bus. Studio-Transmitter Address...903 E. 4th St.
 Phone Number781
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription ServiceWorld
 Station Manager.....R. M. Shuffler
 Commercial Manager.....W. M. Thornton
 Program Director.....Laurin Donaldson
 Chief Engineer.....T. E. Wright

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....R. G. Hughes
 Business Address.....Box 1531
 Phone Number1600
 Studio-Transmitter Location.....Clayton St.
 Air Time.....6:30 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 MembershipNAB
 Owner.....R. G. Hughes
 General-Station Mgr.....Wayne Phelps
 Commercial Manager.....Harry Chilton
 Program Director.....Lynn Miller
 Publicity Director.....Jack Roberts
 Chief Engineer.....Herman Kreiger

KNEL

BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....G. L. Burns
 Business-Studio Address...106 N. Blackburn
 Phone Number77
 Transmitter Location....1 Mi. E. Court House
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceKeystone
 MembershipNAB
 Gen.-Station Manager.....G. L. Burns
 Comm.-Sales Prom. Manager....C. D. Reed
 Prog. Dir., Chief Announcer.....Gene Burns
 Chief Engineer.....Cecil Nelin

KSTB

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Oper. By...Stephens County Bcstg. Co.
 Business-Studio Address.....Miller Bldg.
 Phone Number1430
 Transmitter Location....1½ Mi. W. of city
 Air Time.....6 a.m.-local sunset
 News ServiceAP
 Transcription Service...Lang-Worth, Keystone
 MembershipNAB
 General-Station Mgr.....R. W. Chapman
 Commercial Manager.....Gilbert Webb
 Chief Announcer.....Tommy Drake
 Chief Engineer.....R. L. Smith
 Farm Editor.....W. R. Lace

KWHI

BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Tom S. Whitehead
 Business Addr.....Brenham
 Phone Number655, 611
 Studio Address.....Main St.
 Transmitter Location....2 Mi. N. on Hwy. 36

Air Time.....6 a.m.-sunset
 News ServiceUP
 Transcription Service.....Lang-Worth, SESAC
 Owner, Manager.....Tom S. Whitehead
 Commercial Manager.....Leo W. Gardner
 Program Director.....Bill Sloan
 Chief Engineer.....Richard Webb
 Farm Editor.....Joe Frobes

K V A L

BROWNSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....T. Frank Smith
 Address.....2701 San Benito Hwy.
 Phone Number.....2-6452
 Transmitter Location.....2701 San Benito Hwy.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Representative.....Free & Peters
 Membership.....NAB, BMB
 General Manager.....T. Frank Smith
 Commercial Manager.....William Eikner
 Program Director.....Don Hedman
 Chief Engineer.....Ed. Frazier

K B W D

**BROWNWOOD—1941
 MBS-KBS-TEXAS STATE**

Frequency: 1380 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Brown County Bcstg. Co.
 Business-Studio Address.....800 Hawkins St.
 Phone Number.....2401
 Transmitter Location.....Williams Ranch Rd.
 Air Time.....6 a.m.-11 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth, Keystone
 Representative.....Walker
 Membership.....NAB
 President, General Mgr.....Wendell Mayes
 Commercial Manager.....F. T. Wilson
 Program Director.....Howard Edwards
 Chief Engineer.....A. W. Stewart

K O R A

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bryan Bcstg. Co.
 Bus.-Studio Address.....305 W. 26th St.
 Phone Number.....2-1451
 Transmitter Location.....Villa Maria Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription Service.....Thesaurus
 Owner, Gen. Mgr., Chief
 Engineer.....David C. Jones, Jr.
 Actg. Sta.-Comm. Mgr.....Euell G. Byers
 Prog.-Farm Dir., Chief
 Announcer.....William J. Zak, Jr.

K C T X

CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Golden West Bcstg. Co., Inc.
 Bus.-Studio Address.....217½ N. Main
 Phone Number.....1085
 Transmitter Location.....1 Mi. W. of Childress
 Air Time.....Local sunrise-sunset
 News ServiceAP
 Transcription Service.....Standard
 Membership.....NAB
 President.....R. Malone Hagan
 General Manager.....George D. Cowan
 Commercial Manager.....Malone Hagan
 Program Director.....LeRoy Carter
 Publicity Director.....Mildred Sikes
 Chief Announcer.....Bob Pace
 Chief Engineer.....Brooks Brattlett

K C L E

CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Martli, Inc.
 Business-Studio Address.....919 N. Main
 Phone Number.....1025
 Transmitter Location.....Route 3
 Air Time.....Sunrise-sunset
 News ServiceUP
 Transcription Service.....Capitol
 Membership.....NAB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager.....George W. Martli
 Program Director.....D'Voe Lee
 Chief Engineer.....George W. Martli
 Farm Editor.....C. A. Munch

K S T A

COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Coleman County Bcstg. Co.,
 Inc.
 Business Address.....Box 827
 Phone Number.....8406
 Studio-Transmitter Address.....Abilene Hwy.
 Air Time.....Daytime
 News ServiceUP
 Transcription Service.....Capitol
 Membership.....NAB
 President.....H. H. Jackson
 Sta.-Comm.-Sales Prom. Mgr.....Floyd Shelton
 Prog.-Prod.-Pub. Dir.....Billy B. Beach
 Musical Director.....Raymond Odom
 Chief Engineer.....R. B. Seals

W T A W

COLLEGE STATION—1922—ABC

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Agricultural &
 Mechanical College of Texas

TEXAS

Bus.-Studio Address.....Administration Bldg.
Phone Number4-6724
Transmitter Location...Bel. Bryan & College Sta.
Air Time.....6 a.m.-local sunset
News ServiceAP
Transcription ServiceWorld
MembershipNAB
Gen.-Sta.-Comm. Mgr.....Frank J. Sosolik
Program Director.....Betty Jo Edwardson
Chief Announcer.....Bill Dupre
Chief Engineer.....Frank J. Sosolik
Farm Editor.....Andy Adam

KEYS

CORPUS CHRISTI—1940 CBS-LONE STAR

Frequency: 1440 Ks.....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....Nueces Bcstg. Co.
Business Address.....P. O. Box 1460
Phone Number2-7411
Studio Address.....Center Theater Bldg.
Transmitter Location.....Shell Rd.
Air Time.....18 Hrs.
News ServiceUP
Transcription ServiceWorld
RepresentativeTaylor-Borrolf
MembershipNAB. BMB
Owners.....Charles Rossi, Earl C. Dunn,
H. B. Lockhart, E. C. Hughes
Station Manager.....L. A. Wolford
Commercial Manager.....Earl Hawthorne
Prog.-Prod. Dir.....Lawrence W. Rasco
Pub.-Musical Dir.....Trudi Carr
Chief Engineer.....Harold Griffith

KRIS

CORPUS CHRISTI—1937—NBC-TQN
Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Business Address.....P. O. Box 840
Phone Number6354
Studio Address.....Driscoll Hotel
Transmitter Location.....Ocean Dr.
Air Time.....Unlimited
News ServiceAP
Transcription ServiceStandard
Representative.....Free & Peters
MembershipNAB. BMB
Pres., Gen.-Sta. Mgr.....T. Frank Smith
Commercial Manager.....William Eikner
Chief Engineer.....Ken Bridges

KSIX

CORPUS CHRISTI—1947—ABC
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Corpus Christi Bcstg. Co.,
Inc.

Business-Studio Address.....Showroom Bldg.
Phone Number2-9242
RepresentativeForjoe
General Manager.....Vann M. Kennedy

KWBU

CORPUS CHRISTI—1943

Frequency: 1030 Kc.....Power: 50,000 Watts d.
Owned By.....Baylor Univ. of Waco
Business Address.....P. O. Box 898
Phone Number5258
Studio Address.....White Plaza Hotel
Transmitter Location.....Gregory
Air Time.....Daytime
News ServiceAP
RepresentativeBranham
General Manager.....Carr P. Collins
Station Manager.....Roy R. Kay
Office Manager.....Maydell Wallace
Musical Director.....Irene Hill
Chief Engineer.....Nestor Cuesta

KAND

CORSICANA—1937—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address.....State Natl. Bank Bldg.
Phone Number2486
Transmitter Location.....Hwy. 75
Air Time.....6 a.m.-10 p.m.
News ServiceUP
Transcription Service.....Lang-Worth, Standard,
Keytson
RepresentativeBranham
MembershipNAB
Vice Pres.....J. C. West
General Station Mgr.....Ernest T. Jones
Chief Engineer.....Orvis Beal

KXIT

DALHART—1948

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Dalrad Associates
Business-Studio Address.....P. O. Box 1350
Phone Number740
Transmitter Location.....2 Mi. N. of city on
Hwy. 54
Air Time.....Sunrise-sunset
News ServiceUP
Transcription ServiceLang-Worth
MembershipNAB
Co-Owners.....Ed Bishop & Baird Bishop
General Manager.....Kenneth B. Bishop
Chief Engineer.....Bill Smith

KIXL

DALLAS—1947
Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Variety Bcstg. Co., Inc.

DOUBLE COVERAGE for DALLAS - FT. WORTH!



s-t-r-e-t-c-h
that Dollar!

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"THE BILLION DOLLAR AUDIENCE"



KFJZ—FORT WORTH

WRR—DALLAS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

T E X A S

Business-Studio Address....1401 S. Akord St.
 Phone Number.....Riverside 4521
 Transmitter Location.....5500 Parkdale Dr.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Standard, World,
 MacGregor
 Representative.....Forjoe
 Membership.....NAB
 President, General Manager.....Lee Segall
 Asst. Manager.....Tom W. Massey
 Program Director.....Charles F. Payne
 Production Manager.....John D. Wilson
 Chief Engineer.....Bob E. Tripp

K L I F

DALLAS—1947—LIBERTY

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Trinity Bcstg. Corp.
 Business-Studio Address.....Cliff Towers
 Phone Number.....Winfield 0328
 Transmitter Location.....Scyene Rd.
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Burke, Kuipers & Mahoney
 Membership.....NAB
 President.....Barton R. McLendon
 General Manager.....Gordon McLendon
 Station Manager.....C. E. Wilson
 Commercial Manager.....M. H. Lehmon
 Program-Production Dir.....Fred Edwards
 Chief Announcer.....Al Turner
 Chief Engineer.....Glen Callisan

K R L D

DALLAS—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Doily Times Herald
 Business-Studio Address.....Adolphus Hotel
 Phone Number.....Central 6811
 Transmitter Location.....Garland
 Air Time.....5:30 a.m.-M.
 News Service.....AP, INS
 Transcription Service.....Standard, Capitol
 Representative.....Branham
 Membership.....NAB, BMB
 President.....John W. Runyon
 General Manager.....Clyde W. Rembert
 Asst. Mgr., Pub. Dir.....J. W. Crocker
 Commercial Mgr.....William A. Roberts
 Program Director.....Roy George
 Chief Announcer.....Ves Box
 Musical Director.....Hugh Fowler
 Chief Engineer.....Roy M. Flynn

K S K Y

DALLAS—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....SKY Bcstg. Service

Business-Studio Address.....Hotel Stoneleigh
 Phone Number.....Central 6193-4, LD800
 Transmitter Location.....Bruton Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NAB
 President, General Manager.....A. L. Chilton
 Station-Comm. Manager.....R. G. Terrill
 Program Director.....Leonard Holland
 Chief Announcer.....Richard F. Parker
 Musical Director.....James L. Hughes
 Chief Engineer.....Morris M. Ming

W F A A

DALLAS—1922

NBC-ABC-TEXAS QUALITY

Frequency: 820 Kc.....Power: 50,000 Watts
 Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....A. H. Belo Corp.
 Business-Studio Address.....1122 Jackson St.
 Phone Number.....Riverside 9631
 Transmitter Location, WFAA-820, Grapevine:
 WFAA-570, Arlington
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Thesaurus, Lang-Worth,
 Associated, SESAC
 Representative.....Edward M. Pety
 Membership.....NAB, BMB
 President.....E. M. Dealey
 General Manager.....Martin B. Campbell
 Commercial Manager.....Ralph W. Nimmons
 Sales Prom. Manager.....Robert E. Summers
 Program Director.....Kelly Maddox
 Production Director.....Bert Mitchell
 Publicity Director.....Louis A. Breault, Jr.
 Musical Director.....Billy Mayo
 Chief Engineer.....J. Raymond Collins
 Farm Editor.....Murray E. Cox

W R R

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....City of Dallas
 Business Address.....Municipal Radio Bldg.,
 State Fair Grounds
 Phone Number.....T3-6101
 Transmitter Location.....White Rock Lake
 Air Time.....Unlimited
 News Service.....AP
 Representative.....John Blal
 Membership.....NAB
 Chairman.....E. O. Carlwright
 Managing Director.....Dale Drake
 Program Director.....Pete Teddlie
 Publicity Director.....Ruth Jones
 Musical Director.....Alta Faye
 Chief Engineer.....D. J. Tucker
 Farm Editor.....Al Jones

KDLK

DEL RIO—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Del Rio Bcstg. Co.
 Operated By J. A. Clements
 Business Address P. O. Box 1162
 Phone Number 1234
 Studio-Transmitter Location Cypress &
 E. Second Sts.
 Air Time Unlimited
 News Service UP
 Representative Keese & Melville
 Membership NAB
 Gen. Mgr., Pub. Dir. James A. Clements
 Commercial Manager Hal Harlan
 Prog. Dir., Chief Engineer Norman Lassetter
 Chief Announcer Norm Germani
 Farm Editor Chuck Breezy

KDSX

DENISON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By Grayson Bcstg. Co.
 Address P. O. Box 263
 Phone Number 3-400
 News Service AP
 Transcription Service Standard
 President, Gen. Mgr. B. V. Hammond, Jr.
 Prog. Dir., Prom. Mgr. William H. Burkett
 Chief Egnineer Fred Weaver

KDNT

DENTON—1938—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Harwell V. Shepard
 Business-Studio Address Radio Center
 Phone Number 276
 Transmitter Location 300 W. Ross St.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Keystone
 General Manager Harwell V. Shepard

KDDD

DUMAS—1947—WESTERN IND.

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Oper. By North Plains Bcstg. Corp.
 Bus. Studio-Transmitter Address Hwy. 287,
 No. edge of Dumas
 Phone Number 2-411
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Standard, Capitol
 Pres., Chief Engineer Lucian W. Spencer
 Gen.-Sta.-Comm. Mgr. Tom M. Kriiser
 Prog.-Prod. Dir., Chief
 Announcer Ray C. Larson
 Musical Director Katherine Vitz
 Farm Editor J. B. Wade

KURV

EDINBURG—1947

Frequency: 710 Kc. Power: 250 Watts d.
 Owned-Operated By J. C. Looney
 Bus. Studio-Transmitter Address 2 Mi. N.
 Hi Way
 Phone Number 710-1
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Forjce
 Membership NAB, BMB
 Owner James Cullen Looney
 Gen.-Sta.-Comm. Mgr. Allan Dale
 Program-Production Dir. Stuart Graymount
 Publicity Director Les Brecht
 Musical Director Don Peterson
 Chief Engineer Warren Chase

KULP

EL CAMPO—1948

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Oper. By Wharton County Bcstg. Co.
 Address P. O. Box 1390
 Phone Number 1390
 News Service UP
 Transcription Service Lanq-Worth
 President Louis T. C. Krueger
 General Manager Robert E. Norton
 Asst. Manager Robert R. Hathaway
 Chief Engineer Joe E. Miller

KELP

EL PASO—1947—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned By Paso Bcstg. Co.
 Business-Studio Address 106 Texas St.
 Phone Number 3-3658
 Transmitter Location Ascarate
 Air Time 6 a.m.-sunset
 News Service UP
 Transcription Service Capitol, Keystone
 Representative John E. Pearson
 Membership NAB, BMB
 President Lewis O. Seibert
 Gen.-Comm. Manager David R. Worley
 Sta. Mgr., Prog. Dir. Lloyd Hawkins
 Publicity Director Patricia Becker
 Musical Director Beatrice Lewis
 Chief Engineer Jesse Neil

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 5000 Watts
 Owned By W. Texas Bcstg. Co.
 Operated By H. J. Griffith
 Business-Studio Address 2419 N. Piedras St.
 Phone Number 5-2731

• • • **TEXAS** • • •

Transmitter Location...Hwy. 54, 10 Mi. N.E. of El Paso
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceStandard
 Representative.....Paul H. Raymer
 MembershipNAB, BMB
 Exec. Vice Pres.....Kenyon Brown
 Station Manager.....Willard L. Kline
 Commercial Manager.....Larry Clair
 Prog.-Prod.-Musical Dir.....Gene Procter
 Chief Engineer.....E. L. Gemoets
 Farm Editor.....John Hicks

K R O D

EL PASO—1940

CBS-SOUTHWEST-LONE STAR

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Raderick Bcstg. Corp.
 Business-Studio Address...2201 Wyoming St.
 Phone Number2-6551
 Transmitter Location...Hwy. 54, N.E. of city
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription Service...Associated, Standard
 RepresentativeTaylor-Borrorff
 MembershipNAB, BMB
 President.....Dorrance D. Roderick
 V.P., Gen. Mgr.....Val Lawrence
 Program Director.....Ted Hunt
 Pub. Dir., Farm Editor.....Bob Canavan
 Musical Director.....Arthur Brown
 Chief Engineer.....Edward P. Talbott

K S E T

EL PASO—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sunland Bcstg. Co.
 Bus.-Studio Address.....307 Mills St.,
 P. O. Box 185
 Phone Number3-2693
 Transmitter Location.....1901 E. 11th St.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Lang-Worth, World
 RepresentativeWalker
 MembershipNAB
 President.....Edward D. Hodge
 General Manager.....Vincent W. McConn
 Station Manager.....A. E. Mickel
 Chief Engineer.....Lloyd Hilburn

K T S M

EL PASO—1929—NBC

Frequency: 1380 Kc.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
 Bus.-Studio Address.....801 N. Oregon St.
 Phone Number2-5423
 Transmitter Location...First Ave., Lower Valley
 Air TimeUnlimited

News ServiceUP
 Transcription Service...Thesaurus, Lang-Worth
 Representative.....George P. Hollingbery
 MembershipNAB, BMB
 General-Station Mgr.....Karl O. Wyler
 Comm.-Sales Prom. Mgr.....Roy T. Chapman
 Prog. Dir., Prod. Mgr.....Jack Chapman
 Chief Engineer.....Kenneth J. Walton

K C N C

FORT WORTH—1946

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Blue Bonnet Bcstg. Corp.
 Bus.-Studio Address.....705½ Main St.
 Phone Number2-7175
 News ServiceAP
 Transcription Service...Lang-Worth, Capitol
 RepresentativeWalker
 President, Gen.-Comm. Mgr.....J. H. Speck
 Vice President.....Earl A. Cullum
 Program Director.....Luther Adkins
 Promotion Manager.....Jerry Hahn
 Chief Engineer.....Jack Hopkins

K F J Z

FORT WORTH—1922

MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Oper. By...Texas State Network, Inc.
 Business-Studio Address...1201 W. Lancaster
 Phone Number3-3474
 Transmitter LocationBirdville
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceSESAC
 RepresentativeJohn Blair
 MembershipNAB
 Pres., Sta. Mgr.....Gene L. Cagle
 Vice-President.....Charles B. Jordan
 Commercial Mgr.....Clyde D. Pemberlon
 Program Director.....Walton K. Blanton
 Chief Engineer.....James T. Peterson

(See Page 634)

K W B C

FORT WORTH—1946—LIBERTY

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Worth Bcstg. Co.
 Bus.-Studio Address.....Houston & 9th
 Phone Number2-9231
 Transmitter Location.....Old Denton Rd.
 Air TimeDaytime
 News ServiceAP
 Transcription ServiceStandard
 Representative.....William G. Rambeau
 MembershipNAB
 President.....P. W. Seward
 General Manager.....Forrest Wallace
 Program Director.....Lewis Love
 Production Director.....Edward Hogan
 Chief Engineer.....Melvin Parsons

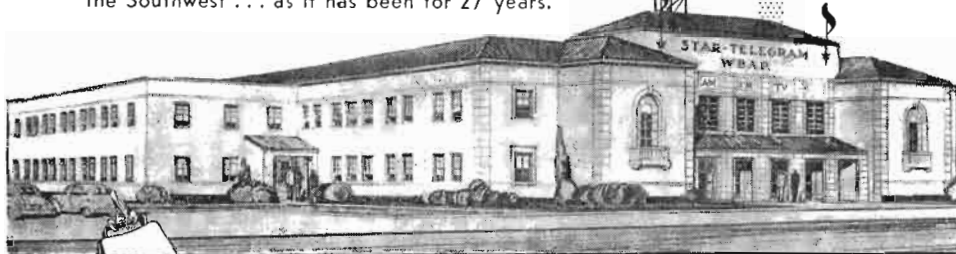
From Earphones To Television

1922 • 1949

From 1922 to 1949—from earphones to television—the Star Telegram's Station WBAP has served successful advertisers best in the Southwest.

More returns per advertising dollar spent . . . more programs . . . more audience . . . more coverage . . . more promotion . . . more sales. These are reasons why WBAP's client list includes all the great industrial names.

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WBAP
THE STAR-TELEGRAM STATION

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

**Lone Star
Chain**

AM•FM•TV



FORT WORTH, TEXAS

Amon Carter, Pres. George Cranston, Mgr.
Harold Hough, Dir. Roy Bacus, Com. Mgr.

FREE & PETERS, INC. National Representatives

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

KXOL

FORT WORTH—1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By: Fort Worth Bcstg. Co., Inc.
 Bus. Studio Address: 1216 Pennsylvania Ave.
 Phone Number: 3-1448-9, 3-1440
 Transmitter Location: Cor. Piper Lane & Galloway Rd.
 Air Time: 18 Hrs.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: John E. Pearson
 President: F. M. Skinner
 Gen.-Sta.-Comm. Mgr.: Russ N. Lamb
 Sales P. om. Mgr.: Herman C. Clark
 Program Director: Bill Herring
 Publicity Director: Bob Mayberry
 Chief Engineer: John R. Crouse

WBAP

FORT WORTH—1922
 NBC-ABC-LONE STAR

Frequency: 820 Kc. Power: 50,000 Watts
 Frequency: 570 Kc. Power: 5000 Watts
 Owned By: Carter Publications, Inc.
 Oper. By: Fort Worth Star-Telegram
 Business Address: 400 W. Seventh
 Phone Number: 3-1234
 Studio Address: 3900 Barnett St.
 Transmitter Location: WBAP-820, Grapevine; WBAP-570, Arlington
 Air Time: Shares Time
 News Service: AP
 Transcription Service: World, Cole
 Representative: Free & Peters
 Membership: NAB, BMB, FMA
 President: Amon Carter
 General Manager: Harold Hough
 Station Manager: George Cranston
 Commercial Manager: Roy Baccus
 Sales Prom. Manager: Jack Holmes
 Program Director: Ed Lally
 Production Director: A. M. Woodford
 Publicity Director: Jack Rogers
 Musical Director: Gene Baugh
 Chief Engineer: R. C. Stinson
 Farm Editor: Layne Beaty

KNAF

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Gillespie Bcstg. Co.
 Business Address: Box 347
 Phone Number: 311, 369
 Studio Address: Security State Bank Bldg.
 Transmitter Location: U. S. Hway. 87
 Air Time: 7 a.m.-10:15 p.m.
 News Service: AP
 Membership: NAB
 Partners: Walter T. McKay, Arthur Stehling

Sta.-Sales Prom. Mgr.: Harry Van Slycke
 Commercial Manager: Fred Steadman
 Prog. Dir., Chief Announcer: Gregg Winters
 Chief Engineer: Thornton L. Kidd
 Fa.m Editor: Walter Furman

KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By: Gainesville Bcstg. Co.
 Business Address: Training School Rd.
 Phone Number: 1600
 News Service: AP
 Transcription Service: Thesaurus, Standard, Keystone
 Pres. Gen. Mgr.: Joe M. Leonard, Jr.
 Program Director: Louis C. Pitchford, Jr.
 Chief Engineer: Cordell Martin

KGBC

GALVESTON—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned By: The Galveston Bcstg. Co.
 Operated By: James W. Bradner, Jr.
 Business-Studio Address: Commerce Bldg.
 Phone Number: 4329
 Transmitter Location: E. end Galveston Island
 Air Time: Daytime
 News Service: AP
 Transcription Service: Capitol
 General Manager: James W. Bradner, Jr.
 Commercial Manager: Floyd Smith
 Program Director: Bill Jackson
 Musical Director: Mary Jean Duncan
 Chief Engineer: Jesse Simms

KLUF

GALVESTON—1923—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: The KLUF Bcstg. Co.
 Business-Studio Address: 300 Haden Bldg.
 Phone Number: 6676
 Representative: William G. Rambeau
 President: George Roy Clough
 Gen. Comm. Mgr.: L. D. Clough

KCTI

GONZALES—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Gonzales Bcstg. Co.
 Business Address: 425 St. George St.
 Phone Number: 770
 News Service: AP
 Transcription Service: Capitol
 Representative: Gene Grant, Cooke
 Chief Owners: Lawrence M. Walshak, Frank Wilson, Jr.
 Gen.-Commercial Mgr.: Lawrence M. Walshak
 Prom. Mgr., Chief Engr.: Frank Wilson, Jr.

K S W A

GRAHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
 Owned-Oper. By Graham Bcstg. Co.
 Address Box 748
 Phone Number 1200
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. Clay Thompson, Jr.
 Prom. Comm. Mgr. Brooks Robertson
 Program Director Joe Venso
 Chief Engineer Vance Newsm

K G V L

GREENVILLE—1946
MBS-TEXAS STATE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Truett Kimzey
 Business-Studio Address Graham-Fagg Bldg.
 Phone Number 2066
 Transmitter Location Wolfe City Hwy.
 Air Time 8 a.m.-M.
 News Service AP
 Membership NAB
 Owner, General Manager Truett Kimzey
 Station Manager Earle Fletcher
 Comm. Sales Prom. Mgr. Leo Hackney
 Program-Production Dir. James D. Jones
 Chief Engineer Tom Clyce

K C L W

HAMILTON—1948

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By Hamilton Bcstg. Co.
 Address P. O. Box 511
 Phone Number 500
 News Service UP
 Transcription Service Capitol
 President Clyde Weatherby
 Gen. Prom. Mgr. William T. Stubblefield
 Commercial Manager Alma Lee Yates
 Program Director Joe C. Caldwell
 Chief Engineer Carl Knello

K G B S

HARLINGEN—1941—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Harbenito Bcstg. Co.
 Business Address P. O. Box 711
 Phone Number 2200
 Studio-Transmitter Address U. S. Hwy. 83,
 bel, Harlingen & San Benito
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service Associated, Standard,
 Capitol
 Representative Burke, Kuipers & Mahonsy
 Membership BMB, FMA

President McHenry Tichenor
 General-Station Mgr. Troy McDaniel
 Commercial Manager Dave Bennett
 Program Director Frank Parker
 Musical Director Gene Torbett
 Chief Engineer Willis Wilson

K G R I

HENDERSON—1947

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Oper. By Henderson Bcstg. Co.
 Business-Studio Address Henderson
 Gen., Comm. Mgr. C. H. Bruga
 Promotion Manager Bill Boren

K P A N

HEREFORD—1948

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By Hereford Bcstg. Co.
 Address Box 868
 Phone Number 860
 News Service UP
 Transcription Service Standard
 Pres., Gen. Mgr. Marshall Formby
 Secretary John Blake
 Comm. Mgr.-Prog. Dir. Hal W. Bly Miller
 Chief Engineer Rea Bowman

K H B R

HILLSBORO—1948

Frequency: 1560 Kc. Power: 250 Watts d.
 Owned-Oper. By Hill County Bcstg. Co.
 Business-Studio Address 204 E. Franklin St.
 Phone Number 594
 News Service UP
 Transcription Service World
 Program Director Rober Greable
 Chief Engineer Sam W. Engle

K A T L

HOUSTON—1947—LIBERTY

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By Texas Bcstrs., Inc.
 Business-Studio Address 410 Main St.
 Phone Number Preston 3108
 Transmitter Location Post Oak Rd.
 Air Time 24 Hrs.
 News Service AP, UP
 Transcription Service Lang-Worth, SESAC
 Representative Weed
 Membership NAB, BMB
 President William Harry Talbot
 Gen.-Sta. Mgr. King Howard Robinson
 Commercial Manager William C. Burks
 Sales Prom. Manager Bernard Moses
 Prog.-Prod. Dir. William S. Newkirk
 Publicity Director Robert Matthes
 Musical Director Millie Tilly
 Chief Engineer Edward Martin

KCOH

HOUSTON—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Call of Houston, Inc.
 Business-Studio Address. M&M Building
 Phone Number. Charter 4-1888
 News Service. UP
 Transcription Service. World, Associated
 Representative Bozell & Jacobs
 President. William A. Smith
 Vice-Presidents. E. C. Hughes, Ed Hoffman
 General Manager. Lee Hogg
 Commercial Manager. William Lightfoot
 Program Director. Dick Heltrick
 Chief Engineer. H. B. Balch

KLEE

HOUSTON—1948

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By. W. Albert Lee
 Business-Studio Address. Milby Hotel
 Phone Number. Preston 1161
 Transmitter Location. 1 Mi. from inter-
 section N. Sherperd & Airline
 Air Time Unlimited
 News Service UP
 Transcription Service. World, Associated
 Representative Walker
 Membership NAB, BMB
 President. W. Albert Lee
 General-Station Manager. Ted Hills
 Commercial Manager. John Pace
 Sales Prom. Manager. Lou Eastman
 Program Director. Guy Savage
 Production Director. Gene Myers
 Publicity Director. Beverly Kobel
 Chief Announcer. Jack Matthews
 Musical Director. Glenn Miller
 Chief Engineer. Paul Huhndorff
 Farm Editor. Jack Timmons

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Veterans Bcstg. Co.
 Business-Studio Address. 905 Scanlan Bldg.
 Phone Number. Beacon 3-8801
 News Service. UP
 Transcription Service. Lang-Worth, Capitol
 Representative Forjoe
 President. Max H. Jacobs
 Gen., Comm. Mgr. Dave Morris
 Program Director. Walter Colvin
 Promotion Manager. Alec Gifford
 Chief Engineer. Carlton Woodell

KPRC

HOUSTON—1925
 NBC-TEXAS QUALITY

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By. The Houston Post Co.
 Business-Studio Address. Lamar Hotel
 Phone Number. Fairfax 7101
 Transmitter Location Deepwater
 Air Time Unlimited
 News Service AP
 Transcription Service. Thesaurus, Standard
 Representative Edward Pety
 Membership NAB, BMB
 President, Owner. W. P. Hobby
 General Manager. Jack Harris
 Asst. Gen. Mgr. Jack McGrew
 Sales Prom. Manager. Charles C. Dyer, Jr.
 Production Manager. Brooke Carroll
 Publicity Director. Jane Braunstein
 Chief Engineer. Harvey Wheeler
 News Editor. Pat Flaherty

KTHT

HOUSTON—1944
 MBS-TEX. STATE

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By. Texas Star Bcstg. Co.
 Business-Studio Address. 4000 S. Main St.
 Phone Number. Keystone 3-5535
 Transmitter Location. Nr. San Jacinto
 Battlegrounds
 Air Time Unlimited
 News Service AP
 Transcription Service. Associated, Capitol
 Representative Avery-Knodel
 Membership BMB, FMA
 President. Roy N. Holheinz
 Gen.-Sta.-Comm. Mgr. Bill Bennett
 Sales Prom. Mgr., Pub. Dir. Lauri Schutt
 Program Director. Gene Lewis
 Chief Engineer. O. B. Johnson

KTRH

HOUSTON—1930—CBS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Oper. By. KTRH Bcstg. Co.
 Business-Studio Address. Rice Hotel
 Phone Number. Preston 4361
 News Service. UP
 Transcription Service. World
 Representative John Blair
 President. B. F. Orr
 Assistant Manager. Ray Herndon
 Sales Manager. Ray Bright
 Program Director. Ted Nabors
 Promotion Manager. George McCormick
 Engineers. Tom Hiner, Lester Mullan

K X Y Z

HOUSTON—1930

ABC-LONE STAR

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By: Shamrock Bcstg. Co.
 Business-Studio Address: Gulf Bldg.
 Phone Number: Capitol 6151
 Transmitter Location: Deepwater
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard, Lang-Worth,
 London
 Representative: Free & Peters
 Membership: NAB, BMB, FMA
 President: Glenn H. McCarthy
 General Manager: Reese Reinecker
 Exec. Vice-President: Fred Nahas
 Comm.-Sales Prom. Mgr., Prog.-Pub.
 Director: Terry Lee
 Prod. Dir., Chief Announcer: Art Finger
 Musical Director: Ed Badeaux
 Chief Engineer: Gerald R. Chinski
 Farm Editor: Bob Gray

K S A M

HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Huntsville Bcstg. Co.
 Bus.-Studio-Transmitter Address: Hwy. 75 S.
 Phone Number: 666
 Air Time: 6:30 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Capitol, Keystone
 Membership: NAB
 President: J. G. Long
 General Manager: Bryan Powell
 Sta.-Comm.-Sales Prom. Mgr.,
 Publicity Director: Harvard C. Bailes
 Program-Production Director: Don Gulihur
 Chief Announcer, Chief
 Engineer: John Neatbery, Jr.
 Musical Dir., Farm Editor: Al Strong

K E B E

JACKSONVILLE—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Bill A. Laurie
 Bus.-Studio-Transmitter Address: Pierce Lane
 & Lake St.
 Phone Number: 2211
 Air Time: 8:30 a.m.-10 p.m.
 News Service: UP
 Transcription Service: Lang-Worth, SESAC,
 Keystone
 Membership: NAB, BMB
 Owner, Gen.-Station Mgr.: Bill A. Laurie
 Commercial Manager: J. G. Johnson
 Sales Prom. Mgr., Pub. Dir.: Mrs. Emo Laurie
 Prog.-Prod. Dir., Chief
 Announcer: Tommy Perryman

Chief Engineer: William M. McCreary, Jr.
 Farm Editor: George Womack
 Continuity Editor: Jerry Spencer

K T X J

JASPER—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Jasper Bcstg. Co.
 Business-Studio Address: Texas Theater Bldg.
 Phone Number: 580
 News Service: UP
 Transcription Service: Capitol, SESAC
 President: Joe A. Tonahill
 General Manager: Raymond Dorsey
 Program Director: Ray C. Sherman
 Chief Engineer: Lawrence M. Sanders

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Oil Capitol Bcstg. Assn.
 Bus.-Studio Address: 102½ E. North St.
 Phone Number: 1300
 Transmitter Location: Martin & Ross Sts.
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Keystone
 Membership: BMB
 President: Roy G. Terry
 Gen.-Sta.-Comm.-Sales Prom.
 Manager: H. A. Degner
 Prog.-Prod.-Musical Dir.: H. W. Haygood, Jr.
 Pub. Dir., Farm Editor: Patsy Eubanks
 Chief Engineer: Karem O. Soule

K V E T

KERRVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operoled By: Leonard B. Brown
 Address: P. O. Box 271

K P E T

LAMESA—1947—KBS

Frequency: 690 Kc. Power: 250 Watts d.
 Operated By: Lamesa Bcstg. Co.
 Business-Studio Address: 408 N. Second St.
 Phone Number: 690
 Transmitter Location: 1½ Mi. S.E. Lamesa
 Air Time: Local sunrise-sunset
 News Service: UP
 Transcription Service: Keystone
 Membership: NAB, BMB
 Gen.-Sta.-Comm. Mgr.: Kermit Ashby
 Sales Prom. Mgr.: Clayton Barkhurst
 Prog.-Prod.-Pub. Dir.: Mrs. O. K. Connor
 Chief Announcer, Musical
 Director: Johnnie Thurmon, Jr.
 Chief Engineer: Eugene Cornelius
 Farm Editor: Hugh Smith

KHIT

LAMPASAS—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Lampasas Bcstg. Co.
 Address. P. O. Box 789
 News Service. UP
 Transcription Service. SESAC
 Presidents. Sylvester Lewis,
 Robert O. Easton

Gen. & Prom. Mgr. Easton R. Pace
 Commercial Manager. Walter Derwin
 Program Director. Taylor Spence
 Chief Engineer. Troy Whitaker

KPAB

LAREDO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Laredo Bcstg. Co.
 Business-Studio Address. Hamilton Hotel
 Phone Number. 2124-5
 Transmitter Location. 1 Stone Ave.
 Air Time. 6:30 a.m.-M.
 News Service. UP
 Transcription Service. Capitol, Keystone
 Representative. John E. Pearson
 Membership. NAB, BMB
 President. Howard Davis
 General-Station Mgr. Mark Perkins
 Commercial Manager. Gordon Lloyd
 Program Director. James B. Creed
 Chief Engineer. K. Hulan Smith

KVOW

LITTLEFIELD—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By. J. C. Rothwell
 Business Address. Box 192
 Phone Number. 400
 Studio-Transmitter Location. Clovis Hwy.
 Air Time. 6:30 a.m.-10 p.m.
 News Service. AP
 Transcription Service. Lang-Worth
 Membership. NAB
 President. J. C. Rothwell
 General Manager. J. B. McShan
 Commercial Manager. J. C. Dorrell
 Program Director. Othell W. Wilson
 Chief Announcer. Wayne Robison
 Chief Engineer. James Zackery

KFRO

LONGVIEW—1934 ABC-KBS-TEX. STATE

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By. Voice of Longview
 Bus.-Studio Address. Curtis Bldg.,
 P. O. Box 792
 Phone Number. 411
 Transmitter Location. Marshall Hwy.

Air Time. Unlimited
 News Service. AP
 Transcription Service. Lang-Worth, Keystone
 Representative. Donald Cooke
 Membership. NAB, BMB
 President. James R. Curtis

KLTJ

LONGVIEW—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By. R. G. LeTourneau
 Address. P. O. Box 1866
 Phone Number. 4331
 News Service. INS
 Transcription Service. Associated
 President. R. G. LeTourneau
 General Manager. Merl Saxon
 Commercial Manager. Lawrence Birdsong
 Program Director. Richard A. Cousins
 Chief Engineer. Ken Maxwell

KCBD

LUBBOCK—1946—MBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By. Caprock Bcstg. Co.
 Business-Studio Address. 1803 Broadway
 Phone Number. 6348
 Transmitter Location. U. S. Hwy. 87
 Air Time. Unlimited
 News Service. AP
 Transcription Service. World
 Representative. John E. Pearson
 Membership. NAB
 President, General Mgr. Joe H. Bryant
 Station Manager. Robert L. Snyder
 Commercial Manager. George T. Dale
 Publicity Director. C. L. Land
 Chief Engineer. R. F. Lee
 Farm Editor. Gene Cooper

KFYO

LUBBOCK—1927—ABC-LONE STAR

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Plains Radio Bcstg. Co., Inc.
 Business-Studio Address. 914 Ave. J
 Phone Number. 5567
 Transmitter Location. 2312 Fifth St.
 Air Time. 6 a.m.-M.
 News Service. AP, UP
 Transcription Service. Capitol
 Representative. Taylor-Borroll
 Membership. NAB, BMB
 President (Amarillo). Gene A. Howe
 Exec. Gen. Mgr. (Amarillo). O. L. Ted Taylor
 Resident Gen. Mgr. DeWitt Landis
 Comm.-Sales Prom. Mgr. Gordon Thompson
 Program Director. DeWitt Landis
 Musical Director. Georgia Ledbetter
 Chief Engineer. W. S. Bledsoe
 Farm Director. Jack Creel

KSEL

LUBBOCK—1946

Frequency: 950 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Lubbock Bcstg. Co.
Business Address Box 1524
Phone Number 6376
Studio Address 208 Ferguson Bldg.
Transmitter Location . . . ¼ Mi. E. of Lubbock
city limits
Air Time 6 a.m.-1 a.m.
Transcription Service . Lang-Worth, Thesaurus,
Cole
Representative Hal Holman
President Walter G. Russell
Gen.-Comm. Mgr. Clyde H. Smith
Prog. Dir., Chief Announcer . . . R. D. Preusch
Chief Engineer Roger V. Hively

KRBA

LUFKIN—1938—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Darrell E. Yates
Bus.-Studio Address 110 S. First St.
Phone Number 272, 1340, Transmitter 234
Transmitter Location . . . 2 Mi. out on Hway. 59
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth, Cole,
Keystone
Representative Continental Radio Sales
Membership NAB
Owner, Gen.-Sta. Mgr. Darrell E. Yates
Comm.-Sales P. om, Mgr. Arthur Greene
Prog.-Prod. Dir. Allen Earl Vinson
Publicity Director Helen Campbell
Chief Engineer Ambrose Maxim

KTRE

**LUFKIN—1947
MBS-LONE STAR-E. TEX.**

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By Forest Capital Bcstg. Co.,
Inc.
Business Address Box 701
Phone Number 1420
Studio Address 114½ N. First St.
Transmitter Location Hway. 103
Air Time Unlimited
News Service AP
Transcription Service World, Capitol
Representative Taylor-Borroff
Membership NAB, BMB
President R. W. Wortham, Jr.
Gen.-Sta.-Comm. Mgr. Richman G. Lewin
Sales Prom. Mgr. Kenneth Barfield
Prog.-Prod.-Pub. Dir., Farm Editor, . Ray Gordon
Musical Director Royce Christenson
Chief Engineer Fred C. Hill

KMHT

**MARSHALL—1947
MBS-TEX. STATE**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Marshall Bcstg. Co.
Business-Studio Address 109 W. Rusk St.
Phone Number 826
Transmitter Location Old Jefferson Hway.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Lang-Worth
Membership NAB
President J. P. Duncom
General Manager C. F. Whitesides, Jr.
Commercial Manager Robert Marlin
Program Director Katie Hyllton
Chief Announcer John Scoggin
Chief Engineer William Lindsay

KRIO

McALLEN—1947—MBS-TEX. STATE

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By Valley Bcstg. Assn., Inc.
Business Address P. O. Box 1551
Phone Number 1700-1, 1440
Studio Address . Hway. 83, 1½ Mi. E. of city
Transmitter Location 10th St. Rd., nr
Edinburg
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Standard, SESAC
Representative . J. P. McKinney, Homer Griffith
Membership NAB
President Bryce Ferguson
General-Station Mgr. Ingham S. Roberts
Commercial Manager H. R. Halcom
Prog. Dir., Chief Announcer W. J. Dickson
Chief Engineer W. M. Meiners

KMAE

McKINNEY—1947—LIBERTY

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By McKinney Air Enterprises,
Inc.
Bus.-Studio Address 218 E. Virginia St.
Phone Number 183-4
Transmitter Location . . . 1½ Mi. W. of McKinney
Air Time 6 a.m.-local sunset
News Service AP
Transcription Service Lang-Worth, Capitol
Membership NAB, BMB
Pres., Gen.-Sta. Mgr. George W. Smith, Jr.
Commercial Manager Melvin Belew
Program Director Denise Adkins
Chief Announcer, Chief
Engineer C. W. Rampy
Farm Editor Page Johnson

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By Raymond River
 Business Address Box 31
 Phone Number 319
 Transcription Service Standard, KBS
 Owner-General Mgr. Raymond River
 Commercial Manager W. W. Whorton
 Chief Engineer Jerry Hickman

KCRS

MIDLAND—1935—ABC-TEX. STATE

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address . . 112 W. Missouri St.,
 Box 1072
 Phone Number 1080
 Transmitter Location . . . West Hway. 80, ½ Mi.
 W. Midland city limit
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 Sta.-Sales Prom. Mgr. J. M. McDonald
 Commercial Manager G. L. McDonald
 Program Director Wayne Harrell
 Chief Announcer David Cole
 Chief Engineer Tom Yates

KVKM

MONAHANS—1946

MBS-KBS-CACTUS-SOUTHWEST

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Monahans Bcstrs., Inc.
 Business-Studio Address Radio Center
 Phone Number 438-9, 434
 Transmitter Location 1½ Mi. N. of
 Monahans on W. side of Hway. 87
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, Keystone
 Representative Taylor-Boroff
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Charles W. Stuckey
 Comm.-Sales Prom. Mgr. Larry B. Scheer
 Prog.-Prod. Dir., Asst. Manager,
 Chief Announcer James E. Wright
 Publicity Director Bill Lee
 Chief Engineer John E. Straight

KIMP

MOUNT PLEASANT—1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By Winston O. Ward

KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kelly Bell
 Address Lufkin Hgwy.
 Phone Number 1230
 News Service UP
 Transcription Service Lang-Worth, KBS
 President Kelly Bell
 Gen., Comm. Mgr. Bob Atherton
 Program Director J. C. Stallings
 Promotion Manager Woodrow Muckelroy
 Chief Engineer Frank Murray

KSFA

NACOGDOCHES—1947—LIBERTY

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By Nacogdoches Bcstg. Co., Inc.
 Bus.-Studio Address 1509 North St.,
 P. O. Box 56, N. St. Station
 Phone Number 860
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Membership NAB
 Pres., Gen.-Sta. Mgr. Wilbur Courtland Fouts
 Commercial Manager Dick Kelly
 Sales Prom. Mgr., Chief
 Engineer George Middlebrook
 Prog. Dir., Chief Announcer,
 Farm Editor John Billingsley
 Musical Director Ann Simon

KECK

ODESSA—1947

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By Ben Nedow
 Business Address P. O. Box 1369
 Phone Number 5791
 Studio Address 120 W. Third
 Transmitter Location Hway. 80
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth, Standard,
 Associated
 Membership NAB, BMB
 Owner, Gen.-Sta. Mgr. Ben Nedow
 Commercial Manager Royce A. Collier
 Sales Prom. Mgr., Prog.-Prod.
 Director Shirley Sporic
 Chief Announcer John Vacca
 Chief Engineer James Kimbrell

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Southwestern Bcstg. Corp.
 Operated By Cecil L. Trigg

. . . **T E X A S** . . .

Business-Studio Address..... 115 W. 6th
 Phone Number 4301
 Transmitter Location..... Crane Hwy.
 Air Time Unlimited
 News Service AP
 Transcription Service..... Capitol, Cole
 Representative Taylor-Boroff
 Membership NAB
 President Paul Moss
 General-Station Manager..... Cecil L. Trigg
 Comm.-Sales Prom. Mgr. . . . Robert Montgomery
 Program Director..... John Guffey
 Publicity Director..... William B. Gillett
 Chief Announcer, Musical Dir. . . . Jim Thomas
 Chief Engineer..... James Simpson
 News Editor..... Ed Costello

K R I G

ODESSA—1945—MBS

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By. . . . Oil Center Bcstg. Co., Inc.
 Business-Studio Address..... 111 E. Fifth
 Phone Number 6871
 Transmitter Location... So. of City, Hwy. 51
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Walker
 President..... R. O. Canon
 General-Station Manager..... J. N. McKean
 Commercial Manager..... Art Hester
 Program Director..... Clarence Garnes
 Chief Engineer..... Paul Farmer

K O G T

ORANGE—1947—DIXIE

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By. . . . Sabine Area Bcstg. Corp.
 Business-Studio Address..... 407 10th St.,
 P. O. Box 551
 Phone Number 4381-2-3
 Transmitter Location... 3 Mi. N. of Orange on
 Hwy. 87
 Air Time..... 5:45 a.m.-M.
 News Service AP
 Transcription Service..... Associated, Capitol
 Representative Friedenber
 President J. Jacobs
 V.P., Gen.-Sta. Mgr. Arthur P. Kay, Jr.
 Comm.-Sales Prom. Mgr. Ken Freuden
 Prog.-Prod.-Pub. Dir.,
 Farm Editor..... Johnnie S. Foster
 Musical Director..... Phil Scott
 Chief Engineer..... Arthur P. Kay, Jr.

K N E T

**PALESTINE—1936
 MBS-KBS-LIBERTY**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. . . . Palestine Bcstg. Corp.

Business-Studio Address. 219 Municipal Bldg.
 Phone Number: 8686
 Transmitter Location..... Jacksonville Hwy.
 Air Time..... 6 a.m.-11 p.m.
 News Service UP
 Transcription Service..... Thesaurus, Keystone
 Representative..... Burke, Kuipers & Mahoney
 President..... Gordon B. McLendon
 General Manager..... Robert E. Stuart
 Managing Director..... John H. Hensley
 Program Director..... Marvin Croin
 Chief Announcer..... Ralph Thornton
 Chief Engineer..... Virgil Futch

K P D N

PAMPA—1936—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. C. H. Hoiles, Harry
 Hoiles, Jane Hoiles Hardie
 Business Address..... Box 901
 Phone Number 1100-1
 Transmitter Location..... East of city limits
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World, KBS
 Membership..... NAB, BMB
 Station Manager..... John Michel
 Program Director..... Ken Palmer
 Chief Engineer..... Garth Osborne

K P L T

PARIS—1935—ABC-TEX. STATE

Frequency: 1490 Kc. Power: 250 Watts
 Owned By..... No. Texas Bcstg. Co., Inc.
 Operated By..... Aubrey Harris
 Business Address... Cor. S. Main & W. Austin
 Phone Number 1124-5-6
 Studio Address..... Gibraltar Hotel
 Transmitter Location..... Hwy. 271
 Air Time..... Unlimited
 News Service AP
 Representative..... John E. Pearson
 Membership NAB
 President..... A. G., Pat Mayse
 Gen.-Sales Prom. Mgr., Prod.-Pub.
 Director Aubrey Harris
 Asst. Manager..... Ann Nipp
 Commercial Manager..... Robert C. Stone, Jr.
 Prog. Dir., Chief Announcer..... Tom Seay, Jr.
 Musical Director..... John Allen
 Chief Engineer..... Eugene C. McNally
 Farm Editor..... Roland Denney

K I U N

**PECOS—1935
 MBS-KBS-SOUTHWEST**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Jack Hawkins,
 Barney Hubbs

T E X A S

Business Address.....316 S. Cedar St.
 Phone Number.....21
 Studio Address.....Radio Bldg.
 Transmitter Location...1 Mi. N. of town, on
 Old Carlsbad Hwy.
 Air Time.....7 a.m.-10:30 p.m.
 News Service.....UP
 Transcription Service.....Keystone
 Representative.....Taylor-Boroff
 Membership.....NAB
 Pres., Gen.-Sta. Mgr.....Jack Hawkins
 Comm.-Sales Prom. Mgr.....Don Brooks
 Prog. Prod. Dir.....W. D. Martin, Jr.
 Publicity Director.....Barney Hubbs
 Chief Engineer.....Harry W. Boehnemann

K E Y E

PERRYTOWN—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....North Plains Bcstg Co.
 Address.....Box 96
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Carl Ellis
 Mgr. & Comml. Mgr.....Irvin R. Buchanan
 Program Director.....Zeb Williams
 Chief Engineer.....Bill Mathis

K V O P

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....W. J. Harpole
 Business-Studio Address.....Veigle Bldg.
 Phone Number.....1400
 Transmitter Location.....Wayland College
 Grounds
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Standard, Keystone
 Membership.....NAB, BMB
 Pres., General Mgr.....W. J. Harpole
 Station Manager.....Rial L. Campbell
 Comm.-Sales Prom. Mgr.,
 Publicity Director.....Larry Dorley
 Program-Production Dir.....Bill Barrett
 Musical Director.....Billie Joe Ogletree
 Chief Engineer.....Carl Cook

K O L E

PORT ARTHUR—1947
 DIXIE-LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Port Arthur Bcstg. Co.
 Business Address.....P. O. Box 1126
 Phone Number.....2-9436-7-8, 2-6454
 Studio Address.....Payne Bldg., Fourth at
 Fort Worth Sts.
 Transmitter Location.....2830 27th St.
 Air Time.....5:55 a.m.-M.

News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 General-Station Manager.....Socs Vratls
 Commercial Manager.....Frank Dussenbury
 Sales Prom. Mgr.....Gray Harrower
 Program Director.....Mary Anne Petru
 Prod. Dir., Farm Editor.....Hal Parkes
 Publicity Director.....Leonora De Grasse
 Musical Director.....Jerry Oppel
 Chief Engineer.....Claude Williams

K P A C

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Port Arthur College
 Bus.-Studio Address.....1515 Lakeshore Dr.
 Phone Number.....7458
 Transmitter Location.....Orange Hwy.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard, World,
 MacGregor
 Representative.....Donald Cooke
 Membership.....NAB
 President, Gen. Manager.....W. D. Mauldin
 Station-Comm. Manager.....Marjorie R. Vickers
 Sales Prom. Mgr.....George Crouchet, Jr.
 Program Director.....Corinne Enos
 Production Director.....Harry Norman
 Publicity Director.....Ruby Brayles
 Chief Engineer.....Glenn Boatright

K F R D

ROSENBERG—1948

Frequency: 980 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Ford Bend County Bcstg. Co.
 Business-Studio Address.....First Natl Bank Bldg.
 Trustee.....Julius E. Junker

K G K L

SAN ANGELO—1928
 ABC-TEX. STATE

Frequency: 960 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....KGKL, Inc.
 Business-Studio Address.....St. Angelus Hotel
 Phone Number.....6715
 Transmitter Location...2 Mi. N.E. of San Angelo
 Air Time.....Unlimited
 News Service.....AP
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....H. C. Ragsdale
 General Manager.....Lewis O. Seibert
 Commercial Manager.....Robert Bradbury
 Program Director.....Jeanne Rau

TEXAS

Publicity Director.....Jane Bosworth
Chief Announcer.....Joe Darby
Chief Engineer.....Frank M. Jones

KTXL

SAN ANGELO—1947
MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Wes-Tex Bcstg. Co., Inc.
Bus.-Studio Address.....1901 W. Beauregard
Phone Number.....7183
Transmitter Location.....Robert Lee Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol
Representative.....Taylor-Borrorff
Membership.....NAB
President.....Armistead D. Rust
Station Manager.....Robert M. Baird
Program Director.....Don Phillips
Chief Engineer.....Jack Proctor
Farm Editor.....W. D. Reese

KABC

SAN ANTONIO—1926
ABC-TEX. STATE

Frequency: 680 Kc.....Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Oper. By.....Alamo Bcstg. Co., Inc.
Business-Studio Address.....Milam Bldg.
Phone Number.....F-3126
Transmitter Location.....Leon Valley
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World
Representative.....John Blair
Membership.....NAB, BMB
President.....Gene L. Cagle
Station-Comm. Manager.....Bill Michaels
Sales Prom. Mgr., Pub. Dir.....L. Jerry Spengler
Program-Production Mgr.....Harold Carr
Chief Announcer.....James O. Wiggins
Musical Director.....Margaret Morris
Chief Engineer.....Joseph B. Haigh
News-Farm Editor.....John W. Scott

KCOR

SAN ANTONIO—1946

Frequency: 1350 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....KCOR, Inc.
Business-Studio Address.....214 Broadway
Phone Number.....Cathedral 1301
Transmitter Location.....Whitby & Oxford Rds.
Air Time.....6 a.m.-M.
News Service.....AP, UP

Transcription Service.....Radio Gemas (supplied
from Mexico City in Spanish)
Representative.....J. P. McKinney
Membership.....NAB
President.....Raoul A. Cortez
V.P., Gen.-Station Mgr.....Charles F. Harris
Comm.-Sales Prom. Mgr.....William P. Smythe
Prog. Dir., Chief
Announcers.....(English) Marvin N. Broyles;
(Spanish) Lalo Astol
Chief Engineer.....Kenneth R. Hyman

KITE

SAN ANTONIO—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Charles W. Balthrope
Business-Studio Address.....315 Transit Tower
Phone Number.....Fannin 0335
Transmitter Location.....Dartmouth at
Stephenson Rd.
Air Time.....Daytime
News Service.....AP
Transcription Service.....London
Representative.....William G. Rambeau
General-Station Mgr.....Charles W. Balthrope
Commercial Manager.....Alex A. Coe
Program Director.....Alec Chesser
Chief Engineer.....John Siercovich

KMAC

SAN ANTONIO—1926
MBS-TEX. STATE

Frequency: 1240 Kc. (CP 630 Kc.)...Power: 250
Watts (CP 5000 Watts)
Owned-Oper. By.....The Walmac Co.
Bus.-Studio Address.....222-224 W. Commerce St.
Phone Number.....Cathedral 6211
Transmitter Location.....(Present) 318 Ave A;
(under construction) Hwy. 87, Martinez-
Converse Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth, Cole,
MacGregor
Representative.....John E. Pearson
Owner, Gen.-Station Mgr.....Howard W. Davis
Sales Prom. Mgr., Pub. Dir.....Shirley A. Minor
Prog.-Prod. Director.....Tony Bessan
Chief Announcer.....Bud Whaley
Chief Engineer.....Charles L. Brady
Farm Editor.....Joe Galeener

WOAI

SAN ANTONIO—1922
NBC-TEX. QUALITY

Frequency: 1200 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Southland Industries, Inc.

Business-Studio Address...1031 Navarro St.,
P. O. Box 2641
Phone Number.....Garfield 4221
Transmitter Location.....Selma
Air Time.....5:45 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....BMB
Pres., Gen.-Sta. Mgr.....Hugh A. L. Hall
Commercial Mgr.....David A. Keasler, Jr.
Sales Prom. Mgr.....Arthur L. Forrest
Program-Production Director.....Jerome Lee
Publicity Director.....Imogene Stanley
Musical Director.....Loraine Kneese
Chief Engineer.....Charles L. Jeffers
Farm Editor.....William W. Shomette

KONO

SAN ANTONIO—1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Mission Bcstg. Co.
Bus.-Studio-Transmitter Address...317 Arden
Grove
Phone Number.....Fannin 5171
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard, SESAC,
World
Representative.....Forjoe
Membership.....NAB, BMB
Owner.....Eugene J. Roth
General Manager.....Jack L. Pink
Commercial Manager.....James M. Brown
Program-Production Dir.....Robert F. Jenkins
Publicity Director.....Jack Shoemaker
Chief Announcer.....Ray Hunt
Musical Director.....Lew Fay
Chief Engineer.....George Ing
Farm Editor.....Blake McCreelless

KTSA

SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.....Sunshine Bcstg. Co.
Business-Studio Address.....Gunter Hotel
Phone Number.....Garfield 1251
Transmitter Location.....St. Hedwig Rd.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service...Lang-Worth, SESAC,
Thesaurus
Representative.....Taylor-Borhoff
Membership.....NAB, BMB
President.....Gene A. Howe
Genl. Station Mgr.....Edgar T. Bell
Commercial Manager.....Rex Preis[®]
Sales Prom. Mgr.-Pub. Dir.....Art Forrest
Program Director.....N. E. Thompson
Chief Engineer.....W. G. Egerton

KCNV

SAN MARCOS—1948

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hayes County Bcstg. Co.
Address.....Box 32
Phone Number.....888
News Service.....UP
Transcription Service.....Capitol
Pres., Prom. Mgr., Chief Engineer...Charles L.
Cain
General Manager.....Merl Saxon
Program Director.....Dick Cousins
Commercial Manager.....Loretta Carley

KWED

SEGUIN—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Weldon Lawson
Business-Studio Address.....434 N. Austin St.

KRRV

SHERMAN-DENISON—1936 MBS-TEX. STATE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Red River Valley Bcstg.
Corp.
Business Address.....421 N. Crockett St.
Phone Number.....201
Studio Address...421 N. Crockett, Sherman;
Cor. Fannin & Owing Sts., Denison
Transmitter Location..Hwy. 75 bet. Sherman
& Denison
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World, Thesaurus
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....G. H. Wilcox
General Manager.....L. L. Hendrick
Mgr. Denison Studio.....Orvin Franklin
Station Dir., Chief Announcer..R. D. Shoulders
Chief Engineer.....T. E. Spellman

KTAN

SHERMAN—1947—LIBERTY

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sherman Bcst. Corp.
Business-Studio Address.....P. O. Box 73
Phone Number.....2910
Transmitter Location...½ Mi. N. of Sherman on
Hwy. 75
Air Time.....Daytime
News Service.....AP
Transcription Service.....Capitol
President.....E. T. Fant, Jr.
General-Station Mgr.....Otis McKinzie

Comm.-Sales Prom. Mgr. Norman Wright
 Prog.-Prod.-Musical Dir. Louise Cobler
 Publicity Director Mary Claycomb
 Chief Announcer Jim Shelton
 Chief Engineer Poul Phillips
 Farm Editor Cecil Magers

K D W T

STAMFORD—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By David W. Ratliff
 Business Address Stamford
 Phone Number 840, 886
 Studio-Transmitter Location Avaca Hwy.
 Air Time 7 a.m.-10 p.m.
 News Service AP
 Transcription Service Keystone
 Gen.-Sta.-Comm.-Sales Prom. Manager David W. Ratliff
 Prog.-Prod.-Pub. Director John Harris
 Chief Announcer, Musical Dir., Chief Engineer, Farm Editor Bill Howze

K S T V

STEPHENVILLE—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By Doyle E. Collup
 Business Address Box 34
 Phone Number 950
 Studio Address 140 S. Belknap
 Transmitter Location Dublin Hwy.
 Air Time 7 a.m.-5:30 p.m.
 News Service UP
 Transcription Service Keystone
 Membership NAB
 Gen.-Sta. Mgr., Pub. Dir. Doyle E. Collup
 Prog.-Musical Dir. Frances Mohundro
 Chief Announcer J. Pat Narry
 Chief Engineer Doyle E. Collup
 Farm Editor Jack Edwards

K S S T

**SULPHUR SPRINGS—1947
 MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Hopkins County Bcstg. Co.
 Bus.-Studio Address Pully Bldg.
 Phone Number 1230
 Transmitter Location Radio Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Keystone
 President William A. Edwards
 Gen.-Sta.-Comm. Mgr. Vernon R. Montgomery
 Sales Prom. Manager Clovis Pinion
 Prog. Dir., Chief Announcer Walter Lindberg
 Musical Director Don Roberts
 Chief Engineer William E. Bradford, Jr.

K X O X

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Sweetwater Radio, Inc.
 Operated By J. S. McBeath, J. Harley Hubbard
 Bus.-Studio-Transmitter Address Box 570,
 Roby Hwy.
 Phone Number 4655-6
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Stondord, Cole, KBS
 President J. S. McBeath
 General-Station Mgr. J. Harley Hubbard
 Commercial Manager O. B. McCoy
 Sales Prom. Manager Elwood Fritch
 Prog.-Prod.-Pub. Dir., Chief Announcer, Farm Editor Joe M. Yowell
 Musical Director Glenn Kinsey
 Chief Engineer J. T. Allen

K T A E

TAYLOR—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By Williamson County Bcstg. Co.
 Business Address Box 191
 Phone Number 1260
 Studio Address 121½ E. 2nd St.
 Transmitter Location Hwy. 95
 Air Time Daytime
 News Service UP
 Transcription Service World, SESAC
 Membership NAB
 Partner, Manager Graham Gillis Conoley
 Sta. Mgr., Prog. Dir. Jack P. Dubberley
 Chief Engineer Gordon W. Rainey

K T E M

TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Bcstg. Co., Inc.
 Business-Studio Address 17 S. Third St.
 Phone Number 5252-3
 Transmitter Location 3 Mi. N. of Temple
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Membership NAB, BMB
 President Frank W. Mayborn
 General Manager Burton Bishop
 Commercial Manager J. E. Callaway
 Prog. Dir., Chief Announcer Tom Robinson
 Chief Engineer Homer A. Cook

K C M C

**TEXARKANA—1932
 ABC-TEX. STATE**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By KCMC, Inc.

• • •

TEXAS

• • •

Business Address.....317 Pine St.
 Phone Number.....3-6151
 Studio Address.....Gazette News Bldg.
 Transmitter Location.....Summerhill Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Lang-Worth, SESAC,
 Cole
 Representative.....Taylor-Borhoff
 Membership.....NAB, BMB
 General Manager.....Frank O. Myers
 Program Director.....Herman Cecil
 Chief Engineer.....Harvey Robertson

KTFS

TEXARKANA—1946 MBS-KBS-RAZORBACK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Texarkana Bcstg. Co.
 Bus-Studio Address...409½ State Line Ave.
 Phone Number.....35-123-4
 Transmitter Location.....S. Robison Rd.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....J. P. McKinney
 Membership.....NAB
 General Manager.....David M. Segal
 Station Manager.....Les Eugene
 Commercial Manager.....Martin O. Enger
 Program Director.....Norman Bale
 Chief Announcer.....Bob Lawrence
 Chief Engineer.....Henry N. Fones

KTLW

TEXAS CITY—1948—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....J. G. Long
 Business-Studio Address.....2521 Ave. F.
 Air Time.....Daytime
 Transcription Service.....Keystone

KGKB

TYLER—1930—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....E. Texas Bcstg. Co.
 Operated By.....James G. Ulmer
 Business-Studio Address.....115 S. College
 Phone Number.....1106-7
 Transmitter Location.....Sand Flat Rd.
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth, Keystone
 Representative.....John E. Pearson, Gene Grant
 Membership.....NAB, BMB
 President, Gen.-Station Mgr.....James G. Ulmer

Commercial Manager.....W. E. Moore
 Sales Prom. Mgr.....E. A. Vasocou
 Program Director.....John W. Reavley
 Production Director.....J. Edwin Smith
 Publicity Director.....Martha Hancock
 Chief Announcer.....John P. York
 Musical Director.....Sam R. Matthews
 Chief Engineer.....Hudson C. Collins

KRST

TYLER—1947

Frequency: 1530 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Rose Capital Bcstg. Co.
 Business-Studio Address.....118 W. Dobbs

KTBB

TYLER—1947—LIBERTY-LONE STAR

Frequency: 600 Kc.....Power: 500 Watts d.
 Owned-Operated By...Blackstone Bcstg. Co.
 Business-Studio Address.....Blackstone Hotel
 Phone Number.....7010-1
 Transmitter Location.....Morningside Dr.
 Air Time.....6 a.m.-sunset
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Representative.....Taylor-Borhoff
 Membership.....NAB, BMB
 Director.....S. H. Bothwell
 General-Station Manager.....M. E. Danbom
 Asst. Mgr., Pub. Dir.....David Bothwell
 Program Director.....Don Tausch
 Production Director.....Peter T. Wolf
 Chief Announcer, Musical Dir.....Dana Adams
 Chief Engineer.....Robert A. Wileman
 Farm Editor.....Cy Heaton

KVOU

UVALDE—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Uvalde Bcstrs.
 Operated By.....Edward J. Harpole
 Business-Studio Address.....1450 Batesville Rd.
 Phone Number.....717
 Air Time.....6:45 a.m.-10 p.m.
 Transcription Service.....Keystone
 Representative.....Homer Griffith
 Membership.....NAB
 President-General Mgr.....Edward J. Harpole
 Sta. Mgr., Com. Mgr., Prcg. Dir. Joe Watson, Jr.
 Publicity Director.....Stan Benson
 Chief Engineer.....Sam Barker

KWVC

VERNON—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Northwestern Bcstg. Co.

Business-Studio Address...1813½ Wilbarger
 Phone Number1048-9
 Transmitter Location...1 Mi. E. Courthouse on
 Hway, ext. fr. Wilbarger St.
 Air TimeUnlimited
 News ServiceAP
 Transcription Service.....Capitol, Keystone
 RepresentativeGene Grant
 President.....R. H. Nichols
 General Manager.....W. D. Dixon
 Commercial Manager.....Jack Petrie
 Program Director.....Bob Hardison
 Prod. Dir., Chief Announcer.....Don Husted
 Chief Engineer.....Herman Ridgway

KVIC

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Enterprises, Inc.
 Business Address.....Box 725
 Phone Number1107
 Studio-Transmitter Location.....Cuero Hway
 Air Time.....5 a.m.-M.
 News ServiceAP
 Transcription Service.....Capitol, Keystone
 MembershipNAB
 President, General Mgr.....J. G. Long
 Sta. Mgr., Prog. Dir.....Robert Tharp
 Comm. Sales Prom. Mgr.....Jim Trueheart
 Prod. Dir., Chief Announcer,
 Farm Editor.....Robert Cutting
 Musical Director.....Carruth Palmer
 Chief Engineer.....Robert McCown

KWTX

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KWTX Bcstg. Co.
 Business-Studio Address.....108½ So. 6
 Phone Number5770
 Transmitter Location.....35 Mi. S.W. of 12th
 an Pierrard Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 Transcription Service.....World
 Representative..J. P. McKinney, Homer Griffith
 MembershipNAB
 President.....Gov. Beauford Jester
 Gen. Sta. Manager.....M. N. Bostick
 Commercial Manager.....J. M. Brinegar
 Sales Prom. Manager.....Rex Bodoin
 Prog. Dir., Farm Editor.....Gerry Lansing
 Production Director.....Al Mankin
 Publicity Director.....C. L. Hinkle
 Chief Announcer.....Byron Lawrey
 Musical Director.....Lucille Novich
 Chief Engineer.....L. R. Grubbs

WACO

WACO—1922—ABC-TEX. STATE

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Amicable Bldg.
 Phone Number9315
 Transmitter Location.....So. 12th St. Rd.
 Air Time.....6 a.m.-M.
 News ServiceAP
 RepresentativeWeed
 MembershipNAB
 President.....Gene Cagle
 General Manager.....R. Lee Glasgow
 Commercial Manager.....Stanley E. Wilson
 Program Director.....Bob H. Walker
 Chief Engineer.....Jesse Dove

KRGV

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....KRGV, Inc.
 Bus. Studio-Transmitter Address..201 Border St.
 Phone Number375
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, SESAC
 RepresentativeTaylor-Borroll
 MembershipNAB, BMB
 President.....T. E. Snowden
 Exec. General Mgr.....O. L. Ted Taylor
 Station Manager.....Byron W. Ogle
 Assl. Manager.....Dick Watkins
 Commercial Manager.....Phil D. Dixon
 Sales Prom. Manager.....Ted Cressner
 Program Director.....Dick Hatwell
 Publicity Director.....Thelma Pearce
 Chief Engineer.....O. L. Hartwig

KFDX

WICHITA FALLS—1947

ABC-LONE STAR

Frequency: 990 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....Wichtex Bcstg. Co.
 Bus. Studio Address.....City National Bank
 Bldg., P. O. Box 1595
 Phone Number2-8668
 Transmitter Location.....Iowa Park Rd.
 Air Time.....Unlimited
 News ServiceAP
 Transcription Service.....Lang-Worth, World
 RepresentativeTaylor-Borroll
 MembershipNAB, BMB
 President.....Darrold A. Cannan
 General Manager.....Charles E. Clough
 Commercial Manager.....Sid Grayson
 Sales Prom. Manager.....Clark Jones
 Program-Production Director...Arthur Busbey
 Publicity Director.....Mike Carpenter
 Chief Engineer.....John Adams

TEXAS-UTAH

KTRN

WICHITA FALLS—1948

Frequency: 1290 Kc. Power: 5000 Watts d.; 1000 Watts n. Owned-Operated By: Texoma Bcstg. Co. President: Walter D. Cline Vice-President: Houston Harle

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc. Power: 5000 Watts Owned-Operated By: KWFT, Inc. Business-Studio Address: Kemp Hotel

Phone Number: 4182 Transmitter Location: 2 1/2 Mi. W.N.E. of Resettlement Rd. Air Time: 5:30 a.m.-M. News Service: UP Transcription Service: Standard Representative: Paul H. Raymer Membership: NAB, BMB, FMA President: H. J. Griffith Exec. Vice-President: Kenyon Brown Sta. Mgr., Prog. Dir.: Moll M. Johnson Comm.-Sales Prom. Mgr.: Publicity Director: A. L. Pierce Musical Director: Lillie Mae Comiskey Chief Engineer: Herbert T. Wiley Farm Editor: Carter McGregor

UTAH

Estimated Population 655,000—Increase +19.0%—Radio Homes 155,100 Total Families 157,700—Stations in State 17

KBUH

BRIGHAM CITY—1948—SKYLINE

Frequency: 800 Kc. Power: 250 Watts d. Owned-Oper. By: Samuel L. Stephens, Sr. Bus.-Studio-Transmitter Address: 948 W. Forest St. Phone Number: 948-9 Air Time: Sunrise-sunset News Service: UP Transcription Service: Capitol Membership: NAB General Manager: Samuel L. Stephens, Sr. Sta. Mgr., Prog.-Prod. Dir.: Leo Higham Comm.-Sales Prom. Manager: Ed Black Pub.-Musical Dir., Chief Announcer: Sam Stephens, Jr. Chief Engineer, Farm Editor: William E. Bradshaw

KVNU

LOGAN—1938

MBS-KBS-INTERMOUNTAIN

Frequency: 610 Kc. Power: 1000 Watts Owned-Oper. By: Cache Valley Bcstg. Co. Bus.-Studio-Transmitter Address: 1393 N. Main St. Phone Number: 1400-1 Air Time: 8 a.m.-M. News Service: UP Transcription Service: World, Keystone Representative: Avery-Knodel Membership: NAB, BMB President: Herschel Bullen Gen.-Sta.-Comm.-Sales Prom. Mgr.: Publicity Director: Reed Bullen Prog.-Prod.-Musical Dir., Chief Announcer: Don Reber Chief Engineer: Delmont Olesen Farm Editor: Reed Bullen

KSUB

CEDAR CITY—1937—CBS-KBS

Frequency: 1340 Kc. Power: 250 Watts Owned-Oper. By: So. Utah Bcstg. Co. Bus.-Studio Address: El Escalante Hotel Phone Number: 398-9 Transmitter Location: Cedar City Air Time: Unlimited Transcription Service: World, Keystone Membership: NAB President: Ivor Sharp Gen.-Station Mgr.: Roscoe A. Grover Commercial Mgr.: Arthur Higbee Chief Announcer: Forrest Hunter Musical Director: Roy Halverson Chief Engineer: Hirschell Urie Farm Editor: Roscoe A. Grover

KMUR

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts Owned-Operated By: Oral J. Wilkinson

KLO

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts Owned-Oper. By: Interstate Bcstg. Corp. Bus.-Studio Address: 425 25th St., Hotel Ben Lomond Phone Number: 5721

Transmitter Location Kanesville
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership BMB
 President, General Mgr. A. L. Glassmann
 Station Manager George B. Morgan
 Comm. Mgr., Prog. Dir. Col'in W. Lowder
 Sales Prcm. Manager Herman Green
 Publicity Director Al Weeks
 Chief Announcer, Musical Dir. Dean Thueson
 Chief Engineer Wayne T. Boothe

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned By James B. Littlejohn
 Operated By Riley R. Gibson & Associates
 Business Address P. O. Box 867
 Phone Number 4223
 Studio-Transmitter Location W. 12th St.
 News Service AP
 Transcription Service Lang-Worth, Associated,
 Keystone
 President James B. Littlejohn
 General-Station Mgr. Riley R. Gibson
 Commercial Manager N. Pratt Smith
 Natl. Sales Mgr. Roy W. Sinor
 Prog. Dir., Farm Editor F. J. Wineriter
 Chief Engineer Richard T. Sampson

KVOG

OGDEN—1948

Frequency: 1480 Kc. Power: 250 Watts
 Owned-Oper. By United Bcstg. Co.
 Business Address P. O. Box 325
 Phone Number 2-7535
 Studio-Transmitter Location 1538 Gibson Ave.
 News Service UP
 Transcription Service Standard
 President, General Mgr. Arch G. Webb
 Asst. Manager Edward B. Burton
 Program Director Gil Henry
 Chief Engineer Gerald W. Peterson

KOAL

PRICE—1936

MBS-KBS-INTERMOUNTAIN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Utah Bcstg. Co.
 Business-Studio Address P. O. Box 591
 Phone Number Price 200
 Transmitter Location Price
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Keystone
 Membership NAB
 Pres., Gen.-Sta. Manager Jack Richards
 Asst. Mgr. Carl P. Wolfrom
 Chief Engineer Leo E. Reid

KCSU

PROVO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By The Central Utah Bcstg. Co.
 Operated By Harold E. & Frank A.
 Van Wagenen
 Business Address P. O. Box 627
 Phone Number 2802-3
 Studio-Transmitter Location 12th South &
 University Avo.
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard, Capitol
 Membership NAB
 Pres., Comm.-Sales Prom.
 Manage: Frank A. Van Wagenen
 Gen.-Station Manager,
 Publicity Director Harold E. Van Wagenen
 Prog.-Prod.-Musical Dir.,
 Chief Announcer Orin Parker
 Chief Engineer Darwin L. Salisbury
 Farm Editor ElDean Bennell

KOVO

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. ated By KOVO Bcstg. Co.
 Business-Studio Address 108 W. Center St.
 Phone Number 1680
 Transmitter Location 651 W. 16th So.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB, BMB
 President Clifton A. Tolboe
 General-Station Mgr. Arch L. Madsen
 Commercial Manager Keith N. Scovil
 Program Director L. H. Curtis
 Publicity Director Dean Ludlow
 Musical Director Chris Sanders
 Chief Engineer Henry Keyes
 Farm Editor Lovell Killpack

KSVC

RICHFIELD—1947

Frequency: 690 Kc. Power: 1001 Watts d.
 Owned-Operated By Sevier Valley Bcstg. Co.
 Business Address Richfield
 Phone Number 690
 News Service UP
 Transcription Service World
 President William L. Warner
 Gen.-Commercial Mgr. William L. Warner, Jr.
 Promotion Mgr.-Program Dir. Art Tucker
 Chief Engineer David I. Hansen

KALL

SALT LAKE CITY—1945 MBS-INTERMOUNTAIN-KBS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By: Salt Lake City Bcstg. Co.
 Business-Studio Address: 248 S. Main St.
 Phone Number: 4-3561
 Transmitter Location: 386 W. Gregson
 Air Time: 6 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Associated
 Representative: Avery-Knodel, Inc.
 Membership: BMB
 President: George C. Hatch
 Exec. Vice-Pres.-Mgr.: Alvin G. Pack
 Commercial Manager: Thomas H. Anderson
 Sales Promotion Mgr.: John Brophy
 Program Director: Craig Rogers
 Publicity Director: Jack Goodman
 Musical Director: Earl Donaldson
 Director of Engineering: W. D'Orr Cozzons
 Farm Editor: Stan Farnsworth

KDYL

SALT LAKE CITY—1922 NBC-UTAH-IDAHO

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By: Intermountain Bcstg. & Telev. Corp.
 Business-Studio Address: 143 S. Main
 Phone Number: 5-2991
 Transmitter Location: 33rd So. & 9th W.
 Air Time: 6 a.m.-1 a.m.
 News Service: INS. UP
 Transcription Service: World, Thesaurus
 Representative: John Blair
 Membership: NAB, BMB
 Pres., General-Station Mgr.: S. S. Fox
 Commercial Manager: George A. Provol
 Program Director: Emerson Smith
 Publicity Director: Del Leeson
 Musical Director: Eugene Jelesnik
 Chief Engineer: John M. Baldwin
 Farm Editor: Will Wright

KNAK

SALT LAKE CITY—1945

Frequency: 1400 Kc. (CP-1280 Kc.). Power: 250
 Watts (CP 10000 Watts d.; 500 Watts n.)
 Owned-Operated By: Granite District Radio
 Bcstg. Co.
 Business-Studio Address: 219 Continental Bank
 Bldg.
 Phone Number: 4-3685
 Transmitter Location: 1016 W. 6th St.
 Air Time: 6:30 a.m.-2 a.m.
 News Service: AP
 Representative: W. S. Grant Co.

President: Howard D. Johnson
 General-Station Mgr.: Richard F. Connor
 Commercial Manager: Richard I. Nicholes
 Program Director: Al Collins
 Production Manager: Albert R. Collins
 Publicity Director-Musical
 Director: Charlotte R. Kapsa
 Chief Announcer: Eldon Walton
 Chief Engineer: Myron E. May

KSL

SALT LAKE CITY—1924—CBS

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Oper. By: Radio Service Corp. of Utah
 Bus.-Studio Address: 10 S. Main St.
 Phone Number: 5-4641
 Transmitter Location: Soltair
 Air Time: 6 a.m.-1 a.m.
 News Service: AP, UP
 Transcription Service: World, Associated
 Representative: Radio Sales
 Membership: NAB, BMB
 President: J. Reuben Clark, Jr.
 Exec. Vice President: Ivor Sharp
 General Manager: C. Richard Evans
 Asst. Manager: Ralph W. Hardy
 Sales Manager: Frank B. McLatchy
 Prom. Mgr., Pub. Dir.: Ray Bergman
 Prog.-Prod. Dir.: Eugene Halliday
 Chief Engineer: Vincent Clayton
 Farm Director: Elvon Orme

In UTAH...
 THE Popular STATION
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 Television



Commercial Television pays off in the important Salt Lake metropolitan market.

KDYL
 SALT LAKE CITY
 UTAH'S NBC STATION

JOHN BLAIR & CO.
 NATIONAL REPRESENTATIVES

KUTA

SALT LAKE CITY—1938
ABC-ROCKY MOUNTAIN

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By: Utah Bcstg. & Telev. Co.
Business-Studio Address: 29 S. State St.
Phone Number: 3-2737
Transmitter Location: No. Salt Lake
Air Time: 6 a.m.-1 a.m.
News Service: AP, UP
Transcription Service: World, Standard
Representative: Katz
Membership: NAB, BMB
President, General Mgr.: Frank C. Carman
Sta. Mgr., Prog. Dir.: Ray Fadel
Commercial Manager: John Schile
Sales Prom. Mgr., Pub. Dir.: Al Thomas
Production Director: George Ross
Chief Announcer: Marshall Small
Musical Director: Ed Stoker

Chief Engineer: Wendell Bell
Farm Editor: Harry Warren

KJAM

VERNAL—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Uintah Bcstg. Co.
Bus. Studio-Transmitter Address: Hotel Vernal
Phone Number: 494
Air Time: 7 a.m.-10 p.m.
News Service: UP
Transcription Service: World, Keystone
Representative: W. S. Grant
President: James C. Wallentine
Gen.-Sta. Mgr., Chief Announcer: Lee Walker
Comm.-Sales Prom. Mgr.: Grant E. Parry
Prog.-Musical Dir., Chief
Engineer: E. W. Boelter
Prod. Dir., Farm Editor: J. D. Jones
Publicity Director: G. M. Bosworth

VERMONT

Estimated Population 374,000—Increase +4.1%—Radio Homes 103,800
Total Families 108,500—Stations in State 7

WCAX

BURLINGTON—1931—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: WCAX Bcstg. Corp.
Business-Studio Address: 135 Main St.
Phone Number: Burlington 2000
Transmitter Location: Colchester
Air Time: Unlimited
News Service: UP
Transcription Service: Associated
Representative: Weed
Membership: NAB, BMB
Pres., Gen.-Station Mgr.: C. P. Hasbrook
Comm.-Sales Prom. Mgr., Prog.-Pub.
Director: J. D. Swan
Prod.-Musical Dir.: Milton Slater
Chief Announcer: R. L. Burger
Chief Engineer: James W. Tierney
Farm Editor: L. F. Killick

Sta. Mgr., Prog. Dir.: Alfred E. Spokes
Prom. Mgr., Chief Engineer: John C. Quill
Production Director: Val Carter
Musical Director: Gerald Gibson

WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned By: Montpelier-Barre Bcstg. Co.
Business Address: Union Mutual Bldg., Montpelier
Phone Numbers: Montpelier 1740, Barre 374
News Service: AP
Transcription Service: Lang-Worth
Representatives: Kettell-Carter, W. S. Grant
President: B. M. Jacobsen
General Manager: Paul H. Martin
Program Director: Robert Bannon

WJOY

BURLINGTON—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Vermont Bcstg. Corp.
Bus. Studio-Transmitter Location: 633 Main St.
Phone Number: Burlington 5400
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: William G. Rambeau
Membership: NAB
President: David W. Howe

WHLW

RUTLAND—1947

Frequency: 1000 Kc. Power: 1000 Watts d.
Owned-Operated By: Herbert L. Wilson
Bus. Address: 1025 Connecticut Ave., Washington 6, D. C.
Studio Address: 24½ Center St.
Transmitter Location: W. Proctor Rd.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: World, Capitol

VERMONT-VIRGINIA

Membership NAB
 President.....Herbert L. Wilson
 General Manager.....Thomas M. Donlin

W S Y B

RUTLAND—1930—MBS-KBS-YANKEE
 Frequency: 1380 Kc.....Power: 1000 Watts
 Bus. Studio Address.....35 Washington St.
 Phone Number.....1247
 Transmitter Location.....Creek Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus, Keystone
 Representative.....Joseph Hershey McGillvra,
 Be:tha Bannon

Membership NAB
 Pres., Comm. Mgr.....Philip Weiss
 Station Manager.....J. H. Weiss
 Chief Engineer.....Norval K. Ramson, Jr.

W W S R

ST. ALBANS—1941
MBS-KBS-GREEN MT.

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Vermont Radio Corp.
 Business-Studio Address.....75 N. Main St.
 Phone Number.....1420
 Transmitter Location.....Swanton Rd.

Air Time Sunrise-sunset
 News ServiceUP
 Transcription Service.....World, Keystone
 RepresentativeWalker
 Membership NAB, BMB
 PresidentLloyd Squier
 Gen.-Sta.-Ccomm. Mgr., Farm
 Editor.....Warren Marsden
 Prog.-Prod.-Pub. Dir.....Stuart Perry
 Chief Announcer, Musical Dir.....Eliot Page
 Chief Engineer.....Theodore Boisvert

W D E V

WATERBURY—1931
MBS-KBS-YANKEE

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Lloyd E. Squier
 Business-Studio Address.....8 Stowe St.
 Phone Number.....400-1
 Transmitter Location.....Blush Hill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Keystone
 RepresentativeWalker
 MembershipBMB
 Owner, Gen.-Sta.-Comm. Mgr., Lloyd E. Squier
 Program Director, Chief

Announcer.....Thomas L. Dodd, Jr.
 Production Director.....Craig S. Parker
 Chief Engineer.....Harold M. Grout

VIRGINIA

Estimated Population 3,029,000—Increase +13.1%—Radio Homes 646,900
Total Families 728,000—Stations in State 46

W P I K

ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Potomac Bcstg. Corp.
 Business-Studio Address.....523 First St.
 Phone Number.....Overlook 3000
 Transmitter Location.....504 Telegraph Rd.
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World, Lang-Worth
 Pres., Gen.-Sta. Mgr., Prog.-Prod.

Director.....Howard B. Hayes
 V.P., Chief Engineer.....Carl L. Lindberg
 Comm.-Sales Prom. Mgr.....Henry Z. Ungar
 Musical Director.....Herbert DeBerry, Jr.

W A R L

ARLINGTON—1946

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....No. Virginia Bcstrs., Inc.
 Bus.-Studio Address.....3102 10th Road No.

Phone Number.....OWens 7800
 Transmitter Location.....Nr. Bailey's Crossroads
 Air TimeSunrise-sunset
 News ServiceUP
 Transcription Service.....Standard, Capitol
 RepresentativeBurn-Smith
 Membership NAB
 Co-Owners.....R. Kilbourne Castell,
 Frank U. Fletcher
 General Manager.....R. W. Baker
 Commercial Manager.....William W. Jefferay
 Prog. Dir.....Raymond L. Hutchinson
 Musical Director.....Millicent Thomas
 Chief Engineer.....John E. Strong
 Farm Editor.....Connie B. Gay

W E A M

ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Harold H. & Meredith Thoms
 Business-Studio Address.....2030 N. 18th St.
 Phone Number.....OWens 7100
 Transmitter Location.....Minor Hill, Falls Church

. . . **VIRGINIA** . . .

Air Time 5:30 a.m.-4 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam J. Young
 President, General Mgr. Harold H. Thoms
 Station Manager Howard Stanley
 Prog.-Prod. Director Matthew Warren
 Pub.-Musical Director Warren F. Matts
 Chief Engineer William Youden
 Farm Editor Sidney Willard

W K L V

BLACKSTONE—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Frank W. Wagner
 Business-Studio Address Community Bldg.
 Phone Number 478
 News Service AP
 Transcription Service Standard, Lang-Worth
 President F. W. Wagner
 General Manager T. C. Richie
 Commercial Manager E. G. Silverman
 Program Director Dave Hart
 Promotion Manager W. E. Jones
 Chief Engineer D. O. Guthrie

W C Y B

BRISTOL—1946

Frequency: 690 Kc. Power: 10,000 Watts d.
 Owned-Oper. By Appalachian Bcastg. Corp.
 Business Address Bristol
 Phone Number North 3560
 Studio Address Hotel Gen. Shelby
 Transmitter Location Washington County
 News Service AP
 Transcription Service Associated, Thesaurus
 Membership NAB, BMB
 Sec.-Treas., Gen. Mgr. Robert H. Smith
 Pres., Sales Mgr. J. Fey Rogers
 Asst. Station Mgr. Grace Almond
 Production Spvr. Tom Duná
 Announcer Spvr., Farm Editor Bill Lane
 Engineering Spvr. Bob Daugherty

W F H G

BRISTOL—1949—MBS

Frequency: 880 Kc. Power: 1000 Watts
 Owned By Blaufox Radio Co., Inc.
 Business-Studio Address Hotel Bristol
 Phone Number 3620
 Transmitter Location Shell Plant Road
 News Service UP
 Transcription Service Standard
 Membership NAB
 General-Station Manager M. B. Burnette
 Commercial Sales Prom. Mgr. W. L. Nininger
 Program Dir., Publicity Dir. W. F. Roney
 Musical Director-Farm Editor Verlin Mays
 Chief Engineer John Hughlett

W C H V

CHARLOTTEVILLE—1933

ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WCHV
 Bus.-Studio-Transmitter Address Rose Hill St.
 Phone Number 2500
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Keystone
 Representative Joseph Hershey McGillvra
 Membership BMB
 Owner Charles Barham, Jr.
 Mgr., Pub. Dir. Randolph Beon
 Local Comm. Manager Robert C. Walker
 Prod. Dir., Chief
 Announcer R. G. Sketchley, Jr.
 Musical Director James H. Bash
 Chief Engineer Walter W. Gray
 Farm Editor Herb DeBell

W K E Y

COVINGTON—1941—ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Earl M. Key
 Business Address Box 710
 Phone Number 8351
 Studio Address Main St.
 Transmitter Location Fairlawn
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Transcription Service World, Keystone
 Membership NAB
 Pres., Gen.-Sta. Mgr. Earl M. Key
 Commercial Mgr. T. Carroll Harrison
 Prog.-Prod.-Pub. Director John Lee Davis
 Musical Director Frank Badders
 Chief Engineer John H. Wilson

W S V S

CREWE—1946—KBS

Frequency: 650 Kc. Power: 1000 Watts d.
 Owned-Oper. By So. Virginia Bcastg. Corp.
 Business Address Crewe
 Phone Number Crewe 5000
 Studio Addresses 117 Carter St., Crewe, Main
 St., Blackstone, Herald Bldg., Farmville
 Transmitter Location Burkeville
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World, Keystone
 Representative Rural Radio
 Membership NAB
 President C. S. Willis
 General-Station Mgr. Moxey E. Stone
 Comm.-Sales Prom. Mgr. Harris Unstead
 Pub. Dir., Farm Editor Bob Maynard
 Chief Engineer C. E. Wilson

W B T M

DANVILLE—1930—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: Piedmont Bcstg. Corp.
Bus.-Studio Address: Hotel Danville Bldg.
Phone Number: 2350
Transmitter Location: Sandy Creek,
Pittsylvania County
Air Time: 6:25 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth, Thesaurus
Representative: George P. Hollingbery
Membership: NAB
President: L. N. Dibrell
General-Station Mgr.: R. Sanford Guyer
Asst. Manager: Edward G. Gardner
Comm.-Sales Prom. Mgr.: Edward Wilder
Program Director: Thomas W. Thompson
Prod. Dir., Chief Announcer: Ambert Dail
Publicity Director: Herbert Hodge
Musical Director: Harry W. Spencer
Chief Engineer: Lyle C. Motley
Farm Editor: Ray Schreiner

W D V A

DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By: Virginia Carolina Bcstg.
Corp.
Bus.-Studio Address: American Natl. Bank
Bldg.
Phone Number: 5300
Transmitter Location: Martinsville Rd.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World, Capitol,
SESAC
Membership: NAB, BMB
President: J. D. Pruitt
Gen.-Sta.-Comm.-Sales Prom.
Manager: Emerson J. Pryor
Prog.-Prod. Director: Richard Campbell
Publicity Director: Charles Holmes
Chief Engineer: Rush Sawyers
Farm Editor: Frank Raymond

W F A X

FALLS CHURCH—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By: Lomar A. Newcomb
Address: Box L
Phone Number: 0900
News Service: UP
Transcription Service: Thesaurus
President-Genl. Mgr.: Lamar A. Newcomb
Commercial Manager: James E. Hollins
Program Manager: Genevieve Newcomb
Promotion Manager: Bob Honesworth
Chief Engineer: Paul Malik

W F L O

FARMVILLE—1946

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By: Colonial Bcstg. Co.
Business Address: P. O. Box 238
Phone Number: 600
News Service: UP
Transcription Service: Capitol, Associated
President: Carla B. Keys
Manager: Charles R. Maillet
Chief Engineer: Charles K. Chrismon

W F V A

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Fredericksburg Bcstg. Corp.
Business Address: P. O. Box 269
Phone Number: 1261
Studio Address: 528 Wolfe St.
Transmitter Location: King's Hwy.
Air Time: Unlimited
Transcription Service: Lang-Worth, Keystone
Representative: Burn-Smith
V.P., General Mgr.: Richard F. Lewis, Jr.
Station-Comm. Mgr.: Walter F. Harris, Jr.
Chief Engineer: William S. Candler

W F T R

FRONT ROYAL—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Sky-Park Bcstg. Corp.
Business-Studio Address: P. O. Box 192
Phone Number: 750
Transmitter Location: John Marshall Hwy.
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus
Membership: NAB, BMB
President: Thomas R. Owens
Gen.-Sta. Mgr., Pub. Dir., Chief
Engineer: Warren S. Bell
Comm.-Sales Prom. Mgr.: Roy D. Springer
Prog.-Prod. Dir., Chief Announcer: Bob Martin

W B O B

GALAX—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Carroll-Grayson Bcstg. Corp.
Bus.-Studio-Transmitter Address: Poplar Knob
Rd.
Phone Number: 300
Air Time: Unlimited
News Service: AP
Membership: NAB, BMB
President: Robert V. Morris
General Manager: Carl E. Duckett
Comm. Manager: Joseph P. Crockett
Program Director: Muriel Bell
Chief Engineer, Farm Editor: Carl E. Duckett

W V E C

HAMPTON—1948—KBS

Frequency: 1050 Kc. Power: 2000 Watts d.
 Owned-Operated By: Peninsula Bcstg. Co.
 Address: P. O. Box 481
 Phone Number: 6332
 News Service: AP
 Transcription Service: Standard, Associated
 President-Genl. Mgr.: Thomas P. Chisman
 Assistant & Commercial Mgr.: Vernon Carter
 Program Director: Peter Edman
 Promotion Manager: Edith Lawrence
 Chief Engineer: James Swafford

Transmitter Location: Boonsboro, Bedford
 County
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth, Associated
 Representative: George P. Hollingbery
 Membership: NAB, BMB
 President: Edward A. Allen
 Gen.-Station Mgr.: Philip P. Allen
 Comm.-Sales Prom. Mgr.: Joseph F. Wright, Jr.
 Prog.-Prod.-Pub. Dir.: William H. Loren
 Chief Announcer: Wayne Tyler
 Musical Director: Miss Jimmie McNeely
 Chief Engineer: John T. Orth
 Farm Editor: Eric Lund

W S V A

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Shenandoah Valley Bcstg.
 Corp.
 Business-Studio Address: Newman Bldg.
 Phone Number: 550
 Transmitter Location: 5 Mi. S. of City on
 U. S. Route 11
 Air Time: 6 a.m.-local sunset
 News Service: UP
 Transcription Service: Thesaurus
 Membership: NAB, BMB, FMA
 President: Frederick L. Allman
 Business Manager: H. A. Wright
 Comm.-Sales Prom. Mgr., Pub.
 Director: R. B. Harrington
 Prog.-Prod.-Musical Dir.: R. H. Johnson
 Chief Announcer, Farm
 Editor: Alvin Mullenax
 Chief Engineer: W. L. Braun

W W O D

LYNCHBURG—1947—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By: Old Dominion Bcstg. Corp.
 Business Address: P. O. Box 918
 Phone Number: 7000
 Studio Address: 10th & Main Sts.
 Transmitter Location: Boonsboro Rd.
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: World
 Representative: Walker
 Membership: NAB, BMB
 President: David Hugh Dillard
 General Manager: Jack Weldon
 Commercial Manager: Norman T. Simpson
 Prog.-Pub. Director: Jay Seibel
 Prod.-Musical Dir.: Don Jarvis
 Chief Announcer: Mark Lewis
 Chief Engineer: Forest J. Pinkerton

W H A P

HOPEWELL—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: The Hopewell Bcstg. Co.
 President: Augustus Robbins, Jr.
 Chief Engineer: Edward Burwell

W M V A

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Martinsville Bcstg. Co., Inc.
 Business Address: P. O. Box 831
 Phone Number: Virginia 2152
 Studio-Transmitter Location: Figsboro Rd.
 Air Time: 6 a.m.-11:30 p.m.
 News Service: AP
 Transcription Service: Keystone
 Membership: NAB
 President: William C. Barnes
 General-Station Manager: John W. Shultz
 Commercial Manager: Charles F. Adams
 Program Director: Barbara H. Zimmerman
 Musical Director: Paul E. Zimmerman
 Chief Engineer: Dewey W. Muse

W R E L

LEXINGTON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Rockbridge Bcstg. Co.
 Business-Studio Address: 130 S. Main St.
 President: Marshall L. Wilner

W L V A

LYNCHBURG—1930—ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By: Lynchburg Bcstg. Corp.
 Bus.-Studio Address: Allied Arts Bldg.
 Phone Number: 3030

W G H

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By: Hampton Roads Bcstg. Corp.
 Bus.-Studio Address: 500 Portlock Bldg.,
 Norfolk

VIRGINIA

Phone Number2-7031
Transmitter Location.....Boat Harbor
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Raymond B. Bottom
V.P., Gen.-Sta. Manager...Edward E. Bishop
Comm.-Sales Prom. Mgr....Edward E. Edgar
Prog.-Prod.-Pub. Director.....John A. Black
Musical Director.....Kathryn Wood
Chief Engineer.....Charles A. Runyon

WHYU

NEWPORT NEWS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
Phone Number.....7-1604
Transmitter Location.....Respass Beach,
Churchland
Air Time.....6 a.m.-sunset
News Service.....UP
Transcription Service.....Capitol
Representative.....Friedenberg
President, General Mgr.....John Doley
Sta. Mgr., Prog. Tech. Dir....Frederic F. Clair

WCAV

NORFOLK—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cavalier Bcstg. Corp.
Bus.-Studio Address.....Plume & Granby Sts.
Phone Number.....2-3266
Transmitter Location.....W. Norfolk
Air Time.....Local sunrise-sunset
News Service.....UP
Transcription Service...Associated, Standard
Representative.....Burn-Smith
Membership.....NAB
President.....Joseph Light
Gen.-Sales Prom. Mgr., Pub. Dir....Joe Brown
Sta.-Asst. Gen. Mgr.....William M. Manrov
Commercial Manager.....William Laliberte
Chief Announcer.....Sam Carter
Technical Dir.....William M. Manrov

WLOW

NORFOLK—1946

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned By.....Commonwealth Bcstg. Corp.
Operated By.....Radio Station WLOW
Business-Studio Address.....Pender Bldg.
Phone Number.....4-5678
Transmitter Location.....W. Norfolk
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....Associated, Capitol
Representative.....Forjoe

President.....E. L. Scott
V.P., Gen.-Sales Prom.
Manager.....Robert E. Wasdon
Station Manager.....W. M. Carpenter
Commercial Manager.....Don Kelly
Program Director.....Ray Penner
Prod.-Musical Dir.....Lee Lively
Publicity Director.....Dick Gould
Chife Announcer.....Bob Drepperd
Chief Engineer.....Jack Siegel
Farm Editor.....Ralph Wasdon

WTAR

NORFOLK—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned By.....Norfolk Newspapers, Inc.
Operated By.....WTAR Radio Corp.
Bus.-Studio Address.....National Bank of
Commerce Bldg.
Phone Number.....2-5671
Transmitter Location.....Glen Rock
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....NAB, BMB
Pres., Gen.-Sta. Mgr.....Campbell Arnoux
Comm.-Sales Prom. Mgr.....John W. New
Program Director.....Joel Carlson
Production Director.....Clyde Moser
Chief Announcer.....Blair Eubanks
Chief Engineer.....John C. Peffer

WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blaufox Radio Co., Inc.
Bus.-Studio Address.....Coalfield Progress Bldg.
Phone Number.....700-1, Transmitter: 565
Transmitter Location.....Josephine
Air Time.....6 a.m.-10:30 p.m.
News Service.....AP
Transcription Service...Lang-Worth, Keystone
Membership.....NAB
President, Gen. Mgr.....Richard B. Helms
Station Manager.....Jack T. Helms
Comm. Manager.....Bill Holland
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,
Chief Announcer.....Bill Benesch
Musical Director.....Stan Kotel
Chief Engineer.....Gene Tommerdahl

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southside Virginia Bcstg.
Corp.
Business-Studio Address.....112 W. Tabb St.
Phone Number.....3881-2
Transmitter Location.....E. Bank St.

VIRGINIA

Air Time Unlimited
News Service UP
Representative Burn-Smith
P. resident, General Mgr. Louis H. Peterson
Commercial Mgr. Raymond L. Moss
Program Director Katherine M. Nunnally
P. oduction Director No man Walker
Pub. Musical Director Lou Ross
Chief Engineer Edward F. Echwarz

W S A P

PORTSMOUTH—1943—MBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Oper. By Portsmouth Radio Corp.
Bus. Studio Address 205 Professional Bldg.
Phone Number 7-2381
Transmitter Location 1318 Spratley St.
Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Burko, Kuipers & Mahoney
Membership NAB
President Tom E. Gilman
Gen. Station Mgr. B. Walter Huffington
Commercial Mgr. J. L. Norfeet
Sales Prom. Mgr., Pub. Dir. Boyd Harrier
Program Director George L. Brantley
Production Director Jack Laurence
Musical Director Richard Harvey
Chief Engineer Charles R. Sledge

W P U V

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By Southwest Bcstg. Corp.
Business Address Box 351
Phone Number 3-3931
Studio-Transmitter Location Cool Springs
Air Time 6 a.m.-M.
News Service AP
Transcription Service Keystone
Representative Sears & Aver
Membership NAB
President Howard R. Imboden
General-Station Mgr. William R. Murray
Commercial Manager Allan S. Aden
Program Director Lee Mills
Publicity Director Eleanor Imboden
Chief Engineer Fitzgerald McDaniel

W B B L

RICHMOND—1924

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By Grace Covenant
Presbyterian Church
Address 1627 Monument Ave.
Phone Number 8-4246
General Manager C. H. Liesfield
Chief Engineer R. W. Raabe

W L E E

RICHMOND—1945—MBS

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By Lee Bcstg. Corp.
Bus. Studio Address Broad-Grace Arcade
Phone Number 3-6741
Transmitter Location Colorado Ave. &
Sumpter St.

Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Forjoe
President Thomas G. Tinsley, Jr.
Gen. Sta. Comm. Mgr. Irvin G. Abeloff
Program Director Harvey Hudson
Musical Director Roberta Morris
Chief Engineer George W. McGuigan, Jr.

W M B G

RICHMOND—1926—NBC

Frequency: 1380 Kc. **Power:** 5000 Watts
Owned-Oper. By Havens & Martin, Inc.
Bus. Studio Address 3301 W. Broad St.,
P. O. Box 5229
Phone Number 5-8611
Transmitter Location Staples Mill Rd. off
W. Broad St.

Air Time 6:30 a.m.-1 a.m.
News Service Transradio
Transcription Service Thesaurus, Lang-Worth
Representative John Blair
Membership NAB
Pres., Gen. Sta. Mgr. Wilbur M. Havens
Comm. Sales Prom. Mgr. Walter A. Bowry, Jr.
Prog.-Prod.-Pub. Dir. Allan J. Phaup, Jr.
Chief Engineer Wilfred H. Wood

W R N L

RICHMOND—1937—ABC

Frequency: 910 Kc. **Power:** 5000 Watts
Owned By Richmond Newspapers, Inc.
Operated By Richmond Radio Corp.
Business-Studio Address 107-111 N. Fourth St.
Phone Number 3-3436
Transmitter Location Wilkinson Rd.
Air Time 5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service AP
Transcription Service Standard
Representative Edward Petry
Membership NAB, BMB
President D. Tennant Bryan
Gen. Sta. Commercial Mgr. E. S. Whitlock
Program Director Don Martin
Chief Engineer Vincent Wolstenholme

W R V A

RICHMOND—1925—CBS

Frequency: 1140 Kc. **Power:** 50,000 Watts
Owned-Oper. By Larus & Brother Co.

• • •
VIRGINIA
• • •

Business Address.....Hotel Richmond
Phone Number.....3-6633
Studio Addresses..Hotel Richmond, Richmond;
1506 Colley Ave., Norfolk
Transmitter Location.....Edgeworth, Henrico
County
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Lang-Worth,
Associated
Representative.....Radio Sales
Membership.....NAB, BMB
General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard
Promotion Manager.....Jack Stone
Program Service Mgr.....Samuel S. Carey
Production Manager.....John B. Tansey
Public Relation Dir.....Walter R. Bishop
Musical Director.....Burt T. Repine
Chief Engineer.....David C. Woods
Farm Editor.....Alden Aaroe

WXGI

RICHMOND—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address.....100 W. Franklin St.
Phone Number.....7-4684
Transmitter Location.....German School Rd.,
Chesterfield County
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service..Lang-Worth, Associated
Representative.....Burn-Smith
Membership.....NAB, BMB
President, General Mgr.....D. H. Robertson
Sta.-Comm.-Sales Prom. Mgr.....Bert Julian
Prog.-Prod.-Pub. Dir.....Harold Brauer
Chief Engineer.....Kaye Redd

WDBJ

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Business-Studio Address.....124 W. Kirk Ave.
Phone Number.....8131
Transmitter Location.....Colonial Ave.,
Colonial Heights
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President.....J. P. Fishburn
General Manager.....R. P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Studio Director.....Irving Sharp
Publicity Director.....Clifford B. Huffman
Musical Director.....Evelyn Nininger
Chief Engineer.....J. Edward Newman
News Editor.....John W. Eure

WROV

ROANOKE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Radio Roanoke, Inc.
Operated By.....Frank E. Koehler
Bus.-Studio Address..600 Mountain Trust Bldg.
Phone Number.....3-4444
Transmitter Location.....Cleveland Ave., S.W.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, Capitol
Membership.....NAB, BMB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
Program-Production Mgr.....Gordon R. Phillips
Chief Engineer.....Frank A. Hall

WSLS

ROANOKE—1940—ABC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Roanoke Bcstg. Corp.
Business-Studio Address.....301 First St., S.W.
Phone Number.....9227
Transmitter Location.....2 Mi. N. of Salem &
6.5 Mi. N.W. of Roanoke
Air Time.....5:30 a.m.-12:02 a.m.
News Service.....AP
Transcription Service.....SESAC, Thesaurus,
Associated
Representative.....Weed
Membership.....NAB, BMB, FMA
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Asst. Station Mgr.....Horace Fitzpatrick
Program Director.....Bill Saunders
Musical Director.....Mavis Overstreet
Chief Engineer.....J. P. Briggs
Farm Editor.....Glenwood Howell

WHLF

SOUTH BOSTON—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.
Business-Studio Address.....P. O. Box 490
Phone Number.....567
Transmitter Location.....Halifax County Fair
Grounds
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus, World,
Cole, Keystone
Owner, General Mgr.....John L. Cole, Jr.
Asst. Sta. Mgr., Prog.-Prod.-Pub.
Director.....Charles B. Davis
Comm.-Sales Prom. Mgr.....Bill Fielding
Chief Engineer.....John R. Doherty

W T O N

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Charles P. Blackley
 Business-Studio Address Morrison Bldg.
 Phone Number 1400
 Transmitter Location Waynesboro Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Membership NAB
 General-Station Mgr. Charles P. Blackley
 Comm.-Sales Prom. Mgr.,
 Publicity Director Charles E. Seebeck
 Prog.-Prod. Dir., Chief Announcer,
 Farm Editor Fulton A. King
 Chief Engineer Rex Houser

W L P M

SUFFOLK—1940—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Suffolk Bcstg. Corp.
 Business-Studio Address 105 Bank St.
 Phone Number 1420-1, 1227
 Transmitter Location Hwy 460 N.W. of
 Suffolk
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Keystone
 Representative Sears & Ayer
 Membership NAB
 Pres., Gen.-Sta. Manager Fred L. Hart
 Comm. Mgr., Prog. Dir. William W. Kitchen
 Sales Prom. Mgr., Pub. Dir. Earl Hundley
 Production Director Fran Joyner
 Chief Announcer William Galling
 Musical Director Ida M. Barrett
 Chief Engineer Veryl W. Rupp
 Farm Editor L. E. Pettyjohn

W A Y B

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Waynesboro Bcstg. Corp.
 Bus.-Studio Address 526 Main St.,
 P. O. Box 938
 Phone Number Studio, 999;
 Transmitter, 998
 Transmitter Location Hermitage Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World, Lang-Worth,
 Keystone
 Membership NAB
 Gen.-Sta. Mgr., Prog. Dir. N. Wilbur Kidd
 Commercial Manager Edward F. Libby
 Prod. Dir., Chief Announcer Paul M. Shue
 Chief Engineer Edward R. Goodwin

W I N C

WINCHESTER—1941—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Richard Field Lewis, Jr.
 Business Address Box 605
 Phone Number 4855
 Studio-Transmitter Location 514 Kerr St.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Membership NAB, BMB, FMA
 Owner, Gen. Mgr. Richard Field Lewis, Jr.
 Comm. Mgr., Prog. Dir., Farm
 Editor John Carl Morgan
 Sales Prom. Mgr. Winslow Porter
 Chief Engineer Phil Whitney

WASHINGTON

*Estimated Population 2,487,000—Increase +43.3%—Radio Homes 658,000
 Total Families 673,000—Stations in State 41*

K X R O

ABERDEEN—1927 MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KXRO, Inc.
 Bus.-Studio Address 207½ E. Market St.
 Phone Number Aberdeen 4098
 Transmitter Location 1308 Coolidge Rd.
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Thesaurus, Keystone
 Representative W. S. Grant
 Membership NAB, BMB

President, General Mgr. Harry R. Spence
 Sta.-Comm. Mgr. Fred G. Goddard
 Sales Prom. Manager Roy Johnson
 Prog.-Prod. Dir., Chief
 Announcer A. W. Lindsay
 Publicity Director John Duane Johnson
 Musical Director James L. Andrews
 Chief Engineer P. S. True

K P U G

BELLINGHAM—1948—MBS-DON LEE

Frequency: 1170 Kc. Power: 1000 Watts
 Owned-Operated By KPUG, Inc.

WASHINGTON

Business-Studio Address.....P. O. Box 855
Transcription Service.....Associated
Representative.....Gene Grant
President, Comm. Mgr.....Jessica L. Longston
Exec. V. P.....C. V. Zaser

KVOS

BELLINGHAM—1927—ABC-KBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By.....KVOS, Inc.
Bus.-Studio Address.....1321 Commercial St.
Phone Number.....Bellingham 790
Transmitter Location.....Yew St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth, Keystone
Representative.....Joseph Hershey McGillvra,
John Keating
Membership.....NAB, BMB
President, General Mgr.....Rogan Jones
Asst. Station Mgr.....Fred Elsethagen
Commercial Manager.....Glen Beebe
Program Director.....Roger Patrick
Chief Engineer.....Ernest E. Harper

KBRO

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bremerton Bcst. Co.
Bus.-Studio-Transmitter Address.....2nd &
Washington
Phone Number.....1970
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....John Keating
Membership.....NAB
President.....Bruce Bartley
General Manager.....Dick Crombie
Commercial Manager.....Hal Moan
Sales Prom. Manager.....Jack Gwyer
Program Director.....Bob Gleason
Chief Engineer.....Bert Hallberg

KELA

CENTRALIA-CHEHALIS—1937

MBS-DON LEE-KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business Address.....P. O. Box 720, Centralia;
P. O. Box 827, Chehalis
Phone Numbers.....Centralia 6-3321,
Chehalis 721
Studio Address.....On Hwy. 99 midway bet.
Centralia & Chehalis
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Keystone
Representative.....John Keating, W. S. Grant
Membership.....NAB

President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. McGwinn
Gen.-Station Manager.....Joe Chyll
Publicity Director.....Dudley Gaylord

KXLE

ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Washington Bcstrs.
Business-Studio Address.....Box 689
Phone Number.....2-1240
Transmitter Location.....Route 1
Air Time.....6:30 a.m.-10 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Walker, Tracy-Moore
Membership.....NAB
President.....Goodwin Chase, Jr.
Station Manager.....Joe Kendall
Commercial Manager.....Wendall Kinney
Chief Announcer, Farm Editor.....Joe Jaeger
Chief Engineer.....Jack Hemingway

KRKO

EVERETT—1922—MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Everett Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....KRKO Bldg.
Phone Number.....Cedar 1144
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Keystone
Representative.....Joseph Hershey McGillvra,
John Keating
Membership.....NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr.....William R. Taft
Prog.-Prod.-Pub. Dir.....Earl Gerdon
Chief Engineer.....Dave Foley

KRKL

KIRKLAND—1948

Frequency: 1050 Kc.....Power: 250 Watts, D.
Owned-Operated By.....F. L. Thornhill
Business-Studio Address.....Civic Center
General Manager.....F. L. Thornhill

KWLK

LONGVIEW—1938

MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Twin City Bcstg. Corp.
Business-Studio Address.....14th & Hudson
Phone Number.....Longview 1500
Transmitter Location.....Ocean View Hwy.
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....Associated, Keystone
Representative.....W. S. Grant, John Keating

WASHINGTON

Membership NAB, BMB
President, Gen.-Sta. Mgr. C. O. Chatterton
Commercial Manager Jim Waggoner
Program-Production Dir. Al Emrich
Publicity Director F. Chatterton
Chief Engineer John Holmes
Farm Editor Don Bailey

KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KSEM, Inc.
Business Address Box 446
Phone Number 234
Studio-Transmitter Location Capistrano Park
Air Time 7 a.m.-10 p.m.
News Service UP
Transcription Service World, Keystone
Representative W. S. Grant
President Jessica L. Langston
Station-Comm. Mgr. Don G. Bennett
Program Director Shirley A. Olson
Chief Announcer Clay Bishop
Chief Engineer Roland Kissler
Farm Editor Dave Jones

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc. Power: 500 Watts d.
Owned-Operated By Beckley Radio Co.
Business-Studio Address P. O. Box 240
Phone Number 8955
Transmitter Location ½ Mi. W. of city
Air Time 6 a.m.-sunset
News Service UP
Transcription Service Standard
Representative John Keating
Membership NAB
General-Station Mgr. Leo H. Beckley
Commercial Manager Fred Grant
Prog. Dir., Chief Announcer Bud Clark
Chief Engineer Orris Vanerstrom
Farm Editor Marilyn Anderson

KGY

OLYMPIA—1922
MBS-DON LEE-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Tom Olsen
Bus.-Studio-Transmitter Address Rockway-
Leland Bldg.
Phone Number 6636
Air Time 8:30 a.m.-11 p.m.
News Service UP
Transcription Service World, Keystone
Representative W. S. Grant
Membership NAB, BMB
President, Gen.-Station Mgr. Tom Olsen
Commercial Manager J. Harris Dorr

Sales Prom. Mgr., Prod.-Pub.
Director Elmer J. Holmberg
Prog.-Musical Dir., Chief
Announcer Larry Dosselt
Chief Engineer C. A. Roark
Farm Editor Sam Crawford

KOMW

OMAK—1947

Frequency: 680 Kc. Power: 1000 Watts d.
Owned-Operated By KOMW, Inc.
Business-Studio Address Box 151
Phone Number 00
Transmitter Location Omak
Air Time Sunrise-sunset
News Service UP
Transcription Service Lang-Worth, Capitol
Representative John Keating
Membership BMB
President R. L. McNett
Station Manager Dean Nichols
Commercial Manager Nat Harris
Sales Asst. Grover Allen
Program Director Gene Leslie
Chief Announcer Bryon Franz
Chief Engineer Kirk W. Springer

KPKW

PASCO—1945

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Western Radio Corp.
Bus.-Studio-Transmitter Address W. Chase &
"A" Sts.
Phone Number 890
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard
Pres., General Mgr. V. B. Kenworthy
Station Comm. Mgr. A. L. Anderson
Sales Prom. Mgr. Don Davis
Prog.-Prod.-Pub. Dir., Chief
Engineer Wolter Mott
Chief Announcer, Musical
Director Carl Swanson
Farm Editor Bob D'Arcy

KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Radio Pacific, Inc.
Bus.-Studio-Transmitter Address 313 W. First
St.
Phone Number 4437
Air Time Unlimited
News Service UP
Transcription Service Keystone
Representative John Keating
Membership NAB
President, General Mgr. C. N. Webster
Chief Engineer Howard R. Patrick

K X R N

RENTON—1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Interlake Bcstg. Corp.
 Business Address.....P. O. Box 567
 Phone Number.....Renton 3424, Lander 8481
 Studio-Transmitter Location.....7th Ave. at
 N. Park
 Air Time.....Sunrise-sunset
 Transcription Service.....World
 President, General Mgr.....Robert S. McCaw
 Sta. Mgr., Prog.-Prod.-Musical
 Director.....Scott Seifert
 Comm.-Sales Prom. Mgr.....O. W. Simpson
 Publicity Director.....C. H. Williams
 Chief Engineer.....F. C. Cook

K I N G

SEATTLE—1927

Frequency: 1090 Kc. Power: 10,000 Watts
 (CP For 50,000)
 Owned-Oper. By.....KING Bcstg. Co.
 Business-Studio Address.....Smith Tower
 Phone Number.....Main 1090
 Transmitter Location.....Vashon-Maury Island
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Associated
 Representative.....Walker
 Membership.....NAB
 President.....A. Sockt Bullitt
 General-Comm. Mgr.....Henry B. Owen
 Program Director.....Dave Crockett
 Chief Engineer.....Arthur Shultz
 Farm Editor.....John McCauley

K I R O

SEATTLE—1930—CBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By.....Queen City Bcstg. Co.
 Business-Studio Address.....66 Cobb Bldg.
 Phone Number.....Seneca 1500
 Transmitter Location.....Burton
 Air Time.....18 Hrs.
 News Service.....AP
 Transcription Service.....SESAC, Standard
 Representative.....Free & Peters
 Membership.....NAB, BMB, FMA
 President.....Saul Haas
 Station Manager.....Loren B. Stone
 Commercial Manager.....William F. Tucker
 Program Director.....Kenneth Yeend
 Publicity Director.....Milo Ryon
 Chief Announcer.....Maury Rider
 Chief Engineer.....James Hatfield
 Farm Editor.....Al Bond

K J R

SEATTLE—1923—ABC

Frequency: 950 Kc. Power: 5000 Watts
 Owned By.....Field Enterprises, Inc.
 Operated By.....Totem Bcstrs., Inc.
 Business-Studio Address.....Skinner Bldg.
 Phone Number.....Elliot 5890
 Transmitter Location.....2600 26th Ave., S.W.
 Air Time.....18 Hrs.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President.....Marshall Field, III
 General-Station Mgr.....J. Archie Morton
 Commercial Mgr.....Arthur Gerbel, Jr.
 Sales Prom. Mgr. Pub. Dir.....Maitland Jordan
 Program Director.....Roland Bradley
 Chief Announcer.....Clifford Hansen
 Chief Engineer.....L. S. Bookwalter
 Farm Editor.....Bill Moshier

K O L

SEATTLE—1922

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By.....Seattle Bcstg. Co.
 Bus.-Studio Address.....Northern Life Tower
 Phone Number.....MA, 2312
 Transmitter Location.....1110 W. Florida
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Trcnscription Service.....Capitol, World,
 Standard
 Representative.....Headley-Reed
 Membership.....BMB
 President.....Archie Taft
 Commercial Manager.....Archie Taft, Jr.
 Station Manager.....Oliver A. Runchey
 Program Director.....John Forrest
 Publicity Director.....Elizabeth Hinman
 Chief Announcer.....Wheeler Smith
 Chief Engineer.....Perry Lind

K O M O

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Oper. By.....Fisher's Bend Station, Inc.
 Bus.-Studio Address.....100 4th Ave. No.
 Phone Number.....SEneca 6000
 Transmitter Location.....Vashon Island
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated, Capitol
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President, General Mgr.....O. W. Fisher
 Asst. to President.....R. D. McCornack
 Commercial Manager.....Ray Baker
 Mgr., Notl. Sales & Sales Serv., Merch.,
 Prom. Mgr. & Pub. Dir.....Richard E. Green
 Program Manager.....W. W. Warsen

WASHINGTON

Production Mgr. Frederick J. Patterson
Operations Svprs. Bennett I. Fisher,
John Q. Murphy
Chief Engineer. F. J. Brott
Develop. Engineer. S. D. Bennett
Farm Director. George Dunning

KRSC

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By. Radio Sales Corp.
Bus.-Studio Address. 2939 Fourth Ave. So.
Phone Number. Eliot 2480
Air Time 6 a.m.-2 a.m.
News Service AP
Transcription Service. Lang-Worth, Associated
Representative. Adam J. Young, Jr.
Membership NAB
President. P. K. Leberman
General-Station Mgr. Robert E. Priebe
Comm.-Sales Prom. Mgr. A. P. Hunter
Prog.-Prod. Dir., Chief Announcer. Ted Bell
Publicity Director. Lee Schulman
Musical Director. J. F. McCahill
Chief Engineer. George Freeman

KTW

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By. The First Presbyterian
Church of Seattle, Wash.
Bus.-Studio Address. Seventh Ave. & Spring St.
Phone Number. Main 2056, Seneca 0644
Air Time Unlimited
News Service AP
President. W. T. Whitney
General Mgr. Dr. F. Paul McConkey
Sta. Mgr., Chief Engineer. James S. Ross
Comm.-Sales Prom. Mgr.,
Program Director. Don Bevilacqua

KXA

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts
Owned-Operated By. KXA, Inc.
Bus.-Studio Address. 312 Bigelow Bldg.,
4th & Pike
Phone Number. Seneca 1000
Transmitter Location. Rhodes Dept. Store,
2nd & Union
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Forjoe
Membership NAB
President. Wesley I. Dumm
Exec. Vice-President. Lincoln W. Miller
National Sales. R. G. McArdle
Program Director. Ben Harkins
Chief Engineer. John Dubuque

KFIO

SPOKANE—1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Spokane Bcstg. Corp.
Bus.-Studio-Transmitter Address. 526 Riverside
Ave.
Phone Number. Riverside 8033
Air Time Unlimited
News Service UP
Transcription Service World
President. Arthur L. Smith
Gen.-Sta. Comm. Mgr. R. G. McBroom
Prog.-Prod.-Pub.-Musical Dir. John A. Maxson

KGA

SPOKANE—1933—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Operated By. Louis Wasmer
Bus.-Studio Address. Radio Central Bldg.
Phone Number. MAin 5383
Transmitter Location. 4102 S. Regal
Air Time Unlimited
News Service UP
Transcription Service Associated
Representative Edward Petry
Membership NAB
General Manager. Harvey Wixson
Program Director. Robert E. Plummer
Chief Engineer. A. G. Sparling

KHQ

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts
Owned By. Spokane Chronicle Co.
Operated By. KHQ, Inc.
Bus.-Studio Address. Radio Central Bldg.
Phone Number. MAin 5131
Transmitter Location. 4102 So. Regal
Air Time Unlimited
News Service AP
Transcription Service. Capitol, Associated
Representative Katz
Membership NAB, BMB
Pres., Gen.-Sta. Mgr. Richard O. Dunning
Natl. Sales-Sales Prom.
Manager. Robert H. Wesson
Program Director. R. Wallace Brazel
Production Director. Herb Hess
Chief Announcer. Richard Godon
Chief Engineer. John Walker
Farm Editor. Glenn C. Lorang

KNEW

SPOKANE—1947—MBS-DON LEE

Frequency: 1430 Kc. Power: 5000 Watts
Owned By. Coeur d'Alene Bcstg. Co.
Operated By. Radio Station KNEW
Bus.-Studio Address. Sprague & Wall

WASHINGTON

Phone Number.....Riverside 8035
Transmitter Location.....Moran Prairie
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....George P. Hollingbery
Membership.....NAB
President.....Burl C. Hagadone
Gen.-Sta. Manager.....Harry Lantry
Comm.-Sales P. om. Mgr.....W. C. Rhodes
Prog.-Prod.-Pub. Director.....Paul Crain
Musical Director.....Anthony Pinski
Chief Engineer.....C. W. Evons
Farm Editor.....John Fahey

KREM

SPOKANE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cole E. Wylie
Business-Studio Address.....242 Riverside Ave.
Phone Number.....MAin 3333
Transmitter Location.....242 Riverside Ave.
Air Time.....6:30 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Forjoe & Co.
President-Owner, General Station
Manager.....Cole E. Wylie
Commercial Manager.....Robert H. Temple

KXLY

SPOKANE—1922

CBS

PACIFIC NORTHWEST BCSTRS.

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Operated By.....Symons Bcstg. Co.
Business-Studio Address.....Symons Bldg.
Phone Number.....MAin 1218
Transmitter Location.....Rt. 3, Spokane, Wash.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, MacGregor
Representative.....Walker, Tracy Moore
Membership.....NAB
President, General Manager.....E. B. Craney
Commercial Manager.....B. E. Woolston
Sales Promotion Manager.....John Funk
Program Director.....George McGowan
Chief Engineer.....George Langford

KMO

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Wotts
Owned-Oper. By.....Carl E. Haymond
Bus.-Studio Address.....914½ Broadway
Phone Number.....MAin 4144
Transmitter Location.....Colonial Garden Area
Air Time.....Unlimited
News Service.....UP

Transcription Service.....Capitol, Standard,
SESAC
Representative.....Joseph Hershey McGillvra,
Duncan Scott, John Keating
Membership.....NAB
Owner.....Carl E. Haymond
General Manager.....Jerry Geehan
Comm.-Sales Prom. Mgr.....Ray T. McKenzie
Prog.-Prod. Dir.....Ted Knightlinger
Chief Announcer.....Don Hopkins
Musical Director.....Andrea Hovde
Chief Engineer.....John Boor
Farm Editor.....Pierce County Agent

KTBI

TACOMA—1941

KBS

Frequency: 810 Kc.....Power: 100 Watts d.
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address.....2715 Center St.
Phone Number.....BRoadway 2241
Air Time.....Daytime
Transcription Service.....Associated, World
Membership.....NAB, BMB
President.....Harold J. Quilliam
Commercial Manager.....King Mitchell
Chief Engineer.....Walt Eddy

KVI

TACOMA-SEATTLE—1928

MBS-DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Phcne Number.....SEneca 4848, Seattle;
BRoadway 4211, Tacoma
Studio Address.....Camlin Hotel, Seattle;
Rust Bldg., Tacoma
Transmitter Location.....Ellisport, Vashon Island
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated, Lang-Worth,
Cole
Representative.....George P. Hollingbery
Membership.....NAB, BMB
Pres., Gen.-Sta. Mgr.....Vernice Irwin
Comm.-Sales Prom. Mgr.....Earl T. Irwin
Program Director.....Larry Huseby
Publicity Director.....Bob Hayward
Chief Engineer.....D. M. McDonough
Farm Editor.....Harry Long

KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Vancouver Radio Corp.
Business Address.....Box 610
Phone Number.....Vancouver 150
Studio Address.....707½ Main St.

WASHINGTON

Transmitter Location... Smith Lake, Portland, Ore.
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... World, Standard
Representative..... John Keating
Membership..... NAB, BMB
President..... Sheldon F. Sackett
General-Station Mgr..... Fred F. Chitty
Comm. Manager..... Mark F. DeLaunay
Sales Prom. Mgr..... David L. Waite
Prog.-Prod.-Musical Dir..... Rickey Bras
Pub. Dir., Farm Editor..... George Conner
Chief Announcer..... Frank Herron
Chief Engineer..... Edgar Means

K U J

WALLA WALLA—1928—DON LEE

Frequency: 1420 Kc..... Power: 5000 Watts
Owned-Operated By..... KUJ, Inc.
Business-Studio Address..... 55 E. Main St.
Phone Number..... 1230
Transmitter Location..... U. S. Hwy 410 & Sudbury Rd.

Air Time..... Unlimited
News Service..... UP
Transcription Service..... Thesaurus
Representative..... W. S. Grant, John Keating
Membership..... NAB, BMB
Pres., Gen.-Sta. Mgr..... H. E. Studebaker
Comm. Mgr..... (National) Don Wike.
(Local) Norval Armes

Sales Prom. Mgr..... Don Wike
Prog.-Prod.-Pub. Dir., Chief
Announcer..... Howard Rhoads
Chief Engineer..... M. L. MacLatterly
Farm Editor..... Bob Holer

K W W B

WALLA WALLA—1946 UNITED PACIFIC-KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... Wolla Walla Bcstg. Co.
Bus. Studio Address..... First & Main Sts.
Phone Number..... 4103
Transmitter Location..... Second & Cordiner
Air Time..... Unlimited
News Service..... AP
Transcription Service..... World, Keystone
Membership..... NAB
President..... John W. Kendall
Gen.-Sta.-Comm. Mgr..... Kenneth K. Williams
Promotion Mgr..... Adaline Bussard
Program Dir..... Orville Claire Banks
Chief Engineer..... Tyrus T. MacFadden

K P Q

WENATCHEE—1929—ABC

Frequency: 560 Kc..... Power: 1000 Watts
Owned-Oper. By..... Wescoast Bcstg. Co., Inc.

Bus. Studio Address..... KPQ Bldg.
Phone Number..... 2757
Transmitter Location..... Wenatchee & Columbia Rivers Junct.

Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Associated, World, Cole

Representative..... Joseph Hershey McGillvra.
John Keating
Membership..... NAB, BMB
President..... Rogan Jones
V.P., General-Station Mgr..... James W. Wallace
Commercial Mgr..... Pat O'Halloran
Sales Prom. Mgr., Prog. Dir..... Bill Green
Production Director..... Emerson Elder
Publicity Director..... Patricia Clark
Musical Director..... Dorothy Lee
Chief Engineer..... George Frese
Farm Editor..... Bill Hood

K W N W

WENATCHEE—1948—DON LEE

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Apple-Land Bcstrs., Inc.
Bus. Studio-Transmitter Address..... 1119 N. Wenotchee Ave., P. O. Box 1510

Air Time..... 6 a.m.-M.
News Service..... AP
Transcription Service..... Standard
Membership..... NAB
President..... James B. Hatfield
Station Manager..... Anthony I. Sternling
Sales Prom. Mgr..... Kenneth Waddell
Production Dir..... Warren C. Brown,
Vera J. Colony

Chief Announcer..... Warren C. Brown
Chief Engineer..... Robert B. Sutton
Farm Editor..... William Yeomans

K I M A

YAKIMA—1944 CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc..... Power: 1000 Watts d.; 500 Watts n.

Owned By..... Cascade Bcstg. Co., Inc.
Operated By..... A. W. Talbot
Bus. Studio Address..... Terrace Heights Blvd.
Phone Number..... 6104
Transmitter Location..... Terroce Heights
Air Time..... 5 a.m.-M.
News Service..... AP
Transcription Service..... Lang-Worth, Associated
Representative..... Weed
Membership..... NAB, BMB
President..... A. W. Talbot
Gen.-Sales Prom. Mgr..... R. Lee Black
Dir., Station Operations..... Thomas C. Bostic
Commercial Mgr..... Herchel Cary
Night Spvr., Musical Dir..... Ben Weaver
Chief Engineer..... J. Barry Wilkinson
Farm Editor..... John Roberts

WASHINGTON-WEST VIRGINIA

KIT

YAKIMA—1929—ABC

Frequency: 1280 Kc. Power: 1000 Watts
 Owned By: Valley Bcstrs.
 Operated By: Carl E. Haymon
 Business-Studio Address: 414 E. Yakima Ave.
 Phone Number: 8115
 Transmitter Location: Washington Ave.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Capitol, SESAC
 Representative: Joseph Hershey McGillvra,
 John Keating, Duncan Scott
 Pres., General Mgr.: Carl E. Haymond
 Station Manager: James A. Murphy
 Commercial Mgr.: Harrison A. Miller
 Sales Prom. Mgr., Pub. Dir.: William B. Hansen
 Prog.-Prod. Director: James W. Nolan
 Chief Announcer: Don White
 Musical Director: William Moody
 Chief Engineer: H. B. Murphy
 Farm Editor: Pete Wick

KYAK

YAKIMA—1947—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Yakima Bcstg. Corp.
 Business Address: P. O. Box 172
 Phone Number: 2-7143
 Studio-Transmitter Location: Mead & Fair
 Aves.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Representative: W. S. Grant
 Membership: NAB
 Pres., Gen.-Sta. Mgr.: Robert S. McCaw
 Comm.-Sales Prom. Mgr.: Seymour O. Spring
 Prog.-Prod. Dir., Chief Announcer:
 Chief Engineer: Gordon Allen
 Pub. Dir., Farm Editor: Anthony Maucione
 Musical Director: Donald Potwin

WEST VIRGINIA

*Estimated Population 1,915,000—Increase +0.7%—Radio Homes 416,000
 Total Families 453,100—Stations in State 31*

WJLS

BECKLEY—1939 CBS-PERSONALITY

Frequency: 560 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By: Joe L. Smith, Jr., Inc.
 Bus.-Studio Address: WJLS Bldg., Main &
 Kanawha St.
 Phone Number: 7311
 Transmitter Location: Routes 19-21, 0.5 Mi.
 S.E. Beckley
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Standard, Cole
 Representative: Burn-Smith
 Membership: NAB, BMB
 President: Joe L. Smith, Jr.
 General-Station Mgr.: Virginia N. Cooper
 Commercial Manager: George J. Gray
 Sales Prom. Mgr., Prog.-Pub.
 Director: Benton B. Boggs
 Musical Director: Mervyn Amols
 Chief Engineer: Al J. Ginkel
 Farm Editor: William R. Barrett

WWNR

BECKLEY—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Rahill Bcstg. Co.

Business-Studio Address: 1565 Harper Rd.
 Phone Number: 9300-9
 Transmitter: Willis Farm, 1565 Harper Rd.
 Air Time: 6 a.m.-12:30 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Joseph Hershey McGillvra
 President: N. Joe Rahall
 General-Comm. Mgr.: Tom Douds
 Program Director: Don Hays
 Production Dir.: Dennis Hollandsworth
 Musical Director: Muriel Meade
 Chief Engineer: James F. Bucy
 Farm Editor: Roy Lee Harmon

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Oper. By: Daily Telegraph Prtg. Co.
 Business-Studio Address: 623 Commerce St.
 Phone Number: 7114
 Transmitter Location: Harry Heights
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World, Long-Worth
 Representative: Katz
 General Manager: P. T. Flanagan
 Asst. Manager: William Hostetter
 Program Director: Mel Barnett
 Prod.-Musical Dir.: Barnes Nash
 Chief Engineer: P. T. Flanagan

W C A W

CHARLESTON—1947 BURGER-MOUNTAINEER

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Capitol Bcstg. Corp.
 Business Address P. O. Box 2791
 Phone Number 37-503
 Studio-Transmitter Location 16th St. &
 MacCorkle Ave., S.E.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Lang-Worth
 Representative Friedenberg
 Membership NAB
 President Garland F. Wilkinson
 Sta.-Prog. Director James M. Flenniken
 Musical Director Ruth Ann Kahn
 Chief Engineer William D. Stone
 News Editor Al Walker

W C H S

CHARLESTON—1927—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business-Studio Address 1016 Lee St.
 Phone Number 28-131
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard
 Representative Branham
 Membership NAB
 President, Gen. Mgr. John A. Kennedy
 Sta.-Comm. Mgr. John T. Gelder, Jr.
 Sales Prom. Manager Jack Herman
 Program Director Morlon S. Cohn
 Publicity Director Harry M. Brawley
 Chief Engineer William E. Dixon

W G K V

CHARLESTON—1939

NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Kanawha Valley
 Bcstg. Co., Inc.
 Business-Studio Address 208 Dickinson St.
 Phone Number 37-541
 Transmitter Location Coal Branch Heights
 Air Time Unlimited
 New Service AP
 Transcription Service Thesaurus
 Representative Robert Meeker Assoc., Inc.
 Membership NAB
 President Richard M. Venable
 General-Station Manager John S. Phillips
 Promotion Manager Juanita Barker
 Promotion Mgr.-Pub. Dir. Juanita Barker
 Program Director C. P. Vogel, Jr.
 Chief Engineer George Whiteman

W K N A

CHARLESTON—1946—ABC

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By Joe L. Smith, Jr., Inc.
 Bus.-Studio Address 804 Kanawha Blvd.
 Phone Number 39-871
 Transmitter Location Tyler Mountain Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Weed
 Membership BMB
 President Joe L. Smith, Jr.
 Gen.-Sta.-Comm. Mgr. James T. Quirk
 Sales Prom. Mgr., Prog. Dir. Frank E. Shaffer
 Production Dir. Robert N. Provence
 Publicity Director James Van Sickle
 Chief Announcer Fred L. Scott
 Musical Director Arlene Johnson
 Chief Engineer Taylor Marcum

W T I P

CHARLESTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Chemical City Bcstg. Co.
 Bus.-Studio Address Capitol & Fife
 Phone Number 2-3136-7
 Transmitter Location Stricker Rd.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Associated, Cole
 Representative Forjoe
 Membership NAB
 President, General Mgr. Gus Zaharis
 Station Manager Berton Sonis
 Program Director Bob Bower
 Musical Director Jack Mitchell
 Chief Engineer Paul Sullivan

W B L K

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By News Publishing Co. of
 Wheeling
 Bus.-Studio Address 444½ W. Pike St.
 Phone Number 3040
 Transmitter Location Glen Elk
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Branham
 Membership NAB
 President Austin Wood
 General Manager George H. Clinton
 Station-Comm. Mgr. Fred Zimmerman
 Sales Prom. Mgr. Richard Duncan
 Prog.-Prod. Dir., Chief
 Announcer Donald McWhorter
 Musical Director Alpha Rowand
 Chief Engineer Harry S. Brown

WEST VIRGINIA

WHAR

CLARKSBURG—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Mountain State Bcstg. Co.
Bus.-Studio-Transmitter Address... 1200 E. Pike St.
Phone Number... 7340
Air Time... 7 a.m.-M.
News Service... UP
Transcription Service... Keystone
Representative... Joseph Hershey McGillvra
Membership... NAB
Owner, Gen.-Station Mgr.... Glacus G. Merrill
Commercial Mgr.... John Bach
Sales Prom. Mgr., Pub. Dir.... Robert Edge
Program Director... Janice Williams
Chief Announcer... Gail Thompson
Chief Engineer... Andrew H. Kovlan

WPDX

CLARKSBURG—1946

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By... Clarksburg Bcstg. Corp.
Business-Studio Address... 339 W. Main St.
Phone Number... 6060
Transmitter Location... 3 1/2 Mi. S. of Clarksburg on Weston Rd.
Air Time... Sunrise-sunset
News Service... UP
Transcription Service... World, Capitol
President... O. L. Billingsley
General Manager... R. C. Warden
Sales Mgr.... Joe M. Larosa
Prog. Dir., Farm Editor... Dewitt Wyatt
Production Director... Robert Walsh
Chief Announcer... John Peters
Musical Director... Bill McKay
Chief Engineer... R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... West Virginia Radio Corp.
Business Address... Washington & Davis Sts., P. O. Box 967
Phone Number... 1300-1
Studio-Transmitter Location... Washington & Davis Sts.
Air Time... Unlimited
News Service... AP
Transcription Service... Standard, Keystone
Membership... NAB
President... H. C. Greer
Station Manager... George J. Kapel
Comm.-Sales Prom. Mgr.... Ambrose F. White
Program Director... Jean Kapel
Publicity Director... Ann Steever
Technical Plant Spvr.... Edmund Sepe

WMMN

FAIRMONT—1927—CBS

Frequency: 920 Kc. Power: 5000 Watts
Owned-Oper. By... Fort Industry Co.
Business-Studio Address... 208 Adams St.
Phone Number... 3100
Transmitter Location... Monongah
Air Time... 4:30 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Lang-Worth
Representative... Katz
Membership... NAB, BMB
President... George B. Storer
General Manager... Allen L. Haid
Commercial Manager... Charles E. Smith
Program Director... Frank Lee
Chief Announcer... William W. Powell
Musical Director... Francis T. Lauzau
Chief Engineer... Joseph C. Strelauski
Farm Editor... Walter Smoot

WWW

FAIRMONT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Fairmont Bcstg. Co., Inc.
Business-Studio Address... Fairmont
Phone Number... 5000-1
Transmitter Location... Palatine Knob, Radio Pk.
Air Time... Unlimited
News Service... AP
Transcription Service... World
Membership... NAB
President... J. Patrick Beacom
Station-Comm. Mgr.... Wip Robinson, III
Promotion Manager... John F. Watkins
Prog. Dir., Chief Announcer... Harry A. Riley
Publicity Director... Jane Windom
Musical Director... C. Robert Hall
Chief Engineer... J. Harvey McCoy

WHTN

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By... Greater Huntington Radio Corp.
Business-Studio Address... 1112 1/2 Fourth Ave.
Phone Number... 3-3453
Transmitter Location... 2 1/2 Mi. S. of Huntington
Air Time... Daytime
News Service... UP
Transcription Service... MacGregor, Associated
Representative... Friedenberg
Membership... NAB
President... A. B. Hyman
General-Station Manager... Meyer Laymon
Program Director... Arnold Silvert
Chief Announcer... Ted Arnold
Musical Director... Mrs. John Skeans
Chief Engineer... Harold F. Sturm

WEST VIRGINIA

WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.Huntington Bcstg. Corp.
Business-Studio Address.1105 Fourth Ave.
Phone Number3-3421
Transmitter Location.16th St., W. & Jackson Ave.
Air TimeUnlimited
News ServiceAP
Transcription ServiceCapitol
RepresentativeTransit Radio
MembershipNAB, BMB
Pres., General Manager.Flem J. Evans
Asst. Mgr., Program Dir.Joseph J. Herget
Commercial Manager.Bernard Sammons
Sales Prom. Mgr., Pub. Dir.Lillian Swann
Chief Engineer.William R. Haldane

WSAZ

HUNTINGTON—1923
ABC-WEST VIRGINIA

Frequency: 930 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By.WSAZ, Inc.
Business-Studio Address.912½ Third Ave.
Phone Number.Huntington 4106
Transmitter Location.28th St. & Park at C. & O. R. R.
Air TimeUnlimited
News ServiceAP
Transcription Service.Lang-Worth, SESAC
RepresentativeBranham
MembershipNAB, BMB
President.John A. Kennedy
General Manager.Howard L. Chernoff
Station-Comm. Mgr.Marshall Rosene
Sales Prom. Manager.L. H. Rogers, II
Prog.-Musical Dir., Farm EditorTed Eiland
Prod. Dir., Chief Announcer.Bert Shimp
Publicity Director.William Tracey
Chief Engineer.Leroy Kilpatrick

WLOG

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.Clarence H. Frey & Robert O. Greever
Business Address. Box 720 (mail) 433 Stratton St.
Studio-Transmitter Location.Kanada St.
Air Time14 hrs. daily
News ServiceUP
MembershipNAB, BMB

WEPM

MARTINSBURG—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.Martinsburg Bcstg. Co.

Business Address.P. O. Box 874
Phone Number1146
Studio Address.People's Trust Co. Bldg.
Transmitter Location.W. King St. Ext.
Air Time.7 a.m.-11 p.m.
News ServiceAP
Transcription Service.World, Cole
RepresentativeBurn-Smith
MembershipNAB, BMB
General Manager.C. Leslie Golliday
Comm. Manager.Edward W. Dockeney
P.rom. Mgr., Prod. Dir., Chief AnnouncerCharles Reznikov
Chief Engineer.Sterling H. Heil
Farm Editor.Edward W. Dockeney

WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.Fayette Associates, Inc.
Bus.-Studio-Transmitter Address.1028 1st Ave.
Phone Number1340
Air Time8 a.m.-M.
News ServiceAP
Transcription ServiceWorld
MembershipNAB, BMB
President.Arnold M. Vickers
Comm.-Sales Prom. Mgr., Publicity DirectorAndrew W. Vickers
Prog.-Prod. Dir.James G. Holmes
Chief Engineer.Campbell J. Craver

WAJR

MORGANTOWN—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.West Virginia Radio Corp.
Business-Studio Address.446 Spruce St.
Phone Number9488
Transmitter Location.So. Park Hill
Air Time6:30 a.m.-M.
News ServiceAP
Transcription Service.World, Keystone
MembershipNAB, BMB
General-Station Mgr.Ferd Browning, Jr.
Commercial Manager.John J. Johns
Production Director.Willis D. Tennant
Publicity Director.Jo Anne Schenck
Chief Engineer.Clarence Rulong
Farm Editor.Nick Basso

WOAY

OAK HILL—1946

Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Oper. By.Robert R. Thomas, Jr.
Business Address.Oak Hill
Phone Number651
Studio-Transmitter Location.1 Mi. So. of Oak Hill on Hway. 21
Air TimeDaytime
News ServiceAP
Transcription ServiceCapitol

WEST VIRGINIA

RepresentativeFriedenberg
MembershipNAB, BMB
Owner, Gen. Mgr., Musical Dir.
Chief Engineer.....Robert R. Thomas, Jr.
Comm.-Sales Prom. Mgr.....Harold B. Shaw
Prog. Mgr., Prod. Dir., Chief Announcer,
Farm Editor.....Hugh McPherson

WCOM

PARKERSBURG—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Parkersburg Bcstg. Co.
Business-Studio Address.....317 Ninth St.
Phone Number.....7-4491
Transmitter Location.....New York Ave.
Air Time.....7 a.m.-1:05 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
Membership.....NAB
President.....Joseph M. Handlan
General Mgr.....Richard S. Colterman
Program Director.....G. R. Abels
Production Director.....Margaret Stern

WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address.....211 5th St.
Phone Number.....7-5475
Transmitter Location.....Route 2
Air Time.....6:30 a.m.-1:05 a.m.
News Service.....AP
Transcription Service.....Thesaurus, SESAC
Representative.....Branham
Membership.....NAB
President.....Austin V. Wood
Exec. V.P., Sta. Comm.
Manager.....George H. Clinton
Program Director.....Shermin Grimm
Publicity Director.....Barbara O'Brien
Chief Engineer.....V. G. Brooks

WLOH

PRINCETON—1947
KBS-MOUNTAINEER

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Service,
Inc.
Business Address.....P. O. Box 549
Phone Number.....567
Studio-Transmitter Location.....Lilly Grove
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Thesaurus, Standard,
Keystone
Representative.....Friedenberg
Membership.....NAB
President.....F. W. McKensie

Gen. Mgr., Prcg. Dir.....James H. Mayes, Jr.
Comm.-Sales Prom. Mgr.....James M. Angel
Publicity Director.....Nancy Crotty
Chief Announcer.....Tom Hicks
Musical Director.....Sue Stuckman
Chief Engineer.....Earl H. Graham

WRON

RONCEVERTE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....William E. Blake
Business Address.....Ronceverte
Phone Number.....300
Studio Address.....Shanklin Bldg.
Transmitter Location.....Charlotte Hts.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
Owner, Pub. Dir.....William E. Blake
General Manager.....Rodney B. Walker
Program Director.....Bertrand F. Mulligan
Chief Engineer.....Herbert S. Jackson
Farm Editor.....Vance R. Hatcher

WBRW

WELCH—1940
MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McDowell Service Co.
Business Address.....Riverside Drive
Phone Number.....818
Studio-Transmitter Address.....Riverside Drive
Air Time.....6:00 a.m.-10:30 p.m.
Transcription Service.....Standard
Station Representative.....Forjoe & Co.
Membership.....NAB, BMB
President.....J. G. Hunt
General-Station-Commercial
Manager.....Ellis Landreth
Program Director.....John J. Villani
Chief Engineer.....Howard R. King

WHAW

WESTON—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lewis Service Corp.
Business-Studio Address.....Main Ave.
Phone Number.....1555
Transmitter Location.....Weston
Air Time.....7 a.m.-M.
News Service.....AP
Transcription Service.....World, Associated
Representative.....Donald Cooke
President.....Harold McWhorter
Gen.-Sta.-Comm. Mgr.....Carl Loose
Program Director.....A. Les Vassar
Production Director.....Tom Brooks
Chief Engineer.....James A. Huff, Jr.

WEST VIRGINIA-WISCONSIN

WKWK
WHEELING—1941

ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Community Bcstg., Inc.
Operated By: Radio Station WKWK
Business-Studio Address: Pythian Building, 16th & Market Sts.
Phone Number: 5320
Transmitter Location: Pythian Building, 16th & Market Sts.
Air Time: 18 hours
News Service: UP
Transcription Service: Standard
Station Representative: Weed
Membership: NAB, BMB
President: Joe L. Smith, Jr.
General-Station-Commercial Manager: John B. Reynolds
Program Director, Production Manager: J. Alan Jasper
Publicity Director: Nancy A. Hilmes
Chief Announcer: Ray Vingli
Chief Engineer: Fred A. Baker

WWVA
WHEELING—1926

CBS
Frequency: 1170 Kc. Power: 50,000 Watts
Owned-Operated By: The Fort Industry Co.

Address: Hawley Bldg.
Phone Number: Wheeling 5383
Transmitter Location: St. Clairsville, Ohio
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Cole
Representative: Petry
Membership: NAB, BMB
President: George B. Storer
V.P. in chg. of Operations: Wm. E. Rine
Sales Promotion Mgr.: Howard W. Meagle
Ass't Mgr.-Dir.: Paul J. Miller
Program Director: Paul A. Myers
Chief Engineer: Edwin L. Keim

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Williamson Bcstg. Corp.
Business Address: Williamson
Phone Number: 1241
Studio-Transmitter Location: 5½ E. Second Ave.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Membership: NAB, BMB
President: Mrs. Lewis C. Tierney
Gen.-Sta.-Comm. Mgr.: Alice Shein
Program Director: John T. Blair, Jr.
Chief Engineer: Robert W. Bullio

WISCONSIN

Estimated Population 3,309,000—Increase +5.5%—Radio Homes 888,800
Total Families 910,400—Stations in State 47

WATK
ANTIGO—1947

Frequency: 900 Kc. Power: 250 d.
Owned-Operated By: Antigo Bcstg. Co.
Business-Studio Address: Antigo
Transcription Service: Standard
President: Artemas F. Burner
Manager: G. McElrone
Commercial Manager: Ted Homerding
Program Director: R. Stake
Chief Engineer: Harry Wardwell

Phone Number: 3-6639
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: J. P. McKinney
Membership: NAB, BMB
Director of Radio: M. J. Beemster
General Manager: Earl H. Huth
Commercial Manager: W. C. Porsow
Sales Prom. Mgr.: F. Douglas Chingo
Program Director: Robert Petrie
Production Director: Harold Zahorik
Publicity Director: Milton Boehm
Chief Engineer: George Merkl
Farm Editor: Wallace MacBriar

WHBY

APPLETON—1925—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WHBY, Inc.
Bus.-Studio-Transmitter Address: 600 So. Lawe St.

WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Upper Michigan-Wisconsin Bcstg. Co., Inc.

WISCONSIN

Business-Studio Address... Northern State Bank Bldg.
Phone Number 1680
Transmitter Location..... Ellis Ave.
Air Time..... 6:30 a.m.-M.
News Service UP
Transcription Service..... Standard, Keystone
Representative Walker
Membership NAB, BMB
President..... William L. Johnson
Vice Pres., Gen. Mgr..... J. W. Huss
Station-Comm. Manager..... T. G. Hogan
Program Director..... Mary Jean Anno
Chief Announcer..... Arnold Peterson
Chief Engineer..... Otto Link

WBEL

BELOIT—1948

Frequency: 1380 Kc.... Power: 1000 Watts d.
Owned-Oper. By..... Beloit Bcstrs., Inc.
Business-Studio Address... 335 E. Grand Ave.
Phone Number..... Col. 1380
Transmitter Location..... 900 E. Elmwood Ave.
Air Time Daytime
News Service AP
Transcription Service Cole
President..... William P. Taylor
General Manager..... Edgar E. Hinkle
Sec. & Treas..... Russell G. Salter
Commercial Manager..... Robert Underhill
Sales Prom. Mgr., Prog.-Pub.
Director..... W. M. Morton
Chief Announcer..... James Schweitzer
Musical Director..... Robert Eicher
Chief Engineer..... Leo Wilson
Farm Editor..... Ray Lange

WGEZ

BELOIT—1948

Frequency: 1490 Kc.... Power: 100 Watts
Owned-Operated By..... Sidney H. Bliss
Business-Studio Address
..... 200 E. Milwaukee St. (Janesville)

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.... Power: 250 Watts
Owned-Operated By..... WBIZ, Inc.
Bus.-Studio-Transmitter Address... 603 Cameron St.
Phone Number 5111
Air Time Unlimited
News Service UP
Transcription Service World
President, General Mgr..... James J. Conroy
Station-Comm. Mgr..... Ray L. Watton
Sales Prom. Mgr., Prog. Dir.,
Chief Announcer..... Bruce McLean

Traffic Mgr..... Alvina M. Britz
Musical Director..... Lee Rice
Chief Engineer..... Claude V. Thomas

WEAU

EAU CLAIRE—1937

NBC-ARROWHEAD-NORTHWEST

Frequency: 790 Kc.... Power: 5000 Watts
Owned-Operated By..... Central Bcstg. Co.
Business-Studio Address... 203 S. Barstow St.
Phone Number 6149
Transmitter Location..... County Hwy. QQ
Air Time..... 6 a.m.-M.
News Service Transradio
Transcription Service... Associated, Lang-Worth
Representative George P. Hollingbery
Membership NAB, BMB
President Morgan Murphy
General Manager..... W. C. Bridges
Station-Comm. Mgr..... Harry S. Hyett
Sales Prom. Mgr., Prog. Dir.... Ralph Shepard
Chief Engineer..... T. O. Jorgenson
Farm Editor..... Carl Johnson

WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc.... Power: 1000 Watts d.
Owned-Oper. By.... Chippewa Valley Radio & Telev. Corp.
Bus.-Studio-Transmitter Address... Rudolph Rd.
Phone Number 2-1629
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Standard
Representative Forjoe
President, Pub. Dir..... Thomas K. Werner
Gen.-Sales Prom. Mgr..... John E. Kelly
Sta. Mgr., Prog. Dir., Chief
Engineer..... Rolph D. Tobin
Commercial Manager..... Richard Werner
Musical Director..... Betty I. Tobin

KFIZ

FOND DU LAC—1922

MBS-WISCONSIN

Frequency: 1450 Kc.... Power: 250 Watts
Owned-Operated By..... KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address... 18 W. First St.
Phone Number 356
Air Time Full Time
News Service UP
Membership NAB
President..... A. H. Lange
Exec. Vice Pres..... Emery W. Martin
General Manager..... Lynn N. Fairbanks
Prog.-Musical Dir..... Lucile Fairbanks
Chief Engineer..... Wendell S. Meyers

WISCONSIN

W D U Z

GREEN BAY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Green Bay Bcstg. Co.
Business-Studio Address: Nicolet Bldg.
Phone Number: Howard 6300
Transmitter Location: Cass St., Town of Preble
Air Time: 6 a.m.-M.
News Service: INS
Transcription Service: Lang-Worth
Representative: Taylor-Borrolf
Membership: NAB, BMB
President, Gen. Mgr.: Ben A. Laird
Station Manager: Robert C. Nelson
Commercial Manager: Forster M. Cooper
Prog.-Prod. Director: Dan Arthur
Pub. Dir., Chief Announcer: John R. Kessenich
Musical Director: Roy Hessler
Chief Engineer: Paul C. Tyrrell

W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. Power: 1000 Watts d.
Owned-Oper. By: Green Bay Newspaper Co.
Business Address: Green Bay
Phone Number: Adams 4400
Studio Address: 428 Cherry St.
Transmitter Location: Scray's Hill, De Pere Township
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: Standard, Capitol
Representative: McGeehan & O'Mara
Membership: NAB, FMA
President: V. I. Minahan
General Manager: A. B. Turnbull
Station Manager: John M. Waller
Commercial Manager: Glen R. Holznecht
Program Director: Russ Widae
Musical Director: Vi Govin
Chief Engineer: Elmo Reed
Farm Editor: Les Sturmer

W T A Q

GREEN BAY—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By: WHBY, Inc.
Business-Studio Address: Bellin Bldg.
Phone Number: Adams 1
Transmitter Location: W. De Pere
Air Time: 5 a.m.-12:05 a.m.
News Service: AP
Representative: Weed
Managing Director: Rev. M. J. Beemster
General-Station Mgr.: Haydn R. Evans
Sales Prom. Manager: Lee Stinson
Prog. Dir., Chief Announcer: Clair Stone
Prom.-Pub. Director: Karl Gorsche
Musical Director: Clarence Edges

Chief Engineer: Wallace Stangel
Farm Editor: Eddy Jason

W C L O

JANESVILLE—1930
MBS-KBS-WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Southern Wisconsin Radio, Inc.
Business-Studio Address: 200 E. Milwaukee St.
Phone Number: 2506
Transmitter Location: 1436 So. Oookhill Ave.
Air Time: Full Time
News Service: AP
Transcription Service: Ward, SESAC, Lang-Worth, Keystone
Representative: William G. Rambeau
Membership: NAB, BMB
President: Sidney H. Bliss
General Manager: Vern W. Williams
Asst. Manager: Joseph G. Urban
Chief Announcer: Don Boyd
Musical Director: Patricia Jacobson
Chief Engineer: Wayne Clay
Farm Editor: Grant A. Ritter

W L I P

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: William L. Lipman
Bus.-Studio-Transmitter Address: 625 57th St.
Phone Number: 6162
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
Representative: J. P. McKinney
Membership: NAB, BMB
General-Station Mgr.: William L. Lipman
Comm.-Sales Prom. Mgr.: Hugh Gately
Program-Publicity Dir.: Richard Driscoll
Chief Engineer: Orlando Rotunda
Farm Editor: Leo Porwaniecki

W K B H

LA CROSSE—1923—NBC

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By: WKBH, Inc.
Business-Studio Address: 409 Main St.
Phone Number: 450
Transmitter Location: Gillette St. nr. Hwy. 16
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
Representative: Taylor-Borrolf
Membership: NAB, BMB
President, Station Mgr.: Howard Dahl

Program Director.....Berneice Callaway
 Publicity Director.....Paul Ziemer
 Chief Engineer.....Al Leeman

W K T Y

LA CROSSE—1948—MBS

Frequency: 580 Kc.....Power: 1000 Watts
 Owned-Operated By.....La Crosse Bcstg. Co.
 Business-Studio Address.....110 N. 4th St.
 Phone Number.....790
 Transmitter Location.....On Stoddard Rd. Hwy.
 53, 4 Mi. So. of La Crosse
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Cole, MacGregor
 Representative.....John Blair
 President.....Cecil Allen
 Gen.-Sta.-Comm.-Sales Prcm.
 Manager.....Marvin L. Rosene
 Prog.-Prod.-Musical Dir.....Ralph D. Willey
 Chief Engineer.....J. Harold White
 Farm Editor.....William Mason

W L C X

LA CROSSE—1947—ABC

Frequency: 1490 Kc.....Power 250 Watts
 Owned-Operated By.....Bermac Radio, Inc.
 Business-Studio Address.....State Bank Bldg.
 Phone Number.....4379
 Transmitter Location.....Lang Drive
 Air Time.....6 a.m.-12 M. & 8 a.m.-12 M. Sun.
 News Service.....UP
 Transcription Service.....Standard
 President.....James J. Conroy
 General Manager.....Milo Knutson
 Sales Promotion Manager.....Robert Gaumer
 Prog. Dir.-Production Mgr.....Joe N. Snyder
 Chief Announcer.....Donald Anderson
 Chief Engineer.....Albert Hauscher
 Office & Traffic Manager.....Dorothy Smith

W L D Y

LADYSMITH—1948

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....O. J. Falge
 Bus.-Studio-Transmitter Address.....Hwy. 8
 Phone Number.....584
 Air Time.....6:30 a.m.-10:15 p.m.
 News Service.....UP
 Transcription Service.....World, Cole
 President, General Mgr.....O. J. Falge
 Station-Comm. Mgr.....Bart Mestelle
 Sales Prom. Mgr., Prog.-Prod.-Pub.
 Director.....C. C. Beck
 Chief Announcer.....Tom Anderson
 Musical Director.....Joe Dahlvig
 Chief Engineer.....Darrel Holbrook
 Farm Editor.....Orin Garwood

W I B A

MADISON—1926—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Bcstg. Co.
 Business-Studio Address.....3800 Regent St.
 Phone Number.....Fairchild 8800
 Transmitter Location.....Fitchburg
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President.....William T. Evjue
 General Manager.....Kenneth F. Schmitt
 Business Manager.....Howard A. Johnson
 Program Director.....Robert N. Dick
 Publicity Director.....Jeanne Remus
 Chief Engineer.....Norman Hahn
 Farm Editor.....Frank Mayfield

W I S C

**MADISON—1948
 ABC-ARROWHEAD**

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Wisconsin, Inc.
 Bus.-Studio Address.....Commercial State
 Bank Bldg.
 Phone Number.....Gilford 7502
 Transmitter Location.....Seyene Rd., 1 Mi. So.
 of Madison
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....George P. Hollingbery
 Membership.....BMB
 President.....Morgan Murphy
 Executive Director.....W. C. Bridges
 General Manager.....Ralph O'Connor
 Commercial Manager.....Robert Kosak
 Sales Prom. Mgr.....Hank Henriksen
 Program Director.....Robert Swanson
 Prod. Dir., Chief Announcer.....Luther Mason
 Publicity Director.....Joann Markward
 Musical Director.....Robert Howard
 Chief Engineer.....W. M. Greely

W K O W

MADISON—1947—MBS

Frequency: 1070 Kc.....Power: 10,000 Watts d.
 5,000 Watts n.
 Business Address.....215 W. Washington Ave.
 Telephone.....Gilford 7100
 Transcription Service.....Headley-Read, World
 News Service.....UP
 General Manager.....Ralph E. Ammon
 Sales & Promotional Mgr.....E. R. Peterson
 Program Director.....William T. Wagner
 Chief Engineer.....Vincent Vanderheiden

W O M T

MANITOWOC—1926—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Francis M. Kadow
 Business-Studio Address Radio Bldg.
 Phone Number 6015
 Transmitter Location 3600 Block, Marshall St.
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Keystone
 Representative McGeehan & O'Mara
 Membership NAB
 Owner, General Mgr. Francis M. Kadow
 Asst. Mgr., Prog. Dir. George H. Erdman
 Comm.-Sales Prom. Mgr. John M. Kadow, Jr.
 Prod. Dir., Chief Announcer Jack Leon
 Publicity Director Ralph Norman
 Musical Director El Roy
 Chief Engineer W. C. Duben

W M A M

MARINETTE—1939—NBC

Frequency: 570 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Oper. By M. & M. Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address Radio Park
 Phone Number 570-1, 2216
 Air Time Unlimited
 News Service UP
 Representative Robert Meeker
 Membership NAB, BMB
 President William E. Walker
 General-Station Mgr. Joseph D. Mackin
 Commercial Manager Howard L. Emich
 Sales Prom. Mgr., Pub. Dir. Richard Dickoff
 Program Director Pat Kehoe
 Prod. Dir., Chief Announcer Bob Southard
 Chief Engineer A. L. Stewart
 Farm Editor John Bell

W D L B

MARSHFIELD—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Dairyland's Bcstg. Svc., Inc.
 Bus.-Studio-Transmitter Address 1710 N.
 Central Ave.
 Phone Number 1212
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service World, SESAC, KBS
 Membership FMA
 President Lloyd L. Felker
 General-Station Mgr. R. W. Behling
 Commercial Manager Duane Allen
 Sales Prom. Manager Robert Hollenbeck
 Prog. Dir., Chief Announcer James Tighe
 Production Director Pierre Monet
 Pub. Dir., Farm Editor James Holmlund
 Musical Director Ulamae Knutson
 Chief Engineer Jerry Boos

W I G M

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George F. Meyer
 Bus.-Studio-Transmitter Address Medford
 Phone Number 5147
 Air Time Unlimited
 News Service UP
 Transcription Service SESAC, Keystone
 Owner, Gen. Mgr., Prog.-Prod.
 Director George F. Meyer
 Station Manager Irma Meyer
 Comm.-Sales Prom. Mgr., Publicity
 Director Frank Swan
 Chief Announcer Dick Johnson
 Chief Engineer Ray Bohnerl

W L I N

MERRILL—1948

Frequency: 730 Kc. Power: 1,000 Watts d.
 Owned-Operated By Alvin E. O'Konski
 Business Address Merrill
 Transcription Service Lang-Worth, Capitol
 President Alvin E. O'Konski
 General Manager Tony Marla
 Commercial Manager Lew Process
 Program Director & Prom. Mgr. Joe McCann
 Chief Engineer Robert Fowler

W E M P

MILWAUKEE—1935

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Milwaukee Bcstg. Co.
 Bus.-Studio Address 710 N. Plankinton Ave.
 Phone Number MARquette 8-7722
 Transmitter Location 5407 W. Martin Dr.
 Air Time 6 a.m.-2 a.m.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 President Robert M. LaFollette, Jr.
 General-Station Manager Hugh K. Boice, Jr.
 Commercial Manager John C. Gaagliano
 Sales Prom. Manager Tom Dyson
 Program-Production Dir. Bert Mulvey
 Chief Announcer Tom Shanahan
 Musical Director Elmer Ihrke
 Chief Engineer Roland Paske

W E X T

MILWAUKEE—1947

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By WEXT, Inc.
 Bus.-Studio-Transmitter Address 2501 S. 43rd
 St.
 Phone Number Evergreen 3-1430
 Air Time Local sunrise-sunset
 News Service UP

W I S C O N S I N

Transcription Service Capitol
 Representative Hal Holman
 Membership NAB
 President, General Mgr. Gerald A. Bartell
 Sta. Mgr., Prog.-Prod. Dir. Form

Editor John A. Reddy
 Commercial Manager James Haig
 Sales Prom. Mgr. Robert W. Chamberlain
 Publicity Director Rosa B. Evans
 Chief Announcer Jack Buechler
 Musical Director Sammy Madden
 Chief Engineer Ralph Evans

W F O X

MILWAUKEE—1946

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By. Wisconsin Bcstg. System,
 Inc.

Bus.-Studio-Transmitter Address. 739 No.
 Broadway
 Phone Number Broadway 2-1272
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Standard
 Representative Burke, Kuipers & Mahoney
 Pres., Gen.-Sta.-Comm.-Sales Prom.

Manager Charles J. Lanphier
 Prog.-Prod.-Pub. Dir. Carl Zimmermann
 Chief Announcer Paul Bartell
 Musical Director Walter Behl
 Chief Engineer George Dodge
 Farm Editor John Vans

W I S N

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By. Hearst Radio, Inc.
 Bus.-Studio Address. 123 W. Michigan St.
 Phone Number Division 2-3000
 Transmitter Location. 5001 S. 60th St.
 Air Time Unlimited

News Service INS, UP
 Transcription Service World
 Representative Katz
 Membership NAB
 Exec. V.P., Gen.-Sta. Mgr. G. W. Grignon
 Local Sales Manager R. E. Shireman
 Sales Prom. Mgr., Pub. Dir. H. Ellis Saxton
 Prog.-Prod. Director Jack Raymond
 Chief Announcer Milt Brandl
 Musical Director Elmer Krebs
 Chief Engineer Donald A. Weller
 Farm Editor Frances X. Haggerty

W M A W

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Oper. By. Midwest Bcstg. Co.

Business-Studio Address. 723 N. Third St.
 Phone Number DAly 8-2154
 Transmitter Location. Hales Corners
 Air Time Unlimited
 News Service UP
 Transcription Service. Lang-Worth, Associated
 Representative Free & Peters
 President. Clifford C. Randall
 Gen.-Sta.-Comm. Mgr. Jack Bundy
 Sales Prom. Mgr., Pub. Dir. Lou Riepenhoff
 Program Director Woods O. Dreyfus
 Production Director Hal Walker
 Chief Announcer, Farm Editor Joe Andres
 Musical Director Ralph Herman
 Chief Engineer Raymond Hast

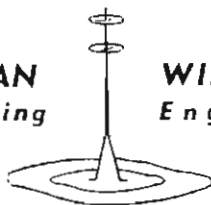
W M L O

MILWAUKEE—1946

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Cream City Bcstg. Co., Inc.
 Bus.-Studio Address. 2625 W. Wisconsin Ave.
 Phone Number West 3-1290
 Transmitter Location. Whitefish Bay
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service. Lang-Worth, Cole
 Representative Forjoe
 Membership NAB

NATHAN
Consulting

WILLIAMS
Engineer



AM - FM - TV

SPECIALIZING IN

-
- ALLOCATION SURVEYS
- ANTENNA MEASUREMENTS
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- APPLICATIONS

•

20 ALGOMA BLVD.
 OSHKOSH, WISCONSIN
 Phone: Blackhawk 22

WISCONSIN

President Gene Posner
Gen.-Sta.-Comm. Mgr. Jerome Sill
Program Director Lan Singer
Musical Director Louis Bashell
Chief Engineer Paul Mueller

W T M J

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By The Journal Co.
Business Address 333 W. State St.
Phone Number MARquette 8-6000
Studio Address Radio City, 720 E. Capitol Dr.
Transmitter Location Rt. 4, Box 444,
Waukesha

Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Edward Petry
V.P., General Mgr. Walter J. Damm
Asst. General Mgr. L. W. Herzog
Station-Comm. Mgr. R. G. Winnie
Asst. Sta. Mgr., Pub. Dir. Bruce Wallace
Program Manager Frank Bignell
Comm. Prod. Manager Frank Hart
Chief Announcer Bob Heiss
Musical Director Maurice Kipen
Chief Engineer William Hebal

W N A M

NEENAH—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Operated By

..... Neenah-Menasha Bcstg. Co.
Business-Studio Address 101 East Wisc. Ave.
Phone Number 2-2871
Transmitter Location Rt. 1, Neenah
Air Time 6 a.m.-local sunset
News Service UP
Transcription Service Associated
Representative Rambeau
Membership NAB, BMB
V. P., General Manager Don C. Wirth
Commercial-Sales Promotion
Manager Fred W. Sample
Program-Publicity-Director
Production Manager Bud McBain
Chief Engineer E. W. Fliegel

W O S H

OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Oshkash Bcstg. Co.
Business-Studio Address 151 Main St.
Phone Number Stanley 4580
Transmitter Location Bowen St. Rd.
Air Time Unlimited

News Service UP
Transcription Service World
Representative Donald Cooke
Membership NAB, BMB
Exec. Dir. & Senior Partner Myles H. Johns
General Manager George Greeley
Commercial Manager Al Embury
Sales Prom. Manager William McDonald
Program Director Sherwood Lorenz
Production Director Dan Wallace
Publicity Director Warren Haines
Chief Announcer Allan Sampson
Musical Director Pep Babler
Chief Engineer Glen Wheeler
Farm Editor Don Christensen

W I B U

POYNETTE—1925—KBS-WIS.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By William C. Forrest
Bus.-Transmitter Address Route 2
Phone Number Poynette 98
Studio Addresses Poynette, Portage, Beaver
Dam, Madison

Air Time Unlimited
News Service UP
Transcription Service Standard, SESAC,
Keystone
Representative Burn-Smith
Pres., Gen.-Sta.-Comm.

Manager William C. Forrest
Sales Prom. Mgr. Doris MacPherson
Prog.-Pub. Director Sarah Forrest
Chief Announcer Clifford Conohan
Chief Engineer L. Stanley Sadler

W R J N

RACINE—1926—ABC-KBS-WIS.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Racine Bcstg. Corp.
Business Address 441 Main St.
Phone Number Jackson 290-1
Studio Addresses 441 Main St., Racine; 1225
W. Mitchell St., Milwaukee

Transmitter Location Victory & Kentucky Sts.,
Mt. Pleasant
Air Time 6:15 a.m.-10:15 p.m.
News Service AP
Transcription Service Keystone
Representative Walker
Membership NAB, BMB
President Frank R. Starbuck
General Manager Horry R. LePoidevin
Station-Comm. Mgr. Harold J. Newcomb
Prog.-Prod. Dir., Chief

Announcer Lyman Merens
Publicity Director Amelia French
Musical Director Orson White
Chief Engineer F. I. Frabant

W O B T

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oneida Bcstg. Co.
 Bus.-Studio-Transmitter Address Rhineland
 Phone Number 1240
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 President John R. Tomek
 General-Comm. Mgr. Clyde D. Lake
 Program Director Hugh Rowlands
 Chief Engineer Charles Bresette
 Farm Editor Clyde Downing

W J M C

RICE LAKE—1939

MBS-ARROWHEAD-NORTHWEST

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WJMC, Inc.
 Bus.-Studio-Transmitter Address 1615 S. Moin
 St.
 Phone Number 550
 Air Time Unlimited
 Transcription Service Associated, SESAC
 Representative George P. Hollingbery
 Membership BMB, FMA
 President W. C. Bridges
 General Manager Greg Rouleau
 Program Director Harry Willis
 Publicity Director Richard Moore
 Chief Engineer Robert Kolsky

W T C H

SHAWANO—1948

Frequency: 960 Kc. Power: 1,000 Watts d.
 Owned-Operated By Showano County
 Leader Pub. Co.
 Business Address 107 E. Green Bay St.
 Telephone Number 666
 News Service UP
 Transcription Service World
 President Jeanne Heal
 General Manager D. W. Hodgins

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc. Power: 1000 Watts d.
 250 Watts n.
 Owned-Operated By WHBL, Inc.
 Business-Studio Address 636 Center Ave.
 Phone Number 4844
 Transmitter Location Hwy. 141, 1 Mi. So.
 of city
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Robert Meeker

Membership NAB, BMB
 President A. Matt Werner
 General-Comm. Mgr. G. P. Richards
 Program Director Glen James
 Publicity Director Doris Dornie
 Chief Engineer Herbert J. Mayer

W T W T

STEVENS POINT—1948

Frequency: 1010 Kc. Power: 250 Watts d.;
 Owned-Operated By Evans Radio Co.
 Business-Studio Address 414 Main St.
 Phone Number 2744-5
 Transmitter Location 2 Blocks No. of Stevens
 Point city limits
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service SESAC
 Representative Hal Holman
 President Claire Miller
 General-Station Mgr. S. J. Kelbanowski
 Comm.-Sales Prom. Mgr. Andy Komasa
 Prog.-Prod. Chief Announcer Vern Letz
 Publicity Director Catherine Carew
 Chief Engineer Justin Stoniker

W D S M

**SUPERIOR—1939
 ABC-NORTHLAND**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Ridson, Inc.
 Business Address National Bldg.
 Phone Number Superior: 4451-2; Duluth:
 Melrose 7234 or Radison 1230
 Studio Addresses Spalding Hotel, Duluth;
 Notical Bldg., Superior
 Transmitter Location Conners Point
 Air Time 7:25 a.m.-11:35 p.m.
 News Service AP
 Transcription Service Capitol, Lang-Worth
 Representative Free & Peters
 Membership NAB, BMB
 President Robert Ridder
 General-Station Mgr. Carl Bloomquist
 Commercial Manager Bill Kirby
 Sales Prom. Mgr., Pub.-Musical
 Director Harry Gradin
 Program-Production Dir. Lew Martin
 Chief Announcer James Payton
 Chief Engineer Melvin Laskey

W S B R

SUPERIOR—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WSBR, Inc.
 Business Address Superior
 Phone Number 4405-6
 Studio-Transmitter Location First & Baxter
 Ave.
 Air Time Unlimited

WISCONSIN-WYOMING

News Service AP
 Transcription Service..... Standard, Keystone
 President, General Mgr..... James J. Conroy
 Station-Comm. Mgr..... Clifford J. Lue
 Sales Prom. Manager..... William McGregor
 Prog. Dir., Chief Announcer.. Robert O. Daniels
 Production Director..... Patrick McKenna
 Pub. Musical Dir., Farm Editor.. James Orngard
 Chief Engineer..... James Garrity

WAUX

WAUKESHA—1946

Frequency: 1510 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Waukesha Bcstg. Co.
 Business-Studio Address..... 319 W. Main St.
 Phone Number 6619
 Transmitter Location..... R. 1, Waukesha
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service..... Lang-Worth
 Representative..... McGeehan & O'Mara
 President Carl Taylor
 Gen.-Sta.-Comm. Mgr..... M. Figi
 Sales Prom. Manager..... Charles E. Williams
 Program Director..... Ralph Andrews
 Chief Announcer..... Don Froehlich
 Chief Engineer..... Adin Randle

WSAU

WAUSAU—1937—NBC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper By..... The Journal Co. (The
 Milwaukee Journal)

Business-Studio Address..... 125 3rd St.
 Phone Number 6521
 Transmitter Location..... Coates Lane R. R. 3
 Air Time Unlimited
 News Service AP
 Transcription Service..... Thesaurus
 Representative..... Edward Petry
 Station Manager..... Ben F. Hovel
 Commercial Manager..... J. W. Killeen
 Program Director..... R. J. Topinka
 Musical Director..... LaVerne Peterson
 Chief Engineer..... R. W. Richardt

WFHR

WISCONSIN RAPIDS—1940

MBS-WIS.

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... William F. Huffman Radio,
 Inc.
 Business Address..... 141 W. Grand Ave.
 Phone Number 1340
 Studio Addresses..... 141 W. Grand Ave., Wis.
 Rapids; 208 So. Central, Marshfield; Cor.
 Main & Third, Stevens Point
 Transmitter Location..... 1500 Bonow Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service..... Capitol
 Membership NAB
 President..... William F. Huffman
 V.P., Gen.-Sta. Mgr., Prog.-Prod. Pub.
 Director..... George T. Frechette
 Comm.-Sales Prom. Mgr..... Bruce G. Beichl
 Chief Announcer, Farm Editor..... Arnie Strobe
 Chief Engineer..... Bert E. Zieslesch

WYOMING

*Estimated Population 275,000—Increase +9.6%—Radio Homes 71,300
 Total Families 73,500—Stations in State 12*

KSPR

CASPER—1930

MBS-KBS-INTERMOUNTAIN

Frequency: 1470 Kc..... Power: 1000 Watts
 Owned-Operated By..... Donald L. Hathaway
 Business Address..... Box 930
 Phone Number..... 407, 2083
 Studio-Transmitter Location.. 1st & Lennox Sts.
 Air Time Unlimited
 News Service UP
 Transcription Service..... Thesaurus, Lang-Worth,
 Keystone
 Representative..... Sears & Ayer
 Membership NAB, BMB
 General-Station Mgr..... Donald L. Hathaway
 Comm.-Sales Prom. Mgr..... Frederic W. Hulsmith
 Program Director..... Marcus R. Nichols
 Chief Engineer..... Duane W. Simons

KVOC

CASPER—1946—ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... KVOC Bcstg. Co.
 Bus.-Studio-Transmitter Address..... 1540 So.
 Wolcott St., P. O. Box 2090
 Phone Number 130
 Air Time Unlimited
 News Service AP
 Membership NAB, BMB
 President..... Jack W. Perry
 General-Station Mgr..... John R. Bailey, Jr.
 Comm.-Sales Prom. Mgr..... Don R. Christophe
 Program-Production Dir..... Edward L. Rock
 Publicity Director..... Clifford E. Ewing
 Chief Announcer..... E. L. Peiss
 Chief Engineer..... Gordon L. Schmebl

K F B C

CHEYENNE—1940
ABC-PURPLE SAGE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bcstg. Co.
Business-Studio Address: Plains Hotel
Phone Number: Cheyenne 4461
Transmitter Location: 3rd & Evans Ave.
Air Time: 6 a.m.-M.
News Service: UP
Membership: NAB
President: Tracy S. McCracken
Treas., Gen.-Sta. Mgr.: William C. Grove
Commercial Manager: Frank Flynn
Sales Prom. Manager: Max Young
Program Director: Dale Sunderland
Production Director: Frank White
Publicity Director: Margarel O'Brien
Musical Director: Sid McSloy
Chief Engineer: Harold Roberts

KODI

CODY—1947
WYOMING NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Absaroka Bcstg. Co.
Business-Studio Address: Cody
Phone Number: 444
Transmitter Location: 1/2 mi. S. of Cody, Wyo.
Air Time: 6:30 a.m.-10 p.m.
News Service: AP
Transcription Service: World, Lang-Worth
Membership: NAB
General Manager: William J. Garlow
Program Dir.-Chief Engin'r.: Philip H. Barnhart

KOVE

LANDER—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Edward J. Breece
Business Address: 262 W. Eugene St.

KOWB

LARAMIE—1947—CBS—
INTER-MOUNTAIN

Frequency: 1340. Power: 250 Watts
Owned-Oper. By: The Snowy Range Bcstg. Co.
Address: P. O. Box 972
Phone Number: 4888
News Service: AP
Transcription Service: Standard
Representative: Gene Grant
President: Fred O. Rice
Gen., Comm. Manager: Clem L. Rawlins
Program Director: C. Wiles Hallock

Promotion Manager: Paul G. Tobin
Chief Engineer: Ray W. Hawks

K P O W

POWELL—1941
MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: A. J. Meyer
Business Address: 243 E. 2nd St.
Phone Number: 222
Studio-Transmitter Location: 2 Mi. So. of Powell on Willwood Rd.
Air Time: 6 a.m.-10 p.m.
News Service: UP
Transcription Service: SESAC, Cole, Keystone
Representative: Avery-Knodel
Membership: NAB, BMB
Gen.-Sta.-Comm. Mgr., Publicity Director: A. J. Meyer
Program Director: Mary Meyer

K R A L

RAWLINS—1947
ABC-KBS-PURPLE SAGE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Rawlins Bcstg. Co.
Business Address: P. O. Box 511
Phone Number: 1015
Studio-Transmitter Address: 1/2 Mi. W. of Rawlins on U. S. Hwy. 30
Air Time: 6:30 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Keystone
Membership: NAB
President: Tracy McCracken
Gen.-Sta.-Comm. Mgr.: D. A. Fisher
Sales Prom. Mgr., Pub. Dir.: Wyman Schnepf
Prog.-Prod. Director: Donna Waeckerlin
Chief Engineer: Clark Grove

K W R L

RIVERTON—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Joseph P. Ernst
Business Address: Riverton
General Manager: Joseph P. Ernst

K V R S

ROCK SPRINGS—1938
MBS-KBS-INTERMOUNTAIN

Frequency: 1360 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By: Wyoming Bcstg. Co.
Business-Studio Address: 1307 Wyoming St.

W Y O M I N G

Phone Number 93-4
 Transmitter Location 2 Mi. N. of city
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard, Keystone
 Representative Avery-Knodel
 Membership NAB, BMB
 Pres., Gen. Mgr., Program
 Director Marjorie L. McCracken
 Comm.-Sales Prom. Mgr. Myron Megeath
 Publicity Director Imogene Parr
 Chief Announcer Dick Moore
 Musical Director David Shirley
 Chief Engineer Archie W. Buchanan

Transmitter Location 1½ Mi. N.W. of Sheridan
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Avery-Knodel
 Membership NAB, BMB
 President R. E. Carroll
 Gen.-Sta. Mgr., Prog. Dir. Jim Carroll
 Comm.-Sales Prom. Mgr. Don Tannehill
 Chief Announcer Norm Wegmet
 Chief Engineer Bob Crosthwaite

K W Y O

SHERIDAN—1934
 MBS-KBS-INTERMOUNTAIN

Frequency: 1410 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Bighorn Bcstg. Co.
 Business-Studio Address 21 N. Main
 Phone Number 601-2

K W O R

WORLAND—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Joseph P. Ernst
 Address Box 92
 Phone Number 308
 News Service AP
 Transcription Service KBS
 Owner-General Manager Joseph P. Ernst
 Commercial Manager Mildred V. Ernst
 Chief Engineer Joseph P. Ernst

“... we extend felicitations and congratulations to the management and staff of **THE ASSOCIATED PRESS** and our fellow members for their achievement in developing **THE ASSOCIATED PRESS** into the preminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of **THE ASSOCIATED PRESS** as a dependable news gatherer in the years to come.”

—Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.

TERRITORIES AND POSSESSIONS



ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned By: Keith Capper
 Operated By: Aleutian Bcstr.
 Business Address: Box 1296
 Phone Number: Black 395, Green 474
 Studio Address: 4th & B St.
 Transmitter Location: Spenard Rd.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: MacGregor, Capital
 Representative: Donald Cooke
 Membership: NAB
 President: Keith Capper
 General Manager: Vern Mack
 Commercial Manager: Chester Thurston
 Program Director: Helen Smythe
 Production Director: Bob Edlund
 Musical Director: Winfred Curry
 Chief Engineer: Richard Shoup

KENI

ANCHORAGE—1948—MBS

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By: Midnight Sun Bcstg. Co.
 Business-Studio Address: Lathrop Bldg.
 Phone Number: East 150
 Transmitter Location: 2½ Mi. S.W. of Anchorage
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Thesaurus, Standard
 Representative: Gilbert Wellington
 President: Austin E. Lathrop
 General-Station Mgr.: Alvin O. Bramstedt
 Comm.-Sales Prom. Mgr.: Robert J. Wells
 Program Director: Frank O. Brink
 Prod.-Pub. Dir., Chief
 Announcer: John W. Borges, Jr.
 Musical Director: Simeon Oliver
 Chief Engineer: Jack M. Walden
 Farm Editor: Ed Stevens

KFQD

ANCHORAGE—1924—CBS-
KBS-ALASKA

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: William J. Wagner
 Business-Studio Address: 830 Securities Bldg., Seattle, Wash.
 Phone Number: Seneca 6333
 News Service: AP
 Transcription Service: Lang-Worth, KBS
 Representative: Pan American, Scott
 Owner: William J. Wagner
 Manager: Ken Laughlin
 Commercial Manager: Joe Klaas
 Program Director: Edward P. Taylor
 Promotion Manager: R. L. Strock
 Chief Engineer: Charles Mohler

KFAR

FAIRBANKS—1939—MBS

Frequency: 660 Kc. Power: 10,000 Watts
 Owned-Operated By: Midnight Sun Bcstg. Co.
 Business-Studio Address: Lathrop Building
 Phone Number: East 380
 Transmitter Location: Farmers Loop Road
 Air Time: 7 a.m.-12 M.
 News Services: AP and UP
 Transcription Service: Thesaurus
 Representative: Gilbert A. Wellington
 Membership: NAB
 President: Austin E. Lathrop
 General Station Manager: Alvin O. Bramstedt
 Commercial Manager: Arvid Erickson
 Sports & News Editor: Del Day
 Chief Engineer: A. G. Hiebert

KFRB

FAIRBANKS—1948—CBS-ALASKA

Frequency: 1290 Kc. Power: 1,000 Watts
 Owned-Operated By: William J. Wagner

ALASKA - HAWAII

Business-Studio Address
830 Securities Bldg., Seattle, Wash.
Phone Number Seneca 6333
News Service AP
Transcription Service Lang-Worth
Representative Pan American
Owner William J. Wagner
Manager Claude Ratcliff
Commercial Manager Walter A. Welch
Program Director Harry Balvin
Promotion Manager Herb Hilcher
Chief Engineer Paul C. Johnston

KINY

JUNEAU—1935—CBS-KBS-ALASKA

Frequency: 1460 Kc. Power: 5,000 Watts
Owned-Operated By William J. Wagner
Business-Studio Address
830 Securities Bldg., Seattle, Wash.
Phone Number Seneca 6333
News Service AP
Transcription Service Lang-Worth, KBS
Representative Pan American
Owner William J. Wagner
Station Manager John Ashpaugh
Program Director James Gibson
Promotion Manager Lester A. Scott
Chief Engineer Charles Gray

KTKN

**KETCHIKAN—1942
CBS-KBS-ALASKA BCSTG.**

Frequency: 930 Kc. Power: 1000 Watts
Owned By Alaska Bcstg. Co.
Operated By William J. Wagner
Business Address 830 Securities Bldg.,
Seattle 1, Wash.
Studio Address 322 Dock St.
Transmitter Location Stedman St.
News Service AP
Transcription Service Lang-Worth, KBS
Representative Pan American
Pres., General Manager, William J. Wagner
Station Manager Jim Fletcher
Program Director Jim Kemp
Publicity Director Bill Lynch
Chief Announcer Ruben Gaines
Chief Engineer Bob Nichols

KIBH

SEWART—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By William J. Wagner
Business-Studio Address
830 Securities Bldg., Seattle, Wash.
Phone Number Seneca 6333
Air Time Specified Hours
Owner William J. Wagner
Station Manager Bruce Cruikshank
Chief Engineer Charles Young

HAWAII

KHBC

HILO—1936—CBS-HBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By Hawaiian Bcstg. System
Business Address P. O. Box 1476
Phone Number 4616-7
Studio-Transmitter Location Piihonua
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service World, Standard
Representative Free & Peters
Pres., Gen. Mgr. J. Howard Worrell
Sta. Mgr., Prog.-Prad. Dir. ... C. Tracy Thrumston
Comm.-Sales Prom. Mgr. Denzil W. Rose
Chief Engineer C. Lynn Rhoads

KIPA

HILO—1947—MBS-DON LEE

Frequency: 1110 Kc. Power: 1,000 Watts
Owned-Oper. By Big Island Bcstg. Co., Ltd.
Business-Studio Address
140 Haili St., P. O. Box 1602

Phone Number 2177-8
Transmitter Location 4.5 mi. W. of Hilo
Air Time 6 a.m.-11:05 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Aloha Network
General-Station Manager James E. Jaeger
Sales Manager Hardy Hulchinson
Chief Engineer H. L. Marques

KGMB

HONOLULU—1929—CBS-HBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By Hawaiian Bcstg. System,
Ltd.
Bus.-Studio-Transmitter Address 1534
Kapiolani Blvd.
Phone Number 9-0914
Air Time Unlimited
News Service UP
Transcription Service World, Standard
Representative Free & Peters
Pres., General Mgr. J. Howard Worrall

Station-Comm. Mgr. E. Fitz Donnell, Jr.
Sales Prom. Manager Faye Johnson
Program Director Louis T. Dwyer
Chief Engineer Ernest G. Lindemann

KGU

HONOLULU—1922—NBC

Frequency: 760Kc. Power: 2,500 Watts
Owned-Operated By . . . Advertiser Pub. Co., Ltd.
Address P. O. Box 3110
Phone Number 2311
News Service UP
Transcription Service Thesaurus
Air Time 6:15 a.m.-11 p.m.
Representative The Katz Agency
Pres.-Exec.-Gen. Mgr. Lorrin P. Thurston
Station Manager-Chief Engr. M. A. Mulroney

KHON

**HONOLULU—1946—MBS-
DON LEE-ALOHA NETWORK**

Frequency: 1380 Kc. Power: 5,000 Watts
Owned-Operated By . . . Aloha Bcstg. Co., Ltd.
Business Address P. O. Box 1380
Phone Number 95295
Transmitter-Studio Location
1810 Mokaneo Lane
Air Time 6 a.m.-11:30 p.m.
News Service UP
Transcription Service
Long-Worth, Capitol, Standard, MacGregor
Representative John Blair
Membership NAB
President R. M. Filkin
Station Manager A. H. Green
Commercial Manager L. Roy Turner
Program Director Ken McCoy
Chief Engineer Ira G. Mercer

KPOA

HONOLULU—1946

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By Island Bcstg. Co.
Business-Studio Address . . 1330 S. Beretania St.
Phone Number 9-5281
Transmitter Location Kapiolani & Date Sts.
Air Time Unlimited
News Service INS
Transcription Service Lang-Worth
Representative George P. Hollingbery
Membership NAB
Chief Execs. J. Elroy McCaw,
John D. Keating
General-Station Mgr. John D. Keating
Commercial Manager Marion Sexton
Sales Prom. Manager John Connolly
Program-Production Dir. Hal Lewis
Publicity Director Bob Hazeleaf

Musical Director Verne Rosen
Chief Engineer James R. Bird

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
Owned-Oper. By Pacific Frontier Bcstg.
Co., Ltd.
Bus.-Studio Address 1585 Kapiolani Blvd.
Phone Number 9-0926
Transmitter Location . . Waialae, Kalaniana'ole
Hway.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Avery Knodel
Membership NAB
President Harold T. Kay
Gen.-Comm. Manager Jack A. Burnett
Production Director Jim Walker
Publicity Director Frank Valenti

KTOH

**LIHUE-KAUAI—1940
MBS-DON LEE-ALOHA**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Garden Island Publ. Ltd.
Bus.-Studio-Transmitter Location . Lihue, Kauai
Phone Number Kauai 261, 361
Air Time Unlimited
News Service UP
Transcription Service Capitol, Standard
Representative John Blair
Membership NAB
General Manager Charles J. Fern
Station Manager Clarence M. Ashman
Commercial Manager Dwight Mossman
Program Director Raymond K. Sasaki
Chief Engineer Katashi Nose

KMVI

**WAILUKU-MAUI—1946
MBS-ALOHA**

Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By Maui Publ. Co., Ltd.
Business Address Box 374
Phone Number Wailuku 996
Studio-Transmitter Location . Kaahumanu Ave.
Air Time Unlimited
News Service UP
Transcription Service . . Lang-Worth, Standard,
Cole
Representative John Blair
Membership NAB
President J. Walter Cameron
General Manager Ezra J. Crone
Sta. Mgr., Prog. Dir. Richard E. Mawson
Comm.-Sales Prom. Mgr. . . . Charles C. Young
Publicity Director Marshall J. King
Chief Engineer Herbert L. Foster

— PUERTO RICO —

WCMN

ARECIBO—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Operated By: Caribbean Bcstg. Corp.
Business Address: P. O. Box 755
Phone Number: 589
President: Aristides Santoni Oliver
General Manager: Nabal Barreto
Chief Engineer: Jose Soler

WKVM

ARECIBO—1945

Frequency: 1070 Kc. Power: 10,000 Watts
Owned-Operated By: American Colonial Bcstg. Corp.
Address: P. O. Box 772
Phone Number: 463
Pres.-Gen. Mgr.-Chief Engr.: Ralph Perez Perry
Commercial Manager: Cuco Llop Colon
Program Director: Francisco L. Inerri
Promotion Manager: Felix Benet Velez

WRIA

CAGUAS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Inter-American Radio Corp.
Business Address: P. O. Box 487
Phone Number: 678
Studio Address: Corchado Street
Transmitter Location: Rio Piedras-Caguas Rd.
Air Time: 15 hrs. wk. d.; 16 hrs. Sun.
President: Eduardo Bascoschea
Gen.-Station Manager: Jose A. Gautier
Commercial Manager: Leo P. Gautier
Program Dir.-Production Dir.: Alicia Moreda
Chief Engineer: Jose Golay

WVJP

CAGUAS—1947

Frequency: 1110 Kc. Power: 250 Watts
Operated By: Borinquen Bcstg. Co.
Business Address: Box 207
Phone Numbers: 789 & 790
Studio Address: Calle Ruiz Belvis esq. Acosta
Transmitter Location: Kil. O Hec. 5—Road No. 5
Air Time: 17 hrs. daily
News Service: AP
Transcription Service: World
Membership: NAB
President: Francisco Pereira
General Manager: Hector Pereira

Station Manager: Federico E. Virella
Commercial Manager: Jorge Luis Arzuaga
Sales Promotion Mgrs.: Jorge Luis Arzuaga & Federico E. Virella
Program Director: Ramon Mojica Sola
Production Director: Federico E. Virella
Publicity Directors: Federico E. Virella & Hector Pereira
Chief Engineer: Pedro Luis Jimenez

WMDD

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Madrazo & Diaz
Business Address: Munoz Rivero esq. Barcelo, P. O. Box 187
Phone Number: 132
General Manager: Andrew S. Sweet
Program Director: Reinaldo Moreira
Chief Engineer: Carmelo Soto

WXRf

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts
Owned-Operated By: Rafael Fuster
Business Address: Hostos St. #42
Phone Number: 243
President: Rafael Fuster
General Manager: Charles L. Cordero
Commercial Manager: Raul Acostarubio
Program Director: Jose Colon
Chief Engineer: Timoteo Rodriguez Quinones

WENA

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts
Owned-Operated By: Ramon Agudo
Business Address: Box 157
Phone Number: Bayamon 161
Studio Address: Barbosa St.
Transmitter Location: Cataño-Bayamon Rd.
Air Time: 7 a.m.-11 p.m.
General Manager: Domingo Diaz Alejandro
Chief Engineer: Juan A. Arias

WAEI

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Mario Acosta
Business Address: Once de Agosto 82

WECW

MAYAGUEZ—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Electronic Corp. of P. R.
 Address Box 791

WKJB

MAYAGUEZ—1946

Frequency: 710 Kc. Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By. Jose A. Bechara, Jr.
 Business Address. Box 1293
 Phone Number 983
 Studio Address. 59 Minerva St.
 Transmitter Location. Guanajibo Ave.,
 Route 37
 Air Time. 6 a.m.-M.
 News Service AP
 Representative Clark Wandless
 President, General Mgr. Jose A. Bechara, Jr.
 Station Manager. Rafael Izquierdo
 Comm. Mgr. Jaime Sanjurjo Piris
 Sales Prom. Mgr., Prog. Dir. Arturo Cortez
 Prod.-Pub. Director. Alberto Basora
 Chief Announcer. Rafael Colon Diaz
 Musical Director. Moises Pagan
 Chief Engineer. Henry Fischback
 Farm Editor. Ivan Letrank

WORA

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By. Radio Americas Corp.
 Business Address. P. O. Box 43
 Phone Number 1150-1
 Studio Address. 1150 Guanajibo Ave.
 Transmitter Location. Off Guanajibo Ave.
 News Service AP
 Transcription Service. Martinez Vela
 Representative Melchor Guzman
 Membership NAB
 President.
 Gen. Mgr. Moj. Alfred R. de Arellano, Jr.
 Station Mgr. Reinaldo Dupont
 Commercial Mgr. Mrs. Jose Moran
 Sales Prom. Manager. Nestor Figarella
 Prog.-Prod. Dir. Ernesto Graziiani
 Publicity Director. Publicidad Exelsior
 Chief Announce, Musical Dir. German Velez
 Chief Engineer. Mark Vega

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By. Porto Rico Adv. Co.

Address Box 869
 Phone Number 269
 Representative Continental
 President-Gen. Mgr. Andres Camara
 Commercial Manager. Virginia DiCristina
 Program Director. Pedro Ojeda
 Promotion Manager. Esteban Rosado Balz
 Chief Engineer Luis E. Freyre

WPAB

PONCE—1939

Frequency: 1370 Kc. Power: 5,000 Watts
 Owned-Operated By.
 Portorican American Bcstg. Co., Inc.
 Business-Studio Address. 17 Leon St.
 Phone Number 783
 News Service AP
 General Manager. A. Gimenez Aguayo

WPRP

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By. Voice of Puerto Rico, Inc.
 Business Address. Box 430
 Phone Number 1015
 Studio Address. Guadalupe & Salud
 Transmitter Location. Las Cucharas
 Air Time Unlimited
 Transcription Service Lang-Worth
 Membership NAB
 President Andres Grillasca
 General Manager. Ramon Montaner
 Program Director. Jose E. Franco
 Chief Engineer. José Arzuaga

WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc. Power: 10,000 Watts
 Owned-Oper. By. José Ramón Quiñones
 Bus.-Studio Address. 357 Ponce de León Ave.,
 P. O. Box 4563
 Phone Number. 2-1448, 2-4271
 Transmitter Location Guoynabo
 Air Time 6 a.m.-11 p.m.
 Transcription Service Thesaurus
 Representative Paul H. Raymer
 Membership NAB
 Owner. José Ramón Quiñones
 General Manager. Harwood Hull, Jr.
 Commercial Manager. Segismundo Quiñones
 Program Director. Santiago García
 Production Director. Laura Sanabria
 Publicity Dir. José Arnaldo Meyners
 Musical Director. Félix Santiago
 Studio Engineer. Héctor A. Moll
 Chief Engineer. José A. Fernández
 Farm Editor. Guillermo Atilles García
 (See Page 692)



BUSINESS SECTION OF SAN JUAN, PUERTO RICO

WAPA

IS

FIRST

IN

PUERTO RICO

YOUR \$300,000,000

MARKET IN THE CARIBBEAN

WAPA "The Voice of the Caribbean"
10,000 Watts — 680 Kc.

San Juan, P. R.

PAUL H. RAYMER
Representative

HARWOOD HULL, JR.
General Manager

Puerto Rico—"Rich Port"

Puerto Rico—Rich Port—is one of the most important markets of Uncle Sam with over 2,000,000 American citizens who consumes more continental made goods per capita* than any other market.

Puerto Ricans also have money to spend. The Island exported in 1947 \$96.00 per capita. And in the years to come, with hundreds of new industries, free of taxation for 12 years, there will be more money to spend in luxuries and everyday goods made in Continental U. S. A.

Since 1941 WIAC of San Juan—First on all Puerto Rico dials, 5,000 watts, 580 kcs.—has acquired knowledge and experience which, with RCA equipment throughout, provides Top Entertainment, Top Coverage** and gives Top Service.

* 1947 imports per capita \$156.00—wholesale.

** MAP—William N. Greer.



WIAC

First on all Puerto Rico Dials — 5000 Watts, 580 Kcs.

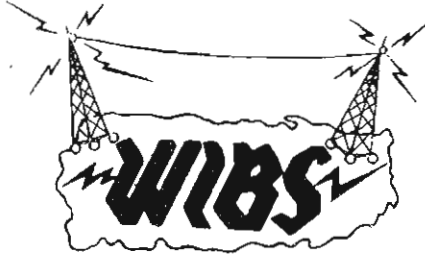
SAN JUAN — PUERTO RICO, U. S. A.

Exclusive Advertising Representatives in Continental U. S. A. and Canada:

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza — New York 20, New York

Circle 7-0624



RADIO STATION WIBS

VOICE OF THE TROPICS

SAN JUAN, PUERTO RICO

BOX 4809 — TELEPHONE 2-1558

STUDIOS AND OFFICES:

1105 FDEZ. JUNCOS AVE. — STOP 17

10,000 WATTS — 740 KILOCYCLES

FULL COVERAGE — DIRECTIONAL ANTENNA

NEWS COMMENTATOR — PRODUCER — ANNOUNCER

EMILY AULL

Transradio Press News—WNEL—1942

Musical America—WNEL—1943 and 1944

International Highlights—WNEL—1943 and 1944

Moonlight Serenade—WAPA—1948

Melody Time—WIAC—1944

Associated Press News—WIAC—1944 and 1945

Musical America—WIAC—1945 and 1946

About Town—WAPA—1948

Preludio—WIAC—1946

Starlight—WIAC—1947 and 1948

Unity Viewpoint—WAPA—1947

Sunset—WIBS—1947 and 1948

P. O. Box 4528

SAN JUAN, PUERTO RICO

W E M B

SAN JUAN—1948

Frequency: 1320 Kc. Power: 5,000 Watts
 Owned-Operated By El Mundo Bcstg. Co.
 Address Box 1072
 Phone Number 2-2000
 News Service UP
 Transcription Service World. Associated
 Representative Inter-American
 Pres.-Gen. Mgr. A. Ramas

W I A C

SAN JUAN—1942

Frequency: 580 Kc. Power: 5,000 Watts
 Owned-Operated By Radio Station WIAC, Inc.
 Business Address Box 4504
 Phone Number 2-0014
 Studios & Offices
 Ponce de Leon 654, Santurce, P.R.
 Transmitter Location Isla Verde Road
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Membership NAB
 President Mrs. Enrique Abarca
 General Manager Tomas Muniz
 Commercial Manager Enrique Abarca
 Program Director Eli (Buck) Canel
 Program Manager Francisco Rodriguez
 Chief Engineer Alfonso Sanchez
 (See Page 693)

W I T A

SAN JUAN—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Electronic Enterprises, Inc.
 Business Address P. O. Box 3726
 Phone Number 2-4756
 Studio Address Edificio "New York",
 Stop 16½
 Transmitter Location Villa Capatza
 Air Time Unlimited
 Membership PRAB
 President V. H. Meador
 General Manager José Ferreras
 Program Dir. Waldemar Pilot Picón
 Chief Announcer Fernando Q. Velazquez
 Chief Engineer Roberto Rodriguez
 Hollywood Editor Gloria Medor

W K A Q

SAN JUAN—1922—CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned By International Telephone &
 Telegraph Corp.

Operated By Radio Corp. of Porto Rico
 Business Address Box 3746
 Phone Number 2-2023
 Studio Address 1261 Ponce de Leon Ave.
 Transmitter Location Sabana Llana
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Clark Wandless
 Membership NAB
 President Andrew W. Cruse
 Gen.-Sta.-Soles Prom. Mgr. John A. Zerbe
 Commercial Manager Jose C. Irizarry
 Program Director Serafin Montero
 Production Director Manuel Ochoa
 Chief Announcer Jose G. Morales
 Musical Dir. Ignacio Guerrero Noble
 Chief Engineer Paul A. Girard

W N E L

SAN JUAN—1934—NBC

Frequency: 860 Kc. Power: 5000 Watts
 Owned-Oper. By Station WNEL Corp.
 Bus. Address New studio under construction
 at 960 Ponce de Leon, Santurce; Present ad-
 dress Brau St. 258, San Juan
 Phone Number 2-1300, 2-1309
 Studio Address 258 Brau St.
 Transmitter Location Green Island
 Air Time 6:45 a.m.-11:30 p.m.
 News Service INS
 Representative Own office, 820 Park Ave.,
 telephone RH 4-4352
 Membership NAB
 President, General Manager Juan Pizá
 Station Manager Camilo Fraticelli
 Commercial Manager Rodolfo Blanco
 Sales Prom. Mgr. Roberto Bocanegra
 Program Director Blanca A. Rivero
 Production Dir. Guillermo Ortega
 Publicity Dir. Publicidad Badillo, Inc.
 Chief Announcer Luis Enrique Marrero
 Musical Director Esther Torruellas
 Chief Engineer Robert L. Petersen
 Farm Editor Raul Acevedo

W I B S

SANTURCE—1947

Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Operated By Jose E. del Valle
 Address 4809
 Phone Number 21-558
 Owner Jose del Valle

RADIO

**INSTANTLY — IT SERVES
ALL OUR PEOPLE!**

In Nanaimo or Noranda, in Toronto or Truro . . . from coast to coast, from the U. S. border to the rugged northlands, Radio is conquering distance . . . and playing an indispensable part in the daily life of more and more Canadian homes.

A world of entertainment is brought to millions each day by more than 130 publicly and privately-owned radio stations serving Canadians! *And the giant stride is being further lengthened, as the new province of Newfoundland adds its group of broadcasting stations.*

Financier and fisherman, professor and postman, farmer and forester, listeners of every kind and creed can select and enjoy a great variety of outstanding radio fare . . . music . . . drama . . . news . . . sports. Canadian Radio entertains . . . it informs . . . it *sells* . . . it makes news and reports news, frequently from its source . . . and instantly delivers its message to every corner of the country.

Constantly improving and expanding, the three CBC networks—*Trans-Canada, Dominion and French*—present a diversified schedule of the finest programs—combined with effective sales messages.



CANADIAN BROADCASTING CORPORATION

354 Jarvis St.
Toronto 5, Ontario

1231 St. Catherine St., W.
Montreal 25, Quebec

CANADA

Stations

•

C B C

•

C A B

•

Alphabetical Index

By Call Letters

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Networks

CANADIAN

Broadcasting Corporation

OFFICES

Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.

National Program Office—354 Jarvis St., Toronto 5, Ont.

Engineering Division—Keefer Bldg., 1440 St. Catherine St., W.,

Montreal, Que.

1231 St. Catherine St., W., Montreal, Que.

1236 Crescent St., Montreal, Que.

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T. T. Odell, Sales Representative

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Arthur Barr, Sales and Commercial Traffic

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354 Jarvis St., Toronto 5, Ont.

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Charles Jennings, General Supervisor of Programs

Harry J. Boyle, Program Director Trans-Canada Network

H. G. Walker, Manager, Dominion Network

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W. H. Brodie, Supervisor of Broadcast Language

D. Claringbull, Manager, Personnel and Administrative Services

W. J. Dunlop, Special Assistant, Religious and Institutional Broadcasts

Mary Grannan, Children's Broadcasts

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Neil M. Morrison, Supervisor of Talks and Public Affairs

Fergus Mutrie, Supervisor of Farm Broadcasts

H. Z. Palmer, Program Administrative Officer

A. E. Powley, News Features Editor

J. Frank Willis, Supervisor of Feature Broadcasts

Head Office

Victoria Bldg., 140 Wellington St., Ottawa, Ont.

Dr. Augustin Frigon, General Manager
(also Keefer Bldg., 1440 St. Catherine St. W.,
Montreal, Que.)

Donald Manson, Assistant General Manager

R. P. Landry, Director of Personnel and Administrative Services

G. W. Richardson, Assistant Director of Personnel and Administrative Services

K. M. Kelly, Supervisor of Personnel and Welfare

Marcel Carter, Supervisor of Administrative Services

A. E. Tetu, Chief of Records

V. F. Segee, Editor, "RADIO" (CBC Staff Magazine)

(354 Jarvis Street, Toronto 5, Ont.)

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S. Schnobb, Assistant to Treasurer

W. R. Mortimer, Supervisor of Expenditures

F. W. Savignac, Assistant to Executive-Legal

H. M. Palmer, Executive Assistant and Secretary to Board of Governors

Commercial Division

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, Commercial Manager

W. E. Powell, Assistant Commercial Manager

CANADIAN

Association of Broadcasters

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Office—2100 Victory Bldg., Toronto, Ont.



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Secretary-Treasurer	T. Arthur Evans
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Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 89 privately owned (independent) broadcasting stations in Canada.

You get effective listenership over Canada's private radio stations

Canada's more than twelve million people are buying goods and services at a record rate.

Whatever you have to sell to the rich Canadian market, you will be ahead if you make use of Canada's privately-owned radio stations: they dominate effective listenership in their territories, everywhere in Canada.

You will be ahead also because of the merchandising cooperation you get from these private stations: they take pains to further their clients' commercial interests. Their programming and their services are closely in accord with the tastes and wants of their local audiences.

Don't neglect Canada's buying power! The Canadian Association of Broadcasters has facilities to help you get sales data on Canada, or on any part of Canada. We can give you complete facts on how radio can best serve your Canadian operation. Please call on us.



Canadian Association of Broadcasters

108 Sparks Street, Ottawa

37 Bloor St., West, Toronto

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	708	CJCB	Sydney, N. S.	709
CBF	Montreal, Que.	719	CJCH	Halifax, N. S.	709
CBH	Halifax, N. S.	708	CJCI	Calgary, Alta.	702
CBI	Sydney, N. S.	709	CJCS	Stratford, Ont.	714
CBJ	Chicoulimi, Que.	718	CJDC	Dawson Creek, B. C.	703
CBK	Watrous, Sask.	723	CJEM	Edmundston, N. B.	707
CBL	Toronto, Ont.	717	CJFX	Antigonish, N. S.	708
CBM	Montreal, Que.	719	CJGX	Yorktown, Sask.	723
CBO	Ottawa, Ont.	713	CJIB	Vernon, B. C.	705
CBR	Vancouver, B. C.	705	CJIC	Sault St. Marie, Ont.	714
CBV	Quebec City, Que.	720	CJKL	Kirkland Lake, Ont.	712
CBW	Winnipeg, Man.	706	CJLS	Yarmouth, N. S.	710
CBX	Edmonton, Alta.	702	CJNB	North Battleford, Sask.	722
CFAB	Windsor, N. S.	709	CJOB	Winnipeg, Man.	707
CFAC	Calgary, Alta.	702	CJOC	Lethbridge, Alta.	703
CFAR	Flin Flon, Man.	706	CJOR	Vancouver, B. C.	705
CFBC	Saint John, N. B.	708	CJOY	Guelph, Ont.	711
CFCF	Montreal, Que.	719	CJRL	Kenora, Ont.	711
CFCH	North Bay, Ont.	712	CJRW	Summerside, P. E. I.	718
CFCN	Calgary, Alta.	702	CJSO	Sorel, Que.	721
CFCO	Chatham, Ont.	710	CJVI	Victoria, B. C.	705
CFCY	Charlottetown, P. E. I.	718	CKAC	Montreal, Que.	720
CFGP	Grande Prairie, Alta.	703	CKBI	Prince Albert, Sask.	722
CFJC	Kamloops, B. C.	703	CKBL	Matane, Que.	719
CFJM	Brockville, Ont.	710	CKBW	Bridgewater, N. S.	708
CFJP	Riviere-Du-Loup, Que.	721	CKCH	Hull, Que.	719
CFNB	Fredericton, N. B.	707	CKCK	Regina, Sask.	722
CFOR	Orilla, Ont.	712	CKCL	Truro, N. S.	709
CFOS	Owen Sound, Ont.	713	CKCO	Ottawa, Ont.	713
CFPA	Port Arthur, Ont.	714	CKCR	Kitchener, Ont.	712
CFPL	London, Ont.	712	CKCV	Quebec City, Que.	720
CFPR	Prince Rupert, B. C.	704	CKCW	Moncton, N. B.	707
CFQC	Saskatoon, Sask.	723	CKDO	Oshawa, Ont.	713
CFRA	Ottawa, Ont.	713	CKEN	Kentville, N. S.	709
CFRB	Toronto, Ont.	717	CKEY	Toronto, Ont.	717
CFRN	Edmonton, Alta.	702	CKFI	Fort Frances, Ont.	711
CHAB	Moose Jaw, Sask.	721	CKGB	Timmins, Ont.	715
CHAD	Amos, Que.	718	CKLN	Nelson, B. C.	704
CHAT	Medicine Hat, Alta.	703	CKLW	Windsor, Ont.	717
CHEF	Granby, Que.	719	CKMO	Vancouver, B. C.	705
CHEX	Peterborough, Ont.	714	CKNB	Campbellton, N. B.	707
CHLN	Three Rivers, Que.	721	CKNW	New Westminster, B. C.	704
CHLO	St. Thomas, Ont.	714	CKNX	Wingham, Ont.	717
CHLP	Montreal, Que.	719	CKOC	Hamilton, Ont.	711
CHLT	Sherbrooke, Que.	721	CKOV	Kelowna, B. C.	704
CHML	Hamilton, Ont.	711	CKOX	Woodstock, Ont.	718
CHNC	New Carlisle, Que.	720	CKPC	Bramford, Ont.	710
CHNO	Sudbury, Ont.	715	CKPG	Prince George, B. C.	704
CHNS	Halifax, N. S.	708	CKPR	Fort William, Ont.	711
CHOK	Sarnia, Ont.	714	CKRC	Winnipeg, Man.	707
CHOV	Pembroke, Ont.	713	CKRM	Regina, Sask.	722
CHRC	Quebec City, Que.	720	CKRN	Rouyn, Que.	721
CHSJ	Saint John, N. B.	708	CKRS	Jonquire, Que.	719
CHUM	Toronto, Ont.	717	CKSB	St. Boniface, Man.	706
CHVC	Niagara Falls, Ont.	712	CKSE	St. Catharines, Ont.	714
CHWK	Chilliwack, B. C.	703	CKSO	Sudbury, Ont.	715
CJAD	Montreal, Que.	720	CKTB	St. Catharines, Ont.	714
CJAT	Trail, B. C.	704	CKTS	Sherbrooke, Que.	721
CJAV	Port Alberni, B. C.	704	CKVD	Val D'Or, Que.	722
CJBC	Toronto, Ont.	717	CKVL	Verdun, Que.	722
CJBQ	Belleville, Ont.	710	CKWS	Kingston, Ont.	711
CJBR	Rimouski, Que.	721	CKWX	Vancouver, B. C.	705
CJCA	Edmonton, Alta.	702	CKX	Brandon, Man.	706

ALBERTA

CFAC

CALGARY—1922

TRANS-CANADA-FOOTHILLS

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: Calgary Bcstg. Co.
Bus.-Studio Address: 1000 Southam Bldg.
Phone Number: Renfrew 1036
Transmitter Location: Midnapore, Alta.
Air Time: Unlimited
News Service: PN, BUP
Transcription Service: Thesaurus, World.
Associated
Representative: All-Canada, Weed
Membership: CAB, BBM
President: H. R. Carson
General Manager: A. M. Cairns
Commercial Manager: F. R. Shaw
Publicity Director: W. L. Sutton
Chief Engineer: E. C. Connor

CFCN

CALGARY—1922—CBC-DOMINION

Frequency: 1060 Kc. Power: 10,000 Watts
Owned-Oper. By: The Voice of the Prairie, Ltd.
Bus.-Studio Address: Toronto General Trusts
Bldg.
Phone Number: Main 1161
Transmitter Location: 9 Mi. S. of Calgary
Air Time: 6:30 a.m.-M.
News Service: PN, BUP
Transcription Service: Standard, Lang-Worth,
UTS
Representative: Radio Representatives,
Adam J. Young, Jr.
Membership: CAB, BBM
President, General Mgr.: H. G. Love
Commercial Manager: E. H. McGuire
Program Director: James A. Love
Publicity Director: G. L. Carter
Chief Engineer: Robert Lamb

CJCL

CALGARY—1927—CBC-ALBERTA

Frequency: 1140 Kc. Power: 1000 Watts
Owned-Oper. By: The Albertan Publishing
Co., Ltd.
Address: Victory Bldg.
Phone Number: Main 9966
Transmitter Location: Grandview Hts.
Air Time: 18 Hrs.
Representative: Alexander, McGillvra
Transcription Service: SESAC
News Service: BUP
Membership: CAB
President: G. M. Bell
Manager: D. H. MacKay

CBX

EDMONTON—1948

TRANS-CANADA

Frequency: 1010 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Business-Studio Address: MacDonald Hotel
Air Time: Unlimited
News Service: PN, BUP, Reuters
President (CBC): Dr. Augustine Frigon
Manager: D. E. Cameron

CFRN

EDMONTON—1934

CBC-DOMINION

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By: Sunwapta Bcstg. Co.
Business-Studio Address: 109 CPR Bldg.
Phone Number: 22101
Transmitter Location: Jasper Hwy., 6 Mi. W.
of Edmonton
Air Time: 6:30 a.m.-M.
News Service: BUP, PN
Transcription Service: Lang-Worth, Standard,
UTS
Representative: Radio Representatives,
Adam J. Young, Jr.
Membership: CAB, BBM
Pres., General-Station Mgr.: G. R. A. Rice
Asst.-Comm. Mgr.: A. J. Hopps
Bcst. Mgr., Prog. Dir.: G. A. Duffield
Publicity Director: F. J. Herman
Prod.-Musical Director: M. M. Forbes
Chief Engineer: F. G. A. Makepeace

CJCA

EDMONTON—1922

TRANS-CANADA-CBC-FOOTHILLS

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By: Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address: 452 Birks Bldg.
Phone Number: 26131
Transmitter Location: Ellerslie
Air Time: Unlimited
News Service: CP
Transcription Service: World, Thesaurus,
Standard
Representative: All-Canada, Weed
Membership: CAB
Station Manager: Gerry Gaetz
Assistant Manager: R. L. Barnes
Program Director: Dalt Elton
Prod. Dir.: Doug Homersham
Chief Engineer: Frank Hollingworth

CFGP

GRANDE PRAIRIE—1937
CBC-TRANS-CANADA

Frequency: 1050 Kc. Power: 1000 Watts
Owned By Northern Bcstg. Corp., Ltd.
Bus.-Studio Address 9901 Richmond Ave.
Phone Number Private Exchange No. 109
Transmitter Location Clairmont Hwy.
Air Time 7 a.m.-M.
News Service CP
Transcription Service Thesaurus, Cole.
SESAC
Representative All-Canada, Weed
Membership CAB, BBM
President J. E. Thomson
General-Station Mgr. Arthur J. Balfour
Commercial Manager Jack E. Soars
Program Director John Wilson
Publicity Director Kay Anderson
Chief Engineer D. J. McKinnon

CJOC

LETHBRIDGE—1926
TRANS-CANADA-CBC

Frequency: 1220 Kc. Power: 5000 Watts
Owned-Oper. By Lethbridge Bcstg., Ltd.
Address Marquis Hotel Bldg.
Phone Number 3161
Transmitter Location Broxburn, Alberta

Air Time Unlimited
News Service PN
Transcription Service Thesaurus, Lang-Worth
Representative Weed, All-Canada
Membership CAB, BBM
Pres., General Mgr. H. R. Carson
Station Manager William M. Guild
Commercial Manager Cameron A. Perry
Prog. Manager George A. Brown
Pub. Director K. Grant
Chief Engineer Robert A. Reagh

CHAT

MEDICINE HAT—1946
CBC-DOMINION

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Oper. By Monarch Bcstg. Co., Ltd.
Business-Studio Address 520 First St.
Phone Number 2821-2-3
Transmitter Location Roytal, Alberta
Air Time 6:30 a.m.-11:30 p.m.
News Service BUP
Transcription Service Standard
Representative All-Canada, Weed
Membership CAB
President J. H. Yuill
Station-Commercial Mgr. R. J. Buss
Program Director Bart Brown
Prom. Mgr. Orville Cope
Chief Engineer Ian Carson

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—1927
DOMINION-TRANS-CANADA

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Fraser Valley Bcstrs., Ltd.
Business-Studio Address 50 Yale Rd. E.
Phone Number 7511-21
Transmitter Location Prest Rd.
Air Time 7 a.m.-11:30 p.m.
Transcription Service UTS, Cole
Representative All-Canada, Weed
Membership CAB, BBM
President C. Casey Wells
Managing-Pub. Dir. Jack Pilling
Commercial Manager W. G. Teetzel
Production Manager J. M. MacLachlan
Chief Engineer Jack Pilling

CJDC

DAWSON CREEK—1947

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Oper. By Radio Station CJDC

Business Address Dawson Creek
Phone Number IR 2
Air Time Unlimited
News Service BUP
Representative Radio Representatives
Station Manager Gordon H. Cummings

CFJC

KAMLOOPS—1926
TRANS-CANADA

Frequency: 910 Kc. Power: 1000 Watts
Owned By Sentinel Publ. Co.
Operated By Radio Station CFJC
Address 310 St. Paul St.
Phone Number 1021
Transmitter Location No. Kamloops
Air Time Unlimited
Representative All-Canada, Weed
News Service PN, UP
Membership CAB, BBM
General Manager Ian G. Clark
Asst. Mgr. Walter Harwood

CKOV

**KELOWNA—1931
TRANS-CANADA**

Frequency: 630 Kc. Power: 1000 Watts
Owned-Oper. By..... Okanagan Bcstrs., Ltd.
Business-Studio Address..... 1491 Pendozi St.
Phone Number..... 200
Transmitter Location..... Okanagan Mission, B. C.
Air Time..... Unlimited
News Service..... PN
Transcription Service..... World, Thesaurus,
Lang-Worth, SESAC
Representative..... All-Canada, Weed
Membership..... CAB
President..... J. W. B. Browne
Station Manager..... I. H. Browne
Commercial Manager..... E. S. Frost
Program Director..... Frank Bond
Chief Engineer..... J. Fred Weber

CKLN

NELSON—1939—CBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By..... News Publishing Co.
Business Address..... Box 250
Phone Number..... 19
Studio-Transmitter Location..... Radio Ave.
Air Time..... Unlimited
Representative..... Stovin, Young, Freemantle
Manager..... W. E. Bracken

CKNW

NEW WESTMINSTER—1944—CBC

Frequency: 1230 Kc. Power: 1000 Watts
Owned By..... International Bcstg. Co., Ltd.
Operated By..... William Rea, Jr.
Bus.-Studio Address..... 752 Columbia St.
Phone Number..... 3000
Transmitter Location..... Lulu Island, B. C.
Air Time..... 24 Hrs.
News Service..... PN
Transcription Service..... Associated, World,
Cole
Representative..... Forjoe
Pres., General-Station Mgr.,
Program Director..... William Rea, Jr.
Commercial Manager..... D. M. Armstrong
Sales Prom. Mgr..... Sheila Hassell
Production Manager..... G. M. Reid
Chief Engineer..... Bill Collins

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... CJAV, Ltd.
Address..... 3rd Ave. N. 735 Redford Rd.
Phone Number..... 603-4

Air Time..... Unlimited
News Service..... PN
Transcription Service..... Lang-Worth, Cole
Representative..... Radio Representatives
Membership..... CAB
President..... Margaret Rea
Station Manager..... Charles J. Rudd
Commercial Manager..... C. Patrick
Sales Prom. Manager..... K. Hutcheson
Program-Production Dir..... T. Rannie
Publicity Director..... T. O'Neill
Chief Engineer..... H. Hollway

CKPG

**PRINCE GEORGE—1945
CBS-TRANS-CANADA**

Frequency: 550 Kc. Power: 250 Watts
Owned-Oper. By..... Radio Station CKPG, Ltd.
Business-Studio Address..... Ritz-Kiefer Hall
Phone Number..... 140
Transmitter Location..... So. Fort George
Air Time..... Unlimited
Transcription Service..... UTS
Representative..... All-Canada, Weed
Membership..... CAB, BBM
President..... Frank H. Elphicke
General-Station Mgr..... Cecil G. Elphicke
Comm. Mgr., Prog. Dir..... Jack E. Carbutt
Sales Prom. Mgr., Pub. Dir..... John V. Boates
Chief Engineer..... Ralph E. Spencer

CFPR

**PRINCE RUPERT—1938
TRANS-CANADA-CBC**

Frequency: 1240 Kc. Power: 250 Watts
Owned By..... Northwest Bcst. & Service Co.
Operated By..... Canadian Bcstg. Corp.
Studio Address..... 336 Second Ave., Box 848
Phone Number..... 863
Air Time..... Unlimited
News Service..... PN, Reuters
Representative..... Stovin
President..... F. E. Batt
Gen.-Sta. Mgr., Chief
Engineer..... C. H. Insulander
Commercial Mgr..... S. J. Anderson

CJAT

TRAIL—1933—CBC-TRANS-CANADA

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By..... Kootenay Bcstg. Co.
Business-Studio Address..... 815 Victoria St.
Phone Number..... 737, 1243
Transmitter Location..... Warfield
Air Time..... Unlimited
News Service..... PN
Transcription Service..... Thesaurus
Representative..... All-Canada, Weed
Station Manager..... Eric C. Ayleen

BRITISH COLUMBIA

Commercial Manager..... R. F. G. Green
Program Director..... Joseph P. Kobluk
Chief Engineer..... John D. Hepburn

President..... Mrs. R. J. Sprott
Manager..... R. T. Bowman
Comm. Mgr..... Thomas Slattery
Prog. Director..... George Dewey
Chief Engineer..... R. Whiteside

CBR

VANCOUVER—1936

CBC-TRANS-CANADA-PACIFIC

Frequency: 1130 Kc..... Power: 5000 Watts
Owned-Operated By..... Canadian Bcstg. Corp.
Business-Studio Address..... 701 Hornby St.
Phone Number..... Marine 6121
Transmitter Location..... Lulu Island
Air Time..... Unlimited
News Service..... PN, BUP, Reuters
Representative..... CBC
President (CBC)..... Dr. Augustin Frigon
Program Director..... Doug Nixon

CJOR

VANCOUVER—1925

CBC-DOMINION

Frequency: 600 Kc..... Power: 5000 Watts
Owned-Operated By..... CJOR Ltd.
Business-Studio Address..... 846 Howe St.
Phone Number..... Marine 6464
Transmitter Location..... Lulu Island
Air Time..... Unlimited
News Service..... CP, BUP
Transcription Service..... Thesaurus, UTS, SESAC
Representative..... Stovin, Young
Membership..... CAB, BCAB
Pres., Gen-Sta. Mgr..... George C. Chandler
Commercial Manager..... Don Laws
Sales Prom.-Pub. Mgr..... Dorwin Baird
Program Director..... Ross Mortimer
Production Dir..... Dick Diespecker
Musical Director..... Wallie Peters
Chief Engineer..... A. H. Chandler

CKMO

VANCOUVER—1922

Frequency: 1410 Kc..... Power: 1000 Watts
Owned-Oper. By..... British Columbia Bcstg.
System, Ltd.
Address..... 812 Robson St.
Phone Number..... Marine 1271-2
Air Time..... Unlimited
News Service..... AP, PN
Representative..... Natl. Bcstg. Sales, Cooke
Transcription Service..... Standard, SESAC
Membership..... CAB

CKWX

VANCOUVER—1923—MBS-DON LEE

Frequency: 980 Kc..... Power: 5000 Watts
Owned-Oper. By..... Western Bcstg. Co., Ltd.
Business-Studio Address..... 543 Seymour St.
Phone Number..... Marine 3344
News Service..... PN, BUP
Transcription Service..... Lang-Worth, World
Representative..... All-Canada, Weed
Membership..... CAB, BBM
Gen-Station Mgr..... Frank H. Elphicke
Asst. Manager..... Sam G. Ross
Commercial Manager..... John L. Sayers
Program Dir..... Laurie Irving
Promotion Manager..... Joo Midmore
Chief Engineer..... Jack Gordon

CJIB

VERNON—1947

Frequency: 940 Kc..... Power: 1000 Watts
Owned-Operated By..... Interior Bcstg., Ltd.
Business Address..... Bagnall Block
Phone Number..... 900
News Service..... PN
Representative..... Radio Representatives
Transcription Service..... Associated, Cole
General Manager..... C. H. Pitt
Comm. Manager..... Blackie Crothers
Production Manager..... Don McGibbon
Chief Engineer..... L. Merriman

CJVI

VICTORIA—1941—DOMINION-CBC

Frequency: 900 Kc..... Power: 1000 Watts d.;
250 Watts n.
Owned-Oper. By..... Island Bcstg. Co., Ltd.
Phone Number..... Garden 2014, Beacon 1911
News Service..... PN
Transcription Service..... Thesaurus, World
Representative..... Weed, All-Canada
President..... H. T. Matson
General Manager..... M. V. Chestnut
Commercial Manager..... L. Hallberg
Program Director..... R. T. Batey
Promotion Manager..... Miss B. Garnett
Chief Engineer..... J. Sommers

MANITOBA

CKX

BRANDON—1928—DOMINION

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By: Western Manitoba Bcstrs., Ltd.
Address: 8th St. & Princess Ave.
Phone Number: 4532
Air Time: 7:30 a.m.-11:30 p.m.
Transcription Service: Thesaurus, World
Representative: Radio Representatives, Cooke
Managing Director: J. B. Craig
Commercial Manager: E. D. Holland

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By: Radio St. Boniface, Ltd.
Address: 607 College St.
Phone Number: 204, 865-6
Air Time: Unlimited
Membership: CAB
Representative: Wright, Hunt, Cooke
Prog. Dir., Prom. Mgr.: Rene Dussault
Chief Engineer: D. R. Thomson

CFAR

FLIN FLON—1937—TRANS-CANADA

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By: Arctic Radio Corp., Ltd.
Address: 75 Hill St.
Phone Number: 590
Air Time: Limited
News Service: PN
Transcription Service: Lang-Worth
Representative: Stovin, Young
President: J. G. Mundie
Manager: G. B. Quinney
Program Director: D. G. Willis
Chief Engineer: Gordon Woodward

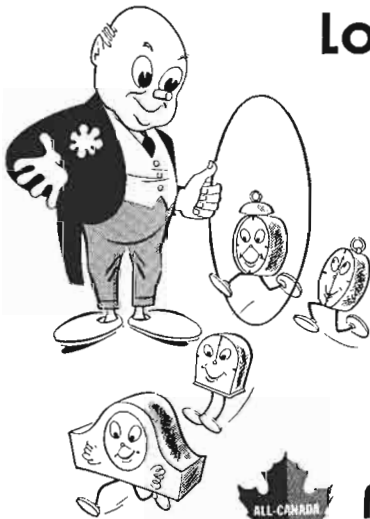
CBW

WINNIPEG—1948

CBC-TRANS-CANADA

Frequency: 990 Kc. Power: 50,000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Business Address: 300 Telephone Bldg.
Phone Number: 922191
Air Time: Unlimited
News Service: BUP, PN, Reuters
Representative: CBC
President (CBC): Dr. Augustin Frigon
Station Manager: J. N. Mogridge
Program Director: Norman Lucas
Chief Engineer: R. D. Cahoon

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CJOB

WINNIPEG—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Blick Bcstg., Ltd.
 Operated By: Radio Station CJOB
 Business-Studio Address: Lindsay Bldg.
 Phone Number: 9-6374
 Transmitter Location: St. Boniface
 Air Time: 24 Hrs.
 News Service: PN
 Transcription Service: Standard
 Representative: Radio Representatives, Cooke
 President, General Manager: J. O. Blick
 Commercial Manager: A. J. Messner
 Program Director: C. E. Farey
 Asst. Prog. Mgr.: George Davies
 Chief Engineer: R. V. Durie

CKRC

WINNIPEG—1934—DOMINION

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By: Transcanada Communica-
 tions, Ltd.
 Bus.-Studio Address: 300 Carlton St.
 Phone Number: 92266
 Transmitter Location: St. Vital
 Air Time: Unlimited
 News Service: BUP, PN
 Transcription Service: Lang-Worth, Standard
 Representative: Weed, All-Canada
 Membership: CAB, BBM
 President: V. Sifton
 General Mgr.: William A. Speers
 Commercial Manager: B. M. Pirie
 Prog. Dir., Prod. Mgr.: J. M. Hill
 Promotion Manager: Clare Copeland

—NEW BRUNSWICK—

CKNB

**CAMPBELLTON—1939
 CBC-DOMINION**

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By: Restigouche Bcstg. Co.
 Business Address: P. O. Box 840
 Phone Number: 8
 Studio Address: 110 Water St.
 Transmitter Location: Maple Green
 Air Time: Unlimited
 News Service: RP
 Transcription Service: All-Canada
 Representative: All-Canada, Weed
 Membership: CAB, BBM
 President: J. Wesley MacDonald
 Managing Director: Dr. Charles H. Houde
 Station Manager: Stan Chapman
 Program Director: Bob Richards
 Chief Engineer: L. P. Paquet

CFNB

**FREDERICTON—1923
 TRANS-CANADA**

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By: J. S. Neill & Sons, Ltd.
 Business-Studio Address: York St.
 Phone Number: 209
 Transmitter Location: New Maryland,
 York Co.
 Air Time: Unlimited
 News Service: BUP
 Transcription Service: Thesaurus, Standard,
 Cole
 Representative: All-Canada, Weed
 Membership: CAB, BBM
 General Manager: D. Malcolm Neill
 Sales Prom. Manager: C. Austin Moore
 Program Director: J. T. H. Fenety

CJEM

EDMUNDSTON—1944—CBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Edmundston Radio, Ltd.
 Business-Studio Address: 99 Canada Rd.
 Transmitter Location: Iroquois
 Air Time: 7 a.m.-11:15 p.m.
 Transcription Service: World
 Representative: Stovin
 Membership: BBM
 President: Dr. C. P. Laporte
 General Manager: Maurice Lacasse
 Comm. Manager: George Guerrette

CKCW

MONCTON—1934—DOMINION

Frequency: 1220 Kc. Power: 5000 Watts
 Owned-Oper. By: Moncton Bcstg., Ltd.
 Bus.-Studio Address: K. of P. Bldg., cor.
 Bonacord & Gordon Sts.
 Phone Number: 9111-2-3
 Transmitter Location: Cherryfield
 Air Time: Unlimited
 News Service: BUP, RP
 Transcription Service: World, UTS
 Representative: Joseph Hershey McGillyvra,
 Stovin
 Membership: CAB, BBM
 President, Owner, Mgr.: F. A. Lynds
 Commercial Manager: Clair Chambers
 Program Director: Roy Hicks
 Chief Engineer: A. J. White

C B A

**SACKVILLE—1939
TRANS-CANADA**

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Oper. By: Canadian Bcstg. Corp.
 Bus.-Studio Address: 100 Sackville St.
 Halifax
 Phone Number: 3-6188
 Transmitter Location: Sackville
 Air Time: Unlimited
 News Service: PN, BUP
 President (CBC): Dr. Augustin Frigon
 Regional Prog. Dir., Sta. Mgr.: W. E. S. Briggs
 Commercial Manager: E. A. Weir
 Regional Engineer: H. M. Smith

C F B C

**SAINT JOHN—1946
CBC-DOMINION**

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: Fundy Bcstg. Co., Ltd.
 Business-Studio Address: 4 Carelton St.
 Phone Number: 3-2421
 Transmitter Location: Sand Cove Rd.
 Air Time: Unlimited
 News Service: BUP, RP

Transcription Service: Thesaurus
 Representative: Weed, All-Canada
 Membership: BBM
 General Manager: Norman Botterill
 Commercial Manager: J. Alcorn
 Program Director: J. E. Palmer
 Chief Engineer: H. M. Stout

C H S J

**SAINT JOHN—1934
TRANS-CANADA**

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By: New Brunswick Bcstg.
 Co., Ltd.
 Business-Studio Address: 14 Church St.
 Phone Number: 3-3304
 Transmitter Location: Coldbrook
 Air Time: Unlimited
 News Service: PN
 Transcription Service: World, Lang-Worth,
 Associated, Standard, UTS
 Representative: Stovin, Young
 Membership: CAB
 President: George A. Cromwell
 Commercial Manager: Cleve G. Stillwell
 Program Director: Earl McCarron
 Publicity Director: Agnes M. Glennie
 Chief Engineer: J. G. Bishop

—NOVA SCOTIA—

C J F X

ANTIGONISH—1943—DOMINION

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: Atlantic Bcstrs., Ltd.
 Address: Broadcasting Bldg.
 Phone Number: 66
 Transmitter Location: New Glasgow Rd.
 Air Time: Unlimited
 News Service: PN
 Transcription Service: United, Lang-Worth
 Representative: Natl. Bcst. Soles
 President, General Mgr.: J. Clyde Nunn
 Commercial Manager: R. J. Ricketts
 Promotion Manager: James Burroughs

Membership: BBM
 President: C. J. Morrow
 General-Station Mgr.: John F. Hirtle
 Commercial Manager: Ken R. Dougan
 Sales Prom. Manager: Lester L. Rogers
 Program Director: John Harris
 Publicity Director: Don Hill
 Chief Engineer: J. W. Essex

C B H

**HALIFAX—1944
TRANS-CANADA-MARITIMES**

Frequency: 1330 Kc. Power: 100 Watts
 Owned-Operated By: Canadian Bcstg. Corp.
 Business-Studio Address: 100 Sackville St.
 Phone Number: 3-6188
 Transmitter Location: Sackville
 Air Time: Unlimited
 News Service: BUP, UP, PN, Reuters
 National Sales Office: CBC Commercial Div.
 President (CBC): Dr. Augustin Frigon
 Regional Prog. Dir., Sta. Mgr.: W. E. S. Briggs
 Regional Engineer: H. M. Smith

C K B W

**BRIDGEWATER—1947
TRANS-CANADA**

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Operated By: Acadia Bcstg. Co., Ltd.
 Business Address: King St.
 Phone Number: 445
 Transmitter Location: Hebbville
 Air Time: Unlimited
 News Service: AP, PN
 Transcription Service: Associated, All-Canada
 Representative: Radio Representatives, Cooke

C H N S

HALIFAX—1926—DOMINION

Frequency: 960 Kc. Power: 5000 Watts

. . . **NOVA SCOTIA** . . .

Owned-Oper. By Maritime Bcstg. Co., Ltd.
Bus.-Studio Address Broadcasting House,
10 Tobin St., P. O. Box 400
Phone Number 3-8318
Transmitter Location Rockingham, Halifax
County
Air Time Unlimited
News Service PN, BUP
Transcription Service Thesaurus, Lang-Worth,
World, UTS
Representative All-Canada, Weed
Membership CAB, BBM
President Andrew W. Robb
Managing Dir. William Coates Borrett
Station Manager Gerald Redmond
Comm-Sales Prom. Mgr. Harry A. L. Stephen
Prog. Dir., Prod. Mgr. John Funston
Chief Engineer Arthur H. Craig

CJCH

HALIFAX—1944

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By Chronicle Co., Ltd.
Bus.-Studio Address Lord Nelson Hotel
Phone Number 3-7311
Transmitter Location St. Margaret's Bay Rd.
Air Time Unlimited
News Service PN, Reuters
Transcription Service World, Standard
Representative Cooke
Membership CAB
Gen. Manager E. Finlay MacDonald
Commercial Manager Howard E. Gerard
Chief Engineer A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Evangeline Bcstg. Co., Ltd.
Business-Studio Address Windsor
Phone Number Kentville 400
Transmitter Location Upper Dyke
Air Time Unlimited
News Service CP
Transcription Service United, Cole,
All-Canada
Representative James L. Alexander
Membership CAB, BBM
President George C. Nowlan, K.C.
Gen.-Sta.-Comm. Mgr. Avarad M. Bishop
Sales Prom. Mgr. J. P. LaRoque
Prog.-Prod. Director Willard A. Bishop

CBI

SIDNEY—1948—TRANS-CANADA

Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By Canadian Bcstg. Corp.
Business-Studio Address 247 Charlotte St.
Air Time Unlimited
News Service PN, BUP, Reuters

Representative CBC
President (CBC) Dr. Augustin Frigon
Station Mgr. Barry MacDonald
Program Director W. E. S. Briggs
Chief Engineer H. M. Smith

CJCB

SYDNEY—1929—DOMINION

Frequency: 1270 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Operated By Eastern Bcstrs., Ltd.
Business-Studio Address Radio Bldg.
Phone Number 5596
Transmitter Location So. Bar, Cape Breton
Air Time Unlimited
News Service PN
Transcription Service Thesaurus, Lang-Worth,
World
Representative All-Canada, Weed
President, Station Mgr. N. Nathanson
Membership CAB
Commercial Mgr. J. Marvin Nathanson
Sales Prom. Mgr., Pub. Dir. C. I. McDougall
Program Director Lloyd MacInnis
Chief Engineer A. Vernon

CKCL

TRURO—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Truro Bcstg. Co., Ltd.
Business Address 7 Pleasant St.
Phone Number 491
Transmitter Location Onslow
Air Time 7:30 a.m.-M.
News Service PN
Transcription Service World
Representative William Wright
Membership CAB, BBM
President, General Mgr. J. Arthur Manning
Comm. Mgr., Pub. Dir. Alex Thomson
Prog. Dir., Chief Announcer Edward Belcher
Chief Engineer E. S. Bernasconi

CFAB

WINDSOR—1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Evangeline Bcstg. Co., Ltd.
Address Windsor
Phone Number Windsor 498
Transmitter Location Falmouth
Air Time Unlimited
News Service CP
Transcription Service United, Cole,
All-Canada
Representative Alexander
Membership CAB, BBM
President George C. Nowlan, K.C.
Gen.-Sta.-Comm. Mgr. Avarad M. Bishop
Sales Prom. Manager J. P. LaRoque
Prog.-Prod. Director Willard A. Bishop

CJLS

YARMOUTH—1934
CBC-DOMINION

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Gateway Bcstg. Co., Ltd.
Business Address Drawer 440
Phone Number 500
Studio Address 222 Main St.

Transmitter Location Brooklyn, Yormouth
County
Air Time Unlimited
News Service CP
Transcription Service UTS, All-Canada
Representative All-Canada, Weed
Membership BBM
President, Station Mgr. Laurie L. Smith
Commercial Manager Thomas H. Tonner
Prog. Musical Dir. Florine H. Matgolian
Chief Engineer Donald L. Smith

ONTARIO

CJBQ

BELLEVILLE—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Quinte Bcstg. Co., Ltd.
Business-Studio Address 11 Victoria Ave.
Phone Number Belleville 3200-1
Transmitter Location Foxboro Hwy.
Air Time Unlimited
News Service PN
Transcription Service World, Thesaurus
Representative Stovin, Young
Membership CAB, BBM
President A. McLean Haig
Station Manager W. H. Stovin
Commercial Manager J. H. MacDonald
Sales Prom. Manager Frank C. Murray
Program Director W. E. Arnold
Publicity Director Scott Honnah
Chief Engineer J. B. Buchanan

News Service BUP
Transcription Service All-Canada
Representative Stovin, Young
Membership CAB
Owner, Gen.-Sto.-Comm. Mgr. Jack R. Radford
Chief Engineer Fred J. Ball

CFCO

CHATHAM—1926—DOMINION

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By John Beardall
Business Address P. O. Box 277
Phone Number 2626
Address William Pitt Hotel
Air Time Unlimited
News Service BUP
Owner, Gen. Manager John Beardall
Comm.-Prom. Manager Peter Kirkey
Program Director George Sulman
Chief Engineer Gordon Brooks

CKPC

BRANTFORD—1923—DOMINION

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Telephone City Bcst., Ltd.
Address 49-51 Colborne St.
Phone Number 5140-1
Air Time Unlimited
Transcription Service World
Representative J. L. Alexander
President, General Mgr. Mrs. J. D. Buchanan

CKSF

CORNWALL—1945
CBC-DOMINION

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Standard-Freeholder
Business-Studio Address 36 Pitt St.
Phone Number 1703
Transmitter Location Toll Gate Rd.
Air Time Unlimited
News Service CP
Transcription Service World, London
Representative Stovin, McGillvra
Membership CAB, BBM
General Manager Phillip Robertson
Station-Comm. Mgr. H. Harrison Flint
Sales Prom. Manager Burton Heward
Program Director E. Narman Bailey
Production Dir. Howard H. Bailey
Publicity Director Richard Hynes
Chief Engineer Mahlon Clark

CFJM

BROCKVILLE—1943
CBC-DOMINION

Frequency: 1450 Kc. Power: 250 Watts
Owned By Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address Revere oHiel
Phone Number 4628
Transmitter Location Prescott Hwy.
Air Time Unlimited

CKFI

FORT FRANCES—1944
CBC-DOMINION

Frequency: 1340 Kc. Power: 250 Watts
Owned By Radio Station CKFI
Bus. Address Ft. Frances, Ont. or
International Falls, Minn.
Phone Number Ft. Frances 200
Studio Address Wells Bldg.
Transmitter Location Pither's Point Pk.
Air Time Unlimited
News Service PN
Representative Alexander
President J. G. McLaren
General Manager W. H. McLellan
Program Director Victor Price
Promotion Manager John A. Coughlin
Chief Engineer W. H. McLellan

CKPR

FORT WILLIAM—1931
TRANS-CANADA

Frequency: 580 Kc. Power: 1000 Watts
Owned-Oper. By Dougall Motor Car Co.
Bus.-Studio Address 106 So. May St.
Phone Number S. 315
Transmitter Location Memorial Ave.,
Port Arthur
Air Time 7:30 a.m.-11:30 p.m.
News Service CP
Transcription Service Thesaurus, United
Representative Slovin, Radio Representatives,
Young, All-Canada, Oakes
Membership BBM
President H. F. Dougall
Station Manager George Jeffrey
Program Director R. C. Baker
Chief Engineer W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc. Power: 1000 Watts
Owned-Operated By CJOY, Ltd.
Business Address Bond Bldg.
Phone Number 555
Air Time Unlimited
News Service PN
Transcription Service Cole, Lang-Worth
Representative Radio Reps., Cooke
Station Mgr. Wallace Slatter
Commercial Mgr. Frederick T. Metcalf
Program Director Laurie J. Lohman
Chief Engineer Bert Cobb

CHML

HAMILTON—1927—DOMINION

Frequency: 990 Kc. Power: 5000 Watts
Owned-Oper. By Maple Leaf Bcstg. Co.

Business-Studio Address 36 James St. S.
Phone Number 7-1595
Transmitter Location Vinemount
Air Time Unlimited
News Service BUP
Transcription Svc. Standard, Associated, UTS
Representative Natl. Bcst. Sales
President, General Mgr. Kenneth D. Soble
Station Mgr., Prog. Dir. Tom Darling
Commercial Manager W. D. Whitaker
Sales Prom. Mgr., Pub. Dir. E. S. Stock
Chief Engineer O. R. Smith

CKOC

HAMILTON—1922
TRANS-CANADA

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By Wentworth Radio Bcstg.
Co., Ltd.
Bus.-Studio Address King William & John
Sts.
Phone Number 7-4484
Transmitter Location Elfrida
Air Time Unlimited
News Service PN
Transcription Service Thesaurus, World,
Lang-Worth
Representative All-Canada, Weed
Membership CAB, BBM
President Harold R. Carson
Station Manager W. T. Cranston
Commercial Manager L. A. Westmoreland
Asst. Manager J. Lyman Potts
Production Manager J. O. Stone
Chief Engineer Leslie Horton

CJRL

KENORA—1938—DOMINION

Frequency: 1220 Kc. Power: 1000 Watts
Owned By James Richardson & Sons, Ltd.
Operated By Kenora Bcstg. Co., Ltd.
Address Brydon Block, Main St.
Phone Number 717
Transmitter Location Jaffray Township
Air Time 7:30 a.m.-11 p.m.
News Service CP
Transcription Service Thesaurus
Representative Slovin, Cooke
Membership CAB
President Mrs. James Richardson
Commercial Manager G. A. McLean
Program Director E. C. Mulimer
Prod. Manager M. C. Cooke
Chief Engineer William Hackett

CKWS

KINGSTON—1942
TRANS-CANADA

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By Brookland Co., Ltd.

. . . **ONTARIO** . . .

Address.....304 King St.
Phone Number.....4405
Transmitter Location.....Wolfe Island
Air Time.....Unlimited
News Service.....PN
Transcription Service.....Standard, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership.....CAB
President.....Senator W. R. Davies
Station Manager.....Roy W. Holstetter
Program Director.....Jack Pollie
Chief Engineer.....Burt Coy

C J K L

KIRKLAND LAKE—1934 TRANS-CANADA-CBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address.....Govt. Rd.
Phone Number.....27
Transmitter Location.....Dane
Air Time.....Unlimited
News Service.....PN
Transcription Service.....Standard, Thesaurus,
Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership.....CAB
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Harry M. Edgar
Commercial Manager.....Don Lawrie
Program Director.....Cliff Harrison
Chief Announcer.....K. B. Crossley
Chief Engineer.....Les Oliver

C K C R

KITCHENER—1928—CBC-DOMINION

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....K. W. Bcstg. Co.
Operated By.....W. C. Mitchell, G. Liddle
Business-Studio Address.....125 King St. W.
Phone Number.....3-3628
Transmitter Location.....Guelph St.
Air Time.....Unlimited
News Service.....PN
Transcription Service.....UTS, Associated
Representative.....William Wright
Owners.....W. C. Mitchell, G. Liddle
General-Station Mgr.....W. C. Mitchell
Commercial Manager.....G. Liddle
Promotion Manager.....Ed Manning
Program Director.....Norm McKinney
Chief Engineer.....Ian Hartman

C F P L

LONDON—1922—DOMINION-CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Free Press Printing Co.

Address.....442 Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location.....Wellington Rd.
Air Time.....Unlimited
News Service.....PN
Transcription Service.....World, Standard,
Lang-Worth
Representative.....Weed, All-Canada
Membership.....CAB
President.....Walter J. Blackburn
General Manager.....Donald J. A. Wright
Commercial Manager.....Murray T. Brown
Program Director.....Bob Reinhart
Chief Engineer.....Percy A. Field

C H V C

NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address.....1745 River Rd.
Studio Address.....Rainbow Bridge
Phone Number.....Niagara Falls, Ont. 4110;
Niagara Falls, N. Y. 9801
Transmitter Location.....Queen Elizabeth Way
Air Time.....Unlimited
News Service.....BUP
Transcription Service.....World
Representative.....McKinney, Alexander
Membership.....CAB
President, Gen.-Station Mgr.....B. H. Bedford
Production Director.....Art Blakely
Program Director.....Jim Sullivan
Chief Engineer.....George Slinn

C F C H

NORTH BAY—1931—CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address.....147 Main St. E.
Phone Number.....2400
Transmitter Location.....Nipissing Junction
Air Time.....Unlimited
News Service.....PN
Transcription Service.....Thesaurus, Standard,
Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership.....CAB
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Cliff Pickrem
Commercial Manager.....Keith Packer
Prog. Dir., Prom. Mgr.....Phil Clayton
Chief Engineer.....Jack Barnaby

C F O R

ORILLIA—1945—DOMINION

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address.....32 Mississauga St.
Phone Number.....3511

Transmitter Location.....Orillia Township
 Air TimeUnlimited
 News ServiceBUP
 RepresentativeStovin, Young
 MembershipCAB, BBM
 President, General Mgr.....Gordon E. Smith
 Program Director.....James McGarvey

CKDO

OSHAWA—1946

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Oper. By.....Oshawa Bcstg. Co., Ltd.
 Business-Studio Address.....16 Centre St.
 Phone Number4481
 Transmitter LocationWestmount
 Air TimeUnlimited
 News ServicePN
 Transcription Service.....Thesaurus, World
 RepresentativeAlexander, Weed
 President, Managing Dir.....Walter A. Dales
 Station Manager.....Ross R. Rowlands
 Commercial Manager.....Milton E. Bond
 Sales Prom. Manager.....Gordon G. Garrison
 Program Director.....William B. Swinton
 Chief Engineer.....George Blanchett

CBO

**OTTAWA—1924
 CBC-TRANS-CANADA**

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Bus.-Studio Address...Chateau Laurier Hotel,
 P. O. Box 1045
 Phone Number2-1151
 Transmitter LocationHawthorne
 Air TimeUnlimited
 News Service.....CP, BUP
 President (CBC).....Dr. Augustin Frigon
 Gen.-Sta. Mgr., Prog. Dir....Charles P. Wright
 Comm. Mgr. (CBC).....E. A. Weir
 Chief Operator.....Maxted Gilbert

CFRA

OTTAWA—1947

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frank Ryan
 Business AddressAuditorium
 Phone Number3-6241
 Transmitter Location.....City View
 Air TimeUnlimited
 News ServiceBUP
 Transcription Service....Standard, World, Cole
 RepresentativeAll-Canada, Weed
 MembershipCAB
 President, General Mgr.....Frank Ryan
 Commercial Manager.....George M. Gowling
 Program Director.....Brian Hodgkinson
 Chief Engineer.....Chester Beachell

CKCO

OTTAWA—1924—DOMINION-CBC

Frequency: 1310 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....CKCO, Ltd.
 Address.....272 Somerset St., W.
 Phone Number2-3611
 Air TimeUnlimited
 News Service.....PN, BUP
 Transcription Service...Associated, Lang-Worth
 RepresentativeWright, McGillivra
 President.....Duncan K. Mactavish
 General Manager.....Louis E. Leprohon
 Commercial Manager.....J. L. Kendall
 Program Director.....C. E. Root
 Promotion Manager.....R. Beach
 Chief Engineer.....J. McGrail

CFOS

**OWEN SOUND—1940
 CBC-DOMINION**

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Grey & Bruce Bcstg. Co.,
 Ltd.
 Bus.-Studio Address.....904 Second Ave. E.
 Phone Number1940
 Transmitter Location...Sydenham Township,
 Hwys. 6 & 10
 Air Time.....7 a.m.-11:15 p.m.
 News ServicePN
 Transcription ServiceWorld
 RepresentativeStovin, Young
 MembershipCAB, BBM
 PresidentHoward Fleming
 General Station Mgr.....Ralph T. Snelgrove
 Commercial Mgr.....William N. Hawkins
 Sales Prom. Manager.....William Fulton
 Program Director.....Everette Smith
 Chief Engineer.....Ronald Turnpenny

CHOV

PEMBROKE—1942—DOMINION

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Oper. By....Ottawa Valley Bcstg. Co.,
 Ltd.
 Address.....97 Albert St.
 Phone Number1350
 Transmitter Location.....E. of Pembroke
 Air Time.....7 a.m.-11:30 p.m.
 News ServiceBUP
 Transcription Service.....Thesaurus, SESAC
 RepresentativeStovin, Young
 Chief Owner, Gen. Mgr.....E. G. Archibald
 Program Director.....Bill Kutshke
 Promotion Manager.....Marg. Miller
 Chief Engineer.....W. E. Schmidt

CHEX

**PETERBOROUGH—1942
DOMINION**

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By: Brookland Co., Ltd.
Bus. Studio Address: Examiner Bldg.
Phone Number: 4641
Transmitter Location: R. R. No. 8
Air Time: Unlimited
News Service: PN
Transcription Service: UTS, Thesaurus,
Lang-Worth
Representative: Natl. Bcst. Sales, Cooke
President: Sen. Rupert Davies
Vice President: Roy H. Thomson
Station Manager: Russ Baer
Program Director: Karl E. Monk
Chief Engineer: Bert Crump

CFPA

**PORT ARTHUR—1944
CBC-DOMINION**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Ralph H. Parker
Bus. Studio Address: Public Utilities Bldg.
Phone Number: North 315
Transmitter Location: Memorial Ave.
Air Time: 7:30 a.m.-11:30 p.m.
Transcription Service: Lang-Worth, Standard
Representative: National Broadcast Sales,
Broadcast Representatives, Hunt, Weed
Membership: CAB, BBM
Owner, Gen. Sta. Mgr.: Ralph H. Parker
Commercial Manager: R. P. MacGowan
Program Director: Roy Dahmer

CKTB

**ST. CATHARINES—1930
CBC-DOMINION**

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Oper. By: The Niagara District Bcstg.
Co., Ltd.
Business Studio Address: 12 Yates St.
Phone Number: 5-7351
Transmitter Location: Lakeshore Rd.,
Port Dalhousie
Air Time: Unlimited
News Service: PN
Transcription Service: Thesaurus, UTS
Representative: National Broadcast Sales,
J. H. McGillvra
Membership: CAB, BBM
President, Station Mgr.: W. B. C. Burgoyne
Managing Director: H. B. Burgoyne
Commercial Manager: V. A. Lococo
Sales Prom. Manager: W. C. Wingrove
Production Manager: W. C. Wheeler
Chief Engineer: W. H. Allen

CHLO

ST. THOMAS—1948

Frequency: 680 Kc. Power: 1000 Watts
Owned-Operated By: J. F. Peterson
Business Address: 133 Curtis St.
Air Time: Unlimited
Transcription Service: Lang-Worth
Representative: Radio Reps.
President, General Mgr.: J. F. Peterson
Commercial Manager: Tom Warner

CHOK

SARNIA—1946—TRANS-CANADA

Frequency: 1070 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Oper. By: Sarnia Bcstg. Co., Ltd.
Address: 148½ Front St. N.
Phone Number: 4000
Air Time: Unlimited
News Service: PN
Transcription Service: Thesaurus, Standard,
Lang-Worth
Representative: Natl. Bcst. Sales, Cooke
President: H. M. Houston
General Manager: Claude R. Irvine
Commercial Manager: Gerry Hall
Asst. Mgr., Prog. Dir.: Grant Webber
Asst. Prog. Dir.: Ray Sterling
Chief Engineer: Robert F. Cooke

CJIC

**SAULT STE. MARIE—1934
TRANS-CANADA-CBC**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hyland Bcstg. Co.
Address: Windsor Hotel
Phone Number: 3500
Transmitter Location: Peoples Rd.
Air Time: 7 a.m.-M.
News Service: PN
Transcription Service: World
Representative: J. L. Alexander, McGillvra
Membership: CAB, BBM
Chief Exec., Gen. Mgr.: J. G. Hyland
Sales Promotion Manager: E. Vance
Program Director: J. Basil Scully
Chief Engineer: Italo Marinelli

CJCS

STRATFORD—1927—DOMINION

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frank M. Squires
Address: Reynolds Bldg.
Phone Number: 1675
Air Time: 7 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Representative: All-Canada, Weed

• • • **ONTARIO** • • •

Membership CAB
President, General Mgr. Frank M. Squires
Asst. Manager Stanley Tripley
Commercial Manager K. S. Lott
Prog. Dir., Prom. Mgr. J. E. Phillips
Chief Engineer John Crigg

CHNO

SUDBURY—1947—DOMINION-CBC

Frequency: 1440 Kc. Power: 1000 Watts
Owned-Oper. By Sudbury Bcstg. Co., Ltd.
Business Address 166 Elm St.
Phone Number 6-5416
Air Time Unlimited
News Service PN
Transcription Service Associated
Representative Wright, Young
President, General Mgr. F. B. Ricard
Commercial Manager R. Riel
Promotion Manager D. Goodwin
Sta. Mgr., Chief Engineer A. J. Robinson

CKSO

**SUDBURY—1934
CBC-TRANS-CANADA**

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By CKSO, Sudbury, Ltd.
Business-Studio Address 21 Elgin St., N.
Phone Number 77-505
Transmitter Location 7 Mi. from Sudbury
at McFarlane Lake
Air Time Unlimited
Transcription Service Thesaurus, World
Standard
Representative All-Canada, Weed
Membership BMB
President G. M. Miller, K.C.
General-Station Mgr. W. J. Woodill
Commercial Manager J. D. Hossack
Program-Production Dir. K. Dobson
Publicity Director D. Sutherland
Chief Engineer R. F. Chinnick

CKGB

**TIMMINS—1933
TRANS-CANADA-CBC**

Frequency: 680 Kc. Power: 5000 Watts
Owned-Oper. By Northern Bcstg. Co., Ltd.
Bus.-Studio Address Thompson Bldg.
Phone Number 1500
Transmitter Location Mountjoy Township
Air Time Unlimited
News Service PN
Transcription Service Lang-Worth, Standard
Representative Canada-Natl. Bcst. Sales,
Donald Cooke
President R. H. Thomson
General Manager J. M. Davidson
Station Manager H. C. Freeman

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Source of News—

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CFRB's

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Our programming is designed to please *most* of the people *most* of the time. That's why CFRB gets *more* listeners — why CFRB is Ontario's No. 1 station!

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Your No. 1 buy in Canada's No. 1 market

Representatives—

United States: Adam J. Young
Jr. Inc.

Canada: All-Canada Radio
Facilities Limited

CFRB

Commercial Manager.....Edwin Bowser
 Program Director.....Doug Burrows
 Publicity Director.....Bill Nadeau
 Chief Engineer.....Ernie Mott

CBL

TORONTO—1927
CBC-TRANS-CANADA

Frequency: 740 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Business-Studio Address.....354 Jarvis St.
 Phone Number.....Midway 5481
 Transmitter Location.....Hornby
 Air Time.....Unlimited
 News Service.....BUP, Reuters, PN
 Representative.....CBC
 President (CBC).....Dr. Augustin Frigon
 Program Director.....Ernest L. Bushnell
 Commercial Manager.....E. A. Weir
 Chief Engineer.....Howard Hilliard

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Rogers Radio Bcstg. Co.,
 Ltd.
 Business-Studio Address.....37 Bloor St. W.
 Phone Number.....Midway 3515
 Transmitter Location.....Aurora
 Air Time.....Unlimited
 News Service.....BUP, PN
 Representative.....Young, All-Canada
 Membership.....CAB, BBM
 President.....Harry Sedgwick
 Station Manager.....Lloyd Moore
 Commercial Manager.....Waldo Holden
 Program Director.....Wes McKnight
 Publicity Director.....Ken Marsden
 Chief Engineer.....Clive Eastwood

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....York Bcstrs., Ltd.
 Address.....225 Mutual St.
 Phone Number.....Elgin 4271
 Transmitter Location.....Lawrence Ave. &
 Don Mills Rd.
 Air Time.....Sunrise-sunset
 Transcription Service.....Lang-Worth, United,
 Standard
 News Service.....BUP
 President.....John H. Part
 General-Comm. Mgr.....Roland E. Ford
 Proram Director.....Larry Mann
 Chief Engineer.....Kenneth Smith

CJBC

TORONTO—1936
CBC-DOMINION

Frequency: 860 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Canadian Bcstg. Corp.
 Business-Studio Address.....354 Jarvis St.
 Phone Number.....Midway 5481
 Transmitter Location.....Dixie
 Air Time.....Unlimited
 News Service.....PN, BUP, Reuters
 Membership.....BMB
 President (CBC).....Dr. Augustin Frigon
 Mgr., Dominion Network, Program
 Director.....H. G. Walker
 Commercial Manager.....E. A. Weir
 Supervising Engineer (Toronto
 Area).....Howard Hilliard

CKEY

TORONTO—1944

Frequency: 580 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned By.....Toronto Bcstg. Co., Ltd.
 Bus-Studio Address.....444 University Ave.
 Phone Number.....Waverly 3881
 Transmitter Location.....Scarboro
 Air Time.....Unlimited
 News Service.....PN, BUP
 Transcription Service.....World, Lang-Worth,
 Standard, Associated
 Representative.....Natl. Bcst. Sales, Cooke
 Membership.....CAB
 President, General Mgr.....Jack K. Cooke
 Station Manager.....Hal Cooke
 Sales Prom. Mgr., Pub. Dir.....Honk Sauro
 Program Director.....Don Insley
 Production Manager.....Ed Housotin
 Chief Engineer.....Ernie M. Swan

CKLW

WINDSOR

(See Listing, Detroit, Mich.)

CKNX

WINGHAM—1926—DOMINION

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Station CKNX, Ltd.
 Business-Studio Address.....Field Bldg.
 Phone Number.....158
 Transmitter Location.....Belgrave
 Air Time.....7 a.m.-11 p.m.
 News Service.....BUP
 Transcription Service.....Thesaurus, Cole,
 Long-Worth, World
 Representative.....Alexander
 Membership.....CAB
 President, General Mgr.....W. T. Cruickshank
 Station Manager.....J. S. Cruickshank

• • • ONTARIO-PRINCE EDWARD ISLAND-QUEBEC • • •

Commercial Manager.....G. W. Cruickshank
Sales Prom. Manager.....V. Dittmer
Program Director.....J. F. Brent
Prod.-Pub. Director.....Tom Rafferty
Chief Engineer.....S. C. Reid

Business Address.....P. O. Box 55
Phone Number.....2400
Studio Address.....380 Hunter St.
Transmitter Location.....Sweaburg Rd.,
Township of W. Oxford

Air Time.....7a.m.-11 p.m.
News Service.....PN
Transcription Service.....World
Representative.....Wright
Membership.....CAB
President, Gen.-Station Mgr.....Monty J. Werry
Comm.-Sales Prom. Mgr.....W. Stanley Smith
Prog. Dir., Prod. Mgr.....John B. Starke

CKOX

WOODSTOCK—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Oxford Bcstg. Co., Ltd.

-PRINCE EDWARD ISLAND-

CFCY

**CHARLOTTETOWN—1924
CBC-DOMINION-MARITIME**

Frequency: 630 Kc.....Power: 5000 Watts d.;
1000 Watts n.

Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone Number.....741
Transmitter Location.....W. Royalty
Air Time.....7:25 a.m.-12:10 a.m.
News Service.....AP
Transcription Service....Associated, Standard,
Lang-Worth
Representative.....All-Canada, Weed
Membership.....CAB
Pres., Managing Dir.....Lt. Col. K. S. Rogers
Comm.-Program Manager.....R. F. Large
Publicity Director.....M. E. Large
Musical Director.....Mrs. K. S. Rogers
Technical Spvr.....A. L. Finley

CJRW

SUMMERSIDE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone Number.....792-3, 493

Transmitter Location.....Read's Corner, 2 Mi.
E. of Summerside

Air Time.....7:30 a.m.-9 p.m.
News Service.....BUP
Transcription Service.....World, All-Canada,
Guild Radio Features

Representative.....Radio Reps.
Membership.....CAB
President.....H. E. Gaudet
Sta.-Comm. Mgr., Chief Engineer..A. G. Rogers
Program Director.....L. C. Dunfield
Chief Announcer.....R. C. Schurman

—QUEBEC—

CHAD

AMOS—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio NORD, Inc.

Business Address.....Rouyn
Studio Address....Reilly Block Bldg., Main St.,
Capitol Theatre Bldg.

Transmitter Location.....Amos
Air Time.....7 a.m.-M.
Representative.....Natl. Bcst. Sales, Weed
Membership.....CAB, BMB
President.....David Armand Gourd
Station Manager.....Joseph Duguay

CBJ

CHICOUTIMI—1933

TRANS-CANADA—CBC-FRENCH

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....286A Racine St.
Phone Number.....814, 155

Transmitter Location.....4 Larouche Ave.
Air Time.....Unlimited

News Service.....PN, BUP, Reuters
Representative.....CBC
Membership.....BMB
Pres. (CBC), Gen. Mgr.....Dr. Augustin Frigon
Commercial Manager.....M. Valiquette
Program Director.....M. Oulmet
Supervisor of Press & Information
Service.....J. Saint-Georges
Supervising Bcst. Operator.....J. E. Roberts

CHEF

GRANBY—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Granby Bcstg. Co.
 Business-Studio Address 7 Johnson St.
 Phone Number 353, 392
 Transmitter Location Abbotstford Rd.
 Air Time 6 a.m.-M.
 News Service AP, PN
 Transcription Service World, UTS
 Representative Radio Reps.
 Membership CAB, BBM
 General-Station Mgr. Chief
 Engineer Gerard Laliberte

CKCH

HULL—1933—CBC-FRENCH

Frequency: 870 Kc. Power: 1000 Watts
 Owned-Oper. By Syndiat d'Ouvres Sociales
 Lée.
 Business Address 121 Notre-Dame St.
 Phone Number 2-1701
 Studio Address Hull
 Transmitter Location Chelsea Rd.
 Air Time Unlimited
 News Service PN, Reuters
 Transcription Service Thesaurus
 Representative Young, Renaud
 Membership CAB, BBM
 President L. J. Billy
 General Manager Aurele Gratton
 Commercial Prom. Mgr. Raymond Benoit
 Sales Prom. Monager Ernest Lalonde
 Program Director Georges Francon
 Chief Engineer Max Gebhardt

CKRS

JONQUIERE—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Henri Lepage
 Business Address 223 St. Dominique St.
 Air Time Unlimited
 Representative Hardy, Young
 President Henri Lepage
 Manager Gaston Voyeur

CKBL

MATANE

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By Roger Bergeron
 Business-Studio Address St. Jerome St.
 Air Time Unlimited
 News Service PN
 Transcription Service World
 Representative Renaud
 Gen.-Prom. Mgr., Prog. Dir. Roger Bergeron
 Commercial Manager Rene Lapointe
 Chief Engineer Paul Duberger

CBF

MONTREAL—1937

MONTREAL-CBC-FRENCH

Frequency: 690 Kc. Power: 50,000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Bus.-Studio Address 1231 St. Catherine St. W.
 Phone Number Plateau 7161
 Transmitter Location Vercheres
 Air Time Unlimited
 News Service PN, BUP, Reuters
 Membership BMB
 Pres. (CBC), Gen. Mgr. Dr. Augustin Frigon
 Commercial Manager M. Valiquette
 Program Director Marcel Ouimet
 Supervisor of Press & Information
 Service J. Saint-Georges
 Chief Engineer H. Audet

CBM

MONTREAL—1937

TRANS-CANADA

Frequency: 840 Kc. Power: 5000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Bus.-Studio Address 1231 St. Catherine St. W.
 Phone Number Plateau 7161
 Transmitter Location Marieville
 Air Time Unlimited
 News Service CP, BUP, Reuters
 Membership BMB
 Pres. (CBC), Gen. Mgr. Dr. Augustin Frigon
 Commercial Manager M. Valiquette
 Program Director W. J. O'Reilly
 Supvr. of Press & Information J. Saint-Georges
 Chief Operator E. D. Roberts

CFCF

MONTREAL—1919

ABC-CBC-DOMINION

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By Canadian Marconi Co.
 Bus.-Studio Address 1231 St. Catherine St. W.
 Phone Number Plateau 2577
 Transmitter Location St. Genevieve
 Air Time 8:30 a.m.-M.
 News Service BUP, PN
 Transcription Service Thesaurus
 Representative Weed, All-Canada
 Membership CAB, BBM
 Bcstg. Manager W. Victor George
 Station Manager Gordon F. Keeble
 Program Director H. H. Hewetson
 Chief Engineer John Gettenby

CHLP

MONTREAL—1933

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By La Patrie Publishing Co., Ltd.
 Address Sun Life Bldg., Dominion Sq.

QUEBEC

Transmitter Location Laprairie
Air Time Unlimited
News Service PN
Transcription Service Standard, Associated
Representative Alexander, McGillvra
Membership CAB
Pres., Gen. Mgr. Hon. Sen. P. R. Du Tremblay
Station Mgr.-Dir. C. A. Berthiaume
Comm.-Sales Prom. Mgr. Simon Gendron
Prog.-Prod.-Music Director. Andre Chabot
Publicity Director. Armand Goulet
Chief Engineer. Alphonse Cloutier

CJAD

MONTREAL—1945

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By CJAD, Ltd.
Business-Studio Address. 1191 Mountain St.
Phone Number. Plateau 1805
Transmitter Location MacKayville
Air Time Unlimited
News Service CP, BUP, CN
Transcription Service. Lang-Worth, Standard,
World, Associated
Representative Young, Natl. Bcst. Soles
Membership BBM
Pres., Gen.-Sta.-Comm. Mgr. J. Art. Dupont
Program Director. Ron Morrier
Chief Engineer. A. K. Taylor

CKAC

MONTREAL—1922—CBS

Frequency: 730 Kc. Power: 10,000 Watts d.;
5000 Watts n.
Owned-Oper. By La Cie. De Publication,
La Presse, Ltée.
Address. 980 Stes. Catherine St., W.
Phone Number. MARquette 3611
Transmitter Location. St. Hyacinthe
Air Time Unlimited
News Service BUP, Reuters
Transcription Service. UTS, Lang-Worth,
World
Representative Young, Wright
Membership CAB
Pres., Gen. Mgr. Sen. P. R. Du Tremblay
Station Mgr. Phil Lalonde
Commercial Manager. Georges Bourassa
Sales Prom. Manager. Robert Jouglet
Program Director. Ferdinand Biondi
Production Director. Gerard Goulet
Publicity Director. Marcel Theoret
Chief Engineer. Leonard Spencer

CHNC

NEW CARLISLE—1933—CBC

Frequency: 610 Kc. Power: 5000 Watts
Owned By Gaspesia Radio Bcstg. Co.
Operated By Radio Station CHNC
Business-Studio Address. Main St.

Phone Number 64
Transmitter Location. Barachois de Pasébiac
Air Time 6:30 a.m.-11 p.m.
Representative Hardy, Young
Membership BBM, CAB
President. Dr. Charles E. Dumont
General Mgr. Dr. Charles Houde
Station-Comm. Manager. Viateur Bernard
Chief Engineer. Gordon S. Coleman

CBV

QUEBEC CITY—1934—CBC-FRENCH

Frequency: 980 Kc. Power: 1000 Watts
Owned-Oper. By Canadian Bcstg. Corp.
Business Address. 1231 St. Catherine St. W.
Phone Number 5-8155
Studio Address. Palais Montcalm
Transmitter Location Charlesbourg
Air Time 7:30 a.m.-M.
News Service CP, BUP
Chmn., Bd. of Governots. A. D. Duntion
General Manager. A. Frigon
Station Manager. Guy Dumais
Comm. Mgr. (French Net) ... Maurice Valiquette
Prog. Dir. (French Net) Marcel Ouimet
Spvr. of Presentation. Roger Daveluy
Pub. Dir. (French Net) Jean Saint-Georges
Chief Engineer. Gordon W. Olive

CHRC

QUEBEC CITY—1936

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By CHRC, Limitée
Address. 39 St. Jean
Phone Number 2-8177
Transmitter Location Charny
Air Time Unlimited
News Service BUP, PN
Transcription Service. Lang-Worth, Thesaurus
Representative Young, Hardy
President Herve Baribeau
General Manager. Henri Lepage
Commercial Manager. Aurele Pellitier
Program Director. Marcel Lehouef
Program Manager. Jean Bender
Chief Engineer. Arsene Nadeau

CKCV

QUEBEC CITY—1924—CBC-FRENCH

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By CKVC, Ltd.
Business-Studio Address. 142 St. John St.
Phone Number 2-1585
Transmitter Location. St. Louis Rd., Ste. Foye
Air Time Unlimited
News Service PN
Transcription Service. World, UTS
Representative Renaud, Weed
President Gaston Pratte
General-Station Manager. Paul Lepage

QUEBEC

Commercial Manager.....Lucien A. Bernier
Program Director.....Marcel Leboeuf
Publicity Director.....Jean Bender
Chief Engineer.....Albert DuBerger

CJBR

RIMOUSKI—1937—CBC-FRENCH

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Central Public Service
Corp., Ltd.

Address.....1 St. John St.
Phone Number.....396
Transmitter Location.....Notre-Dame du
Sacre Coeur

Air Time.....Unlimited
News Service.....PN
Transcription Service.....Unlited, Standard
Representative.....Stovin, Young
Membership.....BBM
President.....J. A. Brilliant
Manager.....Guy Caron
Commercial Manager.....Andre Lecomte
Program Director.....Francois Raymond
Chief Engineer.....F. C. Daok

CFJP

RIVIERE-DU-LOUP—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Temiscouata Ltée.
Business Address.....203 Lafontaine St.

Phone Number.....536
Representative.....Renaud, Young
Asst. Manager.....Bertran Polvin
Comm. Manager.....Henri Legueux
Prom. Mgrs.....Henri Boudeaux, Yves Marchand
Chief Engineer.....Raymond Lavole

CKRN

ROUYN—1939—CBC-FRENCH

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Radio, Inc.
Bus.-Studio Address.....Reilly Block Bldg.

Transmitter Location.....Rouyn
Air Time.....Unlimited
News Service.....PN

Representative.....Natl. Best. Sales, Weed
Membership.....CAB, BMB
President.....David A. Gourd
General Mgr.....Jacques A. Thivierge
Chief Engineer.....George H. Pope

CHLT

SHERBROOKE—1937—CBC-FRENCH

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....La Tribune, Ltd.
Business-Studio Address.....3 Marquette St.

Phone Number.....2071
Transmitter Location.....King St., E. Sherbrooke

Air Time.....Unlimited
Transcription Service.....World, UTS, Thesaurus
Representative.....Hardy
President.....Hon. Jacob Nicol
General Manager.....A. Gauthier
Prog. Dir., Prom. Mgr.....J. L. Gauthier
Commercial Manager.....Leon Lorrain
Chief Engineer.....Romeo Paquette

CKTS

SHERBROOKE—1946—DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Telegram Printing &
Publishing Co., Ltd.

Business-Studio Address.....3 Marquette St.
Phone Number.....2071
Transmitter Location.....King St., E. Sherbrooke
Air Time.....Unlimited

Transcription Service.....Thesaurus, United,
World

News Service.....CBC
Representative.....Radio Representatives
President.....Senator C. B. Howard
General Manager.....A. Gauthier
Prog.-Pub. Director.....J. L. Gauthier
Commercial Manager.....Leon Lorrain
Chief Engineer.....R. Paquette

CJSO

SOREL—1945

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Richelieu, Ltd.
Business Address.....72 Rue Du Roi

Phone Number.....318
Transmitter Location.....National Hwy.
Air Time.....7a.m.-11 p.m.

News Service.....PN
Transcription Service.....World, SESAC
Representative.....Renaud

Membership.....BBM
General Manager.....Maurice Boulianne
Program Director.....Wilfrid Mondoux
Prom. Manager.....Jacques Tremblay
Chief Engineer.....Joseph Cardin

CHLN

THREE—RIVERS—1937

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Le Nouvelliste, Lié.
Bus.-Studio Address.....Château de Blois Hotel

Phone Number.....4500
Transmitter Location.....Montreal Hwy.
Air Time.....Unlimited

News Service.....PN
Transcription Service.....World, UTS
Representative.....Hardy, Young

Membership.....CAB, BBM
Station Manager.....Léon Trépanier

CKVD

VAL D'OR—1939

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By Northern Radio, Inc.
 Bus. Address Reilly Block, Rouyn
 Phone Number TA 7245
 Transmitter Location Val d'Or
 Air Time Unlimited
 Representative Natl. Ecst. Sales, Weed
 Membership CAB
 President David A. Gourd
 Station Manager Louis Hiller

CKVL

VERDUN—1946

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By J. Teitlman
 Business Address 211 Gordon Ave.
 Phone Number York 3696
 News Service PN, BUP
 Transcription Service Lang-Worth, United
 Representative Stovin, Cooke
 President J. Teitlman
 Station Manager Corray Thomson

—SASKATCHEWAN—

CHAB

MOOSE JAW—1924
CBC-DOMINION

Frequency: 800 Kc. Power: 5000 Watts
 Owned-Operated By CHAB, Ltd.
 Bus.-Studio Address Grant Hall Hotel
 Phone Number 3282
 Transmitter Location Boharm
 Air Time Unlimited
 News Service PN
 Transcription Service Lang-Worth, Cole
 Representative Stovin, Weed
 Membership CAB, BBM
 General Manager J. S. Boyling
 Commercial Manager Lloyd Crittenden
 Promotion Manager C. H. Witney
 Production Manager Bob Burton
 Program Director Jim Cloak
 Chief Engineer M. Pickford

Air Time Unlimited
 News Service PN
 Transcription Service Thesaurus
 Representative All-Canada, Weed
 Membership CAB, BBM
 General-Station Mgr. E. A. Rawlinson
 Comm.-Sales Prom. Mgr. Gerald Prest
 Program Director K. F. Davey
 Chief Engineer Tom Van Nes

CJNB

NORTH BATTLEFORD—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Northwestern Bcstg. Co.
 Bus.-Studio Address Sollows & Boyd B'dg.
 Phone Number 2373
 Transmitter Location No. Battleford
 Air Time Unlimited
 Transcription Service World, United
 Representative Stovin
 Membership CAB
 Manager Jack H. Coalston
 Comm. Manager C. W. H. Hill

CKCK

REGINA—1922—TRANS-CANADA

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Leader-Post, Ltd.
 Bus.-Studio Address Leader-Post Bldg.
 Phone Number 8525
 Transmitter Location 8 Mi. S. of city
 Air Time Unlimited
 News Service BUP, PN
 Transcription Service Thesaurus, Cole
 Representative All-Canada, Weed
 Membership CAB, BBM
 President Victor M. Sifton
 General Manager Harold A. Crittenden
 Commercial Manager Gil Seabrook
 Sales Prom. Manager Kenneth E. Compton
 Program Director Wilf Collier
 Chief Engineer E. A. Strong

CKBI

PRINCE ALBERT—1927—DOMINION

Frequency: 900 Kc. Power: 5000 Watts
 Owned-Oper. By Central Bcstg. Co., Ltd.
 Bus.-Studio Address Sanderson Block
 Phone Number 2621
 Transmitter Location 7 Mi. S. of Prince Albert

CKRM

REGINA—1926—DOMINION-CBC

Frequency: 980 Kc. Power: 5000 Watts
 Owned By Trans-Canada Communications, Ltd.
 Operated By All-Canada Radio Facilities
 Bus.-Studio Address Fidelity Life Bldg.
 Phone Number 7631
 Transmitter Location Rowatt
 Air Time Unlimited
 News Service CP
 Transcription Service Lang-Worth
 Representative All-Canada

• • • SASKATCHEWAN • • •

Membership CAB
Station Manager.....Stuart MacKay
Commercial Manager.....Don Oakes
Pub. Dir., Sales Prom. Mgr.....F. Laight
Program Director.....W. L. Walker
Chief Engineer.....William MacDonald

CFQC

SASKATOON—1923—DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Phone Number7917
Transmitter Location...3 Mi. W. of Saskatoon,
Hwy. No. 11
Air Time Unlimited
News Service.....BUP, PN
Transcription Service...Thesaurus, Standard,
Lang-Worth, Cole
Representative.....Radio Reps., Young
President.....A. A. Murphy
Gen.Comm. Manager.....Vernon Dallin
Program Director.....Willfred Gilbey
Chief Engineer.....Lyn Hoskins

CBK

**WATROUS—1939
TRANS-CANADA**

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address...300 Manitoba Telephone
Bldg.
Phone Number97261
Transmitter LocationWatrous
Air Time Unlimited
News Service.....PN, BUP, Reuters
RepresentativeCBC
MembershipBMB
Commercial Manager.....E. A. Weir

CJGX

YORKTON—1927—DOMINION

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Bus.-Studio Address.....Smith-McKay Bldg.
Phone Number324
Transmitter Location.....¼ Mi. E. of Yorkton
on Hwy. No. 14
Air Time Unlimited
News ServicePN
Transcription Service...World, Cole, SESAC
RepresentativeStovin, Young
MembershipCAB, BBM
PresidentDawson Richardson
General Manager.....K. S. Parton
Commercial Manager.....J. M. Shortreed
Vice President.....F. K. Tully
Program Director.....William Liska
Promotion Manager.....Jack Goodman
Chief Engineer.....Arthur Mills

For News Prestige—

AP

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- New Commercial Timings!
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- New Commercial Audition Discs!
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Radio & Television

Program Producers

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Music

JERRY DEVINE

"THIS IS YOUR FBI"

MEMBER

RADIO WRITERS GUILD

RADIO AND TELEVISION DIRECTORS GUILD

RADIO—TELEVISION PROGRAM PRODUCERS

A.B.T. Productions, Inc.

460 West 54th St., New York 19, N. Y.
Phone, COLUMBUS 5-7200. Chmn. of Bd.,
Charles L. O'Reilly; Pres., J. Louis Geller;
V.P., Ira H. Simmons; Dir. of Films,
Stanley Simmons; Asst. to Prod., Elizabeth
Cooper; Musical Dir., Nathaniel
Shilkret. SERVICES OFFERED: Pro-
ducers of TV motion pictures and live
shows, commercial and theatrical motion
pictures.

Paul F. Adler Associates

535 Fifth Ave., New York 17, N. Y.
Phone, MURRAY Hill 7-1668. SERVICES
OFFERED: Sales and production of live
and transcribed programs. Representa-
tives for Mayfair Transcription Co.
vehicles including The Alan Ladd pro-
gram, "Box 13," "Damon Runyon The-
atre," "Chuckwagon Jamboree," etc. Act
in advisory capacity for stations and
agencies.

Advance Television Picture Service, Inc.

729 Seventh Ave., New York 19, N. Y.
Phone, COLUMBUS 5-5400. President, Chas.
A. Alicoate; Secretary-Treasurer, F. E.
Miles. SERVICES OFFERED: Producers
and distributors of films, features, shorts
and package films for television.

Advertisers Recordings Limited

624 Dominion Square Bldg., Montreal,
Quebec, Canada. Phone Marquette 6368.
President-General Manager, Walter P.
Downs; Secretary, Marjorie C. McKeown.
SERVICES OFFERED: Transcription
and private wire service.

Advertisers Recording Service, Inc.

113 West 57th St., New York 19, N. Y.
Phone, Circle 6-0141-2. President, James
A. Miller; Secretary, E. B. McCutcheon.
SERVICES OFFERED: Program pro-
duction, Millertape editing, wax and in-
stantaneous recording, studio rental,
phonograph records (vinylite).

Affiliated

Program Service, Inc.

535 Fifth Ave., New York 17, N. Y.
Phone, MURRAY Hill 7-1668. Paul F. Ad-
ler, Manager. SERVICES OFFERED:
Production of live and transcribed pro-
grams.

Air Features, Inc.

247 Park Ave., New York 17, N. Y.
Phone, PLAZA 5-2700. SERVICES OF-
FERED: Radio Program Producers.

Alton Alexander Productions

825 W. 187th St., New York 33, N. Y.
Phone, LORRAINE 8-3100. Manager Lottie
Ritter; President, Alton G. Alexander.
SERVICES OFFERED: Complete pro-
duction service for the advertising
agency—Scripts, commercials and direc-
tion for radio & TV.

Ambassador Films, Inc.

1600 Broadway, New York 19, N. Y.
Phone, CI 5-4994. Eugen Sharin, Presi-
dent; Steven Vas, Story Editor; Stephanie
Schmidt-Gentner, Producer (Europe).
SERVICES OFFERED: Television pro-
ductions. Specialties: Vienna Philhar-
monic; Vienna Symphony; Vienna Choir
Boys; La Scala Opera Films; Puppet
Plays.

American Institute of Food Products, Inc.

509 Madison Ave., New York 22, N. Y.
Phone, MU 8-4900. General Manager,
Robert A. Bories; Sales Mgr., Robert A.
White. SERVICES OFFERED: Wo-
men's participating programs for food
and home product advertisers. Each pro-
gram backed by merchandising service
to the grocery trade in area where we
operate.

American-Jewish Broadcasting Co., Inc.

86 Chambers St., New York 7, N. Y.
Phones, WORTH 2-3322, RECTOR 2-5341.
President, Herman Younglieb. SER-
VICES OFFERED: Program production,

**TELEVISION'S
FINEST
ENTERTAINMENT**



170 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF.

Program Producers

script and transcription library. All foreign languages; specializing in American-Jewish field.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Lockhaven 8-8698. Scott Weakley, Manager. SERVICES OFFERED: Custom-built production and recording service, survey and market analysis service, public relations counsel.

Arts Recording Studios

29 West 57th St., New York 19, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, record pressings.

Associated Broadcast Advertising Co.

430 South Western Ave., Los Angeles 5, Calif. Phone, DUNKirk 8-2972. Irwin T. Porter, Partner & Advertising Manager, Publicity Director; Gertrude T. Porter, Partner & Program Manager, Director Research Dept. SERVICES OFFERED: Scripts, from miniature 5-minute programs to half hour shows; also spot announcements. Promotion, programming, production, and merchandising. Several participation shows available.

Associated Program Service (Div. of Muzak Corp.)

151 West 46th St., New York 19, N. Y. Phone, PLaza 7-7710. Richard S. Testut, Vice Pres. & General Manager; Bert C. Lown, Vice Pres. Chg. Station Relations; John R. Andrus, Vice Pres. & Treasurer; Andrew M. Wiswell, Vice Pres. & Recording Director; Clifford E. Greenland, Commercial Manager; James W. Lucas, Program Director. SERVICES OFFERED: Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.

Associated Radio-Television Productions

Empire State Bldg., New York 18, New York. Phone, LONGacre 3-7290. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED:

Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

B-C Productions

6615 Padre Terrace, Hollywood 28, Calif. Phone, Hillside 1310. Mal Boyd, Stanley Cowan. SERVICES OFFERED: Producers of "Punch With Buddy," starring Buddy Rogers on KLAC-TV.

Ann Barbinel

54 Riverside Drive, New York 24, N. Y. Phone, ENdicott 2-4351. Pres., Ann Barbinel. SERVICES OFFERED: Creating—producing—directing custom built package shows for radio and television.

Basch Radio & Television Productions

17 East 45th St., New York 17, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Basch, Jr. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs and commercial spots, live and film.

Bass & Co., Inc.

2 Stone St., New York 4, N. Y. Phone, WH 3-0580. Sydney Bass, President; David J. Gallagher, Vice-President; Milton Bass, Secretary-Treasurer. SERVICES OFFERED: Foreign and domestic market research and analysis, industrial equipment marketing, advertising placement, advertising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

Walter Batchelor Agency

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-4224-5-6-7-8. President, Walter Batchelor; Secretary, Henry H. Dagand; Attorney, Martin J. Desmoni. SERVICES OFFERED: Radio & TV package shows.

Zach Baym

114 Grafton St., Brooklyn 12, N. Y. Phone, DICKens 2-0243. SERVICES OFFERED: 200 television shows available on 16 mm. film. These shows range in running time from 3 minutes to an hour. Subject matter includes: musicals, sports, comedy, cartoons, documentary, and travel.

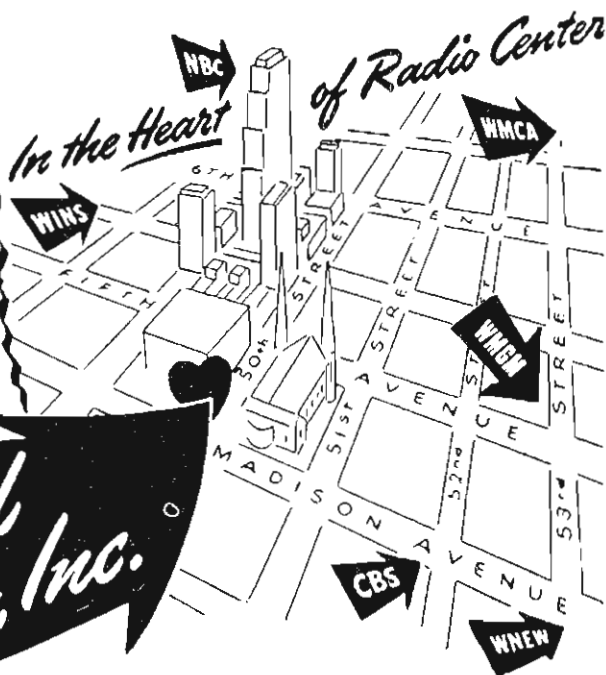
Stanley J. Wolf

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1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions, 24 hour service.
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4. "Next door" location. Immediate delivery.



**Rockhill
Radio, Inc.**

**18 East 50th
ELdorado 5-1860**

Beck Studios, Inc.

Lyceum Theater, Minneapolis 3, Minn. Phone, Lincoln 4708. Executive Director, Joseph H. Beck; William E. Gage, Technical Supervisor; Ernest S. Colling, Program Director; Mel Jass, Sales Promotion. SERVICES OFFERED: TV package program service. Live productions and films, features and commercials. Full studio and camera facilities, staff of nine tv-experienced program directors and seven tv engineers. Prior tv rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

V. S. Becker Advertising Service

562 Fifth Ave., New York 19, N. Y. Phone, LUXemburg 2-1040. Viola S. Becker, Owner. SERVICES OFFERED: Production of package shows and spots for Radio, Television programs. Representatives of Talent, Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

George R. Bentel & Assoc.

6606 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 8608. George Bentel, President; Harvey Parry, Bill Kelso, Dolph Zimmer, Associates. SERVICES OFFERED: International play brokers, radio & television packages, representing world famous authors and their works in all markets.

Walter Biddick Company
(Radio Programs Division)

1151 South Broadway, Los Angeles 15, Calif. Phone, RICHmond 6184. Guy M. Biddick, Mgr.; Mildred V. Biddick, Asst. Mgr.; Burt Zoul, Traveling Representative. SERVICES OFFERED: Preparing and recording spot announcements for your own individual requirements. Selling ½ min. transcribed spot announcements already prepared for various type businesses. Selling quarter hour transcribed programs. Transcribed Sacred Music Libraries sold outright.

Ford Bond Radio Productions, Inc.

810 RCA Bldg., W., New York 20, N. Y. Phone, Circle 7-2236. President, Ford Bond; Sales Mgr., W. C. Bond. SERVICES OFFERED: TV productions on 16 mm. films. Treasure Island available in 30-15 min. episodes. Specializing in open-end, transcribed programs. "Music Hall of Fame," quarter-hour, big-name musical, 52 shows available; Howard and Shelton, "Fun At Breakfast," 5-minutes,

325 shows available. "Rod Hendrickson," 15-minutes, homey philosophy, 260 shows available.

Mal Boyd-Robert Joseph Productions

4457 Farndale Ave., North Hollywood, Calif. Phone, SU 11331. SERVICES OFFERED: Production and packaging of tele shows; "Hollywood in Three Dimensions," (film industry public relations TV show); "TELevent," (15-minute news summary show); "Television Theater Players," (Stock company weekly show, using same performers in a 26-unit series 15-minute original playlet).

Richard Bradley Associates

540 North Michigan Ave., Chicago 11, Ill. Phone, Whi. 4-5543. Richard Bradley, President; B. J. Tunick, Secretary-Treasurer; Leo Rabens, Office Manager; Merrill W. Fugit, Program Exec. and Dir. of Radio Sales; Warren Ketter, Promotion Director. SERVICES OFFERED: General advertising service, specializing in radio advertising, television accounts, etc.

Ruth & Gilbert Braun

130 E. 40th St., New York 16, N. Y. Phone, SCHuyler 4-8896. Gilbert Zraun, Program Producer; Ruth Braun, Director. SERVICES OFFERED: Package shows, live and transcribed; ideas, scripts, production for radio.

Bob Bright Productions

509 Fifth Ave., New York 17, N. Y. Phone, VANDerbilt 6-0890. Bob Bright, Owner, Producer. SERVICES OFFERED: Radio and TV shows. Programs created.

Broadcast Productions Corp.

25 East Jackson Blvd., Chicago 4, Ill. Phone, Wabash 0711. President, John Stamford; Vice-President, John Stamford, Jr.; Secretary - Treasurer, Loretta Clusman. SERVICES OFFERED: School of radio announcing, acting, singing, record jockeying, program production. Also producers of radio programs, live and transcribed. Auditions, recordings and transcriptions. Script service.

Broadcasters Program Syndicate

2217 Maraville Dr., Hollywood 28, Calif. Phone, Hollywood 5869. Bruce Eells & Associates. SERVICES OFFERED: Cooperative program syndication via transcription on a cost-plus basis for radio stations.

FOR EFFECTIVE RADIO ADVERTISING

In the world's
biggest
market

• **You Need This** •

"Luncheon Club"

starring JOHNNY OLSEN

WMGM 12:30-1 P.M.

Monday-Friday

"Prince Charming"

starring JOHNNY OLSEN

WOR 4:30-5 P.M.

Monday-Friday

"Ted Husing Bandstand"

(Grocery Hour 10-11 A.M.)

starring TED HUSING

WMGM Monday-Friday

. . . and coming up . . .

"Sports Quiz"

starring JOE WILLIAMS

"Gloria Vanderbilt At Home"

starring

GLORIA VANDERBILT

and A NEW IDEA IN TV

ENTERTAINMENT — watch for it!

• **PLUS THIS:** •

FREE MERCHANDISING SERVICE
FOR PARTICIPATING SPONSORS

Our six man field staff

works
for
you

SUPER MARKET, CHAIN BUYERS CONTACTED FOR

- Valuable advertising features
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- New Outlets

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MU 8-4900

AMERICAN INSTITUTE OF FOOD PRODUCTS

509 MADISON AVENUE, New York 22, N. Y.

Program Producers

Bureau of Allied Arts

1650 Broadway, New York 19, N. Y. Phone, PL. 7-8594, CO. 5-0371. Hal Halpern, General Mgr.; Paul Kalet, Exec. Sec. SERVICES OFFERED: Package productions for TV, live and film; industrial film strips; open end transcriptions; personal representation and management, promotion.

Allyn Butterfield Prod.

6823 Santa Monica Blvd., Hollywood 38, Calif. Phone, Hollywood 3961. Allyn Butterfield, Owner, Producer in Charge; Jacques Jaccard, Director; Leslie Swabacker, Writer; Alan Stensvold, Technical Supervisor; Frank King, Cameraman; Edward Biery, Jr., Film Editor; Leslie Kaufman, Publicity; Martin Gosch (Savoy Plaza, N. Y.). Sales & Distribution. SERVICES OFFERED. Television production exclusively; complete facilities for custom built on film television productions; 25 years experience with major studios. Member Television Film Producers Association, Hollywood.

Byron Productions Co.

730 Fifth Ave., New York 19, N. Y. Phone, Circle 6-2677. Owner-President, Edward A. Byron. SERVICES OFFERED: Package producers.

The Cardinal Co.

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HEMpstead 1177. Joseph F. MacCaughtry, Pres., Gen. Mgr.; G. L. MacCaughtry, V.P.; Joseph T. Scott, Sec. Treas. SERVICES OFFERED: Radio & TV transcriptions, program productions, script service.

Garry J. Carter of Canada, Ltd.

394 Bay St., Toronto, Ont., Can. Phone, Waverley 4635. Garry J. Carter, President; Bob Howe, Asst. to President; Lloyd Coumts, Acct. Exec. SERVICES OFFERED: Radio production, transcriptions, time placement, talent.

The Bruce Chapman Co.

145 West 41st St., New York 18, N. Y. Phone, WISconsin 7-9244. President, Bruce Chapman; Vice-Pres. and Treasurer, Edna Chapman; Sales Promotion Manager, Quentin Gulliver; Program Manager, Dan Morley; Editor, Fletcher Coates; Production Manager, Alan Oak; Research Director, Edythe Roberts; Office Manager, Anna Levy. SERVICES OFFERED: Program production, commercial scripts, package shows.

Mary D. Chase Productions

875 Fifth Ave., New York 21, N. Y. Phone REgent 7-1120, REgent 4-4232. Mary D. Chase, Program Producer. SERVICES OFFERED: Package shows (live, transcribed, filmed), ideas, scripts, production for radio and television.

Eddie Chevie Productions

Associate Jack Kurtze Agency, 214 North Canon Drive, Beverly Hills, Calif. Phone, Crestview 4-5403. Eddie Chevie, charge of production. SERVICES OFFERED: "Poor Miriam," starring Joan Leslie; "Officer O'Toole" for Barry Fitzgerald; "Women Make Headlines"; "Wings Over America" with Roy Knuebenshue, First American to Fly an Airship. Script, talent, production, direction. Outlet for 20th Century Writers Guild.

Cineffects, Inc.

1600 Broadway, New York 19, N. Y. Phone, Circle 6-0951-2-3-4. Nathan Sobel, President; Isaac Hecht, Secretary-Treasurer. SERVICES OFFERED: Special optical effects, photography of titles, animation, trailers, song reels, slide films, television presentations in 16 and 35 mm. black and white and 16 mm. Kodachrome.

Leslie Clucas

333 North Michigan Ave., Chicago 1, Ill. Phone, Franklin 7100. BRANCH OFFICES: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5111. Owner, Leslie Clucas. SERVICES OFFERED: Production of live "packaged" musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

Ted Collins Corporation

1819 Broadway, New York 23, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. SERVICES OFFERED: Program building and producing.

Russell C. Comer Adv. Co.

15 West 10th St., Kansas City 6, Mo. Phone, HARRison 3964. Partner, Russell C. Comer; Partner, Ruth Eloise Comer; Production Manager, John C. Fehlandt; Office Manager, Daniel C. Martin; Mgr., Transcription Dept. & Recording Engineer, Bill L. Godden. SERVICES OFFERED: Custom-built transcribed shows. Complete recording facilities—air-conditioned studio. Production of syndicated programs and serials.



The *BEST* In TRANSCRIBED PROGRAMS

For 18 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 700 stations. If the type of show you wish is not listed below, let us build it for you.

SYNDICATED SHOWS NOW AVAILABLE

"THE SPICE OF LIFE"	39	1/2-hour shows
<i>Musical variety show, big cast, completely in rhyme! Terrific!</i>		
"THE FAMILY ALBUM"	78	1/4-hour shows
<i>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</i>		
"GLORIA CARROLL ENTERTAINS"	78	1/4-hour shows
<i>Starring Gloria Carroll, and Frank Bell and "The Belltones"</i>		
"THE BAND CONCERT"	26	1/4-hour shows
<i>England's greatest concert bands, superbly recorded</i>		
"THE ADDISON PELLETIER SHOW"	130	1/4-hour shows
<i>The most amazing feminine-audience program in broadcasting</i>		
"EAT-ITORIALLY SPEAKING"	78	1/4-hour shows
<i>Starring Dick Stone in the most unusual food program in the country</i>		
"ADVENTURES OF BUDDY BEAR"	26	1/4-hour shows
<i>The most lovable, adventurous playmate a child ever had!</i>		
"SONGS OF CHEER & COMFORT"	52	1/4-hour shows
<i>Starring Richard Maxwell, famous Gospel singer</i>		
"THE VAGABOND ADVENTURER"	39	1/4-hour shows
<i>Starring Tom Terriss, internationally known adventurer</i>		
"UNSOLVED MYSTERIES"	39	1/4-hour shows
<i>Dramatizations of true mysteries as yet unsolved</i>		
"ONE I'LL NEVER FORGET"	156	5-minute shows
<i>Unusual sports stories, starring Jack Stevens</i>		
"FAR-AWAY LAND"	52	1/4-hour shows
<i>Original and famous fairy tales and stories for children</i>		
"DAN DUNN, SECRET OPERATIVE No. 48"	78	1/4-hour shows
<i>Juvenile series based on famous newspaper cartoon strip</i>		
"FUN WITH MUSIC"	26	1/4-hour shows
<i>Starring Sigmund Spaeth, The Tune Detective</i>		
"UNCLE JIMMY"	156	1/4-hour shows
<i>Daytime family serial, starring William Farnum</i>		
"FAMOUS MOTHERS"	75	5-minute shows
<i>Starring Jane Dillon. All parts taken by Miss Dillon</i>		
"HISTORY IN THE MAKING"	52	1/4-hour shows
<i>Dramatizations of outstanding historical events</i>		
"FURS ON PARADE"	39	1/4-hour shows
<i>Sponsored successfully by hundreds of fur retailers</i>		
"A CHRISTMAS CAROL"	1	1/2-hour show
<i>Original one-half hour adaptation starring Tom Terriss</i>		
"ADVENTURES IN CHRISTMASTREE GROVE"	15	1/4-hour shows
<i>Sponsored annually by more than 200 department stores</i>		
"SANTA'S MAGIC CHRISTMAS TREE"	15	1/4-hour shows
<i>Another outstanding Christmas holiday promotion</i>		

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*The Oldest—and One of the Country's Largest Transcribed Program Producers
Manufacturers of Transcription Playback Machines*

**Commodore Productions
and Artists, Inc.**

1350 No. Highland Ave., Hollywood 28, Calif. Phone, Ho. 8229. Walter White, Jr., Pres. & Production Mgr.; Shirley Thomas, V.P. & Treasurer; Jean Annis, Sel. & Traffic Mgr. SERVICES OFFERED: Create, write and produce "live" and "transcribed" radio programs, selling direct to the radio stations and advertising agencies. Producers of "Hop-along Cassidy," "Down Our Way" & "Strollin' Tom," etc. Also contract to write and produce programs for agencies, etc.

Concert Films Corp.

1000 Larrabee St., Hollywood 46, Calif. Phone, CR 6-8552. 220 West 42nd St., New York 18, N. Y. Phone, LO 3-2558. Paul Gordon, President, Producer, Director; George Moskov, Producer; Dr. Victor Clement, N. Y. Manager. SERVICES OFFERED: Artistic short musical pictures for television, featuring Yehudi Menuhin, violinist; Jakob Gimpel, pianist; Eula Beal, contralto; Antal Dorati, conductor and others. Short comedy subjects for television, starring outstanding comedians.

Louis G. Cowan, Inc.

485 Madison Ave., New York 22, N. Y. Phone, PLaza 9-3700. Louis G. Cowan, President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, Vice-President; Robert D. Michels, Vice President for Station Distribution; John Lewellen, Vice President in Charge of Chicago Office; Hugh Grauel, West Coast Manager. SERVICES OFFERED: Live network and open-end transcribed shows available on request.

Cruger Radio-TV Enterprises

5800 Carlton Way, Hollywood 28, Calif. Phone, HE 8254. Paul Cruger, General Manager; John Bolan, Producer; Scott Carleton, Editor; Sandy Sanderson, Writer; Howard Swift, Cartoonist. SERVICES OFFERED: Creators and producers of radio and television packages. Also script service and films for TV available. New series Portrait of America for lease. Commercial films produced. Complete facilities.

**Damon Recording Studios,
Inc.**

1221 Baltimore Ave., Kansas City 6, Mo. Phone, Victor 2585. Vic Damon, President & Treasurer; Alice Damon,

Vice-President; Harry A. Morris, Secretary. SERVICES OFFERED: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Complete service from script to pressed transcription. Sound amplification equipment leased. Television shorts produced. Microgroove long playing records and masters produced.

Frederic Damrau, M.D.

247 Park Ave., New York 17, N. Y. Phone, PL 5-3638. Frederic Damrau, M.D., Director; Mary L. Davis, General Manager; Adeline Maneery, Interviewer. SERVICES OFFERED: Popular educational programs relating to health and medical subjects.

Gordon M. Day Productions

108 E. 30th St., New York 16, N. Y. Phone, ORegon 9-3595. Gordon M. Day, Producer, Writer, Composer; Carol Bulkey, Producer-Director; Luise Johnson, Script Editor. SERVICES OFFERED: Package programs; radio department service to advertising agencies; creating and producing custom-built musical jingles and spots of all kinds.

**Roy De Groot Consultants,
Inc.**

551 Fifth Ave., New York 17, N. Y. Phone, MU 7-9135-6. Roy de Groot, President; Katherine Hynes, Vice President; Richard Dana, Chief, Script Dept.; L. B. Pitkin, Chief, Television Dept.; T. F. Kuper, Chief, Education Dept.; I. Rabinowitz, Chief, Music Dept. SERVICES OFFERED: Consultants in public relations through radio, television and motion pictures.

Jerry Devine Productions

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, HUDson 2-1228. Jerry Devine, Owner; Joyce Merchant, Casting Dir.; SERVICES OFFERED: Packaged radio programs.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams. SERVICES OFFERED: Program production, air and line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

"IF IT'S A BRIGHT IDEA"

it's from

BOB BRIGHT PRODUCTIONS

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"LET'S PLAY AMERICA" — A SENSATIONAL NEW RADIO QUIZ PROGRAM THAT WILL SWEEP THE COUNTRY. NO PHONE CALLS. NO STUDIO AUDIENCE. BEAMED AT THE RADIO AUDIENCE ONLY. DESIGNED TO ATTRACT HUNDREDS OF THOUSANDS OF BOX-TOPS OR EQUIVALENTS, WEEKLY.

"THE MARRIED LIFE OF HELEN AND JIM YOUNG" — definitely not a soap opera; it's the warm, humorous story of a young married couple with REAL PEOPLE!

THE CLASSIFIED RADIO PAGE.

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●

Harry S. Dube

1270 Avenue of the Americas, New York 20, N. Y. Phone, COLUMBUS 5-7035. Owner, Harry S. Dube; Manager, J. Knight. SERVICES OFFERED: Live talent, package shows, transcriptions.

●

Dynamic Films, Inc.

112 West 89th St., New York 24, N. Y. Phone, SCHUYLER 4-3654. Henry Morley, President; Nathan Zucker, Treasurer; Rita Slater, Program Director. SERVICES OFFERED: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording facilities; film consultants.

●

Ed East Creative Recorded Spots

331 South Arden Boulevard, Los Angeles 5, Calif. Phone, Yorke 7617. SERVICES OFFERED: Producers of tailored and syndicated spots for national, regional and local sponsors.

●

Bruce Eells & Associates

2217 Maraville Dr., Hollywood 28, Calif. Phone, Hollywood 5869. Bruce Eells, President, General Mgr.; Joel Murcott, V. P. Chg. Prod.; Cy Langlois, Director. SERVICES OFFERED: Production of radio and TV programs; administration of Broadcasters Program Syndicate and Telecasters Program Syndicate.

●

W. M. Ellsworth

75 East Wacker Drive, Chicago 1, Ill. Phone, Central 6-0942. W. M. Ellsworth, Owner. SERVICES OFFERED: Talent, programs, production.

●

Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, President and Treasurer; F. de Jaeger, Vice-President; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

●

Bernard Estes, Inc.

1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-2085. Bernard Estes, President; Hazel Estes, Sec.-Treas. SERVICES OFFERED: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact. AM, FM, Video

and Shortwave to and from U.S.A., Latin America, Europe.

●

Fadiman Associates, Ltd.

1501 Broadway, New York 18, N. Y. Phone, LACKAWANNA 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

●

F & M Stageshows, Inc.

1501 Broadway, Suite 2005, New York 18, N. Y. Phone, CHICKERING 4-3956. Harry C. Arthur, Jr., President; M. D. Howe, Vice President & Public Relations Director; James H. Arthur, Secretary-Treasurer. SERVICES OFFERED: Film & live television productions; stage and touring attractions; package shows; talent booking; legitimate producers; motion picture producers; star management.

●

Mildred Fenton Productions

40 East 49th St., New York 17, N. Y. Phone, PLaza 9-8266. Mildred Fenton, Owner; Kay Roberts, Show Sales & Talent Representative; Russ Ambruster, Producer. SERVICES OFFERED: Radio and TV package producer. Also functions as radio and TV counsel for ad agencies.

●

Films Associates, Inc.

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. President-Treasurer, E. Raymond Arn, Jr.; Vice-President, Mildred G. Arn; Secretary, Clement V. Jacobs; Chief Engineer, Robert Duke. SERVICES OFFERED: Producers of Television "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers. Newsreels. Complete facilities for television film productions. Slides for television, station breaks, electrical transcription facilities NAB curve.

●

Fisher Productions

1501 Broadway, Suite 1508, New York 18, N. Y. Phone, BRyant 9-9580. President, Maggy Fisher; Assistant, Useulte Simone; Secretary, Alice Ochs. SERVICES OFFERED: Production and writing for radio and television. Package shows, film presentations, and musicals.

●

Edward H. Ford

156 West 44th St., New York 18, N. Y. Phone, LUXEMBURG 2-5188. Owner, "Senator" Edward H. Ford; General Manager, Ed. J. Weber; Office Staff, Betty North, Kay Aulbach. SERVICES OFFERED: "Can You Top This?"

Harry E. Foster Advertising Limited

King Edward Hotel & 149 Alcorn Ave., Toronto, Ont., Canada. Phone EL. 6373, H. E. Foster, President; R. B. Wakely, Radio Dept. Mgr.; Miss Mary Newton, Radio Time Buyer; W. R. T. Cory, Acct. Exec. & Toronto Mgr.; R. A. Cauley, G. W. Duncan, M. O. Johnston, J. Mitchell, Acct. Execs. SERVICES OFFERED: General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 7-8741. President, Allen A. Funt; Gen. Mgr., Philip J. Pollard; Creative Dir., Al J. Slep; Editorial Supervisor, Irwin Fox; Chief Engineer, Herbert Exner; Personnel Dir., Nina Heberer. SERVICES OFFERED: Network, live, transcribed and syndicated programs.

Gainsborough Associates

234 West 44 St., New York 18, N. Y. Phone, CHickering 4-5141-4-5142-4-1583. Mitchell Jablons, Radio Director; Nathan M. Rudich, Dir. of Television and Films; Martin Seligson, Mgr. of Sales Operations; Arlene Shelly Gaines, Talent Supervisor; Jay Barrett, Production Manager. SERVICES OFFERED: Production of radio and television package shows; produce and distribute films for television; radio and tele publicity for fund raising organizations; publicity and public relations consultants to advertising agencies, AM, FM, and TV stations and commercial organizations; publicity and radio-television management for talent.

Gale, Inc.

48 W. 48th St., New York 19, N. Y. Phone, PLaza 7-7100. President, Moe Gale; Dir. of Radio Dept., Mitchell Benson. SERVICES OFFERED: Complete Radio-TV package program and directing service.

General Artists Corp.

1270 6th Ave., New York 20, N. Y. Phone, Circle 7-7543. Thomas G. Rockwell, President; Chrg. of Radio-TV Dept.

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1932 - 1949

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Circle 7-5666

Program Producers

John J. Mullihill, Dan Hollywood. SERVICES OFFERED: Program production, package shows, artists' representatives.

John E. Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-4888-9. President. John Gibbs; Assistant, Francis Head. SERVICES OFFERED: Radio production, talent representation.

Grace Gibson Radio Productions

6700 Sunset Blvd., Hollywood 28, Calif. Phone, GR. 5543. B. Eaton Lawrence. Director of Sales; Bertha Watt, Business Manager. SERVICES OFFERED: Production and distribution of open-end transcribed radio shows; specializing in documentaries.

Harry S. Goodman Radio Productions

19 East 53rd St., New York 22, N. Y. Phone, PLaza 5-6131-5. Harry S. Goodman. President and General Manager; Everett F. Goodman, Vice-Pres.,

Chg. Sales; H. Knuth, Secretary; Daniel R. Goodman, V-P. Chg. of TV. SERVICES OFFERED: Transcribed and "live" radio & TV programs. Syndicated and custom-built spot announcements.

Gotham Radio Productions, Inc.

120 E. 16th St., New York 3, N. Y. Phone, GRamercy 5-7614. Louis Cioffi, Gen. Mgr.; James Breetveld, Script Editor; Morton Fleischmann, Talent Dir.; Jerry Gregoris, Research Dir. SERVICES OFFERED: Live package productions, talent.

Green Associates

360 No. Michigan Ave., Chicago 1, Ill. Phone, Central 6-5593. Lewis G. Green, Vice-President. SERVICES OFFERED: Production, transcriptions, TV shows.

Gerald Gross

1270 6th Ave., New York 20, N. Y. Phone, Circle 6-2144. Gerald Gross. SERVICES OFFERED: TV and radio package shows.

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WOLF ASSOCIATES, Inc.

in all its phases

EDWARD WOLF

General Manager

420 MADISON AVE.

NEW YORK CITY

PLaza 5-7620

Program Producers

John Guedel Radio Productions

1680 North Vine Street, Hollywood 28, Calif. Phone, HEMpstead 5186. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Office Manager, Eleanor Rowland; Accountant, Shirley Spencer; Expediter, Martin Hill; Publicity Dir., Dick Pettit; Children Supervisor, Martha Proudfoot; Writers, Walter Guedel, Jack Stanley, Bernie Smith, Bob Dawn, Hy Freedman, Ed Tyler. SERVICES OFFERED: Producers of network package radio programs.

Les Hafner & Co. Program Producers

112 West 89th St., New York 24, N. Y. Phone, TRafalgar 3-1800. Les Hafner, Producer. SERVICES OFFERED: Live and film programs for radio and TV.

Laurence Hammond Productions, Inc.

45 West 51 St., New York 19, N. Y. Phone, PL 9-2210. Laurence Hammond, President; Michael Carr, Casting Director; Edward Barry Roberts, Script Edi-

tor; Turnley Walker, Script writer; Lloyd Shaffer, Musical Consultant; Cornel Tanassy, Musical Arranger; Lou Goldenberg, Accountant; Millard C. Faught, Public Relations Counsel. SERVICES OFFERED: Packaging radio and television programs, live, transcribed, and filmed. Producing motion pictures for television. Scripting, directing services available for radio and television. Public relations counsel.

George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. Owner, George Heid; Musical Director, Max Adkins; Office Mgr. Betty Millwood. SERVICES OFFERED: Program production, continuity, recordings, transcriptions, commercial spots and jingles, air checks, complete slide film production, sound for mechanical displays.

Arthur Henley

88-04 63rd Drive, Forest Hills, N. Y. Phone, ILlinois 9-6729. Arthur Henley, Writer-Producer. SERVICES OFFERED: Radio and TV programs packaged. Writing, consultation and production services.

Everything from a 15 second spot
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Programs for feminine appeal - male - kiddies - any and everything
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Harry S. Goodman

19 EAST 53rd STREET
NEW YORK, N. Y.

Program Producers

Hoffberg Productions, Inc.

620 Ninth Ave., New York 18, N. Y.
Phone, Circle 6-9031-2. J. H. Hoffberg,
President. SERVICES OFFERED: 35
mm. and 16mm. of features and short
subjects for television broadcasts.

William F. Holland Radio Productions

Hotel Sinton, Cincinnati 2, Ohio. Phone,
Main 3450, Parkway 7584. William F.
Holland, Gen. Mgr. SERVICES OFFERED:
Custom-built radio spot an-
nouncements and radio programs, live
and transcribed.

Richard W. Hubbell and Associates

118 East 40th St., New York 16, N. Y.
Phone, MUrray Hill 3-0028. Richard W.
Hubbell, Chairman; Alfred N. Gold-
smith, Associate; Robert Jerome Smith,
Associate; Wanda Van Brunt, Executive
Assistant. SERVICES OFFERED: Man-
agement consultation on all matters re-
lating to television, and advice or direct
assistance on packaging and producing of
TV shows of all types. Confidential con-
sultation to advertisers, their advertising
agencies, and producers.

Hudes and Baral Radio Productions

17 East 42nd St., New York 17, N. Y.
Phone, MUrray Hill 3-2840-9-2473-9-2440.
Ted Hudes, Lillian Baral, partners.
SERVICES OFFERED: Produce public
service transcribed radio package shows;
distribution over 900 stations from coast
to coast, including 34 50,000 watters,
produce TV feature films, educational and
industrial shorts. Handle radio accounts
for commercial and non-commercial insti-
tutions.

Hummert Radio Features

247 Park Ave., New York 17, N. Y.
Phone, PLaza 5-2700. Partners: Frank
& Anne Hummert. SERVICES OFFERED:
Creators and producers of network
radio productions.

Inter-California Broadcasting System

253 So. Broadway, Los Angeles 12,
Calif. Phone, MUtual 2759, Gen. Mgr.,
Gustavo Faist Moran; Sales Manager M.
L. Moran; Office Mgr., Margarita Lamar;
SERVICES OFFERED: Specialists in
Spanish language advertising. Produc-

THE HOMETOWNERS...

156 fifteen minute episodes

NBC Stars — Americana Music

JOE EMERSON'S HYMNTIME...

Star of "Hymns of all churches"
156 fifteen minute episodes
America's top hymn show

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260 fifteen minute episodes
The greatest story telling series in
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Network Stars
156 fifteen minute episodes
Radio's finest western musical
starring Louise and Curt Massey

THIS IS THE STORY...

Featuring Ed Prentiss, network star.
Producing 260 fifteen minute epi-
sodes... 2 stories to a platter about
history, sports, art, literature, indus-
try—all subjects.

MORTON RADIO PRODUCTIONS, Inc.

360 N. MICHIGAN AVE. CHICAGO 1, ILL.

Program Producers

tion of Spanish language programs. Representatives of radio station XECM (located in Tijuana, Lower California).

International 16mm Corporation

165 W. 46th St., New York 19, N. Y. Phone, PLaza 7-2265. Patrick E. Shanahan, Pres. & Treas.; George Blake, Sec.; Board of Directors: Patrick E. Shanahan, George Blake, Fabian R. Normandin. **SERVICES OFFERED:** Producers and distributors of motion pictures, prints in both 16 mm. and 35 mm. Subjects: Classical music with Symphonic orchestras.

Estella H. Karn

49 West 45th St., New York, N. Y. Phone, LUxemburg 2-2170. **SERVICES OFFERED:** Radio-TV program production.

Low Kashuk & Son Adv. Co.

350 Fifth Ave., New York 1, N. Y. Phone, LOngacre 3-7290. Low Kashuk, Jay E. Kashuk, Partners. **SERVICES OFFERED:** Preparing and producing

radio and TV spots and programs for advertisers and agencies. Custom-built and syndicated spots and programs for radio and TV. Copyright owner of "Mail-O-Vision" a participation TV program available on a syndicated basis.

Kasper-Gordon, Inc.

140 Boylston St., Boston 16, Mass. Phone, DEvonshire 8-7357. Edwin H. Kasper, President-Production Director; Aaron S. Bloom, Secretary-Treasurer-Script Supervisor; Robert W. Graham, Office Manager; Frances Barrett, Secretary; Gerald Kaufman, Production-Scripts; Kenn Schaffer, Engineer; Bradford Tiffany, Engineer; Preston Sandiford, Musical Director. **SERVICES OFFERED:** "Live" and film TV shows. Complete production from creation of show to finished production. TV Commercials on film.

Kermit-Raymond Corporation

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. Treasurer, William J. McCambridge; Vice-President & General Manager, Ray-

CREATORS AND PRODUCERS
of **RADIO** and **TELEVISION**
PROGRAMS FOR NETWORKS AND
COMMERCIAL ADVERTISERS

EXCLUSIVE MANAGEMENT

● **RUSS HODGES** ● **JACK EIGEN**
● **RED BENSON** ● **SHELDON STARK**
● **KATHI NORRIS**

WILBUR STARK - JERRY LAYTON

Program Productions

551 5th Ave.

NEW YORK 17, N.Y.

• • • **Program Producers** • • •

mond R. Green; Business Mgr., Theodore Green; Account Exec., David Fiel; Secretary, Andree P. Jones. SERVICES OFFERED: Production of live and transcribed programs, spot announcements, scripts and program consultant.

•

Oland Killingsworth

1560 Broadway, New York 19, N. Y. Phone, PLaza 7-0759. Oland Killingsworth, Producer-Director; LeRoy B. Pitkin, Associate Producer; Boris Serratore, Production Supervisor; John Hermansader, Art Director; Monica Burlbaw, Press Editor. SERVICES OFFERED: Producer of animation, live action films, live tele shows and transcriptions.

•

Landau Broadcasting Service

270 Broadway, New York 7, N. Y. Phone, REctor 2-5341-2. President, Herman Younglieb; Program Director, Paul Berkowitz. SERVICES OFFERED: Program production, script.

•

The Landt Trio

8 West 49th St., New York 19, N. Y. Phone, CIrcle 5-5431. Karl Jack and Dan

Landt, Co-owners. SERVICES OFFERED: Jingles, spots and live shows for radio and TV.

•

Lang-Worth Feature Programs, Inc.

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. O'Keefe; Secretary, A. Walter Socolow; Representatives, John D. Langlois, Ralph S. Hatcher; Pierre Weis; Prog. Dir. Doris Kaye; Office Manager, C. O. Langlois, Jr. SERVICES OFFERED: Transcribed music library service for radio stations, advertising agencies and advertisers, Custom built radio programs both live and transcribed.

•

C. O. Langlois, Inc.

Steinway Hall, 113 W. 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

Teamed for TV - Teamed to sell

first TV
repertory company

**tele-theatre
actors company**

Top-talent service to sell
your story in a complete
"Ready-to-Air" package
program by Tele-Theatre
Productions.



first complete
TV scenic service

**tele-scenery
studio**

Because of this all-in-one
service you can be sure
of getting the most effec-
tive, most economical
buy in TV to-day.

TELE - THEATRE package PRODUCTIONS

C. W. Christenberry Jr., Executive Producer

33 WEST 58th STREET, N. Y. 19 • PLAZA 9-8490

Program Producers

Lawrence Productions

6700 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 5543. Owner B. Eaton Lawrence, Associates: Richard Hill Wilkinson, Glenn Langen. SERVICES OFFERED: Production and distribution of open-end transcribed radio shows.

Evelyn Lawson Associates

237 E. 53rd St., New York 22, N. Y. Phone, EL 5-4773. Evelyn Lawson, President; Guy Livingston, George Hanson, Brooke Lawson, Vice Presidents; Thomas Canning, Ex. Producer N. Y. SERVICES OFFERED: Public Relations firm specializing in the promotion of television productions and talent. Also handle public relations for industrial accounts already in television (r planning to use video as an advertising medium. Design television productions tailored to needs of firm accounts.

Bob Loewi Productions, Inc.

255A East 49th St., New York 17, New York. Phone, MUrray Hill 8-2600, PLaza 5-0958. Bob Loewi, Producer-Director; Stan Lee, Assistant; Lee Klein, Assistant. SERVICES OFFERED: Create, produce, direct, and sell live and film, television package shows.

Phillips H. Lord, Inc.

501 Madison Ave., New York 22, N. Y. Phone, PLaza 5-2211. Phillips H. Lord, President; John O. Ives, Vice President; Dorothy E. Levy, Manager; Leonard L. Bass, Program Supervisor. SERVICES OFFERED: Package shows.

Mac Davis Sports Features

1 Montgomery Place, Brooklyn 15, New York. Phone, NEvins 8-4374. Director, Mac Davis. SERVICES OFFERED: Sport Shows for television, special programs and features created and built for television presentation. Ideas and scripts supplied for all types of sport television shows.

C. P. MacGregor

729 So. Western Ave., Los Angeles 5, Calif. Phone, Fitzroy 4191. C. P. MacGregor, President; Victor Quan, Director; Paul Quan, Production Manager; A. Q. Felthousen, Chief Engineer; George R. Jones, Office Manager; Rudy Rudolph, Sales Manager; Nat V. Donato, Eastern Manager. SERVICES OFFERED: Transcription library productions: dramatic and musical programs; recording studios. Complete packaging including recording



JOHNNY OLSEN

1120 Park Ave. AT. 9-4359

JOHNNY OLSEN'S AMERICAN PRODUCTIONS

RADIO:

11—½ HOURS WEEKLY

TELEVISION:

7—½ HOURS WEEKLY

RECORDS:

RCA VICTOR
APOLLO

PERSONAL APPEARANCES:
NOW BEING BOOKED FOR
SUMMER WEEK-ENDS

electro-plating of masters and production, pressings on vinylite and music library.

•
Haven MacQuarrie Ideas

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio and TV shows created, produced, and written, specializing in comedy situations, 1 to 30 minutes.

•
**Alexander McQueen
& Associates**

5222 N. Lakewood Ave., Chicago 40, Ill. Phone RAVenswood 8 9010. Owner, Alexander McQueen. SERVICES OFFERED: "Nothing but the Truth" feature (Reg. U. S. Pat. Office), in person or transcribed. Research for human-interest stories on sponsor's product.

•
The Ted Mack Co.

4 E. 53rd St., New York 22, N. Y. Phone, MURray Hill 8-0370. Owner-Manager, Ted Mack; Associate, Joseph A. Clifford; Writers, Virginia Lee, Lloyd Marx; Producers, Ted Mack, Robert Green; Musical Director, John Gart. SERVICES OFFERED: Complete production of transcriptions and package shows, re-

search and commercial copy service, producers of Original Amateur Hour, Sunday evening tele show now on the air.

•
**Fred C. Mertens and
Associates**

946 S. Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President and Prod. Mgr., Fred C. Mertens; George Logan Price, Production, Sales, Service; S. M. Lauch, Office Manager. SERVICES OFFERED: Scripts, production, promotion, public relations. 25 years national experience. Success record with packaged shows on more than 100 major stations.

•
Charles Michelson, Inc.

23 West 47th St., New York 19, N. Y. Phone, PLaza 7-0695-6. President, Charles Michelson. SERVICES OFFERED: Portoplayback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

•
Michelson & Sternberg, Inc.

23 W. 47th St., New York 19, N. Y. Phone, PLaza 7-1269. President, Aaron Michelson. SERVICES OFFERED: Exporters of transcriptions and sound effect records.

WILLIAM GERNANT

. . . **Program Producers** . . .

Les Mitchel Productions, Inc.

9310 Hillrose, Sunland, Calif. Phone, Florida 31531, 33244. Les Mitchel, President; G. Madelon Mitchel, Secty. & Treas.; E. Marshal Bitgood, Vice President; Budd Lesser, Vice President, Script Editor; John Hutchins, Controller. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

Mole, Davis, Inc.

105 W. 55th St., New York 19, N. Y. Phone, Circle 6-0006. John Mole, President; Blevins Davis, Executive Vice-President; Blanche Stuart Lee, Vice-Pres. & Gen. Mgr.; John Bryan, Technician. SERVICES OFFERED: Packaged radio productions, live and transcribed, for radio and television.

William Morris Agency, Inc.

1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-2160. Executive-in-Charge of Radio, William B. Murray. SERVICES OFFERED: Production of packaged shows for Radio & TV, also talent representatives.

Morton Radio Productions, Inc.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 6-4144. President, Morton Jacobson; Secretary, Cecelia Jacobson. SERVICES OFFERED: Open-end and custom built transcriptions, live packages, and custom built television shows.

Herbert M. Moss

100 West 55th St., New York 19, N. Y. Phone, Columbus 5-1661. SERVICES OFFERED: Radio & television production, recorded auditions available.

Motion Picture Productions, Inc.

620 West Superior Ave., Cleveland 13, Ohio. Phone, PProspect 4900. Donald C. Jones, President; Robert E. Haviland, Vice President; E. M. Engle, Secretary. SERVICES OFFERED: Producers of motion pictures and slide films on industrial relations, sales promotion, sales & technical training; in black & white or color with RCA sound in our own studios and laboratories.

GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, *Pres.*

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Producers, Creators and Managers

of

*Outstanding Radio and Television Ideas,
Talent and Orchestras for Over Sixteen Years*

NEW YORK • CHICAGO • CINCINNATI • HOLLYWOOD

**Music Corporation
of America**

(MCA Artists, Ltd.)

745 Fifth Ave., New York 22, N. Y. (will move to 598 Madison Ave.) Phone, PLaza 5-8900. BRANCH OFFICES: 17-18 Dover St., London, England; 430 N. Michigan Ave., Chicago, Ill.; 9200 Wilshire Blvd., Beverly Hills, Cal.; 9370 Burton Way, Beverly Hills, Cal.; 105 Montgomery St., San Francisco, Cal.; 1164 Union Commerce Bldg., Cleveland, O.; 515 Tower Petroleum Bldg; Dallas, Tex.; 1612 Book Tower, Detroit, Mich.; 1044 Little Bldg., Boston, Mass.; Northwestern Bank Bldg., Minneapolis, Minn. SERVICES OFFERED: Program Production.

Muzak Corporation

(For detailed listing see Associated Program Service, Div. of Muzak Corp.)

John Nasht & Associates, Inc.

16 East 52nd St., New York 22, N. Y. Phone, MURray Hill 8-3323. John Nasht, President; Gene Seagle, Vice President. SERVICES OFFERED: Television program production.

**NBC Radio-Recording
Division**

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300. Director, Robert W. Friedheim; Office Mgr., George C. Stevens; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Donald J. Mercer; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Adv. & Promotion Mgr., Frank McMahon. SERVICES OFFERED: NBC Thesaurus (musical program service); NBC Syndicated Programs (recorded dramatic, variety, musical shows, etc.); NBC Custom-Built Programs (for regional and national spot advertisers); simultaneous recordings of network and studio programs, recording service for advertisers and agencies, reference or audition recordings, NBC Orthacoustic transcriptions.

**National Concert & Artists
Corp.**

711 Fifth Ave., New York 22, N. Y. Phone, PLaza 9-6000. O. O. Bottorff, Chairman of the Board; Marks Levine, President; Thomas Reilly, Secy. Treasurer, Director of Popular Division; Alexander F. Haas, Vice-Pres. in charge of

M E M O

TO: 900 Program Directors of Indies From Coast to Coast

FROM: Ted Hudes

RE: Your Keen Awareness of Public Issues.

THANKS! Through your splendid cooperation, 60,000,000 people have heard such outstanding public service musicals and dramatizations as:

PLYMOUTH ROCK 1949 with Ray Middleton

A MAN WITH A CAUSE with Henry Fonda
and Aline MacMahon

DISPLACED with Paul Muni

WORTHY OF THEIR HIRE with Melvyn Douglas

THE ARRIVAL OF DELAYED PILGRIMS with Ben Grauer

P.S. Directors who haven't received these programs can still obtain them free of charge.

CITIZENS COMMITTEE ON DISPLACED PERSONS

39 EAST 36th STREET

NEW YORK 16, N. Y.

Los Angeles Office; D. L. Cornetet, Vice-Pres. in charge of Chicago Office; Joseph M. Barnett, Radio-Recording-Television. **SERVICES OFFERED:** Talent for concert-opera-radio-television, Speakers and special attractions in lecture platform. Package programs and ideas for radio and television.

National Radio Features

100 State St., Albany 7, N. Y. Phone, 4-8226, 8-1311. Allen I. Stock, Vice Pres. & Gen'l Mgr.; Al Wolman, District Manager; Bernie Kaye, District Manager; R. G. MacDonald, District Manager; Betty R. Pearl, Publicity Director; E. M. Stock, Sales Manager. **SERVICES OFFERED:** Special radio & transcribed programs for use as campaigns with radio stations, using constructive material to enhance station advertising, and promote sales and revenue. Now presenting the most unusual station program "Radio On Call".

The National Research Bureau, Inc.

415 No. Dearborn St., Chicago 10, Ill. Phone, Superior 75080. Frank P. Kendall, Executive Vice President. **SERVICES OFFERED:** Temperatunes and spot jingles, transcribed and live shows.

"Greatest of The Great"—transcribed 15 minute sport shows.

Neblett Radio Productions

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 6-4144. President, Morton Jacobson. **SERVICES OFFERED:** Creators of open-end and custom-built transcribed radio shows.

Nelson Productions, Inc.

341 Madison Ave., New York 17, N. Y. Phone, MURray Hill 6-5862. Raymond E. Nelson, President. **SERVICES OFFERED:** Feature and commercial films to order; live shows for radio and TV.

Oliver W. Nicoll Productions

37 West 46th St., New York 19, N. Y. Phone, LUXemburg 2-5130. Oliver W. Nicol, Producer-Director, Executive Director; Alma Sandra Munsell, Associate Director. **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. Member of ITPA (Independent Television Producers Association).

**HAVEN
MAC QUARRIE
WORD MASTER
OF CEREMONIES**

ORIGINATOR OF

"NOAH WEBSTER SAYS"

"THE MARRIAGE CLUB"

**"DO YOU WANT TO BE AN
ACTOR?"**

All coast to coast favorites
Now ready for video



• • • **Program Producers** • • •

**North American Video
Productions, Inc.**

234 West 44th St., New York 18, N. Y.
Phone, LA 4-0385. Max Brown, President;
Stanley Simmons, Vice President; Charles
Obermeyer, Treasurer. SERVICES OF-
FERED: Commercial film spots; live and
film packages; animation and stop action.

•

Lilian Okun, Inc.

2 West 67th St., New York 23, N. Y.
Phone, TRafalgar 7-8916. President-
Manager, Lilian Okun. SERVICES OF-
FERED: Specialize in women's and chil-
dren's programs, television programs;
complete programs prepared.

•

**Johnny Olsen's American
Productions**

565 Fifth Ave., New York 19, N. Y.
Phone PLaza 5-7123. John L. Olsen,
Owner; Penny Olsen, Treas. & Gen. Mgr.;
John E. Gibbs, Rep. & Consultant. SER-
VICES OFFERED: Production and per-
formance of package shows for radio and
television.

**Original Radio
Productions, Inc.**

36 W. 74th St., New York 24, N. Y.
Phone, SCHuyler 4-8896. Harmon Yaffa,
Pres.; Anthony Gablik, Vice-Pres.; H.
Lawrence Laupheimer, Sec.-Treas. SER-
VICES OFFERED: Creators and produc-
ers of radio and television programs.

•

**Pan American Broadcasting
Co.**

17 East 42nd St., New York 17, N. Y.
Phone MURray Hill 2-0810-1. President,
Eugene Bernald; Manager, Arthur Gor-
don; Ass. Mgr., Martin L. Nierman.
SERVICES OFFERED: Transcribed pro-
grams for export markets—in English,
French, Spanish and Portuguese. Also
programs for use in Alaska, Quarter-
half-, and full hour lengths.

•

Jack Parker & Associates

Box 2222, Hollywood 28, Calif. Phone,
GLadstone 6983, HUDson 2-4048. Jack
Parker, Gen Mgr. Executive Prod.; Ray
Bond, Associate Producer and Writer;
Betty Underwood, Chief Script Editor;
Barry Du Barry, Television Program
Manager; Garland Brunton, Writer and

BYRON PRODUCTIONS
COMPANY

PRESIDENT

EDWARD A. BYRON

George W. Allen

Producer - Director

"THE WHISTLER"



C. B. S.

Program Producers

Associate Producer. SERVICES OFFERED: Scripts, transcribed programs, live programs, TV programs, live and film, commercial copy and full radio and public relations service to advertisers, and stations.

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. Donald Peterson, Producer-Director; Stanley Whitman, Jean Eicks, Doris Illoyay, Writers; M. P. Frutchey, Recording Engineer. SERVICES OFFERED: Custom built religious programs, live and transcribed. Propaganda sustainers, live and transcribed.

Press Association, Inc.

50 Rockefeller Plaza, New York 20, N. Y. Phone, PLaza 7-1111. Kent Cooper, President; Oliver Gramling, Vice-President. SERVICES OFFERED: "Personality Time," a 15-minute transcription dramatizing personalities of stage, screen and radio—of special interest to women, 78 episodes available; "Sports Star Special," a 15-minute transcription dramatizing big name sports personalities, 26 episodes available; "Special Assignment," a 15-minute transcription dramatizing the un-

usual experience of news reporters throughout the country, 78 episodes available.

Eugenia Price Productions

75 E. Division St., Chicago 10, Ill. Phone, DELaware 7-4375. Owner, Eugenia Price. SERVICES OFFERED: Producers of "The Addison Pelletier Show" available on quarter hour open-end transcriptions and distributed exclusively worldwide by Kasper-Gordon, Inc. Also custom-built live, transcribed and TV shows.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, Production, Sales Service Director; S. M. Lauch, Office Manager, Accounting, Auditing; George L. Price, Jr., Copy Consultant. SERVICES OFFERED: Established 5, 15, 30 minute dramatic shows. Tailored - to - measure scripts of any type, on any subject, based on 25-years radio experience, in writing thousands of shows.

Prockter Productions, Inc.

1270 6th Ave., New York 20, N. Y. Phone, Circle 6-4091. President, Bernard J.

RADIO PRODUCTIONS

Producers of radio's No. 1 transcribed football program—

"LEAHY OF NOTRE DAME"

TELEVISION PRODUCTIONS

Producers of the sports sensation of 1948—

"CHICAGO BEARS QUARTERBACK SHOW"

Also

SPOTS - JINGLES

GREEN ASSOCIATES

CHICAGO

360 N. Michigan

Gen. 6-5593

CHICK VINCENT

Director

"Pepper Young's Family" NBC

Producer

"Adventures of Charlie Chan"

Producer

"At Home and How" WJZ-TV

Director

"Ship's Reporter" WJZ-TV

for National Television Guild

Program Producers

Prockter; Vice-President, Everett W. Rosenthal; Treasurer, Jerome C. Robinson; Secretary, Leonard L. Loweinthan; Director of Public Relations, Clement J. Wyle. **SERVICES OFFERED:** Live network programs. Complete TV package production, live or film.

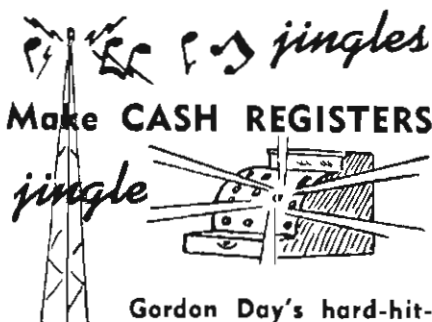
Progressive Radio Advertising Co., Inc.

260 E. 161st St., New York 51, N. Y. Phone, MELrose 5-5522. Lido Belli, President-Producer-Director. **SERVICES OFFERED:** Italian language programs, production and talent.

Ra-Best Features, Inc.

522 5th Ave., New York 17, N.Y. Phone, MU 7-8158. Lawrence K. Elliott, President; Vincent Andrews, Treasurer; Bernard Silver, Secretary; Ann Howard, Casting Director. **SERVICES OFFERED:** Company composed of well-known radio artists in all fields of activity, devoted to development of outstanding radio and television programs that are new, fresh, different, important.

GORDON M. DAY



Make **CASH REGISTERS**

Gordon Day's hard-hitting singing commercials pay off at the cash register! **Proof? 52 Successful spot campaigns in 2 years! Send for 10-jingle recording and full details.**

Gordon M. Day Productions

108 E. 30 St. ORegon 9-3595 N.Y.C. 16

**TOP-NOTCH SPOTS
AT MODERATE COST**

Radio Artists Corporation

509 Madison Ave., New York 22, N. Y. Phone, PL 3-4670. 366 N. Camden Drive, Beverly Hills, Calif. Phone, CRestview 5-4308. Bernard L. Schubert, President; Jack Bertell, Vice President. **SERVICES OFFERED:** Talent, production, radio and television package management.

Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3487. President, Julianne Dupuy. **SERVICES OFFERED:** Production, scripts, casting for radio and television.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, LUXemburg 2-5130. Executive Director, Oliver W. Nicoll; Associate Director, Alma Sandra Munsell. **SERVICES OFFERED:** (Radio): Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. (Television): Program production and consultation, package live and film shows, scripts, talent. Members ITPA.

*the finest
in television shows*

HOLLYWOOD SCREEN TEST

ABC-TV NETWORK, SUNDAYS, 8-8:30 P.M.

talent

BILL STERN
MARY ANDERSON
PATRICIA BRIGHT
HARRIET VAN HORNE

writers

ALTON ALEXANDER
BERNARD DOUGAL
PRISCILLA KENT
MORT LEWIS
LARRY MARKES

LESTER LEWIS ASSOCIATES

ONE CHRISTOPHER ST. WATKINS 4-8582

• • • **Program Producers** • • •

**Radio Producers of
Hollywood, Inc.**

1651 Cosmo St., Hollywood 28, Calif. Phone, Hollywood 8318. President, Lou R. Winston; Station Relations, Mary Staggs. **SERVICES OFFERED:** Open and transcribed feature programs. 60 different shows of all types. 3,500 quarter hours for immediate delivery.

•
Radio Production Service

501 Madison Ave., New York 22, N. Y. Phone, PLaza 3-8940. Irene Beasley, Owner; Victor Sack, Charge of Sales; Mary Lincoln, Prize Supervisor; Rita Burke, Supervisor of Mail. **SERVICES OFFERED:** Program production, live package, radio & TV shows, and spot campaigns.

•
Radio Program Management

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. Directors, Ted Mack, Joseph A. Clifford. **SERVICES OFFERED:** Package shows; variety, dramatic, musical and audience participation. Spot Announcements. Complete production; research, scripts, music, commercial copy.

BERNARD L. SCHUBERT, Inc.

RADIO ARTISTS CORPORATION

NEW YORK	BEVERLY HILLS
509 MADISON AVE.	366 N. CAMDEN DRIVE
PLAZA 3-4670	CRESTVIEW 5-4308

Talent—Production—Package Management

Radio-Video Associates

322 East 55th St., New York 22, N. Y. Phone, PLaza 5-5781. Jack Lloyd, Executive Producer; Robert Whiteman, Musical Director; Doris Bertel, Publicity Director; Roy Pinney, Motion Picture Consultant. **SERVICES OFFERED:** Production of shows for radio and television, live and transcribed musical jingles and spot announcements, 16 mm films for television, custom-built audition scripts for talent, production of foreign language shows, contest consultants.

•
Reemack Enterprises, Inc.

1270 Sixth Ave., New York 20, N. Y. Phone, PLaza 7-7354. Lou Goldberg, President; Wanda Ellis, V.P.; Lloyd Mark, Secty. **SERVICES OFFERED:** Producers of the Original Amateur Hour.

•
Religious News Service

381 Fourth Ave., New York 16, N. Y. Phone, MUrray Hill 4-1463. Managing Editor, Louis Minsky. **SERVICES OFFERED:** Production of weekly religious news scripts.

•
Richman Productions

17 East 45th St., New York 17, N. Y. Phone, MUrray Hill 2-5854. Howard

ARTHUR H. MILLER

PUBLIC RELATIONS



ELdorado 5-6092 151 East 50th Street
New York 22, N. Y.

Program Producers

Richman, President; William Richman, General Manager; Charles Cromer, Exec. Prod. & Film Supvr.; Joseph Cates, Production Director; Sandford J. Metlis, Director of Publicity and Special Events; Harold Levey, Musical Director; Howard T. Longfellow, Research Director; Beatrice Solarz, Traffic Manager; Natalie Meader, Personnel Director. SERVICES OFFERED: Packaging and production of live and transcribed radio programs and spots. Packaging and production of live and motion picture television programs and spots.

H. D. Rickert Co.

545 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-4256-7-8. H. D. Rickert, Director. SERVICES OFFERED: Radio and TV package shows.

Robinson Recording Laboratories

2022 Sansom St., Philadelphia 3, Pa. Phone, Locust 7-4731. Proprietor, W. P. Robinson. BRANCH OFFICE: 35 S. 9th St., Philadelphia 7, Pa. Phone, Walnut 2-6800 W. W. Jost. SERVICES OFFERED: Manufacture transcription turntables, professional recording machines,

and transcription tone arms. Make transcriptions, master records, and pressings, and make audition and delayed broadcast discs.

Rockhill Radio & Television

18 East 50th St., New York 22, N. Y. Phone, PLaza 9-7979. Stanley J. Wolf, President; Sylvan Taplinger, Robert F. Lewine, Steven Carlin. SERVICES OFFERED: Complete packages, radio, transcriptions, television, film.

Jack Rourke Productions

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Granite 1950, HOLLYWOOD 5762. President, Jack Rourke; General Manager, Fred Fuld, Jr.; Account Exec., Mike O'Donnell; Publicity Dir., Joan Rourke. SERVICES OFFERED: live and transcribed radio programs, spots and jingles.

Barnard L. Sackett Television Productions

254 West 54th St., New York, N. Y. Phone, LUXemburg 2-5080. Barnard L. Sackett, Production Manager; Bernard Wine, Business Manager; Wick Adames, Coordinator; Ann Pester, Fashion Direc-

BASIL LOUGHRANE

Producer-Director

“Light Of The World”

NBC

(sponsored by General Mills)



“Sherlock Holmes”.. MBS

(sponsored by ClipperCraft Clothes)

GERALD GROSS

PRODUCER



• • • **Program Producers** • • •

tor; Manny Retter, Art Director. SERVICES OFFERED: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, weather spots, animation, custom-built shows, television consultants, personal television representation, concert management.

•
James L. Saphier
Agency, Inc.

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, President. SERVICES OFFERED: Radio and television productions, sale of package programs and talent.

•
Bernard L. Schubert, Inc.

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert. SERVICES OFFERED: Talent, production radio and television package management.

•
Screencraft Pictures, Inc.

341 W. 44th St., New York 18, N. Y. Phone, Circle 6-8546-7. J. S. Berkson, President; B. H. Mills, Vice-Pres.; Edward Berkson, Treas. SERVICES OF-

FERED: Distributors of 16 and 35 mm. features and shorts.

•
Script Associates

822 South Parkview, Los Angeles 5, Calif. Phone, Federal 1936. Cal Frederick, Director; Jean Frederick, Coordinator; Larry Purdin, Comm. Mgr.; BRANCH OFFICE: 1695 Sargent Court, Los Angeles 26, Calif. Phone, MA 6-6476. Larry Purdin. SERVICES OFFERED: "Lines For Living" written by Larry Purdin. Now in fourth year. Top rating in Conlan survey. Available in weekly packages of five fifteen minute scripts prepared for you to produce locally. (This show is transcribed in Hollywood for broadcasts overseas for the Armed Forces).

•
Selected Radio Features

1583 Cross Roads Of The World, Hollywood 28, Calif. Phone, HEMPstead 3583. Joseph Lowe, Vice-Pres. SERVICES OFFERED: Producers and sales agents of transcribed package and syndicate radio programs.

•
Sentinel Productions

(A Division of Sentinel Enterprises, Inc.)

The LANDT TRIO



Radio and Television Shows

"Whistle Stop"

"Guest House"

"Sing-Along"

8 W. 49th St.

New York 19, N. Y. • Circle 5-5431

TORCHLIGHT
• RADIO •
TELEVISION
PRODUCTIONS

DAVID R. KAPRALIK, Pres.

JANE WHITE, V. P. in Charge of Prod'n

CHARLES MITCHELL, Press

Offices: 229 W. 42nd St., N. Y., N. Y.

Wisconsin 7-0771

• • • Program Producers • • •

5746 Sunset Blvd., Nassour Studios, Hollywood 28, Calif. Phone, HEmpstead 6828. Earle R. Harper, President & Exec. Producer; A. G. Harper, V. P. & Treas.; David Griffith, Jr., Secretary; Ann Archer, Producer-Director; Harry Mancke, Director; Ray Sollars, T-V Contact & Programming; Chas. Straumer, Director of Photography; Bill Keefe, Publicity; Robt. Belcher, Film Editor; James Fair, Comptroller. **SERVICES OFFERED:** Produce all types of TV package programs on film—5 min. to 60 min., also TV commercials. Full facilities for originating shows, writing, casting, producing and distribution.

• **SESAC, Inc.**

475 Fifth Ave., New York 17, N. Y. Phone MURray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. **SERVICES OFFERED:** Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

• **Fletcher Smith Studios, Inc.**

1585 Broadway, New York 19, N. Y. Phone, Circle 6-5280-1. Fletcher Smith,

President; Charles Schettler, Vice-Pres.; William A. Sturm, Sec.-Treas. **SERVICES OFFERED:** Film production for television, specialty animation, complete art and photographic staff and equipment.

• **Sound Studios, Incorporated**

1124 Vermont Ave., N.W., Washington 5, D. C. Phone, REpublic 1984-5. Leon Loeb, President; Ethel Loeb, Secretary; Leo Orso, General Manager. **SERVICES OFFERED:** Produce completely packaged shows from script to transcriptions including direction, talent, backgrounds, mailing service, and promotion.

• **The Sound Workshop, Inc.**

412-418 S. Robertson Blvd., Los Angeles 36, Calif. Phone, Bradshaw 2-3203. Pres. Producer-Director, Robert E. Grey; Casting Director, Research, Chief Engineer, O. J. Vital; B. H. Gaily, Script Writer. **SERVICES OFFERED:** All types of recording, on disc, wire or tape, complete program production, syndicated and custom-built transcriptions, phonograph records & albums, etc. Custom-built television features on 16mm film, complete production.

A *NEW* transcribed series of **"MYSTERY IS MY HOBBY"**

Now 78 half-hours of thrilling suspense, starring Glenn Langan as Barton Drake, suave crime analyst and gentleman detective.

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LAWRENCE PRODUCTIONS

6700 Sunset

Hollywood 28, Calif.

Granite 5543



654 MADISON AVE.

NEW YORK 21, N. Y.

TEmpleton 8-7025

Program Producers

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5666. Henry Souvaine, President; Russell E. Dill, Vice-President; A. U. Braunfeld, Secretary. **SERVICES OFFERED:** Package production for radio and TV.

Spot Radio Service

161 East 48th St., New York 17, N. Y. Phone, LE 2-5032. Director, Fulton Dent; Assistant Director, Dorothy Green. **SERVICES OFFERED:** Creative writing and production service for advertising agencies. Specializing integrated commercials for TV programs. All types of spot announcements including jingles.

Charles Stark Productions

366 Madison Ave., New York 17, N. Y. Phone, MURray Hill 2-2636. Charles Stark, President; William Stark, Vice President; Peggie M. Springstead, Account Executive. **SERVICES OFFERED:** Transcribed package shows, 15-minute, 5-minute and one-minute tailor made spots as well as jingles for station breaks or one minute spots. Transcribed pro-

grams, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

Richard Stark & Company

125 E. 72nd St., New York 21, N. Y. Phone, REgent 7-9608. **SERVICES OFFERED:** Program producers, program builders, and commercial consultants. In the latter capacity they will offer commercial copy suggestions and production notes, with particular emphasis on daytime radio selling.

Wilbur Stark-Jerry Layton, Program Productions

551 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 7-6320. Wilbur Stark, Vice President; Jerry Layton, Secretary. **SERVICES OFFERED:** Creators and producers of radio and television programs for networks and commercial advertisers. Exclusive management of personalities, performers and writers for radio and television.

Irvin Paul Sulds, Inc.

654 Madison Ave., New York 21, N. Y. Phone, TEMpleton 8-7025. Irvin P. Sulds, President. **SERVICES OFFERED:** Production of live and filmed TV programs.

Hal Tate Radio Productions

192 N. Clark St., Chicago 1, Ill. Phone, RANDolph 6-6650. Owner-Manager, Hal Tate. **SERVICES OFFERED:** Package programs including "Who's Talking?" transcribed quiz show.

Telanuse Productions

295 Madison Ave., New York 17, N. Y. Phone, LE 2-3195. Gertrude M. Katcher, Producer; David P. Lewis, Director; Patricia M. Poses, Production Assistant. **SERVICES OFFERED:** Complete preparation and production of television programs and live commercials.

Telecast Productions, Inc.

101 Fifth Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman. **SERVICES OFFERED:** Packaged productions.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y. Phone, MURray Hill 6-8933. Prod.-Dir., Saul S. Taffet. **SERVICES OFFERED:** Production of television film commercials using animation, live action, or still cartoons on 35mm or 16mm film. Scripts and

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... Technically Correct!
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Program Producers

story boards prepared with view to meeting individual requirements for television presentation.

Telepak, Inc.

170 So. Beverly Dr., Beverly Hills, Calif. Phone, Crestview 1-0204. Gifford Phillips, President; C. Robert Longenecker, V.P. and Coordinator of Sales & Prom.; Merrill Pye, V. P. Chg. of Prod. Speed L. Post, Gen. Mgr. SERVICES OFFERED: Custom-built TV shows, film and live; spot commercials; organized to create shows on any budget, for sponsor and agency.

Tele-Radio Creations, Inc.

540 No. Michigan Ave., Suite 209, Chicago 11, Ill. Phone, MOhawk 4 0015. M. T. Lanser, President; Miss Betty Myles, Vice President. SERVICES OFFERED: Create, produce and sell live and transcribed radio packages of all types; live TV packages.

Tele-Radio Jingle Productions

1650 Broadway, New York 19, N. Y. Phone, CO. 5-0371. Harry Revel, President; Hal Halpern, Vice President; Paul Kalet, Sales Manager. SERVICES OFFERED: Jingles for TV and radio, creation and production.

Tele-Show Company

521 Fifth Ave., New York 17, N. Y. Phone, MU 7-2722. Allen Prescott, Production; Myron J. Gould, Asst. Production; H. Ray Newman, Sales; Lawrence A. Lewis, Supervisor & Personnel; B. J. Morgan, Media Research Dir.; James Stamm, Scripts. SERVICES OFFERED: Complete television and radio packaging with particular reference to sponsor slants.

Tele-Theatre Productions

33 West 58th St., New York 19, N. Y. Phone, PLaza 9-9490. Charles W. Christenberry, Jr., Producer; Karen O'Sullivan, Director. SERVICES OFFERED: Package programs for TV and radio.

Television Films of America

Box 2222, Hollywood 28, Calif. Phone, HUDson 2-4048, GLadstone 6983. Jack Parker, Executive Producer-Gen. Mgr.; Allen Buick, Studio Manager; Ross Van Niebroc, Writer and Associate Producer; Garland Brunton, Writer and Associate Producer; Betty Underwood, Chief Script Editor; Mary Blue, Women's Program Manager; Hortense Reed, Children's Pro-

gram Manager; Barry Du Barry, Television Research Director; H. Albert Rice, Jr., Special Events Director; Carl Underwood, Sports Feature Director. SERVICES OFFERED: Producers of special 16 mm. pictures for television release, special effects, etc., writers of television scripts to order. Producers of features, sports, fashion, children's and women's programs.

Television-Radio Enterprises, Inc.

22 Beekman Place, New York 22, N. Y. Phone, PLaza 5-6594. Louis M. Stumer, Pres.-Treas.; Hubbard K. Viles, Sec.; Kiri B. Alexander, Dir. of Radio; Berilla Kerr, Mgr. Radio Program Development; Trudi Wedell, Mgr. Television Program Development. SERVICES OFFERED: Complete radio and television packaging, including commercial spots, television consultants.

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y. Phone, MURray Hill 2-8877. Charles J. Basch, Jr., President; Charles Miller, Vice President; Clarence Schmidt, Treasurer; Frankie Basch, Secretary. SERVICES OFFERED: Film programs, film spots, industrial, training and documentary films, slide films; will rent studio facilities with, or without, cameramen; scripts, direction and cast; will undertake any portion of film job.

Teleways Radio Productions, Inc.

8949 Sunset Blvd., Hollywood 46, Calif. Phone, BRadshaw 2-1447, 2-1636, CRestview 6-7238. Carl F. Kraatz, Pres.; Charles A. Kennedy, Vice-Pres. & Dir. of Sales; A. Corrigan, Accounting Department; Art Kaptur, Traffic Manager; George R. Swearingen, Divisional Sales Manager; George W. Linn, Divisional Sales Manager. SERVICES OFFERED: Transcribed programs; creation and production of custom-built live talent or transcribed shows; creation and production of custom-built spot announcements, dramatized and singing commercials using big-name talent.

Three Minute Sermons, Inc.

Box 2222, Hollywood 28, Calif. Phone, HUDson 2-4048. Jack Parker, Exec. Prod.; Harold Marshall, Chief Script Writer & Assoc. Prod. Dir.; Garland Brunton, Writer & Assoc. Prod.; Mary Blue, Writer, Prog. Dir.; Ben Gaye, Public Relations; A. F. Parker, Jr., Prog. Mgr. SERVICES

• • • **Program Producers** • • •

OFFERED: Religious programs produced to order, religious scripts to order, and producers of "three-minute sermons" for five-minute spots, public and radio relations for religious radio programs, live and transcribed. Television department produces fifteen and thirty minute 16 mm. films with religious theme, also fillers for television.

•

TOP Productions, Inc.

(Television On Parade)

551 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-0272. Leon Roth, President; Marcy Fink, Executive Vice-President; Charles Caplin, Treasurer and General Manager. SERVICES OFFERED: Creating and producing television programs for agencies, stations and advertisers. Complete program packaging service-ideas-scripts-talent-production-sales.

•

Torchlight Productions

229 West 42nd St., New York 18, N. Y. Phone, WISconsin 7-0771. David Kapralik, President; Jane White, Vice-President; Charles Mitchell, Publicity Dir. SERVICES OFFERED: Package radio and TV programs; specialists in public service programming.

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Towers of London, Ltd.

37 West 46th St., New York 19, N. Y. Phone, LUXemburg 2-5131. Harry Alan Towers, Int. President; Oliver W. Nicoll, Vice-President and National Director for the U. S. BRANCH OFFICE: Towers of London, Ltd., 84 Hallam St., London, W. 1, England. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows, international radio service.

•

Transamerican Broadcasting & Television Corp.

1 East 54th St., New York 22, N. Y. Phone, PLaza 5-9800. President, John L. Clark. SERVICES OFFERED: Live and transcribed programs.

•

Transcribed Radio Shows

2 West 47th St., New York 19, N. Y. Phone, LUXemburg 2-3530. President, M. E. Moore; Gen. Mgr., J. Bartlet. SERVICES OFFERED: You name the type program or spot desired and we will produce it.

•

Transcription Sales, Inc.

117 W. High St., Springfield 35, Ohio. Phone, 2-4974. President, J. P. Williams;

Exec. Vice-President, Adna H. Karns; V. P. & Gen. Mgr., John F. Hyle. SERVICES OFFERED: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated availabilities. TV shows also available.

•

Transfilm, Inc.

35 W. 45th St., New York 19, N. Y. Phone, LUXemburg 2-1400. President, William Miesegaes; Vice-President, Walter Lowendahl; Vice-President, Kurt Schelling; Vice-President, Pud Lane; Sec.-Treas., Peter A. Schlenker. SERVICES OFFERED: Complete facilities for production of motion pictures, animation and slide films, for Television, black and white or color; 16mm or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

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United Press Associations

220 East 42nd St., New York 17, N. Y. Phone, MUrray Hill 2-0400. Radio News Manager, Phil Newsom; Radio Sales Manager, Al F. Harrison; Radio Shows Div. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio and television of news and sports service, news scripts, news research.

•

U. S. Recording Co.

1121 Vermont Ave. N. W., Washington 5, D. C. Phone, STerling 3626. General Manager, Joseph Tait; Sales Manager, Robert L. Kaufman; Chief Recording Engineer, H. P. Meisinger; Plant Manager, Irving Linkow; Chief Research Physicist, Carl Mayfield. PLANT: 1347 S. Capitol St. SERVICES OFFERED: Complete recording service; disc, tape, wire. Direct wire studio service to any U. S. Broadcast station for Washington programs. Programs details arranged if desired. Same by discs on regular frequency scheduled delivery. (For equipment manufactured see listing under Equipment Firms.)

•

United Productions, Inc.

654 Madison Ave., New York 21, N. Y. Phone, TEMpleton 8-8300. George Scheck, Producer-director; Lou Dahlman, Producer-director; David O. Alber, Promotion; Sandy Howard, Writer; Alvin Griner, Musical Director. SERVICES OFFERED: Packaging, producing, directing and promotion.

•

Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIRCLE 6-4675-6. President, Thomas

• • • **Program Producers** • • •

J. Valentino; Vice-President, Michael T. Valentino. **SERVICES OFFERED:** Sound effects records, Chime & Organ recordings, transcriptions, recording service, pressings, health films, mood music recordings.

•

Video Associates, Inc.

515 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7966. President, Philip Brodsky; Vice President, Miriam Tulin; Sec.-Treas., Elizabeth Lee; Head Script Editor, Joan Usoskin. **SERVICES OFFERED:** Live packages, custom-built shows and special films for television exclusively; creators of "tele-pops" unique animated films.

•

Chick Vincent & Company

509 Madison Ave., New York 22, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Controller, Seymour Schneidman. **SERVICES OFFERED:** Package producers, program production, TV programs, live and films.

•

J. Franklyn Viola

152 West 42nd St., New York 18, N. Y. Phone, CHickering 4-3254. Pres. & Owner Franklyn Viola. **SERVICES OFFERED:** Foreign language broadcasting, including transcriptions, scripts, recordings, and talent.

•

Von Baumann Studio

331 E. 71st St., New York 21, N. Y. Phone, RHinelander 4-5508. Owner, Cyril von Baumann; Publicity, E. F. Olbert. **SERVICES OFFERED:** Production of live and transcribed custom-built and package shows, radio & TV writing and production of spot and musical commercials in any language and any media. Program consultant.

•

**Roger White
Productions**

125 East 50th St., New York 2, N. Y. Phone, PLaza 5-3560. Roger White, President; Leonard Traube, Associate Prodr. and Editorial Supvr.; Dale Phalen, Music Director. **SERVICES OFFERED:** Producing and packaging of radio and television programs, including publicity, promotion and research. Production of custom-built packages. Production of commercials and spots.

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Wolf Associates, Inc.

420 Madison Ave., New York 17, N. Y. Phone, PLaza 5-7620. Edward Wolf, Pres. & Gen. Mgr.; Jack Rubin, Prod. Mgr.; Herbert Wolf, Script Editor & Casting Dir.; Paul Ross, Sales Mgr.; I. Wolf, Sales; Eddie Lee, Public Relations &

Sales. **SERVICES OFFERED:** Complete radio & TV packages or production services.

•

World Video, Inc.

718 Madison Ave., New York 21, N. Y. Phone, REgent 4-6615. Henry S. White, President; John Steinbeck, Vice-President; Robert Capa, Vice-President; Ann Carnahan, Secretary-Treasurer, producer; Richard H. Gordon, Jr., Asst. Secretary-Treasurer, Producer; Donald Davis, Executive Producer; Fred Rosen, Executive Producer; Ann Segy, Producer; Samuel R. Campbell, Jr., Producer; Robert L. Jordan, Publicity Director. **SERVICES OFFERED:** Package television programs for sale, Film programs, live programs, and combination film and live programs.

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**Carter Wright Radio-
Television Productions**

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Albert W. Bellamy, Gen. Mgr. **SERVICES OFFERED:** Radio Television production, transcriptions, recording, scripts, talent, original music service, singing commercials.

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Wynn Wright Associates

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-4417-8. Wynn Wright, Prod.-Dir.; Charles Granzow, Mgr.; Jean Richter, Casting Dir. **SERVICES OFFERED:** Building and producing of radio television shows.

•

Frederic W. Ziv Company

1529 Madison Road, Cincinnati 6, Ohio. Phone, Plaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Vice-President, Chg. of Sales; Joseph L. Moore, Treas. & Comptroller; M. R. Ziv, Partner; Samuel Glueck, Prom. Mgr. **BRANCH OFFICES:** 501 Madison Ave., New York, N. Y. Phone, MURray Hill 8-4700; 360 N. Michigan Ave., Chicago, Ill. Phone, FRanklin 2-8817; 6523 Hollywood Blvd. at Vine, Hollywood 28, Calif. Phone, HEMPstead 5121-2-3. **SERVICES OFFERED:** Network and transcribed programs.

•

Ziv Television Programs, Inc.

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. John L. Sinn, President; Frederic W. Ziv, Vice President; Paul Blair, Manager. **SERVICES OFFERED:** Produces open-end theatrical film covering wide variety of interesting subjects, available on commercial or sustaining basis, in both large and small markets from coast to coast.

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TRANSCRIPTIONS



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Now get ready for Columbia's latest development—the great new Long Playing Microgroove Transcription Records—the sensation of the year! For instance, in *savings*—Columbia's LP Transcription Records not only cost

you substantially less per record, they give you *more program time* on a 12" record than you now get on the conventional 10" one. They offer *greater convenience* in shipping and handling—*save storage space, too!* All this—while providing the excellent quality and fine-like fidelity you've come to expect under the Columbia label!

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
Columbia Transcriptions

A DIVISION OF COLUMBIA RECORDS INC.

NEW YORK: 799 Seventh Avenue, Circle 5-7300

CHICAGO: Wrigley Building, 410 North Michigan Avenue, Whitehall 6000

LOS ANGELES: 8723 Alden Drive, Bradshaw 2-2759

"Columbia" and  Trade Marks Reg. U.S. Pat. Off., Marcas Registradas  Trade Mark

Transcription Companies

Advertisers Recordings Ltd.

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs; Sec., Marjorie C. McKeown. SERVICES OFFERED: Transcription and private wire service.

Advertisers Recording Service, Inc.

113 West 57th St., New York 19, N. Y. Phone, Circle 6-0141-2. (For detailed information see listing under Program Producers).

Affiliated Program Service, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, Murray Hill 7-1668. Paul F. Adler, Manager. SERVICES OFFERED: Transcribed series; script library; tape recordings; sales and production of transcribed features.

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto 1, Ont., Canada. Phone, Elgin 2464. President, H. R. Carson; Eastern Manager, G. F. Herbert; Program Manager, S. W. Caldwell; Sales Manager, F. W. Cannon. SERVICES OFFERED: Representative for transcription companies.

Allentown Record Co., Inc.

10th and Walnut Streets, Allentown, Pa. Phone, 3-7405. Sanford L. Wartell, President; John L. Schwartz, Treasurer; Sidney Rubin, Secretary. SERVICES OFFERED: Phonograph record pressing contractors, working exclusively in unfilled vinylite and agralite. Pressings available in red or black.

Allied Record Mfg. Co., Inc.

1041 N. Las Palmas Ave., Los Angeles 38, Calif. Phone, Hollywood 5107. D. K. Broadhead, Pres.; J. E. O'Hagan, Exec. V.-P.; J. S. Van Leer, Comptroller. SERVICES OFFERED: Processors and pressers of radio transcriptions and phonograph records.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Lackhaven 8-8698. M. Scott Weakley, Manager. SERVICES OFFERED: Recording, transcription, production and public relations counsel.

Apex Recording Studios, Inc.

119 West 57th St., New York, N. Y. Phone, PLaza 7-7067-8-9. Robert E. Scheuing, President; Sidney M. Feitelberg, Secretary-Treasurer; Thomas Dowd, Chief Engineer; Fred Herbert-Oettgen, Recording Director; Elayne H. Fox, Publicity; Edward Scheuing, Sales Promotion; Jack Keeny, Engineer. SERVICES OFFERED: Complete theater-studio facilities including Hammond Organ, sound effects, commercial record pressings, NAB standard transcriptions, reference auditions, off-the-air recordings. Remote location facilities. Tape and wire recording facilities.

Arizona Recording Productions

834 North 7th Avenue, Phoenix, Ariz. Phone, 2-2016. Raymond Boley, Owner-Mgr.; Mary Clancy, Secretary. SERVICES OFFERED: Commercial transcriptions, air-checks, spot announcements, program production, script service. Lateral cut at 33-1/3 and 78 r.p.m. NAB Standards.

Associated Program Service (Div. of Muzak Corp.)

151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7710. Richard S. Testut, Vice Pres. & General Manager; Bert C. Lown, Vice Pres. Chg. Station Relations; John R. Andrus, Vice Pres. & Treasurer; Andrew M. Wiswell, Vice Pres. & Recording Director; Clifford E. Greenland, Commercial Manager; James W. Lucas, Program Director. SERVICES OFFERED: Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.

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can get...*



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— why take anything less? —

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Custom Record Sales Studio:

155 East 24th Street
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MUrray Hill 9-0500

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Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
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Hillside 5171

We invite you to write for a copy
of our Custom Record Brochure.

RCA Victor manufacture of your recordings means a lot to both you and your prospects: highest quality material . . . the utmost in record engineering . . . the integrity of a world leader with over 50 years of experience and electronic research. If you want to create the best impression, if you want to "sell" a program or audition—think what RCA Victor "KNOW-HOW" can do for you!

- ★ Most modern manufacturing equipment and facilities in the trade!
- ★ High-fidelity phonograph records, and all types of transcriptions of pure Vinylite brand plastic!
- ★ Complete facilities for recording and manufacturing slide film and home phonograph type records.
- ★ Quick, careful handling . . . fast, efficient delivery service.



For the finest transcription masters, the production services, studios and recording facilities of the National Broadcasting Company, Inc., are available in all major cities.



**Associated Radio-Television
Productions**

Empire State Bldg., New York 18, N. Y. Phone, LO 3-7290. President, Jay E. Kashuk; Vice-President and Secretary Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Productions of television film.

**Atlantic & Pacific
Broadcasting System**

Box 2222, Hollywood 28, Calif. HUDson 2-4048. Jack Parker, Vice President & Gen. Manager; Ray Bond, Associate Producer & Writer; Betty Underwood, Chief Script Editor; Royal F. King, Traffic Manager; Ann Blue, Stations Relations Mgr.; Mary Blue, Program Manager; Ben Gaye, Public Relations Mgr.; H. Albert Rice, Sr., Commercial Manager. SERVICES OFFERED: Transcription network, transcribed programs made to order. Full commercial copy service. Scripts to order. Associated with Television Films of America, Three Minute Sermons, Inc.

Beltone Recording Corp.

2 West 46th Street, New York 19, N. Y. Phone, LUxemburg 2-2920. President, Leslie C. Cahan; Sec.-Treasurer, Shirley Cahan. SERVICES OFFERED: Recording, catering to the independent phonograph record companies and the advertising companies requiring electrical transcriptions.

**Ford Bond Radio
Productions**

810 RCA Bldg., W., New York 20, N. Y. Phone, Circle 7-2236. (For complete listing see Program Producers Section).

Brinkley Recording Co.

222 E. Erie St., Chicago 11, Ill. Phone, DElaware 7-4786. Jack Brinkley, General Manager. SERVICES OFFERED: Transcribed radio programs, phonograph records; open-end programs. Programs produced to client's specifications; package shows; spots, TV films, commercial announcements and sound film for TV.

The Cardinal Co.

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HEmpstead 1177. Jos. F. McCaughtry, President & General Manager; G. L. McCaughtry, Vice-President;

Joseph T. Scott, Secretary-Treasurer. SERVICES OFFERED: Radio & Television; program production and transcriptions.

Cinemart, Inc.

Exec. & Sales Offices: 565 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 8-3837-8-9. Sound Recording Studios, 101 Park Ave., New York 17, N. Y. Phone, MURray Hill 4-1562-3-4. Harold Kovner, President; Varian Fry, Vice-Pres. & Gen. Mgr.; Andre Carbe, In Charge Motion Picture Production; John H. Macdonell, Account Executive. SERVICES OFFERED: Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, 16 mm. film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and television.

Coastal Recording Co., Inc.

136 West 52nd St., New York 20, N. Y. Phone Circle 6-3900. Thomas M. Kelleher, Manager; Paul Hickin, Chief Recording Engr. SERVICES OFFERED: All types of recording services off-the-air, off-the-line studio and remote. Tape, wire and disc equipment available. Masters, pressings and instantaneous discs supplied. Program helps of all types available.

Columbia Transcriptions

(A Division of the Columbia Records, Inc.)

799 Seventh Ave., New York 19, N. Y. Phone, Circle 5-7300. Robert J. Clarkson, General Manager; Martin D. Schnall, Asst. Mgr.; Alden O. Carlson, Sales Representative; Carl Reinschild, Sales Representative. SERVICES OFFERED: Complete services for recording, processing and pressing Electrical Transcriptions, phonograph records and long playing Microgroove records. Studios in New York, Chicago and Hollywood.

**Consolidated Sound
Laboratories**

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

Gordon M. Day Productions

108 East 30th St., New York 16, N. Y. Phone, ORegon 9-3595. Gordon M. Day, Writer-Producer; Carol Bulkley, Producer-Director; Luise Johnson, Copy

• • • **Transcriptions—Recordings** • • •

Supervisor, Retail Radio Director. SERVICES OFFERED: Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; retail radio. TV spots and programs.

•
Decca Records, Inc.

50 W. 57th St., New York 19, N. Y. Phone, COLUMbus 5-2300. Vice-President Charge Recording, Dave Kapp; Special Service, Ed Strauss. SERVICES OFFERED: Custom-built electrical transcription records.

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Eccles Recordings, Inc.

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 8351. President, Robert P. Newman; Treasurer, Pollard Garrison; Chief Director, Robert M. Purcell. SERVICES OFFERED: Recording and complete packaging service for radio, motion picture and television producers. Disc, film, magnetic tape sound, motion

photography, synchronized tracks, syndicated commercial spot films.

•
Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, Pres. & Treas.; F. de Jaager, Vice-Pres.; Arthur Lubo, Secretary. SERVICES OFFERED: Studio, recording, air line and remote.

•
Frankay & Jackson Recording Studios, Inc.

48 West 48th St., New York 19, N. Y. Phone, LOnacre 5-8453. President, Harry Jackson; Vice-President, Frank Kay; Sec'y & Treas., Betty Jackson; Business Manager, Harry Jackson. SERVICES OFFERED: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.



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•

Mitchell Gertz

8533 Sunset Blvd., Hollywood 46, Calif. Phone, CR. 4-5491. Mitchell Gertz, President; Arthur Hyman, Literary Dept.-Story Editor; Miles Bohm Auer, Talent Dept. SERVICES OFFERED: Producer of "Adventures of Zorro" for transcription or live.

•

**Harry S. Goodman
Radio Productions**

19 East 53rd St., New York 22, N. Y. Phone, PLaza 5-6131-5. (For detailed information see listing under Program Producers.)

•

George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. George Heid, Owner and Director of Recordings; Al Campbell, Director of Slide Film Productions; Max Adkins, Musical Director. SERVICES OFFERED: Electrical transcriptions, recordings, air checks, script, production, radio package shows, slide film production, original musical jingles, sound for mechanical displays.

•

**Hollywood Recorded
Features, Inc.**

75 East Wacker Drive, Chicago 1, Ill., Phone, Dearborn 2841. R. S. Peterson, President. SERVICES OFFERED: Transcriptions.

•

Mary Howard Recordings

37 E. 49th St., New York 17, N. Y. Phone, PLaza 3-4800, Ext. 47-55. Mary Howard, Owner-Manager; Donald Plunkett, Chief Engineer; Betty Jane Keilus, Commercial Manager in Charge of Sales and Promotion; Bob Dixon, Production Manager; Joseph Roberts, Publicity Consultant; Gretchen C. Howard, Office Manager. SERVICES OFFERED: Off-the-air and off-the-line recordings. Commercial records, transcriptions, all studio facilities. Package shows and spots. Tape recording and editing facilities. (Tape To Records—Records To Tape.) Recording all audio ends of TV shows.

•

**International
Recording Studios, Inc.**

6700 Sunset Blvd., Hollywood 28, Calif. Phone, HO 6344. H. Dixon McCoy, Pres.; SERVICES OFFERED: Electrical tran-

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scriptions of all types, air checks, line checks, 200-seat auditorium for network broadcasting or transcribing with or without a studio audience, masters and complete processing and pressing, and phonograph records.

Kasper-Gordon, Inc.

140 Boylston St., Boston 16, Mass. Phone, DEvonshire 8-7357. Edwin H. Kasper, President & Production Director; Aaron S. Bloom, Treasurer & Director, Commercial Dept.; Robert W. Graham, Office Manager; Frances Barrett, Secretary; Gerald Kaufman, Production-scripts; Kenn Schaffer, Engineering Dept.; Bradford Tiffany, Engineering; Preston Sandiford, Musical Director. **SERVICES OFFERED:** Recordings, air-checks, custom-built and syndicated programs, live and transcribed, jingles, script service, talent, phonograph recordings, portable playback machines.

Kermit-Raymond Corporation

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. Raymond R.

Green, Vice President & General Manager; William J. McCambridge, Treasurer; Theodore Green, Business Manager; David Fiel, Account Executive; Andree P. Jones, Secretary. **SERVICES OFFERED:** Production of live and transcribed programs, spot announcements, scripts and program consultants.

Keystone Broadcasting System, Inc.

580 Fifth Avenue
New York 19, N. Y.
Phone, PLaza 7-1460
Officers & Directors

Exec. Vice-PresidentNaylor Rogers
Vice-PresidentJoseph Bayer
Vice-PresidentArthur Wolf
Secretary-TreasurerSidney J. Wolf
Assistant SecretaryWilliam Bayer

Offices

580 Fifth Ave., New York 19, N. Y.
Phone, PLaza 7-1460

Eastern Sales Mgr.Noel A. Rhys
Research DirectorJames A. Yergin
Office ManagerEve Banner
Account ExecutiveNoel A. Rhys

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- "FRANK PARKER SHOW" (156—15 min. mus. prgs. 3 or 5 times wkly.)
- "SONS OF THE PIONEERS" (260—15 min. mus. prgs. 3 or 5 times wkly.)
- "MOON DREAMS" (156—15 min. mus. prgs. 3 or 5 times wkly.)
- "DANGER, DR. DANFIELD" (26—30 min. mystery prgs. once weekly)
- "STRANGE WILLS" (26—30 min. dramatic prgs. once wkly.)
- "BARNYARD JAMBOREE" (52—30 min. variety prgs. once wkly.)
- "STRANGE ADVENTURE" (260—5 min. dramatic prgs. 3 or 5 times wkly.)

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Dir. of St. Rel..... E. R. Rogers
Accountant and Office

Manager Elizabeth M. Mueller
Western Sales Manager... Naylor Rogers
6331 Hollywood Blvd.
Hollywood 28, Calif.

Phone, HOLlywood 5338
Program Director... Elaine N. Gonda
310 Citizens Building

Cleveland 14, Ohio
Phone, ChERRY 4050

Mid-Western Sales... Louis M. Bloch, Jr.

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 375 affiliated stations. 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week, to a total of 7 hours per

week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

C. P. MacGregor

729 S. Western Ave., Los Angeles 5, Calif. Phone, FItzroy 4191. C. P. MacGregor, President. (For detailed information see listing under Program Producers.)

The Ted Mack Company

4 E. 53rd St., New York 22, N. Y. Phone, MURray Hill 8-0370. (For complete listing see Program Producers Section).

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**Mayfair Transcription
Company**

8511 Sunset Blvd., Hollywood 46, Calif. Phone, CRestview 1-8151. B. A. Joslin, Exec. Vice-Pres.; Vern Carstensen, Prod. Mgr.; Bob Reishenback, Sales Mgr.; Richard Sanville, Dir.; Russell S. Hughes, Story Editor; Florence Jordan, Office Mgr. SERVICES OFFERED: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "Chuckwagon Jamboree".

**Fred C. Mertens and
Associates**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. Fred C. Mertens, President. (For detailed information see listings under Program Producers.)

Les Mitchel Productions, Inc.

9310 Hillrose, Sunland, Calif. Phone, FLorida 3-1531, 3-3244. Les Mitchel, President; G. Madelon Mitchel, Secty. & Treas.; E. Marshal Bitgood, Vice President; Budd Lesser, Vice President-Script Editor; John Hutchins, Controller. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

**Morton Radio Productions,
Inc.**

360 N. Michigan Ave., Chicago 8, Ill. Phone, CEntral 6-4144. President, Morton Jacobson; Secretary, Cecelia Jacobson. SERVICES OFFERED: Open-end and custom built transcriptions, live packages. Transcribed programs.

Muzak Corporation

(Executive Offices)

229 Fourth Ave., New York 3, N. Y. Phone, ORchard 4-7400. Harry E. Houghton, President; Charles C. Cowley, Exec. Vice President; John R. Andrus, Vice Pres. & Treasurer; Anna M. Kerner, Secretary; William R. Seth, Advertising Director.

(Transcription Division)

Recording Studios: 151 West 46th St., New York 19, N. Y. Phone, PLaza 7-7710; Processing & Pressing Plant: 250 West 54th St., New York 19, N. Y. Phone, PLaza 7-7700. Richard A. Wilson, Vice Pres. & General Manager; Helen S. Wallace, Director of Sales. SERVICES OFFERED: Production facilities, recording studios (vertical, lateral and tape), gold-sputtered masters, Muzak-compounded

Vinylite biscuits, Vinylite transcriptions and phonograph records. Studio, off-the-line, off-the-air recordings. Complete services for recording studios, advertising agencies, packaged program producers, radio stations, public service organizations.

(Wired Music Division)

229 Fourth Ave., New York 3, N. Y. Phone, ORchard 4-7400. Curt H. Pfeniger, Vice Pres., Chg. of Sales; John R. Andrus, Vice Pres. & Treasurer; Ethel W. Maclean, Vice Pres., New York Operations; Roger L. Thaxter, Promotion Manager. **SERVICES OFFERED:** Transcribed music library specially arranged, recorded and programmed for functional use by hotels, restaurants, offices, banks, factories, stores and shops. Transmitted by telephone line from Muzak studios in all principal cities.

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Robert W. Friedheim, Director; George C. Stevens, Business Manager; Donald J. Mercer, NBC Thesaurus & Syndicated Sales Manager; Charles G. Hicks, Jr.,

Recording Sales Manager; Herbert H. Wood, Program Manager; Norman L. Cloutier, Thesaurus Program Manager; Frank McMahon, Advertising & Promotion Manager. **SERVICES OFFERED:** NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthacoustic transcriptions.

National Radio Features

100 State Street, Albany 7, N. Y. Phone, 4-8226, 8-1311. Vice-President-General Manager, Allen I. Stock; Al Wolman, District Manager; Bernie Kaye, District Manager; R. G. MacDonald, District Manager; Betty R. Pearl, Publicity Manager; E. M. Stock, Sales Manager. **SERVICES OFFERED:** Special radio productions for radio station campaigns featuring the new "Radio On Call" production designed to have listening audience understand more fully what radio stations will do for them and the community.

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(See Color Advertisement on Page 30)

National Recording & Film Corporation

540 North Michigan Ave., Chicago 11, Ill. Phone, WHi. 4-5543. Richard Bradley, President; B. J. Tunick, Secretary-Treasurer; Leo Rabens, Office Manager; Merrill W. Fugit, Program Exec. and Dir. of Radio Sales; Warren Ketter, Promotion Director. **SERVICES OFFERED.** General advertising, ET and transcribed programs, library service, etc. Script service, program production, air checks, film projection service.

Premier Radio Enterprises, Inc.

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Desloge, President and Treasurer; Wilson Dalzell, V.P. & Secretary. **SERVICES OFFERED:** Producing and recording transcribed radio programs, slide films, motion pictures for television; complete manufacturing facilities for transcription and phonograph record pressings.

Press Association, Inc.

50 Rockefeller Plaza, New York 20, N. Y. Phone, PLaza 7-1111. Oliver Gram-

ling, Vice-President-Assistant General Manager. **SERVICES OFFERED:** "Sports Star Special"—A 15-minute interview and dramatization of personalities who are the "who's who" of the sports world. "Special Assignment"—A 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news. "Personality Time"—A 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, President & Prod. Mgr. S. M. Lauch, Service & Sales Manager; G. L. Price, Sr., Copy Chief. **SERVICES OFFERED:** Specialists in geared to the account and the market package programs from the original idea to the finished product. Not only sells and services packaged shows but follows through to produce sales in profitable volume.

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Phone, LUXemburg 2-5130. Oliver W. Nicoll, Executive Director; Alma Sandra Munsell, Associate Dir. Representative: Towers of London, Ltd., 84 Hallam St., London, W. 1. **SERVICES OFFERED:** Program production and consultation, syndicated transcribed programs, scripts, talent; package live shows, phonograph records, international radio service.

• **Radio Producers of Hollywood, Inc.**

1651 Cosmo St., Hollywood 8, Calif. Phone, HOLlywood 8318. Lou R. Winston, Pres.; M. L. Staggs, Station Relations. **SERVICES OFFERED:** Complete catalogue of all types of transcribed open and programs 60 different shows, totaling 3,500 quarter hours.

• **Reeves Sound Studios, Inc.**

304 E. 44th St., New York 17, N. Y. Phone, OREGon 9-3550. Hazard E. Reeves, President; Chester L. Stewart, Vice President & Studio Manager; Lyman J. Wiggin, Chief Engineer; Richard J. Vorisek, Manager of Film Recording Division; Robert Fine, Manager of Disc Recording Division; Charles Campbell, Engineer. **SERVICES OFFERED:** Recording sound

on film; shooting facilities; orchestra facilities and disc recording. Facilities for television production.

• **Rockhill Radio Recording**

18 East 50th St., New York 22, N. Y. Phone, PLaza 9-7979. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President, Gen. Mgr. **SERVICES OFFERED:** Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions.

• **Jack Rourke Productions**

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, GRANite 1950, HOLlywood 5762. Jack Rourke, President; Fred Fuld, Jr., General Mgr.; Mike O'Donnell, Account Executive; Joan Rourke, Publicity Dir. **SERVICES OFFERED:** Transcribed programs, spot announcements and jingles.

• **SESAC, Inc.**

475 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. **SERVICES OFFERED:** Licensing the use of copyrighted

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music, transcribed library-program service, syndicated transcribed tailor-made programs for advertisers.

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619 W. 54th St., New York 19, N. Y. Phone, PLaza 7-2000. K. R. Smith, President, Treasurer; Peter C. Rogers, General Manager. **SERVICES OFFERED:** Processing and pressing of radio and transcription records.

Sound Studios, Incorporated

1124 Vermont Ave., Washington 5, D. C. Phone, REpublic 1984-5-6. Leon Loeb, President; Ethel Loeb, Secretary; Leo Orso, General Manager. **SERVICES OFFERED:** Producers of custom built transcriptions; complete Washington studio service for out of town radio stations. Air checks, remotes, pickups and all recording services.

Charles Stark Productions

366 Madison Ave., New York 17, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President; William Stark, V.P.; Peggy M. Springstead, Acct. Exec. **SERVICES OFFERED:** Transcribed programs, individually tailored spot announcements for

broadcast purposes; new series of open end syndicated shows for local sponsorship.

Telepix Corp.

6233 Hollywood Blvd., Hollywood 28. Calif. Phone, Hillside 8351. Robert P. Newman, President; Pollard Garrison. Treasurer; Robert M. Purcell, Director; Hal Wilson, Sales Manager; Miles E. Pike, Animation Director. **SERVICES OFFERED:** Recording and complete packaging service for radio, motion picture and television producers. Disc, film, magnetic tape sound, motion photography, synchronized tracks, syndicated commercial spot films.

Teleways Radio Productions, Inc.

8949 Sunset Blvd., Hollywood 46, Calif. Phone, CRestview 6-7238, BRadshaw 2-1636, 2-1447. President, Carl F. Kraatz; Vice-Pres. in Chg. of Sales, Charles A. Kennedy; **SERVICES OFFERED:** Transcribed programs, The John Charles Thomas Show, The Frank Parker Show, Sons of The Pioneers, Riders Of The Purple Sage, Moon Dreams, Strange Wills, Danger, Dr. Danfield, Barnyard Jamboree, Strange Adventures. Also creation and production of spot announcements and creation and production of custom-built, live-talent programs.

Tip Top Productions

Box 2222, Hollywood 28, Calif. Phone, HUDson 2-4048, GLadstone 2624. Jack Parker, Executive Producer; Ray Bond, Ass't. to Exec. Producer; H. Albert Rice, Jr., General Manager; Betty Underwood, Script Editor-Film Division; Hortense Reed, Script Editor-Radio Division; Allen Buick, Script Editor-Television Div.; Mort Masters, Phonograph Division Manager. **SERVICES OFFERED:** Phonograph records, transcription syndicate (radio programs) films for television, motion picture features, shorts, educational, and business films. Programs produced to order for advertisers, stations (both radio and television).

L. S. Toogood Recording Co.

221 N. La Salle St., Chicago 1, Ill. Phone, CEntral 6-5275. Owner, L. S. Toogood. **SERVICES OFFERED:** Recording service.

Towers of London, Ltd.

37 W. 46th St., New York 19, N. Y. Phone, LUXemburg 2-5131. Intrntl. President, Harry Alan Towers; Vice-Pres. & National Dir. for U. S., Oliver W. Nicoll.



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SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, script, talent, package live shows, international radio service.

• **Transcribed Radio Shows**

2 West 47th St., New York 19, N. Y. Phone, LUXemburg 2-3530. M. E. Moore, President; J. Bartley, Gen. Mgr. SERVICES OFFERED: Tailor made programs, syndicated programs, jingles, spots, musicals, dramas, historical, variety shows, transcriptions programs from 15-seconds to half hour, for every type business.

• **Transcription Broadcasting System**

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. William McCambridge, President; Raymond Green, Executive V. P.; Theodore Green, Treasurer; Howard Epstein, Secretary; David Fiel, Vice-President; Arthur Simon, General Manager. SERVICES OFFERED: 8½ hours of shows at the one-time half hour national rate. Minimum rate, \$40.

• **Transcription Sales, Inc.**

117 W. High St., Springfield 35, Ohio. Phone, 2-4974. J. P. Williams, President; Adna H. Karns, Ex. Vice-Pres.; John F. Hyle, V.P. & General Manager. SERVICES OFFERED: Open end transcriptions featuring outstanding name stars such as "Singin' Sam," "Mullen Sisters," "Emile Cote," Charles Magnanti," "Curley Bradley," and many others. TV shows also available.

• **United Broadcasting Co.**

301 East Erie St., Chicago 11, Ill. Phone, SUPERior 7-9114. William L. Klein, General Manager and Chief Producer; Marilyn L. Friedel, Assistant Manager; Bryan Wright, Chief Engineer. SERVICES OFFERED: Operate former World Broadcasting System Studios. Transcribing "Judy & Jane," "Lutheran Hour," "Tell Me, Doctor," and dramatized spot announcements. Making masters for phonograph record companies and operate own processing and pressing plant. Syndicating "Dinner Winner" program.

• **United Recording Laboratories**

1650 Broadway, New York 19, N. Y. Phone, CI 7-3718, 7-2089. Anita Smith, George Adams, Owners. SERVICES OFFERED: Instantaneous recording, Mas-

ters, complete recording facilities, transcribed collectors and documentary library, custom-built programs.

• **Thomas J. Valentino, Inc.**

1600 Broadway, New York 19, N. Y. Phone, Circle 6-4675-6. Thomas J. Valentino, Pres.; Michael T. Valentino, Vice-Pres. SERVICES OFFERED: Sound effects records, transcriptions, chime & organ recordings, pressings, recording service. Health films, mood music.

• **Hal Wilson Radio Productions**

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HOLLYwood 1714. Hal Wilson, Owner. SERVICES OFFERED: Syndicated E.T. programs, live package shows, E.T. spots. TV spots & programs, both live and film.

• **World Broadcasting System**

501 Madison Ave., New York 22, N. Y. Phone MU-8-4700. Frederic W. Ziv, President; John L. Sinn, Vice President; A. B. Sambrook, Commercial Manager; Maynard Marquard, West Coast Manager. SERVICES OFFERED: World Program Service Library, Library Programs, Audio-Flex Programs and custom built shows.

• **Frederic W. Ziv Co.**

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Vice President in Charge of Sales; Joseph L. Moore, Treasurer and Comptroller; M. R. Ziv, Partner; Samuel Glueck, Promotion Manager; Television Dept.: John L. Sinn, President; Frederic W. Ziv, Vice President; Paul Blair, Mgr. BRANCH OFFICES: 501 Madison Ave., New York 22, N. Y. Phone, MURray Hill 8-4700. 360 North Michigan, Chicago 1, Ill. Phone, FRanklin 2-8917. 6253 Hollywood Blvd. at Vine, Hollywood 28, Calif. Phone, HEMPstead 5121-2-3. SERVICES OFFERED: Network and transcription productions, featuring top-talented performers from radio, stage and screen — available to local and regional sponsors.

• **The Karl Zomar Library**

3120 Federal Blvd., Denver 11, Colo. Phone, GLendale 6642. Karl Zomar, Managing Director; Robert B. Nordberg, Station Relations Secretary; Vera Burdette, Musical Director; Karl Zomar, Jr., Script Editor; Harold Welshon, Recording Engineer; Ross Miller, Auditor. SERVICES OFFERED: Script and transcription library.

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ASCAP

Complete facilities of the vast library of ASCAP, efficiently staffed and streamlined for speed, anticipate every possible need of the music user. Myriads of details of copyright information are immediately available. Countless telephone calls from users in many fields attest the irreplaceable service that goes with the ASCAP license.

ASCAP's great reservoir of performing rights in music of every conceivable form is the creation of 2,400 members of the American Society of Composers, Authors and Publishers, and of many thousands of affiliates throughout the world.

Whatever may be the problems of the business executive making use of music, he has no music clearance problems when he places his reliance on ASCAP service.

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AMERICAN SOCIETY OF
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30 Rockefeller Plaza, New York 20, N. Y.

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By **FRED E. AHLERT**

President

THE American Society of Composers, Authors and Publishers (ASCAP) organized Feb. 13, 1914, is dedicated chiefly to the protection of its members' music performing rights. In providing this protection, the Society becomes a readily accessible source of every conceivable kind of music sought by commercial enterprises making use of music performances as part of their business.

ASCAP was formed by Victor Herbert and a little more than 100 associates who found that individually they were unable to protect their performing rights. These organizers of the Society followed the pattern of similar performing right societies in other countries. With a record of continuous growth, and of constantly expanding service to its patrons, the Society now has a membership of more than 2,000 writers and some 350 publishers.

Originally active chiefly in the field of popular music, ASCAP in recent years has broadened its operations to include more works of standard composers. Today all the leading symphony orchestras make use of ASCAP licenses, and the same is true of civic and community groups in more than 400 cities, whose musical directors find their music clearance problems simplified through the machinery of the ASCAP license.

ASCAP is a national institution. Men and women from every state and territory of the United States, and Americans by adoption from more than 40 countries are included in its membership. There are 162 women members. Nearly 400 estates share in the royalties collected by the Society.

Such estates are largely those of deceased members, although there are numerous instances of memberships of estates whose principals died before ASCAP was formed, e.g. Ethelbert Nevin, Edward MacDowell, Gustav Mahler. Musical copyrights in these estates just as the copyrights of living members, continue to yield income after the deaths of the creators.

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1949 are:

<i>Fred E. Ahlert</i>	<i>President</i>
<i>Gustave Schirmer</i>	<i>Vice President</i>
<i>Oscar Hammerstein II</i>	<i>Vice President</i>
<i>George W. Meyer</i>	<i>Secretary</i>
<i>Louis Bernstein</i>	<i>Treasurer</i>
<i>Donald Gray</i>	<i>Assistant Secretary</i>
<i>Frank H. Connor</i>	<i>Assistant Treasurer</i>

The Board of Directors comprises 12 writer- and 12 publisher-members, eight of whom are elected annually by the membership for three year terms.

ASCAP Publisher Members

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 Ager, Yellen & Bornstein, Inc.
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 Feature Music Syndicate
 Manus Music Co., Inc.
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 Shreibman Music Press
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 Green & White, Inc.
 Green Bros. & Knight, Inc.
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 American Music Pub. Co.</p> | <p>Amsco Mus. Pub. Co., Inc.
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 Rolseth Pub. Co.
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 Dillon, Carl, Music Co.
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 York Music Co., The
 Brooks' Music Corp.
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 Burnett, Ltd.
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BROADCAST MUSIC, INC.

By **CARL HAVERLIN**

President

IT HAS been aptly stated in the trade press that 1948 saw BMI attain a "milestone," one that is probably more significant than any other such achievement in its eight productive years of life. To fully understand this significance, it should be pointed out that as of January 15, 1949, BMI licenses 2,510 stations and networks. Broken down it reads: 24 national and regional networks in the U. S., 1,896 AM outlets; 394 FM stations; 40 TV and five Short-Wave facilities. In Canada, one national network and 150 stations. The "milestone" refers to the fact that over 2100 stations and all networks, have voluntarily renewed their BMI license contracts for a nine-year period from 1950 to 1959. Additional renewals arrive daily.

Thus the broadcasters of the nation have made it mandatory that BMI continue to provide the competition needed to maintain a healthy atmosphere in the realm of writing and publishing music and the licensing of such works for public performance.

Added to the progress of BMI during the year are the important contractual renewals between the organization and the old established publishing house of E. B. Marks Music Corp., renewed by BMI to a long term contract, and M. M. Cole Publishing Company of Chicago. Still another highlight is the affiliation with BMI of seven leading Italian music publishing firms.

In the land of our northern neighbors, BMI Canada, Ltd., has vastly expanded its scope during the year, becoming active in all its branches. Most of the leading composers of the Dominion are part of BMI Canada and virtually all Canadian stations consistently play BMI tunes.

Since its organization in 1940, BMI's catalog has been made available to television without restriction. Also since 1940 BMI has licensed music for motion pictures at the source only. The wisdom of this policy is reflected now more than ever in the increased use of BMI music in film production.

Non-radio licensing activity by BMI finds some 2,600 licenses issued to hotels, night clubs, dance halls, skating rinks and other places where music is used publicly for profit.

The cause of music generally was advanced on various fronts through BMI efforts, among them being active participation in the campaign of the American Music Conference.

OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Claude C. Boydston, controller, and Charles E. Lawrence, assistant treasurer.

DIRECTORS (elected annually): Justin Miller, chairman; Sydney M. Kaye, vice-chairman; Herbert V. Akerberg, CBS; John Elmer, WCBM; Walter Evans, Westinghouse Radio Stations, Inc.; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul W. Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc. and James E. Wallen, MBS.

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 Algonquin Music, Inc.
 Allen, Rick Publications
 Allied Music, Inc.
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 American Music, Inc.
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 Gala Music Publishing Corp.
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 General Music Publications
 Gilbert Music Publishers
 Globe Publications
 Golden Melody Music Company
 Golden Tune Publishers
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 Golden West Music Publications
 Gollatz Music Publisher
 Goode Music, Inc.
 Gordon Music Company
 Gordon Music Publisher
 Green Music Publications
 Grimes Music Publishers
 Guinand, Clinton
 Guy Publishing Company, The
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 Habestro, Albert W.
 Haims, P. L.
 Halama, Frank J., Publications
 Hall, William
 Halmac Company
 Hamilmeyer Music Publishing Company
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 Hanna & Co. Music Compositions
 Happy Songs, Inc.
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 Hardtner, Alice D.
 Hargrow, Paul S.
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 Hartmann, Edward & Lynette
 Hartmann & Van Horn
 Harwall Music Publishers
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- Hauser, Ethel
 Hawaii Conservatory Pub. Co.
 Hawkins, R. Leland
 Hay, Bob
 Haynes Music Publishing Co.
 Heart of America Music Publications
 Hemispheric Publications
 Hendrix Music Publications
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B M I Publishers

- Inco Music Company
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 Inspired Music Company
 Inter-American Music Pub. Co.
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 Jo-Ann Music Company
 John Mason's Pub. Co.
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- Knobloch, M. H.
 Knudsen Publications
 Knutson & Kilbourne Song Publishers
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 Kord Music Company
 Krasno & Steele Co.
 Krygier, Joseph
 Kukula, Frank
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 La Chapelle Music Publications
 La Rue Publishing Company
 Lake Music Pub. Co.
 Lance Music Co., Inc.
 Lang-Worth Publications, Inc.
 Lanier Music Company
 Latin American Publishing Corp.
 Laura-Lea Music
 Laurel Music Publishers, Inc.
 Lawndale Music Publishers
 Leal, Felipe Valdes
 Lee, Robert, Music Publishers, Inc.
 Lee, Rosemary
 Lee Music
 Lencer Music Company
 Lennerts Music Publications
 Leora Music
 Lester, Betty
 Lester, J. L., Music Company
 Lewcon Music Company
 Liberty Music Publishers
 Life Music
 Life Records, Inc.
 Lincoln, F. S.
 Lind Music Company
 Linden Music Publishers
 Little Jazz Music Pub., Inc.
 Livingston & Evans Music Company
 Lois Music Publishing Co.
 Lomax, Carl, Music Publishing Company
 London Music Corp.
 Lone Star Music Co.
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 Long, Joey Music Publishing
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 Loy, Valeska
 Lubin, Jimmy, Music Publishers
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- M. and F. Music Publisher, The
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 M. R. E. Music Co.
 Mac Angelo
- MacFarlane, Thomas M.
 Mac Gregor, Grant
 Mack Music Company
 Mack-Nell Publications
 Mackley Music Publishing Co.
 Maestro Music Company
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 Magnolia Music Corp.
 Main Music Publishing Company, The
 Main Street Songs, Inc.
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 Major Melodies
 Major Minor Music
 Mallory Music Publications
 Mandeville, Loretta
 Manhattan Melodies Music Pub.
 Mank's, Chaw, Blue Ribbon Music Co.
 Mann Music Co.
 Manning Music Company
 Mansfield, Frank, Music Pub. Co.
 Marchant, J. C., Publications
 Marcy, Victor
 Mardi Gras Music Company
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 Marion and Son Publishing Co.
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 Marsales, Frank
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 Martin, Otto J.
 Marvel Music Pub. Co.
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 McCune Music Company
 McDonald, J. K.
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 McDowell, Frances Grider
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- Meadowbrook Music Publishing Co.
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 Melo-Song Publishers
 Melodies of the Americas, Inc.
 Melody Hall Music Publishers
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 Modern Melo Melody Publications
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 Mount Vernon Publications
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By **M. E. TOMPKINS**
President and Secretary

ASSOCIATED Music Publishers, Inc., 25 West 45th Street, New York 19, New York, a wholly owned subsidiary of Broadcast Music, Inc. is in its second fiscal year under new management.

In addition to its own extensive catalogue of orchestra, chamber music and chorus music, it continues to represent exclusively in the United States such fine foreign catalogues as Breitkopf and Hartel—Leipzig; Universal Edition—Vienna; N. Simrock; B. Schott's Soehne—Mainz; Schott & Co., Ltd.—London and Edition Max Eschig—Paris. It has acquired within the last year exclusive selling rights in the fine Italian catalogue of Casa Musicale Sonzogno of Milano, and within the last month has taken over exclusive copyrighted properties of Russian-American Music Publishers, Inc., formerly of 19 West 44th Street, New York City. Associated continues to represent exclusively as selling agent the fine standard and serious music catalogues which were developed by BMI throughout its publishing life; the popular category of music, however, will continue to be handled by Broadcast Music, Inc., 580 Fifth Avenue, New York, New York. Performance rights continue to be administered by BMI.

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SESAC, Inc.

By **PAUL HEINECKE**

President

IT is always a privilege, one that I deeply appreciate, to address the entire field of broadcasting with this yearly message. SESAC, for the year ahead, has many additional values to share with you by way of service.

Here we are entering our 19th year of work and cooperation with AM stations and FM outlets . . . and more recently television operations. I cannot help but be impressed by your remarkable expansion which parallels SESAC's growth. Our efforts will continue to provide with even greater scope, a far more comprehensive and varied repertory in music, sterling in quality and lasting in value.

As one of the oldest and largest music licensing organizations, we have constantly sought to make available to you, that music which appeals to every type of listener. SESAC's affiliated publishers' catalogs, totalling more than 150,000 copyrighted selections, includes compositions from the fields of opera, operetta, musical comedy, symphony, hymns and gospel songs, orchestral numbers, standard and novelty songs, Hillbilly, Western and Folk songs as well as dramatic sketches. In fact, SESAC SERVICE is known among broadcasters throughout the land as a source of supply for every program need.

In addition to this expanded service, we are keenly conscious of the now, more than ever, important requirements of TV and FM as they continue to grow. Excellent program material for use, such as operettas, dramatic and comedy sketches and college plays, will be found in the catalogs of several of our SESAC affiliates. Among them are Northwestern Press, the Denison Company and the Raymond A. Hoffman Company of Chicago and the Edward Schuberth and Co., Inc. of New York. All of them publish material of importance to telecasting or FM.

It is also gratifying to tell you that the SESAC Transcribed Library has likewise kept pace with your own advancement and we are mighty proud indeed to point out our hundreds of subscribers. Here again, from the very start, our sole purpose was to serve you with the very finest quality transcriptions, featuring outstanding artists, at a very modest cost to you. Broadcasters have been quick to acknowledge that and to emphasize its facile adaptability for smart program planning of distinctive musical productions for both commercial and sustaining presentations.

But this Library was not patterned for AM alone; FM stations are using it consistently day after day and television producers are increasingly aware of its many unique features as their scripts and cue sheets call for SESAC transcribed melodies.

1949 should be a year of great accomplishment and we at SESAC certainly mean to do our part in furthering the progress of broadcasters, whether it be the AM outlet, the FM industry or the latest offspring, Television.

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Babwin Publications

*Quincke, Walter A. (Compositions as
per list issued)*

Panella, Frank A., Pittsburgh, Pa.

Paragon Music Publishers, New York

Parks, J. A., Company, Chicago

Parris Music Co. (See Tennessee Music
and Printing Co.)

Parris, O. A. (See Stamps Quartet Music
Co.)

Perry's Sons, A. W., Sedalia, Mo.

Pioneer Music Press, Salt Lake City
including:

Wheelwright, Lorin F.

Polonia Publishing Co. (See Zalewski,
B. J.)

Popular Music Publications (See Na-
tional Music Company, Inc.)

Pro Arte (See Editions Pro Arte)

"P.W.M.", Polskie Wydawnictwo Muzyc-
zne, Krakow, Poland

"PWP" Przedstawicielstwo Wydawnictw
Polskich (Association of Polish Pub-
lishers); Warsaw, Poland

Affiliates:

Adamus, A.

Adamus, Zenobiusz

Barwicki, K. T.

Edition "Jastrzab"

including:

Rudnicki, Walery

"W. J. R."

Rzepecki, J.

Editions Pro Arte

Idzikowski, M.

Jastrzab

Maciejowski, ZB.

Markiewicz, Adam

Nowacki, Henryk X.

Polskie Towarzystwo Muzyk

Wspolczesnej

Pollawski, Aleksander

Pomarancki, Zygmunt

Seyfarth, G.

Slaski, H.

SESAC Publishers

- Towarzystwo Wydawnicze Muzyki Polskiej*
Wiehler, Z.
Witczyk, Stanislaw
 "Zaiks" Związku Autorow, Kompozytorow I Wydawcow
Zak, Czeslaw
Zaremba, Alojzy
 Quartet Music Company (See National Music Company)
 Quinke, Walter A. (See Pallma Music Products)
 Radio City Guitar Studio, Jackson Heights, New York
 Ramsey, Will M. (See Central Music Co.)
 Revival Music Co., The, Searcy, Ark.
 including:
Walls, W. M.
 Ricart & Cia, Luis, S. L., Barcelona, Spain
 Rondo Publications (See Harmonia Edition)
 Rudnicki, Walery (See "P.W.P.")
 Rzepecki (See "P.W.P.")
 Sacred Music Foundation, The, Los Angeles
 including:
Herbert G. Tovey
 Sajewski, W. H., Music Publishing Co., Inc., Chicago
 Schmidt Co., The Arthur P., Boston 16
 Schmitt, Paul A., Music Company, Minneapolis, Minn.
 including:
Selmer, H. & A., Inc. (Compositions as per list issued.)
 Schuberth, Edward, & Co., Inc., N. Y.
 Select Music Company (See National Music Company, Inc.)
 Selmer, H. & A., Inc. (See Schmitt, Paul A., Music Company)
 Seyfarth, G. (See "P.W.P.")
 Showalter Co., The A. J., Dalton, Ga.
 Simon, Frank, Middletown Ohio
 Singenberger, John & Otto (See McLaughlin & Reilly Co.)
 Sisk Music Company, The, Toccoa, Ga.
 Slater, Will W., Fort Worth, Texas
 Smith, Wm. J., Music Co., Inc., New York
 Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
 including:
Beazley, Samuel W., & Son (Publications copyrighted in 1925 and thereafter.)
Stamps, V. O., Music Company
 Stamps Quartet Music Co., Inc., Dallas, Tex.
 including:
Parris, O. A.
 Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)
 Stirling Music Publishing Co., New York including:
Avalon Music Publishing Co.
 Teddlie, Tillit S., Greenville, Texas
 Tennessee Music and Printing Co., Cleveland, Tenn.
 including:
Beazley, Samuel W., & Son (Publications copyrighted up to and including 1924 only.)
Denson Trio Music Co.
Denson-Parris Music Co.
Hall Music Co., The (Publications as per list issued.)
Perry, F. Clark, Co.
Sebron, George W., Music Co.
Showalter, A. J., Co., The
 Top Music Publishers, Inc., New York including:
Kanner Music Publishing Co.
Network Music Publishers
 Tovey, Herbert G. (See Sacred Music Foundation, The)
 Treasure Chest Publications, Inc., N. Y.
 Vaughan, James D., Lawrenceburg, Tenn.
 Vitak-Elsnic Co., Chicago
 including:
Georgi and Vitak Music Co.
 Wallis, W. M. (See Revival Music Co.)
 Ward, Harry (See Chart Music Publishing House, Inc.)
 Warner, F. Eugene (See Chart Music Publishing House, Inc.)
 Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw, Poland
 Weaner, Maxwell (See Weaner-Levant Publications)
 Weaner-Levant Publications, New York including:
Weaner, Maxwell
 Western Accordion Music Company (See Chart Music Publishing House, Inc.)
 Wheelwright, Lorin F. (See Pioneer Music Press)
 Whitney Blake Music Publishers, N. Y.
 Wiehler, Z. (See "P.W.P.")
 Windsor Music Company (See National Music Company)
 Winsett, R. E., Dayton, Tenn.
 "Zaiks" Związku Autorow, Kompozytorow I Wydawcow; Warsaw, Poland (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
 Zak, Czeslaw (See "P.W.P.")
 Zalewski, B. J., Chicago
 including:
Moniuszko Publishing Co.
Polonia Publishing Co.
Rozan Publishing Co.
 Zaremba, Alojzy (See "P.W.P.")

NOTE Due to limitation of space the above listing does not represent a complete roster of SESAC Publishers. For complete listing contact SESAC 415 Fifth Ave., New York 17, N. Y.

SONG HITS OF 1948

(January 1, 1948 to January 1, 1949)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in Stage or Film Productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1947 are noted by the date—1947).

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Now Is The Hour (Leeds)	28,711	31
But Beautiful (Burke & VanHeusen)	23,472	23
A Tree In The Meadow (Shapiro-Bernstein)	22,543	31
*Buttons and Bows (Famous)	20,368	14
It's Magic (Witmark)	20,230	34
I'm Looking Over a Four Leaf Clover (Remick)	20,158	24
Haunted Heart (Williamson)	18,736	27
Manana (Barbour-Lee)	16,491	18
Beg Your Pardon (Robbins)	16,070	20
*You Call Everybody Darling (Mayfair)	15,682	23
Ballerina (1947) (Jefferson)	15,096	15
*On a Slow Boat to China (Melrose)	14,793	15
You Were Meant for Me (Miller)	14,362	26
Golden Earrings (1947) (Paramount)	14,326	15
Love Somebody (Kramer-Whitney)	14,084	24
*Maybe You'll Be There (Triangle)	14,059	24
*You Were Only Fooling (Shapiro-Bernstein)	13,886	19
Baby Face (Remick)	13,826	21
Serenade of the Bells (1947) (Melrose)	13,579	17
*Hair of Gold, Eyes of Blue (Robert)	13,491	21
Nature Boy (Burke & VanHeusen)	13,463	14
Dickey-Bird Song (Robbins)	13,267	21
Best Things in Life Are Free (1947) (Crawford)	13,016	24
*Cuanto Le Gusta (Southern)	12,829	21
Tell Me a Story (Laurel)	12,473	26
I'll Dance at Your Wedding (1947) (George Simon)	12,219	12
What'll I Do (1947) (Berlin)	12,217	20
*Ev'ry Day I Love You (Harms)	12,193	23
*My Darling, My Darling (E. H. Morris)	12,105	12
Laroo, Laroo, Lilli Bolero (Shapiro-Bernstein)	12,046	16
You Can't Be True Dear (Biltmore)	11,482	22
Little White Lies (Bregman-Vocco-Conn)	11,476	24
Toolie Oolie Doolie (C. K. Harris)	11,433	19
Sabre Dance (Leeds)	11,365	20
I May Be Wrong (1947) (Advanced)	11,298	26



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Survey; Radio-Television Critics’ Award.

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Video Agent
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BEHIND THE MIKE

RADIO—TELEVISION

Artists

Vocalists

Sports Commentators

News Commentators

Women Commentators

Disc Jockeys

Orchestra Leaders

Musical Conductors

Organists

Writers

Announcers

Directors-Producers

Home Economics Directors

Managers and Agents

For . . . 1948

RADIO-TV ARTISTS

—their work during 1948

— A —

ABBOTT, BUD
Abbot and Costello Show, Abbot and Costello Kid Show
ABC

ACE, GOODMAN
Mr. Ace and Jane (CBS).

ACE, JANE
Mr. Ace and Jane (CBS).

ADAMS, MASON
Pepper Young's Family
NBC

ALEXANDER, A. L.
Mediation Board
MBS

ALEXANDER, JOAN
Rosemary, Perry Mason
CBS
This Is Nora Drake
NBC

ALLEN, CHARME
David Harum
CBS

ALLEN, FRED
(Sullivan, John Florence); Comedian; b. Cambridge, Mass., May 31, 1894; Fred Allen Show (CBS).

ALLEN, GRACIE
(Burns, Mrs. George); Comedienne; b. San Francisco, Calif.; Secretarial Schools in N. Y.; Maxwell House Coffee Time (NBC).

ALLEN, STEVE
Steve Allen Show, Party Line, Breaking All Records
CBS

ALLENBY, PEGGY
Ma Perkins
NBC

ALLISON, FRAN
Breakfast Club
ABC

ALLMAN, ELAIA
NBC

AMECHE, DON
Your Lucky Strike
CBS

AMECHE, JIM
Personal Autograph
ABC

AMSTERDAM, MOREY
CBS, CBS-TV

ANSON, BILL
KFWB

ARNOLD, EDDIE
MBS
The Eddie Arnold Show

ARNOLD, EDITH
Crime Doctor
CBS

ARNOLD, EDWARD
Mr. President
ABC

ARQUETTE, CLIFF
Dick Haymes Show
CBS

ASCOT, RITA
Ma Perkins
NBC

AUTRY, GENE
CBS



BETTY GARDE

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a new addition,

TELEVISION

to her long association with

Stage, Screen and

Radio

• • • **Radio and Television Artists** • • •

— B —

- BACKUS, JIM**
"Bob Burns Show," "Alan Young Show"
NBC
- BAILEY, JACK**
MBS
Queen For A Day
- BAKER, PHIL**
Everybody Wins
CBS
- BANKS, JOAN**
My Friend Irma
CBS
- BARCLEY, LOUISE**
Right To Happiness
NBC
- HARRY, JACK**
Juvenile Jury. Life Begins At Eighty
MBS
- BARTLETT, TOMMY**
Welcome Travelers. Tommy Bartlett Show
ABC
- BAUER, CHARITA**
Rose of My Dreams
CBS
- BAYAN, ADRIENNE**
True Detective Mysteries
MBS
- BEASLEY, IRENE**
Grand Slam. CBS
- BECK, JACKSON**
Superman, Philip Morris
NBC, CBS, MBS
- BECKER, SANDY**
Young Dr. Malouc
CBS
- BEEMER, BRACK**
Lone Ranger
ABC
- BEGLEY, ED**
NBC
- BEHRENS, FRANK**
Lorenzo Jones
NBC
- BELASCO, LEON**
Man Called X
CBS
- BELL, RALPH**
Superstition
ABC
Right To Happiness
NBC
- BELLAMY, RALPH**
Theater U. S. A
ABC
- BENADARET, BEA**
Adventures of Ozzie & Harriet, Jack Benny Show. CBS:
Day In the Life of Dennis Day. Maxwell House Coffee Time. NBC
- BENDER, DAWN**
One Man's Family
NBC
- BENDIX, WILLIAM**
Life Of Riley
NBC
- BENNY, JACK**
(Kubelsky, Benjamin); Radio Comedian; b. Chicago, Ill., Feb. 14, 1898; Jack Benny Show (CBS).
- BENSON, RED**
(Norman Benson) Entertainer, MC; b. Columbus, O., Feb. 21, 1917; ed. Ohio State U.; Red Benson's Movie Matinee, Take a Number, (WOR-Mutual).
- BERG, GERTRUDE**
CBS-TV
- BERGEN, EDGAR**
(Bergen Edgar John); Radio Artist, Comedian, Ventriloquist; b. Chicago, Ill., Feb. 16, 1903; ed. Northwestern U. B.A., hon. MA; Coca Cola Show (CBS).
- BERLE, MILTON**
(Berlinger, Milton) Comedian; b. July 12, 1908, NYC; Milton Berle Show (ABC); Texaco Star Theatre (NBC-TV).
- BERNARD, PHILIP**
CBS, NBC
- BERNARD, TOMMY**
CBS
- BERNER, SARA**
Seafest Village Store, Eddie Cantor Show. NBC; Arthur's Place, Jack Benny Show. CBS
- BERWICK, VIOLA**
Meet The Meeks
NBC
- BERWIN, BERNICE**
One Man's Family
NBC
- BICKART, SANFORD H.**
CBS, NBC
- BILLSBURY, RYE**
First Neighbor
CBS

Ed and Pegeen Fitzgerald

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PAUL WINCHELL
AND
JERRY MAHONEY

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N. Y. C.

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PUBLICITY
MARVIN KOHN

BOOKINGS
WILLIAM MORRIS
AGENCY



ARTHUR
GODFREY



Radio and Television Artists

BIVANS, JACK

Meet The Meeks
NBC

BLAIRE, HENRY

Adventures of Ozzie and Harriet
CBS

BLANC, MEL

Radio Artist, Animated Cartoon Voice Artist, Recording Artist; b. San Francisco, Calif., May 30, 1908; Judy Canova, Jack Benny.

BOLES, ATHENA

LORDE
Actress; b. New York, N. Y.; ed. Columbia U.; Barney Blake Tele. program; Swift Tele. Prog.; Quiet Please; David Harum.

BOLES, BARBARA

Rainbow House. Small Fry
DuMont

BOVERO, PHIL

Relaxing Time. Saturday Session
ABC

BOWLES, JAMES C.

Actor, Writer; b. Lubbock, Tex. Feb. 28, 1914; ed. UCLA, Los Angeles City College; Fred Allen Program, The Big Story (NBC); Writer, Actor on Historical Plays for DuMont; Theatre: The Victors.

BRADLEY, CURLEY

Tom Mix
MBS

BRADY, BEN

Comedy Writer's Show
ABC

BRICE, FANNY

Baby Snooks
CBS

BRIGGS, DON

The Sheriff
ABC

BROKENSHERE, NORMAN

Theater Guild on the Air (ABC).

BROWN, DICK

(Brown, Herbert Richard); Singer, MC, Actor, b. Youngstown, O.; Cincinnati Coll. of Music; Calling All Girls; Hearts in Harmony; Pleasure Parade; Dick Brown Show (WNEW); Guest-RCA Victor Show; Dave Elman's Auction.

BROWN, JOHN

Actor, b. Hull, England; Life of Riley; My Friend Irma; A Date With Judy; Ozzie & Harriet; The Dennis Day Show; Baby Snooks, Duffy's Tavern (NBC).

BRUCE, EDWIN

Portia Faces Life
NBC

BRYAN, ARTHUR Q.

Doctor Gamble-Fibber McGee & Molly, Waymond Wadcliffe-The Great Gildersleeve (NBC).

BUNCE, ALLEN

Athel and Albert
ABC

BURNS, GEORGE

Comedian; b. New York, N. Y.; Maxwell House Coffee Time (NBC).

BURROWS, ABE

CBS

— C —

CAMARGO, RALPH

Just Plain Bill
NBC

CAMPBELL, NAOMI

Just Plain Bill
NBC

CANDIDO, CANDY

The Jimmy Durante Show
NBC

CANOVA, JUDY

Judy Canova Show, Texaco Television.

CANTOR, EDDIE

Comedian; b. New York, N. Y., Jan. 31, 1893, Pabst Blue Ribbon Show.

CARLEN, FRAN

Our Gal Sunday. Big Town
CBS
NBC

CARSON, JACK

Actor, b. Carmen, Manitoba, Oct. 27, 1910, St. Johns Mil. Acad.; Carleton College; Star of Jack Carson Show (CBS).

“CAN YOU TOP THIS?”



SENATOR
FORD

PETER
DONALD

JOE
LAURIE, JR.

WARD
WILSON

HARRY
HERSHFIELD

“PALMOLIVE”
NBC

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“KIRKMAN”
WOR

Irving Mansfield

CBS

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. . . **Radio and Television Artists** . . .

CASE, NELSON
ABC. Criminal Casebook. CBS.
Long Journey

CATES, OPIE
The Opie Cates Show
ABC

CHALMERS, THOMAS
Pepper Young's Family
NBC

CHAPPELL, ERNEST
Quiet, Please; Ted Malone Show
(ABC); Edward Murrow (CBS);
Co-Producer, The Lambs Tele-
vision Gambol (WNBT).

CHAPMAN, PATTY
Aunt Jenny
CBS

CHITTISON, BERMAN
Casey. Crime Photographer
CBS

CHRISTY, KEN
The Alan Young Show
NBC

CLARK, LON CLAUDE
Actor, narrator, announcer; b.
Bricelyn, Minn.; MacPhail Sch.
of Music; Univ. of Cinn. New
Sch. for Social Research; Nick
Carter (MBS); Exploring the Un-
known; Flashgun Casey; Aldrich
Family; Boston Blackie; Gang-
busters.

CLARKE, PHIL
Superman, Dick Tracy, Nick
Carter

COLLINS, TED
Kate Smith, MBS

COLLINS, TOM
One Man's Family
NBC

COLLYER, BUD
Superman, (MBS); Winner Take
All (CBS).

CONWAY, JULIE
Singer, Actress; b. Granite City,
Ill.; Northwestern U.; Armstrong's
Theater of Today; Casey, Crime
Photographer; When A Girl Mar-
ries; Nora Drake.

COOK, TOMMY
Life of Riley
NBC

COST, SUSAN
Mary Lee Taylor
CBS

COSTELLO, LOU
Abbott and Costello Show. Ab-
bott and Costello Kid Show
ABC

**COTSWORTH,
STAATS**

Actor, Stage, Radio; b. Oak
Park, Ill., Feb. 17, 1908; Penn
Sch. of Industrial Art; N. Y. Civic
Rep. Theatre Apprentice Group;
Lone Journey, Casey Crime Pho-
tographer, Harvest of Stars
(CBS); Front Page Farrel (NBC);

The Sheriff, This Is Your FBI
(ABC).

COWLING, SAM
Breakfast Club
ABC

CRAIG, NANCY
Nancy Craig
ABC

CREORE, PHYLLIS
Aunt Jenny
CBS

CROFT, MARY JANE
Bill Goodwin Show
CBS

CROSBY, BING
Phiteco Radio Time
ABC

CROSS, MILTON
Opera Album
ABC

CULLEN, BILL
Winner Take All, Give and Take,
Missus Goes A-Shopping, Hit the
Jackpot, Crime Photographer,
Nora Drake (CBS).

CURTIN, JOSEPH
Mr. & Mrs. North
CBS

CURTIS, KEN
Western Theater. Hitching
Post
ABC



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PL. 7-0700



ERNEST CHAPPELL
PL. 7-0700

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8:30 Thursday Evenings

Over NBC

EASTERN STANDARD TIME

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JOHN REED KING

"Give And Take" . . . CBS

"Missus Goes A-Shopping" . . . WCBS

"GO For The House" . . . ABC

"Three's A Crowd" . . . WOR

"Best Girl" . . . WOR

Radio and Television Artists

— D —

DAMON, LES
Adventures of the Thin Man
CBS
Right To Happiness
NBC

DANDRIDGE, RUBY
The Judy Canova Show
NBC

DARNAY, TONI
Strange Romance of Evelyn
Winters
CBS

DAVIS, JOAN
CBS

DAY, DENNIS
Dennis Day Show
NBC

DeCAMP, ROSEMARY
Dr. Christian
CBS

DeKOVEN, ROGER
This Is Nora Drake
NBC

DELMAR, KENNY ("Senator
CLAGHORN")
"Fred Allen Show"
NBC

DENNY, JR., GEORGE V.
America's Town Meeting
ABC

DONALD, PETER C.

Comedian; b. Bristol, Eng., June 6, 1918; Professional Children's Sch.; Prize Assoc. of French Inst.; Can You Top This; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick & Arthur Godfrey; Tele. MC, Bell Telephone & Gimbel Bros.; Warriors of Peace (ABC) Fred Allen Show.

DOUGLAS, DON
High Adventure
MBS

DOUGLAS, SUSAN
Official Detective
MBS

DOYLE, LEN
Mr. District Attorney (NBC).

DRAKE, ALFRED
Theater U. S. A.
ABC

DRAKE, GALEN
Galen Drake
ABC

DRAPER, MARGARET
The Brighter Day
NBC

DUNN, EDDIE
True or False (MBS).

DURANTE, JIMMY
(Durante, James); Comedian; b.

New York, N. Y., Feb. 13, 1893;
Jimmy Durante Show (NBC).

— E —

EAST, ED

MC; b. Bloomington, Ind.; Meet the Missus, CBS; Pacific Coast Network; TV Packages; Meet The Champ, Easy Does It and Who's Next. Head of Ed East Creative Recorded Spots.

EDWARDS, RALPH

MC, Comedian; b. Merine, Colo., Jan. 13, 1913; MC, Truth or Consequences, MC This is Your Life (NBC).

EDELSTON, CHARLES
Ma Perkins
NBC

ELDERS, HARRY
One Man's Family
NBC

ELLEN, MINETTA
One Man's Family
NBC

ELLIOT, WINN
County Fair, CBS; Quick As A Flash, MBS

ELSTNER, ANNE
Stella Dallas
NBC



BOB SHERRY

Free-Lance
ANNOUNCER — M.C. — NARRATOR

Radio Registry



JULIE CONWAY

ACTRESS — SINGER

Radio Registry

Radio and Television Artists

EMERY, BOB

(WOR) Small Fry Club; (WABD) Rainbow House; (WABD) DuMont Television.

ERIC, ELSPETH

Road Of Life
NBC

ERICKSON, LOUISE

The Alan Young Show
NBC

ERSKINE, MARILYN

Lora Lawton
NBC

— **F** —

FAYE, ALICE

Actress, Vocalist; b. New York, N. Y., Under Contract To 20th Century Fox; Star of Phil Harris, Alice Faye Show (NBC).

FELTON, HAPPY

Guess Who, MBS

FENWICK, ELLEN

Exploring the Unknown
ABC, NBC, CBS, MBS

FISCHMAN, HARVE BENNETT

Junior Junction
ABC

FITZGERALD, ED

Radio Commentator; b. Troy, N. Y.; Originator of Mr. & Mrs. Programs; Breakfast With the

Fitzgeralds, The Fitzgeralds in N. Y. (ABC); At Home With The Fitzgeralds (WABD-Tele.).

FITZGERALD, PEGEEN

Radio Commentator; b. Norcatur, Kans.; College of St. Theresa; Originator of Mr. & Mrs. Programs; Breakfast with the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (WABD-Tele.).

FITZMAURICE, MICHAEL

Nick Carter (MBS); When A Girl Marries (NBC).

FLYNN, CHARLES

Jack Armstrong
ABC

FORBES, MURRAY

Ma Perkins
NBC

FORD, SENATOR

(Ford, Edward Hastings); Humorist, radio, after dinner speaker, author, vaudeville; b. Brooklyn, New York, June 13, 1887; Can You Top This (NBC); Vox Pop; Hobby Lobby; guest appearances.

FRANCIS, ARLENE

What's My Name? (ABC).

FRANKLIN, JOE

Echoes of The Big Time (WMCA)

FREEMAN, FLORENCE

Wendy Warren and the News
CBS

FREYMAN, EVELYN

Consumer Time
CBS

FRIEBUS, FLORIDA

Lora Lawton
NBC

FROMAN, JANE

Pause That Refreshes
CBS

FRONT, ALICE

Mr. & Mrs. North
CBS

FULLER, BARBARA

One Man's Family
NBC

FUNT, ALLEN

Candid Microphone
ABC

FUSSELL, SARAH

Right To Happiness
NBC

— **G** —

GALLOP, FRANK

Family Hour
CBS

JACKSON

BECK



ACTOR • ANNOUNCER • NARRATOR

LA 4-1200

Radio and Television Artists

GAMEL, NORENE
Bill Goodwin Show
CBS

GARDE, BETTY
mr. ace & JANE (CBS); Aunt
Bedelia; Kobb's Korner; Perry
Mason (CBS-TV).

GARDNER, ED
(**ARCHIE**)

(Poggenburg, Eddie); Actor, pro-
ducer, director; b. Astoria, N. Y.,
June 29, 1904; Duffy's Tavern
(NBC).

GARGAN, WILLIAM
Ross Donald
ABC

GEORGE, BERNIE
The Bernie George Show
ABC

GIBSON, JONNY
Casey, Crime Photographer
CBS

GILBERT, RUTH
Perry Mason, Robert Q. Lewis
Show
CBS

GODDARD, PAULETTE
We Care
ABC

GODFREY, ARTHUR
Arthur Godfrey Show, Talent
Scouts (CBS).

GOFF, NORRIS
Lum 'n' Abner
CBS

GOODWIN, BILL
Johnny Fletcher
ABC

GORDON, BERT
The Eddie Cantor Show
NBC

GORDON, GALE
Fibber McGee & Molly
NBC

GOSDEN, FREEMAN (AMOS)
Amos 'n' Andy
CBS

GOTHARD, DAVID
Right To Happiness
NBC

GRANIK, THEODORE
American Forum Of The Air
MBS

GREEN, EDDIE
Actor; b. Baltimore, Md., Aug.
16, 1901; Eddie (the waiter)
Green on Duffy's Tavern (NBC);
Stonewall The Lawyer on Amos
'n' Andy (CBS).

GRIGGS, JOHN
House of Mystery, Adventure
Parade
MBS

GRIMES, JACK
Let's Pretend
CBS

— H —

HAINES, LARRY
Young Dr. Malone
CBS

HALL, HELEN
Barbara Wells (WOR).

HALOP, FLORENCE
Duffy's Tavern
NBC

HAMILTON, GENE
Carnegie Hall
ABC

HARRINGTON, MARY LOU
One Man's Family
NBC

HARRIS, ARLENE
Baby Snooks
CBS

HARRIS, PHIL
MC, Comedian, Orchestra Leader;
b. Linton, Ind., June 24, 1906;
Orchestra Leader - Jack Benny
Show (CBS), The Phil Harris-Alice
Faye Show (NBC).

HASTINGS, BOB
The Adventures of Archie
Andrews
NBC

MEL BLANC

"Pedro" with
Judy Canova

"Prof. Le Blanc"
with Jack Benny

Bugs Bunny—Porky Pig—Daffy Duck
with

Warner Bros. Cartoons

Bugs Bunny Albums
Woody Woodpecker Song
Big Bear Lake
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LES TREMAYNE

Radio - Television - Stage - Screen

• • • **Radio and Television Artists** • • •

HAWLEY, ADELAIDE

Fashion On Parade (WABD); Fashion Flashes via Transcriptions; Fashion News Of The Day, Sun. Herald Tribune Column; News of The Day, Woman's Page Commentary for MGM Newsreel.

HAWTHORNE, JIM

That Hawthorne Thing
ABC

HAYES, HELEN

Electric Theater
CBS

HAYES, PETER LIND

Ford Show
CBS

HAYMES, DICK

Dick Haymes Show
CBS

HELGESEN, JOE

Ma Perkins
NBC

HERSHFIELD, HARRY

Columnist (Mirror), cartoonist, radio; b. Cedar Rapids, Ia., Oct. 13, 1885; Can You Top This; Kate Smith; Hobby Lobby; Hildegarde.

HERSHOLT, JEAN

Dr. Christian
CBS

HEWITT, ALAN

This Is Nora Drake
NBC

HILL, EDWIN C.

This Is Adventure
ABC

HILLIARD, HARRIET

Adventures of Ozzie and Harriet
CBS

HOLLAND, CHARLOTTE

Lone Journey
CBS

HOPE, BOB

(Hope, Robert); Comedian, screen, radio; d. London, Eng., May 29, 1903; The Bob Hope Show (NBC).

HOWARD, EUNICE

Pepper Young's Family
NBC

HOWARD, TOM

It Pays to Be Ignorant
CBS

HUBBARD, EDDIE

Stars in The Night. Shoppers' Special
ABC

HUBBARD, IRENE

Mr. Keene, Tracker of Lost Persons
CBS
Right To Happiness, Lora Lawton
NBC

HUGHES, ARTHUR

Just Plain Bill
NBC

HULL, JOHN WARREN

Actor, singer, MC, stage, screen, radio; b. Gasport, N. Y.; Jan. 17, 1903; NYU, Univ. of Rochester; Vox Pop; Fair Enough (ABC Tele); In Town Today (NBC Tele); Radio City Matinee (NBC Tele).

— I —

IDELSON, BILLY

Those Websters
MBS

IRVING, CHARLES

Young Dr. Malone
CBS

— J —

JANIEE, VIVI

Lora Lawton
NBC

JANNEY, LEON

Charlie Chan
MBS

JORDAN, JAMES EDWARD

(Fibber McGee); Actor; b. Near Peoria, Ill., Nov. 16, 1896, Fibber McGee and Molly, on Air for 14 yrs.



ANN THOMAS

Comedy and Dramatic
LEADS

PL. 7-0700

BILL SLATER

FREELANCE

Radio

Television

Recordings

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New York 22, N. Y.

Arnold Stang



Helen Walpole

Actress - Writer
Stage - Radio - Television



LURENE TUTTLE

Mark Goodson

. . . **Radio and Television Artists** . . .

JOHNSON, RAY
Lorenzo Jones
NBC

JONES, SPIKE
Spotlight Review
CBS

**JORDAN, MARIAN
DISCOLL**

(Molly); Actress; b. Peoria, Ill.,
15, 1897; Fibber McGee and
Molly on air for 15 yrs.

JOSTYN, JAY

Radio Actor; b. Milwaukee,
Wisc.; Marquette Univ. Wisc.
Conservatory of Music; Mr. D.A.
(NBC).

— K —

KAUFMAN, IRVING
CBS

KAY, BEATRICE
Beatrice Kay Show, MBS

KEARNS, JOSEPH S.

Radio Actor; b. Salt Lake City,
Utah; Feb. 12, 1907; ed. U. of
Utah; Lux Radio Theater, Sam
Spade, Blondie, Favorite Story.

KEIGHLEY, WILLIAM
Lux Radio Theater
CBS

KEITH, RICHARD
True Detective Mysteries
MBS

KELK, JACKIE

Radio actor; b. Brooklyn, N. Y.,
Aug. 6, 1923; Professional Child-
ren's Sch.; Aldrich Family
(NBC); Superman (MBS).

KIERNAN, JOHN
Information, Please
MBS

KILGALLEN, DOROTHY
Star Time with Dorothy Kil-
gallen
ABC

KING, JOHN REED

Radio and Television MC; b.
Atlantic City; ed. Princeton.
Give and Take, Missus Goes A-
Shoppin' (CBS); Go For The
House (ABC); Three's a Crowd
(WOR).

KIRBY, DURWARD
Second Honeymoon
ABC

KOHL, ARTHUR
The Adventures of Archie
Andrews
NBC

KNUDSEN, PEGGY
Bill Goodwin Show, Junior
Miss
CBS

KROEGER, BERRY
Big Sister
CBS

KVALDEN, GRETA
Pepper Young's Family
NBC

KYSER, KAY
Kyser College of Fun and
Knowledge
ABC

— L —

LAKE, ARTHUR
Blondie
CBS

LARKIN, JOHN
Perry Mason (CBS).

LAUCK, CHET
Lum 'n' Abner
CBS

LAURIE, JOE, JR.
Can You Top This? (NBC).

LAWRENCE, CHARLOTTE
Christopher Wells
CBS

LAYNE, ZELLA
Betty Crocker Magazine of the
Air
ABC

LEHR, LEW
Stop Me If You Have Heard
This
MBS

LEONARD, GENE
Life Can Be Beautiful
NBC

LESTER, JACK
Sky King, Personal Autograph
ABC



IRENE RYAN
NBC
THE BOB HOPE SHOW

That
"CharACTOR"
again



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too!

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MARGARET
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SHOPPER"

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Radio and Television Artists

LEWIS, ELLIOTT

"A Day in the Life of Dennis Day," NBC; "Fitch Bandwagon," NBC; "Meet Me at Parky's," NBC; "Scarlet Queen," MBS

LEWIS, FORREST

Meet The Mecks
NBC

LEWIS, JERRY

Dean Martin-Jerry Lewis Show
NBC

LEWIS, ROBERT Q.

Robert Q. Lewis Show
CBS

LINKLETTER, ART

House Party
CBS

LISS, RONNY

"Robin"—Superman, MBS;
Studio One, CBS; Ford Theater, NBC; Counterspy, ABC;
Aunt Jenny, CBS; Robert Q. Lewis Show, CBS

LIVINGSTONE, MARY

(Benny, Mrs. Jack); Actress; b. Seattle, Wash., June 23, 1909;
The Jack Benny Show (CBS).

LOCKE, RALPH

Life Can Be Beautiful
NBC

LORDE, ATHENA

Reader's Digest, CBS; When A Girl Marries, NBC; The Shadow, MBS; Linda's First

Love, Kate Smith Hour, CBS;

Nick Carter, MBS

LOVEJOY, FRANK

Radio Actor, b. N.Y.C., N. Y. March 28, Murder and Mr. Malone (ABC coast to coast.; Sound Off (CBS).

LUDDY, BARBARA

First Nighter
CBS

LYNCH, KENNETH

Just Plain Bill
NBC

LYNCH, PEG

Ethel and Albert
ABC

— Mc —

MacDONNELL, JOHN HENRY

The American Almanac
ABC

MacELHONE, ELOISE

Leave It to the Girls, MBS

McBRIDE, MARY

MARGARET
(WNBC).

McAFFREY, JOHN K. M.

What Makes You Tick
ABC

McCONNELL, LULU

It Pays To Be Ignorant
CBS

McCONNELL, SMILIN' ED

Story teller, MC, Singer; b. Atlanta, Ga., Jan. 12, 1892; William Jewell College; Began radio work 1922, WSB, Atlanta, Ga. Present sponsors; The Brown Shoe Co. (NBC); The Mantle Lamp Co. (Transcriptions).

McCORMICK, MYRON

Christopher Wells
CBS

McELROY, JACK

Breakfast in Hollywood (ABC).

McGEE, FIBER AND MOLLY

NBC

McGATH, PAUL

Inner Sanctum
CBS

McGUIRE, BOBBY

MBS, Twenty Questions

McLAUGHLIN, DON

David Harding-Counterspy
ABC
Road To Life
NBC

McNAUGHTON, HARRY

It Pays To Be Ignorant
CBS

RED BENSON

REFRESHINGLY NEW M.C.
GOES THRU HIS PACES ON
**RED BENSON'S
MOVIE MATINEE**

MBS—MON. THRU SAT.

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TAKE A NUMBER

EVERY SAT. NIGHT 8:30-9, MBS

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Radio:

"Fashion Flashes," transcribed news and interviews, coast to coast

Newspaper:

"Fashion News of the Day," weekly column of fashion advertising, New York Herald Tribune and other papers

Newspaper:

MGM's "News Of The Day"

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SC. 4-5700



HELEN HALL
WOR's
BARBARA WELLES

Best Wishes

MARIE WILSON

"My Friend Irma"

• • • **Radio and Television Artists** • • •

McNEIL, DON
Breakfast Club (ABC).

McNELLIS, MAGGI
ABC

— M —

MACREA, GORDON
The Railroad Hour, Texaco
Star Theater
ABC

MACK, GILBERT
Actor, director, b. New York,
N. Y., Nov. 3, 1912; Inner Sanctum;
Superman; Reader's Digest;
Grand Central Station; Mollie
Mystery Theater; Harvest of
Stars.

MACK, TED
The Amateur Hour
ABC

MAITLAND, ARTHUR
The Adventures of Archie
Andrews
NBC

MALONE, TED
(Russell, Alden F.); Radio Story
Teller, poetry editor, commen-
tator, MC; b. Colorado Springs,
Colo., May 18, 1908; William
Jewell College; Ted Malone
(ABC); MC, The Prudential Fam-
ily Hour (CBS); Tele Series
(WRBG, ABC).

MANN, GLORIA
The Adventures of Archie
Andrews
NBC

MANSON, CHARLOTTE
Actress; b. Jan. 21, 1921, NYC;
BS NYU; Creeper; Road To Life,
(NBC); Nick Carter (MBS); The
Sheriff, Helen Trent, My True
Story (ABC).

MARCH, PAUL
Sweeny & March
CBS

MARKS, SHERMAN
Meet The Meeks
NBC

MARSHALL, HERBERT
Man Called X
CBS

MARTIN, DEAN
Dean Martin-Jerry Lewis Show
NBC

MARK, GROUCHO
The Groucho Marx Show
ABC

MATTHEWS, GRACE
Bib Sister, CBS
The Shadow, MBS

MEREDITH, BURGESS
We Care
ABC

MERRILL, GARY
Right To Happiness
NBC

MERRILL, JACK
This Is For You
ABC

MINER, JAN
Casey, Crime Photographer
CBS
Lora Lawton
NBC

MOHR, GERALD
The Adventures of Bill Lance,
ABC
Philip Marlow, CBS

MONTGOMERY, ROBERT
Suspense, CBS

MOORE, GARY
Breakfast In Hollywood
ABC

MOORE, TOM
Ladies Be Seated
ABC

MORGAN, CLAUDIA
Right To Happiness, NBC
The Thin Man, CBS

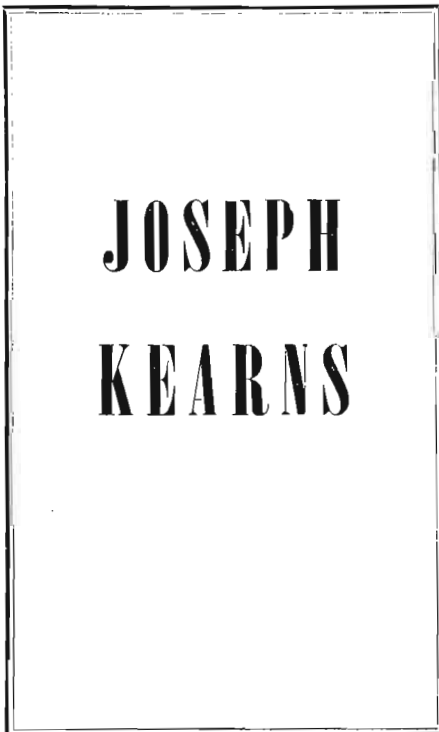
MORGAN, HENRY
The Henry Morgan Show
ABC

MORRISON, BRET
Actor, Singer, Radio Artist; b.
May 5, 1912, Chicago, Ill.; Art
Inst.; Light of the World, Thin
Man, NBC; The Shadow, True
Story, The Falcon, Superman
(MBS).

MORROW, JEFF
Dick Tracy
ABC



JACKIE KELK



**JOSEPH
KEARNS**



BILL CULLEN

Management: Martin Goodman
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JOHN BROWN



MY FRIEND IRMA
THE LIFE OF RILEY
A DATE WITH JUDY
OZZIE AND HARRIET
THE DENNIS DAY SHOW

PETER DONALD



TODD RUSSELL

"Strike It Rich" . . . CBS
9:30 P.M. Tuesdays
per. mgf.
Frank Cooper
521 Fifth Ave., New York City

Radio and Television Artists

MOSS, ARNOLD
Road of Life
NBC

— N —

NAGEL, CONRAD
Television CBS

NELSON, JOHN
Bride and Groom
ABC

NELSON, OZZIE
Adventures of Ozzie and Harriet
CBS

NEWMAN, ELMER
Hayloft Hoedown
ABC

NIESEN, CLAIR
Backstage Wife
NBC

NORELL, HENRY
Ma Perkins
NBC

NORRIS, KATHI
Television Shopper (WABD).

— O —

O'KEEFE, WALTER
Double or Nothing
CBS

OLMSTED, NELSON
Your Story for Today
ABC

OLSEN, JOHNNY

(Olsen, John L.); Radio performer, Writer, Producer, Singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business Coll.; Ladies Be Seated; What's My Name?; Johnny Olsen's Rumpus Room; Club Matinee (ABC); Ladies Man (WOR); Johnny Olsen's Luncheon Club (WMGM); Adelaide Hawley's Fashion Show; Johnny Olsen's Rumpus Room; Doorway To Fame; Ladies Be Seated (WABD).

ORR, ANGELINE
Captain Midnight
MBS

ORTEGA, SANTOS
Big Sister
CBS

— P —

PARKHURST, HELEN
Child's World
ABC

PARKS, BERT
Stop The Music, Break The Bank, Second Honeymoon
ABC

PARNELL, EVA
Road Of Life
NBC

PAWLEY, ED
Big Town

CBS
NBC

PAYNE, VIRGINIA
Ma Perkins
CBS
NBC

PEARY, HAROLD
The Great Gildersleeve
NBC

PETRIE, HOWARD
Jimmy Durante Show, Blandie
NBC

PIOU'S, MINERVA (MRS. NUSS-BAUM)
Lone Journey, CBS; Fred Allen Show, NBC

POOLE, BOB
Poole's Paradise, MBS

FOWELL, DICK
Front Page, Final Edition
ABC

POWERS, PENNY
(Olsen, Penny) b. Milwaukee, Wis., Feb. 6, 1917, ed. Stevens College; Johnny Olsen's Ladies Be Seated (ABC-Tele); Johnny Olsen's Rumpus Room (ABC-Tele).

PRENTISS, ED
Captain Midnight
MBS



DWIGHT WEIST

MC — ANNOUNCER — NARRATOR

Grand Slam CBS Big Town CBS
Aldrich Family NBC Inner Sanctum CBS

Commentator—Pathe News—"This Is America"

PROF. QUIZ



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GRAPE NUTS FLAKES

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"Winner Take All" (Radio and TV)
"Break the Bank"
"Road of Life"
"Superman"



MICHAEL FITZMAURICE

"When a Girl Marries" . . . N B C
"Nick Carter" M B S
Radio Registry



JAY JOSTYN

Management: Martin Goodman
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EDDIE DUNN

9 Eastwoods Lane
Scarsdale, N. Y.

. . . **Radio and Television Artists** . . .

PROFESSOR QUIZ

(Earl, Craig); b. Boston, Mass.; Tufts; Harvard; Professor Quiz (ABC).

PRYOR, ROGER

Theater Guild On The Air
ABC
Pause That Refreshes on The Air
CBS

QUIZ KIDS

NBC

— R —

RABY, JOHN

The Brighter Day
NBC

RATHBONE, BASIL

Scotland Yard, MBS

REIMERS, ED

Our Job Is Manhattan
ABC

REINHEART, ALICE

Life Can Be Beautiful
NBC

ROBB, MARY LEE

The Great Gildersleeve
NBC

ROBINSON, BARTLETT

Portia Faces Life
NBC

ROESSLER, ELMIRA

Meet The Meeks
NBC

ROGERS, ROY

Dick Run, O.; Saturday Night Round-Up (NBC); Roy Rogers Show (MBS).

ROOSEVELT, ANNA

Eleanor and Anna Roosevelt
ABC

ROOSEVELT, ELEANOR

ABC

ROSE, NORMAN

Famous Jury Trials
ABC

ROSS, EARLE

The Great Gildersleeve
NBC

ROUVEROL, JEAN

One Man's Family
NBC

RUSSELL, TOD

Strike It Rich (CBS).

RUTHERFORD, ANN

Blondie
NBC

RYAN, IRENE

The Bobe Hope Show (NBC);
Jack Carson Show (CBS).

— S —

SARGENT, NANETTE

Curtain Time
NBC

SCANLON, ARTHUR

The Art Scanlon Show (WINS).

SCRIBNER, JIMMY

The Johnson Family
MBS

SHELDON, HERB

ABC

SHELTON, GEORGE

It Pays To Be Ignorant
CBS

SHEPHERD, ANN

Big Sister
CBS

SHERMAN, ELEANOR

The Greatest Story Ever Told.
ABC
We Love & Learn; Light of the World, NBC

SHERRY, BOB

Free Lance.

SHIELDS, FRED

Miss Corliss Archer
CBS

SHIRLEY, ALFRED

Sherlock Holmes
MBS

SHOCKLEY, MARIAN

Road Of Life
NBC

SINGLETON, PENNY

Blondie
CBS



DANNY WEBB
"COMICS ON PARADE"
WPIX



BRET MORRISON
Title Role—"The Shadow"—MBS
Narrator—"Light of the World"—NBC



LON CLARK

Title Role in "Nick Carter" MBS
Writer—Producer—Narrator of
Children Albums
Actor — Announcer — Narrator
PL. 7-0700



FRANK LOVEJOY

"THE AMAZING MR. MALONE"
ABC



WARD WILSON

ANNOUNCER
ACTOR - SPORTS BROADCASTER
Radio Registry



ED EAST

M.C. "MEET THE MISSUS"
CBS Pacific Coast Network
TV packages — "Meet the Champ,"
"Easy Does It" and "Who's Next?"

• • • **Radio and Television Artists** • • •

SLATER, BILL

Twenty Questions, Fishing and Hunting Club, Luncheon at Sardi's (MBS).

SMALL, FRANK

Prof. Quiz, There's Money in Your Name TV; Popular Science Roundtable, Country Dance, It's A Fake, Music For the Mrs.

SMART, JACK

The Fat Man
ABC

SMITH, SYDNEY

Real Stories from Real Life.
MBS
Life Can Be Beautiful
NBC

SMOLEN, VIVIAN

Our Gal Sunday
CBS
Stella Dallas
NBC

SMYTHE, J. ANTHONY

One Man's Family
NBC

SNYDER, LOUISE

Adventures of the Falcon
MBS

STAFFORD, JO

The Jo Stafford Show
ABC

STAFFORD, HANLEY

Baby Snooks, Blondie
CBS

STANG, ARNOLD

The Milton Berle Show (NBC);
The Eddie Cantor Show (NBC);
Henry Morgan Show; Theater
Guild, Texaco Star Theater
(ABC).

STANLEY, JOHN

Sherlock Holmes
MBS

STERLING, JACK

WCBS, New York, N. Y.

STEVENS, JULIE

Romance of Helen Trent
CBS

STONE, EZRA

The Aldrich Family
NBC

STONE, HARLAN, JR.

The Adventures of Archie
Andrews
NBC

STOOPNAGLE, COLONEL

Vaughn Monroe Show

STROCK, GLORIA

Crimes of Carelessness, MBS

STUDERBAKER, HUGH

Guiding Light
CBS

SUTTON, PAUL

Challenge of the Yukon
ABC

SWEENEY, BOB

Sweeney & March
CBS

SWENSON, KARL

Our Gal Sunday
CBS
Lorenzo Jones
NBC

— T —

TANNEY, ARNO

Sound Off
ABC, CBS

TARPLIN, MAURICE

Mysterious Traveler, MBS;
Light of the World, NBC

TETLEY, WALTER

The Great Gildersleeve
NBC

THOMAS, ANN

Theater Guild, Malle Mystery,
The Fat Man, Willie Piper, Men-
men Shavetime, Hour Glass.

THOMPSON, BARRY

The Sea Hound
ABC



JOHN LARKIN

"Perry Mason" . . . C B S

Schuyler 4-5700



JACK McELROY

M.C.—"Breakfast in Hollywood"

ABC—Monday thru Friday

Singer—Announcer—"Bride And Groom"

ABC—Monday thru Friday

• • • **Radio and Television Artists** • • •

THOMSON, BARRY
Sherlock Holmes
MBS

THORSON, RUSSELL
One Man's Family
NBC

TINNEY, CAL
Thinking Aloud
ABC

TODMAN, BILL
Winner Take All
CBS

TOMPKINS, JOAN
David Hartum
CBS
This is Nora Drake
NBC

TREMayNE, LES

(Tremayne, Lester) actor, announcer, Em-Cee; b. London, England; Kraft Music Hall, Cavalcade of Summer, Walter Winchell Show, The Thin Man, Inner Sanctum, Joyce Jordan (NBC); Wendy Warren & the News, Hall Mark Play House (CBS); Adventures of the Falcon (MBS); Drew Pearson (ABC).

TUTTLE, LURENE

(Tuttle, Lurene Susie); Radio actress; b. Pleasant Lake, Ind., Aug. 20, 1907; Pasadena Jr. Col-

lege; U. S. C. Drama Course; Effie on Adventures of Sam Spade; Nellie on Burns & Allen; Hollywood Players; The Whistler; The Saint; The Red Skelton Show (NBC); Ozzie & Harriet; Suspense, Mystery Without Murder (NBC); Masquerade (NBC).

— V —

VALENTINE, LEW
Dr. I. Q.
NBC

VAN DEVENTER, FRED
Twenty Questions
MBS

VAUGHAN, BERYL
Meet The Meeks
NBC

VINTON, ARTHUR
CBS

VOLA, VICKI
Mr. District Attorney
NBC

VON ZELL, HARRY

Radio MC, Comedian, Motion Picture Actor; b. July 11, 1906, Indianapolis, Ind.; Eddie Cantor

Show, NBC; Smiths of Hollywood; Motion Pictures, Harry Von Zell Comedies—Columbia.

— W —

WALDO, JANET
Meet Corliss Archer
CBS

WALL, LUCILLE
Portia Faces Life; Lorenzo Jones
NBC

WALLACE, MIKE
For The Luvva Mike
ABC

WALPOLE, HELEN

Actress, Radio Writer, Playwright; b. Birmingham, Ala.; ed. Private Schools In South; Personalized Commentaries on Fashion Review (NBC-TV); Adventure in Reading, Great Plays (NBC).

WEBB, DANNY

Actor; b. New York, N. Y.; Chase & Sanborn Hourglass (NBT), Comics on Parade (WPIX).



ARTHUR Q. BRYAN

Waymond Wadcliffe
Doctor Gamble



EDDIE "The Waiter" GREEN
DUFFY'S TAVERN

"Stonewall The Lawyer"
AMOS 'n' ANDY

Radio and Television Artists

WEBER, CARL
Strange Romance of Evelyn
Winters
CBS

WEBSTER, CHARLES S.
Backstage Wife; Life Can Be
Beautiful
NBC

WEEKS, BARBARA
Young Dr. Malone
CBS

WEIST, DWIGHT
We, The People, Grand Slam
(CBS).

WEVER, NED
Lora Lawton
NBC

WHITEMAN, MARGO
Tomorrow's Tops, Ellery Queen
ABC

WHITEMAN, PAUL
V.P. Chg. Music, ABC
On Stage America
ABC

WILLIAMS, TOM
Garden Gate
CBS

WILSON, MARIE
(Nixon, Mrs. Alan); Actress;
b. Anaheim, Calif., Aug. 19,
1916; Miss Page School, Holly-
wood Cumnock School for Girls;
Star of My Friend Irma (CBS).

WILSON, MEREDITH
ABC

WILSON, WARD
Can You Top This? (NBC); Al-
drich Family, Mr. District At-
torney, Gloomdodgers.

WINCHELL, PAUL
Winchell-Dunninger Series on
WNBT.

WINKLER, BETTY
Joyce Jordan
CBS

WINSLOWE, PAULA
Life Of Riley
NBC

WOLFE, MARY
Rose of My Dreams
CBS

WRAGGE, BETTY
Pepper Young's Family
NBC

— Y —

YORKE, RUTH
Just Plain Bill
NBC

YOUNG, ALAN
Radio and Movie Comedian; b.
Northumberland, Eng. Nov. 19,
1919; The Alan Young Show
(NBC); The Jimmy Durante Show
(NBC); Tony Martin Show (CBS).

YOUNG, CARLETON
Count of Monte Cristo, MBS


YOUNGMAN, HENNY
Kate Smith Show; Ruleigh
Cigarettes; Hildegard; Philco.

YOURMAN, ALICE
The Adventures of Archie
Andrews
NBC

YORBOROUGH, BARTON
I Love Adventure
ABC
One Man's Family
NBC

— Z —

ZERBE, LAWSON
Adventures of Frank Merriwell
NBC
Road of Life (NBC);
CBS, ABC



LEN DOYLE
"Harrington to you"
MR. DISTRICT ATTORNEY
NBC

FRANKLIN H. SMALL

HOTEL ABBEY, N. Y. C.
Circle 6-9400

AM:
PROF. QUIZ
THERE'S MONEY IN YOUR NAME

TV:
POPULAR SCIENCE ROUNDTABLE
COUNTRY DANCE
IT'S A FAKE
MUSIC FOR THE MRS.

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BEASLEY**

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CBS—Monday through Friday

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Press Relations
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Lou Capone

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Vocal Artists

(RADIO AND TELEVISION)

—their work during 1948

— A —

ADAMS, CHESTER
Cowboy Tiny Adams
WVCH, Chester, Pa.

ADRIENNE
Champagne & Orchids
WABD, New York, N. Y.

AIKEN, DICK
Dick Aiken Sings
WTRR, Sanford, Fla.

ALDRICH, AUBY
Western Hour
KJAM, Vernal, Utah

ALEXANDER, DURELLE
Song & Home
WBAP, Fort Worth, Tex.

ALEXANDER, DURELLE
Durelle
WBAP-TV, Fort Worth, Tex.

ALFORT, JO & JOY
KADA, Ada, Okla.

ALLEN, EMORY
Serenade for You
WRBL, Columbus, Ga.

ALLEN, REX
WLS, Chicago, Ill.

ALLISON, FRAN
WBKB, Chicago, Ill.

AIM, JEANNE
Music for Moderns
WDAY, Fargo, N. D.

AMANDA
Amanda
WARD, New York, N. Y.

AMES, FRANK
Songs by Ames
WHBC, Canton, O.

ANDERSON, NORMAN
WOAP, Owasso, Mich.

ANDERSON, PAUL
Breakfast With Bigelow's
WJTN, Jamestown, N. Y.

ANDREWS SISTERS
Singers; Laverne, b. July 6, 1915; Moxene, b. Jan. 3, 1918; Patricia, b. Feb., 1920; Minneapolis, Minn.; Eight to the Bar Ranch (NBC).

ANDREWS SISTERS
(Club 15)
CBS

ARCHER, GENE
Look To This Day
WRC, Washington, D. C.

ARCHER, GENE
Archer Song Shop
WNBW, Washington, D. C.

ARISTOENAS, PRISCILLA
Bluehead Program
KZRH, Manila, P. I.

ARMEN, KAY
Stop The Music
ABC

ARNETT, CHARLIE
Ol' Brother Charlie
WDAE, Tampa, Fla.

ARNOLD, JUNE
June Arnold Time
KOME, Tulsa, Okla.

ARTHUR, SUSAN
WHAW, Weston, W. Va.

ASHTON, SYLVIA
"Design for Listening"
(NBC)

ATKINS, JIMMY
"Fred Waring Show"
(NBC)

ATKINS, JIMMY
"Jack Berch Show"
(NBC)

ATKINS, JIMMY
WNEW, New York, N. Y.

AUTRY, GENE
Gene Autry Show
CBS

AYARS, MARGEL
Presenting Margel Ayars
KHQ, Spokane, Wash.

— B —

BARBOUR, DAVE
Songwriter, Guitarist & Conductor; b. Flushing, L. I., N. Y., May 28, 1913; Summer Electric Program.

BARKER, BILL
The Guild Room
WEEK, Peoria, Ill.

BARKER, DWIGHT
WISG, Statesville, N. C.

BARNETT, ED
Stump Us; Ed Barnett Show
KSWO, Lawton, Okla.

BARROW, JOHNNY
Johnny Barrows Presents
KWTC, Barstow, Calif.

BARRY, LEE
Resonic Time
WMC, Memphis, Tenn.

BARTELL, ED
WPGH, Pittsburgh, Pa.

BARTON, EILEEN
NBC
Fifteen Burton Show Teen-timers Club; "Angel in the Wings"

BAXTER, JEANNIE
Three On A Mike
WCAE, Pittsburgh, Pa.

BEASLEY, IRENE
(Beasley, Elizabeth Irene); Producer, MC, Singer, Whitehaven, Tenn.; Sweet Briar Coll.; MC, Raising a Husband (MBS); MC, Singer, Producer—Grand Slam (CBS); Head of radio prod. Service; Member N. Y. local board, AFRA.

BEASLEY, JACK
Oklahoma Roundup
KOMA, Oklahoma City, Okla.

BELKNAP, JUNE
Songs With June
WKRT, Cortland, N. Y.

BELL, BARBARA
Songs By Barbara Bell
WLTC, Gastonia, N. C.

BENDER, BETTY
Your Favorite Song
WTCJ, Tell City, Ind.

BENNETT, ADDIE
Songs for You
WPTR, Albany, N. Y.

BENNETT, JEAN
Jean Bennett Sings
WELS, Port Huron, Mich.

BENNETT, REED
Rainbow Revue
KSUB, Cedar City, Utah

BENNETT, RENEE
WGL, Port Wayne, Ind.

BENSON, DANA
Song Shop
WPOR, Portland, Me.

BENSON, PAUL
Paul Benson Show
WSB, Atlanta, Ga.

BERCH, JACK
NBC, "Jack Berch Show"

BERGER, GINNY
WGPA, Bethlehem, Pa.

BERNIER, DAISY
NBC, "Fred Waring Show"

BERRY, BOB
WBAL-TV, Baltimore, Md.

BETTY AND HER BOYFRIENDS
Here Is to You, CBS

BEVERLY, ELAINE
Brunch With Bill
KDKA, Pittsburgh, Pa.

BFA GLEE CLUB
WWSR, St. Albans, Vt.

BLACKSTONE, C. R., Jr.
WAVA, Martinsville, Va.

BLAINE, JIMMY
Music and Mr. Blaine,
"The Buddy Weed Show, ABC

BLAND BROTHERS
WTUX, Wilmington, Del.

BOEHM, WILLIAM
WNBK, Cleveland, O.

BOLAND, NORMAN
Birthday Greeters
WFBC, Altoona, Pa.

BOND, JOHNNY
NBC

BOOCK, MONA
KANE, New Iberia, La.

BOOTS, DON
WENX, Saginaw, Mich.

BORDENAIRES QUARTET
County Fair, CBS

BOSCH, HENRY
Hymus You Love
WFOR, Grand Rapids, Mich.

BOTTEICHER, GENE
Bob & Gene
WFBC, Altoona, Pa.

BOLCK, LOUIS
Name That Song
WMTC, Yancleve, Ky.

BOWERS, STEVE
WCCF, Chicago, Ill.

BOYER, BOB
WHDS, Huntsville, Ala.

BOYETTE, ANDY
Radio Ranch Hands
WDAE, Tampa, Fla.

Vocal Artists—Radio-Television

BOZMAN, LIDA
KWPM, West Plains, Mo.

BRADFORD, BILL
Club Matinee
KTBS, Shreveport, La.

BRADFORD, JOHNNY
The Johnny Bradford Show
WRC, Washington, D. C.

BRADFORD, JOHN
WNBW, Washington, D. C.
TV Journal

BRAGG & BALLADS
KXIC, Iowa City, Ia.

BRANNUM, LUMPY (Hugh)
"Fred Waring Show" (NBC)

BRANUM, STAN
KWPM, West Plains, Mo.

BRAUN, MUSTIE
KWEL, Weiser, Ida.

BREKTON, ANN
Moods in Melody
KSEM, Moses Lake, Wash.

BRIDGES, CAROL
WERD, Atlanta, Ga.

BRINEY, MARY MARTHA
Tap Time
KDKA, Pittsburgh, Pa.

BRITTON, JIMMY
Silver & Gold
WHEC, Rochester, N. Y.

BROOKS, JOAN
WRVA, Richmond, Va.

BROWN, ART
WOIC, Washington, D. C.

BROWN, BOB
The Three Notes
KCTV, Childress, Tex.

BROWN, DICK
Stop the Music
ABC

BROWN, DICK
(Brown, Herbert Richard); Singer,
MC, Actor; b. Youngstown, O.;
Cincinnati Coll. of Music; Calling
All Girls; Hearts in Harmony;
Pleasure Parade; Dick Brown
Show (WNEW); Guest—RCA Vic-
tor Show; Dove Elman's Auction.

BROWN, ED
Sincerely Yours
WJZZ, Montgomery, Ala.

BROWN, JIMMY
(Brown, James R.) Singer; b.
Pittsburgh, Pa.; ed. Carnegie
Institute of Technology; Angos-
tura Time, WOR.

BROWN, JIMMY
Jimmie Brown Time
WKZ, Hazard, Ky.

BROWN, NELLIE
Keynoters
WREN, Topeka, Kans.

BROWNE, JUNE
WENR, Chicago, Ill.

BROWSER, BEVERLY
KYW, Philadelphia, Pa.

BRUMLEY, ARLIE
Radioaires
WNGO, Mayfield, Ky.

BRYAN, HARRY
Ozark Tunes
KTTR, Rolla, Mo.

BUCCANERS
NBC
"Circle Arrow Show"

BUMPASS, THELMA
WTK, Durham, N. C.

BURCH, BARBARA
WTWA, Thomson, Ga.

BURDETTE, JIM
Song Shop
WFAA, Dallas, Tex.

BURNETT, CHESTER
Friendly Voice
WMAZ, Macon, Ga.

BURT, BOB
Bob Burt Show
WDLB, Marshfield, Wis.

BUTNER, VICTORIA
WSTP, Salisbury, N. C.

BYRD, MILDRED L.
WAYS, Charlotte, N. C.

BYRNES, PAULINE
NBC
"Chesterfield Supper Club"

— C —

CALDWELL, JUNE
WMT, Cedar Rapids, Ia.

CALL, BILL
Concert Gems
KDYL, Salt Lake City, Utah

CALLAHAN, BOB
Young Man With a Song
KQW San Jose, Calif.

CALLAWAY, MAY BELL
Lady Hamilton
WMC, Memphis, Tenn.

CAMPBELL, ARCHIE
WNOX, Knoxville, Tenn.

CANNON, NADIA
KGO, San Francisco, Cal.



Janette Davis

Vocal Artists—Radio-Television

CANOVA, JUDY

Judy Canova Show, Texaco Television (Guest Star).

CANTOR, LEAH

WOKO, Albany, N. Y.

CANTWELL, AL

WDNC, Durham, N. C.

CARL, CLIFF

Ranchouse Reveille
KNEW, Spokane, Wash.

CARLSON, BILL

WLDY, Ladysmith, Wis.

CARMICHAEL, HOAGY

Hoagy Carmichael Sings
CBS

CAROLINA PLOW BOYS

WJNC, Jacksonville, N. C.

CARRILLO, MILAGROS

Ofertas Matinales
WNEL, San Juan, P. R.

CARROLL, GEORGE

NBC
"Circle Arrow Show"

CARROLL, GLORIA

Beantown Varieties
WEET, Boston, Mass.

CARROLL, JUNE

Open House
WFBR, Baltimore, Md.

CARROLL, NORM

My Song
WGL, Fort Wayne, Ind.

CARTER, BILL

Sat. Night Roundup
KREO, Indio, Calif.

CARTER, CHESTER

Keystone Pioneers
WVCH, Chester, Pa.

CASS COUNTY BOYS

Gene Antry Show
CBS

CASSEL, PETER

Town & Country Time
WARR, Arlington, Va.

CAUDILL, CARL

Caudill's Carnival
WWNF, Fayetteville, N. C.

CHAMBERS, MAURICE

Vocal Varieties
WLOX, Biloxi, Miss.

CHANCE, SAM

Wing of Song
WFRP, Savannah, Ga.

CHATWIN, CLAIR

NBC
"Chesterfield Supper Club"

CHEROKEE, JACK

Rhythm Riding Wrangler
KMO, Tacoma, Wash.

CHODAK, MORRIS

Jewish Musical Review
WMBM, Miami Beach, Fla.

CHURCHILL, STEWART

NBC
"Fred Waring Show"

CLAIRE, TIPPY

Tippy & Clyde
WCRO, Johnstown, Pa.

CLAIRETTE MELODY BOYS

Dublin Hour
KSTV, Stephenville, Tex.

CLARK, BUDDY

"Carnation Contented Hour"
NBC

CLARK, HARRY

Songs of Harry Clark
KSL, Salt Lake City, Utah

CLAYTON, NORMAN

Norman Clayton Sings
WTMJ, Milwaukee, Wis.

CLAYTON, PATTI

Waitin' for Clayton
CBS

CLUB FIFTEEN

CBS
World Transcriptions

CLITES, MINOR

Requestfully Yours.
Down Memory Lane
KRES, St. Joseph, Mo.

COCHRAN, WANDA

LeBaron Look
WFUR, Grand Rapids, Mich.

CODY, CHARLIE

B & B Presents
KWTC, Burstow, Calif.

CONFER, JIMMY

Three On a Mike
WCAE, Pittsburgh, Pa.

CONNOLLY, JOHN

Dennis Reid Show
WRVA, Richmond, Va.

COLE, CAROLINE

Songs By Caroline Cole
KOME, Tulsa, Okla.

COLE, NAT KING

NBC
Chesterfield Supper Club

COLELLA, AL

Open House at 1450
WILK, Wilkes-Barre, Pa.

COLEMAN, CAROLE

WCBS-TV, New York, N. Y.



PEGGY LEE

DAVE BARBOUR



Vocal Artists—Radio-Television

COLLINS, JIMMY
Portrait of You
WTRY, Troy, N. Y.

COLUMBIAN SINGERS
WRFD, Worthington, O.

COMO, PERRY
Vocal artist, radio and screen;
b. Cannonsburg, Pa.; Supper Club
(NBC).

COMO, PERRY
NBC
Supper Club

COOK, LOIS
Lois & Her Songs
KGGF, Coffeyville, Kans.

COOK, RALPH
KWPM, West Plains, Mo.

COOPER, JERRY
MBS
Diamond Records

COPELAND, SHIRLEY MAE
Playtime Frolic
WNMP, Evanston, Ill.

CORBIN, ALTA & MYRNA
Corbin Sisters
KTIP, Porterville, Calif.

CORNETTE, VIRGINIA
Knitting Time
WHOP, Hopkinsville, Ky.

COTTON, LARRY
Sooner Selections
WKY, Oklahoma City, Okla.

COUGHLIN, GENE
G. I. Troubadour
KWBR, Oakland, Calif.

COUVILLION, JOYCE
Bits of Melody
KSYL, Alexandria, La.

COX, BETTY
WOW, Calling
WOW, Omaha, Neb.

COX, JIMMY
The Jimmy Cox Show
KCSJ, Pueblo, Colo.

COX, ROGER
Gospel Singer
KVOA, Soloam Springs, Ark.

COYLE, JERRY
WOKO, Albany, N. Y.

CRAMER, RICHARD
Melody Manor
WCHA, Chambersburg, Pa.

CRANE, JOHN
NBC
"Voices Down the Wind"

CREW CHIEFS
NBC
"Names of Tomorrow,"
"Front & Center,"
"Henry Russell's Music"

CRIGLEY, GEORGE
Wheelin' N' Dealin'
KBYE, Oklahoma City, Okla.

CROSBY, BING
Philco Radio Time
ABC

CROSBY, BOB
Club 15
CBS

CROSBIE, PHIL
Hymn Time,
Phil Crosbie Show
KHQ, Spokane, Wash.

CROSS, GLENN
NBC
"Manhattan Merry-Go-Round"

CURA, RAY
WWRL, New York, N. Y.

— D —

D & H MINERS
NBC
"D & H Miners"

DALE, ALAN
Sing It Again
CBS

DALE, ALAN
The Alan Dale Show
WABD, New York, N. Y.

DALTON, TAUDIE
Dude Ranch, Ivory Tower
KVOO, Tulsa, Okla.

DAME, DONALD
NBC
"American Album of
Familiar Music"

DAMONE, VIC.
(Farinola, Vic); Singer; b. B'klyn,
N. Y., June 12, 1928; Saturday
Night Serenade (CBS); Jack Smith
Show; Hit Parade; Hi Jinx Pro-
gram; National Guard Programs.

DAMONE, VIC
NBC
Pet Milk Show

DANA, ROSEMARIE
WWRL, New York, N. Y.

DARWIN, GLENN
Sound Off
CBS

DATA, MARISHA
Polish Poppies
WSBC, Chicago, Ill.

Jim Lewis
Tom Lockard

Martin Karl
Nat Dickerson

Vocal Artists—Radio-Television

- DAUM, MARGARET**
NBC
"American Album of Familiar Music"
- DAVIS, BERLE**
Berle by Candlelight
ABC
- DAVIS, BERYL**
Vaughn Monroe Show
CBS
Your Hit Parade
NBC
- DAVIS, BERYL**
Vaughn Monroe Show
CBS
- DAVIS, CARL J.**
WTJS, Jackson, Tenn
- DAVIS, GEORGE**
Feature Shows
WRBL, Columbus, Ga.
- DAVIS, JANETTE**
Arthur Godfrey Show; Arthur Godfrey and His Friends (CBS).
- DAVIS, JOE**
1260 Harmony Lane
KSMI, Seminole, Okla
- DAVIS, H. KENN**
Little Round Man
KRNO, San Bernardino Calif.
- DAWN, MARION**
Quiz Teen Time
WFBR, Baltimore, Md.
- DAY, DENNIS**
"Jack Benny Show"
NBC
"A Day in the Life of Dennis Day"
NBC
- DAY, DORIS**
NBC
Bob Hope Show
- DAY, PATTY**
KYSM, Mauckato Minn.
- DAYE, SUNNY**
Sunny Daye Sings
KFRM, Kansas City, Kans.
- DAYE, SUNNY**
Sunny Day Entertainers
KMBC, Kansas City, Mo.
- DEAL, JACK**
Deal to Deal
WHCU, Ithaca N.
- DECKER, GEORGE AND ARTISTS**
Stars for You
KFMB, San Diego, Calif
- DEEL, SANDRA**
WCBS-TV, New York N. Y.
- DEER, JIMMY**
Jimmy Deer Jamboree
WDAR, Savannah, Ga.
- DeMARCO SISTERS**
NBC
"Fred Allen Show"
- DENNIS, CLARK**
Clark Dennis
ABC
- DeNOON, JIM**
Saddle Rock 'n Rhythm
KSBW, Salinas, Calif.
- DESMOND, JOHNNY**
WCBS-TV, New York, N. Y.
- DICKERSON, JEAN**
NBC
"American Album of Familiar Music"
- DICKERSON, JUDY**
KNA, Shenandoah, Ia.
- DILLAR, DOROTHY**
Appointment With Music
WSM, Nashville, Tenn.
- DINIE DONS**
NBC
"Signed, Beasley Smith"
- DINIE RHYTHM QUARTET**
Dixie Rhythms
WOOF, Dothan, Ala.
- DOGGETT, LLOYD**
Hymn Time
KELD, El Dorado, Ark.
- DONNA, JEAN**
NBC
"Circle Arrow Show"
- DONOVAN, WARDE**
NBC
"Solitary Time,"
"Songs by Warde Donovan,"
"Warde Donovan Sings"
- DOREY, HAY**
The Music Shop
WBZ-WBZA, Boston-Springfield, Mass.
- DORR, RUSS**
WGAN, Portland, Me
- DORSEY, BETTY**
Say It With Music
WHK, Cleveland, O.
- DOSSETT, LARRY**
Gems of Melody
KGY, Olympia, Wash.
- DOWNEY, JACK**
WONS, Hartford, Conn.
- DOWNING, CLYDE**
Melody Aces
WOBT, Rhinelander, Wis.

FRANKIE LAINE

Peggy Lee's
**CHESTERFIELD
SUPPER CLUB**

Vocal Artists—Radio-Television

DOWNING, LARRY
NBC
"Circle Arrow Show"

DRAKE, GEORGE
Home Serenade
WEW, St. Louis, Mo.

DUGAN, PATTI
NBC
"Luncheon with Lopez"

DUKE, JUANTA
WHBS, Huntsville, Ala.

DUNKIRK, MARY LOU
Songs of Yesterday
WDAY, Fargo, N. D.

DUMONT, LUCILLE
CKAC, Montreal, Que.

DUNKELL, EADIE
Miracle of Music
WGBB, Freeport, N. Y.

DUNN, ARTY
NBC
"Three Suns Trio,"
"Three Suns Shine"

DUQUETTE, DON
WKNE, Keene, N. H.

DURANTE, JIMMY
(Durante, James); Comedian; b.
New York, N. Y., Feb. 13, 1893;
Jimmy Durante Show (NBC).

— E —

EAKES, MARY
Music for Mary
WGTC, Greenville, N. C.

EATON, CHARLES
WSBT, South Bend, Ind.

ECHOLS, HONEY
WDXB, Chattanooga, Tenn.

EDDIE & PEARL
Eddie & Pearl
KRIC, Beaumont, Tex.

EDGEComb, HELEN
WNLC, New London, Conn.

THE EDWIN SISTERS
WTND, Orangeburg, S. C.

ELLIOT, WILLIAM I.
WHEB, Portsmouth, N. H.

ELLIOTT, PRISCILLA
Tea Times
KOY, Phoenix, Ariz.

ELLIS, PEGGY ANN
WNEW, New York, N. Y.

ENDICOTT, JIM
Coffee Time
WHFB, Benton Harbor, Mich.

ESQUIRE CHORUS
It Pays to Be Ignorant
CBS

ESTES, BILLY
Estes Playboys
WMOX, Meridian, Miss.

EVANS, DALE
Saturday Night Round-up, Star-
ring Roy Rogers (NBC); Break-
fast Club (ABC).

— F —

FABIAN, CONNIE
WMBD Breakfast Party
WMBD, Peoria, Ill.

FARRELL, EILEEN
Invitation to Music
CBS

FARRELL, LINDA
Popular Songs
WMFT, Florence, Ala.

FARRELL, SKIP
NBC
"Manor House Party"

FARRELL, SKIP
Skip Farrell Show
WENR, Chicago, Ill.

FARRELL, SKIP
Skip Farrell Show
WENR-TV, Chicago, Ill.

FAYE, ALICE
Actress, Vocalist; b. New York,
N. Y.; under contract to 20th
Century-Fox; Star of Phil Harris-
Alice Faye, Rexall Show (NBC).

FEE, JANET
Treasure Trails of Melody
KOA, Denver, Colo.

FIELDS, BUCK
KGGF Farm Route
KGGF, Coffeyville, Kans.

FILDES, JOHNSIE
Songs at Twilight
WFLN, Olney, Ill.

FINECY, LEE
Through the Years, Millinery
Melodies
KFOR, Lincoln, Neb.

FISHER, JIMMIE
Cowboy Songs
KTTR, Rolla, Mo.

FOLAND, MILES
WSIV, Pekin, Ill.

FORD, JANIE
The Alan Dale Show
WABD, New York, N. Y.

FOUR HITS AND A MISS
Dick Haymes Show
CBS



MONICA LEWIS

DECCA RECORDING ARTIST
BOOKED BY MCA
Personal Manager, EDDIE GREENE



SAMMY SOLO

SINGING STAR

WMGM

Vocal Artists—Radio-Television

THE FOUR NOTES

College Capers
KAYL, Storm Lake, Ia.

FOUST, BILLY

KVAI, Amarillo, Tex.

FOWLER, WALLY

NBC
"Grand Ole Opry"

FOX, MARJEAN

Melody Matinee
KTUL, Tulsa, Okla.

FRANK, CLAUDIA

Girl of the Golden West
WEXT, Milwaukee, Wis.

FRANKLIN, BILL

WLAQ, Rome, Ga.

FREDERIC, PETER

Peter Frederic in Song
WDAS, Philadelphia, Pa.

FRENCH, DOROTHY

Kaufman Theatre
KORE, Eugene, Ore.

FRIAR, CHARLES

Friars' Frolics
WWNF, Fayetteville, N. C.

FULTON, JANE

WWJ, Detroit, Mich.

FULTON, JANE

WWJ-TV, Detroit, Mich.

— G —

GANZ, GEORGE

Stump the Band
KDSH, Boise, Ida.

GARCIA, LUCIS

NBC
"Echoes from the Tropics"
"Tropicana"

GATES, FLORENCE

Musical Travellette
KDYL, Salt Lake City, Utah

GEARISH, HAVELON

Melody Lady
WEKR, Fayetteville, Tenn.

GEARS, WALLY

The Soda Set
WTCN, Minneapolis-St. Paul, Minn.

GEISE, JIMMY

The Gospel Musician
KONO, San Antonio, Tex.

GILBERT, CAROLYN

NBC
"Carolyn Gilbert,"
"Design for Listening"

GILLETTE, MARION

Anything Goes
WJR, Detroit, Mich.

GLOSSER, JEAN

Rean & Jean
WJEJ, Haverstown, Mass.

GOLDEN BELL

Spiritual Singers
WOOP, Dothan, Ala.

GOLDEN STAR QUARTET

Golden Star Quarter
KSYL, Alexandria, La.

GONATOS, JOHN

Singing Sponge Diver
WCLE, Clearwater, Fla.

GONZALES, DUETO PEREZ

Tribuna Del Arte
WNEL, San Juan, P. R.

GONZALES, REBECCA

Purico Troubadours
KZRH, Manila, P. I.

GOOD, DOLLY

NBC
"Circle Arrow Show"

GORDON, PHIL

Prevue
KNBH, Hollywood, Calif.

GORDON, RAY

Lynn Sings
KTRE, Lufkin, Tex.

GOSPEL FOUR

WKEY, Covington, Va.

THE GOSPEL QUARTET

KRHD, Duncan, Okla.

GOSPEL SINGERS

KCOR, San Antonio, Tex.

GRAHAM, BOB

Starlight Time
KNBH, Hollywood, Calif.

GRAHAM, LOUISE

WFBC, Greenville, S. C.

GRAM, MARGO

To the Ladies
WHEC, Rochester, N. Y.

GRANERT, JINNY

WDXB, Chattanooga, Tenn.

GRANT, JANE

The Paramount Show
WLAC, Nashville, Tenn.

GRANT, RUTH

WGCL, Chester, S. C.

GREEN, DOROTHY

Cozy Corner
WKRZ, Oil City, Pa.

GRIFFEN, BOB

We Three, Down Melody Lane
KDTH, Dubuque, Ia.

GRIGGS, DICK

Musical Men
WVLN, Olney, Ill.



JEAN SABLON

Management: Martin Goodman
38 E. 57th Street N. Y. C.



Peggy Marshall

SINGER — ARRANGER

PEGGY MARSHALL and THE HOLIDAYS

2nd Year

ARTHUR GODFREY'S "TALENT SCOUTS"

Vocal Artists—Radio-Television

GRISE, TONI

Songs by Toni Grise
WTCN, Minneapolis-St. Paul,
Minn.

— H —

HACKETT, JEANNE

Twilight Time
KWJF, Portland, Ore.

HAGAMAN, CHARLES

WNOX, Knoxville, Tenn.

HAINES, ROBERT

Favorite Song
WAIR, Winston-Salem, N. C.

HALL, GALE

NBC
"Gale Hall"

HALL, JANE

Anthony Avenue
WKY, Oklahoma City, Okla.

HALL, WILLIAM

Design for Listening
WKRT, Cortland, N. Y.

HALLE, MURIEL

Revue Musicale
WBZ-WBZA, Springfield,
Mass.

HALLEDAY, GLORIA

WBAL-TV, Baltimore, Md.

HAMMOND, HEAVY

WALT, Tampa, Fla.

HANNA, PHIL

Here's to You
CBS

HANNA, PHIL

Spare Room
WABD, New York, N. Y.

HARMONARES

NBC
"Circle Arrow Show"

HARRIS, BETTY

NBC
"The Three Suns Shine."
"Betty Harris Show"

HARRIS, PHIL

MC, comedian, orchestra leader;
b. Linton, Ind., June 24, 1906;
Orchestra Leader, Jack Benny
Show (CBS); The Phil Harris-
Alice Faye Show, Rexall (NBC);
The Fitch Bandwagon (NBC).

HARTMAN, CLIVE

Singing Chef
KSUB, Cedar City, Utah

HASKELL, JACK

NBC
"Dave Garroway Show,"
"Design for Listening,"
"Musiana,"
"Touchdown Tips"

HAYMES, DICK

Dick Haymes Show
CBS

HENRY, GERTRUDE

Musical Memories
WG'D, Chester, S. C.

HENSLEY, BILLY

De Leon Hour
KSTV, Stephenville, Tex.

HERACLIS, TYKE

Songs from the Heart
YLP, Gastonia, N. C.

HESSIO, JOHN

WORD Albany, N. Y.

HILL, ALLAN

Songs by Allan Hill
WJMX, Florence, S. C.

HILL, BARBARA

Barbara Hill Sings
WBBS, Burlington, N. C.

HILL, JOHNNY

ABC

HILL, JOHNNY

Music in Velvet
WENR-TV, Chicago, Ill.

HILL, LOLA

NBC
"Design for Listening,"
"Lola Hill"

HILL, WANDA

Songs by Wanda
KCTX, Childress, Tex.

HODGE, EDNA EARL

WBBS, Huntsville, Ala.

HOLLAND, CLAUDIA

Stairway to the Stars
WRUF, Gainesville, Fla.

HON, DARREL

Holsum Gospel Singer
KFPW, Fort Smith, Ark.

HONEYDREAMERS

Skip Farrell Show
WENR-TV, Chicago, Ill.

HONEYDREAMERS

WENR, Chicago, Ill.

HOPE, MORRIS

Morris Hope Sings
WSMJ, Bridgeton, N. J.

HOUSTON, BOB

Bob Houston Show
WMGM, New York, N. Y.



MARTHA TILTON

Jack Smith Show . . . CBS

Capitol Records

Per. Mgt. Frank Cooper Associates

MUSIC CORP. OF AMERICA



DICK BROWN

"STOP THE MUSIC" . . . ABC

Per. Mgt.

Milton Stavin

General Artists

Corporation

Vocal Artists—Radio-Television

HOUSTON, BOB
NBC
"Bob Houston Sings,"
"Solitaire Time"
WHN, New York, N. Y.

HOWARD, BOB
Sing It Again
CBS

HOWARD, HAL
Hoedown Hall
WRBL, Columbus, Ga.

HUBBARD, JOYCE
WHEB, Portsmouth, N. H.

HUGHES, MARJORIE
NBC
"Chesterfield Supper Club"

HUGHES, MILSON
Memory Time
WBUX, Doylestown, Pa.

HUNTER, BILLY
The Vagabond
WEKR, Fayetteville, Tenn.

HUNTER, DUKE
Duke Sings
KCOL, Fort Collins, Colo.

HUNTER, SUE
Something in the Air
WHAM, Rochester, N. Y.

HURD, CARMAN
A Date With Carman
WMIK, Middlesboro, Ky.

— I —

INFELT, JIM
Sunday Evening Trubadour
KIFI, Idaho Falls, Ida.

IMES, WALLY
Wally Imes Sings
KOME, Tulsa, Okla.
IRWING, FLORIENE
Florine at the Studio Grand
KSPA, Nacogdoches, Tex.
ISAACSON, CAROLYN
WWGP, Sanford, N. C.

— J —

JACKSON, ROY & NORTHWESTERNERS
Northwesterners
KEX, Portland, Ore.

JACKSON, MERLE
Friars' Frolics
WWNF, Fayetteville, N. C.

JAPHET, CLIFF
Western Aces
WWSR, St. Albans, Vt.

JARVIS, DON
WVOD, Lynchburg, Va.

JEFF ALEXANDER CHORUS
Amos 'n' Andy
CBS

JENSEN, JERRY
Jerry Jensen Sings
KOPP, Ogden, Utah

JENSEN, POLLY
Notes for Cheer
WGHA, Chambersburg, Pa.

JERRARD, HOWARD
KDAN, Oroville, Calif.

JESSEE, BLAIR
Smiling Jossee
WROM, Rome, Ga.

JOBE, BUDDY
Ladies Day
KFI-TV, Los Angeles, Calif.

JOBE, BUDDY
Ladies Day
KFI, Los Angeles, Calif.

JOHNNY CURTISS QUARTET
The Anchor Room
WUAP, Asbury Park, N. J.

JOHNSON, BETTY
Betty Johnson Sings
WBT, Charlotte, N. C.

JOHNSON, S. LEE
Songs to Remember
KIFI, Idaho Falls, Ida.

JOHNSON, ROBERT
Oregon Album
KGW, Portland, Ore.

JOHNSON, ROME
NBC
"Circle Arrow Show"

JOHNSTON, DAVE
Songs by D. J.
WBEL, Beloit, Wis.

JOLSON, AL
(Yoelson, Asa); Actor, Singer; b. St. Petersburg, Russia, May 28, 1888; Star on Kraft Music Hall (NBC).

JONES, GRANDPA
Town & Country Time
WART, Arlington, Va.

JONES, EDGAR
Friendship House
KVOR, Colorado Springs, Colo.

JONES, PAUL M.
Song Souveneers
WFLA, Tampa, Fla.



JIMMIE BROWN

Illinois 8-8849



JACK KILTY

"Jane Pickens Show" NBC
"Here's Jack Kilty" NBC

"Musical Merry Go Round" WNBT
MGM Records—NBC Thesaurus
Mgt.: Artists Management Ass'ts.

Vocal Artists—Radio-Television

JONES, PEGGY
Have You Met Miss Jones
KURV. Edinburg, Tex.

JOYCE, BETTE
Oregon Album
KGW, Portland, Ore.

JUDD, PATSY
Musical Moments
KDYL, Salt Lake City, Utah

JUDY & JULIE
Judy & Julie Time
WVNR, Beckley, W. Va.

JUN, ROSE MARIE
WMT, Cedar Rapids, Ia.

JUNKER, CARL
A Date With Pat
WDSU-TV, New Orleans, La.

— K —

KARIN
Karin Sings
WTCN, Minneapolis-St. Paul, Minn.

KAY, BEATRICE
Beatrice Kay Show
MBS

KAYES, JAMES
Kaufman Theater
KORE, Eugene, Ore.

KEELAN, FRANCES
Voices Down the Wind
WGY, Schenectady, N. Y.

KEELAND, FRANCES
NBC
"Voice Down the Wind"

KELSEY, DON
Dorr's Time
KTRF, Sioux City, Ia.

KEN CHRISTY CHORUS
NBC
Cities Service Band of America

KEN LANE CHORUS
NBC
"Your Hit Parade"

KENDALL, FRED
Anything Goes
WJR, Detroit, Mich.

KENDALL SISTERS
Rancho Riders
WGAR, Cleveland, O.

KENNEDY, JEAN
Silver Serenade
WBSR, Pensacola, Fla.

KENNEDY, WILLIAM
Voices Down the Wind
WGY, Schenectady, N. Y.

KENNEY, NOREEN
Lee Keltan, Orchestra
WJAS, Pittsburgh, Pa.

KERR, ANITA
WMAK, Nashville, Tenn.

KILDE, EINER
Time for Times
KGDE, Ferguson Falls, Minn.

KILTY, JACK
Once Upon Our Time (NBC); Vest Pocket Varieties (NBC); Jack Kilty Show (WNBZ); Make Mine Manhattan, Broadway Musical.

KING COLE TRIO
Kraft Music Hall
CBS-MBS
Wildroot Show
NBC

KING, FRANCES
Lamplight Serenade
KONO, San Antonio, Tex.

KING, JOHNNY
WWJ-TV, Detroit, Mich.

KING, LOUISE
Music for You
CBS

KING'S JESTERS
Music for You
CBS

KING'S MEN
NBC
"Fibber McGee & Molly"

KIRBY, FRED
Briarhoppers
WPT, Charlotte, N. C.

KIRBY, JOHNNY
Song You Love to Hear:
Singing Strings
KDKA, Pittsburgh, Pa.

KOLLINER, MONNIE
KJAN, Oroville, Calif.

KORALESKA SISTERS
WTWT, Stevens Point, Wis.

KNECHT, EVELYN
Sweetheart of Warden
KSEM, Moses Lake, Wash.

KNIGHT, EVELYN
Tony Martin Show
CBS

KNIGHT, EVELYN
Texaco Star Theater
ABC

KNIGHT, LLOYD
Songs for You
WCSH, Portland, Me.

KNOWLES, BRANDON
WHEB, Portsmouth, N. H.

KNOX, JACKIE
Jackie Knox Presents
WGBI, Columbus, Miss.

KOBLERS, KORN
CBS-TV, MBS, NBC, ZIV ET'S.

KRAUS, JEAN
Jean Kraus Sings
KCRG, Enid, Okla.

KREISMAN, BERNICE
Songs of Bernice
WAPX, Montgomery, Ala.

— L —

LAINÉ, FRANKIE
Vocalist; Chesterfield Supper Club (NBC).

LAMOUR, DOROTHY
NBC
Front & Center.
Seattest Variety Show

LANDSMAN, BEN
Jewish Radio Guild
WSBC, Chicago, Ill.

LANDT, KARL, JACK & DAN
The Landt Trio, singers; Sing Alone (CBS); Camel Show (NBC).

LANE, BILL
KSID, Sioux Falls, S. D.

LANGE, ERMA
WOAP, Owasso, Mich.

LANHAM, ROY
NBC
"Circle Arrow Show"

LANSON, SNOOKY
Sunday Down South
WSM, Nashville, Tenn.

LANSON, SNOOKY
NBC
"Songs by Snooky"
"Snooky Lanson Show"

LARKMORE, MARY
WWOD, Lynchburg, Va.

LAUTH, DOROTHY
WIRE, Indianapolis, Ind.

LAVERN
Exclusively Yours
WTGJ, Tell City, Ind.

LAWRENCE, BILL
Arthur Godfrey Show.
Morey Amsterdam Show
CBS

LAWRENCE, GREGG
NBC
"Chesterfield Supper Club"

LEA, TERRY
Early Birds
WFAA, Dallas, Tex.

LEAVITT, NORMAN
Songs by Norm Leavitt
WWNH, Rochester, N. H.

LEE, EDDIE
Songs by Lee
WAMS, Wilmington, Del.

LEE, MEL
Western Ballads
KTRR, Rolla, Mo.

LEE, PATSY
Breakfast Club
ABC

LEE, PEGGY
(Egstrom, Norma); Singer, songwriter, actress; b. Jamestown, N. D., May 26, 1920; Bing Crosby Show; Summer Electric Program; Jimmy Durante Show. NBC Chesterfield Supper Club.

LEE, SAMMIE
WEAR, Pensacola, Fla.

LEGREE, WILBUR, SGT.
The Singing Cop
WFDL, Flint, Mich.

LEIGH, BILLIE
Song Previews
WEDO, McKeesport, Pa.

LEIGHTON, HELEN
WABB, Mobile, Ala.

LEISTNER, LOWELL
WVOK, Birmingham, Ala.

LESICK, ANDY
Lesick Time
WLDY, Ladysmith, Wis.

LESLEIN, MARILYN
Tunes for You
KDTH, Dubuque, Ia.

LEWIS, HERB
WBZ-WBZA, Boston-Springfield, Mass.

LEWIS, MONICA
Singer; b. May 5, 1925, Chicago, Ill.; Hunter College; Bob Hope Show; Monica Lewis Program; Eversharp-Shick; Jack Smith-Jan August Show.

LILLEY, MADALINE
Miss Coed
KSFA, Nacozoches, Tex.

LINDER, ART
Coffee Carnival
KRLD, Dallas, Tex.

LINTERN TRIO
WKRT, Cortland, N. Y.

LLOYD, CECIL
Vicks Variety
KZRH, Manila, P. I.

LONG, ALIS
KJAN, Oroville, Calif.

LOVETT, CLARA ELLEN
Melodies by Clara Ellen
WMTK, Middlesboro, Ky.

LUER, PATTI
KXLL, Missoula, Mont.

LUPER, CARL
Al Clauser's Oklahoma Outlaws
KFJZ, Fort Worth, Tex.

LYNN, CONNIE
KVOX, Moorhead, Minn.

LUNCH, CHRISTOPHER
NBC
"Voice of Firestone"

VOCAL ARTISTS

LYON, HULL
WLCS, Baton-Rouge, La.

LYONS, BETE SUE
WLCS, Baton-Rouge, La.

LYONS, JIM
The Lyon Roar
KSMI, Seminole, Okla.

—Mc—

MacRAE, GORDON
Gordon MacRae Troubadour
CBS
Teentimers
NBC
Texaco Star Theater
ABC

McCLELLAN, DON
Heinie and His Band
WMAW, Milwaukee, Wis.

McCLELLAN, STANLEY
NBC
"D & H Miners"

McCLOSKEY, JIMMY
Jimmy & Raugers
WIBA, Madison, Wis.

McCONNEL, SAM
WGCD, Chester, S. C.

McCONNELL, SMILIN' **ED**

"Smilin' Ed McConnell & His
Buster Brown Gang" (NBC).

McDOWELL, JIM
Jimmy Mack Sings
WHPB, Benton Harbor, Mich.

McELROY, JACK
Bride and Groom; Breakfast in
Hollywood (ABC).

McFADDEN, C. B.
Lullaby Lady
KSEM, Moses Lake, Wash.

McCRATH, BOBBY
Bobby Sings
WLFO, LaSalle, Ill.

MacGREGOR, EVELYN
NBC
American Album

McINTIRE, RUSS
Salisbury, N. C.

McKENNA, JEAN
NBC
"A Miss & A Male."
"Design for Listening."
"Misciana."
"Patterns in Melody"

McKONN, JEANNIE
NBC

McKEON, JEANNIE
NBC

McKINNON, DANNY
Irish Tenor
WJRD, Tuscaloosa, Ala.

McMANUS, MARIAN
NBC
"Manhattan Merry-Go-Round"

McMILLEN, EDDIE
NBC

McMURRAY, FRED
KSBW Melody Rangers
KSBW, Salinas, Calif.

McNALLY, MAUREEN
WNBK, Cleveland, O.

McQUEEN, MARJORIE
KOGT, Orange, Tex.

—M—

MACK, EDDIE
Eddie Mack Show
KHUM, Eureka, Calif.

MACKAY, LOUISE
Smile Program
WFAA, Dallas, Tex.

MACKLEY, MARY
Songs For Sbadins
KLPB, Minot, N. D.

MAE, DAISY
Daisy Mae
WDAE, Tampa, Fla.

MAINER, WADE
Sons of Recording Mountain-
eers
WBBO, Forest City, N. C.

MALBIN, ELAINE
NBC
"Tapestry Musicale," "Music
for Today," "Serenade to
America"

MALONE, CAROL
A Song For You
WLAC, Nashville, Tenn.

MANKER, VIRGINIA
The Virginia Manker Show
WDXB, Chattanooga, Tenn.

MANN, EDITH
Open House
WTAG, Worcester, Mass.

MANN, PEGGY
NBC
RCA Show

MAPLE CITY FOUR
WLS, Chicago, Ill.

MARINE, JOE
NBC
"Fred Waring Show"

THE MARINERS

(Tom Lockord, Jim Lewis, Mar-
tin Karl, Nat Dickerson); Dr-
ganized 1943; Arthur Godfrey
Time (CBS); Arthur Godfrey &
His Friends (CBS-TV).

MARSHALL, PEGGY

Singer, arranger; b. Atlanta, Ga.;
ed. Columbia Univ., Julliard; Ar-
thur Godfrey Talent Scout Show
(CBS); Bigelow Show (WNBT);
2nd yr. singing the opening; Land
of the Lost (ABC), singer vocal
dir.; Transcriptions.

MARTIN, BETTY JO
WBEX, Chillicothe, O.

MARTIN, TONY
Tony Martin Show
CBS

MARTIN, VIVIAN
NBC
"Dave Garroway Show," "De-
sign for Listening," "Musici-
cana"

MARY, TEXAS
Texas Mary Sings
KFAE, Omaha, Neb.

THE MASKED SPOONER

MASSEY, CURT
ABC

MASSEY, VERA
ABC

MATHEWS, DOROTHY
Our Gal Dorothy
KQV, Pittsburgh, Pa.

MATHIS, JOHNNY
County Cowboy
KMAE, McKinney, Tex.

MATICS, JOHNNIE
Johnny Matics Show
WWNR, Beckley, W. Va.

MATTISON, HENRY
The Plainsmen
KFH, Wichita, Kans.

MEIERS, MARVIN
KCOL, Fort Collins, Colo.

MELLO TONE QUARTET
WHKP, Hendersonville, N. C.

MELODY KINGS
Quartet
WLTZ, Bridgeport, Conn.

MELTON, JAMES
Harvest of Stars
CBS

MERRIDEW, REG
Harmony Ranch
WGAR, Cleveland, O.

MERRILL, ROBERT

Singer; b. Brooklyn, N. Y., June
4, 1918; Kostelanetz Hour, Se-
renade to America; RCA-Battle
of Music; RCA-Music America
Loves Best; NBC-Symphony; RCA-
Television Show.

MESERVEY, NORM
Notes With Norm
WOLF, Syracuse, N. Y.

MICHAEL, ANN
Oregon Album
KGW, Portland, Ore.

MICHAEL, BILL
KWFT, Wichita Falls, Tex.

MICHEL, NOEL
CKAC, Montreal, Que.

MIKSEHR, NORBERT
Breakfast Club
KYJC, Medford, Ore.

MILAN HARMONETTES
The Milan Hour
WELQ, Tupelo, Miss.

MILLER, HILDA
Vocal Moods
WNGO, Mayfield, Ky.

MILLER, JODY
Romance With Judy
WWDC, Washington, D. C.

MILLER, NED
Western Hour
KJAM, Vernal, Utah

MILLER, WILLIAM
Pearly Gate Singers
WMFT, Florence, Ala.

MILLER, VIRGINIA
Open House
KFOR, Lincoln, Neb.

VOCAL ARTISTS

MILLS, BETSY
Two In Tune
KFI-TV, Los Angeles, Calif.

MILNE, NANCY
Twenty Flangers
WDBJ, Roanoke, Va.

MIMS, SLIM
The Dream Ranch Boy
WJMX, Florence, S. C.

MINCFY, STELLA
WKGN, Knoxville, Tenn.

MINGUELA, MIGUELITO
Canciones de America
WORA, Mayaguez, P. R.

MISHLER, EMBERT
KPIB, Marshalltown, Ia.

MODERNAIRES
CLUB 15
CBS

MORFET, SLIM
Roundup Special
WMOX, Meddian, Miss.

MONROE, CAL
Cal Monroe Sings
WCAE, Ashbury Park, N. J.

MONROE, OLIN
Happy Five Quartet
WMFT, Florence, Ala.

MONROE, VAUGHN
Vaughn Monroe Show (CBS).

MOODY, CLYDE
Town & Country Time
WABL, Arlington, Va.

MOORE, CARL
Beantown Varieties
WEET, Boston, Mass.

MORGAN, LEE
KYW, Philadelphia, Pa.

MORGAN, MABLE
WVON, Woonsocket, R. I.

MORGAN, RICHARD
WBOC, Salisbury, Md.

MORRIS, RODNEY
The Missourians
KIMO, Independence, Mo.

MORRISON, BRET
MBS

MOWRY, LEE
WLAQ, Rome, Ga.

MT. OLIVE CHOIR
KCOR, San Antonio, Tex.

MULCAHY, CHERI
Songs At Eventide
WLPO, La Salle, Ill.

MULL, ANNA JANE
Songs & Words At Eventide
WCED, Dubois, Pa.

MURRAY, GERRY
WJNC, Jacksonville, N. C.

MURRAY, LYN
CBS

MYERS, BOB
WAIR, Winston-Salem, N. C.

MYERS, BOYD R.
Dinner Bell
KSGM, St. Genevieve, Mo.

MYRIE, BETTY
Say It With Music
WLOX, Biloxi, Miss.

— N —

NASH, HELEN
WOW, Calliege
WOW, Omaha, Neb.

NEIMAN, DICK
Dick & Ruth Neiman
WLAN, Lancaster, Pa.

NELMS, NANCY
WDBJ, Roanoke, Va.
Nancy & Estelle

NESBIT, FRED, JR.
Treasure Trails of Melody
KOA, Denver, Colo.

NICHOLS, PENNA
The Penny Nichols Show
RWTO, Springfield, Mo.

NICKSON, GEORGE
Songs For You
KXXX, Lobby, Kans.

NILAND, NANCY
WCAU-TV, Philadelphia, Pa.

NOBEL, AL
Juke Box
KQV, Pittsburg, Pa.

NOBLE, ROGER
Rog and ADDY
WSLI, Jackson, Miss.

NOHAVA, TEDDY & CELESTE
Hello Folks
WMBM, Miami Beach, Fla.

NOLAN, BOB
NBC
"Saturday Night Roundup
Starring Roy Rogers"

NOLTON, JOHN
WWJ, Detroit, Mich.

NORMAN, JARI
Song At Eventide
WNLC, New London, Conn.

NORMAN, LUCILLE
Nocturne
KNBH, Hollywood, Cal.

— O —

OARRIDGE QUARTET
NBC
"Grand Ole Opry"

O'GRADY, EILEEN
Serenade by Lee
WZIP, Covington, Ky.

O'HEREN, RICHARD
Say It With Music
WHK, Cleveland, O.

OLIVER, FAY
Fay Oliver Show
WING, Dayton, O.

O'NEIL, JULIE
NBC
"St. Louis Serenade"

ORR, CHARLES
WGST, Atlanta, Ga.

OSBORNE, JIMMIE
Kentucky Folk Singer
WLEX, Lexington, Ky.

OSUNA, ROBERTO, FLORES
Canciones de Ayer
WVJP, Caguas, P. R.

OVERBY, JAMES
James Overby Sings
WBOB, Galax, Va.

OVERHOLT, RAY
Ray Overholt Sings
WFUR, Grand Rapids, Mich.

OWEN, PAUL
Ladies Day
KFI, Los Angeles, Cal.

OWEN, PAUL
Ladies Day
KFI-TV, Los Angeles, Cal.

OWENS, JACK
Breakfast Club
ABC

— P —

PACKARD, DICK
WBET, Brockton, Mass.

PAGE, BOB
The Old Lamplighter
WBEX, Chillicothe, O.

PAIGE DON
Don Paige Sings
WTCL, Tell City, Ind.

PAIGE RICHARD
NBC
Design For Listening, Musi-
cana, Patterns in Melody

PALMER, COY
Coy Palmer
KGHF, Pueblo, Colo.

PARKER, EVELYN
NBC
"Signed, Beasley Smith"

PARRER, HENRY
Sunday Serenade
WWNY, Watertown, N. Y.

PARRISH, FRANK
WIRE, Indianapolis, Ind.

PATTERSON, WALTER
WKMH, Deachorn, Mich.

PAYNE, ERNIE
KSBW, Melody Rangers
KSBW, Salinas, Calif.

PAYNE, FERN
Songs That Never Grow Old
KCTX, Childress, Tex.

PAYNE, LEON
Leon Payne Show
KOGT, Orange, Tex.

PEARSON, JIM
Twilight Time
KWJL, Portland, Ore.

PEDIGO, SPECK
Speck Pedigo and His Little
Wooden Piano
KCRG, Enid, Okla.

PEOPLES, JOE
Music For You
WORZ, Orlando, Fla.

PEPPERETTES, TRIO
The Peppettes
WLAC, Nashville, Tenn.

PERKINS, RAY
The Ray Perkins Show
KFEL, Denver, Colo.

PERKINS, TOM
KYW, Philadelphia, Pa.

PERRIN, MAC
NBC
"Fred Waring Show"

PETERSON, KEN
Play or Pay
WDOZ, Green Bay, Wis.

PETERSON, MARLIN
WMT, Cedar Rapids, Ia.

VOCAL ARTISTS

- PFEIFER, DELORES**
Delores Sings
WNMP, Evanston, Ill.
- PHILLIPS, LARRY**
Singing Mailman
WBEL, Beloit, Wis.
- PHILLIPS, RALPH**
Club 1300
WFBZ Baltimore, Md.
- PHIPPS, LOIS JUNE**
WLOH, Princeton, W. Va.
- PICKENS, JANE**
Singer; b. Atlanta, Ga.; Curtis Institute of Music, Juilliard School; NBC Sundays at 5 P.M.
- PICKENS, PATTI**
Patti Pickens Sings
WGPA, Bethlehem, Pa.
- PIERCE, ROSCOE**
Flying Ranch Boys
WBAP-TV, Fort Worth, Tex.
- PINE EDWARD**
WPIC, Sharon, Pa.
- PINSKY, ANTHONY**
Songs From Out of Past
KNEW, Spokane, Wash.
- POE, NELSON**
KXLL, Missoula, Mont.
- POLK, BILLY**
Song Stylist
WDWD, Dawson, Ga.
- POPE, NANCY**
Nancy Jane
WJEF, Hagerstown, Mass.
- POWELL, MANARD**
WKNX, Saginaw, Mich.
- PRESCOTT, MARY**
WJIG, Tullahoma, Tenn.
- PRESTON LEW**
KVAL, Amarillo, Tex.
- PRICE, DEWEY**
Fun By The Fireside
WBT, Charlotte, N. C.
- PRICE, NORMAN**
NBC
"D. & H. Miners"
- RICHARD, BOBBIE**
Fairy Lady
WCEC, Rocky Mount, N. C.
- PRINZI, GERTRUDE**
Radio City Orchestra
WTMJ, Milwaukee, Wis.
- PUTTERMAN, DAVID**
NBC
"Eternal Light"
- RYATT, PATTY**
Teen Time & Tune Time
KFH, Wichita, Kans.
- R —
- RADIO CHORISTERS**
NBC
"Highlights of the Bible"
"National Radio Pulpit"
- RAINE, LORRY**
ABC, MBS, NBC
- RAULERSON, SPENCE**
1400 Club
WMGA, Moultrie, Ga.
- RAY SISTERS TRIO**
WMBD, Peoria, Ill.
- RAYMOND, PENNY**
Penny Raymond Sings
WRDW, Augusta, Ga.
- REDABAUGH, HAROLD**
Redabaugh Sings
KGHF, Pueblo Colo.
- REECE, ROY**
Tune Twisters
KTJS, Hobart, Okla.
- REED, ROBERT**
WNBK, Cleveland, O.
- RELMAN, HARVEY**
Starway to the Stars
WRUF, Gainesville, Fla.
- RENAULT PALL**
Prelude to Evening
WOAL, San Antonio, Tex.
- KENFRO, JUANITA**
Songfest
KXYZ, Houston, Tex.
- REVERE, ADRIAN**
NBC
"D & H Miners"
- REYNOLDS, BILL**
WHO, Des Moines, Ia.
- REYNOLDS, JANIS**
Cowboy Ballads
TWTW, Stevens Point, Wis.
- REYNOLDS, JOBY**
Joby Reynolds Sings
WTTG, Washington, D. C.
- RICHARDS, WARREN**
Warren Richards Sings
WVNR, Beckley, Va.
- RICHERSON, RAYMOND**
WTJS, Jackson, Tenn.
- RICHMOND, BOB**
Melody Mart
WREN, Topeka, Kans.
- RILEY, DALE**
WLDY, Ladysmith, Wis.
- RIVERA, RAFAEL**
Serenata da Amor
WVJP, Caguas, P. R.
- ROACH JOHN**
Songs by John Roach
WBEO, Forest City, N. C.
- ROBERS BOB**
WLAQ, Rome, Ga.
- ROBERSON, ORLANDO**
Orlando Roberson Sings
WPTR, Albany, N. Y.
- ROBERTS, BARRY**
NBC
"Manhattan Merry-Go-Round"
- ROBERTSON JACKIE**
Jackie Robertson Sings
WBB, Burlington, N. C.
- ROBERTSON, JIM**
Texas Jim
ABC
- ROBOFSKY, ABRASILA (SGT.)**
NBC
"U. S. Army Air Force Band"
- ROCKET, DEWEY**
KJUP, Durango, Colo.
- ROCKY MOUNTAIN RANGERS**
WKEY, Covington, Va.
- RODRIGUEZ, AGUSTO**
Gus Rodriguez
KKIC, Towa City, Ia.
- RODRIGUEZ, GILBERTO**
Tribuna Del Arte
WNEI, San Juan, P. R.
- ROGERO, STEVE**
JVVB, Jacksonville Beach, Fla.
- ROGERS AL**
WRFD, Worthington, O.
- ROGERS, BEVERLY**
WGVA, Geneva, N. Y.
- ROGERS, DAVE**
Dave & Gene
KSDI, Sioux Falls, S. D.
- ROGERS, JOHNNY**
Songs of Yesterday
WRAY, Fargo, N. D.
- ROGERS, ROY**
Singing Cowboy, Radio, Movie and Recording Star; b. Cincinnati, O.; Roy Rogers Show (MBS).
- ROMAY, LINA**
Dick Haymes Show
CBS
- ROSEMARY**
Dream Girl
KEX, Portland, Ore.
- ROSITA**
Prelude to Evening
WOAL, San Antonio, Tex.
- ROSS, LANNY**
MBS
- ROW CHUCK**
Dinner Bell
KSGM, St. Genevieve, Mo.
- ROWENA**
Ministrel Girl
WGAR, Cleveland, O.
- RUCKER, JOANNE**
WTND, Orangeburg, S. C.
- RUCKER, JOANNE**
Joanne Sings
WTND, Orangeburg, S. C.
- RUTSAY, PHYLLIS**
Melody Hour
WMRO, Aurora, Ill.
- RYAN, ANN**
Morning Matinee, Easy Listening
WLW, Cincinnati, O.
- RYAN, ANN**
Video Varieties
WLW-TV, Cincinnati, O.
- RYAN, ANN**
NBC
Ann Ryan Sings, Circle Arrow Show
- RYAN, DENNIS**
NBC
"Manhattan Merry-Go-Round"
- S —
- SABLON, JEAN**
NBC, CBS
- SAN JUAN PLAY BOYS**
KJUP, Durango, Colo.
- SANDS, LITA**
NBC
"Clevelandaires" "Do You Remember"

VOCAL ARTISTS

- SATISFERS**
NBC
"Chesterfield Supper Club"
- SAUNDERS, JELLY**
Rhythm Rangers
KTIP, Porterville, Calif.
- SAWTELLE, GEORGE C.**
Restonic Time
WMC, Memphis, Tenn.
- SAYLOR, JEANNE**
Saylor Sisters
WIS, Columbia, S. C.
- SAYLOR WANDA**
Saylor Sisters
WIS, Columbia, S. C.
- SCHON, KENNETH**
NBC
"D & H Miners"
- SCHRAMER, CARL**
Studio Reveries
WMBM, Miami Beach, Fla.
- SCHULTZ, ADOLPH**
Western Swing
KXYZ, Houston, Tex.
- SCOTT BYRON**
Remembering
WTMW, East St. Louis, Ill.
- SCOTT, FRANK**
Rendezvous With Romance
WEDO, McKeesport, Pa.
- SCOTT, PHYLLIS**
Songs by Scott
WKOX, Framingham, Mass.
- SCOTT, TOM**
Tom Scott American Troubador
CBS
- SEAGLE, JOHN**
NBC
"Voices Down the Wind"
- SEGAL, ROBERT**
NBC
"Eternal Light"
- THE SERENADE QUARTET**
KRHD, Duncan, Okla.
- SERENADERS**
Saturday Night Serenade
- SHAFFER, BOB**
WINX, Saginaw, Mich.
- SHAY, DOROTHY**
Spotlight Review
CBS
- SHANNON, MICKY**
Songs of Micky Shannon
KURV, Edinburg, Tex.
- SHEEHAN, BILLY**
Songs At Smadown
WBBQ, Augusta, Ga.
- SHELTON, MARY**
At Home With Mary
WKTM, Mayfield, Ky.
- SHEPARD, RILEY**
NBC, CBS, WBT, WSM
- SHIELMAN, JUNE**
NBC
"Words and Music," "Destiny for Listening," "Musicians"
- SHORE, DINAH**
(Montgomery, Mrs. George);
Singer, Actress; b. Winchester,
Tenn.; March 1, 1917; ed. A
BA, Vanderbilt Univ.; Columbia
Records, Call for Music, Ford
Show (CBS); Eddie Cantor Show
(NBC).
- SHOWERS JEAN**
Showers of Melody
WCED, Dubois, Pa.
- SHREVE, BOB**
Video Varieties
WLW-T, Cincinnati, O.
- SHREVE, BOB**
Morning Matinee, Easy Listen-
ing
WLW, Cincinnati, O.
- SIMMONS JULIE**
Songs You Love
WMRO, Aurora, Ill.
- SIMPSON, BILLY**
Songs For You
WPTB, Albany, N. Y.
- SIMS, EVELYN**
Music By Request
WTOG, Savannah, Ga.
- SIMS, SAM**
Songs For You
WFRM, Indianapolis, Ind.
- SINATRA, FRANK**
Songs by Sinatra, CBS
Your Hit Parade, NBC
- SKINNER, PAUL**
Grenadiers
WTMJ-TV, Milwaukee, Wis.
- SKINNER, PAUL**
Grenadiers
WTMJ, Milwaukee, Wis.
- SLIM, TENNESSEE**
WTPR, Paris, Tenn.
- SLOTMAKER, HOWARD**
Singing Disc Jockey
WLAV, Grand Rapids, Mich.
- SMILEY, BETTE**
Gilt Show of the Air
WCAE, Pittsburgh, Pa.
- SMITH, BILL**
WDXI, Jackson, Tenn.
- SMITH, EVERIDGE**
Songs of Yesterday
KFTS, Paragould, Ark.
- SMITH, JACK**
Jack Smith Show
CBS
- SMITH, KATE**
Kate Smith Sings, CBS; Kate
Smith Speaks, MBS
- SMITH, MARY, RUTH**
Song Time
WKAB, Mobile, Ala.
- SMYTHE, MARLIN**
KBXR, Anchorage, Alaska
- SNEAD, BILL**
Songs by Bill Snead
WKEY, Covington, Va.
- SNYDER, BOB**
Bob & Gene
WFBG, Altoona, Pa.
- SOLO, SAMMY**
WMGM
- SOSBIE, EDDIE**
Radio Rangers
KPAB, Omaha, Neb.
- SOUTHERN FIVE**
Sacred Songs
WERD, Atlanta, Ga.
- SOYA, BILL**
Rhythm Ranch
WILS, Lansing, Mich.
- SPANN, HELEN**
NBC
"Voices Down the Wind"
- SPEIGHT, MARIE**
WKHP, Hendersonville, N. C.
- SPITALNY, PHIL**
ALL GIRL CHOIR
Hour of Charm
CBS
- SPORTSMEN QUARTET**
NBC
Judy Canova Show
- STAFFORD, JO**
NBC
"Chesterfield Supper Club", The
Jo Stafford Show (ABC).
- STAHL, DEL**
Del Stahl Show
KWJJ, Portland, Ore.
- STANLEY QUARTETTE**
KMAE, McKinney, Tex.
- THE STARDUSTERS**
The Anchor Room
WCAP, Asbury Park, N. J.
- STARK, RAY**
Rambling With Ray
KISD, Sioux Falls, S. D.
- STARLIGHTERS**
NBC
Chesterfield Supper Club
- STARR, KAY**
Starring Kay Starr
ABC
- STATSMEN QUARTET**
WCNN, Atlanta, Ga.
- STERER, ELEANOR**
NBC
Voice of Firestone
- STEELE, TED**
The Ted Steele Show; WABD,
New York, N. Y.
- STEFFEN, ART**
Something in the Air
WHAM, Rochester, N. Y.
- STEVENS, ELOISE**
Jimmy Boyer & Eloise
WISH, Indianapolis, Ind.
- STEVENS, GARRY**
NBC
Chesterfield Supper Club
- STEVENS, GARRY**
WROW, Albany, N. Y.
- STEVENS, HERB**
Lee Kellon, Orchestra
WJAS, Pittsburgh, Pa.
- STEVENS, RISE**
Family Hour
CBS
- STEVENSON, DOROTHY GAIL**
Sacred Songs
WMRN, Marion, O.
- STEWART, GENE**
Pec Wee King Show
WAVE-TV, Louisville, Ky.
- STEWART, PENNY**
Western Shows
KHPN, Eureka, Calif.
- STIMSON, MARK**
Old Time Tune Time
WCAN, Portland, Me.
- STOVALL, BOB**
Tea Timers,
KOY, Phoenix, Ariz.
- STOTTS, BOB**
KMA, Shenandoah, Ia.
- STRENGTH, TEXAS BILL**
KLEE, Houston, Tex.
- STRIFLING, GENE**
Uncle Ned
WMAZ, Macon, Ga.
- STROUD, ED**
WRRF, Washington, N. C.
- STUART, MICKEY**
WVRL, New York, N. Y.

VOCAL ARTISTS

STUBBS, EVERETTE
Stubbs Strings
KSMI, Seminole, Okla.

SUDER, PAT
Pat Suder Sings
WBUX, Doylestown, Pa.

SULLIVAN, DENNY
Request Granted
WDO5, Oneonta, N. Y.

SUNSHINE SUE
Old Dominion Barn Dance
WRVA, Richmond, Va.

SWAIN, HACK
The Hack Swain Show
WSPB, Sarasota, Fla.

SWANSON, BYRON
KHQ, Spokane, Wash.

SWEETLAND, LEE
The Lee Sweetland Show
ABC

— T —

TANGEN, CLARA
Clara Tangen Show
KDEC, Decorah, Ia

TEEN AGERS
WJNC, Jacksonville, N. C.

TERRELL, DOROTHY
Stairway to the Stars
WRUP, Gainesville, Fla.

TIERNEY, WALSH
Hometown, Music for Minors
WICY, Malone, N. Y.

TILLER, MARTHA
Music for You
WORZ, Orlando, Fla.

TILLSTROM, BURE
WBKB, Chicago, Ill.

TILTON, MARTHA
Vocalist; b. Corpus Christi, Tex.;
Dick Haynes Show (CBS); Meet
Me at Parky's (NBC); Your Hit
Parade (NBC).

TIRONA, BERT
Purico Troubadours
KZMB, Manila, P. I.

THALL, BILL
NBC
"Circle Arrow Show"

THOMAS, THOMAS I.
NBC
"Manhattan Merry-Co-Round"

THOMPSON, JOHNNY
Johnny Thompson Sings
ABC

THOMPSON, SHORTY
Saddle Rockin' Rhythm
KWTO, Springfield, Ill.

THORNE, LUCIA
WHO, Des Moines, Ia.

THORNTON, DICK
Morning Melodies
KXYZ, Houston, Tex.

TOBIN, PAT
A Date With Pat
WDSU-TV, New Orleans, La

TORNE, MEL
NBC

TRUAX, BUDDY
Western Aces
WWSR, St. Albans, Vt

TREGO, WILMA
WBEX, Chillicothe, O.

TRISLER, MICKY
WTRF, Bellair, O.

TROTTER, JOHN, MRS.
KANE, New Iberia, La.

TROXLER, LLOYD
Songs by Lloyd Troxler
WSTP, Salisbury, N. C.

TRUMAN, PAUL
Presenting Paul Truman
KFEQ, St. Joseph, Mo.

TURNER, DALIAS, COWBOY
KCRG, Cedar Rapids, Ia.

— U —

UHLENHOPP, JACK
Songs to Remember

WAUX, Waukesha, Wis.

UNGER, JOE

Fun at Home

KWPC, Muscatine, Ia.

UTZMAN, SARA ANN

Songs by Sara
WHEW, Weston, W. Va.

— V —

VINCENT, SUNNY

Among My Souvenirs
KRNO, San Bernardino, Calif.

VOSS, ALEN

Hymn Time
WCNC, Elizabeth City, N. C.

— W —

WAIN, BEA

WMCA

WAITERS, FRANCIS

Bouquet of Melody
WDBI, Roanoke, Va.

WALTL, PAUL

NBC

"Mad Masters"

WARD, KEN

Easy Aces
WTAM, Cleveland, O.

WARNEK, JEANNE

TV Journal
WNBW, Washington, D. C.

WARRIN, MARGE

WGL, Fort Wayne, Ind.

WEBSTER, JOE

Anthony Avenue
WKY, Oklahoma City, Okla.

WEED, BUDDY

Buddy Weed Show
ABC

WEISS, DICK

Dick & Yvonne
KSB, Creston, Ia.

WELCH, ALICE, HILDA,

LUCILLE

Restful Music
WBIG, Greensboro, N. C.

WELLINGTON, DON

Song Time
WKAB, Mobile, Ala.

WELLS, JACK

Folka Band
KFAB, Omaha, Neb.

WENHOLD, GRACE

WBUX, Doylestown, Pa.

WEST, NADINE

Nadine & Nydegger Sextet
KFBI, Wichita, Kans.

WEST, WAYNE

Breakfast, Song Weavers
WMBD, Peoria, Ill.

WESTENAIRES

Vocal Group
WAOV, Vincennes, Ind.

WESTERN SONS

KRNO, San Bernardino, Calif.

WESTON, KRIS

NBC
"Luncheon with Lopez"

WHEATLEY, JOAN

"Fred Waring Show"
NBC

WHITAKER, ROBERT
Speaking of Sports
WBEX, Chillicothe, O.

WHITING, MAGARET
Club 15,
CBS
Eddie Cantor Show
NBC

WILCOX, PHYLLIS
Songs for You
WFBM, Indianapolis, Ind.

WILKINSON, LORRAINE
Songs by Lorraine
KALL, Salt Lake City, Utah

WILSON, GRACE

WLS, Chicago, Ill.

WILSON, SLIM

Slim Wilson Show
KWTO, Springfield, Mo.

WINSLOW, PATRICIA

Tea Timers
KOY, Phoenix, Ariz.

THE WONDERING FIVE

Cospel Singers
WBEL, Boloit, Wis.

WOOD, HELEN

Spotlight Review
WVOD, Lynchburg, Va.

WOOD, KATHRYN

Kathryn Wood Show
WGH, Newport News, Va.

WOOD, TOMMY

Breakfast at 8
WIKY, Evansville, Ind.

WOODEN, STEVE

KMA, Shenandoah, Ia.

WOODRING, DICK

WTAN, Clearwater, Fla.

WRIGHT, NANCY

Morning Matinee.
Easy Listening
WLW, Cincinnati, O.

WRIGHT, NANCY

Dance Time
WLW-TV, Cincinnati, O.

WRIGHT, NANCY

Saturday Night Serenade
WEKR, Fayetteville, Tenn.

WRIGHT, WILLIAM

NBC
"Voices Down the Wind"

WRIGHT, JACK

Jack Wright Sings
KMAE, McKinney, Tex.

WYATT, BILL

Song by Bill Wyatt
WIOD, Miami, Fla.

WYMAN, ALICE

WFBC, Greenville, S. C.

— Y —

YATES, GLORIA

WBKB, Chicago, Ill.

YOUNG, BOB

Bob Young Show
KOIN, Portland, O.

YOUNG, EVE

NBC
"Story Shop"
"Honeymoon in New York"

YOUNG, WILLIARD

NBC
"D & H Miners"

— Z —

ZANETIS, ALEXANDER

Midday Musical
WYLN, Olney, Ill.

ZEIDMAN, IRVING

Irving Sings
KNOE, Monroe, La.



HARRY WISMER

BROADCASTING THE NATION'S TOP SPORTING EVENTS

Sports Director of American Broadcasting Company

Sports Commentators

(RADIO AND TELEVISION)

—their work during 1948

— A —

ACKERLEY, EUGENE A.
KID, Idaho Falls, Ida.

ADAMS, CASWELL
WCBS-TV, New York, N. Y.

ADAMS, FRANK
WNHC, New Haven, Conn.

AGNEW, THEODORE J.
Sportsbook, Sportscope
KUBC, Montrose, Colo.

ALDEN, JERRY
Sports Pictures
WSNJ, Bridgeton, N. J.

ALDRIDGE, MAHLON
KFRU, Columbia, Mo.

ALLAIN, ORREN
WKAN, Kankakee, Ill.

ALLBRIGHT, NAT M.
WEAM, Arlington, Va.

ALLEN, BILL
Sport Spotlight
WHN, Gallatin, Tenn.

ALLEN, BOYD
Sports In Review
KROY, Sacramento, Cal.

ALLEN, GORDON
KYAK, Yakima, Wash.

ALLEN, MEL
WABD, New York, N. Y.

ALLEN, MEL
WCBS-TV, New York, N. Y.

ALLEN, MEL
b. Birmingham, Ala., Feb. 14, 1913; U. of Ala., AB, LL.B., Columbia U.; World Series; Major League All-Star Football Championship Game; All-America Conference Sugar Bowl Game; CBS Football TV; N. Y. Yankees Baseball & Football Games; Boxing & Basketball Games (CBS-TV); Rose Bowl Game (CBS).

ALLEN, TOM
KWBC, Fort Worth, Tex.

ALLINGER, RALPH
Today In Sports
WFAS, White Plains, N. Y.

ALLMAN, ROBERT
KYW, Philadelphia, Pa.

ALTMAN, DICK
KLEE-TV, Houston, Tex.

AMBROSE, JOHN V.
Speaking of Sports
WTAG, Worcester, Mass.

ANDERSON, ALLEN
WASA, Havre de Grace, Md.

ANDERSON, BOB
WAZF, Yazoo City, Miss.

ANDERSON, DALE
KUOA, Shoam Springs, Ark.

ANDERSON, DICK
Dick's On At Six
WEOA, Evansville, Ind.

ANDERSON, DOUGLAS
KDIX, Dickinson, N. D.

ANDERSON, HARRY
WSIV, Peekin, Ill.

ANDRES, JOE
Sports News
WMAW, Milwaukee, Wis.

ANDREWS, RALPH
WAUX, Waukesha, Wis.

APPY, JERRY
KXXX, Colby, Kans.

ARMSTRONG, WILLIAM
Sports News & Views
WOMI, Owensboro, Ky.

ARNOLD, FULTON
WTTM, Trenton, N. J.

ARNOLD, TED
Sports Roundup
WHTN, Huntington, W. Va.

ARO, SAM
WROD, Daytona Beach, Fla.

ARTHUR, FRANK
Sports Report
KSNAN, San Francisco, Cal.

ASH, KEN
Sports Quiz
WHAV, Haverhill, Mass.

AUSLEY, WALLY
Speaking of Sports
WSSB, Durham, N. C.

AXTELL, NANCY
Bowling with Nancy
WMBM, Miami Beach, Fla.

— B —

BABB, HUGH
WLAW, Lawrence, Mass.

BACHRACH, TOM
KDHLL, Fairbault, Minn.

BAGLI, GUY
Sol's Sports Slants
WDAE, Tampa, Fla.

BAILES, H. C.
KSAM, Huntsville, Tex.

BAILEY, CHARLES
Sports Roundup, Sports In Brief
WHBL, Anderson, Ind.

BAILEY, CHARLEY
WEBR, Buffalo, N. Y.

BAILEY, SPUD
Sports Roundup, Football Scoreboard
KVN, Logan, Utah

BAIRD, NEIL
KFPA, Helena, Ark.

BAKER, NELSON
Sports Page of the Air
WFBR, Baltimore, Md.

BAKER, RAY
Spotlight On Sports
WVIN, Olney, Ill.

BALDING, CHUCK
Sports Whirl
WOAY, Oak Hill, W. Va.

BALDRICA, MERV
Sports From the Sidelines
WMIQ, Iron Mountain, Mich.

BAIDWIN, KEN
WKRT, Cortland, N. Y.

BALKCOM, YASSIE G.
Sports Parade
WGBR, Goldsboro, N. C.

BALTER, SAM
KLAC-TV, Hollywood, Cal.

BALTER, SAM
KLAC, Los Angeles, Cal.

BARBER, RED
WMGM, New York, N. Y.

BARBER, RED
Red Barber's Club House, The Catbird Seat, Football Roundup
CBS, WHN, N. Y.

BARBER, RED
WCBS-TV, New York, N. Y.

BARFIELD, HARRY
WAYS, Charlotte, N. C.

BARKER, EDDIE
KMAC, San Antonio, Tex.

BARKLEY, PETE
Radio Sports Page
KGNQ, Dodge City, Kans.

BARRETT, WILLIAM R.
Sports Lines
WJLS, Beckley, W. Va.

BARRY, JACK
Atlantic Football
WHEC, Rochester, N. Y.

BARRY, JOSH
Let's Talk Sports
WFTL, Ft. Lauderdale, Fla.

BARTOLOMEI, HARRY
KWBK, Oakland, Cal.

BARTON, CHARLES
WHLD, Niagara Falls, N. Y.

BASEL, MEL
WEVD, New York, N. Y.

BATES, BILL
Sports Review
WTWA, Thomson, Ga.

BATES, OLIN
WGAA, Cedartown, Ga.

BATSON, GAY
Outdoors In La.
WDSU-TV, New Orleans, La.

BAUMAN, BRUCE
Sports Roundup
WKAP, Allentown, Pa.

BAXTER, GORDON
KPAQ, Port Arthur, Tex.

BAXTER, HOWARD
Scoreboard
KGFV, Kearney, Neb.

BEATTY, ROSS
Sports Pages
WELM, Elmira, N. Y.

BECHTEL, JAY
Sportsman's Corner
WTBO, Cumberland, Md.

BEDELL, FORREST
Sports Parade
WFRG, Reidsville, N. C.

BEHRENS, RALPH
Local Sports
WUMU, Atlantic City, N. J.

BELANGER, GILL
Berkshire Sportsman
WMNB, North Adams, Mass.

BELCHER, ROD
Echoes from the Grandstand
KMO, Tacoma, Wash.

BELDING, LEE
KXLO, Lewistown, Mont.

BELL, JOHNNY
WCMA, Corinth, Miss.

BELL, TED
KRSC, Seattle, Wash.

BELL, TED
KRSC-TV, Seattle, Wash.

BELLINGER, STEVE
WTCJ, Tell City, Ind.

BENAC, HANK
Speaking of Sports
WWSC, Glens Falls, N. Y.

BENDER, BOB
Bob Bender Sports
WGY, Schenectady, N. Y.

BENDER, BOB
WRGB, Schenectady, N. Y.

BENDER, TOM
WCMB, Lemoyne, Pa.

Sports Commentators—Radio-Television

BENNET, KAY
KFJB, Marshalltown, Iowa

BENNETT, ELDEAN
Sports Review
KCSU, Provo, Utah

BENNETT, THURSTON
Sports Special
WBBQ, Augusta, Ga.

BENTON, LOU
Sports News & Interviews
WMGY, Montgomery, Ala.

BERGMAN, DUTCH
WRC, Washington, D. C.

BERGSTEIN, MILTON
Sports Special
WMAJ, State College, Pa.

BERNDT, BUD
WRAK, Williamsport, Pa.

BETTERS, MITCHELL C.
WTHT, Hartford, Conn.

BEUTEL, BOB
Sports Grandstand, Jai Alai
Reporter
WKAT, Miami Beach, Fla.

BILLINGS, HORACE
Sports Journal
WSTP, Salisbury, N. C.

BINFORD, BILL
KOLO, Reno, Nev.

BINGHAM, BOB
The Human Side Of Sports
WGNC, Elizabeth City, N. C.

BIRLETTI, LARRY
KFBC, Cheyenne, Wyo.

BISHOP, BURTON
Play-by-Play
KTEM, Temple, Tex.

BISHOP, KEN
Sports Highlights
KXIT, Duhart, Tex.

BITTNERMAN, JACK
WABB, Mobile, Ala.

BJERKE, KEN
Sports Director
KDEC, Decorah, Iowa

BLACK, JIM
WIBK, Knoxville, Tenn.

BLACK, JIM
KCBD, Lubbock, Tex.

BLACKBURN, ROBERT
KFRE, Fresno, Cal

BLAINE, LEE
WGAD, Gadsden, Ala.

BLAIS, YVON
CKAC, Montreal, Que

BLAKE, LARRY
Sports Battle
KEYS, Corpus Christi, Tex.

BLOOM, MARVIN
WCED, Dubois, Pa

BLUE, LRA
Adventure In Sports
KGO, San Francisco, Cal

BLUM, BOB
Sports Parade
KICO, Calexico, Cal.

BLUM, LARRY
Sports Page
WMAK, Nashville, Tenn

BOEHM, PAUL
Tonight's Sports
WCPA, Bethlehem, Pa

BOGGS, OTIS
Speaking of Sports
WRUF, Gainesville, Fla.

BOLAND, CHARLIE
KRLD, Dallas, Tex.

BOLAND, JOE
WCFL, Chicago, Ill.

BOLAND, JOE
Boland On Sports
WSET, South Bend, Ind.

BONASSO, RUSSELL
WBLK, Clarksburg, W. Va.

BONER, LEE
KAWT, Douglas, Ariz

BONIN, DONALD
Sports Review, Football Finals
KANE, New Iberia, La.

BONSON, WALT
KBLF, Red Bluff, Cal.

BOSNICK, DAN
WLCS, Baton Rouge, La.

BOSTIC, TOM
Sports Extra
KIMA, Yakima, Wash.

BOWERS, FRANK
KGTL, Kannapolis, N. C.

BOWMAN, ROY J.
KGFJ, Shawnee, Okla.

BOX, VES
KRLD, Dallas, Tex.

ROYD, DON
World of Sports
WCLO, Janesville, Wis.

BOYER, JOHN F.
Johnny Boyer Sports
KDKA, Pittsburgh, Pa.

BRACHER, BERNIE
Sport Slants
KSO, Des Moines, Iowa

BRACHER, BERNIE
WAVE-TV, Louisville, Ky.

BRADLEY, JACK
Sports Journal
WSAZ, Huntington, W. Va.

BRADLEY, LYDE C.
WTBY, Troy, N. Y.

**STAN LOMAX
SPORTCASTS**

6:45 p.m. WOR

for

Krueger Beer—Mon. - Wed. - Fri.

for

Kopper Co.—Tues. - Thurs. - Sat.

Sports Commentators—Radio-Television

BRADSHAW, DICK
WCEC, Rocky Mount, N. C.

BRANDT, BILL
Inside Of Sports
MBS

BRANSON, TODD
KENT, Shreveport, La.

BRAY, DICK
Spotlight On Sports
WSAI, Cincinnati, O.

BREITEN MOSER, DON
Sports Report, Dugout Doings
KVOB, Alexandria, La.

BRENNARD, GEORGE
Sports Roundup
WLIP, Kenosha, Wis.

BRENHAM, TOMMY
KWHI, Brenham, Tex.

BRENNAN, DAN
WVOK, Birmingham, Ala.

BRENNER, BILL
Sunday Morning Quarterback
KGY, Olympia, Wash.

BRESMER, LYLELL
Sports by Bresmer
KFAB, Omaha, Neb.

BROCK, ART
Cavalcade of Sports
KAFY, Bakersfield, Cal.

BROCKMAN, DON
KLIZ, Brainerd, Minn.

BROOKS, BILL
In the Press Box
WEBJ, Brewton, Ala.

BROOKS, BOB
Sports Briefs, Sports Camera,
Sports Final
KCRG, Cedar Rapids, Iowa

BROOKS, NORM
Sports Hilites of the Air
WMID, Atlantic City, N. J.

BROOKS, TOM
KAWT, Douglas, Ariz.

BROOME, EARL
Sports Roundup
WLBK, Leesburg, Fla.

BROUGHAM, ROYAL
KOMO, Seattle, Wash.

BROWN, A. B.
Sports Review
WGWR, Asheboro, N. C.

BROWN, BILL
Time Out For Sports
WKIK, Erie, Pa.

BROWN, BILL
Sports Journal
WSTP, Salisbury, N. C.

BROWN, BILL
Sports Parade
WBTA, Batavia, N. Y.

BROWN, ED
Sports Parade
WJJJ, Montgomery, Ala.

BROWN, GLENN
Batting 600
RTBB, Tyler, Tex.

BROWN, PEN
Sports Parade
WLEU, Erie, Pa.

BROWNE, HALBERT
WOLS, Florence, S. C.

BROWNELL, JIM
WTAN, Clearwater, Fla.

BRYLES, MARVIN
KCOR, San Antonio, Tex.

BRUNDIGE, BILL
WOIC, Washington, D. C.

BRUNDIGE, BILL
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WJJD, Chicago, Ill.
- GRANGER, JERRY**
Your Sports Reporter, The Score Board
KHAS, Hastings, Neb.
- GRATZ, GENE**
The Sports Final
WELQ, Tupelo, Miss.
- GRAY, BOB**
Sports Scoreboard
KXYZ, Houston, Tex.
- GRAYSON, MEL**
Sportsman
WSSV, Petersburg, Va.
- GRAYSON, SID**
KFDX, Wichita Falls, Tex.
- GREENHOE, BOB**
Sports Today
WHTC, Holland, Mich.
- GREENSPAN, BUD**
WMGM, New York, N. Y.
- GREENWOOD, KEN**
Sport Topics
KFOR, Lincoln, Neb.
- GREUP, ERNST**
Sports Final
WKRT, Corland, N. Y.
- GREY, BOB**
KXIO, Lewistown, Mont.
- GRIFFIN, WAYNE**
WENR-TV, Chicago, Ill.
- GRIFFITH, DON**
Sports Page Of The Air
WCOA, Pensacola, Fla.
- GRIFFITHS, BILL**
WADB, Akron, O.
- GRIFFITHS, DAVE**
Sportsreel Of The Air
WARM, Scranton, Pa.
- GRIGSBY, BILL**
In Sport Life
WMBH, Joplin, Mo.
- GROVES, GERRY**
Sports Page
KURV, Edinburg, Tex.
- GUBA, JOE**
Sports Folio
WEDO, McKeesport, Pa.
- GUNAN, JACK**
Speaking Sports
WJTN, Jamestown, N. Y.
- GUNDAKER, ED**
WEP, Harrisburg, Pa.
- GUNTHERUP, GERALD**
Sports Angles
WDOS, Oneonta, N. Y.
- GOY, WILLIAM H.**
KENO, Las Vegas, Nev.
- HACKBARTH, DICK**
Sports Review
KSCO, Santa Cruz, Calif.
- HACKETT, JIM**
Box-Mount Sports Page
WBUX, Doylestown, Pa.
- HADLEY, BUMP**
WBZ-WBZA Boston-Springfield, Mass.
- HADLEY, BUMP**
Bump Hadley Pitching
WBZ-TV, Boston, Mass.
- HAIRGROVE, JIM**
Play-by-Play
KTEM, Temple, Tex.
- HALL, OAN**
Sports Column
WTSP, St. Petersburg, Fla.
- HALL, HALSEY**
Time Out for Sports
WCCO, Minneapolis, Minn.
- HALL, ROSS**
KLIF, Dallas, Tex.
- HALLECK, MARK**
Today in Sports
WLEX, Lexington, Ky.
- HALPERN, WILLIAM S.**
WLER, Lebanon, Pa.
- HAMILTON, KEN**
WELQ, Harrisburg, Pa.
- HANDLEY, LEE**
WMCK, McKeesport, Pa.
- HANNAH, JIM**
Spotlight on Sports
WPGK, Battle Creek, Mich.
- HANSEN, CARROLL**
Looking 'Em Over
KQW, San Jose, Calif.
- HANSON, BO**
Sports Bundle
WPKR, Wisconsin Rapids, Wis.
- HARBIN, CHARLES**
Today's Sport
Montgomery, Ala.
- HARBRY, HENRY**
Along the Sports Trail
KKBH, Wichita, Kans.
- HARMON, KEN**
Sports Parade
WRLA, Ludington, Mich.
- HARMON, ROY LEE**
WVNR, Beckley, W. Va.
- HARMON, MERLE**
Spotlight On Sports
KSFT, Trinidad, Colo.
- HARMON, TOM**
Here Comes Harmon
KFI, Los Angeles, Calif.
- HARMON, TOMMY**
"Jimmy Durante Show," NBC
- HARMON, TOM**
Harmony Huddle
KIEV, Glendale, Calif.
- HARMON, TOM**
Hoffman Huddle
KFI-TV, Los Angeles, Calif.
- HARNISH, ROBERT C.**
Sports Review, Football
WLAN, Lancaster, Pa.
- HARP, RONALD**
WALT, Tampa, Fla.
- HARPRING, JAMES**
WFB, Middletown, O.
- HARRELL, BILL**
KVOP, Painesville, Tex.
- HARRINGTON, JOHN**
KTAZ, Phoenix, Ariz.
- HARRIS, DAVE**
KJBA, Yuma City, Calif.
- HARRIS, JACK**
Tidewater Sports Parade
WSAP, Portsmouth, Va.
- HARRIS, LEE**
KIOA, Des Moines, Iowa
- HARRIS, WALTER**
Sports Preview
KPRC, San Francisco, Calif.
- HARRISON, BOB**
Sports Parade
WHNC, Henderson, N. C.
- HARRISON, JACK**
Sportlites
WLA V, Grand Rapids, Mich.
- HART, ROB**
KPLC, Lake Charles, Pa.
- HARTMAN, ROME**
Sportscope
WIRK, W. Palm Beach, Fla.
- HARVEY TOM**
WVCH, Chester, Pa.
- HARVILLE, CHARLES**
Sports Parade
WLPQ, La Salle, Ill.
- HASEL, JOE**
Joe Hasel Sports Show: American Sports Page: Chesterfield Sports Show: Professional Football — N. Y. Giants (ABC).
- HATCH, JACK**
Sportsman
KWEI, Weiser, Ida.
- HATCH, JIM**
WKNE, Keene, N. H.
- HATHORN, ROGER**
KWSL, Lake Charles, La.
- HATTEE, WALLY**
Spotlight On Sports
KGB, San Diego, Calif.
- HAWKINS, JACK**
KIHN, Pecos, Tex.
- HAWLEY, DICK**
Sportscast
WSGN, Birmingham, Ala.
- HAYES, JIM**
Punformation Please
KVOA, Tucson, Ariz.
- HAYES, PAT**
KIRO, Seattle, Wash.
- HAYNES, BOB**
Sports Roundup
KCBO, San Diego, Calif.
- HEALY, CHUCK**
Sportscope
WKIP, Poughkeepsie, N. Y.
WGNV, Newburgh, N. Y.
- HEALY, DANIEL**
WBRK, Pittsfield, Mass.
- HEATH, HAROLD**
WOC, Davenport, Ia.
- HEDRICK, LEE**
Sportscope
KATL, Houston, Tex.
- HEILBRONER, LEWIS**
Sports Parade
WCPS, Tarboro, N. C.
- HEISS, BOB**
Sports Flash
WTMJ, Milwaukee, Wis.
- HEISS, BOB**
WTMJ-TV, Milwaukee, Wis.
- HELPER, AL**
WLW-T, Cincinnati, O.
- HEMBy, GORDON**
Sports Memories
WGGG, Gainesville, Fla.
- HEMMINGWAY, NORMAN**
Spotlight Sports
WPAR, Parkersburg, W. Va.
- HENDRICKSON, JOHN**
Sportswhirl
KVOZ, Casper, Wyo.
- HENRIKSON, LES**
Les & Jim Sports
WCON, Atlanta, Ga.
- HENRY, JOHN**
KVOO, Tulsa, Okla.

Sports Commentators—Radio-Television

- HERMAN, BERNIE**
WSUA, Bloomington, Ind.
- HERRICK, SHERB**
WOKO, Albany, N. Y.
- HERRIN, WELSON**
WCCP, Savannah, Ga.
- HERRINGTON, HIGH**
Latest in Sports
KPBX, Beaumont, Tex.
- HEWEY, IRA I.**
Spotlighting the Spotlight
WFAI, Greenfield, Mass.
- HIBDON, MILTON**
KTRB, Modesto, Calif.
- HICKS, DON**
WCNT, Centralia, Ill.
- HICKS, FRANK**
KYSM, Mankato, Minn.
- HICKS, TOM**
Sports Roundup, Scores & Stories
WLOH, Princeton, W. Va.
- HEIDEMA, JON**
WDLF, Panama City, Fla.
- HIGHAM, LEO**
Sporting Page
KBUH, Brigham City, Utah
- HILL, DON**
WAVE, Louisville, Ky.
- HILL, JERRY**
Highlights in Sports
KDYL, Salt Lake City, Utah
- HILL, SALLY**
Sports Window
KDYL, Salt Lake City, Utah
- HILLISM, HARRY**
Sports Final
WYLN, Olney, Ill.
- HITCHCOCK, JACK**
KCOL, Fort Collins, Colo.
- HODGES, RUSS**
The Scoreboard, WABD, New York, N. Y.; WCBS-TV, New York, N. Y.; N. Y. Giants, WMCA.
- HOGAN, TODD**
WATW, Ashland, Wis.
- HOGAN, WILLIS C.**
WSTS, Southern Pines, N. C.
- HOLBROOK, JOSEPH R.**
Sports Review
WPA Y, Portsmouth, O.
- HOLDER, EARL**
WNNC, Newton, N. C.
- HOLMAN, HILLY**
WGAP, Owosso, Mich.
- HOLMES, JOHNNY**
KSWM, Joplin, Mo.
- HORNER, JACK**
KSTP, St. Paul—
Minneapolis, Minn.
- HORNER, JACK**
KSTP-TV, St. Paul—
Minneapolis, Minn.
- HORNING, DUTCH**
Hornin' In On Sports
KSLB, Creston, Iowa
- HORTON, BOB**
WKTM, Mayfield, Ky.
- HORTON, THAD**
WSB-TV, Atlanta, Ga.
- HOOPER, JACK**
Report On Sports
WEGE, Harrisburg, Pa.
- HOOPER, DON**
WJMS, Ironwood, Mich.
- HOPKINS, DON**
WATN Sportsman,
WATN Scoreboard,
WATN, Watertown, N. Y.
- HOPPER, CLYDE**
Today in Sports, Late Sports
Extra
WRON, Roanoke, W. Va.
- HOWARD, JOHN**
Sports Highlights
WHJB, Greensburg, Pa.
- HOWARD, TONY**
WPIK, Alexandria, Va.
- HOWRIGAN, CAL**
Sports Review
WYYS, Marianna, Fla.
- HOYT, WAITE**
According to Hoyt
WCPO, Cincinnati, O.
- HUBBEL, RALPH**
WBEN-TV, Buffalo, N. Y.
- HUBER, PAUL**
Preview in Sports
WPVL, Waterville, Me.
- HUFF, WILLIS**
WLBB, Carrollton, Ga.
- HULL, CHUCK**
KPAS, Banning, Calif.
- HUMISTON, HOD**
Sports Roundup
KWHK, Hutchinson, Kans.
- HUNDLEY, ED**
WLPB, Suffolk, Va.
- HENTLEY, MACK**
WJRL, Lenoir, N. C.
- HUSING, TED**
WMGM, New York, N. Y.
- HUSING, TED**
Ted Husing Bondstand, WMGM;
Sports NBC, CBS, ABC.
- HUSTED, DON**
KVWC, Vernon, Tex.
- HUYCHT, AD**
Best Bets
KGY, Olympia, Wash.
- HYDEN, BILL**
KNUS, Muskogee, Okla.
- HYMAN, EDDIE**
KCOR, San Antonio, Tex.
- I —
- INGSTAD, BOB**
KQVC, Valley City, N. D.
- IZZARD, BOB**
KCNK, Amarillo, Tex.
- J —
- JACKSON, BILL**
Sports Review
WOTM, Wilson, N. C.
- JACKSON, JIM**
Sports with Jackson
WKIX, Columbia S. C.
- JAEGER, JOE**
Sports Parade
KXLE, Ellenburg, Wash.
- JAMES, DENNIS**
Announcer, Emcee, Sportscaster;
b. Jersey City, N. J., Aug. 24,
1917; ed. Theater School of Dramatic Arts & Radio; St. Peter's
College, B.S.; Bob Hawk Show,
CBS; Can You Top This? Song
of the Stranger; Lowyer Q; Tele-
vision—Cosh & Carry; Sport-
coster (Boxing, Wrestling).
- JAMES, DENNIS**
Boxing & Wrestling
WABD, New York, N. Y.
- JAMES, FRANK**
Reports on Sports
KPYR, Bismarck, N. D.
- JARSTEAD, JOHN**
KBRO, Bremerton, Wash.
- JARVID, BILL J.**
News and Sports
KVBG, Great Bend, Kans.
- JAY, BILL**
WNOX, Knoxville, Tenn.
- JENNINGS, AL**
WCPC, Savannah, Ga.
- JENSEN, RAN**
WIKB, Iron Mountain, Mich.
- JEWELL, TONY**
KUL, Garden City, Kans.
- JOHNSON, JAKE**
KEBE, Jacksonville, Tex.
- JOHNSON, KEN**
WCBT, Roanoke Rapids,
N. C.
- JOHNSON, LEONARD**
WFDE, Flint, Mich.
- JOHNSON, PAUL**
Sports News and Views
WTAC, Worcester, Mass.
- JOHNSON, ROLLIE**
World of Sports
WTCN, Minneapolis—
St. Paul, Minn.
- JOHNSON, WARREN**
WPFB, Middletown, O.
- JONAS, PAUL**
Sports Dir., Sports Parade
MBS
- JONES, COACH EARL**
Sports Edition
WPTM, Maysville, Ky.
- JONES, DEL**
KFIO, Spokane, Wash.
- JONES, GORDON**
Sportscope
WCMR, Lemoine, Pa.
- JONES, J. D.**
KJAM, Vernal, Utah
- JONES, ROBERT L.**
Sports Highlights
WSPR, Springfield, Mass.
- JONES, ROY**
Sports Round-up
WMOG, Covington, Ga.
- JONES, TOM**
World in Sports
WRFS, Alexander City, Ala.
- JORDAN, JOE**
WKMO, Kokomo, Ind.
- JORDAN, MIKE**
WLAT, Conway, S. C.
- JORGENSEN, ROY**
KYUM, Yuma, Ariz.
- JOYCE, JOHNNY**
WPAQ, Mt. Airy, N. C.
- JOYNER, GORDON**
Sports Digest
WMBD, Peoria, Ill.
- JULES, JULIUS**
Sports Roundup
WSBR, Superior, Wis.
- K —
- KAHN, BENNY**
WNDB, Daytona Beach, Fla.
- KALLINGER, PAUL**
Sports Review
KDLK, Del Rio, Tex.
- KANDEL, RAY**
WMON, Montgomery, W. Va.
- KANE, JOHN E.**
Today's Sports
WHEB, Portsmouth, N. H.
- KAUFMAN, SAM**
WWDC, Washington, D. C.
- KAUPER, JAMES**
WIKC, Iron Mountain, Mich.
- KEARCE, CECIL**
WRGA, Rome, Ga.
- KEARNS, CHARLES**
Kearna Korner
WKTY, LaCrosse, Wis.
- KEATING, BILL**
WHYN, Holyoke, Mass.
- KEFLER, GENE**
KPHC, Walsenburg, Colo.
- KEENE, BILL**
Time Out for Sports
KBOL, Boulder, Colo.

Sports Commentators—Radio-Television

- KEENE, ROY D., JR.**
 WENR-TV, Chicago, Ill.
KEEP, BARNEY
 Keeping Up with Sports
 KEX, Portland, Ore.
KEHL, TONY
 KOLT, Scottsbluff, Neb.
KEHOE, JACK
 KOLO, Reno, Nev.
KEHOE, PATRICK
 Sports Parade
 WMAM, Marinette, Wis.
KELLEY, BOB
 Parade of Sports
 KMPC, Los Angeles, Cal.
KELLY, DAN
 Sport Tips
 KIFI, Idaho Falls, Ida.
KELLEY, PAT
 Sports Whirl
 WSFC, Somerset, Ky.
KELLY, TOM
 WJMS, Ironwood, Mich.
KEMPTON, AL
 KBIO, Burley, Ida.
KENDALL, DEAN
 KRDU, Dinuba, Calif.
KENDRICK, JIM
 KMA, Shenandoah, Ia.
KENNESSEY, JED
 KKN, Visalia, Calif.
KENNEY, JACK
 World of Sports
 WDLB, Marshfield, Wis.
KERR, DON
 WATV, Newark, N. J.
KESSLER, GENE
 WCFL, Chicago, Ill.
KEYES, HICH
 Bulling the Breeze with
 High Keys
 KSUN, Bisbee, Ariz.
KICHLINE, RON
 Sport News and Views
 WHUM, Reading, Pa.
KILIAN, JIM
 Sports Closeup
 WSCR, Scranton, Pa.
KILLIAN, MAX
 Headlines in the World of
 Sports
 WGRV, Greeneville, Tenn.
KILMER, DON
 Great Moments in Sports
 KSUE, Susanville, Calif.
KILPATRICK, BILL
 Speaking of Sports
 WGVA, Geneva, N. Y.
KINCAID, FRED
 WRR, Dallas, Tex.
KINDER, DICK
 Spotlight on Sports
 WKDE, Newberry, S. C.
KING, ARTHUR
 Sports News
 WEEL, Boston, Mass.
KING, BILL
 Sports Scrapbook Sports
 Roundup, Play-by-Play
 WTAD, Quincy, Ill.
KING, DUB
 WTAW, College Station, Tex.
KING, RALPH
 Speaking of Sports
 WIOU, Kokomo, Ind.
KING, WAYNE
 Today in Sports
 KOVC, Valley City, N. D.
KINNAIRD, JOE
 Sports Director
 KCSB, San Bernardino, Calif.
KIRBY, BILL
 Sporttopics
 WDSM, Superior, Wis.
KIRBY, DOROTHY
 WSB-TV, Atlanta, Ga.
- KIRBY, LEE**
 Sports Spotlight
 WBT, Charlotte, N. C.
KLEMP, LLOYD
 On The Side Lines
 KDAN, Oroville, Cal.
KLEY, HERB
 Sports Parade
 WHBL, Sheboygan, Wis.
KLISE, RED
 KHQ, Spokane, Wash.
KNAPP, JOHN
 Speaking of Sports
 WIGA, Ashtabula, O.
KNOX, JAMES
 KICM, Mason City, Ia.
KOPSKY, MIKE
 Sportshighlights
 KVOR, Colorado Springs, Colo.
KONZ, WALLY
 Football Prophet
 KPIT, Fond Du Lac, Wis.
KOMASA, ANDY
 Sports Bill
 TWWT, Stevens Point, Wis.
KORZELIUS, GENE
 WBNY, Buffalo, N. Y.
KOTEL, STAN
 Sportsreel
 WNVA, Norton, Va.
KRACHER, JOE
 KOCA, Kilgore, Tex.
KREBSBACH, CALIF E.
 KGCK, Sidney, Mont.
KROEN, ED
 WKPA, New Kensington, Pa.
KUBAIT, CHARLIE
 Jr. Sports Parade
 WAYS, Charlotte, N. C.
KYLE, FORREST
 Sports Review
 KLO, Ogden, Utah
- L —
- LACHENMEIER, RUDY**
 Sports Page Final
 KGW, Portland, Ore.
LACKEY, F. E.
 Sportscast
 WHOP, Hopkinsville, Ky.
LAFFOON, HAROLD, E.
 KSGN, Sanger, Cal.
LAFRANCHISE, CHARLES
 Sports Forum, Pigskin Pre-
 dictions
 KEOJ, Portland, Ore.
LAMBERT, ROGER
 Sports Notebook
 KORN, Fremont, Neb.
LAMEAR
 Sports Slants
 KWJL, Albany, Ore.
LANDAU, DANNY
 Sports Director
 WRSB, Cleveland Hgts. O
LANDIS, LVLE B.
 Play by Play
 WKAI, MaComb, Ill.
LANDMAN, LOU
 WIBA, Madison, Wis.
LANGELLA, BEN
 WBHB, Fitzgerald, Ga.
LANE, BILL
 Bill Lane's Sports Review
 WCYB, Bristol, Va.
LANE, LARRY
 Sport Shots
 WHBO, Tampa, Fla.
LANE, RICHARD
 KTLA, Los Angeles, Calif.
LANKFORD, JACK
 Sports Mirror
 KRIG, Odessa, Tex.
LANSING, GERRY
 KWTZ, Waco, Tex.
LARSON, JIMMY
 KIXI, Shelby, Mont.
- LASSEN, LEO**
 Sports Page of the Air
 KING, Seattle, Wash.
LAVALLE, JACK
 Sports Roundup
 KATE, Albert Lea, Minn.
LAWRENCE, JOHNNY
 Spotlight Sports
 WABY, Albany, N. Y.
LAWRENCE, WILLARD
 Sports Resume
 WCKB, Dunn, N. C.
LAWSON, JERRY
 WJOC, Jamestown, N. Y.
LEAKE, BUS
 The Sports Review
 WDNE, Elkins, W. Va.
LEAMING, JAMES
 Sports Hi-Lights, Great Mo-
 ments in Sports
 WFPG, Atlantic City, N. J.
LEBOW, GUY
 Hockey, baseball, football, bas-
 ketball, wrestling, boxing, com-
 mentaries (WPIX).
LECIUS, EDWARD
 WOTW, Nashua, N. H.
LEE, BARNY
 Sports Roundup
 WBBC, Flint, Mich.
LEE BERT
 WMCM, New York, N. Y.
LEE, BERT
 WHN, New York, N. Y.
LEE, BERT, JR.
 WMCM, New York, N. Y.
LEE, BOB
 KCOK, Tulare, Calif.
LEE, BRUCE
 WHIT, New Bern, N. C.
LEE, ZEB
 Sports Parade
 WKSJ, Asheville, N. C.
LEIBMAN, NED
 World Of Sports, Sports Di-
 rect
 KYJC, Medford, Ore.
LENBARD, BILL
 Sportline
 WFUR, Grand Rapids, Mich.
LENNON, PAUL
 Sports Digest
 WTON, Bloomington, Ind.
LENOX, JOHN
 Sportscope
 KHEC, Okmulgee, Okla.
LEONARD, LEN
 WHAW, Weston, W. Va.
LESTER, TOM
 High School Sports Roundup
 WESX, Salem, Mass.
LEVIN, SAM
 Sports Parade
 KSN, San Francisco, Cal.
LEWIS, ARNOLD
 WCAX, Burlington, Vt.
LEWIS, BARNEY
 Play by Play
 WLDS, Jacksonville, Ill.
LEWIS, ED
 Sports Resume of The Day
 KFXJ, Grand Junction, Colo.
LEWIS, LOWELL
 Speaking of Sports
 WCPA, Effingham, Ill.
LIEBBE, SPIKE
 KWPC, Muscatine, Ia.
LIPEZ, HARRIS
 Sports Parade
 WBPZ, Lock Haven, Pa.
LITCHMAN, ART
 Sports Final
 KUGN, Eugene, Ore.
LIVINGSTON, SAM
 Down Sports Avenue
 WKYB, Paducah, Ky.

Sports Commentators—Radio-Television

LLOYD, BOB
WHBY, Appleton, Wis.

LLOYD, VINCE
Sports Digest
WMBD, Peoria, Ill.

LOMAX, STAN
Stan Lomax-Sports; WOR, WHN,
New York, N. Y.

LOMAX, STAN
WOR, New York, N. Y.

LORENZ, GEORGE
Sports Parade
WXRA, Buffalo, N. Y.

LOWE, WALT
In The Bleachers
KDSH, Boise, Ida.

LOWERY, BILL
WXII, Atlanta (Buckhead)
Ga.

LUNDOQUIST, ELDON
WTRC, Elkhart, Ind.

LUSK, BERNIE
KROC, Rochester, Minn.

LYNCH, RALPH
KSPA, Nacogdoches, Tex.

— Mc —

McALEEE, "RED"
KDTN, Dubuque, Ia.

McALLISTER, DON
Sports Time
WBDO, Orlando Fla.

McBRIDE, FLESTER
KGLH, Safford, Ariz.

McCABE, TOM
Sports Topics, Sports Roundup
KANA, Anacosta, Mont.

McCALL, JACK
Sports Hi-Lights
KSYL, Alexandria, La.

McCANN, ROBERT
Sports Parade
KBMY, Billings, Mont.

McCARATHY, CLEM
NBC
Horse Racing

McCARATHY, DICK
Roundup of Sports
WKNY, Kingston, N. Y.

McCARATHY, JACK
Boxing
WPIX, New York, N. Y.

McCARATHY, JIM
On The Sports Scene
WBRE, Wilkes-Barre, Pa.

McCARATHY, WILLIAM
WABC, Rochester, N. Y.

McCARTY, MARSH
Sports Spectator
WCOM, Parkersburg, W. Va.

McCLANAHAN, BILL
KWSL, Lake Charles, La.

McCLELLAN, ROBERT
6-15 Sports
KTXL, San Angelo, Tex.

McCLELLAND, PAUL
KHMO, Hannibal, Mo.

McCOLGAN, WILLIAM
WSYB, Rutland, Vt.

McCRARY, OWELL
Sports Roundup
KVOL, Lafayette, La.

McCRARY, BLACK
REBE, Jacksonville, Tex.

McCRUM, TOM
Sports Today
WKJG, Fort Wayne, Ind.

McCUTCHEON, DON
Sports Memories
KASH, Eugene, Ore.

McDONALD, BILL
WOSH, Oshkosh, Wis.

McDOWELL, ROY
WJOL, Florence, Ala.

McDULIN, WILLIAM C.
World of Sports
WMOH, Hamilton, O.

McENANEY, JIM
WNLC, New London, Conn.

McFALL, DON
WTRC, Elkhart, Ind.

McGILL, MAURY
WLIO, East Liverpool, O.

McGRATH, ED
Duke Sports Show
WSPA, Spartanburg, S. C.

McINTIRE, CHARLES
Pigskin Parade
WMBH, Joplin, Mo.

McINTYRE, JIM
WINN, Louisville, Ky.

McKECHNIE, JAMES A.
Sports'ants
WENE, Endicott, N. Y.

McKELLAR, DON
WRMS, Ware, Mass.

McKERNAN, JOHN
Maine Sports
WLBZ, Bangor, Me.

McKENNA, JACK
Sports Round-Up
WTBC, Duluth, Minn.

McKINNON, BILL
Shell Digest
WBNS, Columbus, O.

McKINNON, BOB
Sports Roundup
WRFS, Alexander City, Ala.

McLAIN, DONALD
Sports of Today
WBGBO, Forest City, N. C.

McLEAN, JACK
Sketch Book of Sports
WJPS, Evansville, Ind.

McLEAN, PHIL
WILB, Detroit, Mich.

McLEMORE, MORRIS
WIOO, Miami, Fla.

McLENDON, GORDON
KLIP, Dallas, Tex.

McLINN, STONEY
Sports Shots Sports Parade
Sports Roundup
WIP, Philadelphia, Pa.

McMULLEN, DCK
Sports Review
KCLL, Houma, La.

McNALLY, RAY
KFYC, Lubbock, Tex.

McNAMARA, LAWRENCE
WNHC, New Haven, Conn.

McNEVIN, JOHN
Spotlighting on Sports
WDRR, Syracuse, N. Y.

McRAE, JOHN
Sports Editor
WABL, Bangor, Me.

— M —

McLEAN, JOHN
Sports Parade
WSAC, Columbus, Ga.

McLELLAN, JOHN
Tenpin Topics
WKNY, Kingston, N. Y.

McMILLAN, L. H.
Gulf Sports Reporter
WHEG, Rochester, N. Y.

McMULLEN, GEORGE
WTAL, Tallahassee, Fla.

McNEIL, JIM
McNeil On Sports
WTSD, Lumberport, N. C.

McWILLIAMS, DONALD D.
WCSH, Portland, Me.

MAACK, CARL
KSMI, Seminole, Okla.

MAGRINI, BUD
Bud Magrini's Previews &
Reviews
KSRO, Santa Rosa, Cal.

MAGUIRE, THOMAS
Eastern Shore Sports Round-
up
WCMD, Cambridge, Md.

MAJONADO, JUAN
Deportivas Venerable
WAPA, San Juan, P. R.

MANASSEH, PAUL
Sports Final
KWKH, Shreveport, La.

MANDERSON, STEVE
WGAC, Augusta, Ga.

MANGIN, LES
WOMT, Manitowoc, Wis.

MANN, CARL
The World Of Sports
KVET, Austin, Tex.

MANN, STU
In The Bleachers
WJOL, Minneapolis, Minn.

MANNERS, DAVE
Sports Review, Sports Final
WAFX, Montgomery, Ala.

MANNING, TOM
WTAM, Cleveland, O.

MANNING, TOM
WNNC, Cleveland, O.

MAPLES, GRADY
KTNN, Tucumcari, N. Mex.

MAPES, WILLIAM A.
The Sportsman
WAFB, Florence, Ala.

MARGET, MANNY
KVXO, Moorhead, Minn.

MARIANA, NICK
KXIK, Great Falls, Mont.

MARR, ERNIE
WCMW, Canton, O.

MARIN, HERIBERTO
WNEI, San Juan, P. R.

MARSH, ROY
Sports Today
WHLF, South Boston, Va.

MARSHALL, DICK
WAGM, Presque Isle, Me.

MARSHALL, JOHN
WGRD, Genoa Rapids, Mich.

MARSTON, KEN
WCSR, Polaski, Tenn.

MARTIN, BILL
Arena Fights
KFOX, Long Beach, Cal.

MARTIN, BOB
Sports Column
WFOR, Portland, Me.

MARTIN, DICK
Sports Parade
WCMT, Ashland, Ky.

MARTIN, GLEN
KIZ, Denver, Colo.

MARTIN, N. R.
Highlights in Sports
WFNC, Fayetteville, N. C.

MASON, FRANK
WSLB, Odgensburg, N. Y.

MASON, JOE
Sports Review
WPLE, Huntington, W. Va.

MASON, LUTHER
WTSC, Madison, Wis.

MATTHEWS, TOM
Radio Sports Page
WFRP, Savannah, Ga.

MATYAN, JOE
Speaking Of Sports
WMTT, McMinville, Tenn.

MAUGINS, BILL
KSOK, Arkansas City, Kans.

MAWSON, DICK
KMVI, Waikuku, Maui, T. H.

MAXWELL, JOCKO
WWRL, Sports Club
WWRL, New York, N. Y.

Sports Commentators—Radio-Television

- MAY, ROY**
Sports Hi-Lites
WTMV, East St. Louis, Ill.
- MAYER, JACK**
Spotlight On Sports
W&B, Albany, Ga.
- MAXNARD, BILL**
KTTG, Springfield, Mo.
- MAZER, BILL**
Sports Extra
WKBW, Buffalo, N. Y.
- MEADE, WARREN**
Sports Dial
KGVO, Missoula, Mont.
- MEIER, JACK**
WMBS, Uniontown, Pa.
- MENTON, BILL**
The SportLife
WRRG, Mobile, Ala.
- MERRILL, WILLIAM**
KMHT, Marshall, Tex.
- MERRIMAN, DON**
Sports Page, Sports Jamboree
WHDL, Olean, N. Y.
- MESKILL, BOB**
Sports Spotlight
WIBC, Bloomington, Ill.
- MEYER, AL**
KPOW, Powell, Wyo.
- MICHELSON, BILL**
KWBW, Hutchinson, Kans.
- MIDDLETON, NORWOOD C.**
The Sportsman
WPLV, Palaski, Va.
- MILBURN, BOB**
Sports World
KGKL, San Angelo, Tex.
- MILLER, DICK**
KDWT, Stamford, Tex.
- MILLER, DON**
WTOG, Toledo, O.
- MILLER, GEORGE**
WPTB, Albany, N. Y.
- MILLER, JACK**
KGGP, Coffeyville, Kans.
- MILLER, JIM**
Sports News
WQQW, Washington, D. C.
- MILLER, JOHNNY**
WAIR, Weston-Salem, N. C.
- MILLER, PETER**
Sports Scope
KTM, San Rafael, Cal.
- MILLER, SKIP**
Sports Shorts, Sports Parade
WJSW, Altoona, Pa.
- MILLS, RUSS**
WFOH, Marietta, Ga.
- MILNER, GENE**
Sports Extra
WCAP, Asbury Park, N. J.
- MISTOVICH, MIKE**
KORA, Byron, Tex.
- MITCHELL, DON**
KGYW, Vallejo, Cal.
- MITCHELL, H. I.**
Seeing Red With Mitchell
KSG, Crawley, La.
- MITCHELL, JIM**
Sports Review
WCVS, Springfield, Ill.
- MITCHELL, PAUL**
Special Sports Features
KSYL, Alexandria, La.
- MITCHELL, WALTER**
Sports Today
WADE, Wadesboro, N. C.
- MITTAN, RAY**
Sporting News of the Day
WHFB, Benton Harbor, Mich.
- MOFIELD, RAY**
Football Forecast
WPAD, Paducah, Ky.
- MOLEN, SAM**
Sports Highlights, & Parade
of Sports
KMBC, Kansas City, Mo.
- MOLEN, SAM**
KFRM, Kansas City, Mo.
- MOLINARO, LAWRENCE**
WNAR, Norristown, Pa.
- MONKMAN, ROBERT**
WRJN, Racine, Wis.
- MONROE, BOB**
Great Moments in Sports
WFTL, Ft. Lauderdale, Fla.
- MOONEY, GEORGE**
Miles Eye View of Sports
WBBM, Memphis, Tenn.
- MOORE, BILL**
Play-by-Play
WNJR, Newark, N. J.
- MOORHEAD, TOM**
WEL, Philadelphia, Pa.
- MOORHEAD, TOM**
WFL-TV, Philadelphia, Pa.
- MOREHOUSE, ERNIE**
WASK, Lafayette, Ind.
- MORGAN, ED**
KBON, Omaha, Neb.
- MORGAN, HANK**
Sports Review, Sports Pre-
view, Sports Scoreboard
WNOA, Raleigh, N. C.
- MORGAN, RAY**
WWDG, Washington, D. C.
- MORRIS, ALAN**
WNLG, New London, Conn.
- MORRIS, BOB**
KBRD, McCook, Neb.
- MORSE, RALPH**
Sports News
WEEI, Boston, Mass.
- MOTLEY, RAYMOND**
World of Sports
WMOH, Houston, O.
- MOWRY, LEE**
WLAQ, Rome, Ga.
- MULHERIN, PVT**
Sports Review
WRDW, Augusta, Ga.
- MULLINAN, ED**
WLAG, LaGrange, Ga.
- MULNEY, DANIEL**
WAVZ, New Haven, Conn.
- MURDOCK, HOWARD**
WMS, Michigan City, Ind.
- MURPHY, BOB**
Sports Extra
KOMA, Oklahoma City, Okla.
- MURPHY, BILL**
WCCC, Hartford, Conn.
- MURPHY, BOB**
Sports Column of the Air
WJR, Detroit, Mich.
- MURPHY, JACK**
Sports Flashback
KWRZ, Flagstaff, Ariz.
- MURPHY, WENDELL**
Sports Page
WMA, Moultrie, Ga.
- MURRAY, BUDDY**
KLCN, Fayetteville, Ark.
- MURRAY, DON**
Spotlight on Sports
WDBJ, Roanoke, Va.
- MURRAY, JAMES**
WYON, Woonsocket, R. I.
- MUZZY, JIM**
Today's Sports Today, Sports
Wheel
WHBC, Canton, O.
- N —
- NABORS, PAT**
Sports Review
WSOC, Charlotte, N. C.
- NAGLER, AL**
WJBK, Detroit, Mich.
- NAGLER, AL**
WJBK-TV, Detroit, Mich.
- NANIA, JOHN**
Sports Review, Sports
Memories
WALL, Middletown, N. Y.
- NASH, BOB**
Sports In Revue
KDSH, Boise, Ida.
- NASH, HARRY**
Sports in the News
WNJR, Newark, N. J.
- NASH, HARRY**
Sports Previews, Sports Finals
NANON, RICHARD E.
WJIM, Lansing, Mich.
- NASSAU, ROY**
WLTR, Bloomsburg, Pa.
- NATION, HERSCHEL**
Sports Hour
WOCF, Chattanooga, Tenn.
- NEAL, BOB**
Sports in Shorts
WGAR, Cleveland, O.
- NEAL, DON**
Sports Review
KWIK, Longview, Wash.
- NEINAS, CHUCH**
WDLB, Marshfield, Wis.
- NELSON, CARL**
WTFJ-TV, Milwaukee, Wis.
- NELSON, CARL**
Gridiron Parade
WCMJ, Milwaukee, Wis.
- NELSON, JOHN W., JR.**
WESB, Bradford, Pa.
- NELSON, LINDSEY**
Sports Tour
WKGK, Knoxville, Tenn.
- NELSON, PAUL**
Sports Wheel
KJGE, Purgus Falls, Minn.
- NESPER, PAUL**
Sports in Brief
WMOA, Marietta, O.
- NEW, JIMMY**
Jimmy New's Sport Show
- NEWCOMB, CHARLIE**
WBHP, Cartersville, Ga.
- NEWCOMB, CHARLIE**
The Sports WORD
WORD, Spartanburg, S. C.
- NEWELL, HAL**
WBKA, Brockton, Mass.
- NEWKIRK, BILL**
6-30 Special
KATL, Houston, Tex.
- NEWSON, L. A., JR.**
KENO, Las Vegas, Nev.
- NICHOLS, DENO**
Sports Parade
KLRA, Little Rock, Ark.
- NICHOLSON, JOHN**
Sports Special
WTMC, Ocala, Fla.
- NIELSON, WALT**
WCCC, Hartford, Conn.
- NINEMIRE, WES**
Sports Headlines & Highlights
KRHD, Duncan, Okla.
- NOLAN, HARRY**
Sports Review
WJBW, New Orleans, La.
- NORMAN, JAY**
World of Sports
WIGM, Medford, Wis.
- NORMAN, NEIL**
Sports Review
WIL, St. Louis, Mo.
- NORMANDINE, MICHEL**
CKAC, Montreal, Que.
- NORWIG, GEORGE**
WSSC, Charleston, S. C.
- NOVAK, JAY**
KOKO, La Junta, Colo.
- NORVELL, CASKEY**
WINC, Winchester, Va.

Sports Commentators—Radio-Television

- O —
- O'BRIEN, DON**
KROA, Des Moines, Iowa
- O'BRIEN, GENE**
Sports Briefs
KISD, Sioux Falls, S. D.
- O'BRIEN, SHERRY**
Sports Show
WDAS, Philadelphia, Pa.
- O'BRIEN, TOMMY**
KTRM, Beaumont, Tex.
- O'BYRNE, JOE**
KYW, Philadelphia, Pa.
- O'CONNOR, TOM**
WBIZ, Eau Claire, Wis.
- O'DONNELL, BILL**
Parade of Sports
WJFF, Herrin, Ill.
- O'DONNELL, BILL**
WBX Sports Trail
WBX, Utica, N. Y.
- O'HALLERAN, PAT**
Forecast—Cascade Sports
KPQ, Wenatchee, Wash.
- OLIVER, GERRY**
Prophet
KSCE, Susanville, Cal.
- OLSON, DAN**
KDEC, Decorah, Iowa
- O'MALLEY, CHICK**
Sports Matinee
WACE, Chicopee, Mass.
- O'NEIL, EUGENE**
WYON, Woonsocket, R. I.
- O'NEILL, LOU**
Sports Time
WVRL, New York, N. Y.
- ORNEST, STAN**
Sportscast
WGES, Miami, Fla.
- O'ROURKE, BERTIE**
Sports With O'Rourke
WMMW, Meriden, Conn.
- ORK, BILL**
Behind Sports Page
WICY, Malone, N. Y.
- ORUM, BILL**
Sports Review
WEW, St. Louis, Mo.
- OSBORNE, GENE**
Sports Extra
WQUA, Moline, Ill.
- OSTROFF, SGT. BILL**
Sports Quiz
WMBM, Miami Beach, Fla.
- OSTROFF, JEFF**
WHAT, Philadelphia, Pa.
- O'SULLIVAN, TIM**
Story Of Sports
WGL, Fort Wayne, Ind.
- OVERTON, DAVE**
Sports Review
WERC, Birmingham, Ala.
- OWENS, OICK**
Speaking Of Sports
WSSL, Shamokin, Pa.
- P —
- PACKARD, CHARLES**
Sports Album
KSWI, Council Bluffs, Iowa
- PAGE, ELIOT**
Page on Sports
WWSR, St. Albans, Vt.
- PAGE, JOHN**
Paging Sports
WCSS, Amsterdam, N. Y.
- PAIGE, CARL**
KRAM, Las Vegas, Nev.
- PARADY, BILL**
KCKY, Coolidge, Ariz.
- PARADY, BILL**
Along Sport Trail
KCKY, Coolidge, Ariz.
- PARKER, FRANK**
The Sportsman
WCLE, Clearwater, Fla.
- PARKER, VIRGIL**
Sports Revue
KORE, Eugene, Ore.
- PARKES, HAL**
Sports Sparks
KOLE, Fort Arthur, Tex.
- PARKS, DEL**
The Sports Trail
WAMS, Wilmington, Del.
- PARSLEY, BILL**
KSEL, Lubbock, Tex.
- PARSONS, MARSHALL**
Parsons' Sports
WQAM, Miami, Fla.
- PARTON, RED**
Sportscop
WOLF, Syracuse, N. Y.
- PASS, NOEL**
Sports Spoilite
WKAY, Glasgow, Ky.
- PASSAGE, GEORGE**
WRVA, Richmond, Va.
- PASSE, LOEL**
World Of Sports
WTNB, Birmingham, Ala.
- PATASHNICK, HY**
Sports Lowdown
WKO, North Adams, Mass.
- PATRICK, VAN**
Strictly Sports
WGAR, Cleveland, O.
- PATTERSON, JIMMY**
WISE, Asheville, N. C.
- PAULL, ED**
WCED, Dubois, Pa.
- PAULOS, BOB**
WOKZ, Alton, Ill.
- PAYNE, LLOYD**
Sportscope
WDXE, Chattanooga, Tenn.
- PECK, AL**
Strikes & Spares
KROS, Clinton, Iowa
- PECK, C. W.**
KRUL, Covallis, O.
- PERCE, PETE**
World Of Sports
WBCC, Bethesda-Chevy Chase, Md.
- PENDLEY, GEORGE**
WGA, Gainesville, Ga.
- PKNFIELD, ADDISON**
Sports Report
WRNY, Rochester, N. Y.
- PETE, JOHNNY**
Sports Review
WPIC, Sharon, Pa.
- PERICOLA, FRANK**
Sports Spotlight
WEAR, Pensacola, Fla.
- PERKINS, CLEN**
Sports Review
KANS, Wichita, Kans.
- PERRY, BUSH**
Sports Parade
WRHP, Tallahassee, Fla.
- PERRY, KEN**
Hemm's Sportscast, Campus
Sportscast
KFKA, Greeley, Colo.
- PETERS, JAY**
KONO, San Antonio, Tex.
- PETERS, KEN**
Cal. League Baseball
KTMS, Santa Barbara, Cal.
- PETERSEN, HARRY**
KOTA, Rapid City, S. D.
- PETERSON, EDDY**
Sportscast
KSUB, Cedar City, Utah
- PETERSON, JOHNNY**
KIVAK, Stuttgart, Ark.
- PHILBIN, ROBERT**
WJOL, Joliet, Ill.
- PHILLIPS, CONRAD**
Sports Time
WGIV, Charlotte, N. C.
- PHILLIPS, DAVE**
Sports Final
WHAW, Weston, W. Va.
- PHILLIPA, PAT**
KGCU, Maudan, N. D.
- PIERRO, LOUIS**
Scores & Sidelights
WHUC, Hudson, N. Y.
- PIERSON, BILL**
Sports Corner
WHKK, Akron, O.
- PIKE, DICK**
Sportscope
WKNX, Saginaw, Mich.
- PETTENGER, DICK**
Sports Headlines, Scoreboard
WFDM, Indianapolis, Ind.
- PITZER, JULIAN**
WMIK, Middlesboro, Ky.
- PLATIS, GEORGE**
KLIX, Twin Falls, Ida.
- POPE, BILL**
Daily Sports News
WJTR, Albany, N. Y.
- POPE, BILL**
Sports Front
WENY, Elmira, N. Y.
- POPPER, JACK**
WJOB, Hammond, Ind.
- PORTER, WINSLOW**
Sports Review
WINC, Winchester, Va.
- POSENKE, BRAD**
Game Time Rhythms,
Hickory House
WNMP, Evanston, Ill.
- POSEY, HORACE**
Sports News
WWNC, Asheville, N. C.
- POUCHER, WAYNE**
Looking at Sports
WUSN, Charleston, S. C.
- POWERS, DENNIS**
WTND, Orangeburg, S. C.
- PREATER, GENE**
Sportscast
KTJS, Hobart, Okla.
- PRATT, RICK**
WELI, New Haven, Conn.
- PRESTON, LEW**
Sports Highlights, Casting
About
KVAI, Amarillo, Tex.
- PRESTON, V. M.**
KASA, Elk City, Okla.
- PREUSS, RUSS**
Sportscast
KTTR, Rolla, Mo.
- PRICE, DAN**
Sports Events
WFTW, Fort Wayne, Ind.
- RICHARD, BOB**
Your Sports Parade, Pigskin
Pickers, Wildcat Rally Dragon
Rally
KPLT, Paris, Tex.
- RICHARD, CHUCK**
Sportographs
KWRO, Coquille, Ore.
- PRINCE, BOB**
Case Of Sports
WJAS, Pittsburgh, Pa.
- PROCTOR, BOB**
Sports Parade
WLBJ, Bowling Green, Ky.
- PROVINCE, BOB**
Keystone Sports Review
WKNA, Charleston, W. Va.
- PRYOR, BILL**
Spotlight on Sports
WNBP, Binghamton, N. Y.
- PYLE, JACK**
Sports World Today
WLAC, Nashville, Tenn.

Sports Commentators—Radio-Television

PYNE, JOE
WVCH, Chester, Pa.

— Q —

QUADE, WARREN
Sports Parade
KCOY, Santa Maria, Cal.
QUIGLEY, E. C.
Ernie Quigley's Sports
WIBW, Topeka, Kans.
QUINN, JACK
WDZ, Tuscola, Ill.
QUINN, RAY
Spot-Lite On Sports
WBKA, Brockton, Mass.

— R —

RAEBURN, JOHNNY
Sports Special
WMI, Mt. Vernon, Ill.
RAMOS, CARMONA
WRIA, Caguas, P. R.
RAND, TED
Play By Play
KDRS, Paragould, Ark.
RANGER, JIM
KFSM, San Mateo, Cal.
RATLIFF, BILL
Sports Hi-Lights
KROY, Sacramento, Cal.
RAY, LARRY
KCKN, Kansas City, Kans.
RAYMON, PAUL
WJRD, Tuscaloosa, Ala.
RAYMOND, JACK
Sports Parade
WISN, Milwaukee, Wis.
REED, BILL
Sports Scrapbook
KYOU, Greeley, Colo.
REED, DON
WJAC, Norfolk, Neb.
REED, PAT
Regal Sports Parade
KIOX, Bay City, Tex.
REED, RED
Sports Parade
WHKP, Hendersonville, N. C.
REESE, JAMES E.
Sports Review
WWWB, Jasper, Ala.
REEVE, RAY
Sports Parade
WRAL, Raleigh, N. C.
REEVES, GEORGE
WINN, Louisville, Ky.
REEVES, GRADY
WFUN, Huntsville, Ala.
REEVES, JACK
KUOA, Siloam Springs, Ark.
REGAN, TOM
Your Fishcaster
KFOX, Long Beach, Cal.
REID, JIM
WPTF, Raleigh, N. C.
REILLY, ED
Sports Parade
WGAA, Cedartown, Ga.
REITH, HARRY
Man About Town
WKST, New Castle, Pa.
REMAND, OLLIE
Grand Prize Sports Review
KEPO, El Paso, Tex.
RAQUARD, JAY
American Sports Parade
WSD, Baltimore, Md.
REYNOLDS, LEO
Sports Spotlight
KREC, Abilene, Tex.
REYNOLDS, FRANK
8:30 Final
WJOB, Hammond, Ind.

REYNOLDS, ROBERT F.
Spotlight on Sports, Hats Off
Today
WTAC, Flint, Mich.
REX, JOE
WLOK, Lima, O.
RHODES, DICK
WAYE, Waynesboro, Va.
RICO, VALENTINE WILLIAM
WVJP, Caguas, P. R.
RIED, PAUL
Sports Parade
WKLF, Clinton, Ala.
RIGBY, LOEHR
KPAS, Banning, Cal.
RILEY, HARRY
Riley Reports the Sports
WVWV, Fairmont, W. Va.
RIND, JULES
WEPN, Philadelphia, Pa.
ROBERT, HARRY
KYW, Philadelphia, Pa.
ROBERTS, DON
WKNE, Keene, N. H.
ROBERTS, DONALD
The Sportlight
KDB, Santa Barbara, Cal.
ROBERTS, JACK
KHUZ, Borger, Tex.
ROBERTS, JUD
KQFL, Roswell, N. Mex.
ROBERTS, LARRY
Sports Summary
WHB, Kansas City, Mo.
ROBERTSON, STUART
KDLR, Devils Lake, N. D.
ROBEY, HARRY
Sports Whirl
JHUB, Watsonville, Cal.
ROBINSON, JACKIE
WMCA, New York, N. Y.
ROBINSON, WAYNE
KVOW, Littlefield, Tex.
ROCHE, DICK
Sports Round-up
WMOC, Covington, Ga.
ROCKER, KEITH
WNBZ, Saranac Lake, N. Y.
Sports Roundup
RODSTROM, LLOYD
KBBK, Everett, Wash.
ROGERS, RALEF
Spotlighting Sports
KSOJ, San Jose, Cal.
ROLLINS, CHAP
KAGH, Pasadena, Cal.
ROMANCE, EDWARD
WPPA, Pottsville, Pa.
ROPER, CLAUDE
Fanfare
KDRS, Paragould, Ark.
ROPER, PAUL
KWPM, West Plains, Mo.
ROPP, JOHNNY
Sports Review
WKIX, Columbia, S. C.
ROSE, BOB
Sports Parade
WDXB, Chattanooga, N. C.
ROSSETT, DICK
WCMW, Canton, O.
ROTH, BOB
WLEE, Richmond, Va.
ROVINSON, MAX
WKBW, Buffalo, N. Y.
ROWE, DAVE
Along Sports Rowe
KSEI, Pocatello, Ida.
ROWLANDS, HUGH
Sports Spotlight, Speaking of
Sports
WOBT, Rhinelander, Wis.
RUBIO, FERNANDO
Southern Select Sports
KCOR, San Antonio, Tex.
RUE, JIM
KVOE, Santa Anna, Cal.

RUSSEL, DAVE
Southwest Grid Chart
KFDM, Beaumont, Tex.
RUSSELL, EARLE
Baseball
KKOB, Stockton, Cal.
RUSSELL, PAUL
Sports Mike
WHBS, Huntsville, Ala.
RUST, BILL
Sports Hi Lites
KGVL, Greenville, Tex.
RYAN, NED
WHEN, Syracuse, N. Y.
RYAN, PAT
Spotlight Sports
WABY, Albany, N. Y.
RYAN, WILLIAM III
Sports Billboard
WESA, Charleroi, Pa.

— S —

SAGGAU, TIP
Sports Parade
WOW, Omaha, Neb.
SAIDT, H. L.
Sport Shots
WBUD, Morrisville, Pa.
SALSBURG, JOE
WARM, Scranton, Pa.
SALTER, ELMER G.
Sportswheel
WAUD, Auburn, Ala.
SANBORN, ARNIE
Sports Shorts
KPKW, Pasco, Wash.
SANDERS, CHRIS
KOVO, Provo, Utah
SANDERS, GERRY
WEOU, Laurinburg, N. C.
SANDERS, HUGH
ABC Sports Review
KITO, San Bernardino, Cal.
SANDLER, JACK
Sports Trail
KOWH, Omaha, Neb.
SANDY, MIKE
WGAT, Utica, N. Y.
SANFORD, BUD
Speaking of Sports
WFTL, Ft. Lauderdale, Fla.
SANFORD, CHARLES E.
WGUY, Bangor, Me.
SANFORD, PHIL
Sports Parade
WTTH, Port Huron, Mich.
SARTRAIN, J. L., Jr.
WWWB, Jasper, Ala.
SAUNDERS, ERNIE
Sport Page of the Air
WCHS, Charleston, W. Va.
SAVAGE, BOB
KTAQ, Green Bay, Wis.
SAVAGE, GUY
Sports Parade
KLEE, Houston, Tex.
SAWYER, TOM
WDBO, Orlando, Fla.
SAYLES, FRED
WATV, Newark, N. J.
SCEARCE, BOB
Jax Sports Review, Fishermen's Corner
WJBO, Baton Rouge, La.
SCHAEFFER, JOE
Speaking of Sports
WCRO, Johnstown, Pa.
SCHAPP, MORTY
This Sports World
WBBB, Burlington, N. C.
SCHERE, JOSEPH
KGFF, Pueblo, Colo.
SCHILLING, FRED
Sports Parade
WFOY, St. Augustine, Fla.

Sports Commentators—Radio-Television

- SCHINDLER, CARL**
 Western Sportsman
 KOOS, Coos Bay, Ore.
- SCHLEIFER, KEN**
 Sport Spotlight
 WBYS, Canton, Ill.
- SCHREINER, RAY**
 WETL, Danville, Va.
- SCHROEDER, PAUL**
 Sports Parade
 WIMS, Michigan City, Ind.
- SCOTT, BOB**
 Sports Chat
 WSJS, Winston-Salem, N. C.
- SCOTT, DAVID**
 WKNB, New Britain, Conn.
- SCOTT, HAROLD**
 Today in Sports
 WJAC, Johnstown, Pa.
- SCOTT, MARK**
 Sports Parade, Sports Scope,
 Baseball
 WLOW, Norfolk, Va.
- SCOTT, RAY**
 Do You Know Football
 WCAE, Pitsburgh, Pa.
- SEARLES, NELL**
 Sports Page
 WFOX, Milwaukee, Wis.
- SEARS, BILL**
 WCAU-TV, Philadelphia, Pa.
- SEAVEY, CECIL**
 Sports News
 KCEM, Boise, Ida.
- SEAVEY, SAM**
 Sam Seavey's Sports
 WWNH, Rochester, N. Y.
- SEELY, DOYLE**
 Spotlight on Sports
 KWIN, Ashland, Ore.
- SELLERS, BILL**
 WCEC, Rocky Mount, N. C.
- SELLER, ART**
 WBAC, Cleveland, Tenn.
- SHADDOX, LEON**
 Sportscast
 KHOZ, Harrison, Ark.
- SHAPIER, RUD**
 KWBW, Hutchinson, Kans.
- SHAFFER, FRED**
 Corner On Sports
 WBSA, York, Pa.
- SHAFFER, MAX**
 In-Side on Sports
 WDAN, Danville, Ill.
- SHANNON, GEORGE**
 Sports in Brief
 WTOK, Meridian, Miss.
- SHARP, DON**
 WINK, Fort Myers, Fla.
- SHARPE, ED**
 WODS, Jacksonville, Fla.
- SHAW, DAVE**
 KRNO Sports-Show
 KRNO, San Bernardino, Cal.
- SHAW, ERNIE**
 Sports On Parade
 WGGG, Gainesville, Fla.
- SHAW, ERNIE**
 WMBR, Jacksonville, Fla.
- SHELTON, FLOD**
 Sportscope
 KSTA, Coleman, Tex.
- SHELTON, JIM**
 Sports Review
 WMOX, Meridan, Miss.
- SHENKEL, CHRISTOPHER**
 WFCL, Fayettelet, R. I.
- SHEPARD, STEVE**
 Sportscope
 KEIO, Pocatello, Ida.
- SHEPHERD, CHARLIE**
 Sports Parade
 WDIK, Durham, N. C.
- SHEPHERD, WILLIAM**
 WWGS, Dillon, Ga.
- SHERIDAN, LEE**
 Sports Review
 WFIG, Sumter, S. C.
- SHERMAN, RUD**
 Todays Sports
 WBAP, Fort Worth, Tex.
- SHEKMAN, RUD**
 WBAP-TV, Fort Worth, Tex.
- SHEKMAN, DEAN**
 Sports Hi-Lites
 WGGY, Minneapolis, Minn.
- SHIELDS, STEVE**
 Sports Angles & Sports
 Reports
 WDOS, Oneonta, N. Y.
- SHIVLEY, DICK**
 Sports Review & Preview
 WGBF, Evansville, Ind.
- SHUET, ROY**
 WTOW, Albany, N. Y.
- SHUMATE, GENE**
 KWRN, Reno, Nev.
- SIEBERT, DICK**
 Report on Sports
 WTCN, Minneapolis-St. Paul
 Minn.
- SLUKE, PAUL**
 WTCL, Tell City, Ind.
- SILVER, JULIAN**
 Rupert Roundup
 WJAR, Savannah, Ga.
- SIMPSON, JIM**
 WARK, Hagerstown, Md.
- SIMPSON, JIMMY**
 Sportspage of the Air
 WMRC, Greenville, S. C.
- SIMPSON, NORMAN**
 WWOOD, Lynchburg, Va.
- SIMPSON, WOODY**
 Woody's Sports Shots
 WJNC, Jacksonville, N. C.
- SIAS, FRANK**
 KSMN, Mason City, Iowa
- SINCLAIR, CLINT**
 Sports Roundup
 KSEM, Moses Lake, Wash.
- SINGER, JAN**
 WMLO, Milwaukee, Wis.
- SINGLE, ERWIN**
 Soccer News
 WWRL, New York, N. Y.
- SINOT, ROY W.**
 Sports of All Sports
 KOPF, Ozden, Fla.
- SISSON, JOHNNY**
 WERD, Atlanta, Ga.
- SIZOO, ROGER**
 Sizoo Sports Reports
 KTRF, Lufkin, Tex.
- SKINNER, DAVE**
 White Cross Scoreboard
 KWNW, Wenatchee, Wash.
- SKIRVIN, MAX**
 WSLA, Bloomington, Ind.
- SLATER, BILL**
 Football & Baseball
 WABD, New York, N. Y.
- SLATER, MANNING**
 Good Morning Sports, Good
 Afternoon, etc.
 WLIZ, Bridgeport, Conn.
- SLATER, SAM**
 Sports Final
 WPAR, Parkersburg, W. Va.
- SLATTERY, BILL**
 WNAX, Yankton, S. D.
- SMALL, WILBER**
 Metropolitan Voice of Sports
 KWIK, Burbank, Cal.
- SMALLWOOD, JIM**
 Sports Review
 WEEK, Peoria, Ill.
- SMITH, BILL**
 Sports Parade
 WMFR, High Point, N. C.
- SMITH, BOB**
 Sports Review
 WOOD, Grand Rapids, Mich.
- SMITH, DICK**
 Sports Roundup
 WHB, Kansas City, Mo.
- SMITH, FRANK M.**
 KHUM, Eureka, Calif.
- SMITH, JACK**
 Sports Special
 WDRG, Hartford, Conn.
- SMITH, LEE**
 Sports Page
 WACE, Chicopee, Mass.
- SMITH, LEO**
 WNAC-TV, Boston, Mass.
- SMITH, RUSS**
 Sports Special
 KLPN, Miami, N. D.
- SMITH, TED A.**
 KWRC, Prindleton, Ore.
- SNIDER, JOE**
 Sports Parade
 WJEJ, Hagerstown, Md.
- SOBRERO, FRANK**
 KROW, Oakland, Calif.
- SORRELL, BILL**
 WCFG, Kalamazoo, Mich.
- SOWDER, FRANK**
 News & Sports Final
 WXGI, Richmond, Va.
- SPARTLIN, BOB**
 KCSJ, Pueblo, Colo.
- SELL, BILL**
 Cheerful Earful
 WSLI, Jackson, Miss.
- SPENCER, MILTON**
 Sports Roundup
 WFLA, Tampa, Fla.
- SPOKES, AL**
 Reports In Sports
 WJOY, Burlington, Vi.
- SPRAGUE, ED**
 WCOL, Columbus, O.
- SQUIRES, SANDY**
 Play by Play
 WDOS, Oneonta, N. Y.
- STANLEY, LARRY**
 KPH, Wichita, Kans.
- STANTON, PETER**
 Sports Page of Air
 WJPA, Washington, Pa.
- STARK, DOLLY**
 WCBS-TV, New York, N. Y.
- STAUPFER, LEROY**
 Speaking of Sports
 WCPA, Clearfield, Pa.
- STEARNS, WILLIAM**
 What's New In Sports
 WHEB, Portsmouth, N. B.
- STEEB, BILL**
 KFMB, San Diego, Cal.
- STEELE, BOB**
 WTRC, Hartford Conn.
- STEELMAN, BOB**
 KOIL, Omaha, Neb.
- STEER, PHIL**
 WYCH, Chester, Pa.
- STEMMELER, NICK**
 Sports Director
 WRUN, Utica, N. Y.
- STENSTROM, JULIAN**
 Sports Parade
 WTRR, Sanford, Fla.
- STERN, BILL**
 NBC, Colgate Sports Newsmen
 of the Air
 WNBC Sports Director
- STERN, BILL**
 Sports Spotlite, Sport Shorts
 WHYI, Newport News, Va.
- STERRETT, ROBERT**
 In The Spotlight
 WTON, Staunton, Va.
- STEVENS, C.**
 KVOE, Santa Anna, Cal.

Sports Commentators—Radio-Television

STEVENS, JACK
WLaw, Lawrence, Mass.

STEVENS, RALPH
Sports Review
WTMA, Charleston, S. C.

STEWART, M. D., Sr.
KNET, Palestine, Tex.

STIRKAT, BOB
Sports in Review
WGBB, Freeport, N. Y.

STODDARD, KENT
Sportscast
WMRN, Marion, O.

STONE, VIRGIL E.
KGKB, Tyler, Tex.

STORKY, BOB
Sports Page of the Air
KSDN, Aberdeen, S. D.

STOUT, ALLEN
WROL, Knoxville, Tenn.

STREET, MALCOLM
Patty Sports Parade
WHMA, Anniston, Ala.

STREETMAN, J. P.
Fish and Game
WTYS, Macanna, Fla.

STRICKLAND, ARVIN
KWPM, West Plains, Mo.

STRINE, EARL
Lyon's Sports
WCHA, Chambersburg, Pa.

SULLIVAN, CHARLEY
Late Sports News
WMC, Memphis, Tenn.

SULLIVAN, GENE
The Wise Old Owl of Sports
KPEQ, St. Joseph, Mo.

SUTHERLAND, BILL
Sports Reel
WCAE, Pittsburg, Pa.

SUTTON, CLARK
KYOU, Greeley, Colo.

SWANSON, BOB
Sports Roundup
WCAM, Camden, N. J.

SWEENEY, B. J.
WHKC, Columbus, O.

SWEENEY, WILLIAM
Bill Sweeney Sports
WNEB, Worcester, Mass.

SYMES, BILL
KTSL, Hollywood, Cal.

— T —

TANBER, DOCC
Sports Tab
WTOG, Toledo, O.

TAPIER, VINCE
Sportscope
WTPR, Paris, Tenn.

TATE, ART
WBSB, Pensacola, Fla.

TATE, VERNER
WFBC, Greenville, S. C.

TAUR, SAM
WJGM, New York, N. Y.

TAYLOR, JACK
Sports Highlights
WHIS, Bluefield, W. Va.

TEMPLETON, DICK
Sports Page of the Air
KFRG, San Francisco, Cal.

TERFLER, RICHARD
Sports Review
WCKB, Dunn, N. C.

TERRY, BILL
WAGA-TV, Atlanta, Ga.

TERWEY, TVS
Sports Highlights
WBR, Knoxville, Tenn.

THACKER, JIM
WSON, Henderson, Ky.

TELAP, BOB
Sports Parade
KVIC, Victoria, Tex.

THERINGER, GEORGE
Sports Roundup
WRBL, Columbus, Ga.

THOMAS, ED
WOMT, Manitowoc, Wis.

THOMAS, HORACE
Area Sports
WCPA, Clearfield, Pa.

THOMPSON, BOB
KWSL, Lake Charles, La.

THOMPSON, HAL
Sports Headlines
KFJZ, Fort Worth, Tex.

THOMPSON, JIMMY
WJL, Niagara Falls, N. Y.

THORNBERGH, RED
WLW-TV, Cincinnati, O.

THORNTON, HARRY
WAGC, Chattanooga, Tenn.

THORNTON, WAYNE
KSUE, Susanville, Cal.

THURMAN, JOHNNIE
KPJT, Lamesa, Tex.

TIGHE, AL
KNHL, Marshall, Minn.

TOAL, FRANK
Sports Roundup
WARD, Johnstown, Pa.

TOEBE, JAMES
Sports Parade
KSCM, Ste., Genevieve, Mo.

TOSTI, PHIL
World of Sports
WKAL, Rome-Utica, N. Y.

TOWNSEND, CHET
Sport Spotlight
WCAW, Charleston, W. Va.

TRANTER, CHARLES
WNAE, Warren, Pa.

TRAVIS, BILL
WTUX, Wilmington, Del.

TRAVNOR, HAROLD
KQV, Pittsburgh, Pa.

TREDWAY, BILL
Sports Today
KIJV, Huron, S. D.

TRIMBLE, JOHN
Sports Roundup
WBT, Charlotte, N. C.

TROUT, LARRY
Sports
KWFC, Hot Springs, Ark.

TROUT, LARRY
Sports Wheel
KWFC, Hot Springs, Ark.

TRUESDALE, LARRY
Sports Trail
WMNB, North Adams, Mass.

TRUITT, ROLLIE
Sports Air-ena
KWJJ, Portland, Ore.

TSCHUDI, LOU
Sports Parade
WING, Dayton, O.

TSCHUMY, GEORGE J., Jr.
Today In Sports
KTKR, Taff, Cal.

TUCKER, JINN
WACO, Waco, Tex.

TUCKER, JOE
Sports Special, DC Sports Review, Garden Sports Parade
WWSW, Pittsburgh, Pa.

TUCKER, TOMMY
Sports Spotlight
WDAK, Columbus, Ga.

TURNBULL, BEN
Sport Review
WMSA, Massena, N. Y.

TURNER, AL
KLIF, Dallas, Tex.

TURNER, BOB
"Bob Turner, Sports"
WHAM, Rochester, N. Y.

TURNER, JIM
KOOT, Orange, Tex.

TYLER, WAYNE
World of Sports
WLVA, Lynchburg, Va.

TAYSON, E. L.
WWJ-TV, Detroit, Mich.

TYSON, Ty, E. L.
WWJ, Detroit, Mich.

— U —

UFER, BOB
Along the Sports Sidelines
WPAG, Ann Arbor, Mich.

UIHRUCH, RAY
Sports Review, Sports Special
WSOO, Sault Ste. Marie, Mich.

UIRICH, MAX
WEOI, Elyria, O.

UMBACH, BOB
Sports Review
WJLD, Bessemer, Ala.

UNGER, DICK
WENK, Union City, Tenn.

UPSON, KEITH
Sports
KIND, Independence, Kans.

UTTEN, JIM
KILLO, Grand Forks, N. D.

— V —

VACKNER, CHARLIE
WBNX, New York, N. Y.

VAGNER, JACK
KRAT, Rawlins, Mo.

VAILLE, ROLAND
In the Spotlight
KCMJ, Palm Springs, Cal.

VALENTI, FRANK
Sports Camera, Sports Review, Madison Square Garden Fights, Football, Major League Baseball

VALLA, HONOLULU, T. H.

VAN HORNE, BILL
Sports Parade
WTRF, Bellaire, O.

VAN SLYKE, HARRY
KNAF, Fredericksburg, Tex.

VAN VEIIZER, DONALD K.
Sports Page of the Air
KROX, Crookston, Minn.

VASQUEZ, PEDRO
Deprietas Northcoast
WAPA, San Juan, P. R.

VENCH, BOB
WCIL, Carbondale, Ill.

VESTRO, AL
Sports Extra
WTOR, Torrington, Conn.

VOGEL, ART
KRNT, Des Moines, Iowa

VRATIS, SOCS
KOLE, Port Arthur, Tex.

— W —

WAGNER, BOB
Sports News
WHIZ, Zanesville, Ohio

WAGNER, JAY
WLEC, Sandusky, O.

WAYNE, DAVID L.
Roundup of Sports
KVAN, Vancouver, Wash.

WAKEMAN, TONY
All Sports Parade
WWDG, Washington, D. C.

WALDEN, MYRON
Sports Column of the Air
WTAX, Springfield, Ill.

WALDEN, WARREN
WKAN, Providence, R. I.

WALKER, BOB
WACO, Waco, Tex.

WALKER, DUCK
Navy Sports Show
WJLD, Bessemer, Ala.

Sports Commentators—Radio-Television

- WALKER, HAL**
Sportingly Yours
WMAW, Milwaukee, Wis.
- WALLER, EDMUND**
WATR, Waterbury, Conn.
- WALSH, GEORGE**
Looks 'Em Over
WFIL, Philadelphia, Pa.
- WALSH, GEORGE**
WFIL-TV, Philadelphia, Pa.
- WALTERS, JACK**
The Sports Page
WCNC, Elizabeth City, N. C.
- WALTON, EARL**
Sports Summary
KROS, Clinton, Iowa
- WALTON, LUKE**
H-R Scoreboard, Sports Review
WISH, Indianapolis, Ind.
- WARD, BILL**
Time Out For Sports
KCOM, Enid, Okla.
- WARD, GENE**
In The Locker Room
WMAA, New York, N. Y.
- WATERSTONE, HARRY**
Sports Highlights
KGEM, Boise, Ida.
- WARREN, HARRY**
KUTA, Salt Lake City, Utah
- WATTRICK, DON**
WXYZ-TV, Detroit, Mich.
- WATTRICK, DON**
Sports Parade
WXYZ, Detroit, Mich.
- WEATHERLY, BOB**
WTAN, Clearwater, Fla.
- WEBB, JOHNNY**
Speaking of Sports
KFOX, Long Beach, Cal.
- WEEKS, JOE**
WCBS, New York, N. Y.
- WEIGLE, FRANN**
Race Review
WAIT, Chicago, Ill.
- WEBBE, TED**
WPAT, Paterson, N. J.
- WELCH, BILL**
KTLA, Los Angeles, Cal.
- WEST, ALVIN**
WTJS, Jackson, Tenn.
- WESTON, DON**
Sports Dial
KGVO, Missoula, Mont.
- WHEDBEE, CHARLES**
Sports Revue
WGTC, Greenville, N. C.
- WHITE, DON**
As I See It
KIT, Yakima, Wash.
- WHITE, EDDIE**
WDHL, Brandon, Fla.
- WHITE, WILLIAM F.**
KFJB, Marshalltown, Iowa
- WHITNEY, JERRY**
KVVC, Ventura, Cal.
- WHITTIER, CHUCK**
Chuck Whittier's Sports
WILT, Wilkes-Barre, Pa.
- WHITWORTH, RAY**
KAMQ, Amarillo, Tex.
- WIDMAN, RALPH**
WFAA, Dallas, Tex.
- WIKE, DON**
KUJ, Walla Walla, Wash.
- WILBUR, GORT**
Sizing Up Sports
WJNC, Jacksonville, N. C.
- WILDER, JOE**
Sports Review
WKLY, Hartwell, Ga.
- WILEY, BOB**
Sports Revue
WAKR, Akron, O.
- WILKINS, KIRK**
KCSU, Provo, Utah
- WILLARD, SID**
WEAM, Arlington, Va.
- WILLEFORD, GEORGE**
WITZ, Jasper, Ind.
- WILLIAMS, BRUCE**
KOCO, Salem, Ore.
- WILLIAMS, BUS**
Sports Review
KOPO, Tucson, Ariz.
- WILLIAMS, CHARLES**
KWNQ, Winona, Minn.
- WILLIAMS, GEORGE**
WCED, Dubois, Pa.
- WILLIAMS, LUTHER**
Sports News
WDXB, Chattanooga, Tenn.
- WILLIAMS, PAUL**
WWJ-TV, Detroit, Mich.
- WILLIAMS, PAUL**
WWJ, Detroit, Mich.
- WILLIAMS, TONY**
KOMO, Kansas City, Mo.
- WILLIAMS, WALLY**
Sports on Parade
WCOG, Greensboro, N. C.
- WILLIAMSON, HADLEY**
Sports Parade
WSIC, Statesville, N. C.
- WILLIS, JOHN**
Regal Plac Parade of Sports
KTMS, Santa Barbara, Cal.
- WILLIS, REX, II**
KHBC, Hilo, T. H.
- WILLS, HARRY**
WJMC, Rice Lake, Wis.
- WILSON, BOB**
Let's Talk Sports
KRWK, Pasadena, Cal.
- WILSON, BOB**
WADC, Akron, O.
- WILSON, HOWIE**
Sport Roundup
WKAI, McComb, Ill.
- WILSON, JOE**
WBKB, Chicago, Ill.
- WILSON, KEN**
Atlantic Sports Show, Football
Predictions & Alibis
WGST, Atlanta, Ga.
- WILSON, RAY**
Sports Round Up
KSBW, Salinas, Cal.
- WILSON, WARD**
WMGM, New York, N. Y.
- WILTON, BOB**
Sports On Parade
KVEC, Sao Luis Obispo, Cal.
- WINDSOR, WALTER**
Sports Page
WGBA, Columbus, Ga.
- WISMER, HARRY M.**
Sports Director, ABC; b. June 30,
1912, Port Huron, Mich.; Florida
U.; All Army Football Games;
Professional Football Championships;
Natl. Open Golf Tournament;
Exclusive Army-Navy
Game, Headline Edition; Natl.
Tennis Championship; Champion
Roll Call, ABC.
- WISMER, JOHN**
Sports With John Wismer
WHLS, Port Huron, Mich.
- WOLFF, BOB**
WINX, Washington, D. C.
- WOLFF, BOB**
WTFG, Washington, D. C.
- WOOD, EARL**
Sports Review
Three Star Sports Final
WJHP, Jacksonville, Fla.
- WOOD, RICHARD DALE**
KTNM, Tucumcari, N. Mex.
- WOODALL, W. C., JR.**
WDWD, Dawson, Ga.
- WOODHOUSE, JAMES C.**
Sports Review
WDNC, Durham, N. C.
- WOODRUM, TOMMY**
WTIP, Charleston, W. Va.
- WOODS, JIM**
Les & Jim Sports
WCON, Atlanta, Ga.
- WOODS, TED**
KFPA, Helena, Ark.
- WOODSIDE, SAM**
Sports News
WHCU, Ithaca, N. Y.
- WOODWARD, DICK**
Sports Parade
WGCD, Chester, S. C.
- WOODWARD, LeROY**
WVJS, Owensboro, Ky.
- WRATHER, LOU**
Sport Spotlight
WENT, Union City, Tenn.
- WRATHER, LOU**
Play-by-Play
WDXI, Jackson, Tenn.
- WRIGHT, MANNY**
KGEC, Galveston, Tex.
- WULCHIN, STEVE**
Sports Whirl, Play By Play
KSTC, Yreka, Cal.
- WYNNE, JIMMIE**
Sports Review
WAIR, Winston-Salem, N. C.
- WYMAN, MAL**
KALL, Salt Lake City, Utah

— Y —

- YACK, GEORGE**
WMRP, Lewiston, Pa.
- YEOMANS**
Sports Memories
KWNW, Wenatchee, Wash.
- YOAKAM, DICK**
WHO, Des Moines, Ia.
- YOUNG, BILL**
Carnival of Sports
KAKE, Wichita, Kans.
- YOUNG, DALE**
Who's Who In Sports
WAOV, Vincennes, Ind.
- YOUNG, J. J.**
Sports Review
WERC, Erie, Pa.
- YOUNG, JIMMY**
Scoreboard
WHEM, Memphis, Tenn.
- YOWELL, JOE**
KXOX, Sweetwater, Tex.

— Z —

- ZANE, JOHN**
Sports Spotlight
WMMW, Meriden, Conn.
- ZEANAH, CHARLES**
Sports Column of the Air
Tonight in Sports
WSPA, Montgomery, Ala.
- ZEGARSKIE, EDMUND**
Speaking of Sports
WHJB, Cookeville, Tenn.
- ZELLNER, BOB**
Sports Review
WHIL, Hempstead, L. I.
- ZIELLMAN, JACK**
Sport-ble
WVLR, Versailles, Ky.
- ZIMF, SID**
Sports Review
KMPC, Los Angeles, Calif.
- ZIMMERMAN, BOB**
Buckeye Sports
WTNS, Coshocton, O.
- ZIMMERMAN, FRANK**
WNDB, Daytona Beach, Fla.

News Commentators

(RADIO AND TELEVISION)

—their work during 1948

— A —

ACEVEDO, TOM
 Noriciero Ford
 WORA, Mayaguez, P.R.

ADAMS, CHARLES F.
 Charles F. Adams & The
 News
 WMVA, Martinsville, Va.

ADAMS, CLARENCE
 Morning Herald, Daily Jour-
 nal, Arkansas Traveler
 KBTM, Jonesboro, Ark.

ADAMS, HENRY
 KTIM, San Rafael, Calif.

ADAMS, JOHN
 CBS

AFRISTON, JOHN
 Observations
 KCSB, San Bernardino, Calif.

AGRONSKY, MARTIN
 ABC

ALAMPI, PHIL
 Freedom Gardener, WJZ Farm
 News
 ABC

ALBANESE, MARGARET
 Arrows in the Air
 KTIM, San Rafael, Calif.

ALCOTT, CARROLL
 WINS, New York, N. Y.

ALDEN, GEORGE
 KWBW, Hutchinson, Kans.

ALDERSON, JOHN
 WFBR, Baltimore, Md.

ALEXANDER, WILLIAM C.
 Noon News
 WTIK, Durham, N. C.

ALLEN, CLIFF
 WNOX, Knoxville, Tenn.

ALLEN, GEORGE, JR.
 KHMO, Hannibal, Mo.

ALLEN, PHIL
 KOIL, Omaha, Neb.

ALLEN, ROBERT S.
 WOR, New York, N. Y.

ALLISON, GENE
 D-X News
 WISH, Indianapolis, Ind.

ALTMAN, HAL
 Chatting with Hal
 KBLF, Red Bluff, Cal.

ANDERSON, A. ROBERT
 The Week's News in Review
 WTSV, Steubenville, O.

ANDRES, JOE
 Today's News
 WMAW, Milwaukee, Wis.

ANDREWS, CHESTER
 KSTT, Davenport, Ia.

ANDREWS, H. G.
 Dispelling the Fog
 WARD, Johnstown, Pa.

ANDERSON, HOWARD
 WMT, Cedar Rapids, Ia.

ANDREWS, LARRY
 Column of the Air
 KRUX, Phoenix, Ariz.

ANDREWS, M. CARL
 Over the Editor's Desk
 WDBJ, Roanoke, Va.

ANTHONY, DICK
 Morning Editor
 KDAL, Duluth, Minn.

ANTHONY, JULIAN
 News of Tomorrow, Headline
 Edition, News
 ABC

ANTHONY, LEE
 WTAD, Quincy, Ill.

ARDEN, ROBERT
 Your Foreign Correspondent
 KWIK, Burbank, Calif.

ARDIS, BILL
 Phillips 66 News
 KGKL, San Angelo, Tex.

ARTHUR, BILLY
 Billy Arthur Speaks
 WJNC, Jacksonville, N. C.

Newscaster

"6 O'Clock News" . . WNBC
 (for Peter Paul Candy
 and Studebaker Cars)

"11 O'Clock News" . . WNBC
 (for Shell Oil Co.)

Announcer

"When A Girl Marries"
 (NBC)
 (for General Foods)

"Who Said That?"
 NBC and WNBT

UNIVERSAL PICTURES

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KENNETH BANGHART

News Commentators—Radio-Television

ASHLEY, CHARLES
WEEL, Boston, Mass.
AYERY, GAY
KPAB, Omaha, Neb.

— B —

BACH, ALWYN
KYW, Philadelphia, Pa.
BACK, HOWARD
WERC, Erie, Pa.
BADGER, BOB
The Editor Speaks
WEDO, McKeesport, Pa.
BAILEY, CHARLES
WHBU, Anderson, Ind.
BAKER, ART
Announcer, Commentator; b. New York City, N. Y., 1898; Art Baker's Note Book, KECA—On air eleven years.
BALLINGER, KENNETH
WTAL, Tallahassee, Fla.
BALMERT, FRANCIS C.
WPAV, Portsmouth, O.
BANGHART, KENNETH
Six O'Clock News, Eleven O'Clock News, WNBC; when a Girl Marries, Who Said That, NBC, WNBT; Universal Pictures.
BANKS, DAVE
News of the Hour on the Hour
WDXI, Jackson, Tenn.
BARFIELD, HARRY
WAVS, Charlotte, N. C.
BARRETT, JOHN
WKY, Evansville, Ind.
BARRINGTON, BRUCE
Inside the Headlines
KXOK, St. Louis, Mo.
BARROFF, LENNY
News Around the World
WISR, Butler, Pa.
BARRY, JOHN
WBZ-WBZA, Boston-Springfield, Mass.
BARTELL, ED.
WPGH, Pittsburgh, Pa.
BATEY, HUGH
Feature Story
WRBL, Columbus, Ga.
BAUER, FREDERIC
WJNN, Louisville, Ky.
BAUKAGE, H. R.
ABC
BAXTER, LIONEL
WAPI News
WAPI, Birmingham, Ala.
BAYLOR, O. W.
As I See It
WVLC, Versailles, Ky.
BEALL, JACK
ABC
BEATTY, MORGAN
NBC
BECKER, HARRY
KWBW, Hutchinson, Kans.
BEBBE, JON
KCOK, Tulare, Calif.
BEHRENS, MARVIN
WBZ-WBZA, Boston-Springfield, Mass.
BEHRMAN, C. T.
Simulair Reporter
WANE, Ft. Wayne, Ind.
BELKNAP, WILLIAM
Town Crier
KMVI, Wadon, Maui, T. H.
BELL, CHARLES E.
News Roundup
WGCD, Chester, S. C.

BELL, DON
Don Bell's News Analysis
KWHK, Hutchinson, Kans.
BELLINGER, S.
News and Views
WTCJ, Tell City, Ind.
BENECKSON, SAM
Town Reporter
WKAT, Miami Beach, Fla.
BENNETT, JAMES
WWSO, Springfield, O.
BIGELOW, PAUL
WBML, Macon, Ga.
HIGGS, JOHN
WPOB, Hammond, Ind.
BIGLER, TOM
Wyoming Valley Reporter
WILK, Wilkes-Barre, Pa.
BILLS, JOHN T.
Herald Reporter
WQAM, Miami, Fla.
BINGHAM, BOB
Bob Bingham's Commentary
WCNC, Elizabeth City, N. C.
BISHOP, O. H.
Meet Mr. Bishop
WLIZ, Bridgeport, Conn.
BISHOP, PAT
KFI-TV News; Feature Wire
KFI-TV, KFI, Los Angeles, Calif.
BJORNSON, BJORN
NBC
BJORNSON, VAL
Tomorrow's Headlines
Tonight
KSTP, St. Paul-Minneapolis, Minn.
BLACK, ALGERNON, DR.
BLAINE, JAMES
12:30 Newsreel News Here & There
KAMD, Darden, Ark.
BLAKE, LARRY
Noon Day News
KEYS, Corpus Christi, Tex.
BODGEN, HILARY
WJAS, Pittsburgh, Pa.
BOHMAN, RONNIE
WKBS, Oyster Bay, N. Y.
BOLTON, PAUL
Straight Texas
KTRC, Austin, Tex.
BOOTH, TED
KSOK, Arkansas City, Kans.
BOSWORTH, BOB
Studebaker News
WDOD, Chattanooga, Tenn.
BOURGEOIS, CLAUDE
CKAC, Montreal, Que.
BOWERS, FRANK
It Happened Today
WGTL, Kammopolis
BRANDT, ALBERT
WEVD, New York, N. Y.
BRANNON, BOB
Noon News
KLOU, Lake Charles, La.
BRAWLEY, HARRY M.
World News and You
WGIS, Charleston, W. Va.
BREEN, EDWARD
Breakfast Edition of the News
KVPD, Fort Dodge, Ia.
BREMSER, LABELL
KPAB, Omaha, Neb.
BRICE, DON
WKBN, Youngstown, O.
BRIDGES, JIMMY
The World Today
WSB-TV, Atlanta, Ga.
BRINKLEY, DAVID
Newsreel
WNBW & WRC, Washington, D. C.

BROADWATER, ELWOOD
WCMW, Canton, O.
BROOKS, CLIFF
Outtown
WGDF, Evansville, Ind.
BROOKS, ED
Farm Information
WBBB, Burlington, N. C.
BROOKS, NED
NBC
BROWN, CKCIL
WMCA, New York, N. Y.
BROWNING, J. C.
Local News
KOGT, Orange, Tex.
BROWNING, ROBERT
Town Crier
WKNY, Kingston, N. Y.
BRUCE, DON
WIRE, Indianapolis, Ind.
BRYAN, GEORGE
CBS
BURDETT, WINSTON
WTOP, Washington, D. C.
CBS
BURGESS, FRANK
First Edition
WGAA, Codaotown, Ga.
BURKE, GORDON C.
KGMB, Honolulu, T. H.
BURKLAND, TED
WKMO, Kokomo, Ind.
BURLINGAME, ROBERT
KICA, Des Moines, Ia.
BURLINGHAM, LLOYD
The Farming Business
WRFD, Warrington, O.
BURNS, W. M., JR.
KOV, Pittsburh, Pa.
BUTLER, HOMER
WUBQ, Harrisburg, Md.
BLTZ, BOB
News Editor
KBOL, Boulder, Colo.
BYNG, EDWARD
WEVD, New York, N. Y.
BYRIN, JAMES A.
Texas News
WBAP-TV, Fort Worth, Tex.
BYRON, JAMES A.
WBAP, Fort Worth, Tex.

— C —

CADELL, RAYMOND
Raymond Caddell and the News
WHSC, Hamisville, S. C.
CALDWELL, JAMES
Press Conference
WAVE-TV, Louisville, Ky.
CALHOUN, ALSTON
WBBQ, Augusta, Ga.
CALMER, NED
CBS
CAMPBELL, CLAUDE N., JR.
WCLA, Baton Rouge, La.
CANHAM, ERWIN
NEWS, The Christian Science Monitor, Canham Views the News
ABC
CAPRON, PAUL
G-zette Review
WASA, Havre de Grace, Md.
CARLSON, EDWARD
Editors View the News
WGAN, Portland, Me.
CAREY, WILLIAM P.
Herald Reporter
WQAM, Miami, Fla.
CARLTON, PETER
WRCS, Aoshkie, N. C.

News Commentators—Radio-Television

- CAROTA, FRED**
Local News
WWSG, Glens Falls, N. Y.
- CARROL, JAMES**
Early Morning News
WBBB, Burlington, N. C.
- CARTER, SHEELA**
Background News
WTCN, Minneapolis, Minn.
- CAWLEY, TOM**
Grass Roots
WNBF, Binghamton, N. Y.
- CHAMBERLAIN, HOWARD**
WLW, Cincinnati, O.
- CHAMBERLAIN, HOWARD**
WINS, New York, N. Y.
- CHAPEL, JOHN K.**
KROW, Oakland, Calif.
- CHAPLIN, W. W.**
NBC
- CHARLTON, DICK**
WFRP, Savannah, Ga.
- CHESLEY, ALEXANDER**
6 o'Clock News
WSFC, Somerset, Ky.
- CHEVERTON, RICHARD**
KWPC, Muscatine, Ia.
- CHILDS, CLINTON S.**
Community Forum
KMVI, Wailuku, Maui, T. H.
- CHILDS, RALPH**
KMA, Shenandoah, Ia.
- CHITTY, FRED**
From Our Viewpoint
KVAN, Vancouver, Wash.
- CHOATE, BOB**
Headline News
KWFC, Hot Springs, Ark.
- CHRISTIE, GEORGE**
Old Crusader, Grins & Gripes
WPEA, Manchester, N. H.
- CIERPKE, ALFRED, DR.**
WDXB, Chattanooga, Tenn.
- CLARK, DALE**
WAGA, Atlanta, Ga.
- CLARK, JOHN**
Press Conference
WAYE-TV, Louisville, Ky.
- CLARK, RAY**
WOW, Omaha, Neb.
- CLARKE, JACK**
7:00 AM News
KTIP, Porterville, Calif.
- CLARY, MIKE**
WKWV, Albany, N. Y.
- CLAYTON, ROBERT**
WJAS, Pittsburgh, Pa.
- CLEARY, JOSEPH M.**
News Review
WESB, Bradford, Pa.
- CLOSE, UPTON**
MBS
- COFFIN, TRIS**
ABC
- COLEY, LEM**
WRFS, Alexander City, Ala.
- COLLINGWOOD, CHARLES**
CBS
- COLLINS, DAVE**
Local News
WBYS, Canton, Ill.
- COLLINS, TED**
Kate Smith Speaks
MBS
- COMBS, GEORGE HAMILTON, JR.**
Editorial Slant on the News; 12
O'Clock News, WMGM, New
York, N. Y.
- COMPTON, GEORGE C.**
WJPS, Evansville, Ind.
- COMPTON, WALTER**
Walter Compton and the
News
WTFG, Washington, D. C.
- CONAWAY, RAY**
Ten O'Clock News
KXYZ, Houston, Tex.
- CONDON, GLENN**
Hometown News
KAKC, Tulsa, Okla.
- CONEX, LEE**
WLCS, Baton Rouge, La.
- CONNER, GEORGE**
Man Next Door
KVAN, Vancouver, Wash.
- CONNOLLY, JAMES P.**
News Editor
WITH, Baltimore, Md.
- CONNOR, JOE**
WKRZ, Oil City, Pa.
- CORBETT, BAYLISS**
WPDF, Flint, Mich.
- CORBELL, ANN**
Column of the Air
KELD, El Dorado, Ark.
- COSTELLO, BILL**
CBS



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"Kiernan's Corner" "News & Views"

WJZ-TV

Gabriel Heatter

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COEUR, JERRY
Log and Saw
KTEM, Eureka, Calif.

COURTNEY, DON
KIRO, Seattle, Wash.

COVINGTON, THOMAS B.
Local & State News
WHOP, Hopkinsville, Ky.

CRANDALL, MARK
Pace of the World Today
KFEL, Denver, Colo.

CRAWFORD, KENNETH
Newsweek Analysis
WABD, New York, N. Y.

CRAWFORD, SAM
News and Views
KGY, Olympia, Wash.

CROKER, WILLIAM J.
KDEC, Decorah, Ia.

CRONICAN, LEE
WHP, Harrisburg, Pa.

CROWE, HILTON
News on the Hour
WALT, Tampa, Fla.

CULBER, NELSON
Suburban League News
WNMP, Evanston, Ill.

CUNNINGHAM, BILL
MBS

CURRIE, CARLTON E.
WLOX, Biloxi, Miss.

CUSICK, FRED
The News Right Now
WVOM, Boston, Mass.

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D'ACCARDO, GENE
Top Story
KTRB, Modesto, Calif.

DALTON, KENNETH G.
WBET, Brockton, Mass.

DALY, JOHN
CBS

DANCEY, CHARLES
WSIV, Pekin, Ill.

DAUBENSPECK, ED
Empire Builder
KIYI, Shelby, Mont.

DAVIDSON, MEADE
Leaders in Exile
WWRM, New York, N. Y.

DAVIS, ELMER
ABC

DAVIS, HAL
KCMJ, Palm Springs, Calif.

DAVIS, REX
KMOX, St. Louis, Mo.

DAWSON, JOHN
KGDE, Fergus Falls, Minn.

DAY, CHARLES
WGAR, Cleveland, O.

DEBNAM, W. E.
Debnam Views the News
WPTF, Raleigh, N. C.

DEMERJIAN, HAIG
WKBS, Oyster Bay, N. Y.

DENISON, C. B.
Between the Lines
WMRC, Greenville, S. C.

DE JON, LYTHE ORME
WRON, Roncoveverte, W. Va.

DENNIS, BELMONT
The World This Week
WMOG, Covington, Ga.

DEWART, SIM
News Director
WERC, Erie, Pa.

DIXON, STANLEY
Stanley Dixon and the News
WBEX, Chillicothe, O.

DONAHUE, JOSEPH
Naugatuck Valley News
WATR, Waterbury, Conn.

DOTY, LOCKWOOD
WCOR, Atlanta, Ga.

DOUGLAS, ERNIE
Dinnerbell
KOY, Phoenix, Ariz.

DOUGLAS, W. D.
News and Views
WCNU, Crestview, Fla.

DOWNEY, JOE
Headline Parade
Ontario Calif.

DOWNS BILL
CBS

DREIER, ALEX
NBC—Skelly News

DRESCHLER, GERRY
WISC, Madison, Wis.

DRISCOLE, RICHARD
WLIP, Kenosha, Wis.

DRYFOOS, LEON
WERC, Erie, Pa.

DUNBAR, WILLIS F. DR.
WKZO, Kalamazoo, Mich.

DUNCAN, NORVIN
News—N Duncan
WFBC, Greenville, S. C.

DUQUESNE, ALBERT
CKAC, Montreal, Que.

DURAN, TED
KBUC, Corona, Calif.

DWYER, EDDIE
Headline News
WASA, Havre de Grace, Md.

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EAKER, FORREST
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WMFT, Florence, Ala.

EBEL, WALTER
News and Views
KWFC, Hot Springs, Ark.

EDWARDS, A. F.
World Affairs
KWFT, Wichita Falls, Tex.

EDWARDS, CURT
Dinner News
WTCN, Minneapolis-St. Paul, Minn.

EDWARDS, DOUGLAS
CBS, WCBS-TV, New York, N. Y.

EDWARDS, FRANK
Edwards' Miniatures: Frank
Edwards News
WISH, Indianapolis, Ind.

EDWARDS, FRED
KLIF, Dallas, Tex.

EDWARDS, JOHN
ABC

EID, LEIF
WRC, Washington, D. C.

EKINS, H. R.
Ekins Views the News
WKRT, Cortland, N. Y.

ELDON, POLLY
Local News Round Up
WSTP, Salisbury, N. C.

ELLIOTT, JERRY
News and Views
WCBT, Roanoke Rapids, N. C.

ELLIOTT, MELVIN
WOR, New York, N. Y.

ELLIOTT, TIM
News As It Happens
WAKR, Akron, O.

ELLIOTT, WILLIAM
Bill Elliott Reporting
WLIZ, Bridgeport, Conn.

EMBER, GEORGE G.
Under Capitol Dome
KSEM, Moses Lake, Wash.

EMERSON, E. B.
KGIV, Alamosa, Colo.

ERDMAN, GEORGE H.
Manitowoc, Wis.

ERK, E. CHRISTY
Survey of the News
WBRY, Waterbury, Conn.

ESTRELLA, BLANCE
Latin-American
Commentator
WIOD, Miami, Fla.

EVANS, KEN
WOIC, Washington, D. C.

EVINS, JOE
Washington Correspondent
WGNS, Murfreesboro, Tenn.

EWING, CLIFFORD E.
KVOC, Casper, Wyo.

— F —

FACENDA, JOHN
Bulldog Edition, Night Extra
WIP, Philadelphia, Pa.

FAIS, ROBERT
KYNO, Fresno, Calif.

FALER, DICK
WTAD, Quincy, Ill.

FALTA, JOSEPH
Czech Breakfast
WEDC, Chicago, Ill.

FARELL, MAURY
5:30 News
WAPI, Birmingham, Ala.

FARRINGTON, FIELDEN
CBS

FEAGAN, BOB
Headline News
WPDQ, Jacksonville, Fla.

FERRANDOU, DON
WTAL, Tallahassee, Fla.

FIDLER, JIMMIE
Hollywood Reporter
ABC, MBS

FIELDS, ERIC
WTND, Orangeburg, S. C.

FIFE, OTTO
KSUB, Cedar City, Utah

FINLEY, ELMER A.
Home Edition
WLBJ, Bowling Green, Ky.

FINUCANE, BOB
News & Sports
WYCH, Chester, Pa.

FISCHER, DONALD F.
Morning Edition
WGM, Quincy, Ill.

FISHER, STERLING
NBC—"Our Foreign Policy"

FLANAGAN, PAT
KOOL, Phoenix, Ariz.

FLEISCHER, WILFRID
CBS

FLETCHER, GRAEME
KAKE, Wichita, Kans.

FLYN, ROBIN
KHQ, Spokane, Wash.

FLYNN, ARTHUR
'Round the Town
WLAW, Lawrence, Mass.

FOBES, ALLAN
KYSM, Mankato, Minn.

FORBES, GILBERT
WFBM, Indianapolis, Ind.

FORD, JOHN
Breakfast News, Noontime
News
WTCN, Minneapolis, Minn.

FORTSON, JOHN L.
NBC—"Religion in the
News"

FOSTER, CEDRIC
MBS

FOSTER, WALTON
Between the Lines
KTXL, San Angelo, Tex.

FWOLE, FARNSWORTH
CBS

FOX, BILL
WPTW, Piqua, O.

News Commentators—Radio-Television

— G —

FRANCES, AL
Pure Oil News
WHBC, Canton, O.

FRANK, PAUL B.
WHKC, Columbus, O.

FRANKISH, GRANT
WOBS, Jacksonville, Fla.

FRASER, GORDON
News Correspondent, Commentator, Announcer (ABC), b. Lawrence, Mass. Feb. 4, 08. ed. U. of Maine, Brown University, Ph.D. United Nations Highlights; U. N. Correspondent for Headline Edition; Nancy Craig; Gordon Fraser, (WJZ); U. S. Steel Theater Guild; Ford Sunday Evening Hour; Woman of Tomorrow (ABC); News & Views (ABC-TV).

FREDERICK, PAULINE
This Week Around the World. Headline Edition. News of Tomorrow
ABC

FRISCH, BOB
Morning News
WMAW, Milwaukee, Wis.

FROGGE, JOHN
News of Nassau
WGBB, Freeport, N. Y.

FROMME, GALEN
WBAL-TV, Baltimore, Md.

FULDHEIM, DOROTHY
ABC

FURNISS, WALTER
Cruise for News
WCOL, Columbus, O.

GAETH, ARTHUR
ABC

GAILMOR, WILLIAM S.
WMGM, New York, N. Y.

GAMMEL, SERNO B.
WTHH, Hartford, Conn.

GANS, HARRY
Press Conference
WAVE-TV, Louisville, Ky.

GAPEN, KEN
NBC—"National Farm and Home Hour"

GARDINER, DON
News. Tomorrow Morning's Headlines. Monday Morning Headlines
ABC

GARDNER, HY
Twin Views of the News
MBS

GARNER, J. E.
Behind the News
KFPW, Fort Smith, Ark.

GARRETSON, JOE
Joe Garretson and the News
WSAI, Cincinnati, O.

GARRISON, JOHN
On the News Front
WFUN, Huntsville, Ala.

GAUSS, CHUCK
WTMV, East St. Louis, Ill.

GAVITT, DICK
KANS, Wichita, Kans.

GAY, EUCASTE
WHAT, Philadelphia, Pa.

GEARHART, NICK
KTBS, Shreveport, La.

GELLESPIE, BOB
WWCO, Waterbury, Conn.

GEORGE, ABNER H.
Rapid Chevrolet News
KOTA, Rapid City, S. D.

GIBSON, RILEY R.
Behind the News
KOPP, Ogden, Utah

GILCHRIST, TOM
WTMC, Ocala, Fla.

GILLESPIE, DAVE
WLTC, Gastonia, N. C.

GILLIS, EARLE
WHKC, Columbus, O.

GISMONDI, JAMES
Gismondi Edits
WMBS, Uniontown, Pa.

GIVNEY, JOHN J.
On Capitol Hill
WTRY, Troy, N. Y.

GLACY, ROBERT
WKBW, Buffalo, N. Y.

GLADDING, AL
York Journal of the Air
WNOW, York, Pa.

GLADSTONE, HENRY
WOR, New York, N. Y.

GODBERRY, ROBERT
KFH, Wichita, Kans.

GODDARD, DON
WINS, New York, N. Y.

GODWIN, EARL
ABC

GOLIGHTLY, GROVER
WSPA, Spartanburg, S. C.

GONELLA, JOHN
WPTR, Albany, N. Y.

GOODE, MICHAEL J.
People's Lobby
WNHC, New Haven, Conn.



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HAMILTON
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*Twelfth year as featured
News Commentator—WMGM.*

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- GORDON, LEE**
World's Picture in Words
KAYL, Storm Lake, Ia.
- GOTTIEB, DICK**
Shell Reporter
KTHP, Houston, Tex.
- GOTWALD, HELEN**
Looking Around
WSBA, York, Pa.
- GOLLD, JOHN**
WLAN, Lewiston, Me.
- GOW, GEORGE**
KPH, Wichita, Kans.
- GRACE, TED**
WWJ-TV, Detroit, Mich.
- GRANT, BRENTON**
Nothing For Granted
WLW-T, Cincinnati, O.
- GRANT, PETER**
WLW-T, Cincinnati, O.
- GRANT, TAYLOR**
Headline Edition
ABC
- GRAU, PHIL A.**
Topics of the Times
WENZ, Milwaukee, Wis.
- GRAUER, BEN**
NBC
- GRAY BARRY**
WKAT, Miami Beach, Fla.
- GRAY, CHARLES W.**
WHEB, Portsmouth, N. H.
- GRAY, JIM**
WCFL, Chicago, Ill.
- GREEN, H. E.**
KPKA, Greeley, Colo.
- GREER, BEN**
WSPA, Spartanburg, S. C.
- GREGORY, MARK**
WLOL, Minneapolis, Minn.
- GREUP, ERNST**
News Digest
WKRT, Cortland, N. Y.
- GREY, ROBERT**
WFNC, Fayetteville, N. C.
- GREYSON, CARL**
World In Review
WSM, Nashville, Tenn.
- GRIFFIN, CLARENCE**
WBBO, Forest City, N. C.
- GRIFFIN, MICHAEL**
WTAQ, Green Bay, Wis.
- GRIFFIN, WAYNE**
Sportsman
WENR-TV, Chicago, Ill.
- GRULLO, HEMINIO TORRES**
Comentarios Internacionales
WVJP, Cagay, P. R.
- GRIM, GEORGE**
WCCO, Minneapolis, Minn.
- GRISKEY, WILLIAM**
KTOP, Topeka, Kans.
- GROSS, SHELDON**
Town Crier, Town Topics,
Atlantic City Forum of the Air
WPPG, Atlantic City, N. J.
- GROVE, ROY**
News At Six
WTTM, Trenton, N. J.
- GUTHRIE, DAVID L. R.**
WGPA, Bethlehem, Pa.
- HANSEN, ROBERT**
Business News
KSFO, San Francisco, Cal.
- HARKNESS, RICHARD**
Story of the Week
WNBW, Washington, D. C.
- HARMAN, J. MARION, SR.**
The Guest Editor
WTRR, Sanford, Fla.
- HARMAN, FRANK**
Farm News, Blue Water
Farmer & Dinner Bell
WTTT, Port Huron, Mich.
- HARMON, ROY LEE**
WVNR, Beckley, W. Va.
- HARNISH, ROBERT**
CFC News
WLAN, Lancaster, Pa.
- HARRIS, FRANCES KAY**
Women's News
KCBC, Galveston, Tex.
- HARRIS, HEBBERT J.**
The World at Noon
WERD, Atlanta, Ga.
- HARRIS, PAUL F.**
WLIO, East Liverpool, O.
- HARRISON, BOB**
WHNC, Henderson, N. C.
- HARROVER, BEN**
WBAP-TV, Fort Worth, Tex.
- HARSCHE, JOSEPH C.**
"Meaning of the News"
WTOP, Washington, D. C.
- HARSHA, PAUL**
State Reporter, Blue Water
News
WTTT, Port Huron, Mich.
- HARTLEY, HOWARD**
WTAN, Clearwater, Fla.
- HARTMAN, MARK**
KLAC, Los Angeles, Calif.
- HARVEY, PAUL**
WENR, Chicago, Ill.
- HARVEY, NEAL**
Inquiring TV Newsreel
WFIL-TV, Philadelphia, Pa.
- HARWOOD, GEOFFREY**
Background to the News
WBZ-WBZA, Boston-Springfield, Mass.
- HAUGNER, AL**
Times Herald on the Air
WTTT, Port Huron, Mich.
- HAWKINS, ROBERT**
WKAN, Kankakee, Ill.
- HAYES, GEORGE**
Esso Reporter
ABC
- HAYES, SAM**
NBC
- HAYMAN, DON C.**
Manos News
WMDS, Hometown, Pa.
- HAYS, DON**
WVNB, Beckley, W. Va.
- HAZLITT, JOHN**
JMF Sounding Off
KVLB, Pauls Valley, Okla.
- HEALEY, COL. JIM**
WWSC, Glens Falls, N. Y.
- HEALA, JAMES T.**
WOKO, Albany, N. Y.
- HEATTER, GABRIEL**
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- HENLE, RAY**
NBC
- HENLEY, DAVE**
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- HENSON, RUSSELL**
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WCCT, Corbin, Ky.
- HENTON, EARL**
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- HEPNER, ARTHUR**
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- HERLIHY, ED**
NBC
- HESS, CLYDE G.**
News Analyst
WTAG, Worcester, Mass.
- HESSLER, WILLIAM**
World Front
WJW, Cincinnati, O.
- HETHERINGTON, WILLIAM G.**
Size-up of the News
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- HICKS, GEORGE**
News By Hicks
ABC
- HILL, EDWIN G.**
The Human Side of News
ABC
- HILL, LILLARD**
Texas News
WBAP-TV, Fort Worth, Tex.
- HILL, ROY**
WDSU-TV, New Orleans, La.
- HILTMAN, WILLIAM**
MBS
- HINES, LINDLEY**
KMOX, St. Louis, Mo.
- HOARD, BILL**
Monday Preview KFO, Wenat-
chee, Wash.
- HOBERT, CHARLES**
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Around the Globe
WVDS, Oncopta, N. Y.
- HOFF, OLAF JR.**
Turners Falls Newspaper of
the Air
WHAU, Greenfield, Mass.
- HOFFMAN, FRED**
WWDC, Washington, D. C.
- HOFFHEINZ, ROY**
Political and Current Events
KTHP, Houston, Tex.
- HOLLENBECK, DON**
CBS
- HOLMES, CARTER**
WFTE, Ft. Lauderdale, Fla.
- HOLMES, JAMES G.**
Sublines From Headlines
WMON, Monticomey, W. Va.
- HOLMLUND, JAMES**
Community News
WDLB, Marshfield, Wis.
- HOLMQUIST, HARRY**
News Digest
KDBA, Santa Barbara, Cal.
- HOLT, FRED**
WCKY, Cincinnati, O.
- HOLT, RUSH**
Inside Washington
WHAW, Weston, W. Va.
- HOOKER, JOE**
Breakfast Table News, Eve-
ning News
WCRD, Grand Rapids, Mich.
- HORTON, HARLAN**
Under Capitol Dome
KOPV, Rapid City, S. D.
- HOTTELET, RICHARD C.**
CBS
- HOWE, LEN**
WHO, Des Moines, Ia.
- HOWE, QUINCY**
CBS

News Commentators—Radio-Television

HOWELL, REX
Week In Review
KFJX, Grand Junction, Colo.

HUDDLESTON, PAUL
WKCT, Bowling Green, Ky.

HUGHES, JOHN B.
KXXX, Colby, Kans.

HENRY, BILL
MBS, CBS

HUMPHREYS, BILL
CBS

HUNT, RAY
News At Nine
KONO, San Antonio, Tex.

HUNT, TED
Between the Lines, Nine
O'Clock Wire
KR0D, El Paso, Tex.

HURLEIGH, ROBERT F.
WGN, Chicago, Ill.

HYDE, DON
WGAR, Cleveland, O.

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INGRAM, BILL
KSTP-TV, St. Paul-
Minneapolis, Minn.

IZZARD, WES
KGNC, Amarillo, Tex.

— J —

JACKSON, ALLEN
CBS

JACKSON, ART
Day In Review
WLAV, Grand Rapids, Mich.

JAMES, ANDY
Review of the News
WGEM, Quincy, Ill.

JAMES, GLEN
WBBO, Forest City, N. C.

JAMISON, KEITH
WSAM, Saginaw, Mich.

JARRELL, W. W.
Opinions of the News
WKTG, Thomasville, Ga.

JAY, HARRY
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WLOK, Lima, O.

JEFFRIES, ALLEN
WIRE, Indianapolis, Ind.

JENCKS, HUGH
KVGB, Great Bend, Kans.

JERDE, O. J.
Nighttime News
KFAM, St. Cloud, Minn.

JOHNSON, WILLARD
NBC
"Religion in the News"

JONES, H. CONGER
Over the Coffee Cup
KDLK, Del Rio, Tex.

JONES, LOIS
Morning Column
WPAR, Parkersburg, W. Va.

JONES, TOM
WRPS, Alexander City, Ala.

JORDAN, LEE
The World Today
WSB-TV, Atlanta, Ga.

JOULET, ROBERT
CKAC, Montreal, Que.

JOYCE, BILL
WJTN, Jamestown, N. Y.

JURAY, JACK
WKBN, Youngstown, O.

— K —

KALTENBORN, H. V.
NBC
H. V. Kaltenborn Edits the
News, WNBC

KARNSTEDT, CAL
Noon News, Land O'Lakes
News
KSTP, St. Paul-Minneapolis,
Minn.

KAUFMAN, LOUIS
Louis Kaufman News
WCAE, Pittsburgh, Pa.

KEITH, MAXINE
WOR
Kellieck, L. F.
WCAX, Burlington, Vt.

KELLY, JOE
KIL0, Grand Forks, N. D.

KELLY, JOHN E.
WRFW, Eau Claire, Wis.

KENAN, DAN C.
Tomorrow's Headlines Tonight
KHBG, Okmulgee, Okla.

KENDRICK, ALEXANDER
CBS

KENNEDY, JOHN B.
Eye-Witness News
WFIL, Philadelphia, Pa.

KENNEY, FRED
News Hi-Lights
WAOV, Vincennes, Ind.

KENNEY, PAUL
Sunday Noon News
WMOA, Marietta, O.

KENT, GEORGE
Texas & World News
KTBB, Tyler, Tex.

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KERLIN, J. C.
What Goes On Here
WGBF, Evansville, Ind.

KESSLER, DAVID E.
WHAM, Rochester, N. Y.

KIENZLE, GEORGE
1:55 News
WLAN, Lancaster, Pa.

KIERNAN, WALTER
Kiernan's Korner, ABC; Column-
ist, N. Y. Mirror.

KIHN, ED
KDN, Oroville, Cal.

KILGALLEN, DOROTHY
Star Time
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WEBR, Buffalo, N. Y.

KING, JULIUS
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KINGSBURY, GIL
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KIRKMAN, ARTHUR
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KITTELL, CLYDE
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KNICKERBOCKER, H. H.
WOR, New York, N. Y.

KNOX, SANDY
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KYVC, Ventura, Calif.

KOOP, THEODORE F.
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KRAMER, WILFORD J.
Upon Reflection
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KREBSBACH, E. E.
Between The Lines
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KREGELON, HUBERT W.
Understand The Peace
WSPR, Springfield, Mass.

KRUEGER, GLEN
KITE, San Antonio, Tex.

KRUEGER, WILLIAM
News Editor
KDAL, Duluth, Minn.

KRUM, TYRELL
NBC
"Veterans' Advisor"

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LaCOSSITT, HENRY
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LAIRD, STEPHEN
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LALE, MAX
KMHT, Marshall, Tex.

LAMB, BILL
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WBBC, Flint, Mich.

LANDIS, MEADE
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LAWTON, FLEETWOOD
KMPC, Los Angeles, Cal.

LAZELL, J. ARTHUR
WNAR, Norristown, Pa.

LEE, LYLE
WLOK, Lima, O.

LEE, SHEPARD
1st National News
WTWA, Thomson, Ga.

LENHARD, BILL
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LEOFER, WOODY
Photocast
WDSU-TV, New Orleans, La.

LEKROUX, JOE
News from Home
KELD, El Dorado, Ark.

LESLIE, JOHN
Rex News
WREX, Duluth, Minn.

LESUEUR, LARRY
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LEWIN, RICHMAN
Noon News
KTRF, Lufkin, Tex.

LEWIS, EARL
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WMBL, Morehead City, N. C.

LEWIS, ERVIN
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LEWIS, FULTON
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LEWIS, MARK
Radio Journal
WWOD, Lynchburg, Va.

LIAS, JIM
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WCED, Dubois, Pa.

LINDLEY, ERNEST
Newsweek Analysis
WABD, New York, N. Y.

LIVELY, LEE
News Here At Home
WLOW, Norfolk, Va.

LOBLER, B. Z., DR.
WSBC, Chicago, Ill.

LOGAN, GLENN
WJOL, Joliet, Ill.

LOHMAN, P. H.
An Economist Views The News
WJOY, Burlington, Vt.

LONG, CHET
WBNS, Columbus, O.

LONG, PAUL
KDKA, Pittsburgh, Pa.

LONG, STUART
Texas at Ten
WVET, Austin, Tex.

LOVE, HARRY J.
Home Edition
WENE, Endicott, N. Y.

LOVELL, BOB
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WNRD, Syracuse, N. Y.

LOWE, KEN
WKY, Oklahoma City, Okla.

LOWE, RICHARD
City Edition
WBEX, Chillicothe, O.

LUCE, ROY
KWPC, Muscatine, Ia.

LYLE, ROBERT
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MacCALLUM, ROON
Tell It To The Judge
KPXJ, Grand Junction, Colo.

MacMAHON, TOM
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MacVANE, JOHN
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McCALL, BILL
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McCALL, LAWSON
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McARTHUR, CHARLES F.
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McCORMICK, JOHN
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McCORMICK, ROBERT
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McCUNE, JOHN
Auburn Daily News
WAPI, Birmingham, Ala.,
WKLF, Clanton, Ala.

McDONALD, JOHN J., DR.
Average Opinion
WLBR, Lebanon, Pa.

McDONALD, IRVING T.
WEEI, Boston, Mass.

McGIBENY, DONALD
WAT, Chicago, Ill.

McGRATH, ED
WSPA, Spartanburg, S. C.

McKINNON, BOB
WRFS, Alexander City, Ala.

McLENDON, GORDON
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McMARTIN, COLE
WMT, Cedar Rapids, Ia.

McNAMARA, JIM
KLAC, Los Angeles, Calif.

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MACK, WALLY
Movie & News Views
WBBS, Burlington, N. C.

MACPHERSON, FRED
The Editor Looks
KOY, Phoenix, Ariz.

MAGUIRE, H. THOMAS
WLYN, Lynn, Mass.

MALONE, TED
ABC

MANUEL, KEN
WWJ, WWJ-TV, Detroit, Mich.

MAPLES, GRADY
Word's Eye-View of the World
Wide News
KTNM, Tucumcari, N. Mex.

MARRERO, LUIS E.
WNEL, San Juan, P. R.

MARSHALL, GENE
C & S News
WDA, Savannah, Ga.

MARSUALL, GEORGE
Report to Ashland
WCM, Ashland, Ky.

MARTIN, HAL
KGNC, Amarillo, Tex.

MARTIN, JIM
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MARTINSON, DOUG
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WFUN, Huntsville, Ala.

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KTLA, Los Angeles, Cal.

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6 P.M. News
KRIC, Beaumont, Tex.

MATT, M. LEONARD
Column of the Air
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MAXWELL, EDWARD C.
WERD, Atlanta, Ga.

MAYLOTT, JACK
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METCALF, BERT
KRIO, McAllen, Tex.

METCALF, MAX
WHAM, Rochester, N. Y.

MEYERS, TED
KFI, KFI-TV News
KFI-TV, Los Angeles, Calif.

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WUSN, Charleston, S. C.

MILAN, GERALD T.
WHLI, Niagara Falls, N. Y.

MILLER, ED
Farm Fair
WMFT, Florence, Ala.

MILLER, JOHN W.
WREX, Duluth, Minn.

MILLER, KEN
Assignment Southwest
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MITCHELL, N. P.
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KSYL, Alexandria, La.

MOFIELD, RAY
WPAD, Paducah, Ky.

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KLEE, Houston, Tex.

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NAHAS, FRED
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KDSH, Boise, Ida.

NEDRY, ROGER
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KPAS, Banning, Calif.

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NORMAN, STAN
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WPTT, Pittsburgh, Pa.

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WENK, Union City, Tenn.

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O'CONNOR, GEORGE
WINR, Binghamton, N. Y.

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OLIPHANT, DUNCAN H.
Editors View the News
WGAN, Portland, Me.

O'NEILL, BILL
WRMS, Ware, Mass.

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PECK, C. W.
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WMAK, Nashville, Tenn.

PENNER, RAYMOND
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WLOW, Norfolk, Va.

PENROSE, BERNARD
News Editor
WEAB, Atlantic City, N. J.

PERICOLA, FRANK
WEAR, Pensacola, Fla.

PERKINS, DEXTER, DR.
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PETERS, GEORGE
KMCA, San Antonio, Tex.

PETERSON, ELMER
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PETERSON, HARRY
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KOTA, Rapid City, S. D.

PETERSON, RALPH HOWARD
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PETRY, ARNO
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PHILLIPS, CHARLES
KTBS, Shreveport, La.

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PLAMER, BRUCE
WKY, Oklahoma City, Okla.

POMRENZE, H. DR.
WSBC, Chicago, Ill.

PORTER, HOMER
Community News
WIGM, Medford, Wis.

POSENKE, BRAD
WNMP, Evanston, Ill.

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PRICE, JOHN
WHP, Harrisburg, Pa.

PRICE, JOHN
WKAT, Miami Beach, Fla.

PRICE, R. E.
WBBO, Forest City, N. C.

PRINGLE, NELSON
News Analyst
CBS

PRYOR, DON
WTOP, Washington, D. C.
CBS

PUMPHREY, HORACE
Behind the World News
WKAX, Birmingham, Ala.

PUTNAM, GEORGE F.
News Reporter, MC, Narrator; b. Wahpeton, N. Dak., July 14, 1914; Macalester Coll.; Univ. of Minn.; MC, Spotlight on America; Up-to-the-Minute News; In Today Town (Tele-RCA); Movie-tone News and travelogues; Costume Films.

PUTNAM RUTH
World Situation
WESX, Salem, Mass.

PALE, HOWARD
Arizona, Highlights
KGLU, Safford, Ariz.
KTAR, Phoenix, Ariz.

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QUINN, HARRY
Valley News
KURV, Edinburg, Tex.

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RABELL, FRED
Between the Lines
KSON, San Diego, Calif.

RALEIGH, JOHN
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KFD, Beaumont, Tex.

RANDALL, PORTER
KFJZ, Port Worth, Tex.

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RAYMOND, FRANK
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REED, C. D.
KNEL, Brady, Tex.

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Ridenour Checks the News
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KIRO, Seattle, Wash.

ROBBINS, BILL
WCKY, Cincinnati, O.

ROBINSON, WIP, III
Wip, Robinson & The News
WVWV, Fairmont, W. Va.

ROBERTS, BILL
WMT, Cedar Rapids, Ia.

ROBINSON, PRESCOTT

News-caster, b. March 25, 1913, Montreal, Can.; ed.: Exeter, Phillips & Worcester Academy; 8 AM and 11 AM News, also special documentary progs., narrator.

RODRIGUEZ, RAUL
Handy Andy News
KCOR, San Antonio, Tex.

ROGERS, BILL
CBS

ROGERS, LEE
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KSAF, Nacogdoches, Tex.

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RUE, JIM
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RUSH, JAMES
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RYAN, RED
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RYKARD, BRIM
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WKIX, Columbia, S. C.

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SABIN, JOHN
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KCOK, Tulare, Calif.

SANDERS, FRANK
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KFGO, Fargo, N. D.

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WLTR, Bloomsburg, Pa.

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WTBF, Troy, Ala.

SAUNDERS, M. B.
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SAVAGE, R. J.
KCBC, Galveston, Tex.

SAWYER, BILL
News Ace
WJLB, Detroit, Mich.

SCANLON, CORNELIUS
WEEI, Boston, Mass.

SCARBROUGH, JOHN
WLAQ, Rome, Ga.

SCARBROUGH, LARRY
WOBS, Jacksonville, Fla.

SCHENKER, ANDRE
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WTIC, Hartford, Conn.

SCHOENBRUN, DAVID
CBS

SCHWEER, ROLAND
Around the Valley
KRIO, McAllen, Tex.

SCHWEIKARDT, EDWARD
WKM, Dearborn, Mich.

SCOTT, ALAN
WCAU-TV, Philadelphia, Pa.

SCOTT, COLEMAN
WGBR, Goldsboro, N. C.

SECONDARI, JOHN
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WIS, Columbia, S. C.

SELLARS, LEE
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WPTT, Pittsburgh, Pa.

SERGIO, LISA
WOV, New York, N. Y.

SEVAREID, ERIC
"News"
WTOP, Washington, D. C.

SHADEL, WILLARD
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SHAFER, JOHN
WCBS-TV, New York, N. Y.

SHANE, LEE
Religion in the News
WKNA, Charleston, W. Va.

SHAPIRO, MIKE
Kaiser-Frazer News
KGKL, San Angelo, Tex.

SHAW, DAVE
Hollywood, Today
KRNO, San Bernardino, Calif.

SHAW, GORDON
WQAM, Miami, Fla.

SHELL, TED (Reporters)
CBS

SHELLEY, JACK
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WBCC, Bethesda-Chevy Chase, Md.

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KLIX, Twin Falls, Ida.

SHIPLEY, JIM
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SHIRER, WILLIAM L.
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SHOEMAKER, JACK
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SHREVE, GEORGE
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SHRINER, TED
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KTJS, Hobart, Okla.

SHUMWAY, HI
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SIEGRIST, ROBERT
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SIMMONS, J. E., JR.
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WCPS, Tarboro, N. C.

SINGISER, FRANK
WGY, Schenectady, N. Y.

SLACK, BEN L., JR.
The Town Crier
KVOA, Tucson, Ariz.

SLICHTER, HARRY
News and Views
KDTB, Dubuque, Ia.

SMITH, BECKLEY
WJAS, Pittsburgh, Pa.

SMITH, CHARLES J.
WMIX, Mt. Vernon, Ill.

SMITH, COURTNEY
C. Smith & News
WEOA, Evansville, Ind.

News Commentators—Radio-Television

SMITH, ERLE
Heart of America
KMBC, Kansas City, Mo.

SMITH, KATE
Kate Smith Speaks
MBS

SMITH, LARRY
KMPC, Los Angeles, Calif.

SMITS, LEE
WXYZ, Detroit, Mich.

SOKOLSKY, GEORGE E.
ABC

SPECK, HUGO
Hugo Speck Views the News
WFAA, Dallas, Tex.

STADLER, GLEN
WDGY, Minneapolis, Minn.

STEPHEN, JOHN
KTHH, Houston, Tex.

STERNBERGER, ESTELL M.
You and the News
WGIB, New York, N. Y.

STEVENS, JACK
News Digest
WLAW, Lawrence, Mass.

STEWART, PEARSON
Fact Finder
WKGX, Knoxville, Tenn.

STILLE, ELBERT, JR.
WHIC, Columbus, O.

STONE, BOB
Washington Today
KRNO, San Bernardino, Calif.

STREET, BERNARD
WLAQ, Rome, Ga.

SULLIVAN, FLOYD
Sully's Spotlight
KWTO, Springfield, Mo.

SULLIVAN, PAUL
Paul Sullivan Reviews the News
KTOY, Sacramento, Calif.

SULLIVAN, ROLAND
WIKY, Evansville, Ind.

SWAYZE, JOHN CAMERON
NBC

SWIFT, JACK E.
KDKA, Pittsburgh, Pa.

—T—

TABACHNICK, GEORGE
WXXW, Albany, N. Y.

TAINTER, ERIC
KCKN, Kansas City, Kans.

TALBOT, BILL
KOLB, Omaha, Neb.

TANNEN, ERNEST
Community Reporter
WGAY, Silver Springs, Md.

TAYLOR, GEORGE
Report to Trenton
WTTM, Trenton, N. J.

THERINGER, GEORGE
News & Views
WRBL, Columbus, Ga.

THOMAS, LOWELL
CBS

THOMPSON, BOB
Tarheel Talks
WHPE, High Point, N. C.

THOMPSON, CHARLES H.
WNJC, New London, Conn.

THOMPSON, PAUL
Home Edition
WROM, Rome, Ga.

TITTHENEK, DOROTHY
Your Chamber of Commerce
Presents
WENE, Endicott, N. Y.

TOMKINSON, E. G.
WACO, Waco, Tex.

TOMLINSON, EDWARD
NBC

TRAVIS, BILL
WTOX, Wilmington, Del.

TRAVIS, G. EDWARD
Travis—News
WGH, Newport News, Va.

TROUT, ROBERT
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TUPPER, LAMONT
Newsroundup
WGED, Duhois, Pa.

TURNER, AL
KILP, Dallas, Tex.

TURNER, CLMER
Three Star Final
WJJD, Chicago, Ill.

TURNER, CLMER
WDBB, Chicago, Ill.

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KTRI, Sioux City, Ia.

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UEBELHART, JAMES
Local News Review
WSPD-TV, Toledo, O.

UTLEY, CLIFTON
NBC

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VALENTI, GIRALOMO
Italian News
WNHC, New Haven, Conn.

VAN, LYLE
WOR, New York, N. Y.

VANDEVENTER, FRED
WOR, New York, N. Y.

VASSY, TOM
American Scene, Mid
Morning News
WPAK, Charleston, S. C.

VEIGA, J. R.
WNEL, San Juan, P. R.

VENRICK, GLENN N.
KGFL, Roswell, N. M.

VON BERGEN, JOHN
News with John Von Bergen
WARM, Scranton, Pa.

VON TOBEL, PHILIP
WATR, Waterbury, Conn.

—W—

WADDELL, JOHN
The News
KIMO, Independence, Mo.

WAGNER, BOB
WBNS, Columbus, O.

WALKER, DANTON
Twin Views of the News
MBS

WALLACE, EDWARD
WNBK, Cleveland, O.

WALLACE, ROBERT
WSNY, Schenectady, N. Y.

WALSH, FRANK J.
WBCM, Bay City, Mich.

WALSH, RAYMOND J.
WMCB, New York, N. Y.

WARREN, MATHEW
Washington News Roundup
WEAM, Arlington, Va.

WARREN, TOM
Tom Warren & The News
KSO, Des Moines, Ia.

WARRICK, BILL
6:30 Final
WJOB, Hammond, Ind.

WEAVER, MARK
WKY, Oklahoma City, Okla.

WEBB, GILBERT
KCSB, Breckenridge, Tex.

WEIMAN, JERRY
WMCB, McKeesport, Pa.

WEISMAN, JOHN, JUDGE
Local Legislation
WGNS, Mufreesboro, Tenn.

WERNER, STELLA
WBCC, Bethesda-Chevy
Chase, Md.

WESTERHOLD, WILLIAM
News Editor
WLEC, Sandusky, O.

WESTON, EDWARD
WCCC, Hartford, Conn.

WHELOCK, JOWARD E.
WKNE, Keene, N. H.

WHITAKER, GENE
WDUK, Durham, N. C.

WHITE, DON
KIT, Yakima, Wash.

WHITE, RICHARD
WMTG, Vancleve, Ky.

WIBBERLY, LEONARD
News and You
KRLM, San Rafael, Calif.

WILEY, VIC
WWSO, Glens Falls, N. Y.

WILLIAMS, CLANTON
Background of the News
WSFA, Montgomery, Ala.

WILLIAMS, DOC
WADC, Akron, O.

WILLIAMS, RUSS
WHK, Cleveland, O.

WILSON, BOB
WADC, Akron, O.

WILSON, REM
Report on the World
WDPQ, Jacksonville, Fla.

WILSON, WILLIAM R.
KYW, Philadelphia, Pa.

WINCHELL, WALTER
Jerzeos Journal
ABC

WOLF, JOH ALLEN
WJZZ, Montgomery, Ala.

WOLFE, ROGER
WDSU-TV, New Orleans, La.

WOLPERS, ALAN
KWOC, Polar Bluff, Mo.

WOMACK, GEORGE
KEBE, Jacksonville, Tex.

WOOD, JAMES ARTHUR
Today's Commentary
WERD, Atlanta, Ga.

WOOD, HARRISON
The Changing World
ABC

WOODHOUSE, JAMES C.
News & Sports
WDNC, Durham, N. C.

WORKHOVEN, MERRILL
Highlights & Sideights of
the News
WOW, Omaha, Neb.

WYATT, JOHN
WGGG, Gainsville, Fla.

WYMAN, MEL
IMN News
KATL, Salt Lake City, Utah.

—Y—

YOUNGBLOOD, WES
KYO, Lubbock, Tex.

YOUNG, GEORGE
KANQ, Amarillo, Tex.

—Z—

ZACHARIAS, ELLIS E., ADMIRAL
WMCB, New York, N. Y.

ZAIMES, CHARLIE
Charle Zaimes Reporting
WALL, Middletown, N. Y.

ZAREMBA, JACK
Noonday News
WLAW, Grand Rapids, Mich.

ZIEBARTH, E. W., DR.
WCCO, Minneapolis, Minn.



no matter how she blows

hot or cold

it's

Jerry
STRONG

*Day after day
from 6:05 to 9:30 A. M.
and from 12:30 to 1:30 P. M.
he LEADS THE PARADE
in capturing the hearts
of more listeners
because he's*

- **TOPS IN MUSIC**
- **TOPS IN CHATTER**
- **TOPS IN SHOWMANSHIP**

WINX

Washington's 1st Independent Station

1340 ON YOUR DIAL



Disc Jockeys

(RADIO AND TELEVISION)

—their work during 1948

— A —

ABBOTT, BOB
1480 Club
KAUS, Austin, Tex.

ABBOTT, TOM
1450 Radio Row
WNOE, New Orleans, La.

ADAMS, DANA
Club 600
KTBB, Tyler, Tex.

ADAMS, BERNIE
Musical Clock
WPDQ, Jacksonville, Fla.

ADAMS, GLENN
Manhattan Matinee
WLIB, New York, N. Y.

ADAMS, PAUL
Musical Clock
KFRU, Columbia, Mo.

AGRESTA, PHIL
Tuna Shop
WIS, Columbia, S. C.

AIKEN, JIMMY
KVOP, Plainview, Tex.

ALDEN, NORM
Rhythm Caravan
KXOL, Fort Worth, Tex.

ALDRIDGE, JAY L.
Meet the Artists
WROB, West Point, Miss.

ALFRED, JERRY
KPQ, Wenatchee, Wash.

ALFRED, RUSTY
Woodchoppers Ball
KTRF, Lufkin, Tex.

ALISON, HUGH
WGAC, Augusta, Ga.

ALLEN, BOBO
Musical Clock
KIOX, Bay City, Tex.

ALLEN, DAVE
Jukebox Serenade
WKAI, McComb, Ill.

ALLEN, ERNIE
Stardust Time, Ernie's Choice
KFAB, Omaha, Neb.

ALLEN, HERB
Top Tunes
KMPC, Los Angeles, Cal.

ALLEN, J. T.
Coffee Cup Review
KXOX, Sweetwater, Tex.

ALLEN, LEN
Dawn Busters
KLO, Ogden, Utah

ALLEN, LLOYD
Music Round Turntable
KIGW, Alamosa, Colo.

ALLEN, TED
Allen's Frolics
KATE, Albert Lea, Minn.

ALLEN, TOMMY
KOCY, Oklahoma City, Okla.

ALLEY, VERNON
Down In Vernon's Alley
KROW, Oakland, Cal.

AMADON, ARTHUR
WBZ-WBZA, Boston, Springfield, Mass.

AMOIS, MERVYN
Anything Goes
WJLS, Beckley, W. Va.

AMSBERRY, BOB
Squirrely Bird
KEX, Portland, Ore.

ANDERSON, GASTON
Request Parade
WGWD, Gadsden, Ala.

ANDERSON, HAROLD
KPKW, Pasco, Wash.

ANDERSON, MILTON
11th Hour Dance Time
WMCK, McKeesport, Pa.

ANDERSON, TOM
1340 Club
WLDY, Ladysmith, Wis.

ANDERSON, WARREN
Ramblin' Around
KSTT, Davenport, Ia.

ANDRESON, ORVILLE
KlibKwik
KWIK, Burbank, Cal.

ANDREWS, BOB
Musical Clock
WLEF, Leesburg, Fla.

ANDREWS, DON
Coffee Time
WKNX, Saginaw, Mich.

ANDREWS, NEIL
Request Time
WKRT, Corland, N. Y.

ANDREWS, VIC
Kopp's Carnival
KEIO, Pocatello, Ida.

ANISMAN, DOC
1490 Club
KCIL, Houma, La.

ANSON, BILL
Hollywood, Bandstand
WFWB, Hollywood, Cal.

ANSON, BRUCE
Dancin' With Anson
KWIK, Burbank, Cal.

ANTHONY, ROBERT
Juke Box Revue
WMIX, Mt. Vernon, Ill.

APPLE, BILL
Stay Up Stan
KXA, Seattle, Wash.

ARBUCKLE, BRYANT
Clock Spinner
WAIR, Winston-Salem, N. C.

ARCHER, JOHN
Dial-A-Tune
WCMB, Lemoynne, Pa.

ARIM, THOMAS
Birthday Party
WSTV, Steubenville, O.

ARMSTRONG, BOB
660 Club
KOWH, Omaha, Neb.

ARNOLD, ART
Pap's Tunes, Bar None Ranch.
Cactus Classics
KCKY, Coolidge, Ariz.

ARNOLD, DON
Sunday Serenade
WDHL, Bradenton, Fla.

ARNOTT, BOB
KYSM, Mankato, Minn.

ARRASMITH, HERB
West By Request
KERN, Bakersfield, Cal.

ARTER, MALCUM
You Name It

WKOK, Sunbury, Pa.

ARTHUR, JON
The Jon Arthur Show
WSAI, Cincinnati, O.

ATCHISON, CHARLES
Magic Valley Jamboree
WKAX, Birmingham, Ala.

ATER, TOM
Later With Ater
WKAB, Mobile, Ala.

ATKINS, JIMMY
Musical Alarm Clock
WSSB, Durham, N. C.

ATKINSON, J. C.
Wake Up With J. C.
WBBQ, Augusta, Ga.

AUSLEY, WALLY
The Bandstand
WSSB, Durham, N. C.

AUSTIN, BOB
Hillbilly Hit Parade
WPAK, Charleston, S. C.

AUSTIN, RUSTY
WBUD, Morrisville, Pa.

AVRAM, BUD
Bud's Platter Party
KWFC, Hot Springs, Ark.

— B —

BACON, BOB
Bacon For Breakfast
WBRE, Wilkes-Barre, Pa.

BADEAUX, ED
The Mail Bag
KXYZ, Houston, Tex.

BAILEY, CHARLES
Meet The Band
WBBU, Anderson, Ind.

BAILEY, DON
Open House
KWIK, Longview, Wash.

BAILY, BUD
Treasure Chest
KGCX, Sidney, Mont.

BAILY, CLIFF
Music Hour
KVEC, San Luis Obispo, Cal.

BAIRD, NEIL
Off The Record, Ballroom
Melody
KFFA, Helena, Ark.

BAKER, JOHN
Ramblin' Review
KWPM, West Plains, Mo.

BAKER, TOBY
WELL, New Haven, Conn.

BALDWIN, BILL
Bill Baldwin Matinee
KSFO, San Francisco, Cal.

BALDRICA, MERY
Fat May—The Record Man
WMIQ, Iron Mountain, Mich.

BALL, RODGER
Spanish d-j
WALT, Tampa, Fla.

BANNON, RICHARD
Western Serenade
KITY, Shelby, Mont.

BARAGER, ROBERT
Supper Serenade, Waltz Time
WNBZ, Saranac Lake, N. Y.

Disc Jockeys—Radio-Television

- | | | |
|--|--|--|
| <p>BARBER, DICK
Two On An Isle
KVNU, Logan, Utah</p> <p>BARBER, TOM
Midnight Serenade
WLAK, Lakeland, Fla.</p> <p>BARBER, ROBERT
KTUS, Springfield, Mo.</p> <p>BARLOW, JOHN
Turntable Time
KGEN, Boise, Ida.</p> <p>BARN, TEDDY
Juke Box Review
WHAL, Shelbyville, Tenn.</p> <p>BARRETT, BILL
KVOP, Plainview, Tex.</p> <p>BARRICK, ELDON
Sunrise Serenade
KTRB, Modesto, Cal.</p> <p>BARRICKS, JOHNNY
1490 Club
WKAY, Glasgow, Ky.</p> <p>BARRETT, RICK
On The Sunny Side Of The
Street
KTNS, Santa Barbara, Cal.</p> <p>BARRON, BILL, M.
Music Unlimited
KXCJ, Fort Madison, Ia.</p> <p>BARRON, LEE
Lee Barron Show
KOWH, Omaha, Neb.</p> <p>BARRY, BOB
Bob Barry Show
WCAP, Asbury Park, N. J.</p> <p>BARRY, GENE
Swing with WING
WING, Dayton, O.</p> | <p>BARUCH, ANDRE
Mr. & Mrs. Music (WMCA), New
York, N. Y.</p> <p>BARTELL, ED
The Golden Triangle
WEGH, Pittsburgh, Pa.</p> <p>BARTELL, PAUL
Fox Club
WFOK, Milwaukee, Ill.</p> <p>BARTON, HAL
Synchronization Time, Off The
Record Coffee Time
WTAD, Quincy, Ill.</p> <p>BATCHELOR, DICK
WDBO, Orlando, Fla.</p> <p>BATEMAN, DOUGLAS
Pleasure Patrol
WTAX, Springfield, Ill.</p> <p>BAUER, A. J.
Alarm Clock
WINK, Fort Myers, Fla.</p> <p>BAXTER, CHARLES
1290 Record Club
WTOL, Toledo, O.</p> <p>BAXTER, GORDON, JR.
Siringbilly Jumbatrya
KFAC, Fort Arthur, Tex.</p> <p>BEACHGOOD, BUD
Turntable Roundup
KITO, San Bernardino, Cal.</p> <p>BEAN, BOB
Bob Beans Big Barn Bands</p> <p>BEARD, PAT
Rare Old Records Session
WSTP, Salisbury, N. C.</p> <p>BEATTE, BILL
Tempo Time
WGL, Fort Wayne, Ind.</p> | <p>BEATTY, JAMES
Nite Shift
WBY, Waterbury, Conn.</p> <p>BEAMONT, PERRY
Musical Clock
WOLK, Lima, O.</p> <p>BECK, C. C.
On The Record
WLDY, Ladysmith, Wis.</p> <p>BECK, CARLETON
Around the Town
WKBW, Buffalo, N. Y.</p> <p>BECKER, GEORGE
Evening Heatwave
WEDC, Chicago, Ill.</p> <p>BECKER, HARRY
This Is Becker
KIMO, Independence, Mo.</p> <p>BECKETT, RALPH
Juke Box Review
KWIN, Ashland, Ore.</p> <p>BECKTEL, EARL
1240 Night Club
WSNJ, Bridgeton, N. J.</p> <p>BEDAN, BIRD
Disc & Data
WEAV, Plattsburg, N. Y.</p> <p>BEECHAM, W.
Alarm Clock Club
WHOS, Decatur, Ala.</p> <p>BEIDING, LEE
You Name It
KXLO, Lewiston, Mont.</p> <p>BELL, DON
Don Bell Show
KRNT, Des Moines, Ia.</p> <p>BELL, KEN
Music 'til Midnight
WPDQ, Jacksonville, Fla.</p> |
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1924

— o —

1949

from WJY-WJZ (remember?)
thru CBS-WABC (remember?)
to WMGM-WHN (remember?)

SILVER ANNIVERSARY YEAR

“TED HUSING’S BANDSTAND”

twice daily on WMGM and WMGM-FM

In 1948—Army Football games
Baltimore Colts football games
Indoor Track Meets at Madison Square
Garden
Olympic Games for Voice of America
'Gator Bowl Game—full NBC net

In 1949—Mr. Busher at Churchill Downs . . .

Disc Jockeys—Radio-Television

- BELLAH, MILTON**
Bandstand
WDAR, Savannah, Ga.
- BELLAIRS, MALL**
Music For Men
WCFL, Chicago, Ill.
- BELLINGER, STEVE**
Pop Show
WTCJ, Tell City, Ia.
- BENEDICT, LOUIS P.**
199 Club
KUBC, Montrose, Cal.
- BENNETT, CLYDE**
WKLY, Hartwell, Ga.
- BENNETT, FRED**
Fred Bennett Show
WPEN, Philadelphia, Pa.
- BENNETT, M. J.**
M.J.B.
KSO, Des Moines, Ia.
- BENSON, AL**
Al Benson Show
WJJD, Chicago, Ill.
- BENSON, BOBO**
KYW, Philadelphia, Pa.
- BERG, ALLEN**
Turn Table Time
KSBW, Salinas, Cal.
- BERG, HAL & BRODE, BUDDY**
Club Swing Time
WILK, Wilkes-Barre, Pa.
- BERGEN, RONN**
Coffee Pot
WHOL, Allentown, Pa.
- BERGMAN, ALAN**
Midnight in Syracuse
WNDR, Syracuse, N. Y.
- BERGSTROM, ART**
Timekeeper
WMMW, Meriden, Conn.
- BESSE, HARRY**
Main Stem Derby
KSWI, Council Bluffs, Ia.
- BETTERS, MITCHELL C.**
WTHT, Hartford, Conn.
- BETZ, CARL**
Swing Shift
WCAE, Pittsburgh, Pa.
- BICKNELL, MAX**
Club Carousel
KIUL, Garden City, Kans.
- BIGLEY, DAVID E.**
Requestfully Yours
WJOL, Florence, Ala.
- BILLINGSLEY, JOHN**
KSFA, Nacogdoches, Tex.
- BINGHAM, PETE**
Atomic Boogie
WJOL, Florence, Ala.
- BIRMINGHAM, JOHN**
1450 Club
WNBZ, Saranac Lake, N. Y.
- BISH, DON**
At Your Request
KGM, Boise, Ida.
- BISHOP, CLAY**
Boots and Saddles
KSEM, Moses Lake, Wash.
- BLACK, BERNIE**
For You By Request
WGPA, Bethlehem, Pa.
- BLACK, JOHN**
Dawn O' Day
KGB, San Diego, Cal.
- BLACK, HOWARD**
Rise 'N' Shine
KAY, Phoenix, Ariz.
- BLACKBURN, ROBERT**
KFRE, Fresno, Cal.
- BLAGG, BOB**
Record Reveille
WDNE, Elkins, W. Va.
- BLAIR, LARRY**
WTJS, Jackson, Tenn.
- BLAKE, BRUCE**
Music for Ohio
WHKK, Akron, O.
- BLANCHARD, LOWELL**
Music Clock
WNOX, Knoxville, Tenn.
- BLECKLEY, JOHNNY**
Record Party
WCJU, Columbia, Miss.
- BLOCK, MARTIN**
Make Believe Ballroom (WNEW);
Chesterfield Supper Club (NBC);
The Martin Block Show (MBS);
Martin Block's Musical Merry-
Go-Round Series at M-G-M; Mar-
tin Block Music Corp. (Holly-
wood, Calif); Martin Block Studio
at Encino, Cal.
- BOARDMAN, FRANK**
1380 Club
KSWO, Lawton, Okla.
- BOBB, CHARLIE**
Sunset & Vine
KVOB, Alexandria, La.
- BOGARTE, HOWARD**
Music In The Night
WFAA, Dallas, Tex.

**MORT
NUSBAUM**

Emcee

WHAM — Rochester

50 KW—NBC

1948-1949

CINDERELLA WEEK-END

(Quiz Show)

YOU CAN BE A STAR

(Talent Hunt)

MEET ME AT THE TRITON

(Disc Show from Night Club)

CLOCK WISE

(Morning Show)





Best Wishes From

Bea Wain

Andre Baruch

Wayne Baruch



“... we extend felicitations and congratulations to the management and staff of THE ASSOCIATED PRESS and our fellow members for their achievement in developing THE ASSOCIATED PRESS into the preeminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of THE ASSOCIATED PRESS as a dependable news gatherer in the years to come.” — *Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.*

Disc Jockeys—Radio-Television

BOGDEN, HILARY

Comes Seven
WJAS, Pittsburgh, Pa.

BOGGESS, JOHN

All Request Hour
WLAG, La Grange, Ga.

BOLEN, JIM

1020 Club
WCIL, Carbondale, Ill.

BOLES, PAUL

Don't Look Now
WFUR, Grand Rapids, Mich.

BOLIN, ART

Swing Session
WARM, Scranton, Pa.

BONDARIN, AV.

Three O'Clock Special
KFOR, Lincoln, Neb.

BONER, LEE

Saturday Swing Session
KAWT, Douglas, Ariz.

BOOEN, SHERM

Friendly Time
WDGY, Minneapolis, Minn.

BOOM, JANE

Package From Parkers
WOC, Davenport, Ia.

BORTWICK, BILL

Anything Goes
WBRC, Birmingham, Ala.

BOSWORTH, GRANT

Hayloft Hit Parade
KJAM, Vernal, Utah

BOUCHIER, GENE

600 Club
WPDQ, Jacksonville, Fla.

BOYLAY, ROBERT

Say It With Music
WHYN, Holyoke, Mass.

BOWER, DICK

Dance Roundup
WRAC, Williamsport, Pa.

BOWLES, SHANNON

Grapevine Party Line
KELD, El Dorado, Ark.

BOYD, HARVEY

KWBC, Fort Worth, Tex.

BOYLE, WILLIAM

Journeys Into Jazz, Comin'
Right Up
WGRD, Grand Rapids, Mich.

BOYETT, PAT

Rhythm Express
KONO, San Antonio, Tex.

BOYSEN, JIM

Jim Boyesen Show
WTC, Minneapolis-St. Paul,
Minn.

BRADFORD, JOHNNY

Johnny Bradford Show
WRC, Washington, D. C.

BROWN, SAM

Music Hall
WINX, Washington, D. C.

BRADLEY, BILL

Breakfast With Bradley
WLYN, Lynn, Mass.

BRADLEY, BOB

Platter & Platter Time
WDAY, Fargo, N. Dak.

BRANDL, MILT

WISN, Milwaukee, Wis.

BRANT, BILL

Midnighter's Club
KDKA, Pittsburgh, Pa.

BREENE, PAT

Whittier Square Matinee, Rec-
ord Roundup

BREEZY, CHUCK

Rhythm Roundup
KDLK, Del Rio, Tex.

BRENT, LEE

WJOL, Joliet, Ill.

BREWER, DAN

Mail Bag
WMRN, Marion, O.

BRICE, BE

Anything Goes—and Does
WTPR, Paris, Tenn.

BRIEN, PAYTON

Breakfast with Brien
WDXB, Chattanooga, Tenn.

BRIGHT, HOWARD

Alarm Clock Club
WKMO, Kokomo, Ind.

BRITT, PAUL

Teen Time, Groove Graveyard
KCOL, Fort Collins, Colo.

BROILERS, MARK

Dance Club
KGNO, Dodge City, Kans.

BROKENSHERE, NORMAN

WNBC
"Norman Brokenshire Show"

BROOKINS, DON

Brookins Incorporated
WDLF, Panama City, Fla.

THIS IS YOUR
BROADWAY AND HOLLYWOOD
REPORTER AND RECORDER

JACK EIGEN

SAYING
"MEET ME AT
THE COPA"
EVERY NIGHT—12 TO 4 A.M.
WINS-WLW

AND ON TV
"I'M AT DUMONT"
THURSDAYS 7:45 P.M.

SPECIAL TO FRED ALLEN
"THANKS"

WILBUR STARK - JERRY LAYTON
Program Productions

551 5th Ave. • NEW YORK 17, N.Y.



Joe Franklin

"The Young Man With the Old Records"

Disc Jockeys—Radio-Television

- BROOKS, BOB**
MusicoLOGY
WSCR, Scranton, Pa.
- BROOKS, FOSTER**
Million Dollar Ballroom
WKBB, Buffalo, N. Y.
- BROOKS, GEORGE L.**
Hillbilly Hit Parade
KDX, Dickinson, N. Dak.
- BROOKS, TOM**
Merry Go Round
KAWT, Douglas, Ariz.
- BROOKS, TOM**
Babbling Brook
WHAW, Weston, W. Va.
- BROPHY, BILL**
Brunch With Brophy
WKNY, Kingston, N. Y.
- BROWN, BILL**
The Nut Club
WKK, Erie, Pa.
- BROWN, BOB**
WEPM, Martinsburg, W. Va.
- BROWN, BOB**
Music Room, Punch Bowl
Show
WMD, Atlantic City, N. J.
- BROWN, FRANK ROBINSON**
KHUM, Eureka, Cal.
- BROWN, GERALD**
Brown's Derby
WGRC, Louisville, Ky.
- BROWN, HARVEY**
Platter Party
WLB, Leesburg, Fla.
- BROWNING, BILL**
KMON, Great Falls, Mont.
- BRUCE, LATHROP**
Designs In Harmony
KTM, San Rafael, Cal.
- BRUCE, RAMON**
Ravin' With Ramon
WHAT, Philadelphia, Pa.
- BRUNCH, TAYLOR**
WIRR, Dallas, Tex.
- BRYANT, FLOYD**
Early Bird Program
KFXD, Nampa, Ida.
- BRYANT, KENNY**
Supertime Frolics
WKEY, Covington, Va.
- BRYANT, WILLIE**
After Hours Swing
WHOM, New York, N. Y. &
Jersey City, N. J.
- BUBB, ROBERT**
WPTW, Piqua, O.
- BUCHANAN, BRUCE**
Dixie Jamboree
WMFD, Wilmington, Del.
- BUCHANAN, DEAN**
Platter Party
KCSU, Provo, Utah
- BUCKLEY, DICK**
11th Hour
WANE, Fort Wayne, Ind.
- BUECHLER, JACK**
Juke Box Review
WEKT, Milwaukee, Wis.
- BUETTNER, AL**
Music 'Til Past Midnight
WTMJ, Milwaukee, Wis.
- BULLINGTON, BILL**
1450 Club
KSGM, Ste. Genevieve, Mo.
- BURGE, RALPH**
Breakfast With Burge, Jam
For Supper
WJBO, Baton Rouge, La.
- BURKE, JACK**
Spinner's Sanctum
WCY, Malone, N. Y.
- BURKHEAD, WILLIE**
Morning Melodies
KTTR, Rolla, Mo.
- BURNS, DARREL**
Five Five Club
KXLE, Ellensburg, Wash.
- BURNS, ROGER**
Melody Time
WBEL, Beloit, Wis.
- BURNSIDE, CURTIS**
KYJC, Medford, Ore.
- BURT, BILL**
For Shuntins
WCOL, Columbus, O.
- BURTON, BOB**
Breakfast With Burton
Rhythm by Request
WEEK, Peoria, Ill.
- BURTON, LINN**
Platter Party
WENR, Chicago, Ill.
- BUSSE, AL**
WST, Bloomington, Ind.
- BUTLER, JOSEPH**
WKZO, Kalamazoo, Mich.
- BYRD, HERBERT**
KXLR, No. Little Rock, Ark.

— C —



TED STEELE



The **JOHNNY**
CLARKE *Show*

Disc Jockeys—Radio-Television

- CALLIGNA, CLAYTON V.**
Make Believe Danceland
WFRP, Savannah, Ga.
- CALVERT, ROBERT**
Moods in Rhythm
WAJR, Morgantown, W. Va.
- CAMERON, FRANK**
Call To Breakfast
WHAV, Haverhill, Mass.
- CANDEDO, LOUIS**
740 Club
WORZ, Orlando, Fla.
- CAPPELMAN, CHARLES**
In The Groove
WRVA, Richmond, Va.
- CARBAJAL, GEORGE**
1230 Club
KWTC, Barstow, Cal.
- CAREY, RALPH**
KSWI, Council Bluffs, Ia.
- CARLTON, KEN**
WLOX, Biloxi, Miss.
- CARROL, JAMES**
Name The Tune
WBBB, Burlington, N. C.
- CARROLL, RAY**
After Hours Swing
WHOM, New York, N. Y. &
Jersey City, N. J.
- CARROLL, ROBERT C.**
Morning Varieties
WRHT, Rock Hill, S. C.
- CARROLL, VINCENT**
Breakfast Parade
WBAX, Wilkes-Barre, Pa.
- CARSWELL, TOM**
Studio Party
WORZ, Orlando, Fla.
- CARTER, AILA**
Capital Club, Baby Sitters'
Ball
WPTR, Albany, N. Y.
- CARTER, ED**
Ed's Record Rack
WACE, Chicopee, Mass.
- CARTER, JACK**
Radio Juke Box
KSEF, Durant, Okla.
- CARTER, LEROY**
Carters Clambake
KCTX, Childress, Tex.
- CARTER, SAM**
WCAV, Norfolk, Va.
- CARY, TOM**
KFEQ, Disc Derby
KFEQ, St. Joseph, Mo.
- CARTER, VAL**
You Asked For It
WJOY, Burlington, Vt.
- CARTWRIGHT, LOWELL**
Impressions in Wax
WRUN, Utica, N. Y.
- CARVER, CAMPBELL**
Morning In Montgomery
WMON, Montgomery, W. Va.
- CAUSEY, DON**
Rise And Shine
KHOZ, Harrison, Ark.
- CAVANAUGH, JOE**
Hi Neighbor
WARD, Johnstown, Pa.
- CAVITT, DON**
Waxing Wise
WBHY, Appleton, Wis.
- CASEY, MARY**
For The Ladies
WJPG, Green Bay, Wis.
- CASHION, JOHN T.**
Daybreak Jamboree, 810 Club
WKBC, North Wilkesboro,
N. C.
- CASSELMAN, CHET**
Time Out For Music
KERN, Bakersfield, Cal.
- CATON, EARL, JR.**
Waiting For Caton
WKDK, Newberry, S. C.
- CAUDHILL, CARL**
Caudhille's Carnival
WWNF, Fayetteville, N. C.
- CEDRIC, SIR**
Sir Cedric
KTRM, Beaumont, Tex.
- CERULA, PAUL**
The Timekeeper
WYPO, Stroudsburg, Pa.
- CESSNA, R.**
By Request
WOAP, Owosso, Mich.
- CHAPEAU, TED**
Lazy Bones, Sky Commuter
WMBR, Jacksonville, Fla.
- CHAPMAN, CHUCKLE**
Breakfast With Chuckles
WISH, Indianapolis, Ind.
- CHAPMAN, FRED**
Whistlin' In The Dark
WILK, Wilkes-Barre, Pa.



JACK LACY

"Listen To Lacy"
"Bushels Of Fun"

M.C.—Quiz Master—Disk Jockey

WINS



MAURICE HART

ANNOUNCER—PRODUCER—NARRATOR

"Start-The-Day-Right" 6 to 7 Ayem
"Memory Lane" 10:30 to 11:00 Ayem

MONDAY THRU SATURDAY

K F W B

Disc Jockeys—Radio-Television

CHARLES, JERRY

At Home With Jerome
WTOR, Torrington, Conn.

CHARLES, VAN

WIBK, Knoxville, Tenn.

CHASE, BRANDON

WLC, New London, Conn.

CHASE, BUD

1290 Club
WMLD, Milwaukee, Wis.

CHASE, EDDIE

Off The Record
WOOD, Grand Rapids, Mich.

CHASE, GLEN

Dance Time
KCRB, Sacramento, Cal.

CHESTER, BOB

Bob Chester Show
WKMH, Dearborn, Mich.

CHRISTENSEN, FRED

Rhythmi Express
WMPB, Memphis, Tenn.

CHRISTENSON, ROYCE

It's Up To You
KTRE, Lufkin, Tex.

CHRISTIE, LEWIS

Eye Opener
KOCA, Kigore, Tex.

CHRISTIE, PHIL

WVOM, Boston, Mass.

CLAIR, JOHNNY

Chair On The Air
WBYC, Newport News, Va.

CLARK, BILL

Please Play
KHUZ, Borzer, Tex.

CLARK, INGRAHAM

1400 Club
KREO, Indio, Cal.

CLARK, LOWELL

KGEF, Shawnee, Okla.

CLARK, WARREN

920 Club
KFXJ, Grand Junction, Colo.

CLARKE, JOHNNY

Announcer, Narrator; b. King-
ston, O., May 10, 1913; ed. U.
of Cinn., Cincinnati Conserva-
tory of Music, Miami U. (Ohio);
Going to Town, Three Corner
Club (WINS); Riffenhouser
Chimes Show (TV) The Johnny
Clarke Show (WNJR).

CLARKSON, HARRY

Sat. Afternoon Sports Parade
WBBC, Bethesda-Chevy-Chase,
Md.

CLAYTON, BOB

Times & Trivia
WJAS, Pittsburgh, Pa.

CLAYTON, ROBERT

WJDM, Lansing, Mich.

CLEAVER, MARSHALL S.

Polka Dot
WKAP, Allentown, Pa.

CLEMET, JOHNNY A.

Milkman's Matinee
WARD, Johnstown, Pa.

CLETON, JACK

Clifton Comes Calling
WJMO, Cleveland, O.

COCHRAN, PAUL

1190 Club
KWHK, Hutchinson, Kans.

CODDON, HAL

'Cheatin' On The Sandman, Cot-
ton Tales
KPFMB, San Diego, Cal.

COLE, GEORGE

Cole-cuts
KPOX, Long Beach, Cal.

COLE, MAX

Wake Up New York
WOV, New York, N. Y.

COLE, STEVE

Music In The Afternoon
WHCU, Ithaca, N. Y.

COLEE, DONN R.

Club 1240
WLBF, Leesburg, Fla.

COLEMAN, PAUL

Timekeeper
WINR, Binghamton, N. Y.

COLONNA, VICTOR

The Night Owl
WMTW, Portland, Me.

COLTON, MIFF

Wake Up Maine
WLAM, Lewiston, Me.

COMO, HUNTER

Hunter Como Show
KDAL, Duluth, Minn.

CONNOR, BILL

Friendly Time
WEBC, Duluth, Minn.

CONRAD, STAN

Carolina Reveille
WSJS, Winston-Salem, N. C.

CONWAY, TOM

Time For Dancing
WHIS, Bluefield, W. Va.

COOK, BOBBY

KWFT, Wichita Falls, Tex.

COOK, CLARK

Afternoon Agenda
KTMS, Santa Barbara, Cal.



JACK STERLING

"The Jack Sterling Show"

6-7:45 a.m.—CBS



BOB POOLE

"POOLE'S PARADISE"

Monday thru Friday — 9:30-10 a.m.

Saturdays — 3-3:30 p.m.

MBS

Dise Jockeys—Radio-Television

- COOK, IRA**
 Sunday Record Session
 KMPC, Los Angeles, Cal.
 Dance Time
 KFAC, Los Angeles, Cal.
- COOK, JACK**
 1240 Club, What's Cookin'
 KRDO, Colorado Springs, Colo.
- COOK, JAMES R.**
 Country Boy, Chuckwagon.
 Alarm Clock Club
 WGBA, Columbus, Ga.
- COOK, VERN**
 Vern Cook Show
 WGY, Schenectady, N. Y.
- COONTZ, EDDIE**
 Eddie's Corner Store
 KOMA, Oklahoma City, Okla.
- COOPER, JACK L.**
 Rug Cutters' Special
 WSBC, Chicago, Ill.
- COOPER, VERNON**
 Musical Mailbox
 WCNU, Crestview, Fla.
- COPE, FRANK**
 Alarm Klok Klub Matinee
 KJBS, San Francisco, Cal.
- CORNIEA, TOM**
 KDEC, Decora, Ia.
- CORLEY, GORDON**
 Time To Dance
 KFKA, Greeley, Colo.
- COURTNEY, ALAN**
 MBS, WNEW
- COWART, MYRL**
 Campus Capers
 WFOY, St. Augustine, Fla.
- CRABBE, WILLIAM A.**
 KRUZ, Santa Cruz, Cal.
- CRAGER, ROBERT**
 Melody Matinee
 WWC0, Waterbury, Conn.
- CRAIG, E. G.**
 Shopping Guide
 KCLE, Cleburne, Tex.
- CRAIG, GEORGE**
 Coffee With Craig
 KFDX, Wichita Falls, Tex.
- CRANDALL, PAUL**
 Yawn Patrol
 WROM, Rome, Ga.
- CRANE, BEN**
 Century 8 Club
 KXIC, Iowa City, Ia.
- CRAVEN, HAROLD**
 On The Record
 WHPE, High Point, N. C.
- CRIST, JIM**
 Morning In Maryland
 WFBR, Baltimore, Md.
- CRIST, PHIL**
 Morning In Maryland
 WFBR, Baltimore, Md.
- CROCKER, JERRY**
 Crocker's Clambake
 WMOA, Marietta, O.
- CROCKER, LEE**
 Needlework
 KOMO, Carthage, Mo.
- CROFFORD, GEORGE**
 1510 Club
 KOCS, Ontario, Cal.
- CROWE, GORDON**
 Tom Thumb
 KALL, Salt Lake City, Utah
- CROWE, HILTON**
 WALT, Tampa, Fla.
- CRUISER, ED**
 WERC, Erie, Pa.
- CU'DABAC, BILL**
 1130 Club
 KWKH, Shreveport, La.
- CURRY, DON**
 Don's Matinee
 KSJO, San Jose, Cal.
- CURTIS, GEORGE**
 560 Review
 WGAN, Portland, Me.
- CURTIS, KEN**
 All Alone Club
 KELK, Elko, Nev.
- CUTTING, DICK**
 Downbeat Club
 KBUC, Corona, Cal.
- CUTTING, DICK**
 Magic Bandstand
 KCSB, San Bernadino, Cal.

— D —

- DABECO, HENRY**
 WJAS, Pittsburgh, Pa.
- DAHLBERG, JERRY**
 Gotta Match Jo
 KR0X, Crookston, Minn.
- DAHLING, JOE**
 Platter Parade
 WLDY, Ladysmith, Wis.



TEDD LAWRENCE
WLIB

ART SCANLON

Humorist

WINS

New York



Disc Jockeys—Radio-Television

- DALE, REX**
Breakfast Time
WCKY, Cincinnati, O.
- DANIELS, PAUL**
Matinee
WWNH, Rochester, N. H.
- D'ARCY, BOB**
KPKW, Pasco, Wash.
- DARY, ALAN**
WBRY, Waterbury, Conn.
- DAUGHERTY, BERT**
Yours For The Asking
KWAL, Wallace, Ida.
- DAUGHERTY, DOC**
1250 Lunch Club
WNOV, York, Pa.
- DAVIDSON, DOM**
WTJS, Jackson, Tenn.
- DAVIDSON, TOM**
Swing Shift
WCCA, Pensacola, Fla.
- DAVIS, BILL**
Dubing Davis
WBLJ, Dalton, Ga.
- DAVIS, DAN**
Club 1270
KIOX, Bay City, Tex.
- DAVIS, DON**
Flying Disks, Rise and Shine
KFRC, San Francisco, Cal.
- DAVIS, EDDIE**
Morning Merry-Go-Round
WTOG, Savannah, Ga.
- DAVIS, EDWARD**
1450 Club
WPPG, Atlantic City, N. J.
- DAVIS, GEORGE**
Turntable Travels
WRBL, Columbus, Ga.
- DAVIS, JOHN L.**
Covington, Va.
- DAVIS, H. KEN**
Twilight Traits
KRNO, San Bernardino, Cal.
- DAVIS, OVIDE**
1490 Club
KCLL, Houma, La.
- DAWSON, TOM**
Off The Record
KTXN, Austin, Tex.
- DAWSON, WILLIAM H.**
1400 Club, The Housewife Re-
quest, Coffee Time
WPAY, Portsmouth, O.
- DAY, BOB**
Katy Club
WKTY, LaCrosse, Wis.
- DAY, MAX**
Rompin' & Stompin'
WKMO, Kokomo, Ind.
- DE ALESSI, GENE**
Coffee Club
KTM, San Rafael, Cal.
- DEAN, BOB**
Platter Slants
WJOB, Hammond, Ind.
- DEANE, JOE**
Open House
WHFC, Rochester, N. Y.
- deBIE, DICK**
1450 Club
KSTG, Crowley, La.
- DEE, TOMMY**
Rise & Shine
WSBI, South Bend, Ind.
- DERING, DEE**
Dee Dering
WDUK, Durham, N. C.
- deGRAVELLE, ROU**
Good Morning Farmer Friend
KROP, Abbeville, La.
- DE LA GARZA, RAMERO**
Atlantercer Mexicanos
KURV, Edinburg, Tex.
- DELANEY, CHUCK**
Club 1340
WCBI, Columbus, Miss.
- DELLINGER, JOHN**
Club 1340
WJRI, Lenoir, N. C.
- DENMON, PAUL**
WKWF, Key West, Fla.
- DENWITT, PAUL**
Magic Valley Sovereign
KMO, McAllen, Tex.
- DEPPEN, STAN**
Tunes in Tempo
WSBA, York, Pa.
- DERBY, CLIFF**
Tunes 'Round Noon
WAOV, Vincennes, Ind.
- deVICTOR, MARTY**
WENS, Columbus, O.
- DICKLER, SID**
Disc Diggin'
WHOD, Homestead, Pa.
- DIETZ, ROBERT**
WBSR, Pensacola, Fla.
- DILL, GLEN**
The Suddial
WTSP, St. Petersburg, Fla.
- DILLINGHAM, ALEX**
Club 1430
WHS, Lansing, Mich.
- DILLNER, RILL**
WFDC, Chicago, Ill.
- DIXON, MASON**
Yawn Patrol
KICD, Spencer, Ia.
- DIXON, PAUL**
WCTO, Cincinnati, O.
- DOBEY, JOHN**
Joblin John
KFMI, Tulsa, Okla.
- DOBBS, JOE**
Pot Luck Party
KVVC, Ventura, Cal.
- DOGGETT, JERRY**
WIR, Dallas, Tex.
- DOMEC, JOHNNY**
Disking With Domec
KROP, Abbeville, La.
- DON, Uncle**
Uncle Don's Record Party
WOR, New York, N. Y.
- DONAGHUE, STEVE**
Top Melody Tune
WAGM, Presque Isle, Me.
- DONALDSON, BOB**
WJJI, Montgomery, Ala.
- DONEY, JIM**
WSRS, Cleveland Heights, O.
- DONOHUE, THOMAS H.**
Luncheon Melodies
WRUF, Gainesville, Fla.
- DORRY, RAY**
Turntable Terrace
WBZ - WBZA, Boston - Spring-
field, Mass.
- DORSEY, BILL**
Sunnyside
WSKY, Ashville, N. C.
- DOSTER, TOMMY**
Georgia Hayride
WAGA, Atlanta, Ga.
- DOUGLAS, HUGH**
Tops In Town
WCFL, Chicago, Ill.
- DOUGLAS, WOLLY**
WCAV, Norfolk, Va.
- DONEY, BILL**
WISN, Milwaukee, Wis.
- DOWNEX, JACK**
WONS, Hartford, Conn.
- DOWNING, CLYDE**
Musical Clock
WOBT, Rhineclander, Wis.
- DONING, VERNON**
RRKO, Everett, Wash.
- DREPPERD, BOB**
Morning In Norfolk
WLOW, Norfolk, Va.
- DREXLER, JIM**
570 Club
WMAM, Marinette, Wis.
- DREYFUSS, DICK**
Discs by Dick
WAGM, Presque Isle, Me.
- DRUM, DEWEY**
Early Riser Club
WSOC, Charlotte, N. C.
- DUBAR, DENISE**
CKAC, Montreal, Que., Canada
- DU ROIS, CHARLES**
Wax Works, KBMY, Billings,
Mont.
- DUDLEY, DICK**
WNBC, Rockaby Dudley
- DUDLEY, MARY**
Movin' Round
WHOD, Homestead, Pa.
- DUMAS, ROLAND**
Tops In Pops
WMA5, Springfield, Mass.
- DUNAWAY, JAMES C.**
1100 Club
WLEB, Carrollton, Ga.
- DUNBAR, ED**
WBQJ Jamboree
WBQJ, Augusta, Ga.
- DUNBAR, WALT**
Turntable Terrace
WBET, Brockton, Mass.
- DUNCAN, JIM**
Requestfully Yours
WEBQ, Harrisburg, Ill.
- DUNFORD, HOWARD**
Club 1490
WMRN, Marion, O.
- DUNHAM, JIM**
Polka Time
WMMW, Meriden, Conn.
- DUNLAP, WALLACE**
Dial Dunlap
WLIZ, Bridgeport, Conn.
- DUNN, BILL**
By The Numbers
WKBN, Youngstown, O.
- DUNN, TON**
Music Review
WCYB, Bristol, Va.
- DUNNE, BOB**
16th St. Parade
WXT, Milwaukee, Wis.
- DURAND, TOM**
Dance Parts
WTMT, Trenton, N. J.
- DURBIN, EUGENE**
Bandstand
KOCS, Ontario, Cal.
- DUTY, EDWARD**
KRUZ, Santa Cruz, Cal.
- DURVALL, JERRY**
1230 Club
KTRF, Thief River Falls,
Minn.
- DYER, BILL**
Top Of The Morning
KSJO, San Jose, Cal.

— E —

- EARL, GLENN**
Record Revellie
KPBX, Beaumont, Tex.
- EARLE, ROBER**
Platter Party
WCLA, Baton Rouge, La.
- ECKERT, EDWARD**
Rhythm, Corral
WKNY, Kingston, N. Y.
- EDGAR, BILL**
WEBJ, Elizabethton - Johnson
City, Tenn.
- EDWARD, GENE**
Falslaff Serenade
WOW, Omaha, Neb.

Disc Jockeys—Radio-Television

— P —

- EDWARDS, FRED**
KLTW, Dallas, Tex.
- EDWARDS, TOM**
Jam For Supper
KICD, Spencer, Ia.
- EDWARDS, WARREN**
Take It Easy Time
WISR, Butler, Pa.
- EICHEN, AL**
WISlin' Time
WISL, Shamokin, Pa.
- EICHER, ROBERT**
Century Club
WBEL, Beloit, Wis.
- EIGEN, JACK**
Meet Me At The Copa (WINS);
DuMont Television
- ELLETT, DUANE**
WHO, Des Moines, Ia.
- ELLINGTON, DUKE**
WMCA, New York N Y
- ELLIOT, CHARLES**
Atomic Boogie
WMGY, Montgomery, Ala.
- ELLIOT, DON**
WCON, Atlanta, Ga.
- ELLIOTT, BILL**
Hits for the Mrs.
KERO, Bakersfield, Calif.
- ELLIS, JACK**
Melody Matinee
WCBN, Youngstown, O.
- ELLIS, LEE**
WSPR Rhythm Society
WSPR, Springfield, Mass.
- ELLIS, LORRAINE**
Saturday Night House Party
WSPR, Springfield, Mass.
- ELLSWORTH, LEO**
Matinee Melange
KWEI, Ida.
- ELSTON, BOB**
Club 970
WJMX, Florence, S. C.
- ELY, HUGH**
Poor Man's Alarm Clock
WNVA, Norton, Va.
- EMERALD, GENE**
Gene Emerald Show
KRNT, Des Moines, Ia.
- EMMERICH, LEE**
Date With a Disc
WKOX, Framingham, Mass.
- ENGLE, ROBERT**
1480 Club
- EARLE, STANLEY**
Anything Goes
KAYL, Storm Lake, Ia.
- ERWIN, TOMMY**
Rise & Smile
KVOB, Alexandria, La.
- EVANS, BILL**
Wax and Needle Club
WCFL, Chicago, Ill.
- EVANS, CLAUDE**
Rural Rhythm
KSWM, Joplin, Mo.
- EVANS, JEFF**
After Hours
KRUL, Corvallis, O.
- EYNS, JOHN**
Dance Time
WCOS, Columbia, S. C.
- EVANS, JOHN**
Mail Bag
WMON, Montgomery, W Va.
- EVERSON, BOB**
Hibbilly Raugh
KLEE, Houston, Tex.
- EVERSON, CHRIS**
Solid Senders Club
WMOX, Meridian, Miss.
- EVRICH, DICK**
Matinee Frolick
WSIR, Winter Haven, Fla.
- JACMEYER, ROY**
Jersey Jamboree
WSNJ, Bridgeton, N. J.
- FAHEY, JOHN**
Side by Side
KNEW, Spokane, Wash.
- FARCHILD, CHUCK**
Rhythm at Random
WBUX, Doylestown, Pa.
- FANNING, BILL**
KRJO, Everett, Wash.
- FARMER, JON**
Early Worm
WAGA, Atlanta, Ga.
- FARRISS, WAYNE**
680 Klub
WGLE, Clearwater, Fla.
- FAULK, A. L.**
WCKB, Dunn, N. C.
- FEAGANS, EARNIE**
Peagan's Follies
WQOD, Chattanooga, Tenn.
- FEATHER, LEONARD**
Jazz at Its Best
WJCM, New York, N. Y.
- FEIN, MEL**
Club 1310
WGAT, Utica, N. Y.
- FELLER, SHERM**
Cmo Midnight
WBEI, Boston, Mass.
- FERESTAT, DICK**
Platter Chatter
KKIN, Visalia, Calif.
- FIELDS, CHUCK**
KWIN, Ashland, Ore.
- FIELDS, BILL**
Swing Session
WZIP, Covington, Ky.
- FINCH, BUD**
WELL, New Haven, Conn.
- FINCH, DEE**
WNEW, New York, N. Y.
- FINGER, ART**
Sun Dial
WXYZ, Houston, Tex.
- FISHER, JIM**
Live Tol Five
WGGG, Gainesville, Fla.
- FISHER, PAUL**
WLIO, East Liverpool, O.
- FITZGERALD, DON**
Musical Revolve
WTBF, Troy, Ala.
- FITZGERALD, GORDON**
570 Matinee
WBAP, Fort Worth, Tex.
- FLETCHER, THOMAS**
Matinee Dancetime
WIK, Cleveland, O.
- FLOOD, JOE**
Unsee-Dozy
KTLN, Denver, Colo.
- FOLAND, MYLES**
WSIV, Pekin, Ill.
- FOLEY, DAVE**
KRKO, Everett, Wash.
- FORD, ART**
WNEW, New York, N. Y.
- FORD, CHARLES**
WCCP, Savannah, Ga.
- FORD, JOHN**
Grandpappy Gramophone
WTCN, Minneapolis-St. Paul,
Minn.
- FORD, MILTON O.**
Early Mornins Show
WVDC, Washington, D. C.
- FOREMAN, BILL**
Rhythm Rodeo
KYA, San Francisco, Cal.
- FORNEY, BILL**
Tuxedo Junction
KSN, San Francisco, Cal.
- FORSSELL, GENE**
Sun-KIST Show
KIST, Santa Barbara, Cal.
- FORSTER, BOB**
WICA, Ashtabula, O.
- FOSS, DAREYL**
Western Swing
KTJS, Hobart, Okla.
- FOSTER, JACK**
Juke Box Review
WFHR, Wisconsin Rapids, Wis.
- FOSTER, JOHN**
Requestfully Yours
WBAX, Wilkes-Barre, Pa.
- FOSTER, TERRY**
Record Show
WHBL, Sheboygan, Wis.
- FOUNTAIN, BILLY**
Time and Tune Parade
WKY, Oklahoma City, Okla.
- FOWLER, J. E.**
Finale Time
WNGO, Mayfield, Ky.
- FOWLER, JIM**
Record Shop
WGPC, Albany, Ga.
- FOX, SYLVAN**
Spotlight Rhythm
KSYL, Alexandria, La.
- FRANCIS, AL**
Fun With Francis
WKST, New Castle, Pa.
- FRANKEL, GENE**
KHM, Hannibal, Mo.
- FRANKLIN, JOE**
Antique Record Shop (WMCA),
New York, N. Y.
- FRAWLEY, TOM**
KWNO, Winona, Minn.
- FRAZIER, BOB**
WMMN, Fairmont, W Va.
- FRAZIER, JIM**
Musical Varieties
WCBT, Columbus, Miss.
- FREDERICKS, BILL**
The Honeydrippers
KWJJ, Portland, Ore.
- FREDERICKS, DON**
Melody Matinee
KDSH, Boise, Ida.
- FREED, ALLEN**
Request Review
WARK, Akron, O.
- FREELAND, MIKE**
Platter Time
WEKR, Fayetteville, Tenn.
- FREEMAN, PAUL**
Party Line
KAFY, Bakersfield, Cal.
- FRENCH, NED**
1360 Club
WLYN, Lynn, Mass.
- FRIELING, JIM**
Morning Pickup, Platter Pa-
rade
WXXA, Buffalo, N. Y.
- FRIEND, GEORGE**
Lake Region Serenade
WLAJ, Lakeland, Fla.
- FRISCH, BOB**
Souris Serenade
WMAW, Milwaukee, Wis.
- FROELICH, DON**
State Show
WAUX, Waukesha, Wis.
- FROST, DONALD, M.**
Gene Antry Time, Time To
Dance
WPAV, Portsmouth, O.
- FROST, FRANK**
Colby, Kans.

Disc Jockeys—Radio-Television

FULMAR, ALLAN
Let's Dance
WKIX, Columbia, S. C.

FURMAN, R. W.
Music In The Air
WMAF, Monroe, N. C.

FUSCO, DAN
"The Timekeeper"
WKAL, Roanoke-Citica, N. Y.

— G —

GABRIEL, DON
By Dawn's Early Light
WJW, Cleveland, O.

GAILBRAITH, JOHN
Musical Lunch Counter
KGO, San Francisco, Cal.

GAINES, ZEKE
Good Morning Circle
WGAU, Athens, Ga.

GARCIA, GENE
Unk Gene
WALT, Tampa, Fla.

GARMEN, JAKE
1340 Club
KSET, El Paso, Tex.

GARRITT, CHUCK
WEDO, McKeesport, Pa.
Chuck Garratt Show

GARRETT, LEO
Yawn Patrol
WROV, Roanoke, Va.

GARY, DOUG
Noontime Jamboree
WRBL, Columbus, Ga.

GATLING, BILL
Ready For Music
WLFM, Suffolk, Va.

GAVER, JIM
Dance Time
WGCC, Cainsville, Fla.

GEARHART, VAL
Teen Time
KCSB, San Bernardino, Cal.

GEEN, STAN
Motor Melodies
WGAR, Cleveland, O.

GEERTZ, MARTY
Rendezvous With Music
WBLJ, Dalton, Ga.

GEHLERT, BILL
WTEL, Philadelphia, Pa.

GEORGE, LEE
Yawn Patrol
KWTO, Springfield, Mo.

GERON, MORM
The Sun Dial, Make-Believe
Ballroom
WWSO, Springfield, O.

GHORSE, LARRY
Platter Patter
WBET, Brockton, Mass.

GIBBONS, JAMES
The Town Clock
WMAL, Washington, D. C.

GIBSON, FRITZ
WAIM, Anderson, S. C.

GIFFORD, DICK
Record Parade
KRDU, Durham, Cal.

GILBERT, CHARLES
Night Watchman
WNEB, Worcester, Mass.

GILLIS, JOHNNY
Western Swing
WWEF, Palatka, Fla.

GILMAN, HAL
WSLB, Ogdensburg, N. Y.

GILMORE, KEN
Starlight Junction
WLCS, Baton Rouge, La.

GRAND, JOSEPH
WCCO, Hartford, Conn.

GIROUX, LEO
Sunrise Roundup
KGO, San Francisco, Cal.

GLEASON, BOB
Nyc Beach Comber
KNPT, Newport, Ore.

GLOVER, WILLIE
Between the Tables
WMBS, Uniontown, Pa.

GOARD, FRED
KROS, Clinton, Ia.

GOERNER, BOB
Curfew Club
KQW, San Jose, Cal.

GOLDEN, JERRY
Dial in Style
WHBY, Appleton, Wis.

GOODING, KEN
Sunny Side Up
KRES, St. Joseph, Mo.

GOODWIN, HAROLD
Pioneer Town
KTBC, Austin, Tex.

GORION, PHIL
Afternoon Swing Session
WWRL, New York, N. Y.

GORDON, RAY
Waffles & Wax
KTRF, Lufkin, Tex.

GOULD, DICK
Alarm Clock Club
WLOW, Norfolk, Va.

GOWAN, PAUL
WARK, Hazerstown, Md.

GRADY, JOE
950 Club
WPNP, Philadelphia, Pa.

GRAHAM, BILL
Pop Parade
KDSH, Boise, Ida.

GRAHAM, DON
Dawn In Dixie
WHSC, Hartsville, S. C.

GRANGER, JERRY
Melody Mill
KHAS, Hastings, Neb.

GRAVEL, ALAIN
CKAC, Montreal, Que., Can.

GRAVES, GENE
KYW, Philadelphia, Pa.

GRAY, BARRY
The Barry Gray Show
WHAT, Miami Beach, Fla.

GRAY, CHARLIE
Rise 'N Shine
KOME, Tulsa, Okla.

GRAY, HU
You Ask For It
WDZ, Tuscola, Ill.

GRAY, JIM
Melody Merchant
WAUT, Chicago, Ill.

GRAY, MARTIN
KTOP, Topeka, Kans.

GRAYSON, MEL
Request Club
WSSV, Petersburg, Va.

GRAYSON, SID
Lone Star Theatre
KFDX, Wichita, Falls, Tex.

THE GREAT SCOTT
KLEE, Houston, Tex.

GREEN, HAROLD
WFVA, Fredericksburg, Va.

GREENWOOD, WARREN
Platter Playhouse
WEAV, Haverhill, Mass.

GREER, BOB
Club 99
WNOX, Knoxville, Tenn.

GREEK, JAMES
After Hours
WTXL, San Angelo, Tex.

GREGSON, JACK
KROW, Oakland, Cal.

GREGSON, JACK
GE Platter Party
KXOB, Stockton, Cal.

GRENNAN, ED
The Record Man
WBCK, Battle Creek, Mich.

GREY, LANNY & GINGER
Start The Day With A Smile
WMGM, New York, N. Y.

GREY, MITCHELL
Breakfast With You
WJPA, Washington, Pa.

GRIFFIN, DAN
Daybreak in Dixie
WGTM, Wilson, N. C.

GRIFFITHS, BILL
Platter Spinners Parade,
Spinner Sanctum
WRRT, Cortland, N. Y.

GRIGGS, DICK
WVLN, Ciney, Ill.

GRISSON, GAIL
Night Special
WTOM, Bloomington, Ind.

GROFF, WILL
"Rise and Shine"
WBEJ, Hagerstown, Md.

GROHAM, JAMES
Musical Clock
WPPG, Atlantic City, N. J.

GROPPER, HAL
Sweetwood Serenade
WRUN, Utica, N. Y.

GROSSMAN, DICK
Joke Box Serenade
WOLF, Syracuse, N. Y.

GUNDERSON, DALE
Make Mine Music
KXRO, Aberdeen, Wash.

GUNN, DICK
1490 Club
KICO, Calexico, Cal.

GUNTER, ROSE ELLA
High School Platter Party
WTMC, Ocala, Fla.

— H —

HACK, GEORGE
For the Children
WNOW, York, Pa.

HAGMAN, JIM
Platter Parade
WCHV, Charlottesville, Va.

HAGGATT, JERRY
Jerry's Jive Hive
WTCJ, Tall City, Ia.

HALEY, TOM
Off the Record
WTAM, Cleveland, O.

HALL, BOB
Tops In Pops
WVWV, Fairmont, W. Va.

HALL, RUSS
Rues Ball Show
KLIF, Dallas, Tex.

HALLET, PAUL
Records At Random
KOOL, Phoenix, Ariz.

HALLLOCK, TED
Spins & Needles
KPO, Portland, O.

HAMILTON, JIM
Melody Time
WRF, Washington, N. C.

HAMLETT, JAMES
Cactus Jim Show
KMON, Great Falls, Mont.

HAMMONS, ELMER R.
Ross's Record Shop
WGOY, Bangor, Me.

HAMRICK, JOHN C.
The Wake Up Show
WBHF, Cartersville, Ga.

HANCOCK, JOHN
Barn Dance Rapers
WKTY, LaCrosse, Wis.

HANES, FRANK
Melody Time
WPAR, Parkersburg, Pa.

Disc Jockeys—Radio-Television

- HANEY, BERT**
The Critter
KTAE, Taylor, Tex.
- HANNA, BOYCE**
870 Club
WGTL, Kannapolis, N. O.
- HANSSEN, TOM**
Yawn Patrol
WBHB, Fitzgerald, Ga.
- HARDGROVE, F. H.**
Rise & Shine
KCLE, Cleburne, Tex.
- HARDING, BARBARA**
By Request
WMVA, Martinsville, Va.
- HARDING, JIM**
Spotlight Stars
KCSB, San Bernardino, Cal.
- HARDING, JIM**
Disc Jerkey, Variety Time
WHYU, Newport News, Va.
- HARDISIN, BOB**
My Serenade
KVWC, Vernon, Tex.
- HARDMAN, GLENN**
Sunshine Man
KTUL, Tulsa, Okla.
- HARPER, MIKE**
Rise & Shine
WWGP, Sanford, N. C.
- HARPERING, JAMES**
Requestfully Yours
WPFB, Middletown, O.
- HARREL, JACK**
Sylvester's Show
WJHP, Jacksonville, Fla.
- HARRILL, BILL**
KVOP, Plainview, Tex.
- HARRINGTON, BILL**
WVOM, Boston, Mass.
- HARRIS, BASS**
House of Joy
KOL, Scuffle, Wash.
- HARRIS, HOMER**
WKWF, Key West, Fla.
- HARRIS, WILLIAM G.**
WBHP, Huntsville, Fla.
- HARRISON, JACK**
Early Risers
WLAJ, Grand Rapids, Mich.
- HARRY, COUSINS**
Cousin Harry
KIUP, Durango, Colo.
- HART, MAURICE**
Announcer, Disc Jockey; b.
N. Y. C., N. Y., Jan. 6, '09;
Start the Day Right; The Holly-
wood Bandstand; KFWB, Holly-
wood, Cal.
- HARTER, JACK**
WFKC, Columbus, O.
- HARTLEY, JAMES A.**
WGGG, Gainesville, Ga.
- HARTZELL, RICHARD**
Musie You Like
WBPZ, Lock Haven, Pa.
- HARVEY, TOM**
Harvey House
WVCE, Chester, Pa.
- HARWOOD, CRIS**
1540 Turntable Terrace
WJMJ, Philadelphia, Pa.
- HASELTINE, FRED**
Alarm Clock Club
WDNC, Durham, N. C.
- HASSING, DOUGLAS**
Housewife's Hit Parade
WBGY, Montgomery, Ala.
- HATCHER, VANCE R.**
Request a Record
WRON, Ronceverte, W. Va.
- HAGG, CARL**
Melody Time
WKRG, Mobile, Ala.
- HAWKINS, DON**
Don Night Hawkins Show
KSTP, St. Paul - Minneapolis,
Minn.
- HAWTHORNE**
The Hawthorne Thing
ABC
- HAYDEN, W.**
Hi Neighbors
WOAP, Owosso, Mich.
- HAYGOOD, H. W. JR.**
Hit Parade
KOCA, Kilgore, Tex.
- HAYNES, DICK**
Haynes At the Reins
KLAC, Los Angeles, Cal.
- HEAD, BYRON**
Coffee Club
KOLL, Omaha, Neb.
- HEDGEPEETH, BILL**
WCSC, Charleston, S. C.
- HEINEN, LARRY**
Red River Reveille
KFGO, Fargo, N. Dak.
- HELLYER, ART JR.**
WISN, Milwaukee, Wis.
- HENSHAW, FRED**
Reeord Party
KWIL, Albany, Ore.
- HENSON, DOUG**
WTEL, Philadelphia Pa.
- HERMAN, DON**
Music Mart
WPAG, Ann Arbor, Mich.
- HERMAN, JOHN**
Mid-day Jamboree
KTIP, Porterville, Cal.
- HERRING, WELDON**
WCCP, Savannah, Ga.
- HERSCH, WOODY**
You Asked For It
KUTA, Salt Lake City, Utah
- HEXSON, BILL**
WRC Timekeeper
WRC, Washington, D. C.
- HEWEY, IRA I.**
Musical Mailman
WHAJ, Greenfield, Mass.
- HIBDON, MILTON**
Knick Knacks
KTBR, Modesto, Cal.
- HICKMON, RUSSELL**
WEPM, Martinsburg, W. Va.
- HICKOK, BILL**
Alarm Clock Club, Rhyme
Does Pay, 850 Club
WXXW, Albany, N. Y.
- HICKOX, RICHARD**
Yawn Patrol
WLAJ, Lawrence, Mass.
- HIGGINS, HAROLD**
Record Review
WROB, West Point, Miss.
- HIGGINS, JIM**
Take-It-Easy-Time
WVNY, Watertown, N. Y.
- HIGHBY, BOB**
WLIP, Kenosha, Wis.
- HIGHTAIN, ARTHUR**
Swing Time
KWPC, Hot Springs, Ark.
- HIGHTOWER, BILL**
Bill Hightower Show
KFJZ, Fort Worth, Tex.
- HILLE, DALTON**
Hartbeats
WLJK, Lima, O.
- HINKLE, C. L.**
KWTZ, Waco, Tex.
- HINKLE, ED**
Request For Rhythm
WTOM, Bloomington, Ind.
- HINSON, JAMES R.**
Breakfast With Hinson
WRON, Ronceverte, W. Va.
- HIPPS, TOM**
Merry Go Round
KAMQ, Amarillo, Tex.
- HOBART, JOHN**
Forever Music
WDOX, Oneonta, N. Y.
- HODGES, JOHN**
Request Hour
KXOX, Sweetwater, Tex.
- HOFER, DICK**
Hymn Request
KRDU, Dinubia, Cal.
- HOFFHINES, RALPH**
1450 Club
WLEC, Sandusky, O.
- HOGAN, BO**
Hogan's Alley
KWBC, Fort Worth, Tex.
- HOGAN, MARTY**
Marty Hogan Show
WJJD, Chicago, Ill.
- HOGGATT, JACK**
Destination Midnight
KIL, Yakima, Wash.
- HOLCZER, ROBERT**
Jamboree
WBRV, Waterbury, Conn.
- HOLLANO, BILL**
Hi Neighbor Club
WNVA, Norton, Va.
- HOLLER, CARL**
Whoopin Holler
WITZ, Jasper, Ind.
- HOLLEY, KNOX**
Dixie Ronsterbout
WHAL, Shelbyville, Tenn.
- HOLMBERG, HILDING**
WFUN, Huntsville, Ala.
- HOLMES, BOB**
Juke Box Review
WROB, North Adams, Mass.
- HOLMES, DICK**
The Dick Holmes Show
WAMS, Wilmington, Del.
- HOLMS, TED**
Sleepy Time Express
WBRK, Pittsfield, Mass.
- HOOKER, KEN**
Hill Billy Hit Parade
ESET, El Paso, Tex.
- HOOPER, CHUCK**
Star Spotlight
WHKK, Akron, O.
- HOPE, WINKIE**
Midnight Ballroom
WTAR, Norfolk, Va.
- HOPKINS, WES**
Name It and Play It
WTTM, Trenton, N. J.
- HOPPER, LEE**
Morning Juke Box
KTMC, McAlester, Okla.
- HOUGLUM, BOB**
Studio Party
KASH, Eugene, Ore.
- HOUSTON, HAL**
Rise & Shine
KSUE, Susanville, Cal.
- HOWARD, BOB**
WWAZ, Huntington, W. Va.
- HOWARD, TONY**
Melody Matinee
WPIK, Alexandria, Va.
- HOWELL, WAYNE**
Wayne Howell Show
WNBC
- HOY, WALLACE**
Wake Up Lenoir
WJRI, Lenoir, N. C.
- HUCKA, CHUCK**
Coffee Clock
KORE, Eugene, Ore.
- HUDSON, GEORGE**
Downbeat Club
WCAP, Asbury Park, N. J.

Dise Jockeys—Radio-Television

HUFF, RED
WPLH, Huntington, W. Va.

HUGHES, EVAN H.
Variety Club
KVOL, Lafayette, La.

HULLICK, BUDD
WJLL, Niagara Falls, N. Y.

HULL, CHUCK
SwingTime
KPAS, Banning, Cal.

HULL, DICK
1, 2, 3, Club
WFRP, Savannah, Ga.

HULL, JACK
Platter Pantry
KYOU, Greeley, Colo.

HUNGKY HANK
Ranch House Bonndup
WMO, Milwaukee, Ill.

HUNNICUTT, TOM
Tom's Record Shop
KWOC, Poplar Bluff, Mo.

HURST, ED
950 Club
WPHN, Philadelphia, Pa.

HURT, ZACK
KFMZ, Fort Worth, Tex.

HUSE, ROBERT
Wake-Up Show
WOTW, Nashua, N. H.

HUSING, TED
(Husing, Edward B.); Disc jockey;
b. New York, N. Y., Nov. 27,
1901, Pace Inst.; Columbia Univ.
Ext.; Orange Bowl Football Game;
Kentucky Derby, N. Y. & N. J.
Stake Races; U. S. Army Rec-
ruiting Football Series; Indoor
and Outdoor Track and Field;
Disc jock show, (Ted Husing's
Bandstand) WMGM.

HUSTED, DON
Western Hills
KWVC, Vernon, Tex.

HUTCHINS, RALEY
Music of Moderns
WQRC, Vicksburg, Mass.

HUTCHINSON, RAYMOND
WARR, Arlington, Va.

HUNLEY, KEITH
WCRK, Morrislow, Tenn.

HYDEM, BILL
Sooner Sanctum
KMUS, Muskogee, Okla.

— I —

INGERSOLL, CHARLIE
WXLT, Ely, Minn.

INGRAM, BILL
1400 Melody Lane
WSYL, Alexandria, La.

IRVING, BOB
Platter Chatter
WLIP, Lexington, Ky.

IRVING, GEORGE
1230 Club
WOMA, Corinth, Miss.

IYEV, GIRON
WLAQ, Rome, Ga.

— J —

JACKSON, CLIFF
WBSR, Pensacola, Fla.

JACKSON, HAROLD
House That Jack Built
WINX, Washington, D. C.

JACKSON, MAURICE
Music Box
WJAX, Birmingham, Ala.

JACKSON, WALKER
Moonlight Memories
WBSC, Bennettsville, S. C.

JACOBS, DAVE
Jazz, Inc.
WSTD, Baltimore, Md.

JACOBS, DON
Clockwatchers' Society
WCBM, Lemoyne, Pa.

JACOBSEN, DICK
Call a Kop, Wax Works
KOPP, Ogden, Utah

JAEGER, BILL
Suprise Patrol
WBOC, Salisbury, Md.

JAFFE, SID
Night Club of the Air
WNHC, New Haven, Conn.

JAHNKE, HAL
Watch the Clock
KXIC, Iowa City, Ia.

JAMERSON, PETER
1230 Club
WNEB, Worcester, Mass.

JAMES, ANDY
Easy Listening
WGEM, Quincy, Ill.

JAMES, STEPHEN
Once Over Lightly
WBMS, Boston, Mass.

JAMISON, RALPH
What's New
KCOY, Santa Maria, Cal.

JARVIS, AL
Make Believe Ballroom
KLCAC, Los Angeles, Cal.

JAY, GEORGE
Show People's Show
KWIK, Burbank, Cal.

JEFFERS, SLEEPY
Magic Valler Jamboree
WTIP, Charleston, W. Va.

JEFFERYS, ALLAN
Midnight Platter Party
WFPG, Atlantic City, N. J.

JENKINS, BOB
For Members Only
KONO, San Antonio, Tex.

JENSEN, KEN
Jam Session
KUTA, Salt Lake City, Utah

JESSEE, BLAIR
Hayloft Jamboree
WROM, Rome, Ga.

JESSEN, DICK
Swinging Down the Lane
WMCK, McKeesport, Pa.

JOHNXY & GINNY
Saturday Night Date
WEXL, Royal Oak, Mich.

JOHNSON, BILL
Yawn Patrol
WMIQ, Iron Mountain, Mich.

JOHNSON, BOB
Music Till Midnight
WAJR, Morgantown, Va.

JOHNSON, CLIFF
Cactus Jack Show
WXOB, Stockton, Cal.

JOHNSON, DOTTIE
Dottie's Daily
KSON, San Diego, Cal.

JOHNSON, HERB
Rise 'n' Shine
WMAZ, Macon, Ga.

JOHNSON, JIMMY (11 YRS. OLD)
Children's Classic Hour
WTRR, Sanford, Fla.

JOHNSON, VERNÉ
Mad Cat
KRSC, Seattle, Wash.

JOHNSTON, DOC
Date with Doc
WBIR, Knoxville, Tenn.

JOHNSTON, KEN
Sunrise Serenade
WCED, Dubois, Pa.

JONES, AL
WTRR, Dallas, Tex.

JONES, ART
Computers Special
WBKA, Brockton, Mass.

JONES, BOB
Groans by Jones
WBIG, Greensboro, N. C.

JONES, BOBBY
Teentimers' Special
WWWE, Jasper, Ala.

JONES, DARREL
1240 Club
KBIZ, Ottumwa, Ia.

JONES, GORDON
Sunshine Valley
WCMB, Lemoyne, Pa.

JONES, HOWARD
Here's Howard
WFIL, Philadelphia, Pa.

JONES, J. D.
Ranch Boys
KJAM, Vernal, Utah

JONES, JAMES D.
Music and Madness
KGVU, Greenville, Tex.

JONES, ROBERT
Disc Derby
KFRU, Columbia, Mo.

JONES, ROD
1240 Club
WNCN, Jacksonville, N. C.

JONES, ROY
Walton Special
WMOC, Covington, Ga.

JONES, TOM
Music Makers
WRES, Alexander City, Ala.

JORDAN, MIKE
WLAT, Conway, S. C.

JORDAN, MURRAY
Candlelight & Silver, This Is
Romance
WLIB, New York, N. Y.

JOYCE, JOHNNY
740 Club
WPAQ, Mt. Airy, N. C.

— K —

KAHL, GEORGE
Groovology 54
WMAJ, State College, Pa.

KALMUS, BEE
Bee Kalmus Show
WMGM, New York, N. Y.

KAREY, JACK
WSIV, Pelton, Ill.

KASTNER, FRANK E.
WNAE, Norristown, Pa.

KATT, GEORGE
The Cats Meow
WMRO, Aurora, Ill.

KAYE, BARRY
Barry Kaye Show
WBMD, Baltimore, Md.

KEITEL, JIM
Dinnerbell Rumble
KMUS, Muskogee, Okla.

KEITH, LARRY
Variety Show
WTNE, Birmingham, Ala.

KELLER, HENRY
E for U
KGFV, Kearney, Neb.

KELLER, O. J., JR.
Juke Box Serenade
WTAX, Springfield, Ill.

KELLY, DAN
1400 Club
WRDO, Augusta, Me.

KELLY, TOM
Swing Session
WARM, Scranton, Pa.

KELLY, WARREN MICHAEL
Music Hall
WJR, Detroit, Mich.

KEMPER, ROBERT S.
Fan Fare
KSGM, Ste. Genevieve, Mo.

Disc Jockeys—Radio-Television

- KENDRICK, LEWIS**
Dancing Party
WJLD, Bessemer, Ala.
- KENNEDY, BOB**
Saturday Swing Session
WHB, Kansas City, Mo.
- KENNEDY, HAL**
Next Call For Breakfast
KIOA, Des Moines, Ia.
- KENNEDY, JACK**
Tea Time Ballroom
WESX, Salem, Me.
- KENNEY, JACK**
Requestfully Yours
WDLB, Marshfield, Wis.
- KENSINGER, GLEN**
WMBD, Peoria, Ill.
- KENT, BOB**
Night Owl
WBUO, Morrisville, Pa.
- KERR, REX**
Teen Age Party Time Request
Granted
KEPO, El Paso, Tex.
- KETTLE, GEORGE**
Your Request Hour
KGLV, Alamosa, Colo.
- KIBBY, GORDON**
Anything Goes
WFUR, Grand Rapids, Mich.
- KIDBALL, EMERSON**
Home Songs
WCOL, Columbus, O.
- KIMBRO, BOB**
WLEX, Lexington, Ky.
- KING, CHARLES**
Platter Shop
WVAL, Utica, N. Y.
- KING, DICK**
The Old Town Square
KITO, San Bernardino, Cal.
- KING, FULTON A.**
Coffee Pot
WTON, Staunton, Va.
- KING, JOHN E., JR.**
Musical Clock
KROB, West Point, Miss.
- KING, NELSON**
Daily Hit Parade
WCKY, Cincinnati, O.
- KING, PAUL**
1450 Club
WAOV, Vincennes, Ind.
- KING, ROBERT**
Kaffe Klatsch
WMOH, Hamilton, O.
- KING, WALLACE**
WATR, Waterbury, Conn.
- KING, WHITNEY**
100 Club
WCIL, Carbondale, Ill.
- KINNAMAN, FLOYD**
WFIN Floor Show
WFIN, Friday, O.
- KIRBY, BILL**
Alarm Clock Club
WJOC, Jamestown, N. Y.
- KIRBY, JIMMY**
Georgia Hayride
WAGA, Atlanta, Ga.
- KIRK, HARRY**
At Your Command
KORE, Eugene, Ore.
- KISER, JIMMY**
Dance Hour
WSOC, Charlotte, N. C.
- KLAR, ROBERT**
Daily Bugle
WRTA, Altoona, Pa.
- KLAVAN, GENE**
Swing Class
WITE, Baltimore, Md.
- KNAPP, BOB**
Wake Up Time
WRVA, Richmond, Va.
- KNIGHT, DICK**
The Dick Knight Show
KYNO, Fresno, Cal.
- KNIGHT, TOM**
Alarm Clock Club
WLTC, Gastonia, N. C.
- KNUTSON, DARYL**
Alarm Clock Club, 1230 Club
WDSM, Superior, Wis.
- KOESTNER, ARTHUR J.**
Musical Melodies
WCRW, Chicago, Ill.
- KOHL, JAMES**
Early Riser's Party
WBOW, Terre Haute, Ind.
- KOHL, HAROLD**
Second Breakfast
WARC, Rochester, N. Y.
- KOLLINS, KAY**
Ten Time At Ten
KFEQ, St. Joseph, Mo.
- KOMASA, ANDY**
TWWT Sixties Point, Wis.
- KONG, W. O.**
1290 Harmony Lane
WTOC, Savannah, Ga.
- KOONS, BOB**
KMO, Tacoma, Wash.
- KOVACS, ERNIE**
Chickenfoot Junction
WTCM, Trenton, N. J.
- KRANE, HARRY**
WBHY, Appleton, Wis.
- KRELL, FRED**
Kreil's Carnival
WSAM, Saginaw, Mich.
- KRIBBS, BOB**
You Ask For It
WGAP, Maryville, Tenn.
- KRIEGER, ED**
Coffee Club
WSOO, Sault St. Marie, Mich.
- KUHN, LEO**
Breakfast With Lee
WXLT, Ely, Minn.
- KURTZ, ED**
Reveille Rendezvous
WDXL, Doylestown, Pa.
- KYLE, FORREST**
Musical Train
KLO, Ogden, Utah
- L —
- LABBY, LEN**
Who's Labby
KSJO, San Jose, Cal.
- LA BOE, ART**
Musical Marathon
KCMJ, Palm Springs, Cal.
- LA COM, AL**
Al's Hour
KNEW, Spokane, Wash.
- LACY, JACK**
Listen to Lucy (WINS), New
York, N. Y.
- LADD, ED**
Hi Neighbor
WPAT, Paterson, N. J.
- LAFFERTY, HERB**
Penthouse Party
WTOL, Toledo, O.
- LAKE, ED**
Dixie Disc Review
WEAR, Pensacola, Fla.
- LAMAR, JACK**
Club 18
WCAM, Camden, N. J.
- LAMB, BILL**
Jam For Breakfast
WBBC, Flint, Mich.
- LAMB, BOB**
Request It
KFOX, Long Beach, Cal.
- LAMBERT, ED**
WCAV, Norfolk, Va.
- LANKIN, STEVE**
Melody Merry-Go-Round
KVEC, San Luis Obispo, Cal.
- LAMB, CARL**
Morning Mail
WCEC, Rocky Mount, N. C.
- LANAGAN, JAMES**
Clockwatcher
WNBH, New Bedford, Mass.
- LANDEAR, DEAN**
WMT, Cedar Rapids, Ia.
- LANE, LARRY**
Round-Up
WHBO, Tampa, Fla.
- LANG, BILL**
KRJC, Beaumont, Tex.
- LANGFORD, JACK**
Jack's Wax Works
KRIG, Odessa, Tex.
- LANIGAN, BETTY**
Breakfast With Betty
WGH, Newport News, Va.
- LANSON, SNOOKY**
Snooky's Song Shop
WSM, Nashville, Tenn.
- LARSON, PAUL**
Timekeeper
WNEB, Worcester, Mass.
- LAWRENCE, KEN**
Sturisc Seaside
WCOL, Toledo, O.
- LAWRENCE, NICK**
Breakfast Patrol
WHPE, High Point, N. C.
- LAWRENCE, TEDD.**
b. Miami, Fla., April 9, 1914;
Swingtime Session, Robert Hall
of Fame, WHN; Tedd Lawrence
Show (WVNU).
- LEAHY, TOM**
KAKE Bandstand
KAKE, Wichita, Kans.
- LEAVITT, ART**
Club 1230
KDAC, Fort Bragg, Cal.
- LEE, BRUCE**
Morning Matinee
WHIT, New Bern, N. C.
- LEE, DAYE**
Records On Parade
WKJG, Fort Wayne, Ind.
- LEE, DICK**
Time and a Half Music Hall
WHFE, Benton Harbor, Mich.
- LEE, GIL**
Coffer Cup Parade
KOOL, Phoenix, Ariz.
- LEE, PHIL**
WFTE Ft. Lauderdale, Fla.
- LEFEVRE, EVA MAE**
Gospel Songs
WGST, Atlanta, Ga.
- LEIGH, EDWARD**
Club 800
WCHA, Chambersburg, Pa.
- LEMEN, MATT**
Juke Box Jubilee, Tempo
Rendezvous
KOPO, Tucson, Ariz.
- LEMON, LEE**
Goodwill Dawbuster
WJR, Detroit, Mich.
- LENZ, TED**
KGFJ, Hollywood, Cal.
- LEONARD, JIMMY**
The Jimmy Leonard Show
WSAJ, Cincinnati, O.
- LESCOULIE, JACK**
WOR, New York, N. Y.
- LEWIS, BARNEY**
Dancing Party
WJDS, Jacksonville, Ill.
- LEWIS, BILL**
Afternoon Tunetime
KLPB, Midol, N. D.

Disc Jockeys—Radio-Television

- LEWIS, BILL**
Red's Club
WKOX, Framingham, Mass.
- LEWIS, CLINTON J.**
1490 Club
WWNS, Statesboro, Ga.
- LEWIS, GENE**
Teen Canteen
KTFT, Houston, Tex.
- LIBBY, ED**
Ad Lib with Ed Libb
WAYB, Waynesboro, Va.
- LIEBMAN, NED**
Tic-Tock Time
KYJC, Medford, Ore.
- LILLARD, KEN**
This Is Your Favorite
KLBK, La Grande, Ore.
- LILLY, BOB**
Keep Time With Tunes
KCRG, Cedar Rapids, Ia.
- LILLY, DON**
Tunneville Trolley
WENK, Union City, Tenn.
- LIND, CHICK**
WSRS, Cleveland Heights, O.
- LINDER, VINCE**
Wax Works
WFBC, Greenville, S. C.
- LINN, KEN**
Platter Time
WLW, Cincinnati, O.
- LITCHFIELD, ELMORE**
Cornfield Frolics
WFAK, Charleston, S. C.
- LIVELY, LEE**
Juke Box Review
WLOW, Norfolk, Va.
- LIVESEY, THOMAS**
Melody Ranch
WKAP, Allentown, Pa.
- LLOYD, JACK**
Sunrise Serenade
KBUR, Burlington, Ia.
- LLOYD, TOM**
WSWN, Belle Glade, Fla.
- LOERKE, WAYNE**
Best By Request
KRUL, Corvallis, O.
- LOFTIN, LEONARD**
Old Timer & Young Feller
WKNS, Kinston, N. C.
- LOKEY, FRANK, JR.**
Spartan Time
WORD, Spartanburg, S. C.
- LONESOME GAL**
WING, Dayton, O.
- LONG, CLINT**
Musical Reveille
WMBL, Morehead, N. C.
- LONG, DICK**
Matinee At Radio Center
KROD, El Paso, Tex.
- LONG, KEN**
Late Riser's Club
WGAN, Portland, Me.
- LONGCHAMP, BOB**
Club 1450
WKXL, Concord, N. H.
- LORENZE, GEORGE**
Lullabies from Lorenzo
WXRA, Buffalo, N. Y.
- LOTZ, VERN**
Musical Knick-Knacks
WTWT, Stevens Point, Wis.
- LOUNSBURY, JIM**
WLEX, Lexington, Ky.
- LOW, JACK**
Hotcake Club
KVOE, Santa Ana, Cal.
- LOWE, JACK**
1450 Club
WWDC, Washington, D. C.
- LOWE, JIM**
Best By Request
KWTO, Springfield, Mo.
- LOWERY, BILL**
Let's Have Fun
WQXI, Atlanta (Buckhead), Ga.
- LOWRY, LEW**
Platter Party
KRUX, Phoenix, Ariz.
- LUCAS, BEN**
Talk Of The Town
WRGA, Rome, Ga.
- LUCE, WALTER M.**
Coffee Club
WWPF, Palatka, Fla.
- LUDWIG, LYEIL**
Amber Room
WFBM, Indianapolis, Ind.
- LUEKE, KEN**
For Your Pleasure
WDHL, Bradenton, Fla.
- LUND, DON**
Corn Lovers' Hour
WFRP, Savannah, Ga.
- LUPTON, JOHN**
Midnight Snack Bar
WLAN, Lancaster, Pa.
- LOHMAN, PAUL**
Record Review
WPAG, Ann Arbor, Mich.
- LYDICK, MILLER**
1450 Nightclub of the Air
WJPA, Washington, Pa.
- LYNCH, BILL**
Curfew Club
WJLS, Beckley, W. Va.
- LYNCH, CHARLIE**
Platter Party
WFGF, Kalamaazoo, Mich.
- LYNN, BOB**
Dreambuster
WTOI, Miami, Fla.
- LYONS, BOB**
Band Review
WHBC, Canton, O.

— Mc —

- McALLISTER, DON**
WDBO, Orlando, Fla.
- McALLISTER, WILLIAM**
Valley Bandstand
KREO, Indio, Cal.
- McBRIDE, BOB**
Here Comes Rhythm
WMBH, Joplin, Mo.
- McBRIDE, MURRAY**
1240 Club
KBMY, Billings, Mont.
- McCALL, GEORGE**
Time For Music. Request
Please
WHUM, Reading, Pa.
- McCARTHY, RED**
Platter Chatter
WHGB, Harrisburg, Pa.
- McCASKILL, DUDLEY**
Sun-Up Serenade
WSB, Atlanta, Ga.
- McCASKILL, FRANK D.**
WFTL, Ft. Lauderdale, Fla.
- McCAULEY, JOE**
Dawn Patrol
WIP, Philadelphia, Pa.
- McCONNEL, BYRON**
We Congratulate
WKST, New Castle, Pa.
- McDONALD, J.**
770 Record Club
WEW, St. Louis, Mo.
- McDONALD, NORMAN**
Out of the Night
KOY, Phoenix, Ariz.
- McDONNELL, STEW**
Wake Up Time
WIMS, Michigan City, Ind.
- McDOWELL, JIM**
Yawnin' in The Mornin'
WHFB, Benton Harbor, Mich.
- McELROY, MAC**
Top Of The Morning
WIKK, Erie, Pa.
- McENANEY, JIM**
WNLC, New London, Conn.
- McGILL, MAURY**
WLIO, East Liverpool, O.
- McGOVERN, TOM**
Saturday Night Jamboree
KROD, El Paso, Tex.
- McGOWAN, JOHN**
Juke Box Serenade
WTOI, Toledo, O.
- McKENNA, JACK**
Listen Ladies
WBCB, Duluth, Minn.
- McKENZIE, BRUCE**
Showcase of Hits
WHCU, Ithaca, N. Y.
- McKENZIE, ED**
Jack The Bellboy
WJBK, Detroit, Mich.
- McKERNAN, PHIL**
Turntable Twirlings. Koffee
Klub
KRE, Berkeley, Cal.
- McKINZIE, OTIS**
Platter Parade
KTAN, Sherman, Tex.
- McLANE, DONALD**
Requestfully Yours
WBBO, Forest City, N. C.
- McLAUGHLIN, BOB**
570 Club
KLAC, Los Angeles, Cal.
- McLAUGHLIN, BOB**
Club Time
KMPC, Los Angeles, Cal.
- McLAURIN, FRANK**
Open House
KFXM, San Bernardino, Cal.
- McMASTER, JOHN**
Sports Matinee
WMEX, Boston, Mass.
- McMEEKIN, MARILYN**
Number Please
WMCK, McKeesport, Pa.
- McPHEE, J.**
Top Tunes
WJVA, South Bend, Ind.
- McPHERSON, HUGH**
Juke Box Review
WOAY, Oak Hill, W. Va.
- McRAE, DUANE**
Breakfast In Bedlam
KROY, Sacramento, Cal.
- McRAE, JOHN**
Rise & Shine
WABL, Bangor, Me.
- McSLOY, SID**
Musical Request
KFBC, Cheyenne, Wyo.

— M —

- MACK, BILL**
Hot And Bothered
WEDC, Chicago, Ill.
- MACK, WALLY**
Music From Graham
WBBC, Burlington, N. C.
- MADELY, ART**
Club 2200
WGTC, Greenville, N. C.
- MAGGIO, JOE**
Musical Merry-Go-Round
KIDO, Boise, Ida.
- MAGNINIS, BILL**
Breakfast in Bedlam
KSYC, Eureka, Cal.

Disc Jockeys—Radio-Television

- MAGRUDER, PHIL**
Dawnbusters
WKY, Paducah, Ky.
- MAHAR, TIM**
Matinee Melodies
KUBA, Yuma City, Cal.
- MAHER, BILL**
Just Jazz
WLIZ, Bridgeport, Conn.
- MAHONE, ED**
WCVS, Springfield, Ill.
- MAHONEY, JIM**
Mail Bag
WCKB, Dunn, N. C.
- MAHONEY, JOHN**
Kurfew Concert
WKMO, Kokomo, Ind.
- MALCOLM, HOWARD**
Malcolm's Morning Watch
WCOP, Boston, Mass.
- MALINGER, DAN**
Sponsor
WPIT, Pittsburgh, Pa.
- MALLOY, LES**
1260 Club
KYA, San Francisco, Cal.
- MANNING, RAY**
Platter Parade, Breakfast Club
WIL, St. Louis, Mo.
- MAHOLA, ERICK**
Sunrise Salute
KGLU, Safford, Ariz.
- MANSER, LYMAN**
You Call It, Music Til
Midnight
WWN, Watertown, N. Y.
- MANSFIELD, ANDY**
Andy Mansfield Program
KWKW, Pasadena, Cal.
- MARIANI, JOHN**
Morning Man & News
WAVZ, New Haven, Conn.
- MARSH, RAY**
Friendly Hour
WMRN, Marion, O.
- MARSH, ROY**
1400 Club
WHLF, South Boston, Va.
- MARSHALL, SANFORD**
1450 Club AM
WHIT, New Bern, N. C.
- MARTEN, JUDY**
Judy Marten
WTKI, Durham, N. C.
- MARTIN, BOB**
WPOR, Portland, Me.
- MARTIN, CRIS**
Musical Cab Bag
WACE, Chicopee, Mass.
- MARTIN, DICK**
Request Time
KAFY, Bakersfield, Cal.
- MARTIN, FRED**
1450 Club
WHTC, Holland, Mich.
- MARYIN, BILL**
1240 Time
KSON, San Diego, Cal.
- MASON, BUDD**
Star Time
WETA, Batavia, N. Y.
- MASON, JOHN**
Rhythm At Random
WKAI, McComb, Ill.
- MASON, PETER**
Juke Box Review
WCHA, Chambersburg, Pa.
- MATRANGA, JACK**
Platter Party
KSYG, Yreka, Cal.
- MATTESON, DEAN**
Penny Serenade
WLAU, Laurel, Miss.
- MAUGANS, BILL**
Wasted Wax
KSOX, Arkansas City, Kans.
- MAXWELL, BOB**
Lute The Spook
WWJ, Detroit, Mich.
- MAYER, BILL**
Mayer of the Morning
WGAR, Cleveland, O.
- MAHEW, TOMMY**
Nightwatchman, Jive Til Five
WKGN, Knoxville, Tenn.
- MAYO, BEN**
Club 810
WCEC, Rocky Mount, N. C.
- MEARS, WES**
Swing Session
KWKW, Pasadena, Cal.
- MELTON, E. T.**
Breakfast Delight
WBSC, Bennettsville, S. C.
- MENARD, LEE**
1350 Club
WROD, Daytona Beach, Fla.
- MENDEL, ED**
Doctor Jive
WGBA, Columbus, Ga.
- MERCEIN, TOM**
1340 Club
WEMP, Milwaukee, Wis.
- MERGIER, RAY**
Malinee Frolic
WPOR, Portland, Me.
- MEREDITH, LEE**
Listen With Lee
KATE, Albert Lea, Minn.
- MESKILL, BOB**
1230 Club
WJBC, Bloomington, Ill.
- MESSER, FRANK**
Dance Time, Magic Ballroom
WSKY, Asheville, N. C.
- MESSER, NORM**
It's About Time
WKXL, Concord, N. H.
- METGALF, BERT**
Petticoat Party
KRLO, McAllen, Tex.
- MEYER, BILL**
Request Review
WLDS, Jacksonville, Ill.
- MEYER, DON**
Hall Of Records
WKNX, Saginaw, Mich.
- MICHAEL, ROBERT**
Midnight Dancing Party
WRTA, Altoona, Pa.
- MICHAELS, JOHN**
WERC, Erie, Pa.
- MICHEL, AL**
Sunset Serenade
WCRW, Chicago, Ill.
- MIDDLETON, DAVE**
1460 Club
KIMA, Yakima, Wash.
- MIKE, RICH**
WOKO, Albany, N. Y.
- MILFORD, BOB**
The Record Man
WCHV, Charlottesville, Va.
- MILLER, CLIFF**
Circle City Dance Time
KBUC, Corona, Cal.
- MILLER, JACK**
860 Club
KTRB, Modesto, Cal.
- MILLER, LEROY**
The LeRoy Miller Club
WFIL, Philadelphia, Pa.
- MILLER, PAUL EDUARD**
Parade of Hits
WSBC, Chicago, Ill.
- MILLER, ROSS**
Juke Box Jingles
WTIC, Hartford, Conn.
- MILLIKEN, GORDON**
Morning Reveille
WKDO, Augusta, Me.
- MILNE, JAMES T.**
Yawn Club, Polka Parade
WNHC, New Haven, Conn.
- MILTNER, JAY**
Musical Clock
WTAM, Cleveland, O.
- MITCHELL, BOBIS**
Midnite Matinee
WORZ, Orlando, Fla.
- MITCHELL, JIM**
WCVS, Springfield, Ill.
- MITCHELL, WALTER**
Swingtime Session
WADE, Wadesboro, N. C.
- MITCHEN, WILLIAM**
Goober Club
WLPM, Suffolk, Va.
- MOHNKERN, LEONARD**
Polka Date
WKRZ, Oil City, Pa.
- MOHUNDRO, FRANCES**
Ladies Only
KSTV, Stephenville, Tex.
- MONAGHAN, GEORGE**
Monaghan's Morning Watch
WOR, New York, N. Y.
- MONKMAN, ROBERT**
Requestfully Yours
WRJN, Racine, Wis.
- MONROE, CAL**
Voices In The Night
WCAP, Asbury Park, N. J.
- MONROE, HANK**
Ding Crosby Sings
WOLF, Syracuse, N. Y.
- MONTGOMERY, BOB**
Coffee Time
WFNC, Fayetteville, N. C.
- MONTGOMERY, BOB**
Swing Club
WGL, Fort Wayne, Ind.
- MONTGOMERY, DOUG**
Delta Disc Derby
KUBC, Montrose, Cal.
- MONTGOMERY, PAUL**
Platter Parade
WFPC, Reidsville, N. C.
- MOODY, WILLIAM G.**
Destination Midnight
KIT, Yakima, Wash.
- MOORE, BOB**
RUSN, San Diego, Cal.
- MOORE, BOB**
Bob Moore Show
WLAW, Lawrence, Mass.
- MOORT, CHARLIE**
Harvey's House
WGED, Dubois, Pa.
- MOORE, LONNY**
730 Club
WFAK, Charleston, S. C.
- MOORE, RICHARD B.**
KGFF, Shawnee, Okla.
- MOORE, YVONNE**
WWON, Woonsocket, R. I.
- MORATH, MAX**
Record Shop
KGHF, Pueblo, Colo.
- MORE, TOM**
Jamboree
WNOX, Knoxville, Tenn.
- MORGAN, BILL**
Hit The Deck
WEAN, Charleston, S. C.
- MORGAN, GENE**
Musie For the Party
KCMJ, Palm Springs, Cal.
- MORGAN, HAL**
Musical Inn
WGAR, Cleveland, O.
- MORGAN, HANK**
Hank Morgan Show
WNAO, Raleigh, N. C.

Disc Jockeys—Radio-Television

- MORRIS, AL**
Al's Record Shop
WCON, Atlanta, Ga.
- MORRIS, ALLEN**
WNLC New London, Conn.
- MORRIS, JOHNNY**
Johnny On The Spot
WLOL, Minneapolis, Minn.
- MORRIS, JOHNNY**
Music With Morris
WTOR, Torrington, Conn.
- MORRISSEY, JACK**
Musical Clock
WARK, Akron, O.
- MORTON, GLEN**
Flatter Matter
WGM, Quincy, Ill.
- MOSEBY, JAMES**
Jim's Sweet Jive
WITZ, Jasper, Ind.
- MOYER, DON**
Morning By Request
WLOH, Princeton, W. Va.
- MOYLE, ROGER**
1230 Breakfast Club
WBPZ, Lock Haven, Pa.
- MOYLE, WILLARD**
Morning Date
WKOK, Sunbury, Pa.
- MULLIGLAND, ROSS**
WXYZ, Detroit, Mich.
- MULLIGAN, BERTLAND F.**
Mid Morning Serenade
WRON, Ronceverte, W. Va.
- MULLINAN, WALLY**
Starlight Serenade
WFBC, Greenville, S. C.
- MULQUEENY, JIM**
Night Owl Club
WCBT, Roanoke Rapids, N. C.
- MULVIHILL, JOE**
1700 Club
WTAM, Cleveland, O.
- MUNDEN, GROVER**
740 Club
WMBL, Morehead City, N. C.
- MUNN, MELVIN**
KRLD, Dallas, Tex.
- MUNRO, RED**
Record Rack, Night Owl Club
WCOG, Greensboro, N. C.
- MUNZELL, ADRIAN**
Showtime At Sunrise
WTMA, Charleston, S. C.
- MURFF, JIM**
Juke Box Review
WDSO, Dillon, S. C.
- MURPHY, BOB**
Bob Murphy Show
WJBK, Detroit, Mich.
- MURPHY, JACK**
Requestfully Yours
KWRZ, Flagstaff, Ariz.
- MURRAY, HAL**
Murray-Go-Round
WQAM, Miami, Fla.
- MYER, DICK**
Schooltime
WAGM, Presque Isle, Me.
- MYERS, GENE**
KLEE Club
KLEE, Houston, Tex.
- N —
- NAGLE, JACK**
Skyline Patrol
WNER, High Point, N. C.
- NASH, R. JAY**
KIOA, Des Moines, Ia.
- NATHAN, NORMAN**
Platter Chatter
WMEX, Boston, Mass.
- NAUGHTON, RUSS**
Music Off The Record
WDRG, Hartford, Conn.
- NAUGLE, DAVE**
Off The Record
KFJZ, Fort Worth, Tex.
- NEAL, BOB**
Rhythm Ranchers, Bob Neal Show
WMPB, Memphis, Tenn.
- NEALE, LOUIS**
You Name It—We Play It
WFCN, Gaffney, S. C.
- NEDIN, DICK**
RL Juke Box
WWRL, New York, N. Y.
- NEDRY, ROGER**
Chippin' and Spinain'
KPAS, Banning, Cal.
- NEELY, JACK**
Mailbox Roundup
WKTU, Mayfield, Ky.
- NELSON, BOB**
Band Parade
KOVC, Valley City, N. Dak.
- NELSON, BOB**
The Swing Clinic
WBBQ, Augusta, Ga.
- NELSON, CARL**
Masters of Rhythm
WTMJ, Milwaukee, Wis.
- NELSON, CHARLES**
Harlem Echoes
KGBC, Calveston, Tex.
- NELSON, CHARLES**
Record Review
WFBC, Altoona, Pa.
- NELSON, DAVID**
Dave Nelson Show
WWAP, Portsmouth, Va.
- NELSON, GENE**
Start The Music
WLCS, Baton Rouge, La.
- NELSON, TED**
Music Matinee After Hours
KVET, Austin, Tex.
- NELSON, TED**
Merry-Go-Round
WHYN, Holyoke, Mass.
- NELSON, VERNON**
KTRI, Sioux City, Ia.
- NEWPORT, BILL**
Beale Street Jive
WMTT, Florence, Ala.
- NEY, CHUCK**
At Your Request
WBSG, Dyersburg, Tenn.
- NIGRO, JOE**
You Asked For It Club
WDAF, Philadelphia, Pa.
- NICHOLSON, JOHN**
Club 1200, Wake Up Time
Musical Clock
WTMC, Ocala, Fla.
- NIMMO, BILL**
Platter Time
WLW, Cincinnati, O.
- NIXON, NICK**
950 Club
WARC, Rochester, N. Y.
- NOBEL, AL**
Juke Box
KQV, Pittsburgh, Pa.
- NOETHANS, WILLIAM**
Western Roundup
KSCO, Santa Cruz, Cal.
- NOLAN, TOM**
WCON, Atlanta, Ga.
- NOLEN, BETTY HUGHES**
Just For Ladies
KADA, Ada, Okla.
- NOLL, RAY**
Cousin Ray
KALL, Salt Lake City, Utah
- NORMAN, BOB**
1490 Club
WESB, Bradford, Pa.
- NORYAL, BUD**
Rural Roundup
WFOR, Hattiesburg, Miss.
- NUSBAUM, MORT**
MC, b. Rochester, N. Y., Aug. 10, 1914; ed. Univ. of Rochester; Cinderella Weekend, You Can Be A Star, Meet Me At The Triton, Clock Wise (WHAM) Rochester, N. Y.
NYDRGGER, VEIRNE
Carnival Of Music
KFBI, Wichita, Kans.
- O —
- O'BANNON, GENE**
Houston Hit Parade
KTHE, Houston, Tex.
- O'BRIEN, BILL**
Time To Dance
WBET, Brockton, Mass.
- O'BRIEN, DAVEY**
Your All Request
WDXL, Jackson, Tenn.
- O'BRIEN, JACK**
Melody Corner
KVOR, Colorado Springs, Colo.
- O'BRIEN, JIM**
1280 Club
WMRO, Aurora, Ill.
- O'CONNOR, JACK**
O'Connor's Nervous System
WOB, Jacksonville, Fla.
- O'CONNOR, TOM**
1400 Club
WBIZ, Eau Claire, Wis.
- ODOM, RAYMOND**
Good Morning Program
KSTA, Coleman, Tex.
- O'DONNELL, JOHNNY**
Club 1270
WHEF, Rock Island, Ill.
- ODUM, JAMES**
Club Fourteen Double O
WKKP, Hendersonville, N. C.
- OLIVER, W.**
Musical Clock
WJVA, South Bend, Ind.
- OLSEN, JOHNNY**
(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business College; Ladies Be Seated (ABC); Johnny Olsen's Rumpus Room (ABC); Ladies Be Seated (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Motinee (ABC).
- OLSEN, BRUNO**
Jukebox Serenade
WJPO, La Salle, Ill.
- OLSON, JERRY**
Rumpus Room
KXIC, Iowa City, Ia.
- O'MALLEY, CHICK**
Tel-o-Quester
WACE, Chocoma, Mass.
- O'NEIL, PAUL**
Commuter's Express
WNMP, Evanston, Ill.
- ORTON, HAL**
KRIC, Beaumont, Tex.
- OSBORNE, JIMMY**
WLEX, Lexington, Ky.
- OSBORNE, OZZIE**
Variety Hour
WISF, Indianapolis, Ind.
- OWEN, DON**
1015 Club
KADA, Ada, Okla.
- O'WRIEL, BOB**
Polka Party
WPOR, Portland, Me.
- OXFORD, GEORGE**
Tastefully Yours
KWBR, Oakland, Cal.

Disc Jockeys—Radio-Television

OZIER, WHIT

Records To You
KSWO, Lawton, Okla.

— P —

PAGE, ELIOT

The Band Box
WWSR, St. Albans, Vt.

PAGE, SAM

Requestfully Yours
WNBF, Binghamton, N. Y.

PALDER, MEL

Early Worm
KRUL, Corvallis, O.

PALLAN, ART

National Record Hits
WSSW, Pittsburgh, Pa.

PALMER, CHUCK

Open House
KFXM, San Bernardino, Cal.

PALMER, CLARK

Breakfast Club
WBEX, Chillicothe, O.

PALMER, RUGGLES

Music In The Night
WFAA, Dallas, Tex.

PARENTE, BOB

Bob Parente Show
KCR A, Sacramento, Cal.

PARKER, DICK

Juke Box Review
WMBM, Miami Beach, Fla.

PARKER, ELZIE

Musical Clock
KPPW, Fort Smith, Ark.

PARKHURST, BILL

Symphonette
KGB, San Diego, Cal.

PARKS, DEL

Melody Matinee
WAMS, Wilmington, Del.

PARSONS, JEANNE

Jack and Jeanne
WBCK, Battle Creek, Mich.

PARSONS, BEN

Midnight Dancing Party
WRBL, Columbus, Ga.

PASCOE, KEN

Pascoe's Platters
KDB, Santa Barbara, Cal.

PASULLO, JAMES

Ballroom News
WAYZ, New Haven, Conn.

PATCH, MEL

Melody Time
KWRZ, Flagstaff, Ariz.

PATTERSON, CREAM

WONS, Hartford, Conn.

PAUL, LeROY

Wake-Up Time
WJRD, Tuscaloosa, Ala.

PAULL, ED

Royal Crown Show
WCED, Dubois, Pa.

PAULSEN, VICTOR

KGYW, Vallejo, Cal.

PAULSON, AL

Carnival of Rhythm, Night
Watch
WLGL, Minneapolis, Minn.

PAVE, DON

Teen Age Jive
WICY, Malone, N. Y.

PAYMAR, GORDY

Gordy Paymar Show
WREX, Duluth, Minn.

PAYNE, LLOYD

Patience Payne
WDXB, Chattanooga, Tenn.

PEALE, HUBERT

Night Owl
WHAN, Charleston, S. C.

PEARS, TOMMY

Dance Time
KVOL, Lafayette, La.

PEARSON, WALLY

1600 Revue
KCRG, Cedar Rapids, Ia.

PEDIGO, SPECK

Cowboy Serenade
KCRC, Enid, Okla.

PEISS, E. L.

Sugar & Spice, 1230 Club
KVOS, Casper, Wyo.

PENCE, OZZIE

Melody Lane
KTMC, McAlester, Okla.

PENNY, GAIL

Curfew Capers
WJRD, Tuscaloosa, Ala.

PERFECTO, VERO

MBC, Chatter
KZRH, Manila, P. I.

PERKINS, RAY

The Ray Perkins Show
KFEL, Denver, Colo.

PERRY, DICK

Pittsburgh Matinee
WPIT, Pittsburgh, Pa.

PERRY, STU

Strictly Off the Record
WWSR, St. Albans, Vt.

PETERS, BILL

Breakfast Show
WESB, Bradford, Pa.

PETERS, JOHN

Swing Shanly Dawn Busters
WPDX, Clarksburg, W. Va.

PETERSON, DON

Musical Scrapbook
KICM, Mason City, Ia.

PETERSON, JAMES

Tune & Temperature
WOKZ, Alton, Ill.

PETERSON, KEN

Playing Favorites
WOC, Davenport, Ia.

PETERSON, PETE

Music for Matinee
KIGD, Spencer, Ia.

PETTAY, FRAN

Night Waitelman
WJR, Detroit, Mich.

PIEL, JACK

Blackjack's Bedlam
WMAJ, State College, Pa.

PHILLIPS, C. W.

Juke Box Review
WBH, Burlington, N. C.

PHILLIPS, BILL

Window Shopping
WABY, Albany, N. Y.

PHILLIPS, CONRAD

1600 Club
WGTV, Charlotte, N. C.

PHILLIPS, LEN

All Night Revue
KWBR, Oakland, Cal.

PICKETT, LYMAN

Clockwatcher
WRUF, Gainesville, Fla.

PIERCE, BILL

Mayor-Tin Pan Alley
WBKA, Brockton, Mass.

PIERCE, BILL

Bill Pierce Show
WSCR, Scranton, Pa.

PIERCE, JOHN

Record Lounge
WTAC, Flint, Mich.

PINKLEY, CARSON

Alarm Klok Klub
KELK, Elko, Nev.

PINKSTON, JOE

WSUA, Bloomington, Ind.

PINNEY, DONALD

Preview Time Memory Lane
KBIO, Butley, Ill.

PITTENGER, DICK

Amber Room
WFBM, Indianapolis, Ind.

PLAMER, JOHNNY

Tennpos at Ten
WRCS, Aoshkie, N. C.

PLATIS, GEORGE

Platis Platter Party
RLX, Twin Falls, Ida.

POLLACK, FRANK

Contrasts in Music
WEXT, Milwaukee, Wis.

POLLARD, BOB

Record Review
KTAR, Phoenix, Ariz.

POOLE, BOB

MBS
Turntable Roundup
WMRC, Greenville, S. C.

POOLE, BOB

Radio Announcer, Disc Jockey,
MC; b. Stonewille, N. C., April
10, 1916; ed. Univ. of N. C.;
Poole's Paradise, MBS and WWL,
New Orleans, La.; Poole's Par-
lor, WOR, N. Y.

POOLE, ROBERT

Juke Box Review
KIRX, Kirksville, Md.

PORTER, CHARLES

Alarm Clock Club
KRHD, Duncan, Okla.

PORTER, RAY

Midnight Flyer
KFI, Los Angeles, Cal.

POULS, JERRY

KIEM, Eureka, Cal.

POWELL, BOB

Spinner's Sanctum
WCAN, Portland, Me.

POWELL, CHARLIE

After Breakfast
WKJC, Fort Wayne, Ind.

POWELL, JACK "SCAT"

2315 Club
WKY, Oklahoma City, Okla.

POWELL, KEN

"1400 Club"
WELM, Elmira, N. Y.

POWERS, DON

Mythical Ballroom
KIDL, Garden City, Kans.

POWERS, JACK

Club 1150
WJBO, Baton Rouge, La.

POWERS, RALPH

Ralph Powers Program
WBND, Baltimore, Md.

POWLESS, SAM

Saturday Session
WHBU, Anderson, Ind.

PRATT, BUD

1230 Club
KRES, St. Joseph, Mo.

PRENTICE, JOE

Grab Bag
WGPA, Bethlehem, Pa.

PRESTON, LEW

Saddle Pals, 940 Trail, All
Star Western
KVAI, Amarillo, Tex.

PRICE, PAUL

Paul Price Show
WFTW, Fort Wayne, Ind.

FRITTIE, DON

Musical Mule Bag
WLEC, Sandusky, O.

PROVENSEN, DICK

Music In The Night
WFAA, Dallas, Tex.

PRYOR, RICHARD

Austin Howdown
KTBC, Austin, Tex.

PUSE, TODD

Todd Purse Show
WJLB, Detroit, Mich.

Disc Jockeys—Radio-Television

PURVIS, BETTELOU
The Girl Friend
WPGH, Pittsburgh, Pa.

PYNE, JOE
Downbeat
WVCH, Chester, Pa.



QUINN, JACK
Jack Quinn Show. Time & Tempo
WDZ, Tuscola, Ill.

QUINN, RAY
A Look At The Records. Mid-Morning Merry-Go-Round
WBKA, Brockton, Mass.

QUADE, WARREN
Joke Box Review. Request Review
KCOY, Santa Maria, Cal.

QUAVE, MACKIE
In The Groove
WIS, Columbia, S. C.



RAGSDALE, NORMAN
Slap-Happy-Happy Club
WCNC, Elizabeth City, N. C.

RAINES, JIM
Chore Time
WAVL, Apollo, Pa.

RANDALL, BILL
Randall Show
WJLB, Detroit, Mich.

RAULI, G.
1580 Club
WJVA, South Bend, Ind.

RAYBURN, GENE
WNEW, New York, N. Y.

RAYMOND, GENE
WNEW, New York, N. Y.

REDFORD, LEE
1490 Club
WKAY, Glasgow, Ky.

REECE, SANDY
Sandman Serenade
WSBT, South Bend, Ind.

RED, BILL
Wake Up & Live
KYOU, Greeley, Colo.

REED, RED
1460 Swing Club
WHKP, Hendersonville, N. C.

REEVES, JIM
C'Mon and Dance
WIP, Philadelphia, Pa.

REID, CLARK
1060 Club
WRFB, Benton Harbor, Mich.

REIG, HOWARD
WGY, Schenectady, N. Y.

REQUARD, JAY
Sports Parade
WSID, Baltimore, Md.

REYERS, RENE
Early Bird
KZRH, Manila, P. I.

REYNOLDS, CLIF
Housewives Matinee
WGUY, Bangor, Me.

REYNOLDS, JIM
Night Club
WKNY, Kingston, N. Y.

REYNOLDS, JOHN
Teentimers' Revue
WLOS, Asheville, N. C.

REZNOR, JOHN
Johuics Matinee
WFFB, Middletown, O.

RICCA, TONY
Concert Hall
KEIO, Pocatello, Ida.

RICE, LEE
Sandman's Serenade
WBIZ, Eau Claire, Wis.

RICE, RICHARD
Snack of Shellac
WTOD, Toledo, O.

RICH, AL
Afternoon By Request
WLOH, Princeton, W. Va.

RICHARDS, BILL
Special Request
WMON, Montgomery, W. Va.

RICHARDS, MALCOLM
WCPO, Cincinnati, O.

RICHARDS, MEL
Just About Time
WSBA, York, Pa.

RICHARDSON, CHARLES T.
Turntable Turnover
WMOH, Hamilton, O.

RICHMOND, EVERETT
Hits Of The Day
WLBR, Lebanon, Pa.

RICKENBACKER, ACE
Ace's Postscripts
WSPA, Spartanburg, S. C.

RIED, PAUL
Musical Clock
WKLF, Clanton, Ala.

RIGBY, LOEHR
Diggin' With Rig
KPAS, Banning, Cal.

RILEY, HARRY
Sit In and Listen Platter Party
WVWV, Fairmont, W. Va.

RIVERA, FRANCESCO
Musical del Oeste, Correo Musical
WVJP, Caguas, P. R.

ROBBINS, FRED
1280 Club
WOY, New York, N. Y.

ROBERTS, BRECE
Club 1620
WKBW, Buffalo, N. Y.

ROBERTS, CLAUDE
Melody Corral. 1400 Club
KTEM, Temple, Tex.

ROBERTS, DON
Of The Record
KSST, Sulphur Springs, Tex.

ROBERTS, DON
Music Shop
WKNE, Keene, N. H.

ROBERTS, HOWDY
Musical Clock
WMT, Cedar Rapids, Ia.

ROBERTS, JOE
Western Jamboree
KOMA, Oklahoma City, Okla.

ROBERTS, LARRY
Swing Session
WRB, Kansas City, Mo.

ROBERTS, PAUL
Rhythm At Random
WFBM, Indianapolis, Ind.

ROBERTSON, TRAFON
Sunrise Serenade
WTAR, Norfolk, Va.

ROBINSON, PAUL
Record Review
KFRU, Columbia, Mo.

ROBINSON, TOM
Housewives Club
KTEM, Temple, Tex.

ROUKE, LOUIS
WCAX, Burlington, Vt.

ROCKWELL, AL
Al Rockwell Show
KRNT, Des Moines, Ia.

RODDY, JOE
Midway of Music
KTBC, Austin, Tex.

RODGERS, CLIFF
Melody Round-Up
WHKK, Akron, O.

ROGERS, TOM
Tom's Turntable Torture
WJNC, Jacksonville, N. C.

ROMANO, TOM
Musical Mail Call
WNHC, New Haven, Conn.

ROOS, REG
Platter Party
KRLC, Lewiston, Id.

ROSE, JOHN
WHK, Cleveland, O.

ROSE, JOSEPH
Midday-Merry-go-round
WOTV, Nashua, N. H.

ROSS, DON JOH
Shoppers Special
WDRG, Hartford, Conn.

ROSS, KAL
"The Filekeeper"
WNRD, Syracuse, N. Y.

ROSS, MARTIN
Of The Record. Tunes for Teens
WPTK, Albany, N. Y.

ROTHMAN, LEE
Star Tone, Jockey's Choice
WWXL, Peoria, Ill.

ROUSH, SIGEL A.
Morning Mail
WBOW, Terre Haute, Ind.

ROWAND, ALPHA
Paramount Floor Show. Top Tunes
WBK, Clarksburg, W. Va.

RUARK, DAVE
Dancing In The Dark
WGAU, Athens, Ga.

RUCKLE, ROBERT E.
Talk of The Town
WRDW, Augusta, Ga.

RUDOLPH, HOWARD
Melody Market
WTH, Baltimore, Md.

RUSH, JIM
Spinner Sanctum
WBBC, Flint, Mich.

RUSKIN, PHIL
Show Without A Name
WWOO, Sault St. Marie, Mich.

RUSSELL, PAUL
Disc Date
WBBS, Huntsville, Ala.

RUTLEDGE, NED
In Tune With Times
WLAN, Lancaster, Pa.

RYAN, VINCENT
All Thro The Night
WHAT, Philadelphia, Pa.

RYAN, WILLIAM
Ryan With Records
WESA, Charleroi, Pa.

RYEL, FLOYD
WRSR, Cleveland Heights, O.



SALLES, BOB
Evening Varieties
WEBJ, Brewton, Ala.

SALVI, JOE
Time Keeper
KGGU, Mandan, N. C.

SAMPLE, K. O.
1400 Club
KEPW, Fort Smith, Ark.

SAND, LES
Yawn Patrol
WWDC, Washington, D. C.

SANDERS, BOB
Afternoon Swing Session
WSGN, Birmingham, Ala.

Disc Jockeys—Radio-Television

- SANDERS, STEU**
After Hours
KVPD, Fort Dodge, Ia.
- SANDLER, BERNIE**
1490 Club
WBTA, Batavia, N. Y.
- SANDS, MIKE**
Sandman
WMBS, Uniontown, Pa.
- SAPP, MARK**
Rhythm Rambles
KWRZ, Flagstaff, Ariz.
- SARGENT, KENNY**
Platter Chatter, Kenny Sargent Show
WHHM, Memphis, Tenn.
- SAUNDERS, ALLEN**
Alarm Clock Club
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**
Record Shop
WSET, South Bend, Ind.
- SAVINSKI, WALT**
WJMS, Ironwood, Mich
- SAWIN, PAUL**
1150 Club
KRSC, Seattle, Wash.
- SAWYER, BILL**
Make Believe Ballroom
KWJJ, Portland, Ore.
- SCANLON, ART**
WINS
- SCANLON, JACK**
Sunnyside Up
WLIZ, Bridgeport, Conn.
- SCARBOROUGH, LARRY**
Harmony House
WOBS, Jacksonville, Fla.
- SCHENCK, BUD**
1290 Club
WTRF, Bellaire, O.
- SCHERER, JOSEPH**
Platter Parade
KGHP, Pueblo, Colo.
- SCHNEIDER, BENNETT**
Hits & Bits
WRMS, Ware, Mass.
- SCHOLES, CHARLIE**
Musical Clock
WNGO, Mayfield, Ky.
- SCHROCK, ALLAN**
Friendly Time, Requestfully Yours
KFJB, Marshalltown, Ia
- SCHULTZ, LEONARD W.**
Evening Serenade
WGRW, Chicago, Ill.
- SCOTT, TED**
Hodge Podge Lodge
KTMS, Santa Barbara, Cal.
- SCOVILL, CHARLES**
WRMS, Ware, Mass.
- SEALS, R. B.**
Treasure Tunes
KSTA, Coleman, Tex.
- SEARS, POP**
Alarm Clock Show
KEUM, Eureka, Cal.
- SEARS, ZENAS**
The Mailman
WQXI, Atlanta. (Buckhead), Ga.
- SEFICK, BOB**
Sundial
WARD, Johnstown, Pa.
- SEIGEL, PAUL**
Symphonic Composer
WKAY, Miami Beach, Fla
- SELLERS, BILL**
Carolina Coffee Time
WCEC, Rocky Mount, N. C.
- SELTZER, EVERETT**
WONS, Hartford, Conn.
- SEYERSON, JACK**
Jack and Jeanne
WBCK, Battle Creek, Mich
- SEWEL, GRANT**
KCBQ, San Diego, Cal.
- SEYMORE, BOB**
Of The Record
WKMH, Dearborn, Mich.
- SHADDUCK, CLADYS**
Family Music Store
WNBF, Binghamton, N. Y.
- SHANAHAN, TOM**
Club 60
WSMP, Milwaukee, Wis.
- SHARPE, BILL**
KWPT, Wichita Falls, Tex
- SHAW, DON**
Good Morning Man
WEWO, Laurinburg, N. C.
- SHAW, EDDY**
Musical Clock
WFLA, Tampa, Fla.
- SHAW, JOE**
WAPO, Chattanooga, Tenn.
- SHAWCROFT, JACK**
KRSC, Seattle, Wash.
- SHEEHAN, BILL**
Music Recorded
WDEC, Hartford, Conn.
- SHEPHERD, DON**
Wax Works
KWPM, West Plains, Mo.
- SHEPPARD, ED**
Sheppard's Flock
WGH, Newport News, Va.
- SHERIDAN, LEE**
1340 Club
WFEG, Sumter, S. C.
- SHERMAN, BILL**
Session With Sherman
WPAR, Parkersburg, Pa
- SHERWOOD, BURT**
Uncle Burt's Doz House,
Ranch House Time
WXXL, Peoria, Ill.
- SHERWOOD, CHARLES**
Musical News-Clock
KTXL, Dallas, Tex.
- SHEWALTER, ART**
Paint Street Parade
WBEX, Chillicothe, O.
- SHILLING, FRED**
1240 Club
WFOY, St. Augustine, Fla.
- SHIPEE, ROBERT**
1150 Club
WTGO, Campbellville, Ky.
- SHIPLEY, JIM**
1560 Club
WTOO, Toledo, O.
- SHORR, MICKEY**
Mickey's Madhouse
WKMH, Dearborn, Mich.
- SHOUP, DICK**
1240 Club
KBYR, Anchorage, Alaska
- SHREVE, THERON**
Elmer Boy
WTAC, Flint, Mich
- SHUE, PAUL M.**
1490 Club
WAYB, Waynesboro, Va.
- SICHLER, BILL**
1480 Club
WSTL, Shamokin, Pa.
- SIDES, BO**
Number Please
KSEL, Lubbock, Tex.
- SIGER, SHEP**
Shep's Bellis
KTRI, Sioux City, Ia
- SIKES, JOSEPH A.**
1240 Club
WBEJ, Brewton, Ala.
- SILBER, JULIAN**
House of Lords
WDAR, Savannah, Ga.
- SILLMAN, JIMMY**
Avenue of Hits
KSEL, Lubbock, Tex.
- SILVER, WARREN**
As You Like It
KFDX, Wichita Falls, Tex.
- SIMCON, BILL**
Hospitality Time
KLMB, La Grande, Ore.
- SIMMONS, JERRY**
Jr. Disc Jockey
KSID, Sioux Falls, S. Dak.
- SIMMS, HAL**
Midnight Bandwagon
WIP, Philadelphia, Pa.
- SIMMS, HANK**
Save-a-Nickle Club
KJXL, Dallas, Tex.
- SIMON, CLARENCE**
Musical Mix-Up
KIOX, Bay City, Tex.
- SIMON, ERNIE**
Simon Speaks Too
WJFD, Chicago, Ill
- SIMONSEN, WARREN**
1450 Club
KLBH, La Grande, Ore
- SIMPSON, JIM**
WARK, Hazerstown, Md.
- SIMPSON, JOHN**
WADC, Arkon, O.
- SIMS, FRANK**
Requestfully Yours
KSMN, Mason City, Ia.
- SINGER, PAUL**
Bar-None Ranch
KDAC, Fort Bragg, Cal.
- SISSON, FRANK**
After Hours
WOOD, Grand Rapids, Mich.
- SISSON, JOHNNY**
Wake Up and Smile
WERD, Atlanta, Ga.
- SKELTON, JOHN R.**
Skelton's Closet
KSAN, San Francisco, Cal.
- SKERDA, JOHN**
Symphonic Varieties
WBPZ, Lock Haven, Pa.
- SLACK, JEAN**
1490 Club
KBOL, Boulder, Colo
- SLAGLE, JOHN**
WXYZ, Detroit, Mich.
- SLATER, BILL**
1270 Club
KTFL, Twin Falls, Ida.
- SLATTER, BILL**
WJBO, Baton Rouge, La.
- SLOOTMAKER, HOWARD**
Singing Disk Jockey
WLAV, Grand Rapids, Mich
- SMALL, STEVE**
Morning Mirth
WLBH, Lebanon, Pa.
- SMITH, BILL**
Discopation
WMFR, High Point, N. C.
- SMITH, CHARLIE**
Various
WCHV, Charlottesville, Va.
- SMITH, DALE**
After Hours
KFJB, Marshalltown, Ia.
- SMITH, DON**
1340 Club
WKIC, Hazard, Ky.
- SMITH, FLETCHER**
Fletcher's Platter Chatter
WTNC, Thomasville, N. C.

Disc Jockeys—Radio-Television

- SMITH, FRED**
Mr. Smith
WKJO, Fort Wayne, Ind.
- SMITH, GLENN**
Tempo Time
WGL, Fort Wayne, Ind.
- SMITH, HARRY**
Make Way For Rhythm
WCAM, Camden, N. J.
- SMITH, IRVING**
Western Melodies
KPQ, Wenatchee, Wash.
- SMITH, JIMMY**
KCOR, San Antonio, Tex.
- SMITH, KATE**
MBS
- SMITH, RICHARD D.**
Musical Roundup
WMTW, Portland, Me.
- SMITH, TOM**
Matinee In Rhythm
WMNB, North Adams, Mass.
- SOARES, GENE**
You Name It, We'll Play It
WABY, Albany, N. Y.
- SOBOL, JOHNNY**
Polka Party
WJLC, Wilkes-Barre, Pa.
- SOLITARE, BERT**
Open House
KRE, Berkeley, Cal.
- SOMERBY, HOPE**
WYON, Woonsocket, R. I.
- SORELY, MARK**
Carnival In Rhythm
KPQ, Wenatchee, Wash.
- SOUTWICK, ROY**
Record Random
KID, Idaho Falls, Ida.
- SOWERS, NELL**
Dulere's Dawn Busters
WSTP, Salisbury, N. C.
- SPANGLER, ELDEN**
Wake Up Smiling
WLAN, Lancaster, Pa.
- SPECIAL, JOHNNY**
Time Factory
KSET, Trinidad, Colo.
- SPIEGLE, STAN**
Doodle Bug
KXRO, Aberdeen, Wash.
- STAMPER, GILBERT**
Hayloft
WAIR, Winston-Salem, N. C.
- STANLEY, HAL**
Request Party
WSSB, Durham, N. C.
- STARK, CHARLES**
Charlie Starke's Music Shoppe
WJNS, New York, N. Y.
- STARR, JOE**
Club 860
WERD, Atlanta, Ga.
- STARR, RAY**
Ray's Record Room
KAYX, Waterloo, Ia.
- STEADMAN, FRED**
Hill Country Hits
KNAF, Fredericksburg, Tex.
- STEBBINS, DICK**
Breakfast Party
WENE, Endicott, N. Y.
- STEELE, LOU**
Club 93
WPAT, Paterson, N. J.
- STEELE, TED**
NBC; CBS; KMPC; WMCA.
- STEER, PHIL**
Feedbag Frolies
WYCH, Chester, Pa.
- STRIN, REX**
1180 Hour
WLDS, Jacksonville, Ill.
- STENGEL, DAN O.**
Dan's Disc Derby
KISM, Sikeston, Mo.
- STENGER, JOHN, 3rd**
Melody Merry-Go-Round
WBAX, Wilkes-Barre, Pa.
- STENGER, PETE**
WEPM, Martinsburg, W. Va.
- STEPHENS, BOB**
Down Melody Lane
KTNM, Tucumcari, N. Mex.
- STEPHENS, GENE**
You Name It
WINR, Binghamton, N. Y.
- STEPHENS, JOE**
Reveille. With Joe
WDWD, Dawson, Ga.
- STEPHENS, SAM**
Melody Matinee
KBUH, Bingham City, Utah.
- STERLING, EDWARD M.**
Midnight Express
KGLU, Safford, Ariz.
- STERLING, JACK**
The Jack Sterling Show (CBS)
- STERLING, LUD**
Request Club
WLEE, Richmond, Va.
- STERN, DCK**
Evening at Shelburne
WKAT, Miami Beach, Fla.
- STEVENS, ALAN**
Alan Stevens Show
WINN, Louisville, Ky.
- STEVENS, ED**
Record Rack
KJENI, Fairbanks, Alaska.
- STEVENS, LEN**
WHAT Jamboree
WHAT, Philadelphia, Pa.
- STEWART, ALAN**
WTEL, Philadelphia, Pa.
- STEWART, MIKE**
Rhythmic Time
WFOR, Hattiesburg, Miss.
- STEWART, TOM**
Musical Clock
WPAQ, Mt. Airy, N. C.
- STEWART, WILLIAM**
Bill Stewart's Scrapbook
WBMS, Boston, Mass.
- STEWART, WYNN**
Penthouse Serenade
KRNO, San Bernardino, Cal.
- STITCH, BOB**
Swing Shift
WCMA, Corinth, Miss.
- STIERMAN, YERNE**
Friendly Time
KDTN, Dubuque, Ida.
- STILL, JULIUS**
WGGK, Gainesville, Ga.
- STIR, JACK**
The Moonball
WTSP, St. Petersburg, Fla.
- STONE, CHARLES M.**
Uncle Bud
WMR, Jacksonville, Fla.
- STONE, HARRY**
Jive Till Five, Club Eleven
KPAB, Laredo, Tex.
- STONE, LOU**
Record Jamboree
WGDB, Preoport, N. Y.
- STOREY, ROBERT**
Storey & Song
WKAL, Rome-Utica, N. Y.
- STOVER, SMOKEY**
KODE, Las Cruces, N. Mex.
- STRAND, PHIL**
Record By Request
WJPO, La Salle, Ill.
- STRIBLING, BILL**
Strib's Serenade
WORD, Spartanburg, S. C.
- STRICKLAND, ARVIN**
Musical Clock
KWPM, West Plains, Mo.
- STRONG, AL**
Hillbilly Roundup
KSAM, Huntsville, Tex.
- STRONG, JERRY**
Jerry Strong Show (WINX),
Washington, D. C.
- STRONG JIMMY**
840 Club
WKNE, New Britain, Conn.
- STRUCHIO, GENE**
Melody Lane
WTMC, Ocala, Fla.
- STRUTHERS, JACK**
Strutting With Struthers
WDNE, Elkins, W. Va.
- STURMER, LEX**
Sunrise Serenade
WJPC, Green Bay, Wis.
- SUBAREZ, PEDRO**
Sonrisas, Musicales
KURV, Edinburg, Tex.
- SULLIVAN, DENNY**
Request Granted
WDOS, Oneonta, N. Y.
- SULLIVAN, RONALD**
Spinners' Sanctum, Swing
Timn. Make Believe Ballroom
WKIV, Evansville, Ind.
- SUNKEL, BUD**
Yawn Patrol
WDAK, Danville, Ill.
- SUTHERLAND, JAMES**
Midnite Matinee
KCCU, Mandan, N. Dak.
- SEITON, CLARK**
Twenty Nickels
KYOU, Greeley, Colo.
- SWAIN, SIG**
Requestfully Yours
WWCP, Sanford, N. C.
- SWANSON, BOB**
KIMA, Yakima, Wash.
Date At Eight
- SWANSON, BOB**
Varsity Jamboree
WISC, Madison, Wis.
- SWANSON, ROY**
Coffee Club
KUBA, Yuba City, Cal.
- SZMYD, EMIL**
Meet the Band
WBAA, Lafayette, Ind.

— T —

- TABOR, BLAKE**
Kernel Korn's Korn Krib
WIEV, Belleville, Ill.
- TAMBLYN, BOB**
WCSC, Charleston, S. C.
- TAPLIN, PRESTON**
Time For Taplin
WELM, Elmira, N. Y.
- TATE, ART**
WBSR, Pensacola, Fla.
- TAUSCH, DON**
Hillbilly Heaven
KTBB, Tyler, Tex.
- TAYLOR, BILL**
Willy The Hillbilly
KFMJ, Tulsa, Okla.
- TAYLOR, BILL**
WWNC, Newton, N. C.
- TAYLOR, BRAD**
4-00 O'Clock Special
WJBJ, Bowling Green, Ky.
- TAYLOR, BROOKE**
Music Box
WJW, Cleveland, O.

Disc Jockeys—Radio-Television

- TAYLOR, CLAUDE**
Sunrise Serenade
WJHP, Jacksonville, Fla.
- TAYLOR, JACK**
WINN, Louisville, Ky.
- TAYLOR, JAKE**
Hi Neighbor
WDAE, Tampa, Fla.
- TAYLOR, Pat**
WHP, Jamboree
WHP, High Point, N. C.
- TAYLOR, SAM**
Fashions in Music
KWJ, Portland, Ore.
- TAYLOR, TED**
Radio Joke Box
WDF, Flint, Mich.
- TAYLOR TOM**
WMBD, Peoria, Ill.
- TAYLOR, WILL**
Sid's Coffee Shop
WVID, Baltimore, Md.
- TAZELAAR, ROBERT**
WKZO, Kalamazoo, Mich.
- TELEK, DICK**
Time Clock Serenade
WSIR, Winter Haven, Fla.
- TEMPLETON, JOSEPH**
ChimeTime
WNAE, Warren, Pa.
- TERRANDO, JOSEPH**
Musical Clock
WLPO, La Salle, Ill.
- TERRY, CHEM**
WBAP, Fort Worth, Tex.
- TERRY, JOHN R.**
Peoples All Request
WTNS, Coshocton, O.
- THAYEK, JACK**
Swing Club
WLO, Minneapolis, Minn.
- THIBERT, FRANK**
1450 Matinee
WMQ, Iron Mountain, Mich.
- THIES, JOHN A.**
John's Other Record
KWOC, Poplar Bluff, Mo.
- THOMAS, BILL**
KDTH, Dubuque, Ida.
- THOMAS, BILL**
On The Beam
KORA, Bryan, Tex.
- THOMAS, FRANK**
Rhythms By Request
WTNC, Thomasville, N. C.
- THOMAS, GARRETT**
Good Mornng
WOLS, Florence, S. C.
- THOMAS, GORDON**
Top Of The Morning
WTMJ, Milwaukee, Wis.
- THOMAS, JAN**
In Between
KSON, San Diego, Cal.
- THOMAS, JERRY**
Dusty Discs
WMAK, Nashville, Tenn.
- THOMAS, JOE**
Starlight Serenade
WRC, Greenville, S. C.
- THOMAS, LLOYD**
Yawn Patrol
KHAS, Hastings, Neb.
- THOMAS, VERNE**
Parade of Bands
KOLE, Port Arthur, Tex.
- THOMPSON, CHUCK**
WLO, Tupelo, Miss.
- THOMPSON, DICK**
Fun & Fancy Free
WKRZ, Oil City, Pa.
- THOMPSON, JERRY**
Jive Til Five
WLOX, Biloxi, Miss.
- THOMPSON, JIM**
Melodies of the West
KQV, Pittsburgh, Pa.
- THOMPSON, JIMMY**
The Falls Guy
WJLL, Niagara Falls, N. Y.
- THORNTON, HARRY**
Milkman
WAGC, Chattanooga, Tenn.
- THORNTON, WAYNE, JR.**
Supper, Serenade
KSUE, Susanville, Cal.
- TITUS, FRANK**
Starlight Serenade
WENE, Endicott, N. Y.
- TOLLS, GENE**
House of Blue Lights
KGY, Olympia, Wash.
- TOMPKINS, BILL**
Top Hat Club
KOGT, Orange, Tex.
- TOUHEY, ED**
Club 1490
WCSS, Amsterdam, N. Y.
- TOWER, JOHN**
The Best On Record
KTAE, Taylor, Tex.
- TOWNE, GORDON**
Polk Country Express, Towne
Goes To Town
WSIR, Winter Haven, Fla.
- TOWNE, MARILYN**
Breakfast With Marilyn
WNLC, Norwalk, Conn.
- TOWNSEND, JACK**
Carolina Moonchild
WGTM, Wilson, N. C.
- TOWNSEND, SAM**
Hillbilly Roundup
WCNU, Crestview, Fla.
- TRACY, BILL**
Musical Clock
WLAR, Athens, Tenn.
- TRIMMELL, LAMAR**
Roof Rhythm
WAGF, Dothan, Ala.
- TRANTER, CHARLES**
Carnival Of Music
WNAE, Warren, Pa.
- TRAVIS, JIM**
Bandwagon
WCNT, Centralia, Ill.
- TRIBLEY, HANK**
Smile Time
WGTC, Greenville, N. C.
- TRIGG, JACK**
KCMC, Texarkana, Tex.
- TRIPLETT, ED**
Melody Manor
KRLC, Lewiston, Ida.
- TROTTER, JOHN**
Platter Parade, Saturday Night
Party
KESA, Fort Smith, Ark.
- TRUDEAU, NED**
Sunshine Hour
WABY, Albany, N. Y.
- TRUSSELL, CHARLIE**
Top Of The Morning
WNOW, York, Pa.
- TUCHOLKA, ED**
Noonday Review
WEDR, Buffalo, N. Y.
- TUCK, GEORGE C.**
Studio B
WGUY, Bangor, Me.
- TUCKER, JACK**
You Name It
WKOK, Sunbury, Pa.
- TUCKER, LANE**
Sunrise Hour
WKOZ, Kosciusko, Miss.
- TUCKER, LINDSAY**
Requestfully Yours
WKDK, Newberry, S. C.
- TURK, ALFRED**
1230 Club
WJBC, Bloomington, Ill.
- TURNBULL, BEN**
WMSA, Matinee
WMSA, Massena, N. Y.
- TURNBULL, BOB**
Lyric Lane
KAFY, Bakersfield, Cal.
- TURNER, AL**
Hillbilly Roundup
KLIP, Dallas, Tex.
- TURNER, HOWARD**
Hillbilly Jamboree
WCST, Atlanta, Ga.
- TURNER, JIM**
On the Solid Side
KOGT, Orange, Tex.
- TURNER, JIM**
Housewives Helpmate
WFGN, Gaffney, S. C.
- TURNER, TINY**
Breakfast with Turner
WPRC, Reidsville, N. C.
- TURPIN, IRA**
Swingtime Club
WGAA, Cedartown, Ga.
- TUSCANY, BILL**
Tea Time Tunes
WBAA, Lafayette, Ind.
- TUTON, RON**
Sunny Side Of The Street
WJHP, Jacksonville, Fla.
- TWOMEY, MORRIS**
Platter Parade
KWVC, Vernon, Tex.
- TYSON, DAVEY**
Wake Up With Davey
WCAE, Pittsburgh, Pa.

— U —

- ULBRICH, RAY**
Musical Jamboree
WSOO, Sault Ste. Marie,
Mich.
- UMBACH, BOB**
Atomic Boogie
WJLD, Bessemer, Ala.
- UNCLE PETE**
Baryard Jamboree
WADE, Wadesboro, N. C.
- UNDERWOOD, TOMMY**
Peanut Patch Parade
WOOF, Dothan, Ala.
- UNGER, JOE**
800 Club
KWPC, Muscatine, Ia.
- UZZLE, FREDERICK B.**
1280 Club
KSOK, Arkansas City, Kans.

— V —

- VACCA, JOHN**
Make Believe Ballroom
KECK, Odessa, Tex.
- VAN CAMP, ROBERT G.**
Morning Melodies
WSB, Atlanta, Ga.
- VANCE, JOHN, JR.**
Sunshine Club
WINK, Fort Myers, Fla.
- VANDERVOORT, EARL**
KBST, Big Spring, Tex.
- VAN LINEN, LOU**
Swing Shift
KIUP, Durango, Colo.
- YANN, FRANK**
Mail Order Music
WTAH, Norfolk, Va.
- VAN SLYCKE, HARRY**
Artists Parade
KNAF, Fredericksburg, Tex.

Disc Jockeys—Radio-Television

- VARNER, HARRY**
570 Club
WWNC, Asheville, N. C.
- VAUGHN, BOB**
WORD, Spartanburg, S. C.
- VENELL, BILL**
Carousel
WHO, Des Moines, Ia.
- VESEL, ROBERT**
Vesel Special
WESA, Charleroi, Pa.
- VESTRO, AL**
Revolving Bandstand
WTOR, Torrington, Conn.
- VIA, RICHARD**
Morning Melodies
WLOE, Leaksville, N. C.
- VICTOR, JOHN**
Rhythms By Request
WABB, Mobile, Ala.
- VIHMAN, ED**
Let's Listen To The Classics
WCCO, Minneapolis, Minn.
- VINSON, RUD**
Name It and Play It
KOLL, Omaha, Neb.
- VISCARRONDO, RAMON**
Correo Musical
WVJP, Caguas, P. R.
- W —
- WADE, JESS**
KTT'S, Springfield, Mo.
- WADSWORTH, MAX**
KCKY Dancing Party, Max's
Wax Works
KCKY, Coolidge, Ariz.
- WAGNER, RUSS**
At Your Request
WIBV, Belleville, Ill.
- WAIN, BEA**
Mr. & Mrs. Music (WMCA).
- WAITES, ERNIE**
Harlem Echoes
WZIP, Covington, Ky.
- WALKER, AL**
Off The Record
WCAW, Charleston, S. C.
- WALKER, BOB**
Juke Box Review
KSDN, Aberdeen, S. Dak.
- WALKER, EDDIE**
Pauls Valley, Okla.
- WALKER, GEORGE**
Tops In Pops
WEBR, Buffalo, N. Y.
- WALKER, JIM**
Happy Jim's Dog House
KULA, Honolulu, T. H.
- WALKER, LEE**
Mailman's Matinee
KJAM, Vernal, Utah
- WALKER, MERRILL**
Record Shop
WOAP, Owosso, Mich.
- WALL, ECK**
Alarm Clock Club
WCPS, Tarboro, N. C.
- WALL, W.**
Old Hep Cat
WRNC, Jackson, Miss.
- WALLACE, NEAL**
1240 Club
KFBC, Cheyenne, Wyo.
- WALLER, ART**
Hillbilly Hit Parade
WLOS, Asheville, N. C.
- WALSH, PATSY**
Patti's Party
WMAZ, Macon, Ga.
- WALTERS, BILL**
Record Rhythm Special
WMAM, Marinette, Wis.
- WALTON, EARL**
KROS, Clinton, Ia.
- WARD, BILL**
Breakfast with Bill
WNCA, Asheville, N. C.
- WARD, CHUCK**
Time For Dancing
WHIS, Bluefield, W. Va.
- WARD, DARON**
Good Morning Neighbor
WGBR, Goldsboro, N. C.
- WARD, JOHNNY**
Off The Record
WMTR, Morristown, N. J.
- WARREN, HARRY**
Wake Up and Smile
KUTA, Salt Lake City, Utah
- WARREN, JERRY**
1540 Turntable Terrace
WJMJ, Philadelphia, Pa.
- WARREN, STANLEY**
Stan The Record Man
WSAP, Portsmouth, Va.
- WASSEL, TOM**
Music Before Midnight
WBRE, Wilkes-Barre, Pa.
- WATKINS, DICK**
Richard's Record Rendezvous
KSLM, Sikeston, Mo.
- WATKINSON, BARRY**
Kima Kid
KIMA, Yakima, Wash.
- WATSON, ROBERT**
Platter Party
WSB, Atlanta, Ga.
- WATTS, CLAY**
WKBC, North Wilkesboro,
N. C.
- WAYNE, LARRY**
Rise & Shine
WCOA, Pensacola, Fla.
- WAYNE, STU**
KYW, Philadelphia, Pa.
- WEAVER, AL**
Strictly Instrumental
KTIP, Porterville, Cal.
- WEAVER, BILL**
Saturday Night Dancing Party
WDAY, Fargo, N. Dak.
- WEAVER, DICK**
Musical Cloek
KRDD, El Paso, Tex.
- WEBB, BILL**
Sunrise Serenade
KAKC, Tulsa, Okla.
- WEBB, BOB**
WRDD, Daytona Beach, Fla.
- WEBB, CHUCK**
Music By Request
KVOA, Tucson, Ariz.
- WEBB, DEWEY**
WBHP, Huntsville, Ala.
- WEBER, GLENN**
Tallahassee Bandstand
WRHP, Tallahassee, Fla.
- WEBSTER, HARRY**
Yawn Patrol
WFUR, Grand Rapids, Mich.
- WEBSTER, JOSEPH**
Club 840
WVPO, Stroudsburg, Pa.
- WEBSTER, KURT**
Midnight Dancing Party
WBT, Charlotte, N. C.
- WEEKS, EDDIE, L.**
Juke Box Jamboree
KABR, Aberdeen, S. Dak.
- WEEKS, RANNY**
Ranny Weeks Record Rack
WCOP, Boston, Mass.
- WEIGLE, FRANN**
Frann Weigle Hour
WAIT, Chicago, Ill.
- WEILER, ROBERT**
Everybody's Hour
KDIX, Dickinson, N. Dak.
- WEISS, DICK**
1520 Club
KSIB, Creston, Ia.
- WELCH, VAN**
Music for the Mrs.
KELK, Elko, Nev.
- WELLES, JACQUES**
All-Night Show
WITH, Baltimore, Md.
- WELLS, BOB**
Hi Teen Tune Shop
- WELLS, HERB**
Breakfast Club
WLAG, La Grange, Ga.
- WENDELL, CAR**
Wax Works
WBEC, Chillicothe, O.
- WENDELL, BUD**
Wendell's Wax Works
WJMO, Cleveland, O.
- WESLEY, JIM**
Music That Wins
WJPG, Green Bay, Wis.
- WHALEY, BILL**
Harlem Serenade
KMAC, San Antonio, Tex.
- WHEDBEE, CHARLES**
Whedbee's Whimsy
WGTG, Greenville, N. C.
- WHEELER, BILL**
Shopping Tour
WINR, Binghamton, N. Y.
- WHEELER, BUN**
When Day Is Done
KYUM, Yuma, Ariz.
- WHEELER, DWIGHT**
Operations. Music
WFAU, Augusta, Me.
- WHEELER, TONY**
Dawn Patrol
WARC, Rochester, N. Y.
- WHEJAM, BILL**
Boston Merry Go Round
WCOP, Boston, Mass.
- WHELAN, OTIS E.**
Rhythm Rauch
KGLJ, Safford, Ariz.
- WHITAKER, GENE**
WDEK, Durham, N. C.
- WHITE, CLAUDE**
Hillbilly Hits
WPAQ, Mt. Airy, N. C.
- WHITE, CLAYBORN**
Septa Swing Club
KTOW, Oklahoma City, Okla.
- WHITE, FRANK**
Morning Roundup
KFBC, Cheyenne, Wyo.
- WHITE, HAL**
Restlessly Yours
KUCB, Montrose, Cal.
- WHITEMAN, PAUL**
The Paul Whiteman Record
Club
ABC
- WHITMAN, DON**
Nite-Owl Nitecap
KRNO, San Bernardino, Cal.
- WHITMAN, THOMAS**
Milk Run, Wings of Music
KXGI, Fort Madison, Ia.
- WHITNEY, PHIL**
WINC, Winchester, Va
- WHITTAKER, TOM**
Housewives Platter
WKLY, Hartwell, Ga.
- WHITTINGHILL, DICK**
Hollywood House Party
KGFJ, Hollywood, Cal.

Disc Jockeys—Radio-Television

- WHITWORTH, RAY**
Western Hits
KAMQ, Amarillo, Tex.
- WICKIZER, JACK**
1420 Club
KTJS, Hobart, Okla.
- WIDDER, DAVE**
Notes & News
WPIK, Alexandria, Va.
- WIETHAN, DICK**
KLCN, Blytheville, Ark.
- WIGGINTON, WILLIAM**
Say It With Music
WCCO, Minneapolis, Minn.
- WILKE, HUBERT**
Musically Yours
WUSN, Charleston, S. C.
- WILLARD, SID**
Carnival of Music
WEAM, Arlington, Va.
- WILFORD, CARL**
Record Review
KANA, Anaconda, Mont.
- WILLIAMS, BILL**
Band Parade
WOV, New York, N. Y.
- WILLIAMS, BUS**
Top Pops
KOPO, Tucson, Ariz.
- WILLIAMS, DAN H.**
Campus Capers
KTXN, Austin, Tex.
- WILLIAMS, DICK**
KAKE Music Mart
KAKE, Wichita, Kans.
- WILLIAMS, DICK**
Saturday Night Dancing Party
WHAV, Haverhill, Mass.
- WILLIAMS, DICK**
Spotlight On A Star
WITA, Santurce, P. R.
- WILLIAMS, ELLIS**
Matinee
KCR, Enid, Okla.
- WILLIAMS, GERALD**
Musical Date
WKAP, Allentown, Pa.
- WILLIAMS, GUY**
WLAT, Conway, S. C.
- WILLIAMS, JACK**
Jack Williams Show, Today's
Top Five, Jack's Jamboree
WGBS, Miami, Fla.
- WILLIAMS, JERRY**
WAML, Laurel, Miss.
- WILLIAMS, NAT D.**
Tan Town Jamboree
WDIA, Memphis, Tenn.
- WILLIAMS, PHIL**
Best By Request
KVOW, Littlefield, Tex.
- WILLIAMSON, BOB**
Musical Clock
WMJK, Middlesboro, Ky.
- WILLIS, FOREST**
"Musical Clock"
WTRY, Troy, N. Y.
- WILLIS, MILTON**
Club 1590
KATL, Houston, Tex.
- WILLIS, REX, II**
Music Makers
KHBC, Jil, T. H.
- WILLSE, BILL**
Musical Nitecap
WWNR, Beckley, W. Va.
- WILLSON, JIMMIE**
Roundup Time
WAPI, Birmingham, Ala.
- WILSON, ANDY**
Radio Rangers
KOOL, Phoenix, Ariz.
- WILSON, BILL**
The Bill Wilson Show
WDOD, Chattanooga, Tenn.
- WILSON, BRUCE E.**
Farm & Home Hour
WWPF, Palatka, Fla.
- WILSON, JIM**
All-Tune Hit Parade
KFMJ, Tulsa, Okla.
- WILSON, JIM**
Rebel Rouser, Swing Session
WMAK, Nashville, Tenn.
- WILSON, KEN**
Star in the Afternoon
WGST, Atlanta, Ga.
- WILSON, LARRY**
Working With Wax
WNOE, New Orleans, La.
- WILSON, READ**
Top Of The Morning
WWNC, Asheville, N. C.
- WINDROW, AL**
KNPT Click Request
KNPT, Newport, Ore.
- WINERTER, E. J.**
KOPP Club, Sagebrush Party
KOPP, Ogden, Utah
- WINKLER, ERNIE**
Ernie Winkler Show
Middletown, N. Y.
- WINN, WILLIAM**
Musical Clock
WJTN, Jamestown, N. Y.
- WINTERS, GEORGE**
Mason County Matinee
WFTM, Maysville, Ky.
- WINTERS, GREGG**
Tea Canteen
KNDF, Fredericksburg, Tex.
- WIPPRECHT, MARJORY**
Matinee Showcase
KOJA, Bryan, Tex.
- WISE, EDDIE**
Sun-Up, Roundup Time
WEBQ, Harrisburg, Ill.
- WISEMAN, CLAUDE**
Sunset Serenade
WOKZ, Alton, Ill.
- WITT, AL**
Tumbleweed Tempos
KEIO, Pocatello, Ida.
- WOBUS, BILL**
TNT
WJOB, Hammond, Ind.
- WOLFE, BOB**
All-Request Record Roundup
KTNM, Tucumcari, N. Mex.
- WOLFE, SKEETS**
Top O' The Morning
WNDB, Daytona Beach, Fla.
- WOLFF, Linn**
Farm & Home Hour
WPAD, Paducah, Ky.
- WOLSON, MIKE**
One Mike To Another
WSCR, Seranton, Pa.
- WOOD, GEORGE**
Woody
WTMV, East St. Louis, Ill.
- WOOD, FOREST**
Cover Puller
WIOS, Asheville, N. C.
- WOOD, FRED**
Woodchopper's Ball
WBZ, Vineland, N. J.
- WOOD, STANLEY**
WSUA, Boonington, Ind.
- WOODS, CHARLIE**
Midnight Music Shop
WJZ, New York, N. Y.
- WOODS, DICK**
WCPO, Cincinnati, O.
- WOODS, JACK**
Turntable Time
WWXL, Peoria, Ill.
- WOODS, JIM**
Platter Parade
- WOODWARD, LEROY**
WVJS, Owensboro, Ky.
- WOOLE, CARL**
Swingtime
WMVG, Milledgeville, Ga.
- WOOLF, JOHN**
Woof at the Door
WALL, Salt Lake City, Utah
- WOOTTE, BILL**
Nitecap
WSIC, Statesville, N. C.
- WRIGHT, DAVID**
The Time Keeper
WGLV, Charlotte, N. C.
- WRIGHT, JOHN**
Top 'O Morning
WFBC, Greenville, S. C.
- WYNN, PAUL**
Saturday Night Dancing Party
WWGS, Tifton, Ga.
- WYNN, PAUL**
Afternoon Landstand
WEWO, Laurinburg, N. C.

— Y —

- YACK, GEORGE**
WMRF, Lewiston, Pa.
- YARSONS, HARRY**
Breakfast Club
WSTP, Salisbury, N. C.
- YATES, CHARLIE**
In The Groove
WRRF, Washington, N. C.
- YAGER, DON**
Cat's Rat Race
WTIK, Durham, N. C.
- YEAROUT, WILLIAM**
Timekeeper
WREN, Topeka, Kans.
- YELLAND, E. STARR**
Time & Tempos
KOA, Denver, Colo.
- YOUNG, BILL**
KAKE'S Platter Parade
KAKE, Wichita, Kans.
- YOUNG, DALE**
Recordially Yours
WAOV, Vincennes, Ind.
- YOUNG, J. N.**
KBST, Big Spring, Tex.
- YOUNG, PRESTON**
Pettycoat Party Line
WHLF, South Boston, Va.
- YOUNGMAN, JIM**
Polka Party
WESA, Charleroi, Pa.
- YOUNT, CHUCK**
WCBV, Richmond, Ind.
- YOUSE, ROBERT**
1340 Club
WBRK, Pittsfield, Mass.

— Z —

- ZAPUTIL, BILL**
To Each His Own
WERC, Reidsville, N. C.
- ZIMMERMAN, BOB**
Music Mongers
WTNS, Coshocton, O.
- ZIMMERMAN, CARL**
Concert Hall
WFOX, Milwaukee, Wis.
- ZINKAND, PHIL**
1500 Club
WWSW, Pittsburgh, Pa.

"THE GOLDEN TOUCH"

Frankie
CARLE

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Orchestra Leaders Musical Conductors and Organists (RADIO AND TELEVISION) —their work during 1948

— A —

ACKLEY, WAYNE
KRNT, Des Moines, Ia.
ADAMS, DANA
KTDB, Tyler, Tex.
ADLAM, BASIL
Curt Massy Show, Johnny
Fletcher, Mr. President
ABC
AGNEW, JOHN K.
WHKC, Columbus, O.
AGNEW, THEODORE J.
KUBC, Montrose, Colo.
AGRESTA, PHIL
WIS, Columbia, S. C.
ALAN, PAT
KSTT, Davenport, Ia.
ALBERTSON, ROBERT A.
KTM, San Rafael, Cal.
ALEXANDER, JEFF
"Amos 'n' Andy"
NBC
ALLEN, JAMES
WTJS, Jackson, Tenn.
ALLEN, JILL
WNAO, Raleigh, N. C.
ALLEN, JOHN
KPLT, Paris, Tex.
ALLEN, ROBERT
WCMW, Canton, O.
ALMAND, JACK
WGST, Atlanta, Ga.
AMOLS, MERVYN
WJLS, Beckley, W. Va.
ANDERSON, CHARLOTTE
WTHE, Hartford, Conn.
ANDERSON, DORA
KZMB, Manila, P. I.
ANDERSON, WARREN A.
WFG, Kalanuzoo, Mich.
ANDREWS, JAMES L.
KRO, Aberdeen, Wash.
ARENDALL, RONNIE
WPTW, Piqua, O.
ARENSON, JAMES E.
KTRF, Thief River Falls,
Minn.
"ARLO" (Arlis Hulth)
NBC
"Honeymoon in New York,"
"Story Shop"
ARMBRUSTER, ROBERT
NBC
"Cavalcade of America,"
"Kraft Music Hall"
ARMSTRONG, BERNIE
KDEA, Pittsburgh, Pa.

ARNOLD, CATHERINE
WSGN, Birmingham, Ala.
ARNOLD, MARION
WNAM, Neenah, Wis.
ARTZT, WILLIAM
Blondie
CBS
ATKERSON, PAUL
KAGH, Pasadena, Cal.
AUMAN, DGN
WKAY, Fargo, N. D.
AYERS, NORMAN
WCSH, Portland, Me.

— B —

BABLER, PEP
WOSH, Oshkosh, Wis.
BADDERS, FRANK
WKEY, Covington, Va.
BADEAUX, ED
KXYZ, Houston, Tex.
BAILEY, BUD
KGCX, Sidney, Mont.
BAKER, CLYDE, MRS.
WLAQ, Rome, Ga.
BAKER, CHARLES
WKRK, Columbia, Tenn.
BALDWIN, BILL C.
KSO, Des Moines, Ia.
BALL, NOEL E.
KSWM, Joplin, Mo.
BALL, ROGER
WALT, Tampa, Fla.
BALLANTINE, EDDIE
The Breakfast Club
ABC
BALLIS, MERA
KDH, Fairbault, Minn.
BALZER, LUDWIG F.
WRC, Washington, D. C.
BANCROFT, P. F.
KTR, Phoenix, Ariz.
BANKS, MARGARET
WBIG, Greensboro, N. C.
BANTA, FRANK
NBC
"D & H Mimers"
BARDO, LYLE
KFRG, San Francisco, Cal.
BARKER, GLADYS
WFRL, Freeport, Ill.
BARLOW, HOWARD
NBC
Voice of Firestone
BARR, FRED
WWRL, New York, N. Y.

BARRET, EDWARD
WHAS, Louisville, Ky.
BARRETT, IDA M.
WLPM, Suffolk, Va.
BARRETT, ROGER
WFEA, Manchester, N. H.
BARRON, BLICE
NBC
"Edison Hotel Orchestra"
BASIL, JAMES H.
WCHV, Charlottesville, Pa.
BASHELL, LOUIS
WMLD, Milwaukee, Wis.
BAUCOM, MARIE
WMAF, Monroec, N. C.
BAUGH, GENE
WBAP, Fort Worth, Tex.
BAUMGART, RUTH
WTCJ, Tell City, Ind.
BAUSTIAN, EVELAN
KROX, Crookston, Minn.
BECKER, ALFRED
KOY, Phoenix, Ariz.
BECKER, SYLVIA
KNPT, Newport, Ore.
BEDNAREK, JOE
WILK, Wilkes-Barre, Pa.
BEERS, WILLIAM E.
WADC, Akron, O.
WEHL, WALTER
WFOX, Milwaukee, Wis.
BELDING, ELLEN
KXLO, Lewiston, Mont.
BELL, FRANK
WEEL, Boston, Mass.
BELL, NORMAN
WDSU, New Orleans, La.
BELL, RUTH
WJPA, Washington, Pa.
BELMAN, DAVE
KTP, Porterville, Cal.
BELVINE, ANNE
WAUD, Auburn, Ala.
BENDITZKY, NAOM
NBC
"NBC String Quartette"
BERCOVITZ, ABE
KGW, Portland, Ore.
BERING, CONRAD, JR.
KFDM, Beaumont, Tex.
BERNTHAL, MURRA
WSYR, Syracuse, N. Y.
BERQUIST, BERNARD
(WHITEY)
NBC
Whitey Berquist Orchestra.
Kickoff Tunes

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

BETCHER, DAVE
WMCK McKeesport, Pa.

BETHANCOURT, JOSE
NBC
"Echoes from the Tropics,"
"Tropicana"

BIBER, PEG
KGFW, Kearney, Neb.

BIELSKI, CASS
NBC
"U. S. Army Air Forces Band"

BIGGS, DOUGLAS
WDXI, Jackson, Tenn.

BIGLEY DAVID E.
WJOI, Florence, Ala.

BIONDI, FERDINAND
CKAC, Montreal, Que.

BISH, DON
KGEM, Boise, Ida.

BLACK, FRANK (DR)
NBC
Symphony Orchestra
CBS
Harvest of Stars
ABC
Carnegie Hall

BLACK NORMAN
WFIL, Philadelphia, Pa.

BLAKE, BRUCE
WHRK, Akron, O.

BLEYER, ARCHIE
Conductor; The Arthur Godfrey Hour, Arthur Godfrey's Talent Scouts, Arthur Godfrey and His Friends, Crime Photographer (CBS).

BLOCH, RAY
(NBC) Johnny Presents, Milton Berle; (CBS) Sing It Again; ABC What's My Name; Toast of the Town (CBS-TV)

BLUE, BETTY
KYOU, Greeley Colo.

BOELTER, E. W.
KJAM, Vernal, Utah

BOISVERT, LOUIS
WBRY, Waterbury, Conn.

BONIME, JOSEF
The Sheriff
ABC

BOOKSPAN, MARTIN
WBMS Boston, Mass.

BORNE, HAL
NBC
"Date With Judy"

BOUCHIER, GENE
WPDQ, Jacksonville, Fla.

BOVERO, PHIL
Relaxin' Time, Saturday Ses-
sion
ABC

BOWMAN ANN
KGO, San Francisco, Cal.

BOWMAN ANN
WHBO, Tampa, Fla.

BOWMAN, BURL
KVNT, Coeur D'Alene, Ida.

BOYER, MILDRED
KJBS, San Francisco, Cal.

BOYER, JIMMY
WISH Indianapolis, Ind.

BOYUM, JERRY
KROC, Rochester, Minn.

BRADLEY, HAROLD
WHLI, Niagara Falls, N. Y.

BRADSHAW, VIVIAN A.
WAAF, Chicago, Ill.

BRADY WILLIAM P.
WEDC, Chicago, Ill.

BRAS, RICKEY
KVAN, Vancouver, Wash.

BREITENMOSEH, DON
KVOB, Alexandria, La.

BRELAND, ED
WAML, Laurel, Miss.

BRENDLER, CHARLES,
LIEUTENANT COMMANDER

NBC
"U. S. Navy Band"

BRESTOFF, PHIL
Speaking of Songs
ABC

BRIDGES, CAROL
WERD, Atlanta, Ga.

BRING, LOU
NBC
"Kraft Music Hall"

BROOKS GEORGE
KDIX, Dickinson, N. Dak.

BROWN, ARTHUR
KROD, El Paso, Tex.

BROWN, GORDON
WVTK, Versailles, Ky.

BROWN, LES
NBC
"Bob Hope"

BROWN MAURICE
CBS
Let's Pretend

BROWN, WALBERG
NBC
"Do You Remember?," "Cleve-
landaires"



LEW WHITE

Organist

Composer

Conductor

RADIO - TELEVISION

CURRENT SHOWS

Inner Sanctum—CBS

Grand Central Station—CBS

Portia Faces Life—NBC

RCA-Victor Recording Artist

Columbia Picture Shorts

LExington 2-1100

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

BRUNS, GEORGE
KEX, Portland, Ore.
BRYON, DONALD
"Cavalcade of America"
NBC
BUHRMAN, ARTHUR
Quiet Please, What Makes You
Tick
ABC
BURGESS, JACK
WOOF, Dothan, Ala.
BURNSIDE, CURTIS
KYJC, Medford, Ore.

— C —

CAFFY, CURTIS
WGRM, Greenwood, Miss.
CALABRESE, RAY
WLTR, Bloomsburg, Pa.
CALDWELL, JUNE
WMT, Cedar Rapids, Ia.
CAREY, RALPH
KSWI, Comed Bluffs, Ia.
CARLE, FRANKIE
NBC; CBS; MBS; Columbia Records.
CARLSON, MAUDE
WIBW, Topeka, Kans.
CARNAHAN, BEVERLY
WMIX, Mt. Vernon Ill.
CARPENTER, ETHEL M.
WKBB, Dubuque, Ia.
CARR, TRUDI
KEYS, Corpus Christi, Tex.
CARSON, M.
WOAP, Orrosó Mich.
CARTER, GAYLORD
Bride and Groom
ABC

CARTER, LOUISE
WFTM, Maysville, Ky.
CARTER, VERNON
WRRF, Washington, N. C.
CASE, RUSS
RCA Victor Show
NBC
CASTILLO, DEL
CBS
Stars Over Hollywood
CAUSEY, DON
KHOZ, Harrison, Ark.
CHAMBERLIN, GEORGE
WMBM, Miami Beach, Fla.
CHASE, BRUCE
American Farmer, Fascinating
Rhythm, Listen To This
ABC
CHASINS, ABRAM
WQXR, New York, N. Y.
CHESMAN, A.
WGBB, Freejort, N. Y.
CHESKIN, DAVID
WGR, Buffalo, N. Y.
CHRISTENSON, ROYCE
KTRE, Lufkin, Tex.
CIALONI, ROBERT P.
WDAS, Philadelphia, Pa.
CLAPP, GERRIE
WFTL, Ft. Lauderdale, Fla.
CLARK, ALLEN
WJKY, Oklahoma City, Okla.
CLARK, GORDON
KPBX, Beaumont, Tex.
CLARK, LOWELL
KGFF, Shawnee, Okla.
CLARKE, NOVA
KHGB, Okmulgee, Okla.

CLAYTON, ROBERT
WJIM, Lansing, Mich.
CLEMENT, JOHN R.
WARD, Johnstown, Pa.
CLEVELAND, R. M.
WSON, Henderson, Ky.
CLIFF, CHARLES
Let Freedom Ring
ABC
COBLER, LOUISE
KTAN, Sherman, Tex.
COGGESHALL, A. O.
WGY, Schenectady, N. Y.
COLE, BUDDY
NBC
"Truth or Consequences"
COLE, DAVE
WTAL, Tallahassee, Fla.
COLE, NAT KING
NBC
COLEE, D. R.
WLBF, Leesburg, Fla.
COLLINS, JERRY
WNOX, Knoxville, Tenn.
COLLINGS, STAN
KSYC, Yreka, Cal.
COLWELL, VIRGINIA
WLDS, Jacksonville, Ill.
COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Tex.
CONTI, ANTHONY
WLEU, Erie, Pa.
COOLEY, CARLTON
NBC String Quartet
NBC
COOPER, LOIS
WKYB, Paducah, Ky.
COOPER, SALLY
WJBK, Detroit, Mich.



JOHN
GART

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

— D —

COTE, BERT
WLAM, Lewiston, Me.

COTNER, CARL
Gene Autry Show CBS

COURTRIGHT, Y.
WKBZ, Muskegon, Mich.

COYS, MYRON
WBYS, Canton, Ill.

CRAWFORD, JESSE
Counterespionage
ABC

CRESTON, PAUL
Hour of Faith
ABC

CROFT, MIKE
WJSW, Altoona, Pa.

CROOK, GEORGE
NBC
"George Crook, Organist"

CROSSBY, BOB
CBS

CROSS, ALBERT
WKMH, Dearborn, Mich.

CROSS, ELWIN
KYNO, Fresno, Cal.

CROSSON, ART
WBNY, Buffalo, N. Y.

CROUCH, EDNALEE
WHB, Kansas City, Mo.

CROWELL, BETTY
WIBB, Macon, Ga.

CUGAT, XAVIER
Spotlight ands, MBS
The Drene Show

CUMMINGS, BERNIE
Treasury Band Show
ABC

CURRY, WINFRED
KBYR, Anchorage, Alaska

DALE, TED
Conductor; b. North Platte, Neb.,
July 25, 1910; Coronation Con-
tented Show (NBC).

DANIELS, BILL
KOPR, Butte, Mont.

D'ARMOND, FRANK
WPTK, Albany, N. Y.

DAUGHERTY, STAN
KMOX, St. Louis, Mo.

DAVIS, E.
WJVA, South Bend, Ind.

DAVIS, GEORGE D., JR.
WRBL, Columbus, Ga.

DAVIS, KEN
KRNO, San Bernardino, Cal.

DEAL, JOHN H.
WHCU, Ithaca, N. Y.

DeBERRY, HERBERT, JR.
WPIK, Alexandria, Va.

DeCARO, AL
WKNB, New Britain, Conn.

DENISE, MARGIE
KRIC, Beaumont, Tex.

DENNIS, GENE
WVOM, Boston, Mass.

DENNY, FRANCES
WAIR, Winston-Salem, N. C.

DeREMÉR, LIONEL H.
WBCM, Bay City, Mich.

DESMOND, WARREN
WAZP, Yazoo City, Miss.

DeVOL, FRANK
Sealtest Village Store
NBC
Jack Carson Show
CBS

DIGESU, FRED
WJHO, Opelika, Ala.

DOLAN, BOB
Ford Show
CBS

DONALDSON, FRANK
WJBO, Baton Rouge, La.

DONALDSON, JOE C.
WCOT, Winchester, Tenn.

DONZE, AILEEN
KSGM, Ste. Genevieve, Mo.

DORITY, DOROTHY
WTOL, Toledo, O.

DORB, HAROLD
WABI, Bangor, Me.

DORSEY, JIMMY
NBC, CBS, MBS

DORSEY, TOMMY
NBC, CBS, MBS, WMCA

DOSCHER, SUE
WALL, Middletown, N. Y.

DOSSETT, LARRY
KGY, Olympia, Wash.

DOUBLEDAY, BILL
KWBK, Oakland, Cal.

DRAGON, CARMEN
The Railroad Hour
ABC

DUFFELL, REBECCA
WTSP, Salisbury, N. C.

DUNAWAY, JAMES C.
WLBK, Carrollton, Cal.

DUNCAN, JIM
KPRE, Livingston, Mont.

DUNCAN, MARY JEAN
KGBC, Galveston, Tex.

DUNFORD, B. C., JR.
WSJS, Winston-Salem, N. C.

ARCHIE BLEYER



• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

DUNFORD, HOWARD
WMRN Marion, O.
DUNN, BILL
WKBN, Youngstown, O.
DUNNING, OWEN
KOLN, Portland, Ore.

—E—

EDGES, CLARENCE
WTAQ, Green Bay, Wis.
EDINGTON, JOHN
KTFL, Twin Falls, Ida.
EDSON, EDWARD
NBC
"First Piano Quartette"
EDWARDS, GLADYS
WCLA, Baton Rouge, La.
EDWARDS, RANSOM W.
WLIZ, Bridgeport, Conn.
EDWARDS, TOM
KICD, Spencer, Ia.
EICHER, ROBERT
WBEL, Beloit, Wis.
EILAND, TED
WSAZ, Huntington, W. Va.
ELDERS, FRANK E.
WJPE, Herrin, Ill.
ELLINGER, JOHN L.
WMMW, Meriden, Conn.
ELLINGTON, DUKE
NBC, CBS, WMCA, MBS
ELLIOTT, BARON
WCAE, Pittsburgh, Pa.
ELLIOTTE, KAY
KTMO, Independence, Mo.
EMMEL, JOHN
KWJJ, Portland, Ore.
ENOS, JOE
Louella Parsons-
ABC

EPPEL, RAYMOND
KMHK, Mitchell, S. Dak.
ESCAGNE, KEARNY
KANE, New Iberia, La.
ESSEN, FREDRICK
WARC, Rochester, N. Y.
EUCHNER, WAYNE E.
KFH, Wichita, Kans.

—F—

FAIRBANKS, LUCILLE
KFIZ, Fond Du Lac, Wis.
FAIRCHILD, COOKIE
NBC
"Eddie Cantor Show," "Take
It or Leave It"
FAITH, PERCY
Musical conductor; b. April 7,
1908, Toronto, Canada; Jarvis
College; Pause That Refreshes on
the Air.
FALBER, BEN
WTHI, Terre Haute, Ind.
FARBER, BURT
NBC
"Curtain Time"
FARBER, BURT
WNOP, Newport, Ky.
FARDIG, SHELDON
WMBI, Chicago, Ill.
FAY, LEW
KONO, San Antonio, Tex.
FAYE, ALTA
WRR, Dallas, Tex.
FEIBEL, FRED
CBS
David Hartm
FELTS, LEMUEL
WTCO, Campsville, Ky.

FERILLO TRAYNOR
WHAN, Charleston, S. C.
FESSLER, JEAN
WTAD, Quincy, Ill.
FEUER, CY
CBS
Ford Theater
FISK, JIM
KCKY, Coolidge, Ariz.
FLANSBERG, GEORGE
KTKR, Taft, Cal.
FLATH, HANS P.
KMBC, Kansas City, Mo.
FLATH, P. HANS
KFRM, Kansas City, Mo.
FORD, CHARLES
WCCP, Savannah, Ga.
FORD, MARILYN
WAGA, Atlanta, Ga.
FOSSLER, DEAN
CBS
Guiding Light
FOSTER, ORVILLE
WHOT, South Bend, Ind.
FOWLER, HUGH
KRLD, Dallas, Tex.
FRADKIN, FRED
CBS
Thin Man
FRANK, THOMAS F.
WCCM, Lawrence, Mass.
FRAUL, CLAUDE
WINN, Louisville, Ky.
FRAZIER, JIM
WCBI, Columbus, Miss.
FRED, ALAN
WAKR, Akron, O.
FREEMAN, HARRY
WLYN, Lynn, Mass.



AL RICKEY
CONDUCTOR-COMPOSER

MANHATTAN MERRY-
GO-ROUND

— • —
HAMMERSTEIN
MUSIC HALL

— • —
WALTZ TIME

— • —
MR. KEEN—6th YEAR

— • —
ALSO MUSICAL
DIRECTOR FOR
MAYFAIR RECORDS

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

FREEMAN TONY
KNBC, San Francisco, Cal.
FRIAR, CHARLES
WWNE, Fayetteville, N. C.
FRIEND, GEORGE
WLAK, Lakeland, Fla.
FRY BETTY
WGPA, Bethlehem, Pa.
FUHRMAN, CLARENCE
KYW, Philadelphia, Pa.

— G —

GALE RAYETTE
WCPO, Cincinnati, O.
GALE, WILLIAM
CBS
County Fair
GALLICHO, JOSEPH
NBC
Dave Garroway Show
GALLOWAY, EDWARD M.
KSTL, St. Louis, Mo.
GANZ, GEORGE
KDSH, Boise, Ida.
GARLINGER, GEORGE
WPFB, Middletown, O.
GARNER, ADAM
NBC
"First Piano Quartette"
GARBETT, EDWARD
WEDO, McKeesport, Pa.
GART, JOHN
Composer, conductor; b. Poland,
June 6, 1905; Kiev Imperial Con-
servatory of Music; Gabriel Hea-
ter's A Brighter Tomorrow
(WOR); Carrington Playhouse
(WOR); A House in the Country

(WOR); MGM, Columbia, RKO
picture spots.
GAUZE, WALLACE
WTAN, Clearwater, Fla.
GEERTZ, ARMIN
WBLJ, Dalton, Ga.
GEL, JOHN C.
WCVS, Springfield, Ill.
GEYER, BILLY
WFDF, Flint Mich.
GIBSON, DOROTHY
KFPW, Fort Smith, Ark.
GIBSON, GERALD
WJOY, Burlington, Vt.
GIBSON, JESSIE
WKWF, Key West, Va.
GIBSON, LARRY
WRUF, Gainesville, Fla.
GIGOUX, GERALD
KCRC, Enid, Okla.
GILLIES, KATHRYN
WJMJ, Philadelphia, Pa.
GITZ, JEAN
KRDO, Colorado Springs, Colo.
GLADDIN, FRANCES
WDAK, Columbus, Ga.
GLEWWE, VERNE
WQUA, Moline, Ill.
GLUSKIN, LUD
b. New York, N. Y.; CBS West
Coast Music Director; Suspense,
My Friend Erma, Hollywood Mu-
sic Hall, Philip Morris Playhouse,
Sam Spade.
GOBBLE, MARTHA
KMYR, Denver, Colo.
GOLLOTE, GWEN
WLOX, Biloxi, Miss.

GOODMAN, ABE
Strange Romance of Evelyn
Winters, Grand Slam, CBS
GOODMAN, AL
Musical director; b. Russia; Pea-
body Sc. of Music; Prudential
Family Hour (CBS); Fred Allen
Show; RCA Victor recording ar-
tist.
GORDON, LEE
NBC
"Daytime Classics." "Cleve-
landaires"
GORDON, NATHAN
NBC
"NBC String Quartette"
GOTCH, ROBERT
KXOK, St. Louis, Mo.
GOW, ARTHUR
KJZ, Denver, Colo.
GRADIN, HARRY
WDSM, Superior, Wis.
GRALITZER, LOUIS
NBC
"NBC String Quartette"
GRASSO, FRANK
WFLA, Tampa, Fla.
GRAY, JACK
WHOS, Decatur, Ala.
GRAY, JERRY
Club 15, CBS
GREEN, BERNARD
The Fat Man, We Care
ABC
GREEN DOROTHY
WKRZ, Oil City, Pa.
GREENE, JOHNNY
Man Called X, CBS



HARRY SALTER

"STOP THE MUSIC"—ABC

PETER
VAN STEEDEN

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

GRIBBEN, BOB
KDTN, Dubuque, Ia.
GRIDER, GEORGE
WJNC, Jacksonville, N. C.
GRIEB, HERBERT
WERC, Birmingham, Ala.
GROW, LOU DEAN
KLX, Oakland, Cal.
GUSS, EDDIE
WJPR, Greenville, Miss.

— H —

HACKETT, RAY
KQW, San Jose, Cal.
HAENSCHEN, GUSTAVE
NBC
American Album of Familiar
Music, Pet Milk Show With
Vic Damone
CBS
Saturday Night Serenade
HALE, DAVID
WSPB, Sarasota, Fla.
HALE, ETHELYN
WCKY, Cincinnati, O.
HALL, ROBERT C.
WVWV, Fairmont, W. Va.
HALL, WILLIAM J.
WKRT, Cortland, N. Y.
HALVERSON, RON
KSUD, Cedar City, Utah
HAMILTON, GUY
GGG, Gainsville, Fla.
HAMPY, HERMAN
WEEK, Peoria, Ill.
HANSON, EARLE B.
WIOD, Miami, Fla.
HARDAGE, CHRISTINE
WCTA, Andalusia, Ala.

HARDMAN, GLENN
KTUL, Tulsa, Okla.
HARRILL, NELSON J.
WGWR, Asheboro, N. C.
HARRIS, GUY
WGL, Fort Wayne, Ind.
HARRIS, PHIL
Jack Benny Show
HARRIS, THOMAS W.
WHUB, Cookeville, Tenn.
HARRISON, JOHN
WEXL, Royal Oak, Mich.
HART, BILL
WTMV, East St. Louis, Ill.
HARTIGAN, RICHARD
WROW, Albany, N. Y.
HARTLEY, JAMES A.
WCGA, Gainesville, Ga.
HARTLINE, MARY
Junior Junction
ABC
HARTMAN, ROME
WIRK, W. Palm Beach, Fla.
HARVEY, RICHARD
WSAP, Portsmouth, Va.
HATCH, WILBUR
Screen Guild Players, CBS
HATHORN, ROGER
KWSL, Lake Charles, La.
HAUPT, WILLIAM H.
KVVC, Ventura, Cal.
HAYES, DON
WVDR, Syracuse, N. Y.
HEAPS, PORTER
Club Time, Ladies Be Seated
ABC
HEARD, BETTY
KTMC, McAlester, Okla.

HEATHERTON, RAY
NBC, CBS, MBS
HEIFETZ, BERNAR
NBC
"NBC String Quartette"
HELGESON, ROBERT
KISD, Sioux Falls, S. Dak.
HELLINGSWORTH, R. H.
WTPR, Paris, Tenn.
HENDRIX, CLIFFORD
KGHF, Pueblo, Colo.
HENLEY, DAVID B.
KFGO, Fargo, N. Dak.
HENNINGER, GEORGE
Eitel and Albert, Go for the
House, Johnny Thompson, Kier-
nan's Korner, Your Story for To-
day (ABC).
HENRICHS, ILLENA
KATE, Albert Lea, Minn.
HENTON, ETHEL
WNEF, Binghamton, N. Y.
HERMAN, LENNY
NBC, CBS, MBS.
HERMAN, WOODY
ABC, CBS
HERMANN, RALPH
WMAW, Milwaukee, Wis.
HERRON, JOEL
WGMN, New York, N. Y.
HESSLER, ROY
WDUZ, Green Bay, Wis.
HIBDON, MILTON
KTRB, Modesto, Cal.
HIGH, IVOR
WCCC, Hartford, Conn.
HILDEN, KENNETH F.
KBKR, Baker, Tex.

RAY BLOCH

PAUL LAVALLE

Cities Service "Band of America"

. . . Orchestra Leaders-Conductors-Organists—Radio-TV . . .

HILL, IRENE
KWBU, Corpus Christi, Tex.

HILLMAN, ROO
KLAC, Los Angeles, Cal.

HILTON, CHARLES
WNLK, Norwalk, Conn.

HIPPS, TOM
KAMQ, Amarillo, Tex.

HIRSCH, BERTRAND
NBC
"American Album of Familiar Music"

HOFFMAN, HOWARD
WTRC, Elkhart, Ind.

HOGAN, HARLAN
WSBT, South Bend, Ind.

HOLLAND, CLIFFORD
WOOK, Silver Springs, Md.

HOMESTEADERS (orchestra)
NBC
National Farm and Home Hour

HOTT, IRWIN
WRFD, Worthington, O.

HOUSE, ANN
WRUN, Utica, N. Y.

HOVDE, ANDREA
KMO, Tacoma, Wash.

HOVEY, DON
WHO, Des Moines, Ia.

HOWARD, GEORGE S., Major
(NBC)
"U. S. Army Air Forces Band"

HOWELL, BERNIE
KGNC, Amarillo, Tex.

HURBARD, JOYCE
WHEB, Portsmouth, N. H.

HUBER, FRANK
WEKR, Fayetteville, Tenn.

HUBER, FRANK
WSNY, Schenectady, N. Y.

HUGHES, JAS. L.
KSKY, Dallas, Tex.

HUOT, ED
KBRL, McCook, Neb.

HUTTO, MALCOLM
WJEJ, Hagerstown, Mass.

HYDE, WILLIAM, JR.
WLAG, LaGrange, Ga.

— I —

IDE, WILLIAM
WSCR, Scranton, Pa.

IRKKE, ELMER
WEMP, Milwaukee, Wis.

IMBROGLIO, JOSEPH
WFBR, Baltimore, Md.

IRVING, GEORGE S.
WCMA, Corinth, Miss.

— J —

JAAP, GEORGE, JR.
WDBC, Escanaba, Mich.

JACKSON, STELLA M.
WKAB, Mobile, Ala.

JACOBSEN, BARBARA
KFAC, Los Angeles, Cal.

JACOBSEN, HANS
WKDK, Newberry, S. C.

JACOBSON, PATRICIA
WCLQ, Janesville, Wis.

JAHAM, HANK
KPRO, San Bernardino, Cal.

JARVIS, DON
WWOD, Lynchburg, Va.

JELENSIK, EUGENE
KDYL, Salt Lake City, Utah

JELLISON, WILLIAM
WTFW, Fort Wayne, Ind.

JENKINS, GORDON
CBS
Dick Haymes Show

JOHNSON, ARLENE
WKNA, Charleston, W. Va.

JOHNSON, LAURA
WJMS, Ironwood, Mich.

JOHNSON, R. H.
WSVA, Harrisonburg, Va.

JOHNSTON, W. R. JR.
WBIR, Knoxville, Tenn.

JONES, DARREJ
KUIZ, Ottumwa, Ia.

JONES, DON
KWEI, Weiser, Ida.

JONES, RANDOLPH
WOBS, Jacksonville, Fla.

JONES, RUTH LEE
WMIE, Miami, Fla.

JONES, SPIKE
CBS
Spotlight Review

— K —

KAHL, GEORGE
WMAJ, State College, Pa.

KAHN, JOE
NBC
Musical Cameo (also called Cameos of Music)

KAHN, RUTH ANN
WCAW, Charleston, W. Va.

KALER, RANDALL
WFAS, White Plains, N. Y.

KATIMS, MILTON
Conductor, violinist; b. New York, N. Y.; Guest conductor, NBC Symphony (6 appearances); Eternal Light, Living—1948, Music for Tonight.

KATZ, BERNARD
(NBC)
NBC
"Hollywood Star Preview"

**VICTOR
YOUNG**

**DON
VOORHEES**

1948

Bell "Telephone Hour"

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

KAUFMANN, HARRY J.
WDAF, Kansas City, Mo.

KEATON, CHARLES
WOL, Washington, D. C.

KEITH, JANE
KALB, Alexandria, La.

KELLY, DAN
WRDO, Augusta, Me.

KELLY, JACK
WCFL, Chicago, Ill.

KELTON, LEE
WJAS, Pittsburgh, Pa.

KEPHART, RICHARD
KBUR, Burlington, Ia.

KERR, ANITA
WMAK, Nashville, Tenn.

KERR, SHIRLEY
WKST, New Castle, Pa.

KIBBEE, GORDON
NBC
"Date with Judy"

KILEY, JOHN
WMEX, Boston, Mass.

KINSEY, GLENN
KXOX, Sweetwater, Tex.

KIPEN, MAURICE
WTMJ, Milwaukee, Wis.

KIRESTEL, GEORGE
WJRI, Lenoir, N. C.

KLEIVE, JOHN
WEBC, Duluth, Minn.

KNEESE, LORAIN
WOAI, San Antonio, Tex.

KOSLOFF, LOU
NBC
"Life of Riley"

KOSTAL, IRVING
(with the Irving Kostal Trio)
NBC
"Once upon Our Time"

KOTTLER, MISCHA
WWJ, Detroit, Mich.

KOURY, RES
ABC
Abbott & Costello Kid Show.
Amazing Mr. Malone

KOVAR, NONIE
KIOX, Bay City, Tex.

KREBS, ELMER
WISN, Milwaukee, Wis.

KROLL, NATHAN
ABC
Theater USA

KRUEGER, KARL
ABC
The Detroit Symphony

KURTZ, SAMUEL
NBC
"U. S. Army Air Forces Band"

KYSER, KAY
ABC
College of Fun and Knowledge

— L —

LACHANCE, ROBERT
WHIM, Providence, R. I.

LAHSMAN, CLARENCE
WBFI, Newark, N. J.

LAMBERT, NORMAN
WLBZ, Bangor, Me.

LANDAU, IRVING
WINS, New York, N. Y.

LANE, LORNA
WROK, Rockford, Ill.

LAUZAU, FRANCES T.
WMMN, Fairmont, W. Va.

LAVALLE, PAUL
Musical conductor; Cities Service
BAND OF AMERICA.

LAVERY, DON E.
WJJD, Chicago, Ill.

LAVOIE, PAUL
WJR, Detroit, Mich.

LEACH, HERBERT
WMIK, Middlesboro, Ky.

LEAF, ANN
NBC
"Lorenzo Jones"
"Front Page Farrell"

LEDBETTER, GEORGIA
KFYO, Lubbock, Tex.

LEE, CARROLL S.
WLET, Toccoa, Ga.

LEE, DOROTHY
RPQ, Wenatchee, Wash.

LEE, JIMMY
WZIP, Covington, Ky.

LEIBERT, DICK
NBC
Stella Dallas.
When A Girl Marries

LEIGH, EDWARD
WCHA, Chambersburg, Pa.

LEURIG, HARRISON
WLPO, La Salle, Ill.

LEVANT, OSCAR
NBC
"Kraft Music Hall"

LEVI, DORYCE
WLAY, Muscle Shoals City, Ala.

LEVIN, SYLVAN
WOR, New York, N. Y.

LEVINE, HENRY
(Hot Lips)
Orchestra leader, trumpet player,
arranger; b. London, Eng.; ed.:
CCNY; studied trumpet and music
with Max Schlossberg, played



CONDUCTOR-COMPOSER

HANK SYLVERN

STRIKE IT RICH
BOSTON BLACKIE
BARRY WOOD SHOW
BOB HAWK CAMEL SHOW
THE NICK CARTER SHOW
THE MOREY AMSTERDAM SHOW

**LYN
MURRAY**

Composing
and
Conducting
Hallmark Playhouse
Life With Luigi

Win. Morris Agency

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

with original Dixieland jazz band and with NBC Symphony under Arturo Toscanini (author and composer of *Modern Dixieland Method*); Chamber Music Society of Lower Basin Street (WJZ), Strictly from Dixie, Solitaire Time, Carnival (NBC).

LEVY, HAROLD
ABC
Theater Guild on The Air

LEWIS, BEATRICE
KELP, El Paso, Tex.

LEWIS, EDNA VANN
WCPS, Tarboro, N. C.

LIEBERT, DICK
Our Gal Sunday
CBS

LILLY, DON
WENK, Union City, Tenn.

LIND, CHICK
WSRS, Cleveland Hgts., O.

LINDSAY, GEORGE
KKIN, Visalia, Cal.

LIPPMAN, BYRON
WPIT, Pittsburgh, Pa.

LITTLEPAGE, E. Y.
WMPF, Florence, Ala.

LIVELY, LEE
WLOW, Norfolk, Va.

LLOYD, DOLL YE
KRMD, Shreveport, La.

LOCKHART, HARRY E.
KTHS, Hot Springs, Ark.

LOCKWOOD, LEE
WHFB, Benton Harbor, Mich.

LOFTSNESS, RAY
KSOO, Sioux Falls, S. Dak.

LOKEY, FRANK, JR.
WORD, Spartanburg, S. C.

LOMBARDO, GUY
The Guy Lombardo Show
ABC

LONG, CLINT
WMBL, Morehead City, N. C.

LOPEZ, VINCENT
NBC
"Luncheon with Lopez"

LORENZEN, CLAYTON
KELO, Sioux Falls, S. Dak.

LUCKY PENNIES
NBC
"Circle Arrow Show"

LUKENS, STELLA
WMBH, Joplin, Mo.

LUND, JACK
KOOL, Phoenix, Ariz.

— Mc —

McAFEE, JUNE
KWKH, Shreveport, La.

McBRIDE, LESTER
KGLU, Stafford, Ariz.

McCAHIL, J. F.
KRSC, Seattle, Wash.

McCARTHY, RED
WHGB, Harrisburg, Pa.

McCRARY, JOHN
WCNU, Crestview, Fla.

McDONNELL, MARY
WGEM, Quincy, Ill.

McKAY, BILL
WPDX, Clarksburg, W. Va.

McKENNA, KAY
KSDN, Aberdeen, S. Dak.

McKENZIE, BEVERLY
WNEX, Macon, Ga.

McLAIN, DONALD
WBBO, Forest City, N. C.

McLEAN, DON
KFYR, Bismarck, N. Dak.

McMANUS, WALLACE
WEFR, Buffalo, N. Y.

McNEELY, JIMMIE
WLVA, Lynchburg, Va.

McSLOY, SID
KFBC, Cheyenne, Wyo.

McSWAIN, JOHN
KYA, San Francisco, Cal.

— M —

MACKEY, CECIL
WAPX, Montgomery, Ala.

MACKEY, J. WRIGHT
WARK, Williamsport, Pa.

MADDEEN, SAMY
WEXT, Milwaukee, Wis.

MAGNANTE, CHARLIE
(leader of the Charlie Magnante Trio)
"Jack Berch Show"
NBC

MAGUIRE, JACQUELYN T.
KCRG, Cedar Rapids, Ia.

MAGUIRE, THOMAS
WCMD, Cambridge, Md.

MALLORY, K. T.
WKTG, Thomasville, Ga.

MALNECK, MATTY
Abbott & Costello Show
ABC
Duffy's Tavern
NBC

MALTBY, RICHARD
Conductor, arranger; b. Chicago, Ill., June 26, 1914; Ed. Northwest University Music School; Strings, Reeds & Burnished Brass, Music by Maltby, Let's Listen to Music (ABC); Concert Orchestra, ABC Network.

LUD GLUSKIN

GENERAL MUSICAL DIRECTOR
CBS WESTERN DIVISION



RICHARD MALTBY

Conductor-Arranger

Circle 7-7431

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MAMORSKY, MORRIS
NBC
Eternal Light

MANCIESTER, GARCE B.
WSPR, Springfield, Mass.

MANIS, LEONA
WJOB, Hammond, Ind.

MANN, CARL
KVET, Austin, Tex.

MANSFIELD, ANDY
KWKW, Pasadena, Cal.

MARCOTTE, DONALD A.
WMAQ, Chicago, Ill.

MARSHALL, SANFORD
WHIT, New Bern, N. C.

MARTIN, FREDDY
Jack Carson Show
CBS

MARTIN, LUCY
WWSO, Springfield, O.

MARTIN, NOEL
KOB, Albuquerque, N. Mex.

MASTREA, CARMEN N.
Musician, arranger, conductor; b. Cohoes, N. Y.; Songs by Morton Downey.

MATTHEWS, SAM R.
KGKB, Tyler, Tex.

MATTOLA, TONY
NBC
Jack Berch Show

MATTS, WARREN F.
WEAM, Arlington, Va.

MAUPIN, REX
Listen To This, Personal Autograph, Star in The Night
ABC

MAXSON, JOHN A.
KFIO, Spokane, Wash.

MAY, BILLY
Adventures of Ozie and Harriet
CBS
You Bet Your Life
ABC

MAYO, BILLY
WFAA, Dallas, Tex.

MAYS, VERLIN
WFHJ, Bristol, Va.

MEEDER, BILL
NBC
"Pepper Young's Family"
"Right To Happiness"

MENDELSON, FRED
WBNX, New York, N. Y.

MERCK, LARRY
WMRC, Greenville, S. C.

MESERVEY, NORMAN
WOLF, Syracuse, N. Y.

METCALF, DON
KYUM, Yuma, Ariz.

METCHINECK, WILLIAM
WTCN, Minneapolis-St. Paul, Minn.

MEYERS, STAN
You Bet Your Life
ABC

MILLER, ARNOLD B.
WSBC, Chicago, Ill.

MILLER, FRIEDA
WTOD, Toledo, O.

MILLER, GLENN
KLEE, Houston, Tex.

MILLER, JACK
CBS

MILLER, JOHNNY
NBC
"King Cole Trio Time"

MILLER, LARRY
WSBA, York, Pa.

MILLER, MAX
WBEN, Buffalo, N. Y.

MILLER, T. H.
KLWP, Lebanon, Mo.

MILLS, BILLY
NBC
"Fibber McGee & Molly"

MILLS, VERLYE
NBC
"The Tex and Jinx Show"

MILSOP, JOSEPH
WCPA, Clearfield, Pa.

MILTON, CHARLES
Meet the Missus, Dr. Christian, Melody Trail, Money On the Line, What Makes a Song, Cahil Caravan.

MITCHELL, BOB
KFI, Los Angeles, Cal.

MITCHELL, JACK
WTIP, Charleston, W. Va.

MITTLER, FRANK
NBC
"First Piano Quartette"

MONAGHAN, FRANK
WGHI, Scranton, Pa.

MONROE, CARL
WCAP, Asbury Park, N. J.

MONROE, VAUGHN
Bandleader; b. Akron, Ohio, Oct. 7, 1911; Camel Show (CBS).

MONTGOMERY, PAUL
WFRG, Reidsville, N. C.

MOODY, WILLIAM
KIT, Yakima, Wash.

MOORE, EDWARD
KRES, St. Joseph, Mo.



HENRY
("Solitary Time")
HOT-LIPS
("Chamber Music Society of Lower Basin Street")
LEVINE

EARL SHELDON

and His Orchestra

"JACK SMITH SHOW" — CBS

•

"MUSICAL BOUQUET" — CBS

•

"DRENE SHAMPOO" — NBC

•

Transcriptions for
Gulfspray and Bendix

•

CAPITOL RECORDS

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

MOORE, EUGENE
KCMO, Kansas City, Mo.

MOORE, HAL
WSPA, Spartanburg, S. C.

MOORE, OSCAR
NBC
"King Cole Trio"

MOORE, RAYMOND A.
WHUM, Reading, Pa.

MORGAN, JAMES
WNHC, New Haven, Conn.

MORRIS, JOHN J.
WTOR, Torrington, Conn.

MORRIS, MARGARET
KABC, San Antonio, Tex.

MORRIS, ROBERTA
WLEE, Richmond, Va.

MORSON, LESLIE
WNLC, New London, Conn.

MORTON, HELLEN
KTBS, Shreveport, La.

MORTON, HELEN
NBC
"World and Music"

MURFE, FRED
WLAC, Nashville, Tenn.

MURPHY, DENNIS
WREX, Duluth, Minn.

MURRAY, BRUCE J.
KWHK, Hutchinson, Kans.

MURRY, LYN
Composer, conductor; b. London, England, Dec. 6, 1909; Ford Theater, Hallmark Playhouse.

—N—

NASH, BARNES
WHIS, Bluefield, W. Va.

NEAL, PAUL
WBNS, Columbus, O.

NEDRY, ROGER
KPAS, Banning, Calif.

NEIGHBOR, HOWARD
KVGB, Great Bend, Kans.

NELMS, WILLIAM
WTAX, Springfield, Ill.

NELSON, BOB
WBBQ, Augusta, Ga.

NETHERY, SUE
WWXL, Peoria, Ill.

NEVINS, AL
NBC
"Three Suns Trio"
"The Three Suns Shine"

NEVINS, MORTY
NBC
"Three Suns Trio"
"The Three Suns Shine"

NICHOLSON, ROBERT
WKBW, Buffalo, N. Y.

NICKSON, GEORGE
KXXX, Colby, Kans.

NIDES, HARRY
WROL, Knoxville, Tenn.

NIESON, BILL
KDAC, Fort Bragg, Cal.

NIEVES, JONI
KICA, Clovis, N. Mex.

NIĞOCIA, HARRY
WJW, New Orleans, La.

NININGER, EVELYN
WDBJ, Roanoke, Va.

NOBLE, IGNACIO G.
WKAQ, San Juan, P. R.

NOBLE, RAY
NBC
"Charlie McCarthy Show"

NOBLE, ROGER
WSL, Jackson, Miss.

NORMAN, JEAN NORMA
WFUR, Grand Rapids, Mich.

NORMAN, RALPH
Saturday Strings, Your American Sport Page
ABC

NOVAK, FRANK
Take It Easy
MBS, CBS

NOVICH, LUCILLE
KWTX, Waco, Tex.

NYDEGGER, VERNE
KFBI, Wichita, Kans.

—O—

OAKS, HENRY
WXLW, Indianapolis, Ind.

O'BRIEN, GERALD C.
KTUC, Tucson, Ariz.

O'BRIEN, JAMES
WITM, Trenton, N. J.

ODOM, RAYMOND
KSTA, Coleman, Tex.

OLSEN, GEORGE
NBC
"George Olsen and Orchestra"

OLSON, WALLACE
WCCO, Minneapolis, Minn.

O'NEILL, JOE
KVOO, Tulsa, Okla.

OPPEL, JERRY
KOLE, Port Arthur, Tex.

ORNGARD, JAMES
WSBR, Superior, Wis.

OSBORNE, HAROLD
WMBD, Peoria, Ill.

OSSER, GLENN
Music of Glenn Osser.
Tea and Crumpets
ABC

OSUNA, ROBERTO F.
WVJP, Caguas, P. R.



CARMEN MASTREA

Conducting
"Songs By Morton Downey"
NBC



GEORGE WRIGHT

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

OVERSTREET, MAVIS

WSLS, Roanoke, Va.

OWEN, ELVYN

NBC

"Meet the Meeks"

OWEN, EMLYN

KXEL, Waterloo, Ia.

OWENS, JACK

WBHB, Fitzgerald, Ga.

O'WRIL, ROBERT

WPOR, Portland, Me.

— P —

PAGAN, MOISES

WKJB, Mayaguez, P. R.

PAGE CAVANAUGH TRIO

NBC

"Jack Paar Show"

PAGE, DOROTHY E.

WPAV, Portsmouth, O.

PAGE, ELIOT

WWSR, St. Albans, Vt.

PAGELS, DORIS

WMS, Michigan City, Ind.

PALMER, CARRUTH

KVIC, Victoria, Tex.

PALMER, JOHNNY

WRCS, Alostkie, N. C.

PALMER, WILLIAM

WDXB, Chattanooga, Tenn.

PAQUETTE, ARTHUR

WPCI, Pawtucket, R. I.

PARANOV, MOSHE

WTC, Hartford, Conn.

PASCOE, JOHN W.

WCNC, Elizabeth City, N. C.

PATTERSON, J.

WHHT, Durham, N. C.

PATTERSON, LYLE

WHLS, Port Huron, Mich.

PAUL, CHARLES F.

Orchestra leader, composer, conductor, organist; b. New York, N. Y., Aug. 23, 1902; ed.: N. Y. College of Music, Leipzig Conservatory of Music; Mr. & Mrs. North (CBS); Brighter Tomorrow; Life Can Be Beautiful (NBC); Young Dr. Malone (CBS); Road of Life (NBC); Nora Drake (NBC).

PAUL, MAURY

KRKD, Los Angeles, Calif.

PEACOCK, MELVIN

WSAV, Savannah, Ga.

PECK, BERT

WNOE, New Orleans, La.

PENNARIO, LEONARD

NBC

"Kraft Music Hall"

PEREZ, MRS. E.

WIAC, San Juan, P. R.

PERRY, AL

KCSJ, Pueblo, Colo.

PETERSEN, ROBERT

WAIT, Chicago, Ill.

PETERSON, LAYERNE

WSAU, Wausau, Wis.

PETRICH, CAROLYN

WLCS, Baton Rouge, La.

PFEL, E. J.

WNMP, Evanston, Ill.

PFLEGER, GEORGE

WJTN, Jamestown, N. Y.

PHILLIPS, A. G.

WLTC, Gastonia, N. C.

PHILLIPS, GREGG

WJOL, Joliet, Ill.

PICHE, MAURICE

KYSM, Mankato, Minn.

PICKENS, CHARLES

WHBC, Canton, O.

PILDNER, HENRY

WGAR, Cleveland, O.

PINSKI, ANTHONY

KNEW, Spokane, Wash.

POINTEL, CHARLES H.

WRDW, Augusta, Ga.

PONDER, ROSE

WHMA, Anniston, Ala.

POTT, WILLARD

WHK, Cleveland, O.

POTTER, CLIFFORDEAN

WOMI, Owensboro, Ky.

POTWIN, DONALD

KYAK, Yakima, Wash.

POWELL, KEN

WELM, Elmira, N. Y.

POWERS, LENNIE

WESX, Salem, Mass.

PRENTICE, CHARLES D.

WHAI, Greenfield, Mass.

PRESTON, EVELYN

KVAI, Amarillo, Tex.

PRITCHARD, LORRAINE

WCEC, Rocky Mount, N. C.

PROCTER, GENE

KEPO, El Paso, Tex.

PULLIAM, LOUELLA

KERZ, Flagstaff, Ariz.

PURDY, DON

KCBC, Des Moines, Ia.

PURVIS, BETTELOU

WPGH, Pittsburgh, Pa.

PUTNAM, JAMES C.

WBSC, Bennettsville, S. C.

PYATT, JAMES

KWBW, Hutchinson, Kans.



PAUL TAUBMAN

composer • organist • conductor

"Rosemary"—"Perry Mason"

"True Detective"—"Mysterious Traveler"

"Adventures of Frank Merriwell"

RCA-Victor Recording Artist



LENNY HERMAN

and

His Orchestra

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

— R —

RABB, JACK
WJOU, Kokomo, Ind.

RAINEY, BRUCE
KSYL, Alexandria, La.

RAKOV, AVNER
WBZ-WBZA, Boston-Springfield, Mass.

RAMFAY, JOE
KDSJ, Deadwood, S. Dak.

RAUCH, ESTHER
KWDM, Des Moines, Ia.

REARDON, RUSS
WTOB, Winston-Salem, N. C.

REBER, DON
KVNK, Logan, Utah

REDDICK, WILLIAM
KPHO, Phoenix, Ariz.

REED, JAMES
WSFA, Montgomery, Ala.

REEDER, CHARLES C.
WING, Dayton, O.

REYES, GRADY
WFUN, Huntsville, Ala.

REGAN, MATT
WBTA, Batavia, N. Y.

REJEBLAM, ARAM
KCBC, San Diego, Cal.

REPINE, BURT T.
WRVA, Richmond, Va.

REYNOLDS, CLARENCE
KOMA, Oklahoma City, Okla.

REYNOLDS, JACK
WAMS, Wilmington, Del.

RICE, ED
NBC
"Voices Down The Wind"

RICE, LEE
WBIZ, Eau Claire, Wis.

RICHARDS, HORACE
WPAM, Pottsville, Pa.

RICHARD, RONALD
This is For You
ABC

RICHARDSON, EDNA E.
WTMA, Charleston, S. C.

RICHARDSON, HELEN
WAGC, Chattanooga, Tenn.

RICHARDSON, MARY HESTER
WBML, Macon, Ga.

RICKEY, AL
Mr. Keen (CBS).

RIO, ROSA
My True Story, Second Honey-moon, Ted Malone
ABC

ROBARDS, ARY L., SR.
WMMJ, Peoria, Ill.

ROBBINS, BERNARD
NBC
"NBC String Quartette"

ROBINSON, MARCIA
WNAB, Bridgeport, Conn.

ROMANDY, DION
KFWB, Hollywood, Cal.

ROMELLE, FAYE
NBC
Today's Children

ROMEO, PAUL
WQV, New York, N. Y.

ROONEY, VERNE
WLOL, Minneapolis, Minn.

ROSCO, MICHAEL
WHOM, Jersey City, N. J.

ROSS, ROY
WNEW, New York, N. Y.

ROTH, ALLAN
ABC

RUDD, WALTER
WDGY, Minneapolis, Minn.

RYAN, TOMMY
NBC
"Tommy Ryan's Orchestra"

— S —

SAATKAMP, JACK
NBC
"Circle Arrow Show"

SACK, AL
NBC
"Take It or Leave It"

SAGES, SULLIVAN J.
WMBS, Uniontown, Pa.

SALSBURG, JOE
WARM, Scranton, Pa.

SALTER, HARRY
Musical conductor; It Pays to Be Ignorant; This Is Adventure (ABC); Stop the Music (ABC); CBS Documentaries.

SANDERS, CHRIS
KOVO, Provo, Utah

SANTELMANN, WILLIAM F.
Major
NBC
"U. S. Marine Band"

SANTIAGO, FELIX
WAPA, San Juan, P. R.

SASLOWSKY, NICHOLAS
WEVD, New York, N. Y.

SAVITT, JAN
Rhapsody In Rhythm
CBS

SAVITT, LOUIS
WBRE, Wilkes-Barre, Pa.

SCHAFER, BECKY
WANE, Fort Wayne, Ind.

SCHARE, WALTER
NBC

SCHROEDER, JERRY
WBBC, Flint, Mich.



GEORGE HENNINGER

"Ethel & Albert"
"Nelson Olmstead"
"Go For The House"
ABC



CHARLES PAUL

Conductor - Composer

"Mr. & Mrs. North"

CBS

• • • Orchestra Leaders-Conductors-Organists—Radio-TV • • •

SCOTT, BILL
WROM, Rome, Ga.

SCOTT, FRANK
WDAY, Fargo, N. Dak.

SCOTT, PHIL
KOGT, Orange, Tex

SCOTT, TED
KTMS, Santa Barbara, Cal.

SCOTT, WALTER
KOWH, Omaha, Neb.

SEAMAN, GORDON
WOKO, Albany, N. Y.

SECHTMAN, MORRIS
WONS, Hartford, Conn.

SELINSKY, VLADAMIR
FBI In Peace & War
CBS
The Big Store
NBC

SEXTON, EDITH
St. Petersburg, Fla.

SEYMOUR, JAY
WPAT, Paterson, N. J.

SHACKLEY, GEORGE
NBC
"The Art of Living"
"Highlights of the Bible"
"National Radio Pulpit"
ABC
National Vespers

SHANKLE, HUGH W.
WROB, West Point, Miss.

SHARPE, H. H.
WTRY, Troy, N. Y.

SHEAN, EARL
WJAR, Providence, R. I.

SHELDON, EARL
(Sheinker, Irving); Conductor, arranger; b. Jan. 1, 1915; N.Y.C.; Drene Shampoo Show (NBC); Mu-

sical Bouquet, Pinaud's Jack Smith Show (CBS); '48 "Gulf-spray," "Bendix" Transcriptions, Capitol Records.

SHELLEY, RAYMOND
KANS, Wichita, Kans.

SHOOP, DAVID
WHP, Harrisburg, Pa.

SHREDNIK, MILTON
KOA, Denver, Colo.

SHREDNIK, MILTON
NBC
"Music by Shrednik"
"Rhapsody of the Rockies"
"Sketches in Melody"

SILVER, CARL
WAGE, Syracuse, N. Y.

SILVERBERG, BEN
"Clevelandaires"
NBC

SILVERN, HAND
Strike It Rich, Morey Amsterdam Show, Bob Hawk Show
CBS

SILVERS, LOU
Lux Radio Theatre
CBS

SIMPSON, JOHN
KOTA, Rapid City, S. Dak.

SKEANS, JOHN
WHTN, Huntington, W. Va.

SKERDA, JOHN
WBPZ, Lock Haven, Pa.

SLATER, MILTON
WCAX, Burlington, Vt.

SLATTEKY, EDWARD
Your Song And Mine
CBS

SLAYTON, GLENN
WBEP, Huntsville Ala.

SLOOTMAKER, HOWARD
WLAV, Grand Rapids, Mich.

SMITH, BEASLEY
NBC
"Signed Beasley Smith"
WSM, Nashville, Tenn.

SMITH, BARBARA
KSAN, San Francisco, Cal.

SMITH, BEVERLY
WCUM, Cumberland, Md.

SMITH, CLAYTON
WAGM, Presque Isle Me.

SMITH, HELEN
KGER, Long Beach, Cal.

SMITH, HOWARD
Robert Q. Lewis Show
Bob Reid Sings, CBS

SMITH, JOHNNY
NBC
Betty Harris Show

SMITH, VIC
WCOG, Greensboro, N. C.

SODJA, JOE
NBC
"Fred Waring Show"

SONTAG, GEORGE O.
WOC, Davenport, Ia.

SOWDON, JAMES
WWSC, Glen Falls, N. Y.

SPAGNOLA, JUSTINE
WTUX, Wilmington, Del.

SPENCER, HARRY W.
WBTM, Danville, Va.

SPIVAK, CHARLIE
NBC, CBS, MBS

SPRINGER, HARRY
WNEY, Elmira, N. Y.



MILTON KATIMS

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SQUIRES, ALONZO G.

WAYS, Charlotte, N. C.

STANLEY, GEORGE

WKIX, Columbia, S. C.

STANLEY, JAY

WAAT, Newark, N. J.

STEELE, TED

WMCA

STEIN, RALPH

WEW, St. Louis, Mo.

STEINER, FRED

This Is Your FBI

ABC

STEPHENS DAVID

WCAU, Philadelphia, Pa.

STETLER, ROBERT Q.

WLAN, Lancaster, Pa.

STOESS, WILLIAM

Greatest Story Ever Told

ABC

STOKER, ED

KUTA, Salt Lake City, Utah

STORDAHL, AXEL

NBC

Your Hit Parade

SUMMERS, JOE

KVOD, Denver, Colo.

SUTER, ANN RAY

WIFH, Baltimore, Md.

SYBLERUD, JEROME

KMPC, Los Angeles, Cal.

SYLVERN, HENRY

"HANK"

Musical director, composer, organist; b. B'klyn, N. Y., March 26, 1911; ed.: NYU, Paris Conservatory, Leipzig Conservatory, College of Musical Art; Call All Girls; Strike It Rich; Barry Wood Show; Boston Blackie; Nick Carter; Motion Picture Spot Sales, MGM; Samuel Goldwyn Enterprise, 20th Century-Fox.

— T —

TAMBLYN, BOB

WCSC, Charleston, S. C.

TAUBMAN, PAUL

The Adventures of Frank Merriwell (NBC); Rosemary; Perry Mason; True Detective; Mysterious Traveler; RCA Victor Recording Artist.

TAYLOR, BETTY LEE

WKAT, Miami Beach, Fla.

THOMAS, MILLCENT

WABL, Arlington, Va.

THOMPSON, ALFRED M.

KSAL, Salina, Kans.

THREE SUNS TRIO

NBC

"Three Suns Trio," "The Three Suns Show"

THUESON DEAN

KJ.O., Ogden, Utah

TORBETT, GENE

KGBS, Harlingen, Tex.

TORRELLAS, ESTHER

WNEL, San Juan, P. R.

TOSCANINI, ARTURO

NBC

"NBC Symphony Orchestra"

TOWNSEND, JACK

WGFM, Wilson, N. C.

TOWNSEND, RICHARD, CHIEF

WARRANT OFFICER

NBC

"U. S. Navy Band"

TREPPEL, MIAMI

WLFB, New York, N. Y.

TROTTER, JOHN SCOTT

Bing Crosby Show

ABC

TRUDEAU, NED

WABY, Albany, N. Y.

TURPIN, IRA

WGAA, Cedarstown, Ga.

TUTTLE, LEE

WCLS, Lansing, Mich.

— U —

UHLES, ALLEN

KPOJ, Portland, Ore.

UNDERWOOD, PIERSON

WQQW, Washington, D. C.

— V —

VAGNONI, FRANK

WJZ, New York, N. Y.

VALE, ROLAND

KCMJ, Palm Springs, Cal.

VAN, JOHNNY

WGES, Chicago, Ill.

VAN DAMME, ART

NBC

Art Van Damme Quiltes In

size For Living, Dave Gar

roway Show

VAN DUZER, JOHN D.

KFBK, Sacramento, Cal.

VAN STEEDEN, PETER

Mr. D. A.

NBC

VITO, ELAINE

Mommie and the Man, CBS

VITZ, KATHERINE

KDDD, Dallas, Tex.

VOGEL, FRANCES

WBUX, Doylestown, Pa.

VOGT, GERALD

WHEC, Rochester, N. Y.

VONDELL, JOHN

WHYN, Holyoke, Mass.

VOORHEES, DON

Telephone Hour, Cavalcade of

America (NBC).

— W —

WACULA, CLEMMY

KITO, San Bernardino, Cal.

WALKER, EDWARD C.

WDAE, Tampa, Fla.

WALKER, FRANKY C.

WFOY, St. Augustine, Fla.

WALKER, GWEN

WGPC, Albany, Ga.

WALLACE, BILL

WIOA, Des Moines, Ia.

WALTERS, WILLIAM

WIBX, Utica, N. Y.

WARD, GEORGE M.

WESB, Bradford, Pa.

WARD, JACK

NBC

The

WARD, WILLIAM H.

WABB, Mobile, Ala.

WARING, FRED

Conductor, composer; b. June 9,

1900, Tyrone, Pa.; Penn State;

Fred Waring Show, Johnson's Wax

(NBC).

WARNER, FORD

KDON, Monterey, Cal.

WASHBURN, COUNTRY

NBC

"Saturday Night Roundup"

WAYNE, ROGER

WHLI, Hempstead, N. Y.

WEAVER, BEN

KIMA, Yakima, Wash.

WEBB, JERRY

KYJC, Medford, Ore.

WEBB, LOUIS

NBC

"Words and Music," "Lou

Webb"

WEBER, HENRY

WGN, Chicago, Ill.

WEICADT, ARLO

WFBB, Altoona, Pa.

WEINER, MILTON

Wf.W., Cincinnati, O.

WELLS, MORTON

WOW, Omaha, Neb.

WESLEY, OZGOND

WLS, Chicago, Ill.

WESTON, PAUL

Jo Stafford Show

ABC

WHIPPLE, DOC

NBC

"Honeymoon in New York."

WHITE, LEW

Organist, composer; ed. Univ. of

Penn.; Inner Sanctum, Grand Cen-

tral Station, Rose of My Dreams

(CBS); Partia Faces Life (NBC);

RCA-Victor Recording Artist, Co-

lumbia Movie Shorts.

WHITE, ORSON

WRJN, Racine, Wis.

WHITEMAN, PAUL

ABC

WIGGINS, W. S.

KVOE, Santa Anna, Cal.

WILKINSON, ERIC

WIBC, Philadelphia, Pa.

WILLIAMS, GENE

WSPD, Toledo, O.

WILLSON, MEREDITH

Meredith Willson Show

ABC

WINN, JOHN H.

WIRE, Indianapolis, Ind.

WINTERS, JOHN

NBC

"The Adventures of Frank

Merrivell," "Backstage Wife,"

"Young Wilder Brown"

WORTH, FRANK

First Nighter, CBS

WRIGHT, GEORGE

(Organist-pianist; b. Orland,

Calif., 1920; ed.: College of the

Pacific; Jack Berch Show (ABC);

Songs by Morton Downey (MBS);

Maytag (NBC); Your United Na-

tions (NBC); The Tex & Jinx

Show (NBC); NBC Thesaurus.

WYMAN, ALICE

WFBC, Greenville, S. C.

— Y —

YOUNG, VICTOR

Orchestra leader; b. Chicago,

Ill., Aug. 8, 1900; NBC's Texaco

Show; Tony Martin Show (CBS);

Texas Star Theatre (ABC).

YOUNTS, ELIZABETH M.

WEBB, Southern Pines, N. C.

— Z —

ZACHER, EUGENE

WHAM, Rochester, N. Y.

ZIEGENBEIN, FLEDA

KFOR, Lincoln, Neb.

ZIMMERMAN, HARRY

KHJ, Los Angeles, Cal.

ZIMMERMAN, PAUL E.

WMVA, Martinsville, Va.

ZMUDA, JOHN

WSAR, Fall River, Mass.

ZUNDEL, D.

KPDQ, Portland, Ore.

Radio-TV Writers

Advertising Agency—Network—Free Lance

— A —

ADAMSON, EDWARD J.
Bulldog Drummond, Counter
Spy

AFFELDER, PAUL
New York Philharmonic, E.
Power Biggs, Trinity Choir of
St. Paul's Chapel,
CBS Staff

ALEEN, LEONARD
NBC Staff News, NBC News
Commentaries, Linda Dale
NBC Staff

ALEXANDER, ALTON
Hollywood Screen Test (TV),
Tales of the Red Caboose
(TV), Movieland Quiz (TV)

ALEY ALBERT
Superman

ALLAND, WILLIAM S.
Doorway to Life
CBS

AMADON, EDNA
Kraft Music Hall

ARMOURY, DAISY
Ave Maria Hour

ARNOLD, WADE
NBC
Assistant Script Manager

ARTHUR, ERIC
A Treasury of American Folk-
lore

ARTHUR, ROBERT A.
Mysterious Traveler, Carl Bris-
son Show, Strange Dr. Weird.

— B —

BANNER, MARIE
Romance of Helen Trent
CBS

BENTCOVER, JACK
Official Detective

BERKEY, RALPH
Radio Readers' Digest, Joyce
Jordan, M.D., Aunt Jenny

BESTER, ALFIE
Harvest of Stars

BIXBY, CARL

BLAKE, PEGGY
Barry Cameron, Rose of My
Dreams, Evelyn Winters

BLISS CARL ALFRED
The Sparrow and the Hawk,
Woman of Courage, Aunt Jen-
ny's Stories

BLOOM, SI
Buzz & Bill, School of the
Air, KDKA, Pittsburgh, Pa.

BORETZ, ALVIN
Front Page Farrell

BOYLE, FLORA
The Cocktail Hour

BRAUN, GILBERT
Writer, director; b. N.Y.C.; NYU,
Frank Merriwell Program, Horatio
Alger's Journal; Keys to Adven-
ture; Adventures in Bibleland.

BRAUN, RUTH
Frank Merriwell; Horatio Alger's
Journal; Keys to Adventures in
Bibleland.

CARL BIXBY

Sturges Highway
Southport, Conn.



JERRY MCGILL

Writer - Producer

"Big Town" . . . NBC

Available

"Appointment . . . Tonight"

Radio-Television Writers

— C —

CARROLL, CARROLL
Club 15
CBS

CENEDELL, A. ROBERT
Electric Theater
CBS

CHEVIGNY, HECTOR
Mr. and Mrs. North

CHRISTENBERRY, CHARLES

CLARICE, KENDALL, WM.
CBS

COCHANE, CLIFFORD
Peter Donald Show

COLE, ALONZO DEEN
Crime Photographer. The
Witch's Tale
CBS

COLES, STEDMAN
Roger Kilgore. Public De-
feater, Crime Club

COLLINS, FRED
FBI In Peace and War
CBS

CONE, BOB
Robert Q. Lewis Show
CBS

COOPERSMITH, JEROME
Americana (TV)

COTE, TED
Children's Opy House Tom
Thumb; Mother Goose Party
for Mercer-Ga-Bound Record

COUSIN, MICKKEY
Armstrong Theater of Today
CBS Staff

CRISTY, PATRICIA
Johnny Thompson Rhythm
Roundup
ABC

— D —

DANA, RICHARD
March of Time We the People
Your Hit Parade

DAVIS, RICHARD E.
Solitaire Time Orchestras of
the Nation. Believe It Or Not
Ripley
NBC Staff

DEETS, ROY L.
Five Minute Mysteries

deMARS, ANITA
Hour at the Metropolitan
Events in American History

DENKER, HENRY
Greatest Story Ever Told.
Readers' Digest. Ethel Barry-
more Show.

DEVINE, JERRY
This Is Your FBI (ABC).

DISQUE, BRICE JR.
March of Time. Gaugbusters.
Cities Service Hour

DOWD, JIL
Adventures of Sam Spade
CBS

DUNBAR, HARRIETTE IRENE
Reflections from Glimmerglass.
FBI In Action

— E —

EHRLICH, MAX
Big Story, Sherlock Holmes

EISENBERG, NAT BOGIN
Red Benson's Movie Matinee

EPSTEIN, MORRIS
World Over Playhouse

ERTHEIN, JAMES
Radio Reader's Digest. Police
woman

— F —

FABER, GEORGE D.
Fitch Bandwagon. Procter &
Gamble News Programs. It
Really Happened
CBS-NBC

FIMBERG, HAL
Spotlight Review
CBS

IRV TUNICK

CBS

for

"YOU ARE THERE"

LEE STEWART

WRITER

"Best Girl" . . . WOR



Television

"Help Wanted"

• • • **Radio-Television Writers** • • •

FISHER, AMEEL
That Strange Mr. Pertwee.
Famous Jury Trials

FISHER, MAGGIE
Piano Playhouse (ABC).

FOLLIOTT, DORIA
Woman of America. Open
Door. Mary Marlin

FOX, JOSEPH P.
Curtain Time

FRAMER, WALT
(Framer, Walter H.); Radio program producer, writer, director, MC; b. Pittsburgh, Pa., Apr. 7, 1908; Univ. of Pittsburgh, B.A.; Try 'n' Find Me, Break the Bank, Glamour Manor.

— G —

GARDNER, PAUL
Writer for radio and magazines; b. New York, N. Y., July 13, 1907; Lou Little (Tele.).

GAST, HAROLD
Front Page Farrell. Real Stories from Real Life

GERSHON, ALICE
Get More Out of Life

GERSON, NOEL B.
Light of the World. David Harum. Harvest of Stars
CBS

GILBERT, TONI
CBS

GLUCK, CAROL WARNER
Mystery Theater

GRANICK, HARRY
The Human Adventure. Treasury Star Parade

GREEN, MORT
Mr. Ace & Jane

GREENE, JOHN L.
Blondie
CBS

GUSSMAN, CHARLES
Hollywood Story. Dr. Standish Medical Examiner. Young Doctor Malone
ABC Staff

— H —

HALMAN, DORIS
Kittly Fayle. Song of the Stranger. Aunt Jenny

HAMMOND, LAURENCE
Keeping Up With the Wigglesworths

HARWOOD, CRIS
Saturday Matinee. Kiddies' Carnival. This Magnificent Theater

HAY, NORMAN W.
County Fair

HENLEY, ART

Writing, production and consultation for radio and TV; Peter Donald Show, Honeymoon in New York, MGM Parade of Stars, Maxie Rosenbloom Show, TV Dream Girls, Welcome Wagon, WNBC Santa Claus Roundup; Author "Radio Comedy: How to Write It."

HENNING, PAUL
NBC
Burns and Allen

HERBERT, J. HUGH
Meet Corliss Archers
CBS

HERMAN, GEORGE E.
Elmo Roper Show
CBS Staff

HESTER, HARRIET H.
Stephen Graham Family Doctor. American Medical Assn., Homemakers' Hour

HOFFMAN, ELWOOD
CBS

HOLT, FELIX
Cimarron Tavern, Lone Ranger

HOLTON, LEONARD
Arthur's Place
CBS

HORRELL, MARTIN
Grand Central Station
CBS

**Ruth and Gilbert
Braun**

Writers — Directors — Producers



**"Let The Brauns Build It
For You"**



ART HENLEY

Mgt.—MCA

Radio-Television Writers

HOTCHKISS, BARBARA

NBC
Eddie Condon Show, United
National Festival, WNBC

HUMBERT FRANK AND ANN

Our Gal Sunday, Rose of My
Dreams
CBS

— J —

INGRAM, GAIL

Big Story

INGRAM, HARRY

Two On A Cue

— J —

JABLONS, MIKE

Labour Speaks
MBS

JAMPEL, CARL

Achieve, Andrews, Truth or
Consequences, Glamor Manor

JOHNSTON, (DeWITT)

JOHANNA
David Harum, House of Mys-
tery, Sing It Again
CBS Staff

JOHNSON, E. LOWELL

We Are World Citizens

JURIST, ED

Aldrich Family

— K —

KAGAN, BEN

The Listening Post, The Park-
er Family
NBC Staff

KAMMERMAN, ROY

The Henry Morgan Show, The
Herb Shriner Show

KANE, ALBERT M.

Growth of the Mind, Gems of
Life

KEATING, BARBARA M.

Margaret Arlen Program
CBS Staff

KELSEY, JACK

Just Plain Bill

KEMP, HUGH

NBC
Associate Editor, Ford Thea-
ter, Mercury Theater

KENT PRISCILLA

The Second Mrs. Burton, Those
Websters, The Parker Family
NBC Staff

KINOY, ERNEST

NBC
Radio City Playhouse, WNBC
Staff

KLEE, LAWRENCE

Mr. Keen, Tracer of Lost
Persons, The Cloak
CBS-ABC

KOGAN, DAVID

The Mysterious Traveller,
Sealed Book, Nick Carter

KRONMAN, HARRY

Seven Guild Players
CBS

— L —

LAFFERTY, PERRY F.

Horace Heidt, Block Party

LARLAN, CARLY

Martha Deane Program

LAW, Walter E.

WNBC Stamp Club
NBC Staff

LEFFERTS, GEORGE

Believe It Or Not, Hudson
Coal Show
NBC Staff

LENZ, ELINOR

Fashions On Parade (TV)

LEVIN, MORT

Willie Piper

LEWIS, IRWIN

Bushels of Fun, Man Behind
the Masterpiece

LEWIS, MILTON

Adventures of the Thin Man
CBS

LISS, JOSEPH

You Are There, Warriors of
Peace, Report to the Nation

LYONS, DANNY

Godfrey's Talent Scouts, Bos-
ton Blackie, Philo Vance

LYONS, JOSEPHINE

Betty Crocker Magazine of the
Air, Readers' Digest

— Mc —

McCONNOR, VINCENT

Studio One, Ford Theater
CBS

McDONAGH, RICHARD F.

NBC
Script Manager

McGILL, JERRY

(McGill, E. R.); Radio writer, di-
rector, producer; b. Bridgeport,
Conn., 1905; Univ. of Fla., B.A.;
Rhodes Scholar, Oxford; Cavalcade;
Helen Hayes, Mr. District
Attorney; Jury Trials; Big Town.

McKAY, TED

Bob Hope Show, Abbot &
Costello Show, Milton Berle

MABLEY EDWARD

CBS School of the Air

MacCRAE, DOLGLAS

The Listener

— M —

MACK, NILA

Let's Pretend
CBS

MALEY, BOB

Believe It Or Not, Fountain of
Fun, Life at Boys' Town

MARION, IRA

Our Job Is Manhattan, Ameri-
can Sport Page, Let's Go To
The Met
ABC

MARQUITH, MALCOLM

Dance Band Shows
ABC

MAYER, PEGGY L.

Real Stories From Real Life,
Mr. & Mrs. Gardner, Radio
Reader's Digest

MELTZER, LOU

More Amsterdam Show
CBS

MERLIN, MILTON

Man Called X
CBS

MERRILL, HOWARD

Sherlock Holmes, Arthur God-
frey, Beatrice Kay-Peter Lind
Hayes

MILLER, FLOYD

Harvest of Stars, The Sea
Hound, Kabe's Daughter

MONROE, CHARLES S.

Lux Radio Theater, Theater of
Romance
CBS Staff

MOORE, CARROLL, JR.

The Henry Morgan Show, The
Herb Shriner Show, Guest Star
U. S. Treasury

MOORE, NANCY

Laura Limited, John and Judy

MORGAN, AL

This is New York

MORRIS, MICHAEL

Mr. & Mrs. North, Hollywood
Story

MULLEN, VIRGINIA

Doorway to Life
CBS

— N —

NEHER, JACK

For These We Speak, Tonty
Man

NISS, STANLEY

Gangbusters, Counter-Spy, Ad-
ventures of the Falcon

— O —

OBBER, NORMAN

Adventures With Admiral
Byrd, Mission Accomplished
CBS Staff

OBOLER, ARCH

NBC, MBS

OKUN, LILIAN

Let's Listen To A Story,
Young Book Reviewers, This
is Our Town

OWEN, DEAN

Hawk Larabee
CBS

Radio-Television Writers

— P —

- PEREA, LYDIA**
Story to Order
- PERL, ARNOLD**
The Big Story (AM and AV),
The Eternal Light
- PERRIN, SAM**
NBC
The Jack Benny Show
- PHILLIPS, CARL**
Bordon Program
CBS
- PICARD JOHN**
Wendy Warren and the News
NBC
- PRAY, FOOT**
Mr. Ace & Jane, Ozzie &
Harriet, Kraft Music Hall

— R —

- RADCLIFFE, VIRGINIA**
Cavalcade of America
- RAFAEL, WILLIAM**
Milton Cross' Opera Album,
Famous Jury Trials, Buddy
Weed Show
ABC
- RANDOLPH, DAVID**
Music for the Connoisseur,
N. Y. Philharmonic Symphony
Orch., CBS Symphony Orchestra
- RAYMOND, JACK**
Mr. Ace & Jane, Henry Morgan,
Robt. Q. Lewis
- REFORD, BILL**
Philco Jingles, Ladies Be
Seated, Eton Boys
- RODMAN, HOWARD**
School of the Air
- ROSEN, ARNOLD**
Robert Q. Lewis, Milton Berle
- ROSS CLARIS A.**
NBC
Symphony, Staff WNBC
- ROSS, CLARIS A.**
Johnny Victor, World's Great
Novels, Ripley Believe It or
Not
NBC Staff
- ROSS, SAM**
Under Arrest
- ROSTEN, NORMAN**
The Telephone Hour
- ROTH, ROSEMARY**
The Fashion Story (TV), Your
Home Beautify, Margaret Arlen
ABC Staff
- ROTH, ROXY**
Milton Berle
- RUBEN, AARON**
Burns & Allen, Fred Allen,
Milton Berle

RUBIN, JACK
The O'Neills, Break the Bank,
Try and Find Me; By Popular
Demand, Pick & Pat Show.

RUSSELL, JOSEPH
Molle Mystery Theater, Suspense,
Silver Theater
CBS Staff

— S —

- SAFIR, LEONARD**
Tex and Jinx, We the People,
Gulf Road Show
- SCHULTZ, BOB**
According to the Record, Dr.
I. Q., Masterpieces in Miniature
- SHARP, JACK AND GRETCHEN**
Adventurers' Club
CBS
- SHAW, ROBERT J.**
Mr. District Attorney, Christopher
Wells, Philo Vance
CBS
- SHAYON, ROBERT LEWIS**
CBS
- SKLAR, MICHAEL**
You Are There
CBS
- SLOAN, D. MARJORIE**
Duminger Show, Listen the
Women, Earl Wrightson Program
- SPENCER, JANE**
Mary Lee Taylor
CBS
- STARK, SHELDON**
Straight Arrow, Headline Edition
ABC Staff
- STARR, MANYA**
Claudia

STEWART, LEE

STIRLING NORA
Serenade to America, Yours
for a Song, John Vandercook's
Air Age News

SYNOR, PAUL
Sunday Morning Concert Hall,
Brownlee Sisters, Music by
Ralph Norman
ABC

— T —

- TACKABERRY, JOHN**
NBC
The Jack Benny Show
- TALLMAN, BOB**
Adventures of Sam Spade
CBS
- THOMPSON PALMER**
Counterspy, The Falcon, Spotlight
On America
- TOKAR, NORMAN**
Aldrich Family
- TOVOROV, ORDIN**
Ma Perkins
CBS

TUNICK, IRVE
You Are There (CBS)

— W —

WOLPOLE, HELEN

Actress, radio writer, playwright;
b. Birmingham, Ala.; ed. private
schools in South; Stella Dallas,
Katie's Daughter; wrote Our Gal
Sunday for three years, Lora Lawton
for two, Second Husband for
one; Adventure in Reading for
three years; various mystery
shows.

WEISMAN, ELI L.
Special Assignment, Musical
Mysteries

WELCH, WILLIAM
NBC
Associate Editor, Frank Merriwell
Program

WELDON, MARTIN
This is New York

WHEDON, JOHN
The Great Gildersteeve

WILKINSON, RICHARD HILL
Murder is My Hobby, Family
Theater, California Caravan

WILSON, JOHN C.
NBC
Staff

WINEHOUSE, IRWIN
Dollar Book Club, Ernie The
Elf.

WISHENGRAD, MORTON
The Eternal Light

WITTY, DONALD
On Trial, Child's World, Second
Honeymoon
ABC

WOODWARD, VAN
NBC
Associate Editor

— Y —

YAEGER, MURRAY
"Concert Curtain Time"
KELP, El Paso, Tex.

YOUNG, ROGER A., JR.
Fred Waring Show

YUDKOFF, ALVIN
Common-Sense Counselor

— Z —

ZANER, RAY
"Poet, Scout"
WSBA, York, Pa.

ZELINKA, SID
Morey Amsterdam Show
CBS

ZIMMERMAN, JOSEPHINE
"Rhymaline Time," "Tune
Chasers"
KMBC, Kansas City, Mo.

ZOMAR, KARL
"Memory's Garden"
KFXX, Grand Junction, Colo.



GEOFF DAVIS

2nd year "Singing Battle Royal"
(12-3 p.m. Sundays) sold solid

3rd year American School
(7:15-7:30 Monday-Friday)

2nd year Pre and Post sportscast
before and after Yankee Baseball Games
(sponsored by Robert Hall for 2 years)

Daily Sportscast
(6:45-7:00 p.m. daily)
(sponsored by Strauss Stores)

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and the British Broadcasting Corporation.

Announcers

(RADIO AND TELEVISION)

-their work during 1948

- A -

AAROE, ALDEN
WRVA, Richmond, Va.

ACKERMAN, KEN
KQW, San Jose, Calif.

ABBOTT, TOM
WNQE, New Orleans, La.

ACHOR, DAVE
WBLJ, Dalton, Ga.

ACREE, JIMMY
WAGF, Dothan, Ala.

ADAMS, BARRY
KHVM, Eureka, Calif.

ADAMS, DANA
KTBB, Tyler, Tex.

ADAMS, GARRET E.
WNAR, Norristown, Pa.

ADAMS, JACK
WOMI, Owensboro, Ky.

AVERBACH, HY
Announcer; Bob Hope Show (NBC).

ADAMS, PAUL
KFRU, Columbia, S. C.

ADELL, BAY
WAYB, Waynesboro, Va.

AGNEW, THEODORE J.
KUBC, Montrose, Col.

AGOSTINO, JAMES
KFIO, Spokane, Wash.

AHARN, JOHN
KYJC, Medford, Ore.

AISTON, BILL
KCAN, Oroville, Calif.

ALARIA, PHILIP
KHMO, Hannibal, Mo.

ALBERTSON, ROBERT A.
KTM, San Rafael, Calif.

ALBRECHT, PAUL
WJMC, Rice Lake, Wis.

ALLEN, NORMAN
KXOL, Fort Worth, Tex.

ALDI, ALDO
WOV, New York N. Y.

ALDRIDGE, L. JAY
WROB, West Point, Miss.

ALEXANDER, BILL
WTK, Durham, N. C.

ALEXANDER, JACK
KTUL, Tulsa, Okla.

ALFRED, JERRY
KPO, Wenatchee, Wash.

ALLEN, ANTHONY
WHLD, Niagara Falls, N. Y.

ALLEN, BOB
WDGY, Minneapolis, Minn.

ALLEN, BOYD
KROY, Sacramento, Calif.

ALLEN, DANIEL
WRUF, Gainesville, Fla.

ALLEN, DAVE
WARK, Hagerstown, Me.

ALLEN, EARNE
KFAB, Omaha, Neb.

ALLEN, EMORY
WRBL, Columbus, Ga.

ALLEN, JACK
WMTR, Morristown, N. J.

ALLEN, JOHN
WFAA, Dallas, Tex.

ALLEN, JOHN
WNOW, York, Pa.

ALLEN, MEL
Chesterfield Supper Club (NBC).

ALLEN, GARRET
WCOG, Greensboro, N. C.

ALLEN, JOHN
KPLT, Paris, Tex.

ALLENDER, FRANK
WCAW, Charleston, W. Va.

ALLGOOD, SAM
WKCT, Bowling Green, Ky.

ALLISON, GENE
WISH, Indianapolis, Ind.

ALLISON, JOE
KITE, San Antonio, Tex.

ALLAN, WILLIAM
WATR, Waterbury, Conn.

AMADON, ARTHUR
WBZ-WEZA, Boston-Springfield, Mass.

AMEN, DON
KIOA, Des Moines, Ia.

AMES, DOLG
WRAL, Raleigh, N. C.

AMOLS, MERVYN L.
WJLS, Berkeley, W. Va.

AMSPAUGH, KENNETH
WMTG, Yaneleve, Ky.

ANDERS, BILL
KPVO, Lubbock, Tex.

ANDERSON, CHARLES
KFI-TV, Los Angeles, Calif.

ANDERSON, ED
WTRC, Hartford, Conn.

ANDERSON, TOM
WLBY, Ludwinsth, Wis.

ANDERSON, WILLIAM F.
KAKE, Wichita, Kans.

ANDRE, PIERRE
(ABC)

ANDREW, BOB
WKUK, Durham, N. C.

ANDREWS, ERIC
KDSH, Boise, Ida.

ANDREWS, NEIL
WKRT, Corland, N. Y.

ANDREWS, RUSS
WAAM, Baltimore, Md.

ANNAD, FRANK
WCHS, Charleston, W. Va.

ANSBRO, GEORGE
Announcer; Go For The House (ABC); Young Widder Brown (NBC).

ANDON, BRUCE
KWKH, Burbank, Calif.

ANTOINE, JON (Tex)
NBC-WNBC

ARCHER, DON
KHBG, Okmulgee, Okla.

ARCHER, JOHN
WCMB, Lemoyne, Pa.

ARENS, BILL
KIMO, Independence, Mo.

ARLAN, JAY
KGFJ, Hollywood, Calif.

ARMSTRONG, JOHN
WMMB, Melbourne, Fla.

ARNOLD, LEE
WPAI, Patterson, N. J.

ARNSMITH, HERB
KERN, Bakersfield, Calif.

ARTHUR, HAROLD W.
KTBC, Santa Fe, N. Mex.

ASH, KEN
WHAV, Haverhill, Mass.

ASHBURN, RON
WROL, Knoxville, Tenn.

ASHER, JOE
WLAP, Lexington, Ky.

ASHLEY, ARTHUR
WONS, Hartford, Conn.

ASHTON, WARREN C.
WIMS, Michigan City, Ind.

ASMAN, ROBERT
WCVA, Geneva, N. Y.

ATCHISON, CHARLES
WKAX, Birmingham, Ala.

ATKERSON, PAUL
KAGH, Pasadena, Calif.

ATKINS, JIMMY
WSSB, Durham, N. C.

ATKINSON, WAYNE
KDHL, Fairbault, Minn.

AUSTIN, BILL
WPLH, Huntington, W. Va.

AUSTIN, BOB
WFAK, Charleston, S. C.

AUSTIN, FLETCHER
WTE, Charlotte, N. C.

AVERY, LES
KRE, Berkeley, Calif.

AYCRIGG, BEN
WDBO, Orlando, Fla.

- B -

BABCOCK, FRANK
KXYZ, Houston, Tex.

BACON, CHARLES
WFVL, Waterville, Me.

BACON, BOB
WKNH, New Britain, Conn.

BAER, DANNY
WFOM, Marietta, Ga.

BAILEY, BILL
KTHS, Hot Springs, Ark.

BAILY, BOB
WRFW, Eau Claire, Wis.

BAILY, CLIFFORD
KVEC, San Luis Obispo, Calif.

BAILY, DON
KWLK, Longview, Wash.

BAIR, PAUL
WEBQ, Harrisburg, Ul.

BAKER, BUD
KDAC, Fort Bragg, Calif.

BAKER, DON
Stroke It Rich, Sing U Again CBS

BAKER, JOHN
KWPM, West Plains, Mo.

BAKER, PAUL J.
WGRC, Louisville, Ky.

BAKER, ROLAND
KTRI, Sioux City, Ia.

BAKER, RUSS
WOW, Omaha, Neb.

Announcers—Radio-Television

BALDRICA, MERV
WMIQ, Iron Mountain, Mich.

BALDWIN, BILL
KSO, Des Moines, Ia.

BALE, NORMAN
KTFS, Texaskana, Tex.

BALFE, KIERAN
WPGH, Pittsburgh, Pa.

BALL, NOEL
KSVM, Joplin, Mo.

BALL, ROGER
WALT, Tampa, Fla.

BALLARD, GEORGE
WAYS, Charlotte, N. C.

BALTHIS, AL
KNGS, Hanford, Calif.

BALTZER, LARRY
KHUZ, Borger, Tex.

BANGHART, KENNETH

Six O'Clock, Eleven O'Clock
News (WNBC); When A Girl
Marries (NBC); Who Said That
(NBC); Universal Pictures.

BANKS, IAL
WARL, Arlington, Va.

BANKS, ORVILLE CLAIR
KWVB, Walla Walla, Wash.

BARGER, ROBERT
WNBZ, Saranac Lake, N. Y.

BARATH, RAY
WTOG, Savannah, Ga.

BARBER, B. GEORGE, JR.
WCOS, Columbia, S. C.

BARBER, DON
WAGA, Atlanta, Ga.

BARBER, JULIAN
WAYS, Charlotte, N. C.

BARCLAY, AL
WAMS, Wilmington, Del.

BARENTS, BARRY
WTEE, Richmond, Va.

BARILE, LOUIS
WBX, Utica, N. Y.

BAKKER, ROBERT
KTTS, Springfield, Mo.

BARCKLEY, CHARLES
WIOU, Kokomo, Ind.

BARCKLEY, GEORGE
KFL-TV, Los Angeles, Calif.

BARLOW, JOHN
KGEM, Boise, Ida.

BARNES, TEDDY
WHAL, Shelbyville, Tenn.

BARRETT, BILL
KVOP, Plainview, Tex.

BARRETT, BILL
WCJU, Columbia, Miss.

BARRETT, RAY
(NBC) WNBC

BARRICKS, JOHNNY
WKAY, Glasgow, Ky.

BARRINGER, BOB
KRRV, Sherman-Denison, Tex.

BARRINGTON, CHARLES
KDYL, Salt Lake City, Utah

BARRY, BOB
WCAP, Asbury Park, N. J.

BARRY, CHARLES
WCRO, Johnstown, Pa.

BARRY, JACK
WJOY, Burlington, Vt.

BARRY, JOSH
WFTL, Ft. Lauderdale, Fla.

BARRY, NORMAN
WMAQ, Chicago, Ill.

BARTELL, ED
WPGH, Pittsburgh, Pa.

BARTELL, PAUL
WFOX, Milwaukee, Wis.

BARTON, FRANK
KNBH, Hollywood, Calif.

BARRY, JACK
WOR, New York, N. Y.

BATAILLE, WILFRED M., JR.
WBCM, Bay City, Mich.

BATCHELDER, JOHN
WRC, Washington, D. C.

BATEMAN, DOUGLAS
WTAX, Springfield, Ill.

BATSON, VIC
WBRC, Birmingham, Ala.

BAXTER, CHARLES
WTOL, Toledo, O.

BAXTER, RAYMOND
KHUZ, Borger, Tex.

BAXTER, RAY
WBXX, New York, N. Y.

BEACH, NORMAN
WJRI, Lenoir, N. C.

BEAN, BOB
WBIG, Greensboro, N. C.

BEAR, CHET
WILS, Lansing, Mich.

BEASLEY, BOB
WCAW, Charleston, W. Va.

BEATTY, BILL
WFLA, Tampa, Fla.

BEATTY, ROSS
WELM, Elmira, N. Y.

BECK, AL
WDIA, Memphis, Tenn.

BECK, AL
WKBZ, Muskegon, Mich.

BECK, BARNEY
WFVA, Fredericksburg, Va.

BECKER, GEORGE
WEDC, Chicago, Ill.

HARRY VON ZELL

RADIO
EDDIE CANTOR SHOW
NBC — FRIDAYS

SMITHS OF HOLLYWOOD
(Transcribed)

Motion Pictures

HARRY VON ZELL
COMEDIES — COLUMBIA

"THE SAXON CHARM"
U-I

"DEAR WIFE"
Paramount

Public Relations
THE DON HIX ENTERPRISES
6404 Hollywood Blvd.
Hollywood (28), Calif.



Announcers—Radio-Television

BECKER, HARRY
 KWBW, Hutchinson, Kans.

BECKER, SANDY
 (Becker, Sanford George) An-
 nouncer-Actor; b. New York,
 N. Y., Feb. 19, 1922. Jack
 Smith; Once Upon A Tune; Roof-
 tops of the City; CBS Workshop;
 Give & Take; Second Mrs. Bur-
 ton.

BECKETT, RALPH
 KWIN, Ashland, Ore.

BEDAN, BIRD
 WEAV, Plattsburgh, N. Y.

BEEBE, JON
 KCOK, Tulare, Calif.

BEECH, CROWELL
 KWKW, Pasadena, Calif.

BEER, UMBERTO
 WAVZ, New Haven, Conn.

BELANEY, BILL
 WCOL, Columbus, O.

BELCHER, TOM
 KFBI, Wichita, Kans.

BELL, DICK
 WLIB, New York, N. Y.

BELL, TED
 KRSC, Seattle, Wash.

BELL, WAYNE
 WPTM, Maysville, Ky.

BELLAH, MILTON
 WDAF, Savannah, Ga.

BELL, MRS. MEL
 WCFL, Chicago, Ill.

BELMAN, DAVE
 KTIP, Porterville, Calif.

BELMONT, RON
 WEAT, Lake Worth, Fla.

BENEDICT, ANDREW
 WGBB, Freeport, N. Y.

BENESCH, BILL
 WNVA, Norton, Va.

BENFIELD, BERLIN
 WKSJ, Pulaski, Tenn.

BENGTSON, CHARLES
 WATR, Waterbury, Conn.

BENNETT, BERN
 CBS, WCBS-TV, New York,
 N. Y.

BENNETT, BILL
 WDOS, Oneonta, N. Y.

BENNETT, BING
 WSKY, Asheville, N. C.

BENNETT, DEAN
 KCSU, Provo, Utah

BENSON, FRANK
 WJRD, Tuscaloosa, Ala.

BENSUSSEN, SAM
 KIEV, Glendale, Calif.

BENUM, ARNOLD
 KITO, San Bernardino, Calif.

BENSON, HAL
 WMPS, Memphis, Tenn.

BERGE, GENE
 WGAY, Silver Rapids, Md.

BERGER, NORMAN
 WKBX, Youngstown, O.

BERGERSON, IVAN
 KCLL, Houma, La.

BÉRGSTROM, ART
 WMMW, Meriden, Conn.

BERLIN, PAUL
 WJHM, Memphis, Tenn.

BERRY, DICK
 WCNT, Centralia, Ill.

BERRY, JOHN
 WEBQ, Harrisburg, Ill.

BERRY, W. E.
 KENO, Las Vegas, Nev.

BERTRAND, JACK
 KOLE, Fort Arthur, Tex.

BETTERS, MITCHEL C.
 WTHF, Hartford, Conn.

BICKFORD, CHARLES
 WFGN, Gaffney, S. C.

BILL, CHUCK
 WJJD, Chicago, Ill.

BILLINGSLEY, JOHN
 KSFJ, Naogdoches, Tex.

BINGHAM, BOB
 WCNC, Elizabeth City, N. C.

BINGHAM, DICK
 WTSP, St. Petersburg, Fla.

BINGMAN, FRANK
 NBC
 "Cavalcade of America"

BIRMINGHAM, JOHN
 WNBZ, Saranac Lake, N. Y.

BISH, DON
 KGEM, Boise, Ida.

BISHOP, CLAY
 KSEM, Moses Lake, Wash.

BISHOP, JEROME
 WTND, Orangeburg, S. C.

BIVENS, BILL
 NBC, Fred Waring Show

BLACK, ALAN
 WPTT, Pittsburgh, Pa.

BLACK, BERNIE
 WGPA, Bethlehem, Pa.

BLACK, CHARLIE
 WSAI, Cincinnati, O.

BLACK, JIM
 WIBK, Knoxville, Tenn.

BLACK, JOSEPH
 WHK, Cleveland, O.

BLACKBURN, BILL
 KROY, Sacramento, Cal.



CY HARRICE

announcing

WALTER WINCHELL

Announcers—Radio-Television

BLACKMON, BEN

KEYS, Corpus Christi, Tex.

BLACKWELL, BURT

WAVE-TV, Louisville, Ky.

BLAGG, BOB

WDNE, Elkins, W. Va.

BLAINE, JAMES

Drew Pearson, Human Side of

The News, Music and Mr.

Blaine, ABC

BLAKE, TOMMY

KWHI, Breunham, Tex.

BLAND, CECIL

KTBS, Shreveport, La.

BLANKS, VICTOR

KFBK, Sacramento, Cal.

BLECKLEY, JOHN

WCJU, Columbia, Miss.

BLISS, HOMER

WHAM, Rochester, Mass.

BLOCK, MARTIN

NBC

Chesterfield Supper Club

BLOSS, WILLIAM

WKYB, Paducah, Ky.

BLUE, PAUL

KTLN, Denver, Colo.

BLUM, LARRY

WMAK, Nashville, Tenn.

BOARDMAN, FRANK

KSWO, Lawton, Okla.

BOARDWAY, JAY

KSON, San Diego, Cal.

BODKIN, LARRY

WTAL, Tallahassee, Fla.

BOGDEN, HILARY

WJAS, Pitts-burgh, Pa.

BOHACK, BILL

WPAT, Patterson, N. J.

BOHLIN, BILL

WEAU, Eau Claire, Wis.

BOIVIN, JAY

WFEA, Manchester, N. H.

BOLIN, ART

WARM, Scranton, Pa.

BOLLINGER, JIM

WINN, Louisville, Ky.

BOLTON, JOE

WPIX, New York, N. Y.

BOLTON, LESLIE R.

KARK, Little Rock, Ark.

BOND, FORD

David Harum, CBS

BONDARIN, AL

KFOR, Lincoln, Neb.

BOONE, BOB

WBYS, Canton, Ill.

BOOTH, LLOYD

KYOU, Greeley, Colo.

BOOTH, VIRGIL

WKBW, Buffalo, N. Y.

BORTHWICK, BILL

WBRC, Birmingham, Ala.

BOSCH, HENRY

WFUR, Grand Rapids, Mich.

BOST, RAY

WNNC, Newton, N. C.

BOSTIC, TOM

KIMA, Yakima, Wash.

BOTHE, RONALD F.

WMIQ, Iron Mountain, Mich.

BOYARD, BOB

KWBR, Oakland, Cal.

BOWEN, HUGH

KWDM, Des Moines, Ia.

BOWEN, REX

KRUX, Phoenix, Ariz.

BOWER, BOB

WTIP, Charleston, W. Va.

BOWERS, BILL

KAKC, Tulsa, Okla.

BOWLES, SHANNON

KELD, El Dorado, Ark.

BOWMAN, ROGER

NBC

American Album of Familiar

Music, General Foods Shows,

CBS Television Documentary

Shows

BOYD, FORREST

KAYZ, Waterloo, Ia.

BOYD, HARVEY

KWBC, Fort Worth, Tex.

BOYD, LEX

KROW, Oakland, Cal.

BOYLE, ED

WBUY, Lexington, N. C.

BOYLE, WILLIAM

WGRD, Grand Rapids, Mich.

BOYLES, CHARLES

KTOW, Oklahoma City, Okla.

BOYNTON, CECIL

KVAL, Amarillo, Tex.

BOYSEN, JIM

WTCN, Minneapolis-St. Paul,

Minn.

BRADFORD, JOHN

WINS, New York, N. Y.

BRADLEY, BOB

WMLO, Milwaukee, Wis.

BRADLEY, FRANK

WGFG, Kalamazoo, Mich.

BRADLEY, JACK

WSAZ, Huntington, W. Va.



JOE KING

*'Speaking for
The Coca-Cola
Company.'*

Announcers—Radio-Television

BRADLEY, TRUMAN

CBS
Suspense

BRADLEY, WILLIAM V.

WLYN, Lynn, Mass.

BRAGG, CHARLES

WGNS, Murfreesboro, Tenn.

BLAKE, WIN

WKXL, Concord, N. H.

BRALY, SAM

KSUE, Susanville, Cal.

BRAMHALL, BILL

WEMP, Milwaukee, Wis.

BRANCH, NEAL

WBIR, Knoxville, Tenn.

BRAND, JACK

WENR, Chicago, Ill.

BRANDT, MEL

NBC
WNBC, New York, N. Y.

BRANDL, MILT

WISN, Milwaukee, Wis.

BRAUDRICK, GEORGE

KFDX, Wichita Falls, Tex.

BREEZEY, CHUCK

KDLK, Del Rio, Tex.

BREITENMOSER, DON

KVOB, Alexandria, La.

BRENNARD, GEORGE

WLIP, Kenosha, Wis.

BRENNAN, JOE

KXOK, St. Louis, Mo.

BRENNAN, WILLIAM

WJOY, Burlington, Vt.

BREVIK, ERNIE

WDAY, Fargo, N. Dak.

BREWER, DON

KFMJ, Tulsa, Okla.

BRICE, EVELYN

KTKR, Taft, Cal.

BRIGGS, FRED

KITO, San Bernardino, Cal.

BRIMACOMB, LES

KXLO, Lewiston, Mont.

BRIN, HARRISE

KTLA, Los Angeles, Cal.

BRINKLEY, JACK

Judy and Jane; Night Manager and Announcer for WLS, Chicago; Recordist of "Breakfast in The Blue Ridge"; Producer of "Silver Sails" poetry program.

BRITTON, JACK

WKGN, Knoxville, Tenn.

BROOK, PHILIP

WNEB, Worcester, Mass.

BROOKS, BOB

WSCR, Scranton, Pa.

BROOKS, FARRELL

KRHD, Duncan, Okla.

BROOKS, FRANK

WBUD, Morrisville, Pa.

BROOKS, GILBERT

WKNA, Charleston, W. Va.

BROOKS, MIKE

WBIG, Greensboro, N. C.

BROOKS, PHIL

KRRD, Los Angeles, Cal.

BROOKS, TOM

WHAW, Weston, W. Va.

BROPHY, BILL

WKNY, Kingston, N. Y.

BROTHERS, BILL

WCBT, Roanoke Rapids, N. C.

BROWN, BERNARD

WAPO, Chattanooga, Tenn.

BROWN, BILL

WLW, Cincinnati, O.

BROWN, BOB

WISC, Madison, Wis.

BROWN, ED

KFDA, Amarillo, Tex.

BROWN, EDWIN

WJJB, Montgomery, Ala.

BROWN, EMERSON

WTRR, Sanford, Fla.

BROWN, GERALD

WGRC, Louisville, Ky.

BROWN, GORDON

WVLK, Lexington, Ky.

BROWN, HARVEY

WLBK, Leesburg, Fla.

BROWN, HOWARD

WFIL, Philadelphia, Pa.

BROWN, HILLIARD

WHOP, Hopkinsville, Ky.

BROWN, JAMES

WKMH, Dearborn, Mich.

BROWN, PHIL

WTBF, Troy, Ala.

BROWN, PHILLIP

WCOV, Montgomery, Ala.

BROWN, RED

WDXB, Chattanooga, Tenn.

BROWN, ROBERT

WEPM, Martinsburg, W. Va.

BROWN, TED

WOR, New York, N. Y.

BROWN, TOM

KCRS, Midland, Tex.

BROWN, WILLIAM

WNEB, Worcester, Mass.

BROWNE, HALBERT

WOLS, Florence, S. C.



BEN GRAUER

NBC

on week days, it's JACK
on Sundays, it's JOHN PATRICK

but ALWAYS,

COSTELLO

NBC

Announcers—Radio-Television

BROWNE, TOM
WKBC, North Wilkesboro, N. C.

BROWNING, DOUG
Harry Wismer, Kay Kyser (while in N. Y.), Paul Whiteman Record Show, ABC

BROWNING, GORDON
KRKD, Los Angeles, Cal.

BRUNNER, LARRY
WCKY, Cincinnati, O.

BUGGEMAN, VERN
KALL, Salt Lake City, Utah

BRUNER, BOB
WXLW, Indianapolis, Ind.

BRUNER, MARSHALL
WOMI, Owensboro, Ky.

BRYAN, BILL
KBYE, Oklahoma City, Okla.

BRYAN, GEORGE
Talent Scouts, Hit The Jackpot, CBS

BRYANT, GEORGE
WTIP, Charleston, W. Va.

BRYANT, KENNY
WKEY, Covington, Va.

BRYSON, JOHN
WENR-TV, Chicago, Ill.

BUCHANAN, PAUL
WTOM, Bloomington, Ind.

BUCK, BERNARD
WPTR, Albany, N. Y.

BUCK, LOUIE
WSM, Nashville, Tenn.

BUSKLEY, RICHARD
WANE, Fort Wayne, Ind.

BUCKMAN, GENE
WIL, St. Louis, Mo.

BUECHLER, JACK
WEXT, Milwaukee, Wis.

BUICE, ROBERT
KARK, Little Rock, Ark

BULLOCK, JACK
KTIP, Porterville, Ky.

BUMGARDNER, PAUL RUSSELL
WHBS, Huntsville, Ala.

BURGER, ROBERT L.
WCAX, Burlington, Vt.

BURGESS, RALPH
WSAC, Columbia, Ga.

BURGESS, TOM
WWNC, Asheville, N. C.

BURKA, BERNARD
WBLK, Clarksburg, W. Va.

BURKA, MEL
WCHS, Charleston, W. Va.

BURKE, ALAN
WNAO, Raleigh, N. C.

BURNS, GENE
KNEL, Brady, Tex.

BURKE, JACK
WICY, Malone, N. Y.

BURNS, DARREL
KXLE, Ellensburg, Wash.

BURNS, JOSEPH
WNHC, New Haven, Conn.

BURT, GARLAND
WLAK, Lakeland, Fla

BURT, JIM
KELO, Sioux Falls, S. Dak.

RUSH, HERB
KOAT, Albuquerque, N. Mex.

BUSSARD, ADELINE
KWVB, Walla Walla, Wash.

BUTHERUS, ED
KGW, Portland, Ore.

BUTLER, JAY
KFRM, Kansas City, Mo.

BUTLER, JAY
KMBC, Kansas City, Mo.

BUTZ, BOB
KBOL, Boulder, Colo

— C —

CABE, LESLIE
KVAN, Vancouver, Wash.

CABLE, LOWELL D.
KVOA, Tucson, Ariz.

CADDELL, GRAHAM
WJMX, Florence, S. C.

CADE, MARVIN
WJW, Cleveland, O.

CAIN, OLLIE
WABB, Mobile, Ala.

CALDWELL, JAY
WGH, Newport News, Va

CALDWELL, JOE
WNAO, Raleigh, N. C.

CALL, NEAL
WBUX, Doylestown, Pa.

CALLAHAN, JACK
WBYS, Canton, Ill.

CALLIGAN, CLAYTON V.
WFRP, Savannah, Ga.

CALVERT, ROBERT
WAJR, Morgantown, W. Va.

CAMPBELL, CLAUDE N., JR.
WCLA, Baton Rouge, La.

CAMPBELL, DAVE
WBT, Charlotte, N. C.

CAMPBELL, GEORGE
WJLL, Niagara Falls, N. Y.

CAMPBELL, REX
KSL, Salt Lake City, Utah



MILTON CROSS
"Metropolitan Opera"
Sat. 2 p.m.
"Metropolitan Auditions
Of The Air"
Sun. 4:30-5 p.m.
A B C



FRANK GALLOP

Announcers—Radio-Television

CAMPCHERO, BOB
WABY, Albany, N. Y.

CANAMAR, BUD
WMJK, Middlesboro, Ky.

CANDLER, PETE
WFVA, Fredericksburg, Va.

CANNADAY, BILL
WJMO, Cleveland, O.

CANNON, SAM
WCMD, Cambridge, Md.

CAPPS, BOB
KRUX, Phoenix, Ariz.

CARDELL, GEORGE
WSOY, Decatur, Ill.

CAREY, DICK
WMJK, Middlesboro, Ky.

CARIKER, KEN
KRBC, Abilene, Tex.

CARLE, JIM
WSRS, Cleveland Hgts. O.

CARLE, PERRY
KUJ, Walla Walla, Wash.

CARLSON, ADE
WEBC, Duluth, Minn.

CARLSON, HARRY
WOR, New York, N. Y.

CARLSON, HOWDY
WISH, Indianapolis, Ind.

CARLSON, WILL
WBCK, Battle Creek, Mich.

CARLTON, BOB
WMBD, Peoria, Ill.

CARLTON, JOHN
WJL, Niagara Falls, N. Y.

CARMEN, JOHNNY
KASA, Elk City, Okla.

CARMONA, AL
KGFJ, Hollywood, Cal.

CAROTHERS, LARRY
WCNT, Centralia, Ill.

CARPENTER, BILL
WOKO, Albany, N. Y.

CARPENTER, ROBERT
WBCM, Bay City, Mich.

CARPENTER, ROBERT E.
WKBB, Dubuque, Ia.

CARROL, JAMES
WBBB, Burlington, N. C.

CARROLL, RALPH
WNBF, Binghamton, N. Y.

CARROLL, VINCENT
WBAX, Wilkes-Barre, Pa.

CARSWELL, TOM
WORZ, Orlando, Fla.

CARTER, CAL
KAMD, Camden, Ark.

CARTER, DUNCAN
WTH, Port Huron, Mich.

CARTER, JACK
KSEO, Durant, Okla.

CARTER, JERRY
WKIP, Poughkeepsie, N. Y.

CARTER, ROBERT
KDB, Santa Barbara, Cal.

CARTER, SAM
WCAV, Norfolk, Va.

CARUSO, CARL
WOR, New York, N. Y.

CASE, KEN
KTBS, Shreveport, La.

CASE, NELSON
CBS, Lowell Thomas
Ford Theater

CASEY, TOM
WENR-TV, Chicago, Ill.

CASHION, JOHN T.
WDBC, North Wilkesboro,
N. C.

CASSARA, ERNIE
WBET, Brockton, Mass.

CASSELL, CLARENCE
KQW, San Jose, Cal.

CASSELMAN, CHET
KERN, Bakersfield, Cal.

CASSIDY, TOM
KFAC, Los Angeles, Cal.

CATE, LOUIS C.
WENY, Elmira, N. Y.

CATUDAL, JACQUES
CKAC, Montreal, Que.

CAUDILL, CARL
WWNF, Fayetteville, N. C.

CAUSSEY, BID
KONE, Monroe, La.

CAUSEY, DON
KHOZ, Harrison, Ark.

CAUTHEN, BILLIE B.
WMLT, Florence, Ala.

CECIL, HERMAN
KCMC, Texarkana, Tex.

CESSNA, HAL
WGFG, Kalamazoo, Mich.

CHAMBERS, HUGH
WNJR, Newark, N. J.

CHAMBERS, JAMES
WBNY, Buffalo, N. Y.

CHAMBRUN, BILL
WXKW, Albany, N. Y.

CHANCELLOR, GREGG
KOME, Tulsa, Okla.

CHAMPMAN, ED
WRRG, Mobile, Ala.

CHAPMAN, FRED
WILK, Wilkes-Barre, Pa.



"BROKENSIRE BROADCASTING"
9:30 a.m. WNBC 12:30 p.m.
United States Steel's
"THEATRE GUILD ON THE AIR"
ABC
Personal Management: Doug Storer



DAVID ROSS

Announcers—Radio-Television

CHAPMAN, JERRY
WIRE, Indianapolis, Ind.

CHARLES, GORDON
WTOM, Traverse City, Mich.

CHARLES, JERRY
WTOR, Torrington, Conn.

CHARLES, VAN
WIBK, Knoxville, Tenn.

CHASE, BOB
WCLO, Janesville, Wis.

CHASEMAN, JOEL
WAAM, Baltimore, Md.

CHATTERTON, LARRY
KTSL, Hollywood, Cal.

CHERNAULT, GEORGE
WLSL, Roanoke, Va.

CHESTER, HARVEY
WLAW, Lawrence, Mass.

CHESTER, JACK
KFBI, Wichita, Kans.

CHILDS, LELAND
WAPX, Montgomery, Ala.

CHRISTENSEN, DON
WOSH, Oshkosh, Wis.

CHRISTIE, LEWIS
KOCA, Kilgore, Tex.

CHRONICLE, DALE
KRBL, McCook, Neb.

CLARK, BILL
KHUZ, Borger, Tex.

CLARK, GORDON
KPBX, Beaumont, Tex.

CLARK, GORDON
KRAL, Rawlins, Wyo.

CLARK, HAROLD
WEAN, Providence, R. I.

CLARK, HENRY
WEAV, Plattsburg, N. Y.

CLARK, JAMES C.
WTYC, Rock Hills, S. C.

CLARK, TOM
WTNS, Coshocton, Wis.

CLARKE, HERB
WLOE, Leaksville, N. C.

CLARKE, JOHN H.
Narrator, Disc Jockey; b. Kingston, Ohio, May 10, '13; ed. U. of Cinn.; Cinn. Conservatory of Music, Miami U. (Ohio); Going to Town; Three Corner Club; Rittenhouse Chimes Show (Tele) Staff Announcer (WINS).

CLAYTON, OLIVER
KEPO, El Paso, Tex.

CLAYTON, ROBERT
WJIM, Lansing, Mich.

CLEAR, WILLIAM
WRTA, Altoona, Pa.

CLEARY, WILLIAM
KRDO, Colorado Springs, Colo.

CLEAVER, MARSHALL S.
WKAP, Allentown, Pa.

CLIFORD, NOEL
WEKR, Fayetteville, Tenn.

CLIFTON, CHARLES
KELD, El Dorado, Ark.

CLINE, KEN
WJBK, Detroit, Mich.

CLOWES, JOHN
KCMJ, Palm Springs, Cal.

CLUHE, GEORGE
WBTA, Batavia, N. Y.

COCHRAN, PAUL
KWHK, Hutchinson, Kans.

CODDON, HAL
KFMB, San Diego, Cal.

COE, JERRY
KIXL, Dallas, Tex.

COFFEY, RICHARD
KSWL, Council Bluffs, Ia.

COFFIN, TED
WAGM, Presque Isle, Me.

COHN, MORT
WCHS, Charleston, W. Va.

COKER, BOB
WTAN, Clearwater, Fla.

COLBY, JACK
KLIF, Dallas, Tex.

COLE, DAVE
WTAL, Tallahassee, Fla.

COLE, LOU
WWRUL, New York, N. Y.

COLEMAN, VERNON E.
WOGB, West Yarmouth, Mass.

COLGAN, FRED
KELP, El Paso, Tex.

COLLIER, WALTER
WTRR, Sanford, Fla.

COLLINS, ART
KBOW, Butte, Mont.

COLLINS, BILL
KTAN, Sherman, Tex.

COLLINS, FRED
WNLK, Norwalk, Conn.

COLLINS, JOE
KAVE, Carlsbad, N. Mex.

COLLINS, JOHN
WBIR, Knoxville, Tenn.

COLLINS, STAN
KSYC, Yreka, Cal.

COLLINS, WAYNE LEROY
KGMB, Honolulu, T. H.

COLLISTER, VIETS
WICA, Ashtabula, O.



**GLENN
RIGGS**

free - lance
ANNOUNCER EMCEE

LEx. 2-1100



Gene Hamilton

Music Commentator—
everything from "Lower Basin Street"
to the Boston Symphony.

Director—Announcer
"Carnegie Hall" Concerts, American
Oil Company.
A.B.C.

Announcers—Radio-Television

COLLYER, BUD

(Collyer, Clayton); Quiz of Two Cities; Superman; Break the Bank (ABC); Life Can Be Beautiful (NBC); Mollie Mystery Theater (NBC); Winner Take All (CBS-CBS-TV).

COLTON, LAVERN

WLAM, Lewiston, Me.

COM, AL LA

KNEW, Spokane, Wash.

CONTE, GEORGE

WTMJ-TV, Milwaukee, Wis.

CONDON, JERRY

WMON, Montgomery, W. Va.

CONDON, STUART

KGNC, Amarillo, Tex.

CONFER, WILLIAM

WFBG, Altoona, Pa.

CONTER, RALPH

WVOR, Colorado Springs, Colo.

CONOVER, HUGH

Big Sister, Bob Hawk Show
CBS

CONRAD, BOB

WAPX, Montgomery, Ala.

CONRAD, GENE

WWSO, Springfield, O.

CONSIDINE, BOB

NBC
Fred Waring Show

COOK, CLARK

KTMS, Santa Barbara, Cal.

COOK, DICK

WKCY, Cincinnati, O.

COOK, JACK

KRDO, Colorado Springs, Colo.

COOK, JAMES R.

WGBA, Columbus, Ga.

COOK, WARREN

WANE, Fort Wayne, Ind.

COOKE, HENRY

WMAQ, Chicago, Ill.

COON, AL

KOLO, Reno, Nev.

COOPER, CHARLES

WKKK, Erie, Pa.

COOPER, MARK

KDON, Monterey, Cal.

COPE, FRANK

KJBS, San Francisco, Cal.

CORCORAN, BILL

WJBO, Baton Rouge, La.

CORLEY, BOB

WQXI, Atlanta (Buckhead), Ga.

CORNELL, BOB

KFAC, Los Angeles, Cal.

COSTLEY, JAN

WINR, Binghamton, N. Y.

CORBETT, JOHN

WBEN-TV, Buffalo, N. Y.

CORBIN, LOU

WFBR, Baltimore, Md.

CORLEY, BILL

WBNS, Columbus, O.

CORNELL, DON

KFXJ, Grand Junction, Colo.

CORNING, TIBBITS

Fred Beck Show, CBS

CORNTHWAITE, BOB

KFOX, Long Beach, Cal.

COSLETT, FRANKLIN D.

WBRE, Wilkes-Barre, Pa.

COSTELLO, JOHN

PATRICK (Jack)

Announcer, Narrator, Commentator; b. Sauk Center, Minn.; St.

Bonaventure College, U. of Minn., Honorary Degree, Litt. D.; Music America Loves Best; RCA Victor; Kraft Music Hall; Hildegard Raleigh Room; Story of Music; Vacation With Music; Catholic Hour; First Piano Quartet (NBC); Eleventh Hour News (WNBC).

COTE, FRANK R.

WHAJ, Greenfield, Mass.

COURTNEY, LEE

KXYZ, Houston, Tex.

COVINTON, DICK

KRDS, Paragonld, Ark.

COWLING, TERRY

WCOP, Boston, Mass.

COX BILL

WWDC, Washington, D. C.

COX, JIM

WMRF, Lewiston, Pa.

CRABBE, WILLIAM A.

KRUZ, Santa Cruz, Cal.

CRAIG, DICK

WCBI, Columbus, Miss.

CRAIG, GEORGE

KFDX, Wichita Falls, Tex.

CRANE, BEN

KXIC, Iowa City, Ia.

CRANE, LEO

KSON, San Diego, Cal.

CRANE, STEPHEN

WZIP, Covington, Ky.

CRAVEN, HAROLD

WHPE, High Point, N. C.

CRAWFORD, GEORGE

WINX, Washington, D. C.

CRAWFORD, PAUL

KRWK, Shreveport, La.



ALUN WILLIAMS

ANNOUNCING
RADIO and TELEVISION

LE. 2-1100

CI. 6-2200



KELVIN KEECH



... and still going strong!

Announcers—Radio-Television

CRENSHAW, PHIL
KVLH. Pauls Valley, Okla.
CROFFORD, GEORGE
KOCS. Ontario, Cal.
CROSATTO, DAVE
KJBS. San Francisco, Cal.
CROSS, GEORGE
WEXL. Royal Oak, Mich.

CROSS, MILTON
Metropolitan Opera, Metropolitan Auditions of the Air, Piano Playhouse (ABC).

CROUCHET, GEORGE
KPAC. Port Arthur, Tex.

CRUMP, GEORGE
WCRO. Johnstown, Pa.

CRUMPLEY, GUY
WRHP. Tallahassee, Fla.

CRUTCHER, JACK
KTOP. Topeka, Kans.

CULLEN, WILLIAM L.
Radio Announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take (CBS); Winner Take All (CBS); Hit the Jackpot; Crime Photographer.

CULVER, J. P.
WKIG. Dothan, Ala.

CUMMINGS, BOB
WTRK. W. Palm Beach, Fla.

CUMMINS, RAY
WMBL. Morehead City, N. C.

CUNNINGHAM, CHRIS
WPAT. Paterson, N. J.

CURTIN, DAVID
WRNY. Rochester, N. Y.

CURTIS, BILL
WDGY. Minneapolis, Minn.
CURTISS, RUSS
KGYI. Greenville, Tex.
CUTTING, DICK
KCSB. San Bernardino, Cal.

— D —

DABECO, HENRY
WJAS. Pittsburgh, Pa.

DAGG, BILL
WNOW. York, Pa.

DAHLBERG, JERRY
KROX. Crookston, Minn.

DALE, HAROLD B.
WKNS. Kinston, N. C.

DALE, STANLEY
WAIR. Winston-Salem, N. C.

DANE, MARSHALL
WJNO. West Palm Beach, Fla.

DANIELS, ED
WDLA. Memphis, Tenn.

DANIELS, JOE
WCSS. Amsterdam, N. Y.

DANIELS, PAUL
WVNH. Rochester, N. Y.

DANIELSON, JIM
KASH. Eugene, Ore.

D'ARCY, BOB
KPKW. Pasco, Wash.

DARLINGTON, GEORGE
WGC'D. Chester, S. C.

DARY, ALAN
WBRY. Waterbury, Conn.

DAUGHERTY, BILL, JR.
KJUN. Pecos, Tex.

DAVIDSON, BOB
WFAS. White Plains, N. Y.

DAVIDSON, PAUL
WKAN. Kankakee, Ill.

DAVIDSON, TOM
WCOA. Pensacola, Fla.
DAVIES, BILL
WLAQ. Rome, Ga.
DAVIS, DAN
KTOX. Bay City, Tex.
DAVIS, EDWARD
WFPG. Atlantic City, N. J.

DAVIS, FRED
KRPL. Moscow, Ida.

DAVIS, GEORGE
WRBL. Columbus, Ga.

DAVIS, HAL
KCMJ. Palm Springs, Cal.

DAVIS, JOHN
WWSW. Pittsburgh, Pa.

DAVIS, JOHN LEE
WKEY. Covington, Va.

DAVIS, LARRY
KRNT. Des Moines, Ia.

DAVIS, OVIDE
KCLL. Houma, La.

DAVIS, PAUL
KAVE. Karsbad, N. Mex.

DAVIS, RUSS
WBKB. Chicago, Ill.

DAVIS, TOM
KXLR. No. Little Rock, Ark.

DAVISON, PHIL
WBCC. Bethesda-Chevy Chase, Md.

DAVY, BOB
KASH. Eugene, Ore.

DAWSON, GRAHAM
WELQ. Tupelo, Miss.

DAY, JACK
WFBR. Baltimore, Md.

DAY, MAX
WKMO. Kokomo, Ind.

WIN ELLIOT

Emcee "County Fair"
Borden Company—CBS

Emcee "Betty Crocker"
General Mills—ABC

Emcee "Quick As A Flash"
Helbros Watches—MBS

Narrator-Announcer
"Willie Piper"
General Electric—ABC

Emcee ET's for
United States Treasury

Television

N. Y. Ranger Hockey Games
WPIX

Ford Motors—CBS-TV

Maxwell House Coffee

Knox Hats



RADCLIFFE HALL
NBC NBT

Announcers—Radio-Television

DAYTON, LEE
 WMAL, Washington, D. C.
DeALESSI, GENE
 KTIM, San Rafael, Cal.
DEAN, JOHN
 WDNC, Durham, N. C.
DEARMAN, PAUL
 WSIC, Statesville, N. C.
DeBARDELABEN, ROB
 WTIK, Durham, N. C.
DeBARR, BERT
 WVLN, Olney, Ill.
DEEDS, WALTER
 KVOL, Lafayette, La.
DEEGAN, MICHAEL
 WJMJ, Philadelphia, Pa.
DEER, JIMMY
 WDAR, Savannah, Ga.
DeFAY, RICHARD
 KBIO, Butley, Ida.
DeGRAVELLE, ROU
 KROF, Abbeville, La.
DEINES, NAY
 KMMJ, Grand Island, Neb.
DELANEY, CHUCK
 WCBI, Columbus, Miss.
DELMAR, BILL
 KSMO, San Mateo, Cal.
DeMARSE, WILLIAM
 WRNY, Rochester, N. Y.
DEMERS, BOB
 WLAM, Lewiston, Me.
DENMAN, REX
 KREI, Farmington, Mo.
DENMON, PAUL
 WKWF, Key West, Fla.
DENNIS, LEE
 KRKO, Everett, Wash.
DENTLER, WARREN
 WCPO, Cincinnati, O.

DENTON, ROBERT
 NBC
DERBY, CLIFF
 WAOV, Vincennes, Ind.
DERRICK, JOHN
 KOJM, Havre, Mont.
DESMOND, WARREN
 WAZF, Yazoo City, Miss.
deSUZE, CARL
 WBZ-TV, Boston, Mass.
DEUEL, LES
 WOKO, Albany, N. Y.
DEVINE, OTIS
 WSM, Nashville, Tenn.
DEWES, TERRY
 WHYU, Newport News, Va.
DEWTITT, BILL
 WFBN, Indianapolis, Ind.
DeYOUNG, JOHN
 WGL, Fort Wayne, Ind.
DICKSON, WILFORD
 KBST, Big Springs, Tex.
DIETZ, ROBERT
 WSBK, Pensacola, Fla.
DILL, GLEN
 WTSP, St. Petersburg, Fla.
DILL, JACK A.
 WENK, Union City, Tenn.
DILLEHAY, GENE
 KBYE, Oklahoma City, Okla.
DILLNER, BILL
 WEDC, Chicago, Ill.
DILLON, MICHAEL
 KRDO, Colorado Springs, Colo.
DiMARCO, GENE
 WJVB, Jacksonville, Fla.
DISON, MASON
 KICD, Spencer, Ia.

DIX, AL
 KBOW, Butte, Mont.
DIXON, TOM
 KFAX, Los Angeles, Cal.
DIXON, ROY
 KTRM, Beaumont, Tex.
DOBBS, JOE
 WBNS, Columbus, O.
DOBBY, JOHN
 KFMJ, Tulsa, Okla.
DODD, THOMAS L., JR.
 WDEV, Waterbury, Vt.
DODDS, DON
 KDISH, Boise, Ida.
DODSON, EDDIE
 WLAB, Athens, Tenn.
DOHERTY, SIDNEY
 WJLS, Beckley, W. Va.
DOMEC, JOHNNIE
 KROF, Abbeville, La.
DONAHUE, TOM
 KMHL, Marshall, Minn.
DONALDSON, AL
 KDGE, Fergus Falls, Minn.
DONALDSON, ROBERT
 WJJJ, Montgomery, Ala.
DONZE, DONALD M.
 KSGM, St. Genevieve, Mo.
DOOLEY, CHARLES B.
 WJJS, Owensboro, Ky.
DOOLITTLE, DON
 KFI-TV, Los Angeles, Cal.
DOREMUS, WARREN
 WHEC, Rochester, N. Y.
DORSEY, BILL
 WSKY, Asheville, N. C.
DORSEY, HOWARD
 KMOX, St. Louis, Mo.
DOUBLEDAY, BILL
 RWBR, Oakland, Cal.



GEORGE ANSBRO

WJZ—ABC



ARTHUR GARY

NBC - WNBC - NBT

Announcers—Radio-Television

DOUGLAS, ALAN
WKMJ, Dearborn, Mich.

DOUGLAS, JACK
KELO, Sioux Falls, S. Dak.

DOUGLAS, WOLLY
WCAV, Norfolk, Va.

DOVIS, BOB
WBAL-TV, Baltimore, Md.

DOWD, DON
WENR, Chicago, Ill.

DOWNEY, BILL
WISN, Milwaukee, Wis.

DOWNING, BERT
KUBA, Yuba City, Calif.

DOYLE, JIM
WTMV, East St. Louis, Ill.

DOYLE, NORMAN J., JR.
WCCM, Lawrence, Mass.

DRABANT, JACK
WCRO, Johnstown, Pa.

DRAKE, TOMMY
KSTB, Breckenridge, Tex.

DRAFER, LARRY
WFAU, Augusta, Me.

DREPPER, BOB
WLOW, Norfolk, Va.

DREWS, BOB
WNLK, Norwalk, Conn.

DRENLER, JIM
WMAM, Marinette, Wis.

DU BOIS, CHARLES
KBMY, Billings, Mont.

DUDLEY, DICK
NBC

DUDLEY, RALPH
WXGI, Richmond, Va.

DUFFY, JON
KALL, Salt Lake City, Utah

DUFFY, FRED
KAUS, Austin, Minn.

DUHAMEL, GORDON
WCCM, Lawrence, Mass.

DUKE, KEN
KAMQ, Amarillo, Tex.

DULANE, CHUCK
WGAY, Silver Rapids, Md.

DUNBAR, EDWARD
WBBQ, Augusta, Ga.

DUNBAR, RUSS
WOR, New York, N. Y.

DUNCAN, CARL
WKOX, Frammingham, Mass.

DUNCAN, EDDIE
WEOA, Evansville, Ind.

DUNCAN, NORVIN
WFBC, Greenville, S. C.

DUNCAN, RICHARD
WBLK, Clarksburg, W. Va.

DUNFORD, HOWARD
WNRN, Marion, O.

DUNHAM, JIM
WMMW, Meriden, Conn.

DUNHAM, RICHARD H.
b. New York, N. Y., Feb. 26, 1916; ed. Rollins College; The Strange Romance of Evelyn Winters (CBS); Katie's Daughter (NBC); Rose of My Dreams (MBS); Mollie Mystery (NBC); Policewoman (ABC).

DUNHAM, JOHN
WBKB, Chicago, Ill.

DUNLAP, TED
WMAL, Washington, D. C.

DUNLAP, WALLACE B.
WLIZ, Bridgeport, Conn.

DUNN, EDDIE
NBC
Jack Berch Show

DUNN, JACK
KRE, Berkeley, Calif.

DUNN, MIKE
WXLW, Indianapolis, Ind.

DUNNE, BOB
WEXT, Milwaukee, Wis.

DUNPHY, JERRY
KOAT, Albuquerque, N. M.

DURBIN, EUGENE
KOCS, Oakland, Cal.

DUTCH, HAROLD
WABI, Bangor, Me.

DUTY, EDWARD
KRUZ, Santa Cruz, Cal.

DVORAK, GEORGE
KFI, Los Angeles, Cal.

DYER, HAROLD F.
WCSH, Portland, Me.

DYRE, ROBERT
KUBA, Yuba City, Cal.

— E —

EAGON, BRUCE
KVOO, Tulsa, Okla.

EAKINS, PHIL
KOAT, Albuquerque, N. Mex.

EARL, GLENN
KPBX, Beaumont, Tex.

EARLE, BILL
WHIT, New Bern, N. C.

EAST, HENRY
WSAC, Columbus, Ga.

EASTON, ALEX
WISC, Madison, Wis.

EATON, GORDON
WGST, Atlanta, Ga.

ECKERT, EDWARD
WKNY, Kingston, N. Y.

ECKLES, DAMON
WDAE, Tampa, Fla.

**ART
BAKER'S-
NOTEBOOK**

IN ITS 11th YEAR

KECA



JOE GIVEN

ANNOUNCER — NEWSCASTER — NARRATOR
WOV
LEx. 2-1100

Announcers—Radio-Television

EDDY, RAY
WPDQ, Jacksonville, Fla.

EDEN, FRED
WQQW, Washington, D. C.

EDGAR, RALPH
WGAR, Cleveland, O.

EDMONDS, BILL
WMGM, New York, N. Y.

EDNEY, KERMIT
WHKP, Hendersonville, N. C.

EDWARDS, BILL
KWEM, West Memphis, Ark.

EDWARDS, DON
WTAX, Springfield, Ill.

EDWARDS, FRANK
WHJB, Greensburg, Pa.

EDWARDS, JOHN
KATL, Houston, Tex.

EDWARDS, LARRY
WARD, Johnstown, Pa.

EDWARDS, MARTIN
WBMD, Matimore, Me.

EDWARDS, RAY
KXIC, Iowa City, Ia.

EGNER, NATE
WLDS, Jacksonville, Ill.

EICHER, ROBERT
WBEL, Beloit, Wis.

EICHORN, FRANK
WGLN, Grand Falls, N. Y.

EISWORTH, BOB
WXXW, Albany, N. Y.

ELIOT, BRUCE
WOR, New York, N. Y.

ELLERBE, CARROLL
KMO, Tacoma, Wash.

ELLIOTT, CHARLES
WMGY, Montgomery, Ala.

ELLIOT, IAN
KLIX, Twin Falls, Ida.

ELLIOT, WILLIAM I.
WHEB, Portsmouth, N. H.

ELLIOT, WIN
(Elliott, Irwin); Announcer, MC, Play by Play Sports; Univ. of Mich., AB Degrees; County Fair (CBS); N. Y. Rangers Hockey (CBS-Tele); Willie Piper (ABC); Sports & Special Events (CBS-Tele).

ELLIOTT, BILL
KERO, Bakersfield, Cal.

ELLIOTT, BILL
WNOE, New Orleans, La.

ELLIOTT, KEN
WNOE, New Orleans, La.

ELLIS, DICK
KTPS, Texarkana, Tex.

ELLIS, HAROLD
KOLT, Scottsbluff, Neb.

ELLISON, JACK
KMED, Medford, Ore.

ELM, ROGER E.
WSBR, Superior, Wis.

ELMONN, ART
WEAV, Plattsburg, N. Y.

EMERICK, BOB
WOR, New York, N. Y.

EMERSON, BILL
KXLL, Missoula, Mont.

EMERY, RALPH
KRKD, Los Angeles, Cal.

EMRICH, AL
KWLK, Longview, Wash.

EMSLIE, CARL
WTOL, Toledo, O.

ENDERSBE, FRANK W.
KWOA, Worthington, Minn.

ENGLE, ROBERT
KVOE, Santa Anna, Cal.

ENO, JOHN
WKBW, Buffalo, N. Y.

ERDOSSY, WILLIAM
WHP, Harrisburg, Pa.

ERHARD, CHARLES
WCPA, Clearfield, Pa.

ERICKSON, ARCHIE
KASA, Elk City, Okla.

ERWIN, GEORGE
KFJZ, Fort Worth, Tex.

ERWIN, TOMMY
KVOB, Alexandria, Pa.

ETON, JERRY
WRAL, Raleigh, N. C.

EVANS, AL
KCLA, Pine Bluff, Ark.

EVANS, JOHN
WMON, Montgomery, W. Va.

EVANS, TOBY
WCRA, Eflingham, Ill.

EWALD, BILL
KABR, Aberdeen, S. Dak.

EWING, BILL
WPIT, Pittsburgh, Pa.

EXFORD, DORR
WACE, Chicopee, Mass.

EYRE, ALFRED
WTOR, Torrington, Conn.

FAIRICH, DICK
WSIR, Winter Haven, Fla.

— F —

FABIAN, LOUIS
WARC, Rochester, N. Y.

FACENDA, FRANK
WGH, Newport News, Va.

FACENDA, JOHN
WIP, Philadelphia, Pa.

DICK DUNHAM



Radio Registry: PL. 7-0700



TONY MARVIN
C.B.S.

Announcers—Radio-Television

FAIRCHILD, CHUCK
WBIX, Doylstown, Pa.

FALLERT, RALPH
WCAE, Pittsburgh, Pa.

FALLO, JOHN H.
KOCY, Oklahoma City, Okla.

FARRAR, JACK
KTFI, Twin Falls, Ida.

FARRINGTON, FIELDEN
Romance of Helen Trent
CBS

FARRIS, GEORGE
WVIM, Vicksburg, Miss.

FARRIS, WAYNE
WGLE, Clearwater, Fla.

FEIN, MEL
WGAT, Utica, N. Y.

FELIX, JAMES
WFIL, Philadelphia, Pa.

FELIX, JIM
WFIL-TV, Philadelphia, Pa.

FENTON, WARD
WBEN-TV, Buffalo, N. Y.

FERGUSON, C. W., JR.
WCOG, Greensboro, N. C.

FERRIBY, ERNEST
WHLS, Port Huron, Mich.

FERRIE, ROBERT
KTFE, San Antonio, Tex.

FERRIS, JOHN
WVOM, Boston, Mass.

FICKEN, NEAL
WALT, Tampa, Fla.

FIELD, TOM
WNBK, Cleveland, O.

FIELD, TOM
WTAM, Cleveland, O.

FIELDING, JULES
WAGC, Chattanooga, Tenn.

FINCH, HOWARD
WJTM, Lansing, Mich.

FINGER, HOWARD
WSAM, Saginaw, Mich.

FINN, MICHAEL
WEOA, Evansville, Ind.

FINNERTY, HUGH
KBYE, Oklahoma City, Okla.

FIRESTONE, LEN
WEDO, McKeesport, Pa.

FISCHLER, JOSEPH H.
WHCU, Ithaca, N. Y.

FISHEL, WILLIAM P.
KSO, Des Moines, Ia.

FISHELL, DOUGLAS
KREO, Indio, Cal.

FISHER, JACK
KVEC, San Luis Obispo, Cal.

FISHER, JERRY
KRIO, McAllen, Tex.

FISHER, LEWIS
WINS, New York, N. Y.

FISK, JIM
KCKY, Coolidge, Ariz.

FITZ, STEVE
WSNY, Schenectady, N. Y.

FITZPATRICK, JAMES
WRAC, Williamsport, Pa.

FITZSIMMONS, JIM
KIND, Independence, Kans.

FLANAGAN, PAUL
WTRY, Troy, N. Y.

FLANNIGAN, PAT
WCAP, Asbury Park, N. J.

FLEISCHMAN, DEAN
WSPD, Sarasota, Fla.

FLEMING, ED
CBS
Our Gal Sunday

FLEMING, TOM
WSPA, Spartanburg, S. C.

FLETCHER, THOMAS
WHK, Cleveland, O.

FLETCHER, WARREN
KUTA, Salt Lake City, Utah

FLYNN, HOWARD
KMPG, Los Angeles, Cal.

FORBES, BOB
WJMX, Florence, S. C.

FORD, BILL
WKCT, Bowling Green, Ky.

FORDYCE, JERRY
WGRG, Louisville, Ky.

FORMAN, WIN
WARM, Scranton, Pa.

FORNEY, JOHN
WAPL, Birmingham, Ala.

FORSTER, ROGER
WEOA, Evansville, Ind.

FORSYTHE, LARRY
KOLL, Omaha, Neb.

FOSTER, BOB
WGNH, Gadsden, Ala.

FOSTER, JOHN
WBAX, Wilkes-Barre, Pa.

FOSTER, MARK
WMBH, Joplin, Mo.

FOSTER, TERRY
WHBL, Sheboygan, Wis.

FOULKES, TOM
KSWO, Roswell, N. Mex.

FOOTS, JIM
WRAX, Birmingham, Ala.

FOWLER, BILL
WGPC, Albany, Ga.

FOWLER, J. B.
WNGO, Mayfield, Ky.

FOWLER, JIM
WGPC, Albany, Ga.

HUGH JAMES

NBC
•
NBT
•
CBS
•
WABD



PL. 7-0700



DON HANCOCK

PL. 7-0700

Announcers—Radio-Television

FOWLER, WALTER
 WWNS, Statesboro, Ga.

FOX, ALDEN L.
 WELD, Niagara Falls, N. Y.

FOX, GARY
 KILO, Grand Forks, N. Dak.

FOX, MICKEY
 WBMD, Baltimore, Md.

FRANCIS, E. R.
 KHBG, Okmulgee, Okla.

FRANK, ALLAN
 KDYL, Salt Lake City, Utah

FRANK, DON
 WPEN, Philadelphia, Pa.

FRANK, PAUL B.
 WHKC, Columbus, O.

FRANKLIN, BOB
 KGW, Portland, Ore.

FRANKLIN, BOB
 KSWM, Joplin, Mo.

FRASER, GORDON
 Nancy Craig, Regular UN
 Commentator
 ABC

FRAZIER, HAL
 WMVA, Martinsville, Va.

FREDERICK, DON
 WOR, New York, N. Y.

FREDERICKS, DON
 KDSH, Boise, Ida.

FREDERICKS, JACK
 WKAL, Rome-Utica, N. Y.

FREDERICKSON, CARL
 WNHC-TV, New Haven, Conn.

FREDERICSON, CARL
 WNHC, New Haven, Conn.

FREED, ALA N
 WAKR, Akron, O.

FREEMAN, CLAUD
 WMRC, Greenville, S. C.

FREEMAN, PAUL
 KAFY, Bakersfield, Cal.

FRENCH, JACK
 WJPS, Evansville, Ind.

FRENCH, NED
 WLYN, Lynn, Mass.

FREY, WILLIAM
 KATL, Houston, Tex.

FRIBLEY, JOE
 WDSU-TV, New Orleans, La.

FRISCH, BOB
 WMAW, Milwaukee, Wis.

FROH, DAVE
 WLS, Lansing, Mich.

FROHOCK, JOE
 WDHL, Bradenton, Fla.

FRYE, MOSE
 KMUS, Muskegon, Okla.

FRYERS, DON
 WTRY, Troy, N. Y.

FULLER, BOB
 WKOX, Framingham, Mass.

FULLER, CLAUDE
 KVAL, Amarillo, Tex.

FULLER, JOE
 WHSC, Hartsville, S. C.

FULLER, ROBERT E.
 WBKA, Brockton, Mass.

FULMER, THURSTON
 WKOK, Sunbury, Pa.

FULTON, BOB
 KELP, El Paso, Tex.

FULTON, BOB
 WBUY, Lexington, N. C.

FULTON, DON
 WHBS, Huntsville, Ala.

FUNK, JACK
 KHMO, Hannibal, Mo.

FURMAN, CHUCK
 WHBS, Huntsville, Ala.

FURNO, PETER, JR.
 KIDO, Boise, Ida.

FUSCO, DAN
 WKAL, Rome-Utica, N. Y.

— G —

GAINES, JERRY
 WPPA, Pottsville, Pa.

GAINES, ZEKE
 WGAU, Athens, Ga.

GALLANT, NORMAN
 WFAU, Augusta, Me.

GALLOP, FRANK
 Family Hour (CBS); Milton Berle
 (NBC); Stella Dallas (NBC).

GALLOS, JOHN
 KYSM, Mankato, Minn.

GAMBLE, ROBERT
 KFOR, Lincoln, Neb.

GAMBLE, RON
 WJR, Detroit, Mich.

GANNON, MIKE
 WIS, Columbia, S. C.

GARCIA, GENE
 WALT, Tampa, Fla.

GARDINER, DON
 Monday Morning Headlines,
 News, Martin Agronsky, Gang-
 busters, ABC

GARDNER, JACK
 KLAC, Los Angeles, Cal.

GARDNER, MERVIN
 KWOA, Worthington, Minn.

GARDNER, RUSSELL
 WPDX, Clarksburg, W. Va.

GARNES, CLARENCE
 KRIG, Odessa, Tex.

GARRETT, LEE
 WROV, Roanoke, Va.

Richard Stark



ROD O'CONNOR

RED SKELTON SHOW
 DUFFY'S TAVERN SHOW
 PEOPLE ARE FUNNY SHOW
 MOTION PICTURES
 "FULLER BRUSH MAN"
 "SOUTHERN YANKEE"

Announcers—Radio-Television

GARRETT, LeROY
KLRK, Little Rock, Ark.

GARY, ARTHUR
Kenneth Bonghart Newscast
(WNBC); Bob Trout; Bill Stern's
Sport Newsreel; D & H Miners
(NBC); Camel Newsreel (NBC-
TV).

GARY, LEONARD
KNGS, Hanford, Cal.

GASTON, OTIS T.
WKZO, Kalamazoo, Mich.

GATES, JAMES
WFBG, Altoona, Pa.

GAYLE, BOB
WROV, Roanoke, Va.

GAYMAN, L. VAUGHN
WKBB, Dubuque, Ia.

GAYMAN, PARKER
KPRC, San Francisco, Cal.

GEARHART, VAL
KCSB, San Bernardino, Cal.

GEE, OLYN
WDWD, Dawson, Ga.

GEIS, ROBERT
WREF, Worthington, O.

GENTRY, WILLIAM G.
WCHV, Charlottesville, Va.

GEORGE, TOM
WDLP, Panama City, Fla.

GERARD, GEORGE
WPAY, Portsmouth, O.

GERARD, WARREN
WCAR, Pittsburgh, Pa.

GERON, NORM
WWSO, Springfield, O.

GERRI, BILL
WGAT, Utica, N. Y.

GERVAIS, SIDNEY
KATL, Houston, Tex.

GHIORSE, LARRY
WBET, Brockton, Mass.

GIBBS, JOHN D.
KQV, Pittsburgh, Pa.

GIBNEY, HAL
KNBH, Hollywood, Cal.

GIBSON, DALLAS
KMHT, Marshall, Tex.

GIBSON, GERALD
WJOY, Burlington, Vt.

GIBSON, PHIL
WMBD, Peoria, Ill.

GILBERT, AL
WIBA, Madison, Wis.

GILBERT, LIVINGSTON
WAVE, Louisville, Ky.

GILL, DICK
WHUN, Huntington, Pa.

GILLEN, BOB
KGFJ, Hollywood, Cal.

GILLIS, BOB
KXLL, Missoula, Mont.

GILLIS, EARLE
WHBC, Columbus, O.

GILLIS, KONS
WRHP, Tallahassee, Fla.

GILMAN, HAL
WSLB, Ogdensburg, N. Y.

GILMORE, ART
Stars Over Hollywood, CBS;

Point Sublime, Murder & Mr.

Malone, ABC

GILREATH, HOWARD C.
WERD, Atlanta, Ga.

GIROUX, LEE
KGO, San Francisco, Cal.

GITTINGS, JIM
WHUN, Huntington, Pa.

GLACY, ROBERT
WKBW, Buffalo, N. Y.

GLADDEN, BILL
WAVE-TV, Louisville, Ky.

GLEASON, BOB
KNPT, Newport, Ore.

GLEBA, TOM
WCOL, Columbus, O.

GLINES, BOB
WVOM, Boston, Mass.

GLOVER, WILLARD
WFRS, Uniontown, Pa.

GOBEN, BOB
WSOY, Decatur, Ill.

GOBLIN, PAUL
KLO, Ogden, Utah

GOETZ, BILL
WLOH, Princeton, W. Va.

GOLIGHTLY, GROVER
WSPA, Spartanburg, S. C.

GOLLUB, MELVIN
WNAR, Norristown, Pa.

GOODING, KEN
KRBS, St. Joseph, Mo.

GOODWIN, BILL
NBC, Maxwell House Coffee

Time, Burns & Allen

GOODWIN, CARL
KTHH, Houston, Tex.

GOODWIN, GLENN
KSO (Des Moines, Ia.

GOODWIN, HAROLD
KTBC, Austin, Tex.

GORDON, BILL
WOV, New York, N. Y.

GORDON, DON
WHAT, Philadelphia, Pa.

GORDON, JACK
WFCR, Grand Rapids, Mich.

GORDON, JIM
WNDR, Syracuse, N. Y.

JAY STEWART

Master-of-Ceremonies

"SURPRISE PACKAGE!"

A.B.C.

Master-of-Ceremonies

"IT'S FUN TO BE YOUNG"

C.B.S.

Assisting

"TAKE IT OR LEAVE IT"

N.B.C.

HY

AVERBACH

THE BOB HOPE SHOW

Announcers—Radio-Television

GORDON, WILLIAM
WEAT, Lake Worth, Fla.

GORMAN, JACK
WSRS, Cleveland Hgts., O.

GOSS, FRANK
Hallmark Playhouse, Stars
Over Hollywood, Old Gold
Show, Fuller Paint News, CBS

GOULD, DICK
WLOW, Norfolk, Va.

GOULDING, PHIL
WMGM, New York, N. Y.

GOWEN, PAUL
WARK, Hagerstown, Me.

GRAM, AL
KXLR, No. Little Rock, Ark.

GRAMER, BILL
KUSN, San Diego, Cal.

GRANT, BRUCE
WHB, Kansas City, Mo.

GRANT, FELIX
WWDC, Washington, D. C.

GRANT, FRED
KBRC, Mount Vernon, Wash.

GRANT, HOWARD
WHOD, Homestead, Pa.

GRANT, LLOYD
WNAX, Yankton, S. Dak.

GRANTHAM, DON
WCRA, Eftingham, Ill.

GRAUER, BEN
Announcer, radio, newsreels; b.
Staten Island, N. Y.; CCNY,
B.S. Degree; Home Is What You
Make It (NBC); NBC Symphony
of the Air; Jergens Journal with
Walter Winchell (ABC); Chester-
field Supper Club (NBC); Ameri-
ca United (NBC); News (NBC).

GRAY, JACK
WHOS, Decatur, Ala.

GRAY, JIM
WAIT, Chicago, Ill.

GRAY, JOHN
WGAT, Utica, N. Y.

GRAY, MARTIN
KTOP, Topeka, Kans.

GRAYSON, MEL
WSSV, Petersburg, Va.

GREAVES, GRANT
KYNO, Fresno, Cal.

GREEN, HAROLD
WFVA, Fredericksburg, Va.

GREEN, MILTON
WFNC, Fayetteville, N. C.

GREEN, ROBERT
WMMT, McMinnville, Tenn.

GREENE, FRED
WHGB, Harrisburg, Pa.

GREER, JAMES
KTXL, San Angelo, Tex.

GRESHAM, TOM
KWSL, Lake Charles, La.

GREY, MITCHELL
WJPA, Washington, Pa.

GRIBBLE, STAN
KGNO, Dodge City, Kans.

GRIFFIN, BOBBY
WHO, Des Moines, Ia.

GRIFFIN, WAYNE
WENR-TV, Chicago, Ill.

GRIFFITH, CHARLES
WTAD, Quincy, Ill.

GRIFFITH, JIM
KFDM, Beaumont, Tex.

GRIFFITH, LES
Elmer Davis, Abbott & Cos-
tello, Counterspy
ABC

GRIFFITHS, BILL
WKRT, Cortland, N. Y.

GRIGGS, NELSON
WQQW, Washington, D. C.

GRISWOLD, JACK
WCSS, Amsterdam, N. Y.

GROHMAN, JAMES
WFPG, Atlantic City, N. J.

GROPER, HAL
WRUN, Utica, N. Y.

GROVE, JERRY
WWNY, Schenectady, N. Y.

GROVES, GERRY
KURV, Edinburg, Tex.

GUERRERO, MAXIMO
KTXL, San Angelo, Tex.

GUILQUIST, RALPH
KOTA, Rapid City, S. Dak.

GULIHUR, DON
KSAM, Huntsville, Tex.

GUNDERSON, LEE
KGDE, Fergus Falls, Minn.

GUNN, GEORGE
Dick Tracy, ABC

GUSTAFSON, RODGER
WEBR, Buffalo, N. Y.

GUTTERY, WILLIAM
KSWI, Council Bluffs, Ia.

GWYN, BOB
KVET, Austin, Tex.

— H —

HAAS, CLAIR
WNDB, Daytona Beach, Fla.

HAASER, CHARLES
WMAS, Springfield, Mass.

HAASNI, HAROLD H.
KENO, Las Vegas, Nev.

HAWFNER, GEORGE
WHAM, Rochester, N. Y.

DICK WILLARD

Announcer

"Martha Deane Show"

* *

"6 O'Clock News"

* *

"8 O'Clock News"

* *

W O R

LEN STERLING

• Announcer

• Narrator

• Emcee

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PL. 7-0700

Announcers—Radio-Television

HAGAN, STAN
KANS. Wichita, Kans.
HAGGATT, JERRY
WTCJ, Tell City, Ia.
HAGGERTY, FRED
WFPG, Atlantic City, N. J.
HAINES, PHIL
WTRC, Elkhart, Ind.
HALEY, TOM
WNBK, Cleveland, O.
HALL, CARL
WQAM, Miami, Fla.
HALL, NELSON
KALL, Salt Lake City, Utah

HALL, RADCLIFFE

Announcer; NBC Television Newsreel, Camel Newsreel, Ivan Sanderson's Natural Treasures, Want Ad Ventures, WNBT, NBC-TV; NBC Public Affairs (NBC); Narrator for Numerous Commercial and Industrial Films; ET series for A & P.

HALLECK, MARK
WLEX, Lexington, Ky.
HALLGREN, BOB
WDLB, Marshfield, Wis.
HALLLOCK, MEL
WMT, Cedar Rapids, Ia.
HALLWOOD, DICK
WBBC, Flint, Mich.
HAILYARD, O. C.
WVLC, Lexington, Ky.
HAMILTON, BILL
NBC

"Cavalcade of America" **HAMILTON, GENE**

Concert Commentator, Announcer, Director; b. Feb. 22, 1919,

Toledo, O.; "Carnegie Hall" concerts, Boston Symphony; Professor Quiz; Breck Beautiful Music Concerts; News and Sports for Bethlehem Steel; News Reporter; White Rose Trio.

HAMILTON, JOE
WLBH, Bowling Green, Ky.
HAMILTON, WARD
WVNY, Watertown, N. Y.
HAMM, RENE
KAMD, Camden, Ark.
HANCOCK, CHARLES
KTHH, Houston, Tex.

HANCOCK, DON

(Hancock, Donald T.); Announcer; b. Linwood, Ind., Oct. 10, 1910; Ind. Central Coll., AB; Harvest of Stars; Life Can Be Beautiful (NBC); Jock Smith Show; CBS News (CBS-TV); Perry Mason (CBS); Famous Jury Trials; Vox Pop; Original Amateur Hour; Party Time; Stop the Music (ABC); Loony Ross Show (NBC-TV).

HANCOCK, JOHN
WKTY, LaCrosse, Wis.
HANNAH, BOB
WKAT, Miami Beach, Fla.

HANNES, ARTHUR R.

Announcer, Narrator, Special Events, News, Television; b. Newport, Ky., July 28, 1920; Ed. St. Bonaventure College; CBS News Correspondent with Byrd Antarctic Expedition (1946-47); CBS Staff Announcer

HANSEN, BOB
KTRH, Sioux City, Ia.
HANSEN, DON
WEXL, Royal Oak, Mich.
HANSON, HARLEY
KOTA, Rapid City, S. Dak.
HANSON, ROY
WWDC, Washington, D. C.
HANSTROM, ART
WFRH, Freeport, Ill.
HARRER, JACK
KSML, Seminole, Okla.

HARDING, JIM
KCSB, San Bernardino, Cal.
HARGREAVES, BERNARD C.
WENY, Elmira, N. Y.
HARLAND, CLEM
WGRD, Grand Rapids, Mich.
HARMON, MERLE
KSPD, Trinidad, Colo.
HARNTSH, ROBERT
WLAN, Lancaster, Pa.

HARPEL, BILL
KMPC, Los Angeles, Cal.
HARPER, HUGH
WKZO, Kalamazoo, Mich.
HARPER, JOHNNY
WVRL, New York, N. Y.
HARPER, JOSEPH
WHP, Harrisburg, Pa.

HARRING, JAMES
WFFB, Middletown, O.
HARRELL, BILL
KVOP, Plainview, Tex.

HARRICE, CY

Announcer; b. March 1, 1915, Chicago, Ill.; Northwestern Univ., B.S.; Radio Readers Digest; Big Story; Quick As A Flash; Sherlock Holmes; Portia Faces Life.

11th YEAR Anniversary

The Don Martin School
of Radio Arts

Over 150 radio stations are now employing our graduates as announcers, script writers, newscasters, sports announcers, and combination men (1st class technicians).

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Announcers—Radio-Television

- HARRIEE, DAVID**
WNHC, New Haven, Conn.
- HARRIER, BOYD**
WSAP, Portsmouth, Va.
- HARRINGTON, BOB**
WHPE, High Point, N. C.
- HARRIS, BOB**
KFKE, Fresno, Cal.
- HARRIS, CHARLIE**
WJHP, Jacksonville, Fla.
- HARRIS, HERBERT J.**
WERD, Atlanta, Ga.
- HARRIS, JOHN**
KDWT, Stamford, Tex.
- HARRIS, LLOYD**
WMAZ, Macon, Ga.
- HARRIS, ROBERT**
KWRO, Coquille, Ore.
- HARRIS, TOM**
WHUB, Cookeville, Tenn.
- HARRIS, WILLIAM G.**
WBHP, Huntsville, Ala.
- HARRISON, JACK**
WLAY, Grand Rapids, Mich.
- HARRISON, JOHN D.**
KTOW, Oklahoma City, Okla.
- HARSHAW, DICK**
WISE, Asheville, N. C.
- HARTLEY, JAMES A.**
WGCA, Gainesville, Ga.
- HARTZELL, RICHARD F., JR.**
WBPZ, Lock Haven, Pa.
- HARVEY, NEAL**
WPHL-TV, Philadelphia, Pa.
- HARVEY, TOM**
WVCH, Chester, Pa.
- HART, JOHN**
WLIH, Lowell, Mass.
- HASSETT, BUZZ**
KCRG, Cedar Rapids, Ia.
- HASSING, DOUGLAS**
WMCY, Montgomery, Ala.
- HATCHER, JACK**
WOPF, Dothan, Ala.
- HATHORN, ROGER**
KWSL, Lake Charles, La.
- HATTER, WALLY**
KGB, San Diego, Cal.
- HATTON, DICK**
WJW, Cleveland, O.
- HAYRILLA, ALOIS**
WNJR, Newark, N. J.
- HAWLEY, DICK**
WSGN, Birmingham, Ala.
- HAWLEY, GEORGE**
WVOK, Birmingham, Ala.
- HAYES, GEORGE**
Coffee Concert
ABC
- HAYES, TOM**
WMAK, Nashville, Tenn.
- HAYNES, BOB**
KCBQ, San Diego, Cal.
- HAYWARD, BOB**
KVI, Tacoma-Seattle, Wash.
- HAYWARD, JACK**
WINK, Fort Myers, Fla.
- HEADY, WAYNE**
KTOP, Topeka, Kans.
- HEALY, DANIEL**
WBRK, Pittsfield, Mass.
- HEALY, DEAN**
KJEN, San Jose, Cal.
- HEALY, NAUM**
KAFY, Bakersfield, Cal.
- HEARLE, PERCY**
WGST, Atlanta, Ga.
- HERLIHY, ED**
(Herlihy, Edward J.); Announcer, MC, Commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator-Universal Newsreels; Honeymoon in N. Y.
- HERMAN, CHARLES**
WLAJ, Grand Rapids, Mich.
- HERNANDEZ, PATSY**
WFOY, St. Augustine, Fla.
- HERRINGTON, HUGH**
KTBX, Beaumont, Tex.
- HESINGTON, CHECK**
KWTO, Springfield, Mo.
- HESTER, JEFF**
WSLI, Jackson, Miss.
- HETHERINGTON, KEITH**
KTLA, Los Angeles, Cal.
- HICKERSON, TOM**
WKBS, Oyster Bay, N. Y.
- HICKEY, WILLIAM**
WMNB, North Adams, Mass.
- HICKMAN, RUCCE**
WPIC, Sharon, Pa.
- HICKOK, BILL**
WKKW, Albany, N. Y.
- HICKS, BOB**
KANS, Wichita, Kans.
- HICKS, JOHN**
KEPO, El Paso, Tex.
- HICKS, JOHN**
WTAM, Cleveland, O.
- Commentator—Universal Newsreels; Honeymoon in N. Y.; Kraft Television Theater; The Hartmans (NBC-TV); Act It Out; Here's Herlihy (WNBT).
- HEATH, DON**
WREN, Topeka, Kans.
- HEATH, HAROLD**
WOC, Davenport, Ia.
- HECKMAN, FRED**
WTUX, Wilmington, Del.
- HEISS, BOB**
WTMJ-TV, Milwaukee, Wis.
- HELLER, BOB**
KVEF, Austin, Tex.
- HELLING, JACK**
KTLN, Denver, Colo.
- HELLYER, ART, JR.**
WISN, Milwaukee, Wis.
- HEMENWAY, STAN**
KXYZ, Houston, Tex.
- HENDERSON, MAX**
WTCN, Minneapolis-St. Paul, Minn.
- HENDRICKS, RICK**
KRNQ, San Bernardino, Cal.
- HENDRY, JOHN**
KSEK, Pittsburg, Kans.
- HENLEY, QUITMAN**
WLCS, Baton Rouge, La.
- HENNESEY, JIM**
KXOK, St. Louis, Mo.
- HENNESSY, TOM**
WGAC, Augusta, Ga.
- HENNIG, HAROLD**
WABY, Albany, N. Y.
- HENRY, DICK**
WOOD, Grand Rapids, Mich.
- HENTOFF, NATHAN**
WMEX, Boston, Mass.
- HENRICKSON, LES**
WCON, Atlanta, Ga.
- HENRY, BILL**
WDAK, Columbus, Ga.
- HENRY, JOAN**
WDAN, Danville, Ill.
- HERLIHY, ED**
(Herlihy, Edward J.); Announcer, MC, commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator-Universal Newsreels; Honeymoon in N. Y.
- HERMAN, CHARLES**
WLAJ, Grand Rapids, Mich.
- HERNANDEZ, PATSY**
WFOY, St. Augustine, Fla.
- HERRINGTON, HUGH**
KTBX, Beaumont, Tex.
- HESINGTON, CHECK**
KWTO, Springfield, Mo.
- HESTER, JEFF**
WSLI, Jackson, Miss.
- HETHERINGTON, KEITH**
KTLA, Los Angeles, Cal.
- HICKERSON, TOM**
WKBS, Oyster Bay, N. Y.
- HICKEY, WILLIAM**
WMNB, North Adams, Mass.
- HICKMAN, RUCCE**
WPIC, Sharon, Pa.
- HICKOK, BILL**
WKKW, Albany, N. Y.
- HICKS, BOB**
KANS, Wichita, Kans.
- HICKS, JOHN**
KEPO, El Paso, Tex.
- HICKS, JOHN**
WTAM, Cleveland, O.
- HIGDON, MAURICE**
WBCC, Bethesda-Chevy Chase, Md.
- HIGGINS, HAROLD**
WROB, West Point, Miss.
- HIGGINS, RICHARD**
WSYB, Rutland, Vt.
- HILL, BILL**
KUSN, San Diego, Cal.
- HILL, EDWARD**
WBNX, New York, N. Y.
- HILL, FRED, JR.**
WMAZ, Macon, Ga.
- HILL, HAROLD**
WAPP, McComb, Miss.
- HILL, HOLLIS W.**
KOFB, Las Cruces, N. Mex.
- HILL, JOE**
WKTG, Thomasville, Ga.
- HILL, ROY**
WDSU, New Orleans, La.
- HILL, TED**
KUOA, Siloam Springs, Ark.
- HILL, WILLIAM**
WICRG, Mobile, Ala.
- HILLER, BOB**
KXOK, St. Louis, Mo.
- HINDMAN, BILL**
WCOL, Columbus, O.
- HINDS, WILLIAM T.**
KDKA, Pittsburgh, Pa.
- HINKLE, CHARLES J.**
WVWV, Fairmont, W. Va.
- HINKLE, ED**
WTOM, Bloomington, Ind.
- HINSON, JAMES R.**
WROB, Rouseville, W. Va.
- HITCHCOCK, JACK**
KCOL, Fort Collins, Colo.
- HITCHCOCK, ROBERT V.**
WTOR, Torrington, Conn.
- HODGE, RUSSELL J.**
WMC, Memphis, Tenn.
- HODGES, JOHN**
KXOX, Sweetwater, Tex.
- HOFFPAUL, J. C.**
KISG, Crowley, La.
- HOGAN, GEORGE**
WOR, New York, N. Y.
- HOGAN, JAY**
KRED, Dallas, Tex.
- HOGAN, WILLIS C.**
WSTP, Southern Pines, N. C.
- HOLDEN, JACK**
WLS, Chicago, Ill.
- HOLLAND, BILL**
WNVA, Norton, Va.
- HOLLANDSWORTH, DENNIS**
WWNR, Beckley, W. Va.
- HOLLER, CARL**
WTFZ, Jasper, Ind.
- HOLLEY, KNOX**
WHAT, Shelbyville, Tenn.
- HOLLEY, WAKEFIELD**
WKY, Oklahoma City, Okla.
- HOLLIS, STEVE**
WBNX, New York, N. Y.
- HOLMAN, KNOX**
WSPA, Montgomery, Ala.
- HOLMES, MILT**
WHAT, Philadelphia, Pa.
- HOOPER, DON**
KHP, Durango, Colo.
- HOOPER, CORKY**
WJIG, Tullahoma, Tenn.
- HOPE, ROBERT M.**
WCOS, Columbia, S. C.
- HOPE, WINKIE**
WTAR, Norfolk, Va.
- HOPPE, HENRY**
WUSN, Charleston, S. C.
- HOPPE, MYRON**
WEEK, Peoria, Ill.
- HORTON, BOB**
WRMT, Mayfield, Ky.

Announcers—Radio-Television

HORTON, DON
WVLC, Versailles, Lexington,
Ky.

HOWARD, BEREL
WAVZ, New Haven, Conn.

HOWARD, BILL
WVOD, Lynchburg, Va.

HOWARD, CHRIS
KHUM, Enreka, Cal.

HOWARD, DALE
KVOX, Moorhead, Minn.

HOWARD, PAUL
WTRF, Bellaire, O.

HOWARD, ROY
KIOA, Des Moines, Ia.

HOWARD, NED
WFAA, Dallas, Tex.

HOWELL, WAYNE
NBC

HOWRIGAN, CAL
WTYS, Marianna, Fla.

HOWZE, BILL
KDWT, Stamford, Tex.

HUBBARD, HENRY M.
KVOA, Tuscon, Ariz.

HUBLEY, LESLIE
WRDO, Augusta, Me.

HUBER, FRANK
WEKR, Fayetteville, Tenn.

HUFF, OSCAR
WLAP, Lexington, Ky.

HUFF, ROD
WPLH, Huntington, W. Va.

HUFFACHER, DON
KWOY, Sheridan, Wyo.

HUGHES, CHARLES
WJPF, Herrin, Ill.

HUGHES, CHARLIE
WBAC, Cleveland, Tenn.

HUGHES, HUGH
WFUN, Huntsville, Ala.

HUGHES, PAUL
KTAR, Phoenix, Ariz.

HUGHES, TOM
WSLS, Roanoke, Va.

HULL, CHARLES
KPAS, Banning, Cal.

HULL, DICK
WFRP, Savannah, Ga.

HULL, MARVIN
KFMB, San Diego, Cal.

HUMPHREY, GEORGE
KDB, Santa Barbara, Cal.

HUNDLEY, EARL
WLPN, Suffolk, Va.

HUNT, GLENN
WOAI, San Antonio, Tex.

HUNTER, AL
KFMB, San Diego, Cal.

HUNTER, GEORGE
WWJ, Detroit, Mich.

HUNTER, TODD
WISE, Asheville, N. C.

HURD, JOE
WJR, Detroit, Mich.

HURST, WILSON
KTHS, Hot Springs, Ark.

HUSEBY, LARRY
KVI, Tacoma-Seattle, Wash.

HUSON, PAT
KFOK, Long Beach, Cal.

HUTCHINGS, ROBERT
WXGI, Richmond, Va.

HUTCHINSON, RAYMOND L.
WARL, Arlington, Va.

HUTSON, JOHN
WMLK, Middlesboro, Ky.

HUXLEY, KEITH
WORK, Morristown, Tenn.

— I —

IDE, CARL
WNJR, Newark, N. J.

INGSTAD, BOB
KOVG, Valley City, N. Dak.

INGWERSEN, RICHARD
KOLT, Scottsbluff, Neb.

IRISH, JACK
WDDO, Chattanooga, Tenn.

IRWIN, PHIL
KGVW, Portland, Ore.

IRVY, GIBSON
WLAQ, Rome, Ga.

— J —

JACK, LOWELL
WBUR, Burlington, Ia.

JACKSON, BILL
KGBC, Galveston, Tex.

JACKSON, BILL
WGTN, Wilson, N. C.

JACKSON, CLIFF
WBSR, Pensacola, Fla.

JACKSON, LEE
WMIX, Mt. Vernon, Ill.

JACKSON, WALKER
WBSC, Bennettsville, S. C.

JACKSON, WILL
WEAU, Eau Claire, Wis.

JACOBS, DAVE
WSID, Baltimore, Md.

JACOBSON, DICK
KOPP, Ogden, Utah

JACOBSON, TOM
KNON, Great Falls, Mont.

JACKSON, SANDY
KBON, Omaha, Neb.

JAFFE, SID
WNHC-TV, New Haven, Conn.

JAMES, BILL
WHDF, Houghton, Mich.

JAMES, DENNIS

Announcer, Emcee, Sports-caster, b. Jersey City, N. J., Aug. 24, 1917; ed. Theater School of Dramatic Arts & Radio; St. Peters College, B. S.; Bob Hawk Show (CBS); Con You Top This; Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sports-caster (Boxing, Wrestling); Okay Mother; Old Gold Amateur Hour (WABD).

JAMES, HUGH

(McIlrevey, Hugh J.); Announcer, Narrator; b. New York, N. Y., Oct. 13, 1915; NYU, U. of Pa., George Washington U.; Voice of Firestone; A House in the Country; When a Girl Marries; Sunoco 3 Star Extra (NBC); Telenevareel (WABD); Second Mrs. Burton; Wendy Warren & The News (CBS); True Detective Mysteries (MBS); Special Assignment, Press Assoc.

JAMES, LLOYD
KLIX, Twin Falls, Ida.

JAMES, RALPH
KROY, Sacramento, Cal.

JANSEN, LEIF
WDRF, Hartford, Conn.

JARRETT, SCOTT
WRVA, Richmond, Va.

JAY, BILL
WNOX, Knoxville, Tenn.

JAY, GEORGE
KWIK, Burbank, Cal.

JELLISON, WILLIAM
WFTW, Fort Wayne, Ind.

JENKINS, ROBERT E.
KYAK, Yakima, Wash.

JENNINGS, AL
WCCP, Savannah, Ga.

JENSEN, PAUL
KOLN, Lincoln, Neb.

JENSEN, RAN
WIKB, Iron Mountain, Mich.

JESSE, BLAIR
WROM, Rome, Ga.

JESSEN, DICK
WMCK, McKeesport, Pa.

JOHES, JIMMIE
KHOZ, Harrison, Ark.

JOHN, DICK
KAKC, Tulsa, Okla.

JOHNSON, BILL
WLAC, Nashville, Tenn.

JOHNSON, BILL
WTAR, Norfolk, Va.

JOHNSON, BOB
WCMW, Canton, O.

JOHNSON, CULLEN
WRAL, Raleigh, N. C.

JOHNSON, DUANE
KCOY, Santa Maria, Cal.

JOHNSON, GLEN
WTJS, Jackson, Tenn.

JOHNSON, LOUIS
KPPW, Fort Smith, Ark.

JOHNSON, OSSIE
KSEK, Pittsburg, Kans.

JOHNSON, ROBERT
KFOR, Lincoln, Neb.

JOHNSON, RODNEY F.
KPDQ, Portland, Ore.

JOHNSON, WARREN
WCMJ, Ashland, Ky.

JOHNSTON, JOHNNY
WKAT, Miami Beach, Fla.

JOHNSTON, KEN
WCED, Dubois, Pa.

JOHNSTON, WILLIAM
WRHI, Rock Hill, S. C.

JONES, ART
WKOX, Framingham, Mass.

JONES, BILL
WMAW, Milwaukee, Wis.

JONES, BOB
KDAC, Fort Bragg, Cal.

JONES, EUGENE
KJSK, Columbus, Neb.

JONES, GEORGE
KCLA, Pine Bluff, Ark.

JONES, JAMES
WHLN, Port Huron, Mich.

JONES, LEN
WDNC, Durham, N. C.

JONES, MAL
WAPP, McComb, Miss.

JONES, PAUL
WLW, Cincinnati, O.

JONES, ROBERT
KFRU, Columbia, S. C.

JONES, ROBERT L.
WSPR, Springfield, Mass.

JONES, ROD
WNC, Jacksonville, N. C.

JONES, ROYCE
WDWD, Dawson, Ga.

JORDAN, FRANK
WRNY, Rochester, N. Y.

JORDAN, MCBRAY
WLIB, New York, N. Y.

JOY, DICK
Adventures of Sam Spade
CBS

JOYCE, FRANK
KCBD, Lubbock, Tex.

JOYCE, JOHNNY
WPAQ, Mt. Airy, N. C.

JUNKE, CARL
WDSU-TV, New Orleans, La.

— K —

KADELL, CARLTON
Amos 'n' Andy
CBS

KAIMAN, LAMBERT
KMOX, St. Louis, Mo.

KAISER, LOUIS
WPIK, Alexandria, Va.

KALLAY, ED
WAVE-TV, Louisville, Ky.

Announcers—Radio-Television

- KARLETON, JERRY**
KGXC, Sidney, Mont.
- KARRENBAR, WILLIAM**
WHBC, Canton, O.
- KAUFMAN, AL**
KCOR, San Antonio, Tex.
- KAUFMAN, ARNOLD**
WMBM, Miami Beach, Fla.
- KAY, BOB**
WAVE, Louisville, Ky.
- KAY, WALTER**
WJW, Cleveland, O.
- KEA, FRED**
WTOC, Savannah, Ga.
- KEARBEY, BYRON, JR.**
KWOC, Poplar Bluff, Mo.
- KEARNEY, GERALD**
WFEA, Manchester, N. H.
- KEARNS, ROY**
WKY, Oklahoma City, Okla.
- KEATING, LARRY**
First Nighter
CBS
This Is Your FBI
ABC
- KEECH, KELVIN**
(ABC)
- KEENE, BILL**
KBOL, Boulder, Colo.
- KEESE, KEN**
WDOD, Chattanooga, Tenn.
- KEHOE, JACK**
KOLO, Reno, Nev.
- KEISTER, STAN**
KMHT, Marshall, Tex.
- KEITH, LARRY F.**
WTNB, Birmingham, Ala.
- KEITH, FRANCIS**
WXLW, Indianapolis, Ind.
- KELLEHER, PHIL**
WQAM, Miami, Fla.
- KELER, O. J., Jr.**
WTAX, Springfield, Ill.
- KELLEY, PAT**
WSFQ, Somerset, Ky.
- KELLY, DAN**
WRDO, Augusta, Me.
- KELLY, FRANK**
KWEM, West Memphis, Ark.
- KELLY, PAUL**
WDHL, Bradenton, Fla.
- KELLY, TOM**
WJMS, Ironwood, Mich.
- KEMBER, ROBERT S.**
KSGM, Ste. Genevieve, Mo.
- KEMP, JIM**
KTKN, Ketchikan, Alaska
- KEMPER, LOU**
WHB, Kansas City, Mo.
- KENDALL, BILL**
KHBC, Hilo, T. H.
- KENDALL, GEORGE**
WJLB, Detroit, Mich.
- KENDRICK, JIM**
KMA, Shandoah, Ia.
- KENDRICK, LEWIS**
WJLD, Bessemer, Ala.
- KENNEDY, FORD**
WOOD, Grand Rapids, Mich.
- KENNEDY, HERB**
KSFO, San Francisco, Calif.
- KENNEDY, JOHN MILTON**
Lux Radio Theater
CBS
- KENNEDY, LOU**
WORZ, Orlando, Fla.
- KENNEDY, RAY**
WRVA, Richmond, Va.
- KENNEDY, TOM**
WGAY, Silver Rapids, Md.
- KENNEY, JACK**
WDLB, Marshfield, Wis.
- KENT, FRANK**
WPEN, Philadelphia, Pa.
- KENT, TONY**
KSBW, Salinas, Calif.
- KENYON, CHRIS**
KWFT, Wichita Falls, Tex.
- KERN, BRUCE**
WTIC, Hartford, Conn.
- KERN, DON**
WDIA, Memphis, Tenn.
- KEPHER, RAYMOND C.**
KTRC, Santa Fe, N. Mex.
- KERR, DON**
WATV, Newark, N. J.
- KESTER, HOWARD**
WKBS, Oyster Bay, N. Y.
- KETTLE, GEORGE**
KGIW, Alamosa, Colo.
- KIDD, LEE**
KNPT, Newport, Ore.
- KIELTY, KEN**
WSAC, Columbus, Ga.
- KIENZLE, GEORGE**
WLAN, Lancaster, Pa.
- KIKER, PETE**
WADE, Wadesboro, N. C.
- KILGORE, BOB**
WRUN, Utica, N. Y.
- KILGORE, BOB**
WRUN, Utica, N. Y.
- KILLIAN, MAX**
WGRV, Greeneville, Ten.
- KILMER, BILL**
WHO, Des Moines, Ia.
- KILMER, KEN**
KXEL, Waterloo, Ia.
- KIMBRO, BOB**
WLEX, Lexington, Ky.
- KINDER, RICHARD**
WKDK, Newberry, S. C.
- KING, CARL**
WNEW, New York, N. Y.
- KING, CHARLES**
WKAL, Rome-Utica, N. Y.
- KING, DEL**
Mary Lee Taylor
CBS
- KING, FULTON A.**
WTON, Staunton, Va.
- KING, HAL**
WJVB, Jacksonville Beach,
Fla.
- KING, JOE**
Pause That Refreshes
Mr. and Mrs. North
CBS
- KING, JOSEPH M.**
(Joe King); Announcer; b. Birmingham, Ala., Sept. 20, 1915; Howard College; Songs by Morton Downey, Claudia, The Pause that Refreshes, Mr. & Mrs. North.
- KING, LANE B.**
KBLF, Red Bluff, Calif.
- KING, MEL**
KGXC, Sidney, Mont.
- KING, PAUL**
KXOB, Stockton, Calif.
- KING, PAUL**
WAOV, Vincennes, Ind.
- KING, ROBERT**
WMOH, Hamilton, O.
- KING, WALLACE**
WATR, Waterbury, Conn.
- KINGSLEY, DON**
KSJB, Jamestown, N. Dak.
- KIRBY, BILL**
WJOC, Jamestown, N. Y.
- KIRBY, DURWARD**
Here's To You
CBS
- KIRBY, OENE**
George Sokolsky
Town Meeting
ABC
- KISER, JIMMY**
WSOC, Charlotte, N. C.
- KISTER, GEORGE**
KMMJ, Grand Island, Neb.
- KISTLER, GLEASON**
WKLB, Dubuque, Ia.
- KITTELL, CLYDE**
NBC
WNBC
- KITTLESON, CURT**
KXLF, Butte, Mont.
- KLAR, ROBERT**
WRTA, Altoona, Pa.
- KLEMP, LLOYD**
KDN, Oroville, Calif.
- KLINKERMAN, DALE**
KMAC, San Antonio, Tex.
- KLISE, ROD**
KHQ, Spokane, Wash.
- KNAPP, PAUL**
KWDM, Des Moines, Ia.
- KNIGHT, KEN**
WTCO, Campbellsville, Ky.
- KNIGHT, JACK**
WCOS, Columbia, S. C.
- KNOPKE, BILL**
WRUF, Gainesville, Fla.
- KNUTSEN, KARYL**
WDSM, Superior, Wis.
- KOELLING, DONALD**
KWPP, Muscatine, Ia.
- KOENIG, VERN**
KDTH, Dubuque, Ia.
- KOESTER, TONY**
KFBK, Sacramento, Calif.
- KOPP, JOE**
WOBT, Rhinelander, Wis.
- KOSTUCK, FRANK**
WTWT, Stevens Point, Wis.
- KOTEL, STAN**
WNV, Norton, Va.
- KOVACIC, FRANK**
KMVI, Wailuku, Maui, T. H.
- KRAEHLIN, BUD**
WTCN, Minneapolis-St. Paul,
Minn.
- KRAMER, BILL**
KRIG, Odessa, Tex.
- KRAMER, BILL**
WMMN, Fairmont, W. Va.
- KRAMER, JOE**
KJMO, Independence, Mo.
- KRANE, HARRY**
WHBY, Appleton, Wis.
- KRAESE, BERNARD**
WGY, Schenectady, N. Y.
- KREEGER, JERRY**
WISL, Shamokin, Pa.
- KRENK, MARVIN**
KORE, Eugene, Ore.
- KRIEGEL, GILBERT**
WTH, Baltimore, Md.
- KRIEGHOFF, ROBERT**
WTOL, Toledo, O.
- KROHN, RAY**
KSOO, Sioux Falls, S. Dak.
- KRUYER, PAUL**
WSBT, South Bend, Ind.
- KUEHNER, EARL**
WIL, St. Louis, Mo.
- KURTZ, SPYKER**
WRAK, Williamsport, Pa.
- KUSHEL, MEL**
WSBA, York, Pa.
- KUZNITSOV, WILLIAM**
WLB, Bowling Green, Ky.

—L—

- LABRANCHE, ERNEST**
WCCM, Lawrence, Mass.
- LACK, GORDON**
KPHC, Walsenburg, Colo.
- La COSTE, AL**
KONO, San Antonio, Tex.
- LAFFOON, HAROLD E.**
KSGN, Sanger, Calif.

Announcers—Radio-Television

- LAKE, ED**
WEAR, Pensacola, Fla.
- LAMB, ARTHUR**
WEAM, Arlington, Va.
- LAMB, JAY**
WRID, West Point, Ga.
- LAMBERT, BILL**
KAKC, Tulsa Okla.
- LAMBERT, ED**
WCAV, Norfolk, Va.
- LANKIN, STEVE**
KVEC, San Luis Obispo, Calif.
- LAMUTIS, ALEX**
WGVA, Geneva, N. Y.
- LAND, CHARLES**
WTBF, Troy, Ala.
- LAND, ZACK**
WMAA, Springfield, Mass.
- LANDRY, JAMES**
WDSU, WDSU-TV, New Orleans, La.
- LANDSKADEL, ROBERT**
WKPA, New Kensington, Pa.
- LANE, HOMER**
KMHL, Marshall, Minn.
- LANG, BILL**
KRIC, Beaumont, Tex.
- LANG, BILL**
WJGM, New York, N. Y.
- LANGLEY, LAVALLE**
KAMD, Camden, Ark.
- LANE, ALAN**
WHUM, Reading, Pa.
- LANTZ, RICHARD**
WCCP, Savannah, Ga.
- LaPLANTE, JOY**
WFEN, Philadelphia, Pa.
- LARSON, DALE**
KJIV, Huron, S. Dak.
- LARSON, WAYNE**
WJAG, Norfolk, Neb.
- LASHER, SIDNEY**
WAGA, Atlanta, Ga.
- LASSITER, CHAD**
WDXI, Jackson, Tenn.
- LATIMER, TOM**
KCAC, Los Angeles, Cal.
- LAUGHNER, ROL**
KTAR, Phoenix, Ariz.
- LAUGHTER, HARVEY**
WNNC, Newton, N. C.
- LAUNER, ED**
KODY, North Platte, Neb.
- LAVRENCE, JACK**
WSPF, Portsmouth, Va.
- LAVIGNE, RICHARD**
WHYN, Holyoke, Mass.
- LAWFORD, VIN**
WNLK, Norwalk, Conn.
- LAWRENCE, BOB**
KTPS, Texarkana, Tex.
- LAWRENCE, JAMES H.**
KID, Idaho Falls, Ida.
- LAWRENCE, TEDD**
Announcer, Disc-Jockey, Sports Announcer; b. Miami, Fla., April 9, 1914; Swingtime Session; Robert Hall of Fame (WHN); New York, N. Y.
- LAWS, RAYMOND**
WHAM, Rochester, N. Y.
- LAWSON, BILL**
WPDX, Clarksburg, W. Va.
- LAWSON, JERRY**
WJOC, Jamestown, N. Y.
- LAV, ADRIAN**
WHOS, Decatur, Ala.
- LEAVITT, ART**
KDAC, Fort Bragg, Cal.
- LECICUS, EDWARD**
WOTW, Nashua, N. H.
- LEE, BILL**
WLAQ, Lakeland, Fla.
- LEE, BRUCE**
WHIT, New Bern, N. C.
- LEE, CARROLL**
KWAK, Stuttgart, Ark.
- LEE, DICK**
WHFB, Benton Harbor, Mich.
- LEE, GIL**
KÖOL, Phoenix, Ariz.
- LEE, TED**
WCFO, Cincinnati, O.
- LEE, TOM**
KDDD, Dallas, Tex.
- LEESDOM, DALE**
RGUC, Mandan, N. Dak.
- LEEFERS, BOB**
WMT, Cedar Rapids, Ia.
- LeFEVRE, BILL**
WFBK, Baltimore, Md.
- LEGGETT, PHIL**
WDNC, Durham, N. C.
- LEIGH, EDWARD**
WCHA, Chambersburg, Pa.
- LEIGHTEN, GEORGE**
WGLN, Glen Falls, N. Y.
- LEIGHTON, BEN**
KSTP-KSTP-TV, St. Paul-Minneapolis, Minn.
- LeMONT, CLEON**
KBOW, Butte, Mont.
- LEONARD, BUD**
WRBC, Jackson, Miss.
- LEONARD, HAL**
WIKK, Erie, Pa.
- LEONARD, JESSE**
KEX, Portland, Ore.
- LEONARD, VINCE**
WISH, Indianapolis, Ind.
- LePAGE, JEAN**
WMSA, Massena, N. Y.
- LERNER, SAUL**
WNLB, Ogdensburg, Pa.
- LESCH, GOMER**
WEBR, Buffalo, N. Y.
- LESLIE, JOHN**
WREX, Duluth, Minn.
- LESLIE, ROBERT**
WWJ, Detroit, Mich.
- LESTER, BILL**
KAV, Phoenix, Ariz.
- LeTOURNEAU, ARTHUR G.**
KIDO, Boise, Ida.
- LETSON, ED**
KSEF, San Francisco, Cal.
- LEVIN, ALLAN**
WHYN, Holyoke, Mass.
- LEVITAN, PHILIP**
WLBK, Lebanon, Pa.
- LEWIN, KERMIT**
WKWF, Key West, Fla.
- LEWIS, BILL**
WGNV, Newburgh, N. Y.
- LEWIS, CHARLES**
WWJ, Detroit, Mich.
- LEWIN, ED**
KFXI, Grand Junction, Colo.
- LEWIN, FRANK T.**
WLA, Baton Rouge, La.
- LEWIN, GEORGE**
WELL, New Haven, Conn.
- LEWIN, RALPH**
WTAD, Quincy, Ill.
- LEYDEN, BILL**
Announcer, Disc Jockey; b. Chicago, Ill.; ed. Northwestern U.; De Paul Univ.; A Song For You; Music Hall; The Bill Leyden Show; KMPC; Television (KTLA).
- LIDDLE, BOB**
KHQ, Spokane, Wash.
- LIGGITT, PAUL T.**
WJBC, Bloomington, Ill.
- LILLARD, KEN**
KLEB, La Grande, Ore.
- LILLY, BOB**
KCRG, Cedar Rapids, Ia.
- LINCOLN, ED**
WNOK, Columbia, S. C.
- LIND, IRVING**
WHAR, Clarksburg, W. Va.
- LIND, ROY**
WKIX, Columbia, S. C.
- LINDBERG, WALTER**
KSST, Sulphur Springs, Tex.
- LINHART, RUSS**
WPCH, Pittsburgh, Pa.
- LINKOIS, MELVIN**
WLSL, Roanoke, Va.
- LIPSEY, JAMES M.**
KXRJ, Russellville, Ark.
- LITCHFIELD, ELMORE**
WEAR, Charleston, S. C.
- LITTLE, GEORGE**
WTSE, Lumberton, N. C.
- LIVINGSTONE, BOB**
WFTM, Maysville, Ky.
- LLOYD, TOM**
WSWN, Belle Glade, Fla.
- LOCKETT, FRED, JR.**
WETR, Johnson City, Tenn.
- LOCKHART, JOHN**
KPAS, Banning, Cal.
- LOCKWOOD, DON**
WAVR, Lockwood, Mont.
- LOFTIN, LEONARD**
WKNS, Kingston, N. C.
- LOGAN, JAMES**
WWCO, Waterbury, Conn.
- LOKEY, FRANK, JR.**
WORD, Spartanburg, S. C.
- LOLLAR, SAM D.**
WTJS, Jackson, Tenn.
- LONGRAN, VINCE**
WDGY, Minneapolis, Minn.
- LONG, DICK**
KROD, El Paso, Tex.
- LONG, HARRY**
KYI, Tacoma-Seattle, Wash.
- LONG, JIM**
KKIN, Visalia, Cal.
- LONG, KENNETH B.**
WGAN, Portland, Me.
- LONG, PHIL**
WARL, Arlington, Va.
- LONG, RAY**
WGRV, Greeneville, Tenn.
- LONG, TED**
KCBD, Lubbock, Tex.
- LONGWELL, ROBERT**
WXYZ, Detroit, Mich.
- LOOPER, GENE**
KCBD, Lubbock, Tex.
- LORENZ, GEORGE**
WXRA, Buffalo, N. Y.
- LORIMER, DAVID**
WJLE, Cambridge, O.
- LOTAS, JOHNNY**
WWRT, New York, N. Y.
- LOTHER, JOHN**
WERC, Erie, Pa.
- LOUDEN, VERN**
KROW, Oakland, Cal.
- LOUNSBURY, JIM**
WLEX, Lexington, Ky.
- LOWE, CRAIG**
WSGN, Birmingham, Ala.
- LOWE, DON**
Ethel & Albert, Headline Editor, Arthur Gaeth, ABC
- LOWE, JIMMY**
KXOL, Fort Worth, Tex.
- LOWERY, BILL**
WQXI, Atlanta (Buckhead) Ga.
- LOWERX, GIL**
WTYC, Rock Hill, S. C.
- LOY, WILLIAM**
WTBO, Cumberland, Md.
- LLOYD, MORTON**
WHAL, Shelbyville, Tenn.
- LUCAS, BEN**
WRGA, Rome, Ga.

Announcers—Radio-Television

LUCE, DEAN
WMAL-TV, Washington, D. C.

LUDLAM, KENNEDY
WRC, Washington, D. C.

LUDLOW, DEAN J.
KOVO, Provo, Utah

LUDWIG, LYELL
WFBM, Indianapolis, Ind.

LUMPKIN, LEE
WMFR, High Point, N. C.

LUND, DAN
WFRP, Savannah, Ga.

LUND, ROGER
WXRA, Buffalo, N. Y.

LUNDEEN, DOUGLAS
KYSM, Mankato, Minn.

LUNDQUIST, VERNON
WKGK, Knoxville, Tenn.

LUPTON, JOHN W.
WLAN, Lancaster, Pa.

LYBECK, DEAN
WJMC, Rice Lake, Wis.

LYDICK, MILLER
WJPA, Washington, Pa.

LYNAGH, JIM
WHGB, Harrisburg, Pa.

LYNCH, RALPH
KSFJ, Nacozgdoches, Tex.

LYNN, BOB
WIOD, Miami, Fla.

LYNN, DAVID
WGAP, Maryville, Tenn.

LYONS, JACK
KCKY, Coolidge, Ariz.

LYONS, TOM
WGRY, Greeneville, Tenn.

— Mc —

MacCORMACK, MALCOLM
WBZ-WBZA, Boston-Springfield, Mass.

MacDONALD, ARCH
WBZ-TV, Boston, Mass.

MacDONALD, ARCH
WBZ-WBZA, Boston-Springfield, Mass.

MacDONALD, KEN
WPAG, Ann Arbor, Mich.

MacDONALD, PHILIP
WEEL, Boston, Mass.

MacKELVIE, ART
KHQ, Spokane, Wash.

McBRIDE, JIM
KIST, Santa Barbara, Cal.

McBRIDE, NEIL
WCMW, Canton, O.

McCAHILL, J. F.
KRSC, Seattle, Wash.

McCAIN, BILL
WAGA, Atlanta, Ga.

McCALL, FRED
WOAI, San Antonio, Tex.

McCANN, LARRY
WXYZ, Detroit, Mich.

McCANN, RICHARD H.
KBON, Omaha, Neb.

McCARTHY, CHAS. F.
NBC
WNBC

McCARTY, MARSH
WCOM, Parkersburg, W. Va.

McCLAIN, DEAN
KWBC, Fort Worth, Tex.

McCLELLAN, ROBERT
KTXL, San Angelo, Tex.

McCONNEL, JIM
KLOU, Lake Charles, La.

McCORMICK, IRA, JR.
WIOU, Kokomo, Ind.

McCOY, RONALD J.
KFEL, Denver, Colo.

McCRARY, JOHNNY
WCRK, Morristown, Tenn.

McCREARY, MACK
KEBE, Jacksonville, Tex.

McCULLLEY, JOE
WSNJ, Bridgeton, N. J.

McCULLOUGH, DANIEL
WOR, New York, N. Y.

McCULLOUGH, THOMAS
WTAC, Flint, Mich.

McDONALD, AL
WSGN, Birmingham, Ala.

McDONALD, FRANK
WCOP, Boston, Mass.

McDOWELL, JIM
WHBF, Benton Harbor, Mich.

McELROY, JACK
Announcer, Singer, MC; b. Columbus, Kans., Oct. 21, 1913; Breakfast in Hollywood, Bride and Groom.

McEWEN, CHARLES
KTRB, Modesto, Cal.

McFARLAND, OWEN
WONS, Hartford, Conn.

McGEE, WILLIAM L.
WHOP, Hopkinsville, Ky.

McGINLEY, JOE
WBLI, Dalton, Ga.

McGOVERN, TOM
KRQD, El Paso, Tex.

McGOWAN, ED
KUTA, Salt Lake City, Utah

McINTYRE, JIM
WINN, Louisville, Ky.

McINTYRE, NEIL
KXOB, Stockton, Cal.

McKAY, JOHN
WBNY, Buffalo, N. Y.

McKEE, MODREI
WACO, Waco, Tex.

McKEE, ROY
KOMA, Oklahoma City, Okla.

McKINNEY, JIM
WSOY, Decatur, Ill.

McKINNEY, WILLIAM
KXRI, Russellville, Ark.

McKINNIN, BOB
WRFS, Alexander City, Ala.

McKNIGHT, JOHN M.
WHLI, Hempstead, L. I.

McLAUGHLIN, FRANCIS
WBRE, Wilkes-Barre, Pa.

McLAURIN, FRANK
KFXM, San Bernardino, Cal.

McLEAN, BRUCE
WBIZ, Eau Claire, Wis.

McLEAN, PHIL
WJLB, Detroit, Mich.

McLEOD, DON
WJBK, Detroit, Mich.

McMANUS, JAMES K.
WMAR-TV, Baltimore, Md.

McMILLAN, ROY
WSB, Atlanta, Ga.

McMILLEN, JIM
WVNF, Fayetteville, N. C.

McNEELEY, MARTY
WJMO, Cleveland, O.

McPHEE, JAMES
WJVA, South Bend, Ind.

McPHERSON, GAYLORD
WDOD, Chattanooga, Tenn.

McREYNOLDS, BILL
WOAI, San Antonio, Tex.

McSLOY, SID
KFBC, Cheyenne, Wyo.

— M —

MACK, BILL
WEDC, Chicago, Ill.

MACK, LLOYD
WHAR, Clarksburg, W. Va.

MACK, RUSSELL
KRQD, El Paso, Tex.

MACK, WALLY
WBWB, Burlington, N. C.

MACK, WAYNE
WGAR, Cleveland, O.

MADERIS, BOB
WKBZ, Muskegon, Mich.

MADIGAN, JACK
WTAL, Tallahassee, Fla.

MAEL, MERRILL E.
KOMO, Seattle, Wash.

MAGNER, WILLIAM
WFDF, Flint, Mich.

MAGRUDER, PHIL
WKYB, Paducah, Ky.

MAHANEY, ROBERT
WIBX, Utica, N. Y.

MAHER, BILL
WLIZ, Bridgeport, Conn.

MAHER, LARRY
KDDD, Dumas, Tex.

MAHONEY, BERNIE
WNOW, York, Pa.

MAHONEY, ED
WCVS, Springfield, Ill.

MAHONEY, JOHN
WKMO, Kokomo, Ind.

MAICOLM, BILL, JR.
NBC

MALLOY, DICK
Henderson, N. C.

MALONE, LEE
WJIG, Tallahoma, Tenn.

MANDEL, SID
WSBC, Chicago, Ill.

MANN, AL
KGNC, Amarillo, Tex.

MANN, AL
KRRV, Sherman-Denison, Tex.

MANN, DAVID
WESX, Salem, Mass.

MANN, JOE
KOV, Pittsburgh, Pa.

MANNERS, BILL
WHAT, Philadelphia, Pa.

MANNING, BILL
KIST, Santa Barbara, Calif.

MANSER, LYMAN
WVNY, Watertown, N. Y.

MANSFIELD, ROBERT S.
WGOV, Valdosta, Ga.

MANSON, LEE
WELI, New Haven, Conn.

MANUEL, FRANK
KONO, San Antonio, Tex.

MAPHET, DICK
KUSN, San Diego, Cal.

MARBLE, HARRY
Eric Sevareid and The News CBS

MARKEY, PAUL
WING, Dayton, O.

MARKS, GARNET
KGFN, Grass Valley, Cal.

MARLOW, MICHAEL
WWSW, Pittsburgh, Pa.

MARLOW, PAUL
WHTN, Huntington, W. Va.

MARROCCO, JOHNNY
WCPS, Tarboro, N. C.

MARS, PETER A.
WKLA, Ludington, Mich.

MARSH, ROY
WHLF, South Boston, Va.

MARSHALL, JEAN
WEW, St. Louis, Mo.

MARSHALL, JERRY
WNEW, New York, N. Y.

MARSHALL, JOHN
WGRD, Grand Rapids, Mich.

MARSHALL, MACK
KOPO, Tucson, Ariz.

MARSHALL, REX
WPIX, New York, N. Y.

MARSTON, BERT
WFAS, White Plains, N. Y.

MARTIN, BILL
WCCC, Hartford, Conn.

MARTIN, BILL
WVDR, Syracuse, N. Y.

Announcers—Radio-Television

- MARTIN, DON**
WHCU, Ithaca, N. Y.
- MARTIN, FRANK**
Mayor of the Town, ABC-CBS.
Dick Haynes Show
- MARTIN, GLEN**
KLZ, Denver, Colo.
- MARTIN, JIM**
KANS, Wichita, Kans.
- MARTIN, JOHNNIE**
WKY, Oklahoma City, Okla.
- MARTIN, KRIS**
WAGE, Chicopee, Mass.
- MARTIN, LOU**
KWTQ, Springfield, Mo.
- MARVIN, KEN**
WAAF, Chicago, Ill.
- MARVIN, TONY**
Announcer, Narrator, Actor, MC;
b. N. Y. C., N. Y., Oct. 12,
1912, St. Johns; Arthur Godfrey
Time, Crime Photographer, Win-
ner Take All, Staff (CBS).
- MARVIN, TONY**
WCBS-TV, New York, N. Y.
- MASON, BUD**
WBTA, Batavia, N. Y.
- MASON, WILLIAM**
KDIX, Dickinson, N. Dak.
- MASTERS, MIKE**
WXYZ-TV, Detroit, Mich.
- MASTERS, ROBERT**
KVVC, Ventura, Cal.
- MATEL, CHET**
WOOD, Grand Rapids, Mich.
- MATHEWS, BILL**
WJIB, New York, N. Y.
- MATHEWSON, DON**
WAMS, Wilmington, Del.
- MATHISON, SIG**
KRIC, Beaumont, Tex.
- MATTES, CLAIR**
WKLA, Ludington, Mich.
- MATTESON, DEAN**
WLAU, Laurel, Miss.
- MATTHEWS, JACK**
KLEE, Houston, Tex.
- MATTISON, HENRY**
KFH, Wichita, Kans.
- MAUGANS, BILL**
KSOK, Arkansas City, Kans.
- MAURER, ROBERT I.**
WTHT, Hartford, Conn.
- MAUS, STUART**
KPQ, Wenatchee, Wash.
- MAULI, JOHN**
WTNC, Thomasville, N. C.
- MAXWELL, CHUCK**
KGNC, Amarillo, Tex.
- MAXWELL, EDWARD C.**
WERD, Atlanta, Ga.
- MAYER, JACK**
WALB, Albany, Ga.
- MAYFIELD, BOB**
WMGY, Montgomery, Ala.
- MAYHEW, TOMMY**
WKGX, Knoxville, Tenn.
- MAYO, WILLARD C.**
WHLA, Niagara Falls, N. Y.
- MEACHAM, JUSTIN**
WSBT, South Bend, Ind.
- MEAD, WARREN**
KERO, Bakersfield, Cal.
- MEADE, WARREN**
KGVO, Missoula, Mont.
- MEARIAN, MIKE**
WELM, Elmira, N. Y.
- MEARS, WES**
KWKW, Pasadena, Cal.
- MEATH, ED**
WHEC, Rochester, N. Y.
- MEECE, EDWARD**
KWEI, Weiser, Ida.
- MEEHAN, ROBERT**
WEAN, Providence, R. I.
- MEERS, DON J.**
WMOH, Hamilton, O.
- MEGLES, DOUG**
KSTP, St. Paul-Minneapolis,
Minn.
- MEISTER, R. B.**
WFHR, Wisconsin Rapids, Wis.
- MELANE, JACK**
WGBB, Freeport, N. Y.
- MELL, DEAN**
KFYO, Lubbock, Tex.
- MELTON, FRANK**
KGVL, Greenville, Tex.
- MEIVILLE, ROLLIE**
KCOL, Fort Collins, Colo.
- MENDEL, ED**
WGBA, Columbus, Ga.
- MERCIER, JOSEPH W.**
WBCM, Bay City, Mich.
- MERCIER, RAY**
WPOR, Portland, Me.
- MEREDITH, LEE C.**
WVJS, Owensboro, Ky.
- MERENS, LYMAN**
WRJN, Racine, Wis.
- MERRYMAN, BOB**
WELW, Cincinnati, O.
- MERRYMAN, BOB**
Kitchen Klub
WLW-T, Cincinnati, O.
- MESKILL, BOB**
WBBQ, Augusta, Ga.
- MESSER, FRANK**
WSKY, Asheville, N. C.
- MESSER, NORM**
WKXL, Concord, N. H.
- MESTELLE, BART**
WLDY, Ladysmith, Wis.
- METRIE, JACK**
WTMC, Ocala, Fla.
- MEYER, BILL**
WLDL, Jacksonville, Ill.
- MEYER, DON**
WKNX, Saginaw, Mich.
- MEYER, JOHN**
KFEL, Denver, Colo.
- MEYERS, BILL**
WGAX, Burlington, Vt.
- MICHAEL, BILL**
KWFT, Wichita Falls, Tex.
- MICHAEL, ED**
Mr. President
ABC
- MICHAEL, RAY**
WNBW, Washington, D. C.
- MICHAELS, BOB**
KWEM, West Memphis, Ark.
- MICHAELS, JOHN**
WPAY, Portsmouth, O.
- MICHELSON, BILL**
KWBW, Hutchinson, Kans.
- MIDDLETON, SAM**
WOMG, Douglas, Ga.
- MIKKALSON, ROBERT**
KDEC, Decorah, Ia.
- MILFORD, ROBERT W., JR.**
WCHV, Charlottesville, Va.
- MILLER, HARVEY**
WJSW, Altoona, Pa.
- MILLER, JACK**
WVON, Woonsocket, R. I.
- MILLER, LINDY**
WBZ-TV, Boston, Mass.
- MILLER, M. E.**
KROC, Rochester, Minn.
- MILLER, MAURICE**
KLZ, Denver, Colo.
- MILLER, REUBEN**
WFUN, Huntsville, Ala.
- MILLER, RICHARD**
WHUC, Hudson, N. Y.
- MILLER, SHELBY**
KIJV, Huron, S. Dak.
- MILLS, DEXTER**
WDBJ, Roanoke, Va.
- MILLS, FRANK**
WBAP, Fort Worth, Tex.
- MILLS, FRANK**
WBAP-TV, Fort Worth, Tex.
- MILLS, JIM**
WIBK, Knoxville, Tenn.
- MIMS, WILLIAM**
WCSC, Charleston, S. C.
- MIRES, RON**
WTHH, Port Huron, Mich.
- MITCHEL, ROY**
KLRA, Little Rock, Ark.
- MITCHELL, CHARLES R.**
WBIG, Greensboro, N. C.
- MITCHELL, JACK**
WTPF, Charleston, W. Va.
- MITCHELL, JIM**
WCVS, Springfield, Ill.
- MITCHELL, JIM**
WKBN, Youngstown, O.
- MITCHELL, MILFORD**
WACO, Waco, Tex.
- MITCHELL, RAY**
KGEM, Boise, Ida.
- MOCK, JACK**
WDLF, Panama City, Fla.
- MOFFETT, JERRY**
KTFF, Twin Falls, Ida.
- MOHER, BILL**
WDAY, Fargo, N. Dak.
- MOHR, ED**
WAPX, Montgomery, Ala.
- MOLL, ALLEN**
KDYL, Salt Lake City, Utah
- MONET, PIERRE**
WDLB, Marshfield, Wis.
- MONKMAN, ROBERT**
WRJN, Racine, Wis.
- MONROE, BOB**
WFTL, Ft. Lauderdale, Fla.
- MONROE, GEORGE**
KFDM, Beaumont, Tex.
- MONTGOMERY, BOB**
WFNC, Fayetteville, N. C.
- MONTGOMERY, BOB**
WGL, Fort Wayne, Ind.
- MONTGOMERY, DEAN**
KELO, Sioux Falls, S. Dak.
- MOODY, WILLIAM G.**
KIT, Yakima, Wash.
- MOONEY, FRANK**
WHUM, Reading, Pa.
- MOORE, CHARLES F.**
KPDQ, Portland, Ore.
- MOORE, DEANE**
KWIK, Burbank, Cal.
- MOORE, EDWARD**
KRES, St. Joseph, Mo.
- MOORE, FRED**
KFOX, Long Beach, Cal.
- MOORE, GEORGE**
WEAR, Pensacola, Fla.
- MOORE, L. P.**
WFAK, Charleston, S. C.
- MOORE, WALKER**
KEJZ, Fort Worth, Tex.
- MORAN, JACK**
KTAE, Taylor, Tex.
- MORATH, MAX**
KGHF, Pueblo, Colo.
- MORELAND, HARRY**
WROL, Knoxville, Tenn.
- MOREY, ART**
KWJJ, Portland, Ore.
- MORGAN, BILL**
WHAN, Charleston, S. C.
- MORGAN, GENE**
KCMJ, Palm Springs, Cal.
- MORGAN, JACK**
WMAW, Milwaukee, Wis.
- MORGAN, RICHARD**
WBOC, Salisbury, Md.
- MORRIS, ALLAN**
WNLC, New London, Conn.

Announcers—Radio-Television

- MORRIS, JOHN**
WTKX, Austin, Tex.
- MORRIS, JOHN**
WTWA, Thomson, Ga.
- MORRIS, PAUL**
WJBK, Detroit, Mich.
- MORRIS, ROY**
WGWR, Asheboro, N. C.
- MORRIS, ROY**
WJIG, Tullahoma, Tenn.
- MORRIS, VANCE**
WTND, Orangeburg, S. C.
- MORRISON, PHIL**
WTOM, Bloomington, Ind.
- MORRISON, WILBUR**
WRUN, Utica, N. Y.
- MORSE, SID**
KLOU, Lake Charles, La.
- MORSE, TONY**
KGO, San Francisco, Cal.
- MOSEBY, JAMES**
WITZ, Jasper, Ind.
- MOSTELLER, JERRY**
WMRC, Greenville, S. C.
- MOTLEY, KEN**
WMBE, Joplin, Mo.
- MOUNTEER, JOHN**
WOKO, Albany, N. Y.
- MOWERS, ROBERT**
WGAN, Portland, Me.
- MOWRY, LEE**
WLAQ, Rome, Ga.
- MOYLE, WILLARD**
WKOK, Sunbury, Pa.
- MULHEEN, PAT**
WRDW, Augusta, Ga.
- MULLARKY, TOM**
KLIF, Dallas, Tex.
- MULLEN, FRANK**
KRUX, Phoenix, Ariz.
- MULLEN, FRANK**
WGLN, Glenn Falls, N. Y.
- MULLINIX, RAY**
KORA, Bryan, Tex.
- MUMFORD, ALEX**
WCOM, Parkersburg, W. Va.
- MUNT, PAUL**
KSDN, Aberdeen, S. Dak.
- MUNYAN, HARRY**
WIOD, Miami, Fla.
- MURPHEY, HARVEY**
WSFC, Somerset, Ky.
- MURPHY, DENNIS**
WREX, Duluth, Minn.
- MURPHY, PAUL**
WWSO, Springfield, O.
- MURPHY, WILLIAM**
CBS, Miami, Fla.
- MURPHY, WILLIAM**
WMIX, Mt. Vernon, Ill.
- MURRAY, BOB**
KENT, Shreveport, La.
- MURRAY, HAL**
WBBO, Forest City, N. C.
- MURRAY, JAMES A.**
WMTW, Portland, Me.
- MURRAY, PHILIP G.**
WMTW, Portland, Me.
- MURRAY, JAMES**
WSB, Atlanta, Ga.
- MUSLADIN, WILLIAM**
KJBS, San Francisco, Cal.
- MYERS, EDWARD**
WMEX, Boston, Mass.
- N —
- NABORS, PAT**
WSOC, Charlotte, N. C.
- NAGLE, DAVID J.**
WCEV, Charlottesville, Va.
- NAKEL, PAUL**
WJMO, Cleveland, O.
- NARZ, JACK**
KIEV, Glendale, Cal.
- NASH, ROGER**
WEAR, Pensacola, Fla.
- NAUGHTON, CLIFF**
KSFO, San Francisco, Cal.
- NAVIN, DEAN**
KRNT, Des Moines, Ia.
- NEAL, DON**
KWLK, Longview, Wash.
- NEAL, HAL**
WXYZ, Detroit, Mich.
- NEALE, LOUIS M.**
WFGN, Gaffney, S. C.
- NEARNS, JOE**
KFFA, Helena, Ark.
- NEATHERY, JOHN**
KSAM, Huntsville, Tex.
- NEELY, JACK**
WKTM, Mayfield, Ky.
- NEFF, ERNIE**
WCAB, Pittsburgh, Pa.
- NEFF, HARRY E.**
WBAT, Marion, Ind.
- NEHER, DEALTON**
WIBA, Madison, Wis.
- NEHLING, WALLY**
WIRE, Indianapolis, Ind.
- NEIDIG, JOSEPH**
KVGB, Great Bend, Kans.
- NEIGHBOR, HOWARD**
KVGB, Great Bend, Kans.
- NEITZEL, LOUIS**
WJVA, South Bend, Ind.
- NELSON, ART**
KLIF, Dallas, Tex.
- NELSON, BOB**
WBBQ, Augusta, Ga.
- NELSON, CHARLES**
WFBG, Altoona, Pa.
- NELSON, CARL**
WTMJ, Milwaukee, Wis.
- NELSON, CHARLES**
KGBC, Galveston, Tex.
- NELSON, CY**
WEMP, Milwaukee, Wis.
- NELSON, DAVID**
WSAP, Portsmouth, Va.
- NELSON, GEORGE**
KOLQ, Reno, Nev.
- NELSON, LEE**
WFOR, Portland, Me.
- NELSON, TED**
KVET, Austin, Tex.
- NEWBERRY, FRANK**
KWAK, Stuttgart, Ark.
- NEWBY, LUTHER**
KLAC, KLAC-TV, Los Angeles, Cal.
- NEWMAN, JACK**
KOME, Tulsa, Okla.
- NIDEVER, BRUCE**
KASH, Eugene, Ore.
- NELSON, WALTER A.**
WCCO, Hartford, Conn.
- NIGHTINGALE, EARL**
KTAR, Phoenix, Ariz.
- NILES, DAVID**
WEVD, New York, N. Y.
- NILES, WENDELL**
The Man Called "X," CBS
- NIMMO, BILL**
Dance Time
- NIXON, NICK**
WLWT, Cincinnati, O.
- NOBLE, BOB**
WDAF, Savannah, Ga.
- NOLAN, BOB**
WRBU, Columbus, Ga.
- NORMAN, DON**
WAPO, Chattanooga, Tenn.
- NORMAN, IAL**
KFH, Wichita, Kans.
- NORMAN, RALPH**
WOMT, Manitowoc, Neb.
- NORMAN, RICHARD**
WQQW, Washington, D. C.
- NORRIS, CLARK**
KVOP, Plainview, Tex.
- NORTON, MILTON**
KVOR, Colorado Springs, Colo.
- NORVAL, BUD**
WFOR, Hattiesburg, Miss.
- NORWIG, GEORGE**
WCSC, Charleston, S. C.
- NORWOOD, CHARLES**
WVHT, Hartford, Conn.
- NOVELL, WALT**
KFRE, Fresno, Cal.
- O —
- OKNER, MERV**
KSFZ, Trinidad, Colo.
- O'BRIEN, AL**
WBBI, Sheboygan, Wis.
- O'BRIEN, DAVID**
WDXI, Jackson, Tenn.
- O'BRIEN, ELLIS**
WCSH, Portland, Me.
- O'BRIEN, JOE**
(O'Brien, Joseph A.); Emcee, Announcer; Sports Announcer; b. Yonkers, N. Y., July 17, 1915; ed. Fordham College; Rosemary (CBS); Joyce Jordan (NBC); Quizdom Class (ABC); Brooklyn Dodger Football (WMCA); Tommy Dorsey Show; Amateur Hour; Du Mont Tele.
- O'BRIEN, JIM**
WKIP, Poughkeepsie, N. Y.
- O'CAIN, KEITH**
WRJN, Racine, W.
- O'CONNOR, DON**
WEMP, Milwaukee, Wis.
- O'CONNOR, ROD**
Announcer; b. Houston, Tex.; New Mexico Military Inst.; The Red Sexton Show, People Are Funny, Duffy's Tavern (NBC).
- O'CONNOR, TOM**
WBMD, Baltimore, Md.
- ODOM, GEORGE**
WMAZ, Macon, Ga.
- ODOM, HOMER**
KOMA, Oklahoma City, Okla.
- ODOM, RAYMOND**
KSTA, Coleman, Tex.
- O'FARREL, JOHN**
WRPW, Eau Claire, Wis.
- O'HALLORAN, HAL**
WBHL, Sheboygan, Wis.
- O'HARA, WILLIAM**
KWVB, Walla Walla, Wash.
- OLDS, MICHAEL**
WBOW, Terre Haute, Ind.
- OLIVENCIA, TOMAS**
WORA, Managquez, P. R.
- OLSON, BRAD**
KIXL, Dallas, Tex.
- OLSON, DONALD**
KSJB, Jamestown, N. Dak.
- OLSON, NATHAN**
KOOS, Coos Bay, Ore.
- OLSON, RAY**
WOW, Omaha, Neb.
- O'NEIL, PAUL**
WNMP, Evanston, Ill.
- ORFIELD, BENNETT**
WIS, Chicago, Ill.
- ORNEST, STAN**
WGBS, Miami, Fla.
- ORNGARD, JAMES**
WSBR, Superior, Wis.
- ORR, WILLIAM**
WICY, Malone, N. Y.
- ORTEGA, LOLA**
KGIW, Alamosa, Colo.

Announcers—Radio-Television

ORUM, BILL
W.L. St. Louis, Mo.

OSBORNE, KARL
WADC, Akron, O.

OSBORNE, PAUL
WLOH, Princeton, W. Va.

OSBORNE, TIM
KTHB, Houston, Tex.

O'SULLIVAN, TIM
WGL, Fort Wayne, Ind.

OTT, WOODROW W.
WENY, Elmira, N. Y.

OUILLETTE, DEB
WNNH, Rochester, N. Y.

OYENDEN, KENNETH
WEEI, Boston, Mass.

OVERTON, DAVE
WBRF, Birmingham, Ala.

OWEN, EDWARD
WLBZ, Bangor, Me.

OWENS, JACK
WBHB, Fitzgerald, Ga.

OZMENT, HOWARD T.
WTMA, Charleston, S. C.

—P—

PAGE, FRANK
KWKH, Shreveport, La.

PAGE, SAM
WNBF, Binghamton, N. Y.

PAIGE, CARL
KRAM, Las Vegas, Nev.

PAIT, ANGUS
WLAT, Conway, S. C.

PALMER, EDWARD
WABI, Bangor, Me.

PALMER, GEORGE
WSAL, Cincinnati, O.

PALMER, WILLIAM
WDXB, Chattanooga, Tenn.

PARDO, DON
NBC

PARK, BOB
WACC, Chattanooga, Tenn.

PARK, CHARLES
WJR, Detroit, Mich.

PARKER, AL
WJJD, Chicago, Ill.

PARKER, ELZIE
KPPW, Fort Smith, Ark.

PARKER, JEE
WNAO, Raleigh, N. C.

PARKES, M.
WAIM, Anderson, S. C.

PARKS, BERT
Vaughn Monroe Show
CBS

PARSONS, FRED
WSB, Atlanta, Ga.

PARTON, RED
WOLF, Syracuse, N. Y.

PASCOE, KENNETH
KDE, Santa Barbara, Cal.

PASSE, LOEL
WTNB, Birmingham, Ala.

PATRICK, LAWRENCE
WAIR, Winston-Salem, N. C.

PATTERSON, JIMMY
WJSE, Asheville, N. Y.

PATTOLO, JOE
WFOI, Marietta, Ga.

PAUL, BERT
WOMG, Douglas, Ga.

PAUL, RALPH
WOR, New York, N. Y.

PAULIN, ED
WCMI, Ashland, Ky.

PAULSEN, VICTOR
KGYW, Vallejo, Cal.

PAULSON, RALPH
KFXD, Nampa, Ida.

PAYE, DON
WICY, Malone, N. Y.

PAYNE, A. M.
KOTN, Pine Bluff, Ark.

PAYNE, LLOYD
WDXB, Chattanooga, Tenn.

PAXTON, TOM
KGO, San Francisco, Cal.

PEALE, HUBERT
WHAN, Charleston, S. C.

PEARCE, ROY
KOMO, Carthage, Mo.

PEARCY, E. T.
KOTN, Pine Bluff, Ark.

PEARSON, AL
KWJJ, Portland, Ore.

PECK, ALBERT
KROS, Clinton, Ia.

PENDLEY, GEORGE
WGGa, Gainesville, Ga.

PEP WORTH, H. E.
WFEB, Sylacauga, Ala.

PERAZZO, DON
KBON, Omaha, Neb.

PERKINS, EUGENE F.
KDDO, Boise, Ida.

PERRIN, KEYES W.

Announcer, director; b. Albany, N. Y., Feb. 13, 1916; ed. Vincentian Academy; Let's Have a Party (WRGB Television); Record Riddles, Fulton Lewis, Jr. American F. B. Conference, Out of the Dark, Mutual Music Show.

PERRY, JACK
WGPA, Bethlehem, Pa.

PERRY, STU
WWSR, St. Albans, Vt.

PERRY, TONY
WFR, Freeport, Ill.

PERSICH, BILL
WGM, Madford, Wis.

PERSONS, BUCK
WAUD, Auburn, Ala.

PETERS, BRAD
KSCO, Santa Cruz, Cal.

PETERS, GEORGE
WSWN, Belle Glade, Fla.

PETERS, W. D.
WSTS, Southern Pines, N. C.

PETERSEN, KEN
WOC, Davenport, Ia.

PETERSON, ARNOLD
WATW, Ashland, Wis.

PETERSON, ART
WCPO, Cincinnati, O.

PETERSON, BOB
WEAU, Eau Claire, Wis.

PETERSON, DON
KURV, Edinburg, Tex.

PETERSON, DREXEL
KVED, Fort Dodge, Ia.

PETERSON, GENE
WLAV, Grand Rapids, Mich.

PETERSON, JAMES
WOKZ, Alton, Ill.

PETERSON, JIM
KSL, Salt Lake City, Utah.

PETHICK, GEORGE THOMAS
WAVZ, New Haven, Conn.

PETRICH, LEE
KEDA, Amarillo, Tex.

PETTI, RALPH
WJAS, Pittsburgh, Pa.

PEIFFER, BOB
WABD, New York, N. Y.

PEEL, JACK
WMAJ, State College, Pa.

PHILLIPPE, GENE
KBUR, Burlington, Ia.

PHILLIPS, BRAD
WINS, New York, N. Y.

PHILLIPS, BYRON
WBRF, Wilkes-Barre, Pa.

PHILLIPS, CHARLES
KABC, Okmulgee, Okla.

PHILLIPS, CONRAD M.
WGIV, Charlotte, N. C.

PHILLIPS, GREGG
WJOL, Joliet, Ill.

PHILLIPS, O.
KDON, Monterey, Cal.

PICKEL, CHARLES D.
WBR, Knoxville, Tenn.

PIERCE, DON
WRRF, Washington, N. C.

PIERCE, JERRY
KGNQ, Dodge City, Kans.

PIERCE, JOHN
WTAC, Flint, Mich.

PIERCE, NORMAN
WCF, Chicago, Ill.

PIERSON, BILL
WHRK, Akron, O.

PIKE, DICK
WKNX, Saginaw, Mich.

PIPPERT, PAUL
KSMN, Mason City, Ia.

PLATT, DAVID
WHLI, Hempstead, L. I.

POIRIER, OMER, JR.
WOCB, West Yarmouth, Mass.

POLLACK, FRANK
WEXT, Milwaukee, Wis.

POLLARD, JAMES
WEEI, Boston, Mass.

POPPEK, JACK
WJOB, Hammond, Ind.

PORTA, PASCHAL
KFSA, Fort Smith, Ark.

PORTER, EVERETT
WRGA, Rome, Ga.

PORTER, RAY
KRHD, Duncan, Okla.

PORTER, WINSLOW
WINC, Winchester, Va.

POSENKE, BRAD
WNMP, Evanston, Ill.

POSEY, C. N.
KTRR, Rolla, Mo.

POSEY, HORACE
WUNC, Asheville, N. C.

POTTER, BOB
WBCB, Dubuque, Minn.

POUNDERS, FRANK
KSCC, Durant, Okla.

POWELL, JACK
KVVC, Ventura, Cal.

POWELL, KEN
WELM, Elmira, N. Y.

POWLESS, SAM
WHDU, Anderson, Ind.

PRATT, JIM
KCVS, Corpus Christi, Tex.

PRENTICE, CHARLES D.
WHAJ, Greenfield, Mass.

PRENTICE, JOE
WGPA, Bethlehem, Pa.

PRICE, BILL
WCIL, Carbondale, Ill.

PRICE, GEORGE
KOME, Tulsa, Okla.

PRITTE, DON
WLEC, Sandusky, O.

PROCTER, GENE
KEPO, El Paso, Tex.

PLOCTOL, FRANK
WBML, Macon, Ga.

PROTSMAN, NORMAN
WMMB, Melbourne, Fla.

PROVOST, RICHARD
WMSA, Massena, N. Y.

FRUITT, CHARLES
WGWD, Gadsden, Ala.

PUMPHREY, HORACE
WKAX, Birmingham, Ala.

PUTNAM, JAMES C.
WBSC, Bennettsville, S. C.

PYATT, JAMES
KRBW, Hutchinson, Kans.

PYNE, JOE
WVCH, Chesler, Pa.

Announcers—Radio-Television

— Q —

QUADE, WARREN
KCOY, Santa Maria, Cal.
QUAVE, MACKIE
WIS, Columbia, S. C.
QUINN, DOM
WBCK, Battle Creek, Mich.
QUINN, RAYMOND
WBKA, Brockton, Mass.

— R —

ROBB, JACK
WIOD, Kokomo, Ind.
RAEBURN, JOHNNY
WMIX, Mt. Vernon, Ill.
RAFFERTY, CHARLES
KJSK, Columbus, Neb.
RAGSDALE, NORMAN
WCNC, Elizabeth City, N. C.
RAHE, JOHN
WCMD, Cambridge, Md.
RAIBALL, WILLIAM
WCPA, Clearfield, Pa.
RAINEY, BRUCE
KSYL, Alexandria, La.
RAINS, DOUG
WACO, Waco, Tex.
RAMSEY, DAVE
KAWT, Douglas, Ariz.
RANDALL, BILL
WJLB, Detroit, Mich.
RANGER, JIM
KVSM, San Mateo, Cal.
RAXTINTIN, IRVING
WBCB, Chicago, Ill.
RASOR, JOHN
KSEL, Lubbock, Tex.
RATCLIFF, RAY
WLCS, Baton Rouge, La.
RAUHL, G.
WJVA, South Bend, Ind.
RAY, CURT
KMOX, St. Louis, Mo.
RAYLE, JACK
NBC
RAYMON, PAUL
WJRD, Tuscaloosa, Ala.
READ, BILL
WJBO, Baton Rouge, La.
REARDON, TOM
WHHM, Memphis, Tenn.
REBARAUGH, HAROLD
KGHF, Pueblo, Colo.
REDFERN, JACK
WGNV, Newburgh, N. Y.
REDFIELD, FRANK
KOY, Phoenix, Ariz.
REED, LYNNE
KOLN, Lincoln, Neb.
REES, WALTER
KWRN, Reno, Nev.
REESE, JAMES E.
WWWB, Jasper, Ala.
REEVES, GRADY
WFUN, Huntsville, Ala.
REYKES, MAX
KJSK, Columbus, Neb.
REID, CLARK
WHFB, Denton Harbor, Mich.
REID, HAL
WTAG, Green Bay, Wis.
REILLY, EARLE
KXA, Seattle, Wash.
REIMERS, ED
Our Job Is Manhattan, Ethel & Albert, Harrison Wood, ABC
REIMERS, TOM
WDVA, Danville, Va.
REITHE, FRED
WFLA, Tampa, Fla.
REITZ, ROBERT
WLEC, Sandusky, O.
REJBETAN, ARAM
KCBQ, San Diego, Cal.

REQUARD, JAY
WSID, Baltimore, Md.
REUTER, CHRIS
WTYS, Marianna, Fla.
REYNOLD, JOHN M.
WLOS, Asheville, S. C.
REYNOLDS, CLIFTON E.
WGOY, Bangor, Me.
REYNOLDS, GENE
WBAP-WBAP-TV, Fort Worth, Tex.
REYNOLDS, PAUL C.
WDAE, Tampa, Fla.
RHOADS, HOWARD
KUJ, Walla Walla, Wash.
RHODES, RICHARD
WAYB, Waynesboro, Va.
RICAU, LIONEL
NBC
RICE, ART
KWHK, Hutchinson, Kans.
RICE, LEE
WBIZ, Eau Claire, Wis.
RICE, RICHARD
WTOD, Toledo, O.
RICHARDS, BILL
WMON, Montgomery, W. Va.
RICHARDS, RODNEY
WHUB, Watsonville, Cal.
RICHARDSON, BILL
WITZ, Jasper, Ind.
RICHARDSON, CHARLES T.
WMOH, Hamilton, O.
RICHARDSON, DAVID
KXA, Seattle, Wash.
RIDDER, JACK
WCSS, Amsterdam, N. Y.
RIDDLE, BILL
WNEX, Macon, Ga.
RIDGEWAY, DICK
KUND, Independence, Kans.
RIDGEWAY, JACK
KTHR, Hot Springs, Ark.
RIED, PAUL
WCLT, Clanton, Ala.

RIGGS, GLENN

Announcer, MC; b. McKeesport, Pa., July 12, 1907; Juniata Coll.; My True Story, Boston Blackie, Philco Hall of Fame (ABC); Thin Man (CBS); Hop Harrigan, True or False (MBS).

RILEY, BOB
WMBD, Peoria, Ill.
RILEY, HARRY
WVVW, Fairmont, W. Va.
RILEY, JOHN
WRTA, Altoona, Pa.
RISING, RICHARD
WJBW, New Orleans, La.
RITCHEY, MORLEY
KWRN, Reno, Nev.
RITZNAUER, BARRY
WIBX, Utica, N. Y.
ROARK, C. A.
KGY, Olympia, Wash.
ROBATOR, HAROLD G.
WSPR, Springfield, Me.
ROBB, MAJOR
WEAM, Arlington, Va.

ROBBINS, FRED

Announcer; b. Baltimore, Md., Sept. 28, 1918; Baltimore City Coll.; Univ. of Baltimore; LL Degree, Teentimers Club; 1280 Club.

ROBERTS, ANDY
WJMJ, Philadelphia, Pa.
ROBERTS, BILL
KLEE, Houston, Tex.
ROBERTS, BOB
WSSB, Chicago, Ill.
ROBERTS, CHARLES
WGAR, Cleveland, O.

ROBERTS, CHARLES
WLAC, Nashville, Tenn.
ROBERTS, DON
KSSST, Sulphur Springs, Tex.
ROBERTS, FORD
KWDW, Des Moines, Ia.
ROBERTS, HOWARD
WGFL, Chicago, Ill.
ROBERTS, KEN
It Pays To Be Ignorant, Grand Central Station, Mr. Ace & Jane
CBS
ROBERTS, PETER
NBC
WNBC

ROBERTS, WILLIAM
KGYW, Vallejo, Cal.
ROBERTSON, DAMIAN
WJAC, Johnstown, Pa.
ROBERTSON, JIM
WMCK, McKeesport, Pa.
ROBEY, TOM
WTAD, Quincy, Ill.
ROBINETTE, MAX
WLAR, Athens, Tenn.
ROBINSON, BOB
WKAB, Mobile, Ala.
ROBINSON, WELDON
KFDA, Amarillo, Tex.
ROBINSON, WAYNE
KVOW, Littlefield, Tex.
ROCKE, LOUIS
WCAX, Burlington, Vt.
ROCKER, KEITH
WNBZ, Saranac Lake, N. Y.
RODDA, WALTER
WKAT, Miami Beach, Fla.
RODGERS, CLIFF
WHKK, Akron, O.
RODRIGUEZ, RAMON
WDUZ, Green Bay, Wis.
ROELUCK, JOHN
WTMA, Charleston, S. C.
ROGERS, RALPH
WAPL, Birmingham, Ala.
ROGERS, TOM
WJNC, Jacksonville, N. C.
ROHN, JIM
KSJB, Jamestown, N. Dak.
ROLESON, JOHN
KQVO, Missoula, Mont.
ROLLINS, CHAP
KAGH, Pasadena, Cal.
ROMANO, TOM
WNHC-TV, New Haven Conn.
ROODHOFF, TED
WDOS, Oneonta, N. Y.
ROPER, DON
WTG, Washington, D. C.
ROPER, PRES
WMAN, Mansfield, O.
ROSAMOND, ROBERT
WTBO, Cumberland, Md.
ROSE, CARL
WBSN, Charleston, S. C.
ROSE, JOHN
WHK, Cleveland, O.
ROSHILL, DAVE
WKBS, Oyster Bay, N. Y.
ROSS, BOB
WWXL, Peoria, Ill.
ROSS, DAVID
Morton Downey Show, The Big Break, Guy Lombardo Show
MBS, NBC, CBS, ABC
ROS, DICK
KIRO, Seattle, Wash.
ROS, DON JOHN
WDR, Hartford, Conn.
ROSS, KAL
WADR, Syracuse, N. Y.
ROSS, PAUL
KRLD, Dallas, Tex.

Announcers—Radio-Television

- ROTH, BOB**
WLEE, Richmond, Va.
- ROTH, CARL**
KNEL, Waterloo, Ia.
- ROTZ, STEVE**
WHOD, Homeslead, Pa.
- ROUNTREE, GEORGE**
KVLH, Pauls Valley, Okla.
- ROWE, PAUL**
WKNA, Charleston, W. Va.
- ROWLAND, KEN**
WTUX, Wilmington, Del.
- ROWZIE, JACK**
WINX, Washington, D. C.
- ROY, MICHAEL**
Abbott and Costello Show
ABC
Screen Guild Players
CBS
- ROYALL, PAUL**
RSL, Salt Lake City, Utah
- RUCKLE, ROBERT E.**
WRDW, Augusta, Ga.
- RUCKMAN, PETE**
WABR, Mobile, Ala.
- RUFIN, HOMER**
KCLE, Cleburne, Tex.
- RUGGLES, DON**
WTUX, Wilmington, Del.
- RUILE, PAUL**
WALT, Chicago, Ill.
- ROMORE, JOE**
WYOK, Birmingham, Ala.
- RUSH, JIM**
WBBC, Flint, Mich.
- RUNK, CLAY**
WHO, Des Moines, Ia.
- RUSKIN, PHIL**
WSOO, Sault Ste. Marie, Mich.
- RUSSELL, ROGER**
KWQA, Worthington, Minn.
- RUTLEDGE, BILL**
KENT, Shreveport, La.
- RYAN, JACK**
WHUM, Reading, Pa.
- RYAN, JOHNNY**
KVOO, Tulsa, Okla.
- RYAN, RUSSELL S.**
WAAF, Chicago, Ill.
- S —
- SABIN, ROBERT**
Second Honeymoon
ABC
- SACERDOTI, RENZO**
WQV, New York, N. Y.
- SACKETT, HARRY**
KORE, Eugene, Ore.
- SAGE, AL**
KGFV, Kearney, Neb.
- ST. GEORGE, DORIAN**
Nelson Olmstead
ABC
- ST. LAWRENCE, ROBERT B.**
WSJS, Winston-Salem, N. C.
- SAMPLE, K. O.**
KFPW, Fort Smith, Ark.
- SANDERS, CHRISTIAN F.**
KOVO, Provo, Utah
- SANDERS, HUGH**
KITO, San Bernardino, Cal.
- SANDERS, ROBERT**
WSTV, Stevensville, O.
- SANDERS, ROBERT**
WTAQ, Green Bay, Wis.
- SANDS, MICHAEL**
WMBS, Uniontown, Pa.
- SANFORD, BUD**
WFTL, Ft. Lauderdale, Fla.
- SANFORD, CHARLES R.**
WGUY, Bangor, Me.
- SANTORO, BILL**
WARD, Johnstown, Pa.
- SAUNDERS, CURT**
WBEC, Flint, Mich.
- SAVERY, RUSS**
KOCS, Oakland, Cal.
- SAWYER, HAL**
KTLA, Los Angeles, Cal.
- SAXE, ED. G.**
KBLF, Red Bluff, Cal.
- SAXON, JIM**
KTRM, Beaumont, Tex.
- SAXON, JOE**
WPAD, Paducah, Ky.
- SAYLES, FRED**
WATV, Newark, N. J.
- SCANLON, ART**
Announcer, MC, Humorist, Actor;
Songs of the Old Sod; Art Scan-
lon Show (WINS).
- SCANLON, JACK**
WJIZ, Bridgeport, Conn.
- SCHAEFER, HAL**
WJOC, Jamestown, N. Y.
- SCHAFFER, PAUL**
WANE, Fort Wayne, Ind.
- SCHABDT, DON**
WKRT, Cortland, N. Y.
- SCHAUGHENCY, EDWIN L.**
KDKA, Pittsburgh, Pa.
- SCHERER, JOSEPH**
KGHF, Pueblo, Colo.
- SCHIEGL, WARREN**
KOPO, Tucson, Ariz.
- SCHIRMER, E. CARLTON**
KFEQ, St. Joseph, Mo.
- SCHMELING, NORMAN**
KFGO, Fargo, N. Dak.
- SCHNECK, LEROY W.**
WNAE, Warren, Pa.
- SCHNEIDER, JOHN**
WBUD, Morrisville, Pa.
- SCHNEIDER, WALLY**
KIBX, Kirksville, Mo.
- SCHOFIELD, DICK**
Announcer, Actor, Newscaster;
Theater and Radio Actor, N. Y.,
Chicago, Kansas City, Southern
Calif.
- SCHON, CHARLES**
WTMC, Ocala, Fla.
- SCHORFEGGE, CHARLES**
KFYR, Bismarck, N. Dak.
- SCHREINER, RAY**
WBTM, Danville, Va.
- SCHROEDER, GARY**
WRFD, Worthington, C.
- SCHROEDER, PAUL**
WMS, Michigan City, Ind.
- SCHUCHARD, R. A.**
WMED, Medford, Ore.
- SCHWANN, GEORGE**
KTMC, McAlester, Okla.
- SCHWARTZ, HENRY**
KEYS, Corpus Christi, Tex.
- SCHWEIZER, JERRY**
WWJ-TV, Detroit, Mich.
- SCOFIELD, DAVID**
KFRG, San Francisco, Cal.
- SCOTT, DAVE**
KQV, Pittsburgh, Pa.
- SCOTT, ED**
KLZ, Denver, Colo.
- SCOTT, ED**
KOL, Seattle, Wash.
- SCOTT, FRED**
WABD, New York, N. Y.
- SCOTT, MARK**
WLOW, Norfolk, Va.
- SCOTT, SAM**
KEND, Bend, Ore.
- SCOTT, TED**
KTMS, Santa Barbara, Cal.
- SCOVILLE, ELLIOT**
KPIZ, Fond Du Lac, Wis.
- SCRIBNER, DAVE**
KXIT, Dalhart, Tex.
- SEARS, ZENAS**
WQXI, Atlanta (Buckhead),
Ga.
- SEAY, CARROLL**
WLVA, Lynchburg, Va.
- SEIDLEY, BRUCE**
KROW, Oakland, Cal.
- SELF, JAMES**
KCTX, Childress, Tex.
- SELLERS, BILL**
WCEC, Rocky Mount, N. C.
- SELLEY, ART**
WBAC, Cleveland, Tenn.
- SELTZER, EVERETT**
WONS, Hartford, Conn.
- SEMPLE, DICK**
KTRI, Sioux City, Ia.
- SEVERE, HOWARD**
WBEC, Rochester, N. Y.
- SEWEL, GRANT**
KCBQ, San Diego, Cal.
- SEYBOLD, WILLIAM**
KSEK, Pittsburg, Kans.
- SEYMOUR, BOB**
WKMH, Dearborn, Mich.
- SEYMOUR, DAN**
Aunt Jemmy
CBS
- SHAFER, FRED**
WSBA, York, Pa.
- SHAFFER, MAX**
WVAN, Danville, Ill.
- SHAFRAN, JOSEPH**
WMAJ, State College, Pa.
- SHAIN, NORMAN**
WMPB, Memphis, Tenn.
- SHALLENBERGER, DAVE**
WARD, Johnston, Pa.
- SHALTER, EODIE**
WXYZ-TV, Detroit, Mich.
- SHANNON, PAUL V.**
KDKA, Pittsburgh, Pa.
- SHANNON, WILLIAM J.**
WBAT, Marion, Ind.
- SHARBUTT, DEL**
Meet Corliss Areber, Club 15
CBS
- SHARPE, BILL**
KWFT, Wichita Falls, Tex.
- SHAVER, NEIL**
KORN, Fremont, Neb.
- SHAW, DAVE**
KRNO, San Bernardino, Cal.
- SHAW, DON**
WEWO, Laurinburg, N. C.
- SHAW, CHARLES**
WOLF, Syracuse, N. Y.
- SHAW, STANLEY**
WCOP, Boston, Mass.
- SHAY, JIM**
WCLE, Clearwater, Fla.
- SHAY, ROBERT**
WEW, St. Louis, Mo.
- SHERMAN, BILL**
WDRG, Hartford, Conn.
- SHELDON, HERB**
Honeymoon in N. Y., Maggi's
Private Wire, Eileen Barton
Show, Fred Waring Show,
NBC
- SHELLEY, DAVE**
WSUA, Bloomington, Ind.
- SHELLY, WILSON**
KRLD, Dallas, Tex.
- SHELTON, BILL**
WKTM, Mayfield, Ky.
- SHELTON, FLOYD**
KSTA, Coleman, Tex.
- SHELTON, JIM**
KTAN, Sherman, Tex.
- SHEPARD, LAWRENCE**
KAYX, Waterloo, Ia.
- SHEPARD, TOMMY**
WWGP, Sanford, N. C.

Announcers—Radio-Television

- SHEPHERD, CHARLIE**
WDDK, Durham, N. C.
- SHEPARD, ED**
WGH, Newport News, Va.
- SHEPPE, BOB**
WFOY, St. Augustine, Fla.
- SHERMAN, CLAIRE**
WJTN, Jamestown, N. Y.
- SHERILL, DAVE**
WRLD, West Point, Ga.
- SHERRY, BOB**
Announcer, Narrator, Emcee, Newscaster; b. Chattanooga, Tenn., Oct. 15, 1918; ed. U. of Chattanooga, B.A., Adventures of Archie Andrews (NBC); Decision Now (NBC); Author meets the Critics (NBC); The Eternal Light (NBC); American Legion Junior Baseball Shows (NBC); Armstrong Theater of Today.
- SHEWALTER, ART**
WBEX, Chillicothe, O.
- SHIPE, ROBERT**
WTCO, Campbellsville, Ky.
- SHIRLEY, TOM**
Reader's Digest, Armstrong Theater of Today
CBS
- SHREVE, LEN**
KWJJ, Portland, Ore.
- SHKEVE, THERON**
WTAM, Flint, Mich.
- SHUE, PAUL M.**
WAYB, Waynesboro, Va.
- SHUMWAY, HARLEY M.**
KBLT, Red Bluff, Cal.
- SIDNEY, PETE**
KXIC, Iowa City, Ia.
- SILBERBERG, ROBERT**
WNCC, Norwich, Conn.
- SIMMONS, DAVE**
KIST, Santa Barbara, Cal.
- SIMMONS, S. E.**
KRUZ, Santa Cruz, Cal.
- SIMPKINS, PAUL**
WVIM, Vicksburg, Miss.
- SIMPSON, JAMES**
WQIC, Washington, D. C.
- SIMPSON, JIMMY**
WMRC, Greenville, S. C.
- SIMPSON, JOHN**
NBC
- SIMRALL, JOE**
WHB, Kansas City, Mo.
- SIMS, JAY**
Your Hit Parade, Call the Police
NBC
- SIMS, SAM**
WFBM, Indianapolis, Ind.
- SINGER, LAN**
WMLC, Milwaukee, Wis.
- SINOT, WARREN**
WVCG, Coral Gables, Fla.
- SJERIDAN, LEE**
WFIG, Sumter, S. C.
- SJIREK, JIM**
KFYR, Bismarck, N. Dak.
- SKELTON, JOHN R.**
KSAN, San Francisco, Cal.
- SKERDA, JOHN**
WBPZ, Lock Haven, Pa.
- SKILTON, DAN**
WAPQ, Chattanooga, Tenn.
- SKINNER, GEORGE**
Circle Arrow Show
NBC
- SKINNER, PAUL**
WTMJ-TV, Milwaukee, Wis.
- SKOGBERGH, EASTON**
KOMO, Seattle, Wash.
- SLATE, CHARLIE**
WGTM, Wilson, N. C.
- SLATTERY, JOE**
KWTO, Springfield, Mo.
- SLAYTON, GLENN**
WBHP, Huntsville, Ala.
- SLOAN, BILL**
KWHI, Brenham, Tex.
- SLOANE, AL**
WCMW, Canton, O.
- SMALL, MARSHALL**
KUTA, Salt Lake City, Utah
- SMITH, ARTHUR**
WNEB, Worcester, Mass.
- SMITH, BILL**
WAMS, Wilmington, Del.
- SMITH, BILLY**
WSFA, Montgomery, Ala.
- SMITH, BOB**
KCRS, Midland, Tex.
- SMITH, BOB**
KVOR, Colorado Springs, Colo.
- SMITH, BOB**
WCIO, Janesville, Wis.
- SMITH, BORDEN**
WGVA, Geneva, N. Y.
- SMITH, BURRELL**
WGY, Schenectady, N. Y.
- SMITH, CLAYTON**
WAGM, Presque Isle Me.
- SMITH, DALE**
KOMO, Seattle, Wash.
- SMITH, DAVID L.**
KTBC, Austin, Tex.
- SMITH, DON**
WRNS, Columbus, O.
- SMITH, FLETCHER**
WTNC, Thomasville, N. C.
- SMITH, FRED**
WEBC, Duluth, Minn.
- SMITH, HARRY**
KAKE, Wichita, Kans.
- SMITH, HARRY**
WZZ, Tuscola, Ill.
- SMITH, JAY**
WBA, Balaia, N. Y.
- SMITH, IRVING**
WCAM, Camden, N. J.
- SMITH, LEE**
WJBW, New Orleans, La.
- SMITH, PAUL**
WNOX, Knoxville, Tenn.
- SMITH, RALPH**
WIKB, Iron Mountain, Mich.
- SMITH, RICHARD**
WMTW, Portland Me.
- SMITH, ROBERT**
WCCP, Savannah, Ga.
- SMITH, RDRERT D.**
WABI, Bangor, Me.
- SMITH, VERNE**
Adventures of Ozzie and Harriet
CBS
- SMITH, VIC**
WCOG, Greensboro, N. C.
- SMITH, WHEELER**
KOL, Seattle, Wash.
- SNODDY, TOM**
KFEQ, St. Joseph, Mo.
- SNYDER, BOB**
WOLS, Florence, S. C.
- SNYDER, ED**
WDAK, Columbus, Ga.
- SOBLL, JOHNNY**
WILK, Wilkes-Barre, Pa.
- SOUTHARD, BOB**
WMAM, Marinette, Wis.
- SOUTHWICK, ROY**
KID, Idaho Falls, Ida.
- SPAUGH, ROGER**
KOOS, Coos Bay, Ore.
- SPAVENTO, CARL**
WBNI, Buffalo, N. Y.
- SPENCER, W. MONDELL**
KWAL, Wallace, Ida.
- SPENGLER, KEN**
WCVS, Springfield, Ill.
- SPOTTS, JIM**
WISL, Shamokin, Pa.
- SPRINGER, KIRK W.**
KWNW, Wenatchee, Wash.
- SPURLOCK, BOYD**
KQVL, Greenville, Tex.
- SQUIRES, ALONZO G.**
WAYS, Charlotte, N. C.
- STALEY, JOE**
KRE, Berkeley, Cal.
- STAMPS, BILL**
WLAC, Nashville, Tenn.
- STANGLAND, EIDER**
KSOO, Sioux Falls, S. Dak.
- STANLEY, GEORGE**
WKIX, Columbia, S. C.
- STANLEY, HAL**
WSSB, Durham, N. C.
- STANTON, BOB**
KXIT, Dalhart, Tex.
- STANTON, FRED**
KNEW, Spokane, Wash.
- STANTON, KARL**
KTRM, Beaumont, Tex.
- STAPLES, LLOYD**
WHEB, Portsmouth, N. H.
- STARBUCK, BERYL**
WMT, Cedar Rapids, Ia.
- STARK, CHARLES**
The Guiding Light, Bob Hawk Show
CBS
- STARK, RICHARD S.**
Announcer, writer, producer; b. Grand Rapids, Mich., Nov. 11, 1911; ed. Cornell Univ., B.A. Degree; Jean Sablan; Pepper Young's Family; Joyce Jordan, MD.; Portia Faces Life; Hour of Charm; Frank Sinatra; Mystery of the Week; Christopher Wells; Hit The Jackpot (CBS)
- STARLING, DAVID**
KFL, Los Angeles, Cal.
- STEADMAN, FRED**
KNAP, Fredericksburg, Tex.
- STEELE, JAMES C.**
WIRK, W. Palm Beach, Fla.
- STEELE, JOHN**
KOCY, Oklahoma City, Okla.
- STEFFES, ART**
KWNO, Winona, Minn.
- STEIGER, BRAD**
WXRA, Buffalo, N. Y.
- STEIN, IRV**
KGGF, Coffeyville, Kans.
- STEMKAMP, JOHN**
KWIL, Albany, Ore.
- STENNERSEN, HOMER**
KKLO, Bozeman, Mont.
- STENGER, FRANK**
WHUC, Hudson, N. Y.
- STENGER, PETE**
WEPM, Martinsburg, W. Va.
- STEPHENS, GENE**
WINR, Binghamton, N. Y.
- STEPHENS, JOE**
WDWD, Dawson, Ga.
- STEPHENSON, BOB**
KLEE, Houston, Tex.
- STEPHENSON, BYRON**
KRLC, Lewiston, Ida.
- STEPHENSON, RON**
WJAC, Johnstown, Pa.
- STEPLER, HAROLD**
WMAL-TV, Washington, D. C.
- STERLING, LEN**
FBI in Peace & War; Ma Perkins (CBS); Sammy Kaye's Sunday Serenade (ABC); The Brighter Day; Life Can Be Beautiful (NBC); Dutch Masters News (WOR).
- STERRETT, ROBERT**
WTON, Staunton, Va.

Announcers—Radio-Television

- STEVENS, ALSTON**
WITH, Baltimore, Md.
- STEVENS, BURT**
WWGS, Tifton, Ga.
- STEVENS, ED**
WEOL, Elyria, O.
- STEVENS, GEORGE**
WFAA, Dallas, Tex.
- STEVENS, LOUIS**
KOJM, Havre, Mont.
- STEVENS, RALPH**
WTMA, Charleston, S. C.
- STEWART, AL**
KBRO, Bremerton, Wash.
- STEWART, DEANE**
KQW, San Jose, Cal.
- STEWART, FRED**
WNBW, Washington, D. C.
- STEWART, JAY**
MC Surprise Package (ABC); It's Fun To Be Young (CBS); Take It Or Leave It (NBC).
- STEWART, MURRAY**
KSOO, Sioux Falls, S. Dak.
- STEWART, ROBERT**
WBRY, Waterbury, Conn.
- STEWART, TOM**
WPAQ, Mt. Airy, N. C.
- STILL, JULIUS**
WGGA, Gainesville, Ga.
- STILL, ELBERT, JR.**
WHKC, Columbus, O.
- STILLWELL, JACK**
WLS, Chicago, Ill.
- STIR, JACK**
WTSP, St. Petersburg, Fla.
- STOECKEL, RALPH**
KDTH, Dubuque, Ia.
- STONE, ALAN**
WPIL-TV, Philadelphia, Pa.
- STONE, CHARLES L.**
KMPC, Los Angeles, Cal.
- STORM, JOHN**
KNBH, Hollywood, Cal.
- STRAITON, DAVE**
KTOW, Oklahoma City, Okla.
- STRAND, PHIL**
WLPO, La Salle, Ill.
- STRIBLING, BILL**
WORD, Spartanburg, S. C.
- STROIE, EDWARD**
WMNC, Morgantown, N. C.
- STRONG, AL**
KSAM, Huntsville, Tex.
- STRONG, CASEY**
WWXL, Peoria, Ill.
- STROPE, ARNIE**
WFHR, Wisconsin Rapids, Wis.
- STROSHINE, ROBERT A.**
WSPR, Springfield, Mass.
- STROTHAM, WILLIAM**
KDAL, Duluth, Minn.
- STRUTHERS, JACK**
WDNE, Elkins, W. Va.
- STUART, ALLEN**
WMCA, New York, N. Y.
- STULLER, DON**
WHUN, Huntington, Pa.
- STURM, DEAN**
WHTN, Huntington, W. Va.
- SUGAR, DICK**
WEVD, New York, N. Y.
- SULLIVAN, DENNY**
WDOS, Oneonta, N. Y.
- SUNDY, RAY**
KRBC, Abilene, Tex.
- SUTIN, SCOTT**
WGGG, Gainesville, Fla.
- SVEHLA, WALT**
WQAM, Miami, Fla.
- SWANEY, FRED**
WRBC, Jackson, Miss.
- SWANSON, BOYD**
KOL, Seattle, Wash.
- SWANSON, ROBERT**
WISC, Madison, Wis.
- SWANWICK, WILLIAM**
WALL, Middletown, N. Y.
- SWEENEY, BROOKS**
WCAW, Charleston, W. Va.
- SWEENEY, WARREN**
Saturday Night Serenade
CBS
- SWENSON, WARD**
WILS, Lansing, Mich.
- SWIHART, WALTER**
WING, Dayton, O.
- SWOPE, RALPH**
WDBJ, Roanoke, Va.
- SYLVESTER, DICK**
KRPL, Moscow, Ida.
- SYMES, BILL**
KTSL, Hollywood, Cal.
- T —
- TABER, JIM**
WBUY, Lexington, N. C.
- TAPLER, VINCE**
WTPR, Paris, Tenn.
- TARKINSON, CHARLES**
WLAW, Lawrence, Mass.
- TATE, ART**
WBSR, Pensacola, Fla.
- TATE, VERNER**
WFBC, Greenville, S. C.
- TAYLOR, BILL**
WNNC, Newton, N. C.
- TAYLOR, BRAD**
WLBJ, Bowling Green, Ky.
- TAYLOR, CLAUDE**
WJP, Jacksonville, Fla.
- TAYLOR, DONALD A.**
WHEB, Portsmouth, N. H.
- TAYLOR, JACK**
WNN, Louisville, Ky.
- TAYLOR, PAUL**
KFRM, Kansas City, Mo.
- TAYLOR, PAUL**
KMBC, Kansas City, Mo.
- TAYLOR, WILL**
WSID, Baltimore, Md.
- TEAGUE, B. F.**
KWHI, Brenham, Tex.
- TEAS, WALTER**
KVOO, Tulsa, Okla.
- TELLER, DICK**
WSIR, Winter Haven, Fla.
- TEMPLETON, JOSEPH**
WNAE, Warren, Pa.
- TERFLER, RICHARD**
WCKB, Dunn, N. C.
- TERRANDO, JOSEPH**
WLPO, LaSalle, Ill.
- TERRY, AL**
KVOL, Lafayette, La.
- TERRY, CHEM**
WBAP-TV, Fort Worth, Tex.
- TESCH, RUD**
WBPN-TV, Buffalo, N. Y.
- TETRAULT, ERNEST**
WTRY, Troy, N. Y.
- THIBEAULT, JOSEPH**
WEAN, Providence, R. I.
- THOMAS, AL**
WAGC, Chattanooga, Tenn.
- THOMAS, CLYDE**
WROD, Daytona Beach, Fla.
- THOMAS, EARL**
WTND, Orangeburg, S. C.
- THOMAS, ED**
WOMT, Manitowoc, Neb.
- THOMAS, FRANK**
WTNC, Thomasville, N. C.
- THOMAS, D. GLENN**
WJEJ, Hagerstown, Md.
- THOMAS, GORDON**
WTMJ, Milwaukee, Wis.
- THOMAS, HAL**
KNEW, Spokane, Wash.
- THOMAS, PETER A.**
WMC, Memphis, Tenn.
- THOMAS, RAY**
WHAN, Charleston, S. C.
- THOMAS, ROLLIE**
KFI, Los Angeles, Cal.
- THOMAS, MATT**
WMAR-TV, Baltimore, Md.
- THOMAS, VERNE**
KOLE, Port Arthur, Tex.
- THOMAS, WILLIAM R.**
KORA, Bryan, Tex.
- THOMPSON, BOB**
KWSL, Lake Charles, La.
- THOMPSON, ELWOOD**
WTBO, Cumberland, Md.
- THOMPSON, GEORGE**
WELI, New Haven, Conn.
- THOMPSON, HAL**
KFJZ, Fort Worth, Tex.
- THOMPSON, RICHARD**
WKRZ, Oil City, Pa.
- THOMS, EARLE**
KXA, Seattle, Wash.
- THOMSEN, NORMAN**
KAYL, Storm Lake, Ia.
- THORNTON, CLARKE**
WTTG, Washington, D. C.
- THUESON, DEAN**
KLO, Ogden, Utah
- THUROW, DEAN**
KLFM, Minot, N. D.
- TIBBETTS, CARL V.**
KFXN, Austin, Tex.
- TIGHE, AL**
KMHL, Marshall, Minn.
- TIGHE, RONNIE**
WJAG, Norfolk, Neb.
- TILLMAN, JOHN**
WPIX, New York, N. Y.
- TITUS, FRANK**
WENE, Endicott, N. Y.
- TOBY, MARK**
WEVD, New York, N. Y.
- TOLBERT, JOE**
WNOX, Knoxville, Tenn.
- TOMPKINS, BILL**
KOGT, Orange, Tex.
- TOPMILLER, JAMES**
WKCT, Bowling Green, Ky.
- TOPP, WARREN**
WEW, St. Louis, Mo.
- TORRISI, TOM**
WUSW, Altoona, Pa.
- TOWER, JOHN**
KTAE, Taylor, Tex.
- TOWNE, GORDON**
WSIR, Winter Haven, Fla.
- TOWNSEND, SAM**
WCNU, Crestview, Fla.
- TRAMMEL, LAMAR**
WAGF, Dothan, Ala.
- TRANTER, CHARLES**
WNAE, Warren, Pa.
- TRANUM, CHUCK**
WABD, New York, N. Y.
- TRAUTWEIN, JAMES**
WSPD-TV, Toledo, O.
- TRAVIS, HARRY**
WKZO, Kalamazoo, Mich.
- TRENT, RAY**
KAMQ, Amarillo, Tex.
- TRENT, ROBERT**
KYNO, Fresno, Cal.
- TREXLER, LARRY**
WMPS, Memphis, Tenn.
- TRIBLEY, HANK**
WGTC, Greenville, N. C.
- TRIGG, JACK**
KCMC, Texarkana, Tex.
- TRIPP, ROBERT**
WEEK, Peoria, Ill.
- TROTTER, JOHN**
KFSA, Fort Smith, Kans.

Announcers—Radio-Television

- TROUT, WAYNE**
WSBA, York, Pa.
- TUBBY, CARMEN**
WAVL, Apollo, Pa.
- TUCKER, FRANK**
WCOV, Montgomery, Ala.
- TUCKER, LINDSAY**
WKDK, Newberry, S. C.
- TUCKER, TED**
KTTE, Springfield, Mo.
- TUELL, GORDIE**
KIRO, Seattle, Wash.
- TUPPER, HOWARD**
WGY, Schenectady, N. Y.
- TURNER, DEAN**
KGGF, Coffeyville, Kans.
- TURNER, JIM**
KOCT, Orange, Tex.
- TURNER, PAUL**
WPIC, Sharon, Pa.
- TURNER, TINY**
WPRC, Reidsville, N. C.
- TURNER, S. O.**
WMOC, Covington, Ga.
- TUTEVILLER, CHARLIE**
WHNC, Henderson, N. C.
- TUTTLE, ROGER, JR.**
NBC
- TWOMEY, MORRIS**
KWVC, Vernon, Tex.
- U —
- UBEL, V.**
KROC, Rochester, Minn.
- ULBRICH, RAY**
W500, Sault Ste. Marie, Mich.
- ULMER, ROACH**
KSTP-TV, St. Paul-Minneapolis, Minn.
- UMBACH, BOB**
WLD, Bessemer, Ala.
- UNDERBILL, LEO**
WCKY, Cincinnati, O.
- UNDERWOOD, DON**
WDSR, Lake City, Fla.
- UNDERWOOD, HERB**
WCGG, Gainesville, Fla.
- URBAN, JOHN**
WWNY, Watertown, N. Y.
- UZZLE, FREDERICK B.**
KSOK, Arkansas City, Kans.
- V —
- VACCA, JOHN**
RECK, Odessa, Tex.
- VAINRIB, STAN**
WTNB, Birmingham, Ala.
- VALENTINE, JIMMY**
KSTP, St. Paul-Minneapolis, Minn.
- VALLE, DAN**
WFAS, White Plains, N. Y.
- VANDERLINGEN, LOU**
KIUP, Durango, Colo.
- VAN DERWERKER, HOMER**
KSON, San Diego, Cal.
- VAN DYKE, JOE**
WCMA, Corinth, Miss.
- VAN ELLS, NEAL**
WBOW, Terre Haute, Ind.
- VAN HORN, ARTHUR**
WOR, New York, N. Y.
- VAN KLEEK, BOB**
WOLF, Syracuse, N. Y.
- VANN, FRANK**
WTAR, Norfolk, Va.
- VAN SLYCKE, HARRY**
KNAT, Fredericksburg, Tex.
- VAN STEENBURGH, BILL**
WPTV, Albany, N. Y.
- VARBLE, LES**
WCTT, Corbin, Ky.
- VARNER, BOB**
KFRU, Columbia, S. C.
- VAENUM, GEORGE**
WPIT, Pittsburgh, Pa.
- VASTINE, ROY**
WAPY, Portsmouth, O.
- VAUGHN, ED**
WAJM, Anderson, S. C.
- VEGA, WILLIAM L.**
KCOR, San Antonio, Tex.
- VESEL, ROBERT**
WESA, Charleroi, Pa.
- VIGDER, FRED**
WTAG, Green Bay, Wis.
- VINES, LEE**
Studio One, County Fair
CBS
- VINROOT, FRED W.**
WGIV, Charlotte, N. C.
- VINSON, JIMMY**
WBML, Macon, Ga.
- VOGT, KEN**
WMLO, Milwaukee, Wis.
- VOLK, JOHN**
WALL, Middletown, N. Y.
- VONDELL, JOHN**
WHYN, Holyoke, Mass.
- VON ZELL, HARRY**
Radio Master of ceremonies,
comedian, motion picture actor;
b. Indianapolis, Ind., July 11,
1906; Eddie Cantor Shaw (NBC);
Duffy's Tavern (Guest) (NBC);
Frank Morgan Hope Chest (CBS);
Smiths of Hollywood.
- VOSEBURGH, RICHARD**
WENE, Endicott, N. Y.
- W —
- WADE, JESS**
KITS, Springfield, Mo.
- WADE, TOM**
WINX, Washington, D. C.
- WAGNER, BOB**
KBUC, Corona, Cal.
- WAGNER, MURRAY**
Double or Nothing
CBS
- WALK, LEONARD**
WHOD, Homestead, Pa.
- WALKER, BILL**
WROL, Knoxville, Tenn.
- WALKER, CHARLIE**
KVIC, Victoria, Tex.
- WALKER, EDDIE**
KVLH, Pauls Valley, Okla.
- WALKER, NORMAN**
WSSV, Petersburg, Va.
- WALLACE, NEAL**
KPBC, Cheyenne, Wyo.
- WALLER, ART**
WLOS, Asheville, N. C.
- WALLINGTON, JIMMY**
The Tony Martin Show
ABC
CBS
- WALRATH, GLEN**
WETR, Albany, N. Y.
- WALROD, TRUMAN**
KIOA, Des Moines, Ia.
- WALTERS, BILL**
WMAM, Marinette, Wis.
- WALTERS, JACK**
WCNC, Elizabeth City, N. C.
- WATMAN, LAVELLE**
WAVE, Louisville, Ky.
- WANDELL, JACK**
WSNY, Schenectady, N. Y.
- WAMKE, HUGH**
WITH, Baltimore, Md.
- WARD, BAXTER**
WMAL-TV, Washington, D. C.
- WARD, BOB**
WWSR, St. Albans, Vt.
- WARD, DARON**
WGBR, Goldsboro, N. C.
- WARD, ERNEST**
WKNY, Kingston, N. Y.
- WARD, GORDON**
WNBK, Cleveland, O.
- WARD, JAMES**
WBAX, Wilkes-Barre, Pa.
- WARE, JACK**
KCRG, Cedar Rapids, Ia.
- WARNER, CARL**
WJJD, Chicago, Ill.
- WARNER, FORD**
KDON, Monterey, Cal.
- WARREN, BASIL B.**
KVOA, Tucson, Ariz.
- WARREN, BAILY**
KGB, San Diego, Cal.
- WARREN, BOB**
NBC
- WARREN, CARLTON**
WOR, New York, N. Y.
- WARREN, JOE**
WEEB, Southern Pines, N. C.
- WASHAUBAUGH, RAY**
WOKZ, Alton, Ill.
- WASHINGTON, JOHN**
WGBB, Freeport, N. Y.
- WATKINS, DICK**
KSM, Sikeston, Mo.
- WATSON, AL**
WSIC, Statesville, N. C.
- WATSON, ED**
KEX, Portland, Ore.
- WATTS, CLAY**
WEEC, North Wilkesboro,
N. C.
- WATTS, SAM**
KWBR, Oakland, Cal.
- WAYNE, BERT**
WNEW, New York, N. Y.
- WEAVER, BEN**
KIMA, Yakima, Wash.
- WEAVER, JACKSON**
WMAL, Washington, D. C.
- WEAVER, TED**
WFAU, Augusta, Me.
- WEBB, BOB**
WROD, Daytona Beach, Fla.
- WEBB, DEWEY**
WBHP, Huntsville, Ala.
- WEBB, DON**
WSAI, Cincinnati, O.
- WEBBER, FRED**
WFIL, Philadelphia, Pa.
- WEBER, JOHN P.**
WIP, Philadelphia, Pa.
- WEBSTER, DAVIES**
WJNO, West Palm Beach, Fla.
- WEBSTER, JOSEPH**
WVPO, Stroudsburg, Pa.
- WEDGWOOD, ORRIN**
KIEV, Glendale, Cal.
- WEEKS, EDDIE L.**
KABR, Aberdeen, S. Dak.
- WEGMET, NORM**
KWYO, Sheridan, Wyo.
- WEGAND, JOHN**
WFRL, Freeport, Ill.
- WEIGLE, FRANN**
WAIT, Chicago, Ill.
- WEINTRAUB, WARREN**
KRAM, Las Vegas, Nev.
- WEIR, DEAN**
KOAM, Pittsburg, Kans.
- WEIR, TOM**
KPOW, Powell, Wyo.
- WEISHAAR, LYLE**
KSDN, Aberdeen, S. Dak.
- WEISS, FRED**
WIBA, Madison, Wis.
- WEIST, DWIGHT**
We the People, Grand Siam, Inner
Sanctum, Adventures of the
Thin Man (CBS); Aldrich Family
(NBC).
- WELCH, VAN**
KELK, Elko, Nev.
- WELLINGTON, JOHN**
WLBZ, Bangor, Me.
- WELLS, BOB**
WEBR, Buffalo, N. Y.

Announcers—Radio-Television

- WELLS, GERRY**
WMA5, Springfield, Mass.
- WELLS, RAY**
WJMS, Ironwood, Mich.
- WELTE, BOB**
KDYL, Salt Lake City, Utah
- WERMONT, IRVING**
WMEX, Boston, Mass.
- WESLEY, JIM**
WJPG, Green Bay, Wis.
- WESTERFIELD, JERRY**
WBYS, Canton, Ill.
- WESTERKAMP, DICK**
WTIC, Hartford, Conn.
- WESTON, ED**
WCCC, Hartford, Conn.
- WHEDBEE, CHARLES**
WGTC, Greenville, N. C.
- WHEELER, BILL**
WJNR, Binghamton, N. Y.
- WHEELER, TONY**
WARC, Rochester, N. Y.
- WHICHNER, JERRY**
WBUX, Doylestown, Pa.
- WHITAKER, GENE**
WDUK, Durham, N. C.
- WHITE, DON**
KIT, Yakima, Wash.
- WHITE, FRANK**
KFBC, Cheyenne, Wyo.
- WHITE, JAMES**
WSUA, Bloomington, Ind.
- WHITE, JERRY**
WJMJ, Philadelphia, Pa.
- WHITE, PAT**
WCMA, Corinth, Miss.
- WHITEFIELD, BETTY**
WINK, Fort Myers, Fla.
- WHITMAN, DON**
KRNO, San Bernardino, Cal.
- WHITNEY, DON**
KLCN, Blytheville, Ark.
- WHITNEY, PHIL**
WINC, Winchester, Va.
- WHITTAKER, EDWIN**
WNEF, Binghamton, N. Y.
- WHITTAKER, TOM**
WKLY, Hartwell, Ga.
- WHITEN, WILFRED**
WRDO, Augusta, Me.
- WICKERSHAM, HARRY**
KSNAN, San Francisco, Cal.
- WICKS, JOHNNY**
WATW, Ashland, Wis.
- WIDMARK, HERBERT**
KENT, Shreveport, La.
- WIENERT, A. C., JR.**
WMAR-TV, Baltimore, Md.
- WILSON, GLEN**
WPAR, Parkersburg, W. Va.
- WILBUR, GORT**
WJNC, Jacksonville, N. C.
- WILCOX, HARLOW**
Baby Snooks
CBS
- WILCOX, JOHN**
WIP, Philadelphia, Pa.
- WILEY, BOB**
WAKR, Akron, O.
- WILKE, HERBERT**
WUSN, Charleston, S. C.
- WILKINS, KIRK A.**
KCSU, Provo, Utah
- WILLARD, DICK**
WOR, New York, N. Y.
- WILLARD, SID**
WEAM, Arlington, Va.
- WILLFORD, CARL**
KANA, Anaconda, Mont.
- WILLIAMS, ALUN**
Radio Producer, Announcer, Commentator; b. Ferndale, Wales, G.B.; University of Washington, B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall, Joyce Jordan, Life of Riley (NBC); Serving Thru Science (WABC-Tele).
- WILLIAMS, BILL**
WILK, Wilkes-Barre, Pa.
- WILLIAMS, BUS**
KOPO, Tucson, Ariz.
- WILLIAMS, DAN H.**
KTXN, Austin, Tex.
- WILLIAMS, FRANK**
KFRM, Kansas City, Mo.
- WILLIAMS, FRANK**
KMBC, Kansas City, Mo.
- WILLIAMS, GERALD**
WKAP, Allentown, Pa.
- WILLIAMS, JACK**
WGBS, Miami, Fla.
- WILLIAMS, LYLE**
WJVB, Jacksonville Beach, Fla.
- WILLIAMSON, GORDON**
WTG, Washington, D. C.
- WILLING, SEYMOUR**
KWTC, Barstow, Cal.
- WILLIS, JOHN**
KTMS, Santa Barbara, Cal.
- WILLS, JOE**
KXOL, Fort Worth, Tex.
- WILLSE, BILL**
WVNR, Bechtley, W. Va.
- WILSON, DAVID M.**
KFH, Wichita, Kans.
- WILSON, DON**
KIMO, Independence, Mo.
- WILSON, DON**
The Jack Benny Show
NBC
- WILSON, GLENN**
WIRE, Indianapolis, Ind.
- WILSON, JIM**
KFMJ, Tulsa, Okla.
- WILSON, KEN**
WGST, Atlanta, Ga.
- WILSON, VAN**
WDAE, Tampa, Fla.
- WINDROW, AL**
KNPT, Newport, Ore.
- WINN, BERT**
KXOB, Stockton, Cal.
- WINN, PETER**
WDSR, Lake City, Fla.
- WINTERS, RICHARD**
WAAF, Chicago, Ill.
- WOBUS, BILL**
WJOB, Hammond, Ind.
- WOLF, JOHN ALLEN**
WJLJ, Montgomery, Ala.
- WOLFE, ROGER**
WDSU, New Orleans, La.
- WOLFIS, DICK**
WEBZ, Muskegon, Mich.
- WOLOSON, MIKE**
WSCR, Scranton, Pa.
- WOMACK, BURL**
WSB-TV, Atlanta, Ga.
- WOOD, EARL**
WJHP, Jacksonville, Fla.
- WOOD, FORREST**
WLOS, Asheville, S. C.
- WOODS, CHARLES**
Midnight Music Shop, Ethel & Albert
ABC
- WOODS, JACK**
WWXL, Peoria, Ill.
- WOODS, JIM**
WCOS, Atlanta, Ga.
- WOODWARD, HAL**
Junior Jamboree
WLW-T, Cincinnati, O.
- WOODWARD, RAY**
WWNF, Fayetteville, N. C.
- WOOLERY, DICK**
WMBM, Miami Beach, Fla.
- WOOLEY, HARRISON**
KFRG, San Francisco, Cal.
- WOOLF, CARL**
WMVQ, Milledgeville, Ga.
- WORKHOVEN, MERRILL**
WOW, Omaha, Neb.
- WREN, EVERETTE**
KTLN, Denver, Colo.
- WRIGHT, DOUGLAS**
WWJ-TV, Detroit, Mich.
- WRIGHT, HOLLY**
WRC, Washington, D. C.
- WRIGHT, RICHARD**
WALL, Middletown, N. Y.
- WRIGHT, WILL**
KDYL, Salt Lake City, Utah
- WULCHIN, STEVE**
KSYC, Yreka, Cal.
- WUNDERLICH, JOHN H.**
WGUY, Bangor, Me.
- WYMER, JACK**
WING, Dayton, O.
- WYNN, DICK**
KTSL, Hollywood, Cal.
- WYNN, JAMES**
WAIR, Winston-Salem, N. C.

— Y —

- YACK, GEORGE**
WMRP, Lewistown, Pa.
- YEAGER, JACK**
KGFV, Kearney, Neb.
- YEAROUT, WILLIAM**
WREN, Topeka, Kans.
- YEARSLEY, JULIE**
KBRC, Mount Vernon, Wash.
- YELLAND, E. STARR**
KOA, Denver, Colo.
- YORK, JOHN P.**
KGKB, Tyler, Tex.

YOUNG, CHARLES J.
(Jerry Strong); Announcer; b. Frederick, Md., Oct. 16, 1915; ed. Cassel Conservatory of Music, Jarvis School of Dramatics and Voice. MC 1 hour luncheon prog. Mon.-Sat.; MC 1 hour jazz prog. Sat.; Strong Reviews News, Mon.-Sat.; Motorola TV prog.; Special on sport broadcasts.

- YOUNG, DUANE**
WVNH, Rochester, N. Y.
- YOUNG, FRED**
KRAM, Las Vegas, Nev.
- YOUNG, JIM**
WGNH, Gadsden, Ala.
- YOUNG, JIMMY**
WHHM, Memphis, Tenn.
- YOUNG, O. C.**
WHIS, Bluefield, W. Va.
- YOUNG, PRESTON**
WHLP, South Boston, Va.
- YOUNG, ROBERT B.**
KOA, Denver, Colo.
- YOUNG, STAN**
WJBO, Baton Rouge, La.
- YOUNGISVER, JOHN**
WNOK, Columbia, S. C.
- YOUSE, ROBERT**
WBRK, Pittsfield, Mass.
- YOWELL, JOE**
KXOX, Sweetwater, Tex.
- YUKMAN, FRANK**
WADC, Akron, O.

— Z —

- ZAK, WILLIAM J., JR.**
KORA, Bryan, Tex.
- ZENT, MAX**
KRSW, Roswell, N. Mex.
- ZIMMERMAN, BOB**
WTNS, Coshocton, O.
- ZIMMERMAN, CARL**
WFOX, Milwaukee, Wis.
- ZIMMERMAN, FRANK**
WNDB, Daytona Beach, Fla.
- ZUCCARO, A. BERNARD**
WCLA, Baton Rouge, La.
- ZUNDEL, DONOVAN**
RPDQ, Portland, Ore.

Backstage

people in network radio-TV production— 1948

— A —

ALLEN, GEORGE

Western Prog. Dir. (CBS); b. May 10, 1899, Spokane, Wash.; ed.: U. of Washington, Bush Conservatory; The Whistler, Your Stand-in, Meet the Missus, Free For All (CBS).

ALLISON, ROBERT

People's Platform, CBS

ANDERSON, ROWEY

Rocking Chair Ranch
KDYL, Salt Lake City, Utah

ARRIES, LES

Bob Wolff Show
WTFG, Washington, D. C.

AYERS, TED

WNBW, Washington, D. C.

— B —

BAGWELL, KEN

KLEE-TV, Houston, Tex.

BARRY, KEN

KSTP-TV, St. Paul-Hpls., Min.

BARTH, BERNIE

WLW-TV, Cincinnati, O.

BEAUMONT, AL

Grenadiers
WTMJ-TV, Milwaukee, Wis.

BERLOW, IRAN

WBZ-TV, Boston, Mass.

BERNARD, DON

Screen Guild Players, CBS

BLACKWELL, BURT

WAVE-TV, Louisville, Ky.

BLAIR, JAMES

WOLC, Washington, D. C.

BLAIR, LEONARD

Superstition, ABC

BOURBON, DIANA

Club 15, CBS

BRINKLEY, JACK

Announcer, producer; Judy and Jane, night manager and announcer, WLS, Chicago; Recordist of Breakfast in the Blue Ridge; Producer, MC, of Silver Sail poetry program.

BYRON, EDWARD ARMOUR

Producer, director, writer; b. Newport, Ky., Oct. 22, 1905; Ohio State Univ.; Univ. of Cincinnati; Mr. District Attorney, Christopher Wells (CBS).

— C —

CAHAN, GEORGE M.

KECA, Los Angeles, Cal.

CARNEY, JOHN

Give and Take, Arthur Godfrey Scouts, Red Barber Club House, CBS.

CHANCE, AL

Mary Lee Taylor
CBS

CHRISTENSEN, CHARLES

WNBW, Washington, D. C.

CLEARV, JACK

Get Rich Quick
ABC

COTT, TED

Writer, director, producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program manager (WNEW); Producer, Rumpstilskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Round Record.

COTTEN, BOB

Ethel and Albert
ABC

CRANDALL, BRAD

WSB-TV, Atlanta, Ga.

CROTHERS, GEORGE

In My Opinion
CBS

— D —

DEVINE, JERRY

Writer, producer, director; b. Boston, Mass., Nov. 11, 1908; ed. Professional Children's School; This Is Your FBI (ABC).

DOUGLAS, MILTON

WABD, New York, N. Y.

DOWTY, BYRON

WDSU-TV, New Orleans, La.

— E —

ELLIS, ELMO

WSB-TV, Atlanta, Ga.

— F —

FATES, GILBERT

WCBS-TV, New York, N. Y.

FAUST, DON

WLW-TV, Cincinnati, O.

FAY, PAT

WABD, New York, N. Y.

FEIGAV PAUL

WCBS-TV, New York, N. Y.

FISHER, MAGGY

Finder's Keepers (NBC)
Piana Playhouse (ABC)

FLANAGAN, AL

Ballet Vignettes
KTSI, Hollywood, Cal.

FORBES, DON

KLAC-TV, Hollywood, Cal.

FURNESS, JAMES N.

WSB-TV, Atlanta, Ga.

— G —

GARDNER, PAUL

Writer for radio and magazines; b. New York, N. Y., July 13, 1907; Lou Little (Tele).

GARRISON, GREG

Stand By For Crime
WENR-TV, Chicago, Ill.

GAUNT, JOHN E.

Starlight Time Nocturne, Designed For Women
KNBH, Hollywood, Cal.

GIBNEY, JACK

Skip Farrell Show
WENR-TV, Chicago, Ill.

GIFFEN, RALPH

WBZ-TV, Boston, Mass.

GILBERT, LIVINGSTON

WAVE-TV, Louisville, Ky.

GOODSON, MARK

Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasure Salute, Winner Take All, Hit the Jackpot, Time's A-Wasting.

GOTTLIEB, LESTER

Sing It Again
CBS

GRAFF, E. JONNY

WBKB, Chicago, Ill.

GREEN, DAVE

WXYZ-TV, Detroit, Mich.

— H —

HALL, LEE

WHNC-TV, New Haven Conn.

HALLMAN, DON

WXYZ-TV, Detroit, Mich.

HENLEY, ART S.

Writer, producer; b. New York, N. Y., Sept. 9, 1921; ed. Yale Univ., B.A.; CCNY; Pratt Univ., M.E.; Lecturer: NYU, Radio Writers Guild Seminar, Gagwriters Institute; Honeymoon in N.Y. (NBC); 13 by Henley; Kate Smith Show; Lady Dick; The Welcome Wagon.

HENRY, FRED

KLAC-TV, Hollywood, Cal.

HIESTAND, ROBERT

KFLI-TV, Los Angeles, Cal.

HIGGINS, KEN

KFLI-TV, Los Angeles, Cal.

HOLOWCHAK, E.

WWJ-TV, Detroit, Mich.

HORTAN, HERBERT

WFIL-TV, Philadelphia, Pa.

Production—Radio-Television

— J —

JACOBER, WARREN
WBEN-TV, Buffalo, N. Y.

JENNINGS, BOB
Go For The House, Mr. President
ABC

JONES, CLARK
Floor Show
WPIX, New York, N. Y.

— K —

KAIGLER DAVE
WCAU-TV, Philadelphia, Pa.

KALLAY, ED
WAVE-TV, Louisville, Ky.

KELLER, FRED
WBEN-TV, Buffalo, N. Y.

KENT, RIKEL
WLW-TV, Cincinnati, O.

KILIAN, FRED
ABC-TV Players
WENR-TV, Chicago, Ill.

KOSTE, WALTER
WWJ-TV, Detroit, Mich.

— L —

LEAMAN, JAMES
KFI-TV, Los Angeles, Cal.

LEWIS COLBY
What's New
WTMJ-TV, Milwaukee, Wis.

LOREN, JAMES
WAGA-TV, Atlanta, Ga.

LOVETON, JOHN
Mr. and Mrs. North
CBS

LOUGHRANE, BASIL
Light of the World (NBC); Sherlock Holmes (MBS).

LYMAN, JACK
Prevue, Game Room
KNBH, Hollywood, Cal.

— Mc —

MaekGREGOR, JOCK
WOR, New York, N. Y.

McKINNIE, BYRON
WABD, New York, N. Y.

McNAMARA, JIM
KLAC-TV, Hollywood, Cal.

— M —

MACK, DICK
Joan Davis Show
CBS

MARCEAU, BILL
WABD, New York, N. Y.

MARQUIS, ARNOLD
The Key, ABC, Palm Springs
Fashion Roundup, March of Dimes, Suspense.

MARTINI, ROLAND
Saturday Night Serenade
CBS

MEREDITH, ROY A.
WCAU-TV, Philadelphia, Pa.

— O —

O'BRIEN, JEAN
WNHC-TV, New Haven, Conn.

O'MEARA, CARROLL
Views of Youth, Sunday at Home
KNBH, Hollywood, Cal.

— P —

PHELPS, STUART
KTTV, Los Angeles, Cal.

POWERS, CITARLES
Our Job Is Manhattan
ABC

PIERCE, SAM
Dick Haymes Show
CBS

— R —

RANALLO, CHARLES
WNBK, Cleveland, O.

RANGER DANNY
Television Workshop
KDYL, Salt Lake City, Utah

RAYEL, JACK
WABD, New York, N. Y.

RITTER, ROBERT
WWJ-TV, Detroit, Mich.

RITTS, PAUL
KTTV, Los Angeles, Cal.

ROBERTS, CLEDGE
The Drawing Game
WPIX, New York, N. Y.

ROLAND, WILL
Arthur Godfrey Show
CBS

ROPER, DON
Meet Mrs. Markel, Hayloft Conservatory
WTTG, Washington, D. C.

ROSE, DICK
The Gloria Swanson Hour
WPIX, New York, N. Y.

ROSS, BERNARD
WBEN-TV, Buffalo, N. Y.

RUBIN, JACK

Radio writer, director; b. Warsaw, Poland; NYU; Junior Miss; The O'Neills, Break the Bank; Try and Find Me; By Popular Demand; Pick & Pat Show.

RUFEL, AL
TV Ranch, Holiday for Strings, Barbershop Quartet
WSPD-TV, Toledo, O.

— S —

SAWYER, THOMAS
WBZ-TV, Boston, Mass.

SIMMONS, STANLEY

Produced and directed 13-27 min. TV films, *It's a Woman's World*; Produced and directed 27 min. Musical TV series, *Album of Songs*; Produced and directed TV spots.

SPENCER, ROBERT J.
WNBK, Cleveland, O.

STRAND, PETER
WXYZ-TV, Detroit, Mich.

SUMMERHAYS, AL
Cafe Parisienne
KDYL, Salt Lake City, Utah

— T —

THOMAS SAUNDERS J.
WNBK, Cleveland, O.

THOMPSON, TOMMY
WBAP-TV, Fort Worth, Tex.

TODMAN, WILLIAM SELDEN

Radio writer, producer, director; b. New York, N. Y., July 31, 1916; Johns Hopkins Univ., B.S.; NYU, A.B.; Winner Take All (CBS); Treasury Salute, Quiz of Two Cities.

TOMALIN, LES
WABD, New York, N. Y.

TORME BOB
Buddy Wood Show
ABC

— U —

ULLRICH, JOHN
WFIL-TV, Philadelphia, Pa.

— V —

VALENTA, LEONARD
WCAU-TV, Philadelphia, Pa.

VINSON, ROBERT C.
Last Affair, Meet the Morans, The First DP's The Hard Way, Smile Time, MBS; One World or None, NBC.

— W —

WAHL, ROBERT
WFIL-TV, Philadelphia, Pa.

WALBER, ELBERT
What's The Name Of That Song
KTSL, Hollywood, Cal.

WEST GEORGE
Paul Whiteman Record Club, Chamber Music Hour
ABC

WILLIAMS, ALUN

Radio producer, announcer, commentator; b. Ferndale, Wales, Great Britain; Univ. of Wash., B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall (NBC); Joyce Jordan (NBC); Life of Riley (NBC); Tele: Serving Thru Science (WABD).

WILLIAMSON, GORDON
Arnold Fine Show, Moppet Show, Kiddie Kapers
WTTG, Washington, D. C.

WINCKLER, CARLTON
Don Lee Music Hall
KTSL, Hollywood, Calif.

WOOD BARRY
WCBS-TV, New York, N. Y.

WOODRUFF, FRANK
KTTV, Los Angeles, Calif.

— Y —

YOUNG, SCOTT
Sports Roundup
WMJ-TV, Milwaukee, Wis.

Radio-TV Directors

—and their work during 1948

— A —

ADAMS, TED
CBS

We the People

ALLEN, GEORGE W.

Westrn. Prog. Dir. CBS; b: Spokane, Wash. May 10, 1899; ed: Univ. of Wash. Bush Conservatory; The Whistler, Your Stand-In, Meet The Missus, Free For All (CBS).

ANDREWS, CLARK

The Fat Man. Famous Jury Trials
ABC

ANDREWS MARTIN

My True Story. We Care. Serenade For Strings
ABC

ASHLEY, IRA

Grand Central Station
CBS

ATWELL, MARTHA

David Harum. Young Widder Brown
CBS, NBC

AVERY, IRA

Armstrong's Theater of Today
CBS

— B —

BARNES, HOWARD

Joe Powers of Oakville
CBS

BASTOW, ANN

Theater of Today
CBS

BENSON MITCH

Stop Me If You've Heard This One
MBS

BERNS, LARRY

CBS, Jack Carson Show

BLAIR, LEONARD

Theater U. S. A. American Town Meeting of the Air
ABC

BLISS, TED

Adventures of Ozzie and Harriet
CBS

BOWER, ROGER

MBS
Broadway Talks Back

BRENNAN, WILLIAM

Jan August Show. Jack Smith Show
MBS, CBS

BROWN HIMAN

Adventures of the Thin Man. Inner Sanctum
CBS

BRYAN, EDWARD A.

Christopher Wells
CBS

BULOTTI, CHARLES, JR.

California Melodies
MBS

BUNKER, WALTER

Baby Snooks Show
CBS

BURCH, BILL

Gene Autry Show
CBS

BURNETT, MURRAY

Truo Detective
MBS

BURROWS, ABE

Abc Burrows Show
CBS

BURTON JAMES

MBS
Scarlet Queen

BURTON, KENNETH

Prudential Family Theater
CBS

BYRNE, JACK

Better Half
MBS

BYRON, EDWARD

Mr. District Attorney. Christopher Wells
NBC, CBS

— C —

CALLAHAN, JACK

Quiz Kids
MBS

CARLTON, LEONARD

County Fair
CBS

CARNEY, JACK

Arthur Godfrey's Talent Scouts. Give and Take
CBS

CARSON, MILTON

Voice of Prophecy
MBS

CASHMAN, EDMUND L.

Tony Martin Show
CBS

CHARLES, DICK

What Makes You Tick. Remember the Year. Concert of American Jazz
ABC

CHRISTENBERRY, CHARLES, W., JR.

CLEARY, JOHN

Kay Kyser Show
ABC

COLE JOHN

Shadow, Charlie Chan
MBS

COLLINS, TED

Kate Smith Speaks
MBS

CONDON, MAURICE

Victor H. Lindlahr
MBS

COOPER, WYLLIS

Quiet Please
MBS

CORDAY, TED

A Brighter Tomorrow. MBS
Better Crocker. ABC

— D —

DANIEL, OLIVER

Weekend With Music
CBS

DAVIS, LUCIAN

Abe Burrows Show
CBS

DE ANGELO CARLO

Scotland Year
MBS

DICK, HENRY

Gems For Thought. What Makes You Tick. Anna & Eleanor Roosevelt
ABC

DIETZ, JOHN

Cabin 13
CBS

DODGE, FRANK

Arthur Godfrey, Winner Take All
CBS

DORN, LARRY

Emily Post. Quiz
MBS

DRUCE, OLGA

Hour of Mystery
MBS

DUCONVY, ALLEN

Melody Theater
MBS

— E —

EASTMAN, CARL

Mystery of The Week
CBS

EHRENREICH, DAN

Juvenile Jury
MBS

EMERY, BOB

Rainbow House (MBS); DuMont Television.

— F —

FASSET, JAMES

Philharmonic Symphony and News
CBS

Radio-Television Directors

FIMBERG, HAL
Spotlight Review
CBS

FRAMER, WALT
Strike It Rich, CBS

FULLER, SAM
Jack Carson Show
CBS

— G —

GOLENPAUL, DAN
Information Please
MBS

GOODSON, MARK
Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasury Solute, Winner Take All.

GORMAN, WALTER
Young Dr. Malone
CBS

GRAHAME, JOSEPH
Candid Microphone
ABC

GRANT, DAVE
Heart's Desire
MBS

GRAYSON, MITCHELL
Superman
MBS

GROSS, STEVE
Lorenzo Jones, Our Gal Sunday
NBC, CBS

GUEDEL, JOHN
Truth or Consequences, House Party
NBC, CBS

— H —

HAFNER, LES
HAMILTON, WILLIAM
Ted Malone, This Changing World
ABC

HANCOCK, ORNIE
CBS World News Roundup
CBS

HANNA, ARTHUR
Front Page Farrell, Joyce Jordan, NBC
Perry Mason, CBS

HARDING, ARRY
Bob Reid and Orchestra, Strike It Rich
CBS

HARPER, LENIE
CBS, County Fair

HARRIS, LESLIE
Rosemary
CBS

HARRISON, JEANNE
ABC, Boston Blackie

RAWKES, KIRBY
Captain Midnight
MBS

HAYS, LOYAL
What's The Name Of That Song?
MBS

HERBERT, CHARLES
Sound Off With Mark Warner
now
CBS

HIGHES, GORDON
Guiding Light
CBS

HIGHT, JEAN
Frontiers of Science
CBS

HOLINER, MANN
Old Gold Show
CBS

HOWARD, CY
My Friend Erma, Life With Luigi
CBS

HULL, HENRY, JR.
Here's To You
CBS

HUMMERT, FRANK
American Melody Hour
CBS

HUSTON, TED
Big Sister
CBS

— J —

JOHNSTONE, JACK
Man Called X
CBS

— K —

KLOSE, WOODY
Red Hook 31
MBS

KOGAN, DAVID
Mysterious Traveler
MBS

KOPLIN, MERT
Your Ballad Man
MBS

KUHL, CARL
Club 16
CBS

— L —

LAFFERTY, PERRY
Block Party
MBS

LA FRANDRE, JACK
Chicago Theatre Of The Air
MBS

LAWRENCE, BILL
Screen Guild Players
CBS

LEADER, TONY
Suspense
CBS

LEONARD, RICHARD
Rose of My Dreams; Mr. Keene, Tracer of Lost Persons
CBS

LEVINE, LEON
People's Platform
CBS

LEWIS, AL
Our Miss Breaks
CBS

LEWIS, J. C.
Johnson Family
MBS

LEWIS, PAUL
Paul That Refreshes On The Air
CBS

LEWIS, RICHARD
Quick As A Flash
MBS

LOEB, MARX
Reader's Digest.
CBS

LOUGHRANE, BASIL
Sherlock Holmes (MBS); Light Of The World (NBC).

LOVETON, JOHN
Mr. & Mrs. North
CBS

— M —

McDERMOTT, TOM
Wendy Warren & News
CBS

McGILL, EARLE
ABC, MBS

MacGREGOR, JOCK
Nick Carter, Did Justice Triumph? For Your Approval
MBS

MacKEY, Fred
Lux Radio Theater
CBS

McKNIGHT, TOM
New Adventures of Sherlock
ABC

MACK, DICK
Joan Davis Show
CBS

MACK, HELEN
Let's Pretend, Bill Goodwin Show
CBS

MACK, NILA
Let's Pretend
CBS

MADEVILLE, BETTY
FBI In Peace and War

MANSFIELD, IRVING
Talent Scouts, Morey Amsterdam Show
CBS

MARKLE, FLETCHER
Studio One, Ford Theater
CBS

MAKSHALL, WILLIAM
Story For Today, Metropolitan Opera.
ABC

MARTIN, DON C.

MARTINI, ROLAND
Saturday Night Serenade
CBS

MAXWELL, JESSICA
Hop Harrigan, Adventure Parade
MBS

MILLER, HAL
Music For You
CBS

MONROE, BOB
High Adventure
MBS

Radio-Television Directors

MORGAN, JAMES

Queen For A Day
MBS

MORTON, MAURICE
Meet Me At Parky's
MBS

MOSS, HERB

Hildegard, Vox Pop.

— O —

OCHS, ACE

Club 16
CBS

O'DONNELL, GEORGENE

Hint Hunt
CBS

O'KEEFE, LESTER

Electric Theater
CBS

OPPENHEIMER, JESS

My Favorite Husband
CBS

OWEN, FOREST

Lum 'n' Abner
CBS

— P —

PEMBERTON, MURDOCK

Maggi McNellis Show
ABC

PHILLIPS, CARL

Borden Program
CBS

PHILLIPS, PAUL

Borden Family
CBS

PIERCE, PAUL

Stars Over Hollywood
CBS

PIERCE, SAM

Dick Haynes Show
CBS

POLESIE, HERB

It Pays To Be Ignorant
CBS

POWERS, CHARLES

Our Job Is Manhattan. Famous
Jury Trials. Henry Morgan
Show
ABC

FRAGER, BERT

Meet Corlies Archer
CBS

— R —

REAGAN, NEIL

Dr. Christian
CBS

REDFORD, BILL

Hospitality Club
MBS

RICCA, ERNEST

Romance of Helen Trent.
Strange Romance of Evelyn
Winters
CBS

RICE, HERBERT

Lanny Ross Show
MBS

RIPLEY, JOSEPH

Hour Of Charm
CBS

RITTER, RICHARD

Edwin C. Hill
ABC

ROBSON WILLIAM N.

Doorway To Life. Hawk Lara-
bee, Escape
CBS

ROGERS, BEN

What The Veteran Wants To
Know
MBS

ROUNTREE, MARTHA

Meet The Press
MBS

RUDICH, NAT

Sport Court. NBC

— S —

SACK, VICTOR

Grand Slam
CBS

SANVILLE, RICHARD

Escape
CBS

SCANLAN, WALTER

Headline Edition
ABC

SEACREST CECIL

Tell Your Neighbor
MBS

SEYDEL, VIC

Fishing And Hunting Club Of
The Air
MBS

SHAYON, LEWIS ROBERT

You Are There
CBS

SHELDON, JAMES

We, The People
CBS

SIMMONS, STANLEY

Producer, Director; It's a Wo-
man's World, Album of Songs,
Spot TV Commercials.

SINCLAIRE, JOAN

Leave It To The Girls
MBS

SMITH, BEVERLY

Second Mrs. Burton
CBS

SOMERVILLE, WARREN

Betty Crocker, Woman of To-
morrow, Galen Drake
ABC

SOUVAINE, HENRY

A. L. Alexander's Mediation
Board
MBS

SPEARS, HARRY

Double or Nothing
CBS

SPIER, WILLIAM

Adventures of Sam Spade.
Suspense, Philip Morris Play-
house
CBS

STAHL, MYRTLE

Northwestern Reviewing Stand
MBS

STEL, BILL

Aunt Jenny
CBS

STEEN, ROBERT

On Trial
ABC

SULDS, IRVIN P.

American Forum Of The Air
MBS

— T —

TAYLOR GLENHALL

Fabulous Dr. Tweedy; Sher-
lock Holmes

TITOL, ROCCO

Sing It Again
CBS

TODMAN, BILL

Winner Take All, Hit The Jack-
pot, Time's A-Wasting (CBS).

TORMEY, ROBERT

Headline Edition. Maggi Mc-
Nellis
ABC

TRACY, STERLING

Sweeney & March
CBS

TYLER, JACK

Ed Murrow and the News
CBS

— V —

VAIL, LESTER

NBC. Aldrich Family

— W —

WARBURTON, CHARLES

My True Story
ABC

WARD, AL

Theater of Romance
CBS

WARWICK WILLIAM

Kay Kyser, Metropolitan Audi-
tions of the Air
ABC

WELLINGTON, JOHN

Song Of The Stranger
MBS

WIEST, GEORGE

Second Honeymoon. Music by
Glenn Osser
ABC

WOLFE, EDWIN

Ma Perkins
CBS

WRIGHT, WYNN

Official Detective. Stephen
Graham Family Doctor
MBS

— Y —

YOUNG, DAVE

Family Theater
MBS

Woman Commentators

HOME ECONOMISTS

of Radio Stations in the United States

Alabama

Adams, Carol WCOV, Montgomery
 Aly, Joanna WHMA, Anniston
 Bigbee, Nelle WMFT, Florence
 Brown, Camille WSPA, Montgomery
 Cousins, Sarah WMGY, Montgomery
 Hall, Martha WJJI, Montgomery
 Hawkins, Nancy WAUD, Auburn
 Hudgins, Jewell WERC, Birmingham
 Jetton, Joan WJLD, Bessemer
 Johnson, Dorothy WBHP, Huntsville
 Littlepage, Evelyn R. WMPT, Florence
 Mahoney, Esther WSPA, Montgomery
 Parrish, Agnes WSGN, Birmingham
 Perry, Dorey, W. WEBS, Huntsville
 Steadham, Jimmy WBEJ, Brewton
 Stont, Janette WTBP, Troy
 Wolf, Alva Craig WAPX, Montgomery

Arizona

Benoni, Virginia KOPO, Tucson
 Bentley, Elaine KTAR, Phoenix
 Brown, Pauline Bates KOY, Phoenix
 Day, Norma KCMC, Texarkana, Tex.
 Evans, "Johnnie" KCXY, Coolidge
 Hall, Lorraine KOOL, Phoenix
 May, Edna KAWT, Douglas
 Pulliam, Luella KWRZ, Flagstaff
 Richey, Jan KVOA, Tucson
 Weise, Edith KYUM, Yuma
 Weighl, Jeanne KOY, Phoenix

Arkansas

Asbell, Maeda KELD, El Dorado
 Cobb, Linda KSOK, Arkansas City
 Cordell, Ann KELD, El Dorado
 Crabbaugh, Marjorie KXKJ, Russellville
 Plooy, Dorothy KWFC, Hot Springs
 Forster, Bobbie KXLR, No. Little Rock
 Houston, Ruby No. Little Rock
 Prickett, Maxine KCLA, Pine Bluff
 Spann, June KWAK, Stuttgart
 Vanatta, Ann KFFA, Helena

California

Alex, Susan KSAN, San Francisco
 Allegra, Taylor KCOK, Tulare
 Allen, Lucy KSRO, Santa Rosa
 Antone, Lilyan KSAN, San Francisco
 Bobbitt, Fashionists KTSL, Hollywood
 Barton, Emily KPBC, San Francisco
 Bye, Bess KFRC, San Francisco
 Casey, Mary Ann KIST, Santa Barbara
 Davis, Skip KRNO, San Bernardino
 Dewsnupp, Evelyn KWBR, Oakland
 Dunlop, Ruth KFBC, Sacramento
 Findley, Margaret KRNO, San Bernardino
 Gardner, Dorothy KTLA, Los Angeles
 Graham, Marion KHUM, Eureka
 Gray, Jeanne KMPC, Los Angeles
 Guy, Corris KTLA, Los Angeles
 Hall, Dorothy N. KPAS, Banning
 Hart, Trula KEEN, San Jose
 Heedeick, Peg KBUC, Corona
 Hepple, Barbara KRON, Monterey
 Hogan, Lee KNDH, Hollywood
 Holden, Ann KGO, San Francisco
 Jaden, Audrey KWKW, Pasadena
 Jannion, Jean KFXM, San Bernardino
 Jewel, Isella JCBQ, San Diego
 Johnson, Dottie KSON, San Diego

Kerry, Katherine KQW, San Jose
 Kitchen, Katherine KFDB, Sacramento, RMJ.
 Pre-no. KWG, Stockton

Lea, Lois KCSB, San Bernardino
 Lesly, Gale KTMS, Santa Barbara
 Lyn, Carole KFMB, San Diego
 McCloskey, Katherine KDB, Santa Barbara
 Mindelle, Grace KYNO, Fresno
 Morse, Molly KGB, San Diego
 Pattee, Francis KCRA, Sacramento
 Penny, Prudence KTSL, Hollywood
 Quinn, Frances KFRE, Fresno
 Schaap, Wanda KWBR, Oakland
 Scott, Betty KTIP, Porterville
 Sharron, Ann KSBW, Salinas
 Shapiro, Marjorie KPCO, San Bernardino
 Simmons, S. E. KRUZ, Santa Cruz
 Smith, Jane KVVC, Ventura
 Stearns, Kit KPKM, San Bernardino
 Stevenson, Edna KERN, Bakersfield
 Stewart, Georgia KSUE, Susanville
 Stuart, Mary Lou KIEM, Eureka
 Thompson, Ruth KYA, San Francisco
 Tracy, Virginia KAFY, Bakersfield
 Tunison, Alice KERN, Bakersfield

Colorado

Carson, Sue KLZ, Denver
 Cimino, Lena KSFT, Trinidad
 Collopy, Mary KCOL, Fort Collins
 Elliott, Nancy KIUP, Durango
 Hammersley, Evadna B. KOA, Denver
 Hay, Henrietta KFNJ, Grand Junction
 Homan, Lois KBOL, Boulder
 Martin, Kay KFEL, Denver
 Mason, Alice Lee KCSJ, Pueblo
 Smith, Barbara KVOI, Colorado Springs
 Strange, Eda KPCH, Walsenburg
 Sylvester, Libby KRDO, Colorado Springs

Connecticut

Bergin, Kay WBRV, Waterbury
 Cobb, Jane C. WNLC, New London
 Colbert, Jean WVIC, Hartford
 Dolin, Irene WCCB, Hartford
 Gibson, Charm WONS, Hartford
 Godwin, Elizabeth WTHI, Hartford
 Gordon, Beverly WAVZ, New Haven
 Graham, Margaret WTOR, Torrington
 Hall, Lee WNHC, New Haven
 Harburt, Mignon WATR, Waterbury
 Jackson, Audrey WKNB, New Britain
 Jufimich, Patricia WAVZ, New Haven
 Maloney, Ellen WWCO, Waterbury
 Naughton, Russ WDRG, Hartford
 O'Brien, Jean WNHC, New Haven
 Parker, Connie WLIZ, Bridgeport
 Patten, Betty WTHI, Hartford
 Porter, Jeanne WELI, New Haven
 Worlan, Lorraine WCCC, Hartford

Delaware

Day, Doreen WAMS, Wilmington

District of Columbia

Allen, Betty WINX, Washington
 Crane, Ruth WMAL, WMAL-TV, Washington
 Foreman, Marie WQQW, Washington
 Market, Hazel WTTG, Washington
 Osgood, Nancy WNBW, WBC, Washington

... Woman Commentators-Home Economists—Radio-TV ...

Florida

Barber, Eve.....WORZ Orlando
 Butler, June.....WGBS Miami
 Byron, Eva.....WALT Tampa
 Carter Mary Lucille.....WMBM Miami Beach
 Christopher, Marjorie.....WQAM Miami
 Cloward Patricia L.....WNNB Daytona Beach
 Cody, Yvonne.....WGGG Gainesville
 Colwell, Virginia.....WLDS Jacksonville
 Daly, Anne.....WPDQ Jacksonville
 Dowst, Kay.....WDAE Tampa
 Estes, Peggy.....WTAN Clearwater
 Fleming, Rosemary.....WBSH Pensacola
 Hamilton, Berta.....WGGG Gainesville
 Hildreth, Margery M.....WNDB Daytona Beach
 Jackson, Elizabeth.....WBSR Pensacola
 Low, Kay.....WJNO West Palm Beach
 Martio, Ann.....WEAR Pensacola
 Martin, Edie.....WJVB Jacksonville Beach
 Mend, Dottie.....WSPB Sarasota
 Moody, Emily Winston.....WELA Tampa
 Mosak, Ruth.....WLE Clearwater
 Newton, Ruth.....WKWF Key West
 O'Day, Billy.....WIOD Miami
 O'Quinn, Peggy.....WRUF Gainesville
 Parks, Jane.....WDBO Orlando
 Pierce, Jackie.....WVCG Coral Gables
 Ragsdale, Virginia.....WRUF Gainesville
 Rawls, Carolina.....WQBS Jacksonville
 Stanley, Kay.....WMBK Jacksonville
 Swaggerty, Mary.....WDHL Bradenton
 Tellegen, Eve.....WQAM Miami
 Whitfield, Betty.....WINK Fort Myers

Georgia

Alford, Kitty.....WRGA Rome
 Gaulty, Virginia.....WKLY Hartwell
 Bell, Alice.....WERD Atlanta
 Connolly, Mary.....WAGA Atlanta
 Davis, Maggie.....WCON Atlanta
 DuPre, Horriense.....WWSG Titon
 Farmer, Helen.....WMAZ Macon
 Flournoy, Rose B.....WRBL Columbus
 Fuller, Geneva Smart.....WFRP Savannah
 Glass, Dorine H.....WTOC Savannah
 Hardin, Louise C.....WBFF Cartersville
 Heiman, Annemie.....WGGA Gainesville
 Hixon, Lucille.....WBHF Cartersville
 Houston, Evelyn B.....WRDW Augusta
 Howden, Joy.....WDAE Savannah
 Hughes, Elizabeth.....WALB Albany
 Huie, Mildred.....WGPC Albany
 Law, Grace Taylor.....WERD Atlanta
 McLean, Donn.....WSAG Columbus
 Porter, Jocelyn.....WDAK Columbus
 Porter, Juanita.....WKTC Thomasville
 Rossiter, Julie.....WDAE Savannah
 Ward, Del.....WNEX Macon
 Waslen, Alice.....WBML Macon

Idaho

Arnold, Kay.....KLIJ, Twin Falls
 Berlow, Joyce.....WVMV, Twin Falls
 Cornell, Barbara.....KIDO Boise
 Favaro, Virginia.....KRLL Lewiston
 McAllister, Ruth.....KRPL Moscow
 McMittan, Valerie.....KIEI Idaho Falls
 Mitchell, Pat.....KGEM Boise
 Morris, Carolyn.....KTPI Twin Falls
 Schultz, Florene.....KTPI Twin Falls
 Spencer, Betty.....KWAL Wallace
 Yates, Margaret.....KSEL Pocatello

Illinois

Ames, Barriell.....WTAX, Springfield
 Buettner, Howard, Mrs.....WOKZ, Alton
 Campbell, Jean.....WEEK, Peoria
 Chilton, Ruth.....WJMJ, Chicago
 Christine (Bibou).....WNMP, Evanston
 Crane, Martha.....WLS, Chicago
 Gleason, Patricia.....WCFL, Chicago

Grey, Ethel.....WQUA, Mohne
 Harper, Mary E.....WEBQ, Harrisburg
 Harris, Virginia.....WLBH, Maitoon
 Hart, Elizabeth.....WMAQ, Chicago
 Hopper, Edna.....WTMV, East St. Louis
 Horner, Margaret.....WSIV, Pekin
 Jency, Sylvia.....WKAN, Kankakee
 Joyce, Helen.....WLS, Chicago
 Karney, Beulah.....WENR, Chicago
 Lauder, Ellen.....WWXL, Peoria
 Logan, Jane.....WSOY, Decatur
 Logan, Judy.....WAAF, Chicago
 Moutz, Wanda.....WTAX, Springfield
 Moore, Barbara.....WMBD, Peoria
 Oberto, Betty.....WLPO, La Salle
 White, Stella.....WALT, Chicago
 Wynn, June.....WCVS, Springfield

Indiana

Black, Virginia.....WJPS, Evansville
 Daniels, Catherine.....WISH, Indianapolis
 Davis, Eileen.....WJVA, South Bend
 Farrell, Rose Lee.....WFBM, Indianapolis
 Flood, Opal.....WFTW, Fort Wayne
 Jones, Bette.....WKJG, Fort Wayne
 McDonald, Mary.....WGL, Fort Wayne
 Maddox, Mary Lou.....WIKY, Evansville
 Osborn, Marion.....WSUA, Bloomington
 Pritchett, Ruth.....WIMS, Michigan City
 Reynolds, Ruth.....WIRE, Indianapolis
 Schafer, Becca.....WANE, Fort Wayne
 Tucker, Sue.....WKBY, Richmond

Iowa

Adams, Kay.....WMT, Cedar Rapids
 Barron, Alice Wallace.....KXCI, Fort Madison
 Craemer, Pamela.....KCRG, Cedar Rapids
 Currier, Bernice.....KMA, Shenandoah
 DuMond, Irene.....KXEL, Waterloo
 Herbst, Edna A.....KCRG, Cedar Rapids
 Jergenson, Johnette.....KICM, Mason City
 Kuen, Mary Ann.....WKHB, Dubuque
 Kier, Leota.....KIOA, Des Moines
 Marshall, Mary Louise.....WOC, Davenport
 Muller, Clara.....KBIZ, Ottumwa
 Runkin, Mary.....KVPD, Fort Dodge
 Reckless, Sybil.....KXIC, Iowa City
 Schindler, Lorraine.....KTBL, Sioux City
 Shoemaker, Adella.....KMA, Shenandoah
 Shorten, Martha.....KDTH, Dubuque
 Strauss, Reda.....KSO, Des Moines
 Webber, Edith Doolan.....KWDM, Des Moines
 Wells, Betty.....KRRT, Des Moines

Kansas

Banner, Beverly.....KWBW, Hutchinson
 Clymer, Catherine.....KANS, Wichita
 Conner, Dorothy.....KSEK, Piusburg
 Davis, Helen.....KGNO, Dodge City
 Ewins, Dorothy.....KFBI, Wichita
 Newkirk, Grace Lee.....KXXX, Colby
 Stevenson, Esther.....KWHK, Hutchinson
 Wiley, Myrtle.....KGGF, Coffeyville
 Zerkle, Ethel Jane.....KFH, Wichita

Kentucky

Boyd, Dorothy.....WNGO, Mayfield
 Haan, Ruth.....WMTC, Vancelev
 Hensley, Sara T.....WVLK, Versailles
 Hubert, Ann.....WAVE, WAVE-TV, Louisville
 Jackson, Audrey.....WKTC, Bowling Green
 Kuekey, Bonnie E.....WHOP, Hopkinsville
 Kecheval, Mary Elizabeth.....WCMY, Ashland
 Lockwood, Jessie E.....WKAY, Glasgow
 Robertson, Dorothy.....WSON, Henderson
 Rutledge, Mary Lou.....WVJS, Owensboro
 Seay, Blanche.....WCMI, Ashland
 Shelton, Mary.....WKTM, Mayfield
 Weiler, Louise.....WINN, Louisville
 Wood, Dorothy.....WFTM, Maysville

... Woman Commentators-Home Economists—Radio-TV ...

Louisiana

Boyd, Daisy Lee.....WLCS, Baton Rouge
 Cressend, Lorraine.....WJBW, New Orleans
 Flettrick, Leonard, Mrs.....WDSU-TV, New Orleans
 Holmes, Helen.....WDSU-TV, New Orleans
 Jewell, Mary.....WNOE, New Orleans
 Koltun, Ruth.....WJBO, Baton Rouge
 Muse, Orene.....WJBO, Baton Rouge
 Rosenfield, Rose.....KYSL, Alexandria
 Salassi, Elizabeth.....KTBS, Shreveport
 Stacey, Eta.....KSYL, Alexandria

Maine

Butler, Cecilia.....WLAM, Lewiston
 Carter, Charlotte.....WABI, Bangor
 Deane, Beth.....WGUY, Bangor
 Fuller, Dorothy.....WGOR, Portland
 McIntosh, Betty.....WLAM, Lewiston
 Murray, Mary Jane.....WRDO, Augusta
 Rice, Catherine.....WPAU, Augusta
 Standish, Martha.....WPOR, Portland
 Staples, Marguerite L.....WTVL, Waterville
 Wadman, Dorothy.....WGAN, Portland

Maryland

Canaday, Marion Beatty.....KIRX, Kirksville
 Carroll, Jeon.....WMAE-TV, Baltimore
 Cotton, Dorothy.....WSID, Baltimore
 Dierken, Katherine.....WAAM, Baltimore
 Dorsey, Polly.....WBMD, Baltimore
 Landis, Murry.....WBAL-TV, Baltimore
 Lewis, Marie.....WBOC, Salisbury
 Martin, Molly.....WBAL-TV, Baltimore
 Miller, Pat.....WJEF, Hagerstown
 Temple, Martha Ross.....WFBR, Baltimore
 Whitcraft, Marie.....WJEJ, Hagerstown

Massachusetts

Bailey, Mildred.....WCOP, Boston
 Barton, Betty.....WNBH, New Bedford
 Bolles, Janet.....WBET, Brockton
 Bradford, Ann.....WLLH, Lowell, Mass.
 Broeg, Heloise Parker (Mom Parker).....WEEI, Boston
 Brown, Mae.....WMAE, Springfield
 Cabot, Caroline.....WEEI, Boston
 Carlson, Mildred.....WBZ, WBZA, Boston-Springfield
 Cavanaugh, Audrey F.....WHA1, Greenfield
 Chase, Julie.....WTAG, Worcester
 Connelly, Jeanne.....WNEB, Worcester
 Finch, Bette.....WKOX, Framingham
 Flanders, Lyda.....WTAG, Worcester
 Fortescue, Priscilla.....WEEI, Boston
 Huse, Bertha.....WLaw, Lawrence
 King, Dorothea.....WSPR, Springfield
 Light, Lois.....WRMS, Ware
 Merrill, Joyce.....WNNB, North Adams
 Mills, Marjorie.....WBZ-WBZA, Boston, Springfield
 Putnam, Ruth.....WESX, Salem
 Smith, Jane.....WVARK, Hagerstown
 Sweeney, Marion Lane.....WBKA, Brockton
 Taylor, Phyllis.....WVOM, Boston
 Varnum, Elizabeth.....WCCM, Lawrence
 Victory, Evelyn.....WBMS, Boston
 Whitney, Florence.....WBRK, Pittsfield
 Winne, Fran.....WTAG, Worcester

Michigan

Allen, Virginia.....WHFB, Benton Harbor
 Callery, Lillian.....WTTH, Port Huron
 Clark, Agnes.....WJR, Detroit
 Cox, Florence.....WJLB, Detroit
 Dillingham, Peg.....WOAP, Owassa
 Gibbs, Agnes.....WCSH, Portland
 Harris, Fran.....WWJ, WWJ-TV, Detroit
 Hill, Jean.....WHTC, Holland
 Lane, Joy.....WHAM, Saginaw
 McBride, Jean.....WWJ-TV, Detroit
 McDowell, Peggy.....WHFB, Benton Harbor
 Melrose, Edythe Fern.....WXYZ, Detroit
 Milane, Frank.....WFUR, Grand Rapids

Miller, Nadine.....WGRD, Grand Rapids
 Millon, Peggy.....WHFB, Benton Harbor
 Page, Mrs.....WJR, Detroit
 Sills, Betty.....WLAV, Grand Rapids
 Silvers, Shirley.....WOOD, Grand Rapids
 Standish, Joanna.....WKZO, Kalamazoo, Mich.
 Stephenson, Ann.....WBBC, Flint
 Van Sickle, Ann.....WGFG, Kalamazoo

Minnesota

Atkinson, Judith.....KSTP-TV, St. Paul-Minneapolis
 Ballis, Mera.....KDHL, Fairbault, Minn.
 Binstian, Evelyn.....KROX, Crookston
 Carter, Sheelah.....WTCN, Minneapolis-St. Paul
 Coleman, Mary.....WDGY, Minneapolis
 Daniels, Elizabeth.....KDAL, Duluth
 Haerberle, Arlie.....WTCN, Minneapolis-St. Paul
 Herrala, Marion E.....

Woman's World, WXLT, Ely

Jo, Peggy.....KGDE, Fergus Falls
 Marshall, June.....KMHL, Marshall
 Mitchell, Marjorie.....KWNO, Winona
 Stafford Betty.....KDHL, Fairbault
 Wilson, Rae.....KFAM, St. Cloud

Mississippi

Covert, Ann.....WMOX, Meridian
 Dawley, Dorothy.....WSLI, Jackson
 Dunn, Margaret.....WELO, Tupelo
 Gollotte, Gwen.....WLOX, Biloxi
 Harris, Dorothy.....WLOX, Biloxi
 Lee, Margery.....WRBC, Jackson
 Pilkington, Constance.....WCCI, Columbus
 Steen, Rea.....WVIM, Vicksburg
 Vance, Sue.....WFOR, Hattiesburg
 Woodman, Genevieve.....WVIM, Vicksburg

Missouri

Barrow, Hallie.....KFEQ, St. Joseph
 Dean, Diana.....KTTS, Springfield
 Donze, Aileen.....KSGM, Ste. Genevieve
 Ellis, Caroline.....KFRM, KMBC, Kansas City
 Harvey, Helen.....KFRM, Kansas City
 Hayes, Tony.....KCMO, Kansas City
 Lea, Sandra.....WHB, Kansas City
 Lightfoot, Jean.....KWTO, Springfield
 Logan, Martha.....WHB, Kansas City
 Montalto, Mary Kay.....KTTR, Rolla
 Munsch, Louise.....WEW, St. Louis
 Parker, Betty.....KMBC, Kansas City
 Sims, Opal.....KWPM, West Plains
 Small, Annie Lee.....KFRU, Columbia

Montana

Day, Erin.....KGVO, Missoula
 Gordon, Lyndy.....KAVR, Havre
 Halvorson, Fay.....KGCX, Sidney
 Lee, Joan.....KANA, Anaconda
 Morris, Margaret.....KXLF, Butte
 Reardon, Helen.....KBOW, Butte
 Stewart, Milyn.....KMON, Great Falls
 Timmons, Pauline.....KOJM, Havre

Nebraska

Anderson, Florence L.....KJSK, Columbus
 Bohlsen, Martha.....KOWH, Omaha
 Epp, Louise.....KODY, North Platte
 Lucas, Dorothy.....KOLN, Lincoln
 Moore, Mary.....WJAG, Norfolk
 Nekuda, Lydia.....KFOR, Lincoln
 Neuhaus, Ruth D.....
 Talking It Over, KFAB, Omaha
 Strohecker, Mary.....KOLT, Scottsbluff
 Sullivan, Jean.....KOWH, Omaha
 West, Belle.....KOIL, Omaha

Nevada

Goff, Gerri G.....KENO, Las Vegas
 Kitchen, Katherine.....KOH, Reno
 Lane, Lucille.....KOLO, Reno
 Maestretti, Madlen.....KWRN, Reno

• • • Woman Commentators—Home Economists—Radio-TV • • •

Sando Florence.....WCAE, Pittsburgh
 Tomlinson, Sara.....WPIT, Pittsburgh
 Ulmer, Margie.....WLAN, Lancaster
 Weaver, Dori.....WPGH, Pittsburgh
 Welles Ruth.....KYW, Philadelphia

Rhode Island

Gunning, Betty.....WCFI, Pawtucket
 Somerby, Hope.....WWOW, Woonsocket
 Wallace, Carolyn.....Providence

South Carolina

Baum Pearl.....WCSC, Charleston
 Dalton, Jane.....WSFA, Spartanburg
 Daniels, Alberta.....WLAT Conway
 Jeffries, Mary Anne.....WORD, Spartanburg
 Jervey, Belle.....WFSC, Greenville
 Rhame, Anne.....WKIX, Columbia
 Sherrard Mahle.....WAIM, Anderson
 Wyman, Alice.....WFRC, Greenville

South Dakota

Baxter, Bee.....KSOO, Sioux Falls
 Cook, Martha.....Pink Parasol, KOTA, Rapid City
 Funk, Elinor Brown.....KSOO, Sioux Falls
 Gundersen, Barbara.....KOFJ, Rapid City
 Horlen, Marie.....KELO, Sioux Falls
 Hostess Helen.....KISD, Sioux Falls
 Speece, Wynn.....WNAX, Yankton

Tennessee

Rock, Para Lee.....WNOX, Knoxville
 Browne, Olivia.....WMC, Memphis
 Carter, Patsy.....KGRV, Greenville
 Cooney, Marjorie.....WSM, Nashville
 McEen, Mary Frances.....WKRM, Columbia
 Rentfro, Lucille.....WBAC, Cleveland
 Richardson Helen.....WAGO, Chattanooga
 Ross, Martha.....WMMT, McMinnville
 Russell, Ann.....WSM, Nashville
 Russell, Maxine.....WGRV, Greenville
 Smith, Druce.....WDOD, Chattanooga
 Taylor, Vivian.....WLAR, Athens

Texas

Bencil, Julie.....WFAA, Dallas
 Cifer, Jean.....KEPO, El Paso
 Dees, Mildred Lyon.....KXYZ, Houston
 Eastland, Ann.....KRIC, Beaumont
 Erbanks, Patsy.....KOCA, Kilzore
 Ewing LaVerne.....KIOX, Bay City
 Faye, Alita.....WRR, Dallas
 Fowler, Alena.....KFDX, Wichita Falls
 George, Juana.....KLIF, Dallas
 Graymont, Marilouise.....KURV, Edinburg
 Hancock, Jin.....WXOL, Fort Worth
 Holliday Mary.....WAOO, Waco
 Houston, Kath.....KTHE, Houston
 Kobel, Beverly.....KLEE, Houston
 Laurence, Thelma.....KSEL, Lubbock
 Mac, Bernice.....KPAC, Port Arthur
 Mcbanks, Lous.....KPFM, Beaumont
 Min Sue.....KAMQ, Amarillo
 Pinez, Rosanna.....KCOB, San Antonio
 Re, Georgianne.....KRIC, Beaumont
 St. Virginia.....KTRM, Beaumont
 St. Ann, Eula.....KPLT, Paris
 St. Ann, June.....KDDD, Dumas
 St. Ann, Tommy.....REBE, Jacksonville
 St. Ann, Mary Anne.....KOLE, Port Arthur
 St. Ann, Shirley.....KATL, Houston
 St. Ann, Katie.....KOLE, Port Arthur
 St. Ann, Ann.....KRBO, Abilene
 St. Ann, Sherry.....KPLT, Paris
 St. Ann, Auvaric.....KVWC, Vernon
 St. Ann, Agda M.....KVIC, Victoria
 Turner, Eve.....KFJZ, Fort Worth
 Wilkinson, Lillian.....KPEX, Beaumont

Utah

Allard, Hazel.....KDYL, Salt Lake City

Anderson, Alice.....KBUH, Brigham City
 Baker, Mildred.....KUTA, Salt Lake City
 Gibson, Bonnie M.....KOPP, Ogden
 Hardy, Dorris.....KDYL, Salt Lake City
 Mower, June.....Provo
 Perry, Phyllis.....KALL, Salt Lake City
 Smith, Rose.....KSL, Salt Lake City
 Tabbot, Beth.....KSOB, Cedar City
 Yock Rita.....KJAM, Vernal

Vermont

Anderson, Kay.....WWSR, St. Albans
 Casey, Winifred.....WJOY, Burlington
 Dodd, Virginia.....WDEB, Waterbury
 Nowlin Eleanor.....WCAX, Burlington

Virginia

Alexander, Mildred.....WCAV, Norfolk
 Bell, Muriel.....WBOB, Galax
 Carpenter, Mary.....WHLF, South Boston
 Cleland, Elnora Robinson.....WLVA, Lynchburg
 Evans, Muriel.....WEAM, Arlington
 Gray, Carolyn.....WEAM, Arlington
 Griffin, Nellie Drake.....WGH, Newport News
 Grizz, Becky.....WDVA, Danville
 Huffman Helen M.....WAYB, Waynesboro
 Inboden, Eleanore.....WPUV, Pulaski
 King, Harriet.....WLSL, Roanoke
 Nunnally, Katherine M.....WSSV, Petersburg
 Packard, Louise.....WLOW, Norfolk
 Roberts, Lyn.....WWOD, Lynchburg
 White, Alice Brewer.....WTAR, Norfolk
 Zimmerman, Barbara.....WMVA, Martinsville

Washington

Axworthy, Helen.....KNEW, Spokane
 Baker Helen.....KPKW, Pasco
 Bradford, Marjorie.....KWLK, Longview
 Hansen, Ruth.....KIMA, Yakima
 Hayes Fern.....KVAN, Vancouver
 Kimball, Helen.....KIRO, Seattle
 King, Carolyn.....KING, Seattle
 MacIntyre, Jan.....KRSC-TV, Seattle
 McIntyre, Jan.....KRSC, Seattle
 Muck, Betty Jean.....KYAK, Yakima
 Rand, Ruby.....KFIO, Spokane
 Rucker, Gwendolyn.....KBRC, Mount Vernon
 Smith, Margaret.....KHQ, Spokane
 Taylor, Thuy.....KWOA, Worthington
 Wise, Katherine.....KOMO, Seattle

West Virginia

Allen, Jane.....WCAW, Charleston
 DeJon, Lathie Orme.....WRON, Ronceverte
 Garner, Charlotte.....WSAZ, Huntington
 Kirby, Jean.....WMON, Montgomery
 King, Joe.....WCOM, Parkersburg
 Parsons, Joanne.....WAJR, Morgantown
 Parsons, Virginia Ruth.....WBTK, Clarksburg
 Ruess, Jane.....WCHS, Charleston

Wisconsin

Casby, Mary.....WJPG, Green Bay
 Croncey, Loraine.....WEXT, Milwaukee
 Decker, Virginia.....WFHR, Wisconsin Rapids
 Felker, Florence.....WMAW, Milwaukee
 Ferguson, Albee.....WISC, Madison
 Gray, Nancy.....WTMJ, WTMJ-TV, Milwaukee
 Gross, Otoma.....WEMP, Milwaukee
 LaMay, Ann.....WISN, Milwaukee
 Leslie, Ann.....WISN, Milwaukee
 Marward, Joanne.....WISC, Madison
 May, Helen.....WMLO, Milwaukee
 Obey, Betty.....WTAG, Green Bay
 Schwicu, Marian.....WDUZ, Green Bay

Wyoming

Bennett, Beth.....KVOG, Casper
 Michael Terry.....KRAL, Rawlins
 Randolph, Jamie.....KFBC, Cheyenne
 Spracklin, Nova.....KWYO, Sheridan

• • • Woman Commentators-Home Economists—Radio-TV • • •

Puccinelli, Margaret.....KELK, Elko
Smith, Roz.....ROLO, Reno

New Hampshire

Casseboom, Adeline.....WFEE, Manchester
Hetu, Ruth.....WOTW, Nashua
Mallory, Mariha.....WWNH, Rochester
Noyes, Marjorie.....WKNE, Keene
Towle, Dorothy S.....WHEB, Portsmouth

New Jersey

Bowne, Dorothy.....WCAP, Asbury Park
Carroll, Mildred.....WCAM, Camden
Corner, Jane.....WSNJ, Bridgeton
Conboy, Anita.....WWBZ, Vineland
Hunt, Adele.....WPAT, Paterson
Lakergren, Isabel.....WFPQ, Atlantic City
Lippman, Harriet.....WMID, Atlantic City
Lupo, Nan.....WNJR, Newark
Vallance, Joan.....WMTR, Morristown

New Mexico

Forcum, Beth.....KTRC, Santa Fe
Hill, Lil'um.....KTNM, Tucumcari

New York

Adams, Charlotte.....WOR, New York
Barratt, Maxine.....WABD, New York
Becker, Pat.....WWRL, New York
Blanchard, Bousie.....WGAT, Utica
Burrows, Alice.....WABD, New York
Campbell, Betty.....WOKO, Albany
Carroll, Barbara.....WMSA, Massena
Couchman, Marilyn.....WRUN, Utica
Craig, Nancy.....WJZ, New York
Crocker, Betty.....ABC, New York
Deane, Martha.....WOR, New York
Doan, Dorothy.....WCBS-TV, New York
Droz, Elaine.....WABY, Albany
Frederick, Pauline.....ABC, New York
Gust, Peter.....WKBW, Buffalo
Hawley, Adelaide.....WABD, New York
Hubck, Helen.....WJLL, Niagara Falls
Hull, Margaret.....WCBS, New York
Humphrey, Helen.....WHCU, Ithaca
Kresge, Jean.....WEAV, Plattsburg
Lucas, Dione.....WCBS-TV, New York
Mason, Ella.....WMGM, New York
Neville, Helen.....WKBW, Buffalo
Norris, Kathi.....WABD, New York
Parr, Dorothy.....WATN, Watertown
Patrick, Cletie.....WXR, Buffalo
Ranney, Mary Alice.....WROW, Albany
Sampson, Mary.....WJOC, Jamestown
Shoemaker, Muriel.....WENY, Elmira
Siers, Betty.....WALL, Middletown
Sternberger, Estelle.....WKHW, Buffalo
Sternberger, Estelle M.....WLIB, New York
Swanson, Gloria.....WPIX, New York
Welles, Barbara.....WOR, New York

North Carolina

Burns, Emily Lou.....WCBC, Rocky Mount
Burnside, Me-Me.....WGV, Charlotte
Carter, Jane.....WLOS, Asheville
Eakes, Mary.....WGTC, Greenville
Eason, Polly.....WCKB, Dunn
Harris, Edith.....WJNC, Jacksonville
Hawkins, Mary Love.....WDIG, Greensboro
Hunt, Carol.....WSOO, Charlotte
Janssen, Dorothea.....WBT, Charlotte
Koonce, Zan.....WGTM, Wilson
Landon, Dorothy.....WBRR, Burlington
Moore, Maureen.....WWNF, Fayetteville
Padgett, Carol.....WNAO, Raleigh
Pressly, Harriet.....WPTF, Raleigh
Sedberry, Mildred.....WBBO, Forest City
Tavasso, Rachel.....WGTC, Greenville
Winstead, Mary.....WRFB, Washington
Wisecup, Trippie.....WAYS, Charlotte
Wogan, Patsy.....WSKY, Asheville

North Dakota

Graham, Peg.....KDIX, Dickinson
Wick, Hildur Marie.....KLR, Devils Lake

Ohio

Adams, Carol.....WHBC, Canton
Alexander, Marian.....WADC, Akron
Bennett, Virginia.....WWSO, Springfield
Brady, Betty.....WLW, Cincinnati
Cooper, Madge.....WWRN, Marion
Davis, Millicent.....WFIN, Findlay
Dennis, Lorell.....WTRF, Bellair
Funnell, Mildred.....WTAM, Cleveland
Gallespie, Virginia.....WLOK, Lima
Goodwin, Gretchen.....WHKK, Akron
Hackett, Rita.....WLWT, Cincinnati
Koeh, Catherine.....WLWT, Cincinnati
Lawrence, Lynn.....WAKR, Akron
Lyons, Ruth.....WLW, Cincinnati
Mullin, Ester.....WGAR, Cleveland
Kenner, Frankie.....WADC, Akron
Sharp, Fern.....WBNS, Columbus
Stevens, Jane.....WJW, Cleveland
Wells, Marjorie.....WTOL, Toledo

Oklahoma

Blanan, Estelle.....KVOO, Tulsa
Burns, Lucille.....KAKC, Tulsa
Croft, Vera.....KTUL, Tulsa
Fontaine, Ann.....KOME, Tulsa
Gillespie, Milly.....KTUL, Tulsa
Lever, Martha.....KBYE, Oklahoma City
Morgan, Helen.....KTOW, Oklahoma City
Ryzel, Joan.....KNUS, Muskogee
Smith, Ann.....KSWO, Lawton
Stapp, Peggy.....KBYE, Oklahoma City
Thomas, Katherine.....KOMA, Oklahoma City
Thompson, Lois.....KTUL, Tulsa

Oregon

Becker, Sylvia.....KNPT, Newport
Brunton, Beverly.....KUGN, Eugene
Carlson, Fay.....KORE, Eugene
Daniels, Clara.....KWIN, Ashland
Forsman, Doris.....KWRC, Pendleton
Frederickson, Roxie.....KPOJ, Portland
Lee, Vivian.....KWJI, Portland
Mitchell, Ruth.....KORE, Eugene
Nulver, Laura.....KASH, Eugene
Pierce, Marjorie.....KLRN, La Grande
Pound, Blanche.....KWIL, Albany
West, Kay.....KEX, Portland

Pennsylvania

Dall, Jane Ellen.....WJAS, Pittsburgh
Beardsmore, Marian.....WMCK, McKeesport
Brifton, Nane.....WARD, Johnstown
Cannon, Dorsey.....WDAD, Indiana
Clark, Cleda.....WPIT, Pittsburgh
Cramer, Alina.....WARD, Johnstown
Crane, Kit.....WIP, Philadelphia
Culkin, Anne.....WSCR, Scranton
Ford, Jean.....WLAN, Lancaster
Gardiner, Evelyn.....KDKA, Pittsburgh
Gephart, Cecil.....WRAC, Williamsport
Gibson, Jane.....KQV, Pittsburgh
Gustafson, Bernice.....WCHA, Chambersburg
Hanna, Edna K.....WLAN, Lancaster
Heagy, Betsy.....WHGB, Harrisburg
Huey, Lois M.....WJSW, Altoona
Ives, Anice.....WFIL, Philadelphia
Lewis, Mary.....WNOW, York
Lynn, Lewis.....WSCR, Scranton
McCoy, Rita.....WMRP, Lewistown
McGuire, Frances.....WPIL-TV, Philadelphia
Mackill, Rita.....WSIL, Shamokin
Marlow, Fran.....WDUX, Doylestown
Michaels, Millie.....WFGB, Altoona
Oromancer, Annette.....WHAT, Philadelphia
Pulker, Gail.....WBRF, Wilkes-Barre
Peg, Harol.....WRTA, Altoona
Petto, Margaret.....WWSW, Pittsburgh

Managers and Agents

Address and Telephone Numbers of Talent Representatives
in New York, Los Angeles and Chicago



NEW YORK



Argueta, Nicholas
9 Rockefeller Plaza Columbus 5-0232

Alberti, Jules
299 Madison Ave. Murray Hill 7-9054

Alexander, Willard, Inc.
30 Rockefeller Plaza Circle 6-4224

Appel, James S.
400 Madison Ave. Plaza 3-7840

Ashley, Ted
30 Rockefeller Plaza Circle 7-5066

Bachelor Enterprises, Inc.
30 Rockefeller Plaza Circle 6-4224

Becker, V. S. Advertising Service
562 Fifth Ave. B'way 9-7577

Bentham, M. S.
48 West 48th St. Plaza 7-1855

Betry, Harry
1776 Broadway Circle 6-7094

Briscoe & Goldsmith, Inc.
522 Fifth Ave. Murray Hill 2-6214

Brooks, Ted
134 East 57th St. Plaza 9-1444

Brown, Chamberlain
145 West 45th St. B'way 9-8480

Century Artists, Ltd.
38 East 57th St. Plaza 3-1030

Chapman, Bruce
145 West 41st St. Wisconsin 7-9244

Chase, Cleveland B. Co., Inc.
424 Madison Ave. Eldorado 5-1520

Coc, Robert Associates
366 Madison Ave. Vanderbilt 6-3417

Collins, Ted
1819 Broadway Circle 7-0094

Columbia Artists Management, Inc.
113 West 57th St. Circle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza Columbus 5-3580

Cooper, Frank Associates
521 Fifth Ave. Vanderbilt 6-5661

DeGroot, Roy Consultants, Inc.
551 Fifth Ave. Murray Hill 7-9135

Downey, Wallace, Inc.
1819 Broadway Circle 6-6646

Dube, Harry S.
1270 Sixth Ave. Columbus 5-7035

Ebbins, Mill
1270 Sixth Ave. Circle 7-2160

Evans, George B.
1775 Broadway Circle 6-2765

Evans & Salter
113 West 57th St. Circle 7-6900

Fadiman Associates, Ltd.
1501 Broadway Laekawanna 4-3544

Famous Artists Corp. of N. Y.
810 Fifth Ave. Circle 7-6200

Fanchon & Mareo, Inc.
1501 Broadway Hickering 4-3956

Fenton, Mildred
40 East 40th St. Plaza 9-8266

Fields, Freddie
1270 Sixth Ave. Circle 7-3025

Frederick Bros. Agency, Inc.
1270 Sixth Ave. Circle 6-2144

Gale, Inc.
48 West 48th St. Plaza 7-7100

General Artists Corp.
1270 Sixth Ave. Circle 7-7643

Getts, Clark H.
430 Park Ave. Plaza 8-0910

Gibbs, John E., & Co.
9 Rockefeller Plaza Columbus 5-4888

Glaser, Joe, Inc.
745 Fifth Ave. Plaza 6-5572

Goodman, Martin
38 East 57th St. Plaza 3-1030

Groslier, Abner J.
1270 Sixth Ave. Circle 7-3025

Grossman, Al
1270 Sixth Ave. Circle 5-8422

Haensel & Jones
113 West 57th St. Circle 7-6900

Hahlo, Sylvia
711 Fifth Ave. Plaza 9-6000

Hanna, Mark
654 Madison Ave. Templeton 3-8730

Hayward, Leland, Inc.
444 Madison Ave. Eldorado 5-4100

Hesse & McCaffrey
501 Madison Ave. Eldorado 5-1076

Hurok Attractions, Inc.
711 Fifth Ave. Plaza 9-6000

International Artists Corp.
420 Madison Ave. Plaza 9-7490

Karo, Estella H.
49 West 45th St. Vanderbilt 6-3860

Kerr, Bob
1270 Sixth Ave. Columbus 5-8051

Leddy, Mark J.
48 West 48th St. Plaza 7-3760

Leigel, William C. Literary Associates
67 West 44th St. Murray Hill 2-3606

Lipset, Benjamin B.
1350 Broadway Hickering 4-2466

Lipzig, Syd
730 Fifth Ave. Circle 5-7980

Lyons, A. & S., Inc.
515 Madison Ave. Plaza 3-5181

Management Corp. of America
745 Fifth Ave. Plaza 5-8900

Metro Artist Bureau
730 Fifth Ave. Circle 6-8470

Michael, Arthur T.
1619 Broadway Circle 7-2900

Mindling, Louis A.
113 West 57th St. Circle 5-3370

Morris, William Agency, Inc.
1270 Sixth Ave. Circle 7-2160

Moses, John H.
730 Fifth Ave. Circle 6-2077

Music Corp. of America
745 Fifth Ave. Plaza 5-8900

National Concert & Artists Corp.
711 Fifth Ave. Plaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway Columbus 5-71

North, Meyer B.
1564 Broadway Plaza 7-3-

O'Connor, John
1697 Broadway Circle 5-4-

Okun, Lillian
2 West 67th St. Trafalgar 7-8-

Peters, Dell
521 Fifth Ave. Vanderbilt 6-1-

Fruitt, Ben
322 East 50th St. Plaza 8-0-

Richard, Max
1776 Broadway Plaza 7-6-

Roth, Allen
48 West 48th St. Plaza 7-1162

Shank, Mary L.
9 Rockefeller Plaza Columbus 5-1332

Shurr, Louis
1501 Broadway Hickering 4-8240

Managers and Agents

Small, Franklin H.
149 West 61st St. Circle 6-9400

Souvaline, Henry, Inc.
30 Rockefeller Plaza Circle 7-5600

Special Attractions, Inc.
48 West 48th St. Plaza 7-3380

Stanley, Aileen
1619 Broadway Columbus 6-9025

Stark, Wilbur
561 Fifth Ave. Murray Hill 7-6320

Storer Douglas F.
1270 Sixth Ave. Circle 7-6325

Vallon, Mike
1270 Sixth Ave. Circle 7-0162

Waible, Fred
270 Park Ave. Plaza 8-0344

Weber, Edwin
156 West 44th St. Luxembourg 2-5188

Wilson, Roy
444 Madison Ave. Plaza 9-4961

Wolf Associates, Inc.
420 Madison Ave. Plaza 6-7620

Yost, Ben Enterprises
1050 Broadway Circle 6-8533

☆ LOS ANGELES ☆

Allen, Larry, Inc.
6381 Hollywood Blvd. Hempstead 0421

American Federation of Radio Artists
6331 Hollywood Blvd. Hillside 6126

Berg, Phil.—Allenberg, Berl, Inc.
121 S. Beverly Dr. (B. H.) Crestview 6-3131

Bergerman, Stanley, & Co.
9629 Brighton Way (B. H.) Crestview 6-3196

Bernie, Herman
206 S. Beverly Dr. (B. H.) Crestview 6-6685

Bloom, Phil
8506 Sunset Blvd. Crestview 4-8064

Blam, Ralph, Corp.
9441 Wilshire Blvd. (B. H.) Crestview 4-5411

Century Artists, Ltd.
6331 Hollywood Blvd. Hudson 2-1288

Cinema Authors & Artists Agency
9130 Sunset Blvd. Crestview 6-6241

Columbia Artists Management
6630 Hollywood Blvd. Hempstead 5316

Conley, Hallam, Agency
9111 Sunset Blvd. Crestview 6-6161

Cremer, Jack
1680 N. Vine St. Cladstone 9683

Crosby, Everett N.
9628 Sunset Blvd. Crestview 1-1171

Dolan, Ken, & Co.
1550 N. Wilcox Ave. Hollywood 3558

Famous Artists Corp.
9441 Wilshire Blvd. (B. H.) Crestview 4-5222

Features Agency, Inc.
8920 1/2 Sunset Blvd. Crestview 6-5096

Frederick Bros. Artists Corp.
214 N. Canon Dr. (B. H.) Crestview 1-6244

General Artists Corp.
9028 Sunset Blvd. Crestview 1-8101

Gertz, Mitchell, Inc.
8533 Sunset Blvd. Crestview 4-5491

Genr. Bruce, Agency
247 S. Beverly Dr. (B. H.) Crestview 6-1660

Goldstone Agency
9121 Sunset Blvd. Crestview 6-1071

Hamburg, Mitchell J., Agency
8776 Sunset Blvd. Crestview 5-4171

Hyde, Donald, Agency, Inc.
218 N. Canon Dr. (B. H.) Crestview 4-5261

Jaffe, Sam, Agency
8553 Sunset Blvd. Crestview 6-8121

Irwin, Lou
9134 Sunset Blvd. Crestview 1-7131

Lazar, Irving Paul
328 S. Beverly Dr. (B. H.) Crestview 5-8153

Levee-Short Agency
9126 Sunset Blvd. Crestview 5-0020

Levee-Stark, Inc.
119 S. Beverly Dr. (B. H.) Crestview 1-5781

Linsk, Lester
9470 Santa Monica (B. H.) Crestview 6-4396

Lions, A. & S., Inc.
356 N. Camden Dr. (B. H.) Crestview 1-6131

Marshall, Reg. D., Agency
6071 Sunset Blvd. Hollywood 8236

MCA Artists Ltd.
9370 Santa Monica (B. H.) Crestview 6-2001

Minter, Ethel, Agency
205 S. Beverly Dr. (B. H.) Crestview 5-2776

Monter, Richard A.-Gray, Edw. M., Inc.
8738 Sunset Blvd. Crestview 1-1191

Morris, William, Agency
202 N. Canon Dr. (B. H.) Crestview 1-6161

National Concert & Artists Corp.
9059 Sunset Blvd. Crestview 1-7121

Radio Registry
1519 Crossroads of the World Hillside 8321

Polan & Rosenberg Agency
451 N. La Cienega Blvd. Crestview 1-8121

Radio Artists Corp.
366 N. Camden Dr. (B. H.) Crestview 5-4308

Rush, Art, Inc.
California Bk. Bldg., Selma & Vine, Hillside 5161

Salkow Agency, The
9119 Sunset Blvd. Crestview 1-9134

Saphier, James L., Agency
9537 Brighton Way (B. H.) Crestview 1-7231

Schwartz Agency
9155 Sunset Blvd. Crestview 4-6301

Shurr, Louis, Agency
327 N. Rodeo Dr. (B. H.) Crestview 1-1116

Sherman, Edward, Agency
5580 Sunset Blvd. Crestview 5-0186

Stempel-Olenick Agency
717 N. La Cienega Blvd. Crestview 1-7141

Volek, A. George, Inc.
9441 Wilshire Blvd. (B. H.) Crestview 6-3121

Winkler, D. M., Agency
9470 Santa Monica (B. H.) Crestview 1-7244

Wendling, Chas., Agency
9156 Sunset Blvd. Crestview 6-2348

☆ CHICAGO ☆

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave. Wabash 2-6701

Ben Theatrel Agency
64 West Randolph St. Dearborn 2-6850

Colored Radio Artists Assn., Inc.
3458 S. State St. Wentworth 6-5434

Consolidated Radio Artists of Ill.
32 W. Randolph St. Franklin 2-8300

Ellsworth, W. M.
75 E. Wacker Drive. Central 2-0942

Frederick Bros. Artists Corp.
75 E. Wacker Drive. State 2-0063

General Artists Corp.
360 N. Michigan Ave. State 2-6288

Gumbiner Management Co.
120 S. LaSalle St. State 2-6288

Jack & Jih Players Radio Artists Co.
180 E. Delaware St. Delaware 7-7394

Levin, W. Biggle
612 N. Michigan Ave. Superior 7-0506

Lutz, Estelle, Artists Bureau
25 E. Jackson Harrison 7-3436

Morris, William, Agency
303 N. Wabash Ave. State 2-3632

Morse, Sidney P.
64 E. Lake St. Anover 3-2878

Music Corporation of America
430 N. Michigan Ave. Delaware 7-1100

National Concert & Artists Corp.
222 W. No. Bank Dr. Superior 7-4042

Parks, James & Co.
333 N. Michigan Ave. Central 6-7980

Schuster, Milton
127 North Dearborn St. Dearborn 2-8033

WLS Artists Bureau
120 W. Washington Blvd. Monroe 6-9700

PROGRAMS

8

Commercially Sponsored

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Title

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Advertiser and Product

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Network

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Advertising Agency

Complete Listing of Major Networks — Commercial Programs of 1948 —

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1948. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
James Abbe Observes	Fisher Flouring Mills Bisquet Mix, Flour	ABC—PC	Pacific National Adv. Agency
ABC Election Report	Kaiser-Frazer Sales Corp Autos	ABC	Morris F. Swaney, Inc.
Adventure with Christopher Wells	Chrysler Corp. De Soto-Plymouth Dealers De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventurers' Club	W. A. Sheaffer Pen Co. Pens, Pencils, Skrip, Leads	CBS	Russel M. Seeds Co., Inc.
Adventures of Archie Andrews	Swift & Co. Meat Products	NBC	J. Walter Thompson Co.
Adventures of Charlie Chan	Pharmaco, Inc. Chocoz	MBS	Ruthrauff & Ryan, Inc. New York
Adventures of Ozzie & Harriet	International Silver Co Sterling & 1847 Rogers Brothers Silver	CBS	Young & Rubicam, Inc.
Adventures of Ozzie & Harriet	International Silver Co. Sterling Silver, Silver Plate	NBC—PC	Young & Rubicam, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventures of the Thin Man	Kaiser-Frazer Corp. Industries & Automobiles	MBS	Wm. H. Weintraub & Co. New York
Adventures of the Thin Man	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Afternoon Final	Fisher Flouring Mills Bisquet Mix Flour	ABC—PC	Pacific National Adv. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Jenny	Lever Bros. Company Spry	CBS	Ruthrauff & Ryan, Inc.
Aunt Mary	Safeway Stores, Inc. Kitchen Craft Flour	NBC—PC	J. Walter Thompson Co.
Aunt Mary	Albers Milling Co. Cereal & Feeds, Friskies, Carnation Corn Flakes, Pancake Mix	NBC—PC	Erwin, Wasey & Co., Ltd.
B			
Baby Snooks Show with Fanny Brice	General Foods Corp. Jell-O Jello Puddings	CBS	Young & Rubicam, Inc.
Back to God	Christian Reform Church Religion	MBS	Evans Associates Chicago
Backstage Wife	Sterling Drug, Inc. Dr. Lyon's Tooth Paste, Double Danderine, Emulsified Coconut Oil Shampoo, Energine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.
Jim Backus Show	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc. New York
Fred Beck, Commentary	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS—PC	Wade Adv. Agy.
Behind the Front Page	Mutual Benefit Health & Accident Assoc. of Omaha Insurance	MBS	Ruthrauff & Ryan, Inc. New York
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage	CBS—PC	Brooks Adv. Agency
Belmont Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Jack Benny	American Tobacco Co. Lucky Strike Cigarettes	NBC—PC	Foote, Cone & Belding, Inc. Batten, Barton, Durstine & Osborn, Inc.
The Jack Berch Show	Prudential Insurance Co. Insurance	NBC	Benton & Bowles, Inc.
Milton Berle Show	Texas Co. Gas, Oil	ABC	Kudner Agency, Inc.
The Milton Berle Show	Philip Morris & Co., Ltd. Cigarettes	NBC	Biow Co.
The Better Half	Volupte, Inc. Compacts & Cigarette Cases	MBS	Hirshon-Garfield, Inc. New York
Beulah	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.

Big Sister	Procter & Gamble, Inc. Drene, Ivory Soap	CBS	Compton Advertising, Inc.
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC	Foote, Cone & Belding, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc.
Big Town	Sterling Drug Inc. Ironized Yeast, Phillips Milk of Magnesia	CBS	Pedlar & Ryan, Inc.
Big Town	Lever Brothers Co. Life Buoy	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Martin Block Show	R. B. Semler, Inc. Kremi Hair Tonic & Shampoo	MBS	Erwin, Wasey & Co. New York
Blondie	Colgate-Palmolive-Peet Co. Palmolive Soap, Super Suds	CBS	Wm. Esty & Co., Inc.
Blondie	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Super Suds	NBC—PC	William Esty & Co., Inc.
Blue Book of Sports	U. S. Sixth Army Command Recruiting	ABC—PC	Russell Harris & Wood Adv. Agency
Borden Program	Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Boys Town Choir	Stanley Home Products Kitchen Equipment	ABC	Direct
Break the Bank	Bristol-Myers Co. Mum, Vitalis	ABC	Doherty, Clifford & Shenfield, Inc.
Breakfast Club	Toni Inc. Toni Home Permanent Wave, Toni Shampoo	ABC	Foote, Cone & Belding
Breakfast Club	Philco Corp. Refrigerators, Radios, Television Receivers	ABC	Hutchins Adv. Co., Inc.
Breakfast Club	General Mills, Inc. Kix, Wheaties, Ginger Cake Mixes	ABC	Tatham-Laird, Inc.
Breakfast Club	Swift & Co. Meat, Meat Products, Shortening, Cooking Oils	ABC	J. Walter Thompson Co.
Breakfast in Hollywood	Kellogg Co. Pep, Rice Krispies	ABC	Kenyon & Eckhardt, Inc.
Breakfast in Hollywood	Procter & Gamble Co. Ivory Flakes	ABC	Compton Adv., Inc.
Bride & Groom	Sterling Drug, Inc. Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Multisified Shampoo	ABC	Dancer, Fitzgerald & Sample, Inc.
The Brighter Day	Procter & Gamble Co. Dreft	NBC	Dancer-Fitzgerald-Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Boxing	P. Ballantine & Sons Beer & Ale	MBS	J. Walter Thompson Co. New York
Abe Burrows Show	Lambert Co. Listerine Tooth Powder, Listerine Toonipaste	CBS	Lambert & Feasley, Inc.
California Caravan	Calif. Medical Assoc. Insurance Hospitalization & Physician's Service	ABC—PC	Lockwood, Shackleford Adv. Agency
Call For Music	Philip Morris & Co., Ltd. Cigarettes	NBC—PC	Biow Co., Inc.
Call For Music With Dinah Shore & Harry James' Orchestra	Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Call of the Cross	Mississippi Tabernacle Religion	MBS	Markes & Neese, Inc. Jackson, Miss.
Call the Police	Lever Bros. Co. Rinso	NBC	Ruthrauff & Ryan, Inc.
Ned Calmer and the News	Luden's, Inc. Coughdrops	CBS	J. M. Mathes, Inc.
Can You Top This?	Colgate-Palmolive-Peet Co. Shave Cream, Dental Cream	NBC	Ted Bates, Inc. Sherman & Marquette, Inc.
Erwin D. Calham—Christian Science Monitor	Christian Science Publishing Co. Christian Science Monitor Newspaper	ABC	H. B. Humphrey Co.
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo, Supersuds	NBC—PC	Sherman & Marquette, Inc.
The Eddie Cantor Show	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC—PC	Warwick & Legler
Al Capp	The Frank H. Lee Co. Halls	ABC	William H. Weintraub & Co., Inc.
Captain Midnight	Wander Co. Ovalline		Hill Blackett & Co. Chicago
Carle Comes Calling	Electrical Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Carmen Cavallaro's Orchestra	Lewis-Howe Co. Tums	NBC	Roche, Williams & Cleary, Inc.
Carnation Contented Hour	Carnation Co. Carnation Milk	NBC, NBC—PC	Erwin Wasey & Co., Ltd.
Carnegie Hall	American Oil Co. Amoro Gas, Oil, Tires	ABC	Joseph Katz & Co.

Jack Carson Show	General Foods Corp Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Casey, Crime Photographer	Anchor Hocking Glass Corp. Anchorglass, Fire King, Ovenless Products	CBS	Wm. H. Weintraub & Co., Inc.
Cavalcade of America	E. I. DuPont de Nemours & Co., Inc. Institutional	NBC, NBC—PC ABC	Batten, Barton, Durstine & Osborn, Inc. Sherman & Marquette, Inc.
Challenge of the Yukon	Quaker Oats Co. Quaker Puffed Wheat, Sparkies, Quakers Puffed Rice Sparkies	ABC	MacManus, John & Adams, Inc.
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	NBC—PC	J. Walter Thompson Co.
The Charley McCarthy Show	Standard Brands, Inc. Chase & Sanborn Coffee, Royal Pudding, Tenderleaf Tea, Instant Tea	MBS	Gardner Advertising Agency St. Louis Brown & Bowers, Inc. Nashville
Checkerboard Jamboree	Ralston-Purina Co. Chow Products	NBC—PC	Newell-Emmett Co.
Chesterfield Supper Club	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Chesterfield Supper Club with Sammy Kaye	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS—PC	Makelim Assoc. Adv.
Chuckwagon Tales	H. Moffat Co. Meat Products	NBC	Bruce B. Brewer & Co.
The Circle Arrow Show	Western Auto Supply Co. Automobile Accessories & Household Appliances	NBC	Ellington & Co.
Cities Service Band of America	Cities Service Co. Gas and Oil	NBC	Ellington & Co.
Cities Service Highways in Melody	Cities Service Co. Gas and Oil	CBS	Ward Wheelock Co.
"Club 15" with Bob Crosby	Campbell Soup Co. Campbell Soups	ABC	Leo Burnett Co., Inc.
Club Time	Club Aluminum Products Co. Aluminum Household Utensils	CBS—PC	Brooks Advertising Agency
Charles Collingwood, News	Bekins Van & Storage Co. Storage	CBS—PC	LeVally, Inc.
Charles Collingwood, News	Household Finance Corp. Personal Loans	CBS—PC	Alvin Wilder
Charles Collingwood, News	Sealy Mattress Co. All Products		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Corliss Archer	Lever Brothers Co. Toothpaste & Toothpowder	NBC—PC	Foote, Cone & Belding, Inc.
Cotton Bowl Football Game	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	William Esty & Co. New York
Counter Spy	Schutter Candy Co. (Div. of Universal Match Co.) Schutter Candy, Bit-O-Honey, Old Nick Candy	ABC	Schwimmer & Scott, Inc.
County Fair	The Borden Co. Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Craftsman's Guild Annual Scholarship Awards	Fisher Body Div. of General Motors Institutional	ABC	Kudner Agency
Crime Photographer	The Toni Co. Toni Home Permanent Wave, Toni Cream Shampoo	CBS	Foote, Cone & Belding
Betty Crocker	General Mills, Inc. Softasilk Cake Flour	NBC	Knox Reeves Advertising, Inc.
Betty Crocker Magazine of the Air	General Mills, Inc. Gold Medal Flour, Bisquick, Cake Flour, etc.	ABC	Dancer-Fitzgerald-Sample, Inc.
Bing Crosby	Philco Corp. Refrigerators, Radios, Television Receivers	ABC	Hutchins Adv. Co., Inc.
Curtain Time	Mars Inc. Candy	NBC	Grant Adv. Inc.
D			
The D & H Miners	Hudson Coal Co. Coal	NBC	The Clements Co., Inc.
A Date With Judy	Lewis Howe Co. Tums	NBC—PC	Roche, Williams & Cleary, Inc.
A Day in the Life of Dennis Day	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Lustrre Cream, Palmolive Soap	NBC—PC	Ted Bates Inc.
Day of Restoration	National Council of Protestant & Episcopal Churches Religion	MBS	H. B. Humphrey Co. Boston
Dizzy Dean	S. C. Johnson & Sons, Inc. Carnu	NBC	Needham, Louis & Brorby, Inc.
Dr. Christian With Jean Hersholt	Chesebrough Mfg. Co. Consolidated Vaseline Hair Tonic, Petroleum Jelly, Lip Ice	CBS	McCann-Erickson, Inc.
Dr. I. Q.	Mars, Inc. Candy	NBC	Grant Adv. Inc.
Dr. I. Q., Jr.	Mars, Inc. Candy	NBC	Grant Adv. Inc.

Dr. Paul	Safeway Stores, Inc. Sunny Bank Margarine	NBC—PC	J. Walter Thompson Co.
Don't You Believe It	Forty-Two Products, Ltd. "42" Oil Shampoo, "42" Hair Oil Tonic	ABC—PC	Brisacher, Van Norden & Staff, Inc.
Double or Nothing	Campbell Soup Co. Campbell's Soups, Pork & Beans	CBS	Ward Wheelock Co.
Double or Nothing	Campbell Soup Co. Soups, Franco-American Spaghetti, Beef Gravy, Pork & Beans	NBC—PC	Ward Wheelock Co.
Galen Drake	Pillsbury Mills, Inc. Family Flour, Pancake Mix, Cake Flour, Wheat Bran	ABC	Leo Burnett Co., Inc.
Galen Drake	Kellogg Co. Kellogg's Pep, Krumbles, Rice Krispies	ABC	Kenyon & Eckhardt, Inc.
Alex Dreier	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald, Inc.
Duffy's Tavern	Bristol-Myers Co. Ipana, Trushay, Vitalis	NBC—PC	Young & Rubicam
Jimmy Durante Show	Rexall Drug Co. Rexall Drugs	NBC—PC	N. W. Ayer & Son, Inc.
Jimmy Durante Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC—PC	William Esty Co., Inc.

F

Eight O'Clock News	Peter Paul, Inc. Candy & Gum	MBS	Platt-Forbes, Inc. New York
Electric Hour With Phil Spitalny's Orch.	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Electric Theater With Helen Hayes	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Elgin Two Hours of Stars	Elgin National Watch Co. Watches	NBC—PC	J. Walter Thompson
Bob Elson on the Century	Consolidated Royal Chemical Co. Krank's Shave Cream	ABC—PC	Arthur Meyerhoff & Co.
Everybody Wins, With Phil Baker	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Famous Jury Trials	General Mills, Inc. Kix, Cheerios	ABC	Knox Reeves Adv., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Fat Man	Norwich Pharmacal Co. Pepio-Bismol, Ungentrine	ABC	Lawrence C. Gumbinner Adv. Agency
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer & Co.
FBI in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Biow Co., Inc.
Festival of Song	Longines-Wittnauer Watch Co., Inc. Longines-Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.
Festival of Music	Longines-Wittnauer Watch Co., Inc. Longines-Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.
Fibber McGee and Molly	S. C. Johnson & Sons, Inc. Johnson's Wax & Allied Products, Carna	NBC—PC	Needham, Louis & Brorby, Inc.
Jimmie Fidler	Carter Products Arrid	MBS	Sullivan, Stauffer, Colwell, Bayles, Inc. New York
Jimmie Fidler Show	Carter Products Arrid, Carter's Little Liver Pills	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
First Nighter	Campana Sales Co. All Products	CBS	Wallace-Ferry-Hanly Co.
George Fisher in Hollywood	L. B. Laboratories, Inc. L. B. Hair Oil	CBS—PC	Irwin-McHugh Adv.
George Fisher in Hollywood	Bendix Home Appliances, Inc. Washing Machines	CBS—PC	Tatham-Laird Adv. Agcy.
Fishing and Hunting Club of the Air	Mail Pouch Tobacco Co. Tobacco	MBS	Walker & Downing Pittsburgh
Fitch Bandwagon	F. W. Fitch Co. Fitch Shampoo	NBC	L. W. Ramsey Co.
First Church of Christ Scientist	First Church of Christ Scientist Religion	MBS	H. B. Humphrey Co. New York
The Ford Theater	Ford Motor Co. Ford Motor Cars	CBS	Kenyon & Eckhardt, Inc.
The Ford Theater	Ford Motor Co. Automobiles, Institutional	NBC	Kenyon & Eckhardt, Inc.
Free for All	Lewis Food Co. Dog & Cat Food Products	CBS	Lenner & Mitchell, Inc.
Front Page Farrell	Whitehall Pharmacal Co. Kolyms, Hill's Cold Tablets	NBC	Dancer, Fitzgerald & Sample, Inc. Duane Jones Co., Inc.
Front Page Features With Knox Manning	Manhattan Soap Co. All Products	CBS—PC	Duane Jones Co., Inc.

Front Page Features With Knox Manning	Soil-Off Mfg. Co. All Products—Cleaning Fluids	CBS—PC	McCann-Erickson, Inc.
Front Page Features With Knox Manning	Washington State Apple Adv. Comm. Washington State Apples	CBS—PC	J. Walter Thompson Co.
Dorothy Fuldheim	Brotherhood of Railroad Trainmen Institutional	ABC	William Von Zehle & Co.
Arthur Gaeth	United Electrical Radio & Machine Workers of America Institutional	MBS	Mack & Arnold Co. New York
Arthur Gaeth	United Elec. Radio & Machine Workers Institutional	ABC	Weinstein & Co.
Game of the Week	U. S. Army Air Force Recruiting Service ; Recruiting	ABC	Gardner Adv. Co.
Gang Busters	Procter & Gamble Co. Tide, Soaps, Cleaners	ABC	Benton & Bowles
Gang Busters	L. E. Waterman & Co. Pens, Pencils, Ink	ABC	Charles Dallas Reach
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Bob Garred, News	Studebaker Corp. Studebaker Cars	CBS—PC	Roche, Williams & Cleary, Inc.
Bob Garred, News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred, News	"42" Products, Inc. Hair Oil & Other Products	CBS	Brisacher, Van Norden & Staff
G. E. Houseparty	General Electric Co. Appliances & Merchandise Division	CBS	Young & Rubicam, Inc.
Gillette Fights	Gillette Safety Razor Co. Probak, Valet Auto Strop, Safety Razors & Blades	ABC	Maxon, Inc.
Give & Take	The Toni Co. Toni Home Permanent Wave, Toni Cream Shampoo	CBS	Foote, Cone & Belding
Arthur Godfrey's Talent Scouts	Lever Brothers Company Lipton's Tea, Lipton's Soup Mixes	CBS	Young & Rubicam
Arthur Godfrey	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Arthur Godfrey	Liggett & Myers Tobacco Company, Inc. Chesterfield Cigarettes	CBS	Newell-Emmett Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Arthur Godfrey	Gold Seal Co. Gold Seal Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Grand Central Station	Pillsbury Mills, Inc. Sno Sheen Cake Flour and other Pillsbury products	CBS	McCann-Erickson, Inc.
Grand Ole Opry	R. J. Reynolds Co. Prince Albert Tobacco	NBC	William Esty & Co., Inc.
Grand Slam With Irene Beasley	Continental Baking Co., Inc. Wonder Bread, Hostess Cake	CBS	Ted Bates, Inc.
The Great Gildersleeve	Kraft Foods Co. Parkay Kraft Dinner	NBC—PC	Needham, Louis & Brorby, Inc.
Great Scenes from Great Plays	Nat. Council of Protestant & Episcopal Churches Religion	MBS	H. B. Humphrey Co. Boston
Greatest Story Ever Told	Goodyear Tire & Rubber Co. Institutional	ABC	Arthur Kudner Agency, Inc.
Green Hornet	General Mills, Inc. Betty Crocker Cereal Tray, Cheerios, Cake Flours	ABC	Dancer-Fitzgerald-Sample, Inc.
The Jack Gregson Show	Washington Cooperative Farmers Assoc. Poultry Products	NBC—PC	Pacific National Adv. Agency
Guiding Light	Procter & Gamble Co. Duz, Drene	CBS	Compton Advertising, Inc.

H

Hallmark Playhouse	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding
Harkness of Washington	Pure Oil Co. Pure Oil & Petroleum Products	NBC	Leo Burnett Co., Inc.
Phil Harris—Alice Faye Show	Rexall Drug Co. Rexall Drugs	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Davis Harum	B. T. Babbitt, Inc. Bab-O	CBS	Duane Jones Co., Inc.
Harvest of Stars With James Melton	International Harvester Co. All Products	CBS	McCann-Erickson, Inc.
Harvest of Stars	International Harvester Co. Institutional	NBC	McCann-Erickson, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.

Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	Wm. Esty & Co., Inc.
Sam Hayes	Mennen Co. Shaving Cream, Skin Bracer, Talcum Powder, Cream Hair Oil	NBC—PC	Duane Jones Co., Inc.
Sam Hayes	General Mills, Inc. Sperry Pancake, Waffle Flour, Wheaties	NBC—PC	Knox-Reeves Adv., Inc.
Dick Haymes Show	Electric Auto-Life Co. Spark Plugs, Batteries, Ignition Systems, etc.	CBS	Ruthrauff & Ryan, Inc.
Healing Ministry of Christian Science	First Church of Christ Scientist Religion	MBS	H. B. Humphrey Co. New York
Heart's Desire	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Gabriel Heatter	Carter Products, Inc. Carter's Little Liver Pills	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc. New York
Gabriel Heatter	Noxzema Chemical Co. Noxzema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc. New York
Gabriel Heatter	R. B. Semler, Inc. Krem! Hair Tonic & Shampoo	MBS	Erwin, Wasey & Co. New York
Gabriel Heatter	Serutan Co. Serutan—Nutrex & RDX	MBS	Roy S. Durstine, Inc. New York
Alvin Helfer	Appalachian Coal Co. Coal	MBS	Haehnle Adv. Cincinnati
Bill Henry, News	Johns-Manville Corp. Insulating Materials, Roofing, Brake Lining	CBS	J. Walter Thompson Co.
Bill Henry and the News	Johns-Manville Corp. Industrial Products	MBS	J. Walter Thompson Co.
Here's To You	Charles E. Hires Co. Root Beer	CBS	N. W. Ayer & Son, Inc.
Hilltop House	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Hint Hunt	Armour & Co. Armour's Meats, Chiffon Flakes, Armour's Chili	CBS	Foote, Cone & Belding
Hit the Jackpot	Chrysler Corp. De Soto-Plymouth Dealers De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.
Holiday Shows for Thanksgiving and Christmas	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Hollywood Headlines	Seaman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Hollywood Star Preview	American Home Products Corp. Anacin	NBC-PC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Hop Harrigan	Lever Brothers Co. Pepsodent Dentifrice	MBS	Foote, Cone & Belding Chicago
Bob Hope	Lever Brothers Co. Tooth Paste & Tooth Powder, Swan Soap	NBC-PC	Foote, Cone & Belding, Inc. Young & Rubicam, Inc. Kudner Agency, Inc.
The Hope of Peace	Arabian-American Oil Co. Institutional	ABC	
Hormel Girls Corp.	George H. Hormel & Co. Spam	MBS	Batten, Barton, Durstine & Osborn, Inc. Minneapolis
House of Mystery	General Foods Sales Corp. Post Corn Toasties	MBS	Benton & Bowles, Inc. New York
How to Get More Out of Life, with Jane Jordan	Wm. H. Wise & Co. Books	CBS	Huber Hoge & Sons
How to Get More Out of Life With Jane Jordan	William H. Wise & Co. Books on Sewing, Cooking, Knitting, etc.	ABC	Huber Hoge & Sons
The Human Side of the News	Kelvinator Div. of Nash-Kelvinator Corp. Refrigerators, Electric Ranges, Home Freezers	ABC	Geyer, Newell & Ganger, Inc.
Ice Follies of 1949	Shipstad & Johnson Ice Follies	MBS	Smith, Bull & McCreery, Inc. Hollywood
Indianapolis Speedway Race	Perfect Circle Co. Piston Rings	MBS	Henri, Hurst & McDonald, Inc. Chicago
Inner Sanctum	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Inside of Sports	Bayuk Cigars, Inc. Phillies Cigars	MBS	Neal D. Ivey Co. Philadelphia
Burl Ives	Philco Corp. Radios	MBS	Hutchins Advertising Co., Inc. New York
Jack Armstrong	General Mills, Inc. Wheaties, Cheerios, Kix	ABC	Knox Reeves Adv., Inc.
Jergens Summer Journal	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.

Jersey Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors, Blades	CBS	Maxon, Inc.
Joyce Jordan, M.D.	Procter & Gamble Co Dreft	NBC	Dancer-Fitzgerald & Sample, Inc.
Junior Miss	Lever Bros. Company Pepsodent Tooth Powder, Rinso, Pepsodent Toothpaste, Lifebuoy	CBS	Needham, Louis & Brorby, Inc.
Dick Jurgens Orchestra	Coca-Cola Co Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Just Plain Bill	Whitehall Pharmaceutical Co. Anacin	NBC	Dancer, Fitzgerald & Sample, Inc.
Juvenile Jury	General Foods Sales Corp. Gaines Dog Food	MBS	Beaton & Bowles, Inc. New York

K

Kaltenborn Edits the News	Pure Oil Co. Pure Oil, Petroleum Products	NBC	Leo Burnett Co.
Katie's Daughter	Manhattan Soap Co Sweetheart Soap	NBC	Duane Jones Co., Inc.
Kentucky Derby	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter, Derby line of Canned Meats	ABC	Needham, Louis & Brorby, Inc.
Kay Kyser's College of Fun & Knowledge	Pillsbury Mills, Inc. Family Flour, Pancake Mix, Cake Flour, Wheat Bran	ABC	McCann-Erickson, Inc.
Kay Kyser's College of Music & Knowledge	Colgate-Palmolive-Peet Co. Palmolive Soap & Shave Cream	NBC—PC	Ted Bates, Inc.
King Cole Trio Time	Wildroot Co., Inc. Hair Tonic & Cream Oil	NBC	Batten, Barton, Durstine & Osborn, Inc.
Kraft Music Hall	Kraft Foods Co Velveeta, Cream Cheese, Mayonnaise, Cheese Spreads, Miracle Whip	NBC—PC	J. Walter Thompson Co.

L

Ladies Be Seated	Toni, Inc. Toni Home Permanent Wave, Toni Shampoo	ABC	Foote, Cone & Belding
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancake Flour, Buckwheat Flour, Ken L-Ration	ABC	C. J. LaRoche & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Land of the Lost	Bosco Co. Bosco Milk Amplifier	ABC	McCann-Erickson, Inc.
Lassie	John Morrell & Co. Red Heart Dog Food	ABC	Henri, Hurst & McDonald, Inc.
Lassie	John Morrell & Co. Red Heart Dog Food	NBC—PC	Henri, Hurst & McDonald, Inc.
Leave It to the Girls	Continental Pharmaceutical Corp. Kyron	MBS	Arthur Meyerhoff & Co. Chicago
Ernie Lee's Omega Show	H. C. Cole Milling Co. Omega Flour	MBS	Gardner Advertising Co. St. Louis
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Durstine & Osborn, Inc.
Let's Talk Hollywood	American Tobacco Co. Lucky Strikes	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
The Life of Riley	Procter & Gamble Co. Prel	NBC—PC	Benton & Bowles, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Spic & Span, Ivory Flakes	NBC	Dancer-Fitzgerald & Sample, Inc. Blow Co., Inc.
Light of the World	General Mills, Inc. Softasilk, Cake Mix, Cheerios, Pyequick, Soup, Gold Medal Flour	NBC	Dancer-Fitzgerald-Sample, Inc.
Victor H. Lindlahr	Serutan Co. Serutan—Nutrex & RDX	MBS	Roy S. Durstine, Inc. New York
The Listening Post	Curtis Circulation Co. Saturday Evening Post	ABC	B. B. D. & O.
Guy Lombardo & Orchestra	Kaiser-Fraiser Corp. Automobiles & Industries	MBS	Wm. H. Weintraub & Co. New York
The Guy Lombardo Show	First National Stores, Inc. Food Products, Institutional Adv.	ABC	John C. Dowd, Inc.
Lone Ranger	General Mills, Inc. Cheerios, Kix, Pyequick	ABC	Dancer-Fitzgerald-Sample, Inc.
Longines Symphonette	Longines-Wittnauer Watch Co. Wittnauer Watches	MBS	Victor A. Bennett Co., Inc.
Lora Lawton	B. T. Babbitt, Inc. Bab-o	NBC	Duane Jones & Co.
Lorenzo Jones	Sterling Drug, Inc. Phillips Creams & Milk of Magnesia, Bayer Aspirin, Emergine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.

Lum 'n' Abner	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Lum 'n' Abner	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Lutheran Hour	Lutheran Laymen's League Religion	MBS	Gotham Advertising Co., Inc. New York
Lux Radio Theater	Lever Bros. Company Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.
M			
Ma Perkins	Procter & Gamble Co. Ivory Soap, Oxydol, Spic & Span	CBS	Compton Adv., Inc.
Ma Perkins	Procter & Gamble Co. Oxydol	NBC	Dancer, Fitzgerald & Sample, Inc.
Ted Malone	Westinghouse Electric Corp. Ranges, Laundromats, Refrigerators	ABC	McCann-Erickson, Inc.
Man Called X	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Manhattan Merry-Go-Round	Sterling Drug, Inc. Dr. Lyon's Tooth Powder, Tooth Paste	NBC	Dancer, Fitzgerald & Sample, Inc.
Zeke Manners	Whitehall Pharmacal Co. Anacin, Kolyros, Bisadol	ABC-PC	Dancer, Fitzgerald & Sample, Inc.
Knox Manning, News	Los Angeles Soap Co. All Products	CBS-PC	Raymond R. Morgan Co.
Knox Manning, News	S.O.S. Company All Products, (Soaps)	CBS-PC	McCann-Erickson, Inc.
Manor House Party	W. F. McLaughlin & Co. Manor House Coffee	NBC	Sherman & Marquette, Inc.
Groucho Marx Show	Elgin-American Div. of Ill. Watch Co. Compacts, Cigarette Cases	ABC	Weiss & Geller, Inc.
Perry Mason	Procter & Gamble Co. Camay, Crisco, Chipso, Ivory Flakes, Oxydol, Spic & Span, Tide Flakes	CBS	Pedlar & Ryan, Inc.
Mass. Handicap Horse Race	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
Maxwell House Coffee Time	General Foods Corp. Maxwell House Coffee	NBC-PC	Benton & Bowles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema, Noxzema Shave Cream	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Smilin' Ed McConnell	Mantle Lamp Co. of America Electric & Kerosene Lamps, Kerosene Lanterns	ABC	William Hart Adler, Inc.
Smilin' Ed McConnell & His Buster Brown Gang	Brown Shoe Co. Buster Brown Shoes	NBC—PC	Leo Burnett Co., Inc.
Meet the Boss (Guy Lombardo)	Kaiser-Frazer Automobiles & Industries	MBS	William Weintraub Co.
Meet Corliss Archer	Campbell Soup Co. Campbell Soups	CBS	Ward Wheelock Co.
Meet the Meeks	Swift & Co. Alsweet Margarine	NBC	J. Walter Thompson Co.
Meet the Missus	Chemicals, Inc. Vano Household Chemical	CBS—PC	Garfield & Guild
Meet the Missus	Evans Pen Corp. Evanette Ball Point Pens	CBS—PC	Capka & Kennedy
Meet the Misses	Gold Seal Co. Gold Seal Wax	CBS—PC	Campbell-Mithum, Inc.
Meet the Missus	Interstate Laboratories, Inc. Oculine Eye Pads	CBS—PC	Morgan Adv. Agency C. B. Juneau, Inc.
Meet the Missus	Luer Packing Co. Fresh Meats	CBS—PC	Dan B. Miner Co., Inc.
Meet the Missus	Modglin Company, Inc. Perma Brooms	CBS—PC	W. Earl Bothwell, Inc.
Meet the Missus	Pillsbury Mills, Inc. All Products	CBS—PC	McCann-Erickson, Inc.
Meet the Missus	Sunnyvale Packing Co. Rancho Soups	CBS—PC	Ruthrauff & Ryan, Inc.
Meet the Missus	Vick Chemical Co. All Products	CBS—PC	Morse International, Inc.
Meet the Missus	Welch Grape Juice Co. Fruit Preserves	CBS—PC	Buchanan & Co., Inc.
Meet the Missus	Wildroot Co., Inc. Wildroot Cream Oil	CBS—PC	Batten, Barton, Durstine & Osborn, Inc.
Meet the Stars	Beauty Facteurs Instacurl	ABC	Mackenzie Adv.
Metropolitan Opera	Texas Co. Gas, Oil	ABC	Buchanan & Co., Inc.
Metropolitan Opera Auditions of the Air	Farnsworth Television & Radio Corp. Farnsworth Twenty-Two TV Receivers	ABC	Warwick & Legler, Inc.

Our Miss Brooks with Eve Arden	Colgate-Palmolive-Peet Co. Lustre Creme Shampoo, Palmolive Soap	CBS	Wm. Esty & Co., Inc.
The Mollie Mystery Theatre	Centaur Co. Molle Shave Cream & Double Danderine	NBC	Young & Rubicam
Monday Morning Headlines	Seaman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
The Henry Morgan Show	Standard Laboratories, Inc. Rayve Creme Shampoo, Hedy Wave Home Permanent	ABC	Roche, Williams & Cleary, Inc.
Mr. Ace and Jane	General Food Corp. Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
Mr. Chameleon	Sterling Drug Inc. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. District Attorney	Bristol-Myers Co. Sal Hepatica, Vitalls, Ipana	NBC	Doherty, Clifford & Shenfield, Inc.
Mr. Information	S.O.S. Company All Products, (Soaps)	CBS	McCann-Erickson, Inc.
Mr. Keen, Tracer of Lost Persons	American Home Products Corp. Anacin, Kolynos	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	Colgate-Palmolive-Peet Co. Cashmere Bouquet Soap, Halo Shampoo, Palmolive Shave Cream	CBS	Sherman & Marquette
Edward R. Murrow	Campbell Soup Co. Franco-American Products, Pork & Beans	CBS	Ward Wheelock
Music from the Heart of America	Falstaff Brewing Corp. Beer	NBC	Dancer-Fitzgerald-Sample, Inc.
Music Hour from Hollywood	Bekins Van & Storage Co. Moving & Storage	NBC—PC	Brooks Advertising Agency
Musical Program	Dem. National Comm. Political	ABC	Warwick & Legler, Inc.
My Friend Irma	Lever Bros. Company Pepsodent Toothpaste, Swan Soap	CBS	Foote, Cone & Belding
My True Story	Libby, McNeill & Libby Canned & Frozen Juices, Meats, Fish, Fruit	ABC	J. Walter Thompson Co.
Mystery Theater	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia & Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.

N

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins Advertising Co.
Nat'l Professional Football Championship Game	General Mills, Inc. Wheaties Wilson Sporting Goods Co.	ABC	Knox Reeves Adv., Inc. Ewell & Thurber Assoc.
Navy-Notre Dame Game	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
New Faces	General Food Corp. Instant Maxwell House Coffee, Jell-O, Log Cabin Syrup	NBC	Benton & Bowles, Inc.
New York Philharmonic Symphony	Standard Oil Company (New Jersey) Institutional	CBS	Marschalk & Pratt Co.
News	W. F. Fuller & Co. Paints	CBS-PC	McCann-Erickson, Inc.
News of the World	Miles Laboratory Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
Newscope	Kaiser-Frazer Corp. Automobile & Industries	MBS	Swaney, Drake & Bement, Inc. Chicago
Newsweek Looks Ahead	Forty-Two Products, Ltd. "42" Oil Shampoo, "42" Hair Oil Tonic	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Newsweek Looks Ahead	Butler Packing Co. Dennison's Food Products	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Newsweek Looks Ahead	Clary Multiplier Corp. Flo-Ball Writing Instruments	ABC-PC	Brisacher, Van Norden & Staff, Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc. Chicago
Noah Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC-PC	Fitzgerald Adv. Agency
Northfield 1000 Voice Choir	Stanley Home Products Kitchen Equipment	ABC	Direct
Official Detective	Pharmaco, Inc. Chooz	MBS	Ruthrauff & Ryan, Inc. New York

Old Gold Show with Frances Langford, Henry Morgan	P. Lorillard & Co. Old Gold Cigarettes		
One Man's Family	Standard Brands, Inc. Fleishman's Yeast, Shefford Cheese, Tenderleaf Tea, Chase & Sanborn Coffee, Blue Bonnet Margarine	NBC—PC	J. Walter Thompson Co.
Orange Bowl Football Game	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Original Amateur Hour	P. Lorillard & Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Our Gal Sunday	American Home Products Corp. Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.
P			
The Padded Cell	Schutter Candy Co. Bit-O-Honey, Old Nick Candy Bars	CBS—PC	Russell M. Seeds Co., Inc.
Louella Parsons Show	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.
Pause That Refreshes On the Air	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Drew Pearson	The Frank H. Lee Co. Hats	ABC	William H. Weintraub & Co., Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC—PC	Russell M. Seeds Co.
Pepper Young's Family	Procter & Gamble Co. Camay Soap	NBC	Pedlar & Ryan, Inc.
Elmer Peterson	Planters Nuts & Chocolate Co. Planters Peanuts, Peanut Oil	NBC—PC	Raymond R. Morgan Co.
Elmer Peterson	White King Soap Co. Soap Products	NBC—PC	Raymond R. Morgan Co.
Pet Milk Show	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Sam Pettengill	America's Future, Inc. Book—"Constitution of U. S." by James Norton	ABC	Andrew Gahagan Assoc., Inc.
Pilgrim Hour	Fuller Foundation Religion	MBS	R. H. Alber Co. Los Angeles
Point Sublime	John Hancock Mutual Life Insurance Co. Life Insurance	ABC	McCann-Erickson, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Portia Faces Life	General Foods Corp. Instant Postum, Post's 40 Per Cent Bran Flakes, Post's Raisin Bran, Philip Morris & Co., Ltd. Cigarettes, Tobacco	NBC	Benton & Bowles
Philip Morris Night	Philip Morris & Co., Ltd.	NBC	Biow Co., Inc.
Philip Morris Playhouse	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Preakness Stakes	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors & Blades	CBS	Maxon, Inc.
Professor Quiz	American Oil Co. Gasoline & Oil, Amoco, Self-Polishing Wax	ABC	Joseph Katz & Co.
Prudential Family Hour	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.
Prudential Family Hour of Stars	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.

Q

Queen for a Day	Armour & Co. Star Shortening	MBS	Foote, Cone & Belding Chicago
Queen for a Day	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Queen for a Day	International Milling Co. Robin Hood Flour	MBS	Crook Advertising Agency Dallas
Queen for a Day	Miles Laboratories, Inc. Alka-Seltzer	MBS	Wade Advertising Agency Chicago
Quick As a Flash	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co., Inc. New York
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency

R

Radio Bible Class	Radio Bible Class, Inc. Religious Talks	MBS	Stanley G. Boynton Co. Detroit
The RCA-Victor Show	Radio Corp. of America Institutional	NBC	J. Walter Thompson Co.
The Railroad Hour	Assoc. of American Railroads Institutional	ABC	Benton & Bowles, Inc.
Readers Digest-Radio Edition	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding

Rentro Valley Folks	Ballard & Ballard Co. Ballard's Obelisk Flour and other milling products				Henri, Hurst & McDonald, Inc.
Revere All-Star Review	Revere Camera Co. Cameras & Projectors				Roche, Williams & Cleary, Inc. Chicago
The Rexall Summer Theatre	Rexall Drug Co. Rexall Drugs			NBC—PC	N. W. Ayer & Sons, Inc. Batten, Barton, Durstine & Osborn, Inc.
Richfield Reporter	Richfield Oil Corp. Gasoline & Oil			NBC—PC	Hixson, O'Donnell Adv., Inc.
Richfield Reporter	Richfield Oil Corp. Petroleum Products			ABC—PC	Hixson, O'Donnell Adv., Inc.
The Right to Happiness	Procter & Gamble Co. Ivory Soap			NBC	Compton Adv., Inc.
Road of Life	Procter & Gamble Co. Duz			NBC	Compton Adv., Inc.
Romance of the Highways	Pacific Greyhound Lines Bus Transportation			ABC—PC	Beaumont & Hohman, Inc.
Romance of Helen Trent	American Home Products Corp. Aero Wax, Anti-Spray, Black Flag, Kolynos Dental, Wizard Glass Wax			CBS	Dancer-Fitzgerald-Sample, Inc.
Roy Rogers Show	Quaker Oats Co. Oatmeal			MBS	Ruthrauff & Ryan, Inc. Sherman & Marquette, Inc. Chicago
Rose of My Dreams	Manhattan Soap Co., Inc. Sweetheart Soap, Blu-White Flakes			CBS	Duane Jones Co., Inc.
Billy Rose	Barbasol Co. Shaving Cream			MBS	Erwin, Wasey & Co.
Billy Rose, Pitching Horseshoes	Musterole Co. Musterole			MBS	Erwin, Wasey & Co. New York
Billy Rose, Pitching Horseshoes	R. B. Semler, Inc. Kreml Hair Tonic & Shampoo			MBS	Erwin, Wasey & Co. New York
Rosemary	Procter & Gamble Co. Ivory Snow			CBS	Benton & Bowles, Inc.
The Saint	Lever Bros. Company Trim Hair Tonic			CBS—PC	Foote, Cone & Belding
Saturday Night Serenade	Pet Milk Sales Co. -400-D Pet Milk			CBS	Gardner Adv., Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Screen Guild Players	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC—PC	William Esty & Co., Inc.
The (New) Sealtest Village Store With Jack Carson	Sealtest, Inc. Milk and Ice Cream	NBC—PC	McKee & Albright, Inc.
The (New) Sealtest Village Store With Ray Noble	Sealtest, Inc. Milk and Ice Cream	NBC—PC	McKee & Albright, Inc.
Sealtest Variety Theatre Starring Dorothy Lamour	Sealtest, Inc. Milk and Ice Cream	NBC—PC	N. W. Ayer & Son, Inc.
Second Mrs. Burton	General Foods Corp. Bakers Chocolate, Certo, Instant Swans Down, LaFrance, Satina, Minute Tapioca, Regular Swans Down	CBS	Young & Rubicam, Inc.
Eric Sevareid, News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
The Shadow	Delaware, Lackawanna & Western Coal Co. Blue Coal	MBS	Ruthrauff & Ryan, Inc.
The Robert Shaw Corale	Standard Brands, Inc. Chase & Sanborn Coffee, Royai Pudding, Tenderleaf Tea	NBC	J. Walter Thompson
Sheaffer Parade	W. A. Sheaffer Pen Co. Pens, Pencil, Skrip	NBC	Russel M. Seeds Co., Inc.
Sherlock Holmes	Trimount Clothing Co., Inc. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
The Sheriff	Pacific Coast Borax Co. Twenty Mule Team Borax, Boraxo	ABC	McCann-Erickson, Inc.
William L. Shirer	Piedmont Shirt Co. Wing Shirts	MBS	William H. Weintraub & Co., Inc. New York
Dinah Shore, Harry James Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Herb Shriner Time	Miles Laboratories, Inc. Alka-Seltzer, One-A-Day Vitamin Tablets	CBS	Wade Advertising Agency
Silver Summer View	International Silver Co. Sterling and 1847 Rogers Bros. Silver	CBS	Young & Rubicam, Inc.
Red Skelton Program	Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	NBC—PC	Russel M. Seeds Co., Inc.

The Red Skelton Show	Procter & Gamble Co. Tide	NBC—PC	Benton & Bowles, Inc.
Jack Smith Show	Procter & Gamble Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Kate Smith Songs	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey, Inc. New York
Solitaire Time	Campana Sales Co. Solitaire Make-up	NBC	The Clements Co., Inc.
Song of the Stranger	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc. New York
Songs By Morton Downey	Coca Cola Co. Coca Cola	NBC, MBS	D'Arcy Advertising Co.
Speak Up America	Tucker Corp. Autos	ABC	Roy S. Durstine, Inc.
Spotlight: Review	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Sports	Gillette Safety Razor Co. Blades & Razors	MBS	Maxon, Inc.
Sports Newsreel of the Air	Colgate-Palmolive-Peet Co. Palmolive Shave Cream	NBC	Sherman & Marquette, Inc.
The Jo Stafford Show	Revere Camera Co. Movie Cameras, Projectors, Accessories	ABC	Roche, Williams & Cleary, Inc.
The Standard Hour	Standard Oil Co. of Calif. Petroleum Products	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Standard School Broadcast	Standard Oil Co. of Calif. Petroleum Products	NBC—PC	Batten, Barton, Durstine & Osborn, Inc.
Star Theater	Texas Company Texas Products	CBS	Kudner Agency, Inc.
Stars Over Hollywood	Bowey's, Inc. Darl-Rich Products	CBS	Sorensen & Co.
Stars Over Hollywood	Armour & Co. Dash Dog Food	CBS	Foote, Cone & Belding
Startime with Dorothy Kilgallen	Drackett Co. Drano, Windex	ABC	Young & Rubicam, Inc.
Stella Dallas	Sterling Drug, Inc. Phillips Milk of Magnesia & Tablets. Energine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Dr. Wallace Sterling. News	Day & Night Mfg. Co. Water Heaters & Eqpt.	CBS—PC	Hixson-O'Donnel Adv., Inc.
Dr. Wallace Sterling	Payne Furnace Co. Heating Appliances	CBS—PC	Knollin Adv. Agcy.
Stop the Music	Swerl Products Div., Allied Chemical & Dye Corp. Sweet	ABC	Maxon, Inc.
Stop the Music	Spiedel Co. Wristwatch Bands	ABC	Cecil & Presbrey, Inc.
Stop the Music	Smith Bros. Smith Bros. Cough Drops	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Stop the Music	P. Lorillard & Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Stop the Music	Eversharp, Inc. Razors, Razor Blades, Pens, Pencils	ABC	Biow Co., Inc.
The Story of Holly Sloan	General Mills, Inc. Pyequick, Bean Soup	NBC—PC	Knox-Reeves Advertising, Inc.
Storyteller	Clear Weave Stores Stockings, Gloves, Purses	ABC	Doherty Adv. Co., Inc.
Strange Romance of Evelyn Winters	Manhattan Soap Co., Inc. Sweetheart Soap, Blue Barrel Soap	CBS	Duane Jones Co., Inc.
The David Street Show	Cardinet Candy Co. Candy Bars	NBC—PC	Elliott-Daly Co.
Strike It Rich	Luden's Inc. 5th Avenue Candy Bar	CBS	J. M. Mathes, Inc.
Sugar Bowl Game	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.
Sunday Evening Hour	Reckhold Chemical, Inc. Musical Digest Magazine, Vox Records	ABC	Kenyon & Eckhardt, Inc.
Sunoco Three Star Extra	Sun Oil Co. Gas & Oil Fuel Oil	NBC	Roche, Williams & Cleary, Inc.
Superman	E. J. Brach & Sons, Inc. Confections	MBS	George H. Hartman Co. Chicago
Surprise Package	McKesson & Robbins Tartan Suntan Oil	ABC—PC	Benton & Bowles
Surprise Package	Shontex Co. Shontex Hair Conditioner, Shampoo	ABC—PC	Fritz-Carlson-Cash, Inc.
Surprise Package (Participations in)	Mode O'Day Corp. Mode O'Day Wash Dresses	ABC—PC	Glasser, Gailey, Inc.

Surprise Theater with Knox Manning	Calif., Prune & Apricot Growers Assn. Sunsweet Tenderized Fruit	CBS	Long Adv. Service
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems and Other Auto Accessories	CBS	Newell-Emmett Co.
Sweeney & March	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Warren Sweeney, News	Curtiss Candy Co. Candy	CBS	C. L. Miller Co.
Take a Number	U. S. Tobacco Co. Model, Tween Dills Best	MBS	Kudner Agency New York
Take It or Leave It	Eversharp, Inc. Pens & Pencils	NBC—PC	Blow Co., Inc.
Mary Lee Taylor	Pet Milk Sales Co. 400-D Pet Milk	CBS	Gardner Adv. Co.
The Tales of Willie Piper	General Electric Co. Electric Lamps	ABC	B. B. D. & O.
Henry J. Taylor	General Motors Corp. Cars, Services	ABC	Kudner Agency, Inc.
Mary Lee Taylor Show	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Teen Timers Club	Teen Timers, Inc. Teen Timers Dresses	MBS	Buchanan & Co. New York
The Telephone Hour	Bell Telephone System Institutional	NBC	N. W. Ayer & Son, Inc.
Terry & The Pirates	Quaker Oats Co. Puffed Wheat, Rice Sparkies	ABC	Sherman & Marquette, Inc.
Tex & Jinx	Bristol-Myers Co. Ipana & Vitalis	NBC	Young & Rubicam, Inc.
Texaco Star Theater	Texas Co. Gas, Oil	ABC	Kudner Agency, Inc.
Theatre Guild on the Air	U. S. Steel Corp. Institutional	ABC	B. B. D. & O.
This Changing World	Fruehauf Trailer Co. Trailers, Institutional Ad	ABC	Zimmer-Keller, Inc.
This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri Hurts & McDonald, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
This Is Nora Drake	The Toni Co. Toni Home Permanent Wave, Toni Creme Shampoo	CBS	Foote, Cone & Belding
This Is Nora Drake	Toni Co. Home Permanent Wave	NBC	Foote, Cone & Belding, Inc.
This Is Your FBI	Equit. Life Assur. Soc. of U. S. Insurance	ABC	Warwick & Legler, Inc.
This Woman's Secret	General Mills, Inc. Sperry Flour Cereals & Wheates, Wheat Hearts	NBC—PC	Knox Reeves Adv., Inc.
Danny Thomas Show	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv. Inc.
Those Websters	Quaker Oats Co. Oatmeal	MBS	Ruthrauff & Ryan, Inc. Sherman & Marquette, Inc. Chicago
Todays Children	General Mills, Inc. Wheates, Bean Soup, Bisquick	NBC—PC	Knox-Reeves, Inc.
Tom Mix & His Ralston Straight Shooters	Ralston-Purina Co. Ralston, Shredded Ralston, Instant Ralston	MBS	Gardner Advertising Agency St. Louis
Tomorrow's Headlines	Seeman Bros., Inc. Air Wick	ABC	William H. Weintraub & Co., Inc.
Mel Torme Show	Philip Morris & Co., Ltd. Cigarettes	NBC—PC	Biow Co., Inc.
Bob Trout and the News	Pillsbury Mills, Inc. Pie Crust Mix	NBC	Leo Burnett Co., Inc.
True Detective Mysteries	Williamson Candy Co. O'Henry Candy	MBS	Aubrey, Moore & Wallace, Inc.
True or False	Shotwell Mfg. Co. Confections	MBS	C. Wendel Muench & Co. Wade Advertising Chicago
Truth or Consequences	Procter & Gamble Duz	NBC—PC	Compton Adv., Inc.

Twenty Questions	Ronson Art Metal Works Ronson Lighters	MBS	Cecil Presbrey, Inc. New York
Dave Vaille, News	Metropolitan Life Insurance Co. Institutional	CBS—PC	Young & Rubicam, Inc.
The Voice of Firestone	Firestone Tire & Rubber Co. Tires & Tubes, Institutional	NBC	Sweeney & James Co.

V

Voice of Prophecy	Voice of Prophecy, Inc. Religious Talks	NBC	Western Advertising, Inc. Los Angeles
Vox Pop	American Express Co. Travelers Checks, Money Orders, Travel Service Field Warehousing Service	ABC	J. M. Mathes, Inc.

W

Bennie Walker's Tillamook Kitchen	Tillamook County Creamery Assoc. Cheese	NBC—PC	Botsford, Constantine & Gardner
Sydney Walton	William H. Wise & Co. "The Handyman" (publication)	ABC	Huber Hoge & Sons
Waltz Time	Sterling Drug Co. Phillips Milk of Magnesia	NBC	Dancer-Fitzgerald-Sample, Inc.
Fred Waring Program	American Meat Institute Meat & Allied Products	NBC	Leo Burnett Co., Inc.
Fred Waring Program	General Electric Co. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Fred Waring Program	Minnesota Valley Canning Co. Canned Vegetables	NBC	Leo Burnett Co., Inc.
Fred Waring Program	S. C. Johnson & Sons, Inc. Johnson's Wax, Allied Products	NBC	Needham, Louis & Brorby, Inc.
Wendy Warren & News	General Foods Corp. Maxwell House Coffee, Instant Maxwell House Coffee	CBS	Benton & Bowles, Inc.
George Washington—Country Squire	Grand Lodge of Free & Accepted Masons N. Y. Institutional	MBS	Direct

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
We Love and Learn	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co., Inc.
We, The People	Gulf Oil Corp. Gulf Oil Products	CBS	Young & Rubicam, Inc.
Buddy Weed Trio	Seeman Bros., Inc. White Rose Food Products	ABC	J. D. Tarcher & Co., Inc.
Welcome Travelers	Procter & Gamble Co. Ivory Snow	ABC	Compton Adv. Agency
What Makes You Tick?	Procter & Gamble Co. Ivory Flakes	ABC	Compton Adv. Agency
What Makes You Tick?	Procter & Gamble Co. Ivory Flakes	CBS	Compton Adv. Agency
What Makes You Tick?	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co., Inc. New York
What's My Name	General Electric Co. Electric Lamps	ABC	B. B. D. & O.
When a Girl Marries	General Foods Corp. Calumet, Swansdown, Birds Eye	NBC	Benton & Bowles, Inc. Young & Rubicam, Inc.
The Whistler	Signal Oil Co. Gas, Oil	CBS—PC	Barton A. Stebbins Adv. Agency
The Whistler	Household Finance Corp. Personal Loans	CBS	LeVally, Inc.
The Paul Whiteman Record Club	Wesson Oil & Snowdrift Co. Wesson Oil, Snowdrift Shortening	ABC	Kenyon & Eckhardt
The Paul Whiteman Record Club	R. J. Reynolds Tobacco Co. Cigarettes, Pipe Tobacco	ABC	William Esty & Co.
The Paul Whiteman Record Club	Nestle's Co. Nescafe	ABC	Compton Adv. Agency, Inc.
The Paul Whiteman Record Club	National Biscuit Co. Crackers, Cereals, Cakes, Cookies, Bread	ABC	McCann-Erickson, Inc.
Whiz Quiz	Paul F. Beich & Co. Whiz & Pecan Pete Candy Bar	ABC	Olian Adv. Agency
Williams-Flores Lightweight Championship Fight	Gillette Safety Razor Co. Razor Blades, Shaving Cream	ABC	Maxon, Inc.

Meredith Willson	General Foods Corp. Jell-O	ABC	Young & Rubicam, Inc.
Walter Winchell	Andrew Jergens Co. Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap	ABC	Robert W. Orr & Assoc., Inc.
Winter Olympics	United States Rubber Co. U. S. Tires	MBS	Campbell-Ewald Co. New York
Woman in White	General Mills, Inc. Bisquick	NBC—PC	Knox-Reeves Advertising, Inc.
World Front	Bunte Brothers Candy	NBC	Presba, Fellers & Presba, Inc.
World Series	Gillette Safety Razor Co. Razor Blades, Shaving Cream	MBS	Maxon, Inc.
Y			
Young Dr. Malone	Procter & Gamble Co. Crisco	CBS	Compton Adv. Agency
Young Widder Brown	Sterling Drug, Inc. Haley's M-Q, Phillips Toothpaste, Phillips Creams	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC—PC	Foote, Cone & Belding, Inc. Batten, Barton, Durstine & Osborn, Inc.
Your Home Beautiful	Benjamin Moore & Co. Paints	ABC	St. Georges & Keyes, Inc.
Your Land & Mine	General Motors Corp. Institutional	MBS	Kudner Agency, Inc.
Your Lucky Strike Program	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Your Song & Mine	Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Yours for a Song	Conti Products Shampoo	MBS	Bermingham, Castleman & Pierce
Young People's Church of the Air	Young People's Church of the Air, Inc. Religious Talks	MBS	Erwin, Wasey & Co. New York Alpha Advertising Agency Philadelphia

First it was ... **WABD** NEW YORK'S WINDOW ON THE WORLD

NEXT it was ... **WTTG** WASHINGTON'S WINDOW ON THE WORLD

AND NOW it's ...

WDTV

PITTSBURGH'S WINDOW ON THE WORLD

Pioneer station linking the East Coast and Mid-West networks!

All Owned and Operated by

THE
DU MONT
TELEVISION NETWORK

... first in television to
offer all-day pro-
gramming in the New
York area ... WABD,
Channel 5.



P R E S E N T S

THE 1949
YEAR BOOK
OF
TELEVISION

Edited by
JACK ALICOATE

Copyright, 1949, by Radio Daily Corp.
1501 Broadway, New York 18, N. Y. Wisconsin 7-6336

TELEVISION

—1949 PREVIEW

As this is written 57 television stations are operating in key center cities throughout the country, 66 CP's have been granted and 317 applications for stations are pending before the FCC. These figures spell unprecedented progress in the new media of sight and sound.

Coupled with the station expansion, TV now boasts of networks which link the Atlantic seaboard and the midwest and carry programs as far west as the Mississippi River. In another year stations on the Pacific coast will be linked by coaxial cable. In 1950 transcontinental network television will become a reality.

The Year Book of Television is a progress report on these developments. In the pages that follow the whole story of the rapid growth of the new communications art unfolds. Here you find accurate information on the kind and quality of programming; statistics on the TV audience which in 1948 acquired 1,000,000 sets and a complete who's who of TV station management.

We are indebted to many for the editorial and statistical content of this 1949 Year Book of Television.

This is your volume—a progress report on the nation's fastest growing industry.

JACK ALICOATE
Editor.



**BEST NEWS coverage on TV? ...
Telepix!... with ten cameramen
covering the Eastern Seaboard... two
camera planes for fastest possible
picture-reporting!... And more scoops
to its credit than any TV news service!
... Every night at 7:30 ... Sunday
Roundup, same time... late news
just before signoff.**

Takes all kinds

For any advertiser who wants to attract a major audience and keep it coming back for more...make conversation and comment among customers...promote prestige, build business and better sales . . . WPIX presents the widest possible variety of remote pick-ups and studio productions...Children's shows, sports events, pertinent programs for the homemaker . . . comprehensive news coverage, public service presentations . . . comedy, drama, movies . . . all offer the advertiser an unusual opportunity to reach more prospects in a new major market with a new major medium—big enough now to rate room on any advertising schedule . . . and coming up fast in New York!

For full facts, production costs, and time rates on WPIX programs currently available for sponsorship or syndication . . . just write, wire or phone . . .

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. . . . MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22



TEN YEARS OF TELEVISION

By WILL BALTIN, *Secretary-Treasurer, Television Broadcasters Association, Inc.*



Will Baltin

TEN years ago when television was struggling to wrest itself from the shackles that chained it to the laboratory, enthusiasts for the new art were few and far between. Those who sang the praises of television were, more often than not, characterized as wishful thinkers and dreamers.

Now that the flames of enthusiasm for TV are eating their way across the nation in the most startling conflagration of interest since the gold rush of '49, it may be well to pause momentarily and turn one's sights back on the decade that is to be rounded out on April 30, 1949—the 10th anniversary of electronic television broadcasting in the United States.

In the past 10 years there have been two champions in their own right who recognized another "champ" in embryo and did more than any others to accord him his just due. The "champ" of course is television and the supporters are Brig. Gen. David Sarnoff of RCA and Dr. Allen B. Du Mont, genius of the cathode ray tube and founder of a company by the same name. Both men gave the industry the initial drive that sent it on its way.

But behind the scenes were many other willing and hopeful figures who pitched in and contributed their share to the march of television progress. Back in the experimental days of television broadcasting (1936-1939), Thomas H. Hutchinson was the "Zanuck" of the lot. As top producer at W2XBS (now WNBT) Hutchinson dug his teeth into variety, drama, sports, news, etc.

It was only a short time after the opening of the World's Fair and the start of regularly telecasting by W2XBS that CBS' experimental station, W2XCW, (now WCBS-TV) took to the air with Gilbert Seldes at the production helm and Adrian Murphy and Leonard H. Hole in supervisory posts.

Du Mont's station, W2XWV (now WABD) entered the video sweepstakes in mid-1940. I had been pounding out a steady tat-tat-too of television verbiage charged with enthusiasm as a newspaperman from 1934 to 1940 when the arm of Dr. Du Mont reached out and collared me for the post of program manager of his station, W2XWV, on June 1, 1940.

Television expansion ran head-on into the war in 1942 and programming was limited to transmissions for national defense. Only other stations to reach the air prior to and during the early days of the war included WRGB in Schenectady, WPTZ in Philadelphia, WBKB in Chicago, KTLA and W6XAO in Los Angeles. And only about 8,500 receivers had been built and circulated before the war intervened.

In the period 1939 to 1941, television passed through several crises. The F.C.C. granted a "green" light to commercial telecasting, then took it away pending standardization of frames, lines, etc. Television in that period passed from 343 lines to 441 lines to 525 lines.

The National Television Standards Committee gave way to the Radio Technical Planning Board and television channels shrank from 26 to 18 to 13 to 12. The reason: new services born out of wartime development also required space.

Television having survived the whitening process was grabbed again in 1946 and sent through another governmental wringer—this one composed of rainbow hues. It wound up a bit washed out but still in its black and white garb.

The television "gold rush" started in mid-1947 when broadcasters suddenly discovered that in some centers television was really growing up. Television station applications jumped from about 60 to over 300 and channels that had gone begging for years were being fought over by competitive interests.

At the year's end the F.C.C. had virtually thrown up its hands in despair at the shortage of channels and "froze" the situation. It was just another impasse in a series of obstacles that confronted the forward-moving television industry through its 10-year cycle of national and international upheaval.

clear



st

**16% Clearer
on
WNBT**

The face on the living-room screen is 16% clearer on WNBT than on the next best New York station . . . and WNBT is setting the standard of technical reception for all the other stations of the NBC Television Network. Technical superiority multiplies viewers . . . and the audience to NBC.

three to one

Images clearer on NBC, programs more popular, audiences larger . . . in fact, in answer to the question "Which one television station do you view the most?" viewers in the New York area state a *three to one* preference for NBC over the second ranking station.*

With a lead like this, it's no wonder that *four times* as many network advertisers are on NBC Television as on any other network.

**Complete details on request*

NBC Television

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America



WBAL and

WBAL-TV

Mean

Business

in Baltimore!

NBC AFFILIATE

Nationally Represented By Edward Petry Co.

VIDEO HIGHLIGHTS

NUMBER of television stations climbed from 16 in 1947 to 49 by the end of 1948, with expectations that this figure will be more than doubled in '49.

The FCC ordered a freeze on hearings and action on all applications for stations pending a study of present allocations and possible opening of the UHF band to commercial video.

Network television became a reality for about one-third of the United States on Jan. 11, 1949, when AT&T opened the coaxial cable linking 14 cities from Boston to St. Louis.

RMA announced production of 866,832 receivers during 1948, bringing the post-war total to 1,160,000. Industry estimates place the expected output for 1949 around the two million mark.

Eighteen stations reaching nine major markets covered the major political convention in Philadelphia at a cost estimated in the neighborhood of \$500,000.

Coverage of the Presidential election provided TV with its biggest news story in history. The four webs were on the air a total of 52 hours, seven minutes. Longest stint was turned in by CBS, 14:45, beating NBC by seven minutes. Latter, however, was on the air without interruption from 9 p.m. to 11:38 a.m.

Another first was the fact that the election coverage was sponsored. Life magazine was the bankroller on NBC; Kaiser-Frazer, on ABC; Nash Motors on CBS. DuMont returns were aired in cooperation with Newsweek.

First large screen television demonstration was held by the Paramount Theater in New York, using an intermediate film projection system. Program was a 20-minute boxing exhibition picked up by WPIX.

By the end of the year, number of TV advertisers had grown to over 700, who spent a total of \$307,185 for time during one week (Jan. 2-8). Largest single group of bankrollers was retail accounts who spent \$88,888 during the sample week. 33 network sponsors spent \$68,954, and 234 selective advertisers spent \$143,343.

PROGRAM PATTERN FOR 1949

By IRWIN ROSTEN, Staff Writer, TELEVISION DAILY



Irwin Rosten

IN reviewing the television programming of the past year, two points come immediately to mind. One is tangible—the tremendous progress made in the production of studio shows. The other—an intangible—is the general awareness that became apparent towards the end of the year of the inadequacies of this same programming despite its remarkable improve-

ment. Let's take the two points in order.

At the beginning of 1948, there were very few studio productions on the air and those that were carried were, for the most part, sustaining. Even in New York, which was and still is, far in advance of any other city from a program standpoint, a good part of the stations' air time was devoted to mediocre boxing bouts and phoney wrestling matches, with a sprinkling of other sports and special events. By early Spring, when the "Amateur Hour," sponsored by Kaiser-Frazer, was the top show in the first TV survey by Hooper, a few brave pioneering sponsors began to buy time. American Tobacco placed "Tonight on Broadway" on CBS, and Admiral sponsored Henry Morgan on ABC. Both were short-lived.

Toward the beginning of Summer, when set sales were spurred by the impending political conventions, the most successful commercial program to date made its startling debut. An up-to-date version of vaudeville, the "Texaco Star Theater," inspired the term "vaudeo"; brought its emcee, Milton Berle, to new heights of popularity; put countless imitators before the cameras, and opened the flood gates of commercial television.

In the Fall, the high-budgeted dramatic shows made their appearance, led by the "Philco Playhouse," an hour-long production that gave new meaning to the word entertainment. Plays such as "Counsellor-at-Law" and "Cyrano de Bergerac," presented with excellent casts and Fred Coe's inspired direction softened even the most vehement videophobes. Soon afterward,

"Ford Theater" and "Studio One" came along to make equally important contributions to TV drama.

As the list of sponsors grew, so did the variety of programs. Some were good, some were fair and others were downright awful, but the medium was learning, and as the new year began the second point offered at the beginning of this article became increasingly apparent.

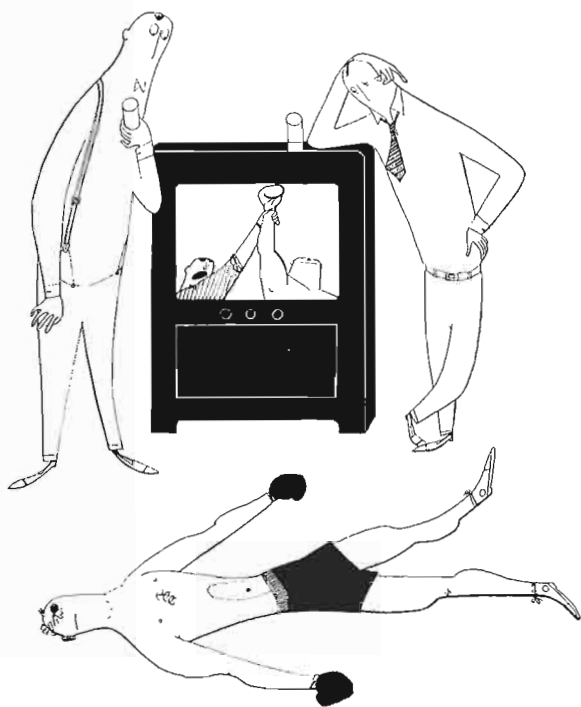
The industry had already learned that radio programs do not necessarily make good viewing. Now it is beginning to realize that the structure of the radio schedule—performances by the same artist or group of artists once a day or once a week—probably will not apply much longer to television. The impact of sight and sound is so great that watching the same faces week after week can become trying for the viewer. Fresh material and new talent is needed to satiate the voracious orthicons.

Despite the great improvements of the past year future progress therefore will have to be made along different lines. A pattern will have to be developed to allow the advertiser to reach his audience with regularity, but this same regularity must be flexible enough to assure continued interest in the programs.

Another new phase of programming that became increasingly important towards the end of the year was daytime shows. DuMont's flagship WABD startled the industry last fall by instituting a 7 a.m. to 11 p.m. schedule. Trade circles said it couldn't be done, but by keeping production expenses to the barest minimum, the station was able to break even when the first sales rolled in. Other stations around the country began expanding their schedules and, by and large, daytime programming proved successful.

As competition for the smaller daytime audience increases and brings with it intensified competition for the advertising dollar, several rather drastic changes in the established sales set-up may be expected. Program sales may disappear entirely, to be replaced by participations and announcements. Current standard spot length may be revised to include shorter announcements—perhaps as brief as five seconds—at low rates to attract low-budgeted local retail accounts.

For Complete List of Television Programs See Page 1081



Sure, Television's amazing

-and it's practical, too!

(TO SEE HOW PRACTICAL, SEE NEXT PAGE)

WCBS-TV programs carry a terrific sock for New York television audiences. For WCBS-TV consistently delivers the largest audiences of all New York television stations, quarter-hour by quarter-hour, seven nights a week. More people tune more often to WCBS-TV than to any other station—which is why it is the most practical advertising buy in Television today.

CBS-TV



TV PROGRAM FORMATS

By MYRON P. KIRK, Radio and TV Exec., Kudner Agency, Inc.



Myron P. Kirk

A COMMERCIAL television or radio program is comprised of two broad elements—the "crowd-gathering," or entertainment segment of the show, and the "sell," or commercial. The function of the first is to gather a listening and viewing audience. It is comparable to the barker of a circus, or to the circulation staff of a periodical. The function

of the second is to put across the sponsor's message and products.

Certainly the formula is no trade secret. Doubtless, it goes back to the very beginning of civilization. Probably even before things got civilized, the prehistoric folks had a variety of mumbo-jumbo to rally all within earshot for some sort of sales talk. I rather doubt, however, that the came-man with the loudest voice or the biggest drum always did the best selling job. I think then, as now, it was all in how he did it.

Selling on radio hasn't been easy for any of us. To get the ears of a listening audience, we have employed all sorts of devices and techniques, both in the "crowd-gathering" and in the "sell." After 25 years of radio, there still is no *pat* formula, insofar as I know, for what is consistently most effective in radio entertainment and commercials. In television where the ears and eyes of the audience must be captured, the "crowd-gathering" and "sell" become even more complex. Both in radio and television, the entertainment and the commercial must be tailored for the basic aims of what a program is designed to accomplish. That is why I say there are no *pat* formulas for radio or for television—or for that matter anything that has to do with showbusiness.

Abandoning generalities, I can tell you what we have endeavored to do in the Texaco Star Theatre and the Admiral Broadway Revue, television shows which currently are attracting top audience ratings and at the same time are doing a highly satisfactory job for the clients.

To assure the most effective "crowd-gathering," entertainment on the Texaco and Admiral shows has been consistently

well-balanced and of the highest calibre of acts and personalities. The agency has aimed for programs that: Appeal to the family, appeal to people in all income brackets, appeal to children and adults, appeal to all sorts of folks—whether they view the shows in a Park Avenue drawing room, a Brooklyn bar, or in a Y.M.C.A. recreation room.

Week after week, the siren signature of the Texaco Star Theatre and the "Top of the Evening to You" theme song of the Admiral Broadway Revue have been signals for the greatest possible number of people to crowd about the greatest possible number of available television sets.

Beyond Milton Berle on the Texaco program and Sid Caesar, Mary McCarty, Imogene Coca and Marge and Gower Champion on the Admiral program, are other elements of showmanship which have contributed importantly to the overall success of the shows. These include:

1. The building each week of a well-balanced program of top acts.
2. The blending of these acts into an hour of *integrated* entertainment and showmanship.
3. Strict adherence to good state and decorum.
4. The omission of introducing celebrities in the studio audience, thereby assuring the viewing audience, of a well-paced, *full-hour of planned and carefully rehearsed entertainment.*
5. The best possible supervision and direction.
6. Consistent attention to production details, including stage settings, music, lighting, camera technique and costumes.

In both the Texaco and Admiral shows, we have contrived to make the "sell" an integral part of the "crowd-gathering." After many months of weekly appearances, Sid Stone, as the Texaco pitchman, has a wide following of television fans. On the Admiral program, Roy Atwell with his double-talk "malaprops" is off to a good start along the same pattern.

Kudner Agency takes pride in feeling that both the Texaco and Admiral commercials are fulfilling three important aims. The commercials:

1. Are an integral part of the show
2. Are acceptable and entertaining in form and content and
3. They contain specific and effective "sell" of the client's product and services.

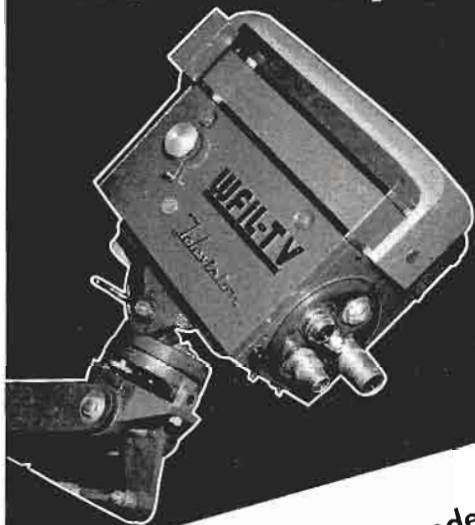
The Philadelphia Inquirer Stations

WFIL WFIL-FM

WFIL Facsimile

WFIL-TV

**First in the Nation
with all four**



WFIL-TV—like Independence Hall—is Philadelphia's "own." The real Philadelphia is reflected in the personality of WFIL-TV. It is this quality which builds viewer loyalty among city-proud Philadelphians.

The advertiser has found that this personality makes viewers respond eagerly to his sales message.

WFIL-TV

CHANNEL SIX

Represented Nationally
by The Katz Agency



TV STATION ROLL-CALL 1948-1949

The YEAR BOOK OF TELEVISION herewith presents a brief history and activity report of television stations in the United States, in operation as of January 20, 1949, embracing their progress from experimental stage to full time commercial operation:



ROBERT L. COE
Gen. Mgr.

is Robert L. Coe. The 40-hour weekly schedule is shared by a list of 64 sponsors, including both program and spot announcements.

WPIX, New York, N. Y.

WPIX began operating on June 15, 1948, with nearly 40 hours of programs per week. The first of the post-war, high-frequency stations, WPIX was the fourth video outlet in New York City. As the only independent, newspaper-owned station in the city, the station has concentrated on the varied activities of the metropolitan area. The station's daily, nationally syndicated TelePIX newsreel and rapid news picture telecasting revolutionized the approach to television news coverage.

WPIX is a wholly-owned subsidiary of The News Syndicate, Inc. President is F. M. Flynn; station manager

WOIC, Washington, D. C.

WOIC first commenced telecast operation on January 16, 1949, operating on channel 9 (186-192 mc) with an effective radiated power of 27,300 watts video and 14,400 watts audio. The station's antenna rises 710 ft. above sea level and equipment includes six image orthicon cameras, two iconoscope cameras, two 16 mm, two slide 2x2, one balopticon-lap dissolve, transparencin and opaques. Mobile units consist of one portable sipc generators and two switching units.

The nation's capital is listed as having some 24,500 TV sets installed in homes as of December 1, 1948, this figure pertaining only to sets within the city proper, and not the area serviced by D.C. TV stations. In connection with this, it is estimated that the TV audience (as applied to the 24,500 figure) runs something like 3.5 persons per set.



EUGENE S. THOMAS
Gen. Mgr.

FOR THE WORLD'S BEST VIDEO
YOU WANT

WORLD VIDEO

ON THREE MAJOR NETWORKS!

ACTORS' STUDIO

—ABC, Sunday, 8:30-9:00 P.M. (Live).

RIDDLE ME THIS

—CBS, Sunday, 8:30-9:00 P.M. (Live).

Sponsored by GENERAL ELECTRIC

FLOOR SHOW

—NBC, Saturday, 8:30-9:00 P.M. (Live).

Starring EDDIE CONDON and GUEST ARTISTS

WORLD VIDEO, INC.

718 MADISON AVE.

NEW YORK 21, N. Y.

REGENT 4-6615

WNBT, New York, N. Y.

On July 1, 1941, WNBT received the first commercial television license, and began operating on an all-electronic system as the world's first commercial television station. The schedule called for a minimum of 15 hours a week of programming. The first commercial was the Bulova time signal at 2:29.50 P. M. on the above date.

During the war, the station devoted its activities almost entirely to programs in cooperation with civic and government agencies. In cooperation with the New York Police Department, 80 television receivers were installed in station precinct classrooms, and 2½ hour programs were carried every Monday night as a training course for Air Raid Wardens.



THOMAS B. MCFADDEN
Manager



HARRY BANNISTER
Gen. Mgr.

WWJ-TV, Detroit, Mich.

WWJ-TV went on the air with test pattern on March 4, 1947. Commercial operation started on June 3, 1947, on Channel 4, 66-72 mc. Station operates a 5,000 watt DuMont transmitter beaming out programs from two studios, the stage auditorium and any one of a dozen remote points around town. One studio contains a three-camera DuMont iconoscope chain and the other a two-camera DuMont image-orthicon chain. In addition, inside equipments include a two-camera DuMont film and slide projector chain. Film projector is a 16 mm. model.

At present station has 36 advertisers using their facilities and estimates that there are over 25,000 sets installed in the Detroit area, giving a potential audience of 175,000-200,000 viewers. Station is on the air with an average of 35 program hours a week.

KSTP-TV, St. Paul, Minn.

In June, 1939, KSTP-TV purchased one of the first television cameras in the U. S., and began experimenting with television. In March 1948, the station became the first affiliate of NBC, and in the following month started full-scale commercial operations from a building specifically designed for television production. The sending signals are receivable within a radius of 60 miles, bridging the St. Paul-Minneapolis line. With the opening of the coaxial cable and the micro-wave relay stations, KSTP-TV began featuring NBC tele-programs.

The promotional department of the station sends a letter of welcome to all purchasers of receiving sets, offering free program service.



STANLEY E. HUBBARD
Pres. & Gen. Mgr.

WGN-TV'S FARE FOR THE FAMILY

BRICKHOUSE

NEWSREEL

KORDA FILMS

CLUB
TELEVISION

GOLDEN GLOVES

COMEDY

CHILDREN'S
PROGRAMS

EDUCATION

CROSS
QUESTION

WGN-TV
CHANNEL 9
Chicago

The EYES of CHICAGO'S FAMILIES are on **WGN-TV!**



Yes . . . the people of Chicago keep their eyes on WGN-TV for the best in entertainment for *all* members of the family. They know WGN-TV's *fare for the family* includes something for everyone - no one is slighted.

Variety is the key word in WGN-TV's programming—there's no overbalanced programming for the benefit of a few. And . . . more eyes are focused on WGN-TV since January 11, 1949. The coaxial linking of Chicago to the east now offers WGN-TV's friends even greater program enjoyment . . . Because WGN-TV is the exclusive Chicago outlet for CBS-TV, Dumont Television Network and WPIX, the New York News Station.

Yes . . . the eyes have it . . . and all eyes are on



WGN-TV
CHANNEL 9 · CHICAGO

WSPD-TV, Toledo, Ohio

WSPD-TV, seen over Channel 13 in Toledo, was the 28th television station in the country and first in the Fort Industry chain. Since going on the air in July 21, 1948, WSPD-TV broadcasts with 30 hours of programming weekly, 61 per cent of which is commercially sponsored.

Granted an FCC permit in December of 1945, WSPD-TV has a radiated power of 27,400 watts and can be seen within a 70-mile air line radius; a new studio will soon be erected to house the station which is now located with the parent station, WSPD-AM & FM, in the Broadcast Bldg. Governed by a slogan, "The World In Your Home," WSPD-TV has brought enjoyment to many in its six months of operation and the things to come promise an even brighter future for all.



E. Y. FLANIGAN
Gen. Mgr.



LEONARD HOLE
Manager

WABD, New York, N. Y.

WABD began operations on the 42nd floor of 515 Madison Avenue in 1941. The studio occupied less than 600 square feet. It served as a workshop for people who "wanted to get in on the ground floor" of television. Many new TV commercial techniques were developed here. During World War II, WABD was one of the few stations that remained on the air throughout the whole war. Time was made available to all branches of the armed forces. Extensive recruiting, many bond drives and lectures on civilian defense were offered. In May, 1944, the station received its commercial license and W2XWV became WABD.

WABD was the first television station to present regular daytime programming. Under the new schedule it telecasts 16 hours a day.

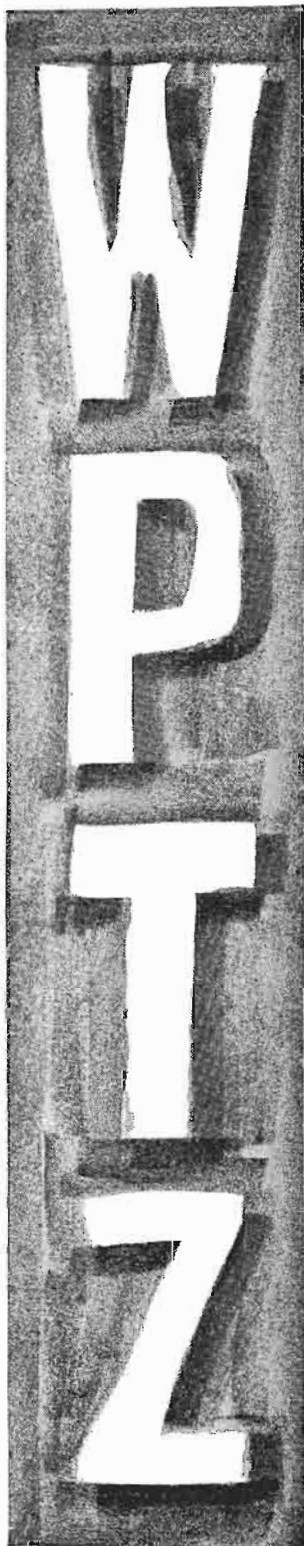
WLW-T, Cincinnati, Ohio

Station WLW-T began commercial air operations in February 1948. It has 34 KW visual and 17 KW aural power. Effective radiated power is 50,000 watts. Channel 4, on which WLWT operates, is set at 66 to 72 megacycles. Equipment includes two large studios, 30 x 40 x 100 feet and 30 x 60 x 12 feet with a fully-operating kitchen in Studio 2, two studio cameras, three remote cameras, a self-contained "studio on wheels" mobile unit, two 16 mm and two 35 mm film projectors.

There are 12,500 receiving sets in the area, and the total television audience is estimated at 161,000. The station programs an average 35 hour week; of which five hours are film, the rest is live or remote. As of December 1948. The total number of sponsors was 28.



M. N. TERRY
V-P Chg. TV



FIRST IN TELEVISION IN
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PHILCO

TELEVISION BROADCASTING
CORPORATION



1800 Architects Building
Philadelphia 3, Pennsylvania

WCAU-TV, Philadelphia, Pa.



G. BENNETT LARSON
Vice-Pres.

WCAU-TV officially went on the air May 23, 1948. Its facilities include two specially designed studios with complete lighting and camera equipment, and a 250 seat auditorium. For film-casting the station maintains a projection studio with two 16 mm sound projectors, two automatic slide projectors (2x2) and a balopticon for opaques and 3x3 slides. Complete facilities for remote and field pickups, including a specially designed and fully equipped mobile unit, are also available. The station programs an average of 42 hours per week. Including the time devoted to music, news and weather, and test patterns, the total time is 85 hours.

Sets in the coverage area are installed at the rate of 6,000 per month.

Sets in the coverage area are installed at the rate of 6,000 per month.

KTTV, Los Angeles, Calif.

KTTV went on the air January 1, 1949, with 10½-hour schedule, including the Rose Bowl football classic. On its opening day 90.2 per cent of the station's schedule was commercial. It operates with a current 15-hour-a-week schedule which runs Fridays through Thursdays, and plans to go on a seven-day operating basis as rapidly as programs are developed. By the end of 1949 the station will operate on an approximate 28-hour-a-week basis.

The television station operates on an effective radiated power of 31.5 kw. video, and 16 5 kw. audio. Their equipment includes a TT-5A RCA transmitter, a television mobile truck unit, seven RCA cameras, two film cameras and 35 and 16mm slide projectors.



HARRY WITT
Gen. Mgr.

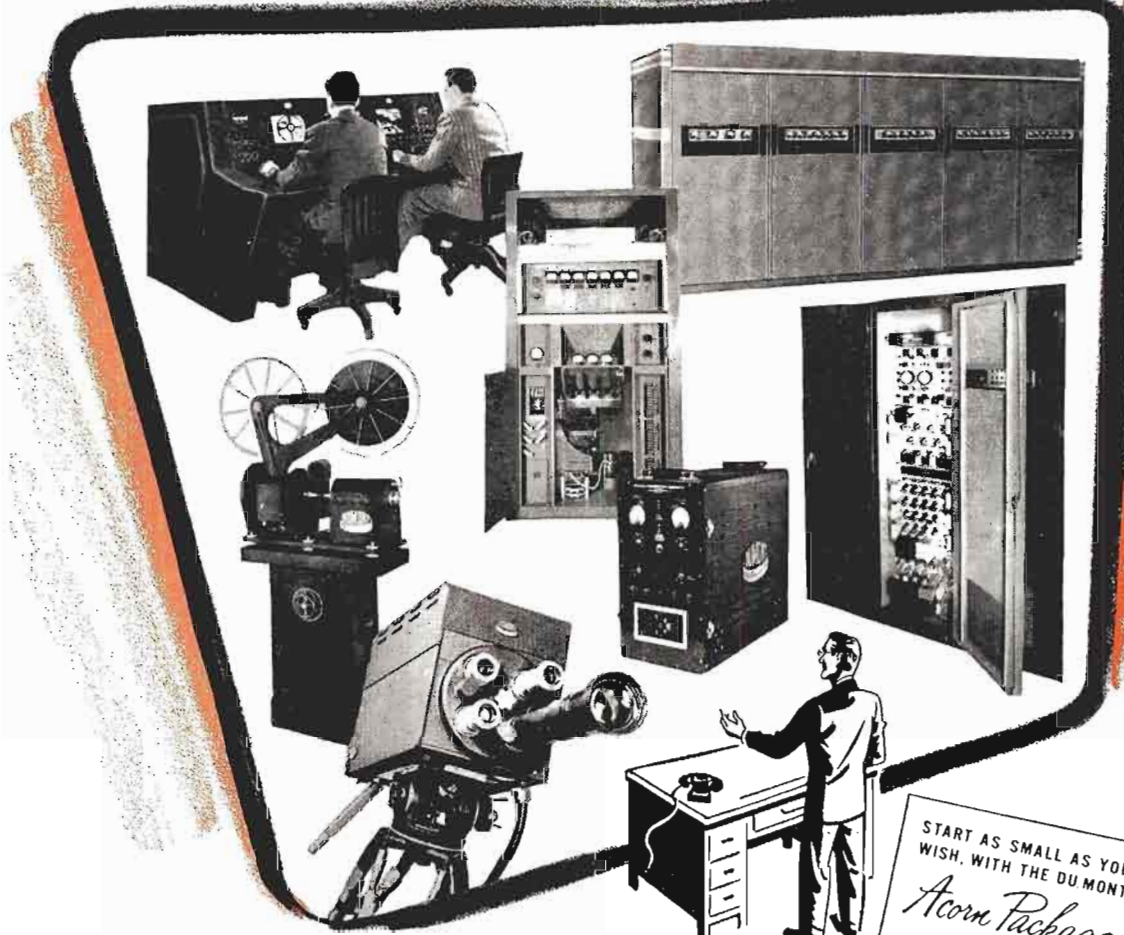
WNBK, Cleveland, Ohio



JOHN McCORMICK
Gen. Mgr.

WNBK began commercial operation October 31, 1948. Its first public service test was successfully met last Election Day, when it fed election returns to seven midwest tele stations, featuring elaborate tabulation charts and running analysis by NBC news commentators from Washington, D. C.; Cleveland, Chicago, St. Louis, Detroit and Buffalo. On Thanksgiving Day it telecast a two-hour variety show.

On January 11, 1949, WNBK became the connecting link between the NBC eastern and mid-western networks. In addition to its own local commercial and public events shows, it now carries the NBC network shows originating from the 14 cities of the network.



START AS SMALL AS YOU
WISH, WITH THE DU MONT
Acorn Package


Because telecasting craftsmanship calls for fine television tools, more and more telecasters are choosing . . .

● Why Du Mont? Perfectly obvious. Out of a rich pioneering experience in television broadcasting, Du Mont engineering emerges with tried-tested-proven equipment backed by telecasting "know-how" second to none.

More than that, Du Mont telecasting started small yet has grown to network proportions. Du Mont knows precisely the requirements at every step in commercialized television.

Thus the Du Mont Acorn Package sees the telecaster through from modest start to proud leadership. Such basic equipment builds up as the station grows. It provides for a progressive, sound, profitable investment, with a minimum of obsolescence and a maximum of telecasting service geared to telecasting economics from start to ultimate goal. Which explains why telecasters — large and small alike — are choosing Du Mont telecasting equipment.

- Of course Du Mont telecasting "know-how" is available to you. Let us collaborate with you in working out your telecasting plans.

DU MONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, 515 MADISON AVE., NEW



HARRY R. LUBCKE
Director

KTSL, Hollywood, Calif.

The Don Lee television station went on the air December 23, 1931, and has been continuously on the air ever since. At present the station operates on a seven-night-a-week schedule, with 25 hours of live shows in addition to film presentations. The building atop the 1,700-ft. Mt. Lee is designed exclusively for television. At the present time a new transmitter is under construction on Mt. Wilson.

KTSL (W6XAO) transmits on a visual frequency of 55.25 mc's and an aural frequency of 59, 75 mc's. Facilities include a mobile unit complete with two image orthicon cameras, remote transmitter and relay equipment. Up to the end of last year the Don Lee station televised over 14,000,000 feet of film.

WXYZ-TV, Detroit, Mich.

Station WXYZ-TV began commercial operations on October 9, 1948, with a 10-hour, fully commercial inaugural, featuring the World Series and the Notre Dame-Michigan football game via the Midwest coaxial network; the Detroit Lions night football game from Briggs Stadium, and an hour long variety show, featuring Paul Whiteman and his orchestra, Frances Langford, "Sugar Chile" Robinson and a galaxy of radio, stage and screen stars.

WXYZ-TV is located in the Maccabees Building; it is equipped with a 485-ft. tower; also operates a remote truck with three cameras for sports and special events pick-ups. The schedule calls for 34½ hours of programming per week, with five additional hours co-axed from New York.



JAMES G. RIDDELL
Gen. Mgr.



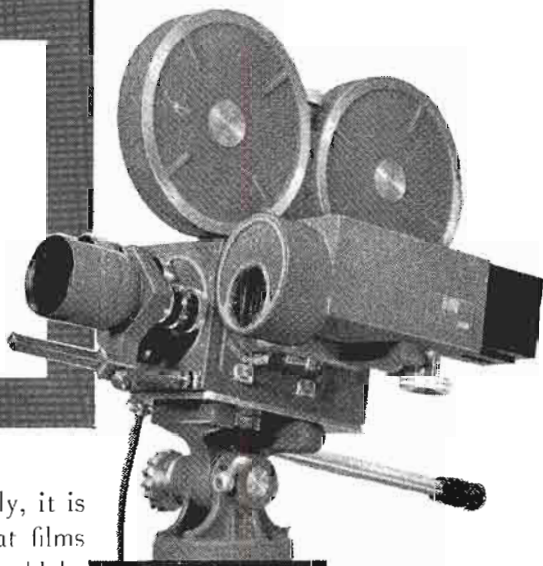
FREDERICK ALLMAN
Exec. V.P.

WAAM, Baltimore, Md.

WAAM took to the air commercially November 1, 1948, with a daily schedule of operation commencing at 4 p.m. to approximately 10 p.m. nightly. Personnel for the station was brought in from all parts of the country, most of whom, before joining the station, had previous background in television operation.

The home of WAAM is built on one of the highest points in the city and houses all its departments and transmitting facilities under one roof, making it an extremely efficient operation. Its major studio, one of the largest in the country, is 65 x 65 x 25 ft. and has facilities to drive actual vehicles into it for live television presentation. The major studio is supplemented by two others, 20 x 30 x 10 ft. and 14 x 12 x 10 ft.

Television
IS READY FOR
really good
films

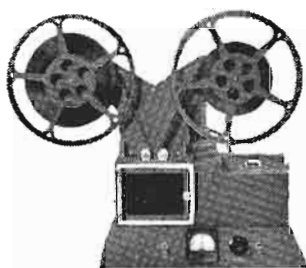


With television maturing so rapidly, it is becoming generally recognized that films cannot just be "adapted," but should be made specifically for television release—and of the finest quality consistent with allowable costs.

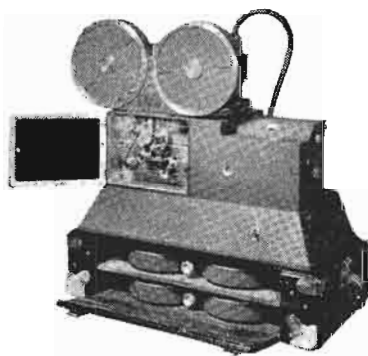
The producer, with a restricted budget, can meet both requirements most easily with Maurer equipment.

A copy of the new catalogue of Maurer post-war equipment will be mailed on request.

Maurer 16-mm Professional Motion Picture Camera—unapproached in the 16-mm field for accuracy—for versatility.



Maurer 16-mm Film Phonograph—a high-fidelity reproducer for re-recording, that provides a flat characteristic ± 1 db to 10,000 cps.



Maurer 16-mm Recorder provides sound tracks of the highest quality and fidelity, covering the full frequency range that standard projectors and television receivers are equipped to reproduce. A flat frequency range of 30 to 10,000 cycles is available.

16mm
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J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, N. Y.

Professional Motion Picture Cameras and Recording Equipment for the Production of Industrial, Educational and Training Films

WRGB, Schenectady, N. Y.

First public demonstration of television was made in the home of Dr. E. F. W. Alexanderson, G-E engineer in Schenectady. Event occurred in Jan., 1928. In May, 1928, WGY, G-E radio station in this city, became the pioneer TV station broadcasting on a regular schedule of three afternoons a week. Power transmitted by WGY on their shortwave transmitter at regular power—equipment of Dr. Alexanderson's—used a 24-line rotating disk with flying spot scanner and photoelectric cells.

There are approximately 10,600 television receivers in the area, and the estimated TV audience numbers some 258,000 families. WRGB is on the air approximately 31 hours a week, including pickup from NBC. Live shows average about six hours a week.



G. E. MARKHAM
Station Mgr.



JOHN M. OUTLER, JR.
Gen. Mgr.

WSB-TV, Atlanta, Ga.

WSB-TV first went on the air as a regular commercial television station Sept. 29, 1948 with a total of 64 hours and 53 minutes of live programming and 70 hours and 13 minutes of film programs. For outside telecasts, station is equipped with a complete mobile unit, with two image orthicon cameras, microwave transmitter and receivers. For studio telecasts, equipment consists of two orthicon cameras (dolly mounted), complete sound equipment. For film and slides, an inconoscope camera, two 16 mm. sound strobo-light projectors and for silent movie production, a Bell & Howell camera complete with lens equipment and a Huston speed developer is used.

As of Sept. 29, 1948, when station first went on the air commercially, a total of twenty sponsors were telecasting via WSB-TV facilities.

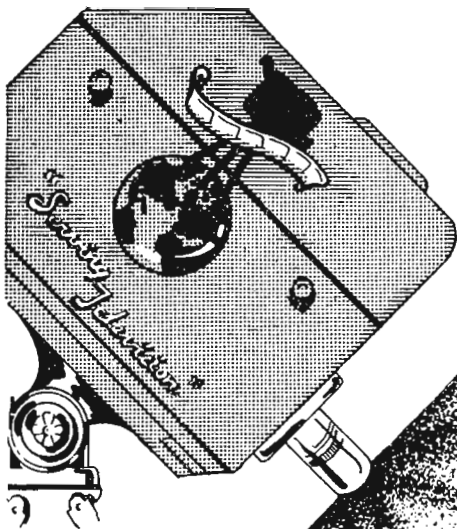
WBAP-TV, Fort Worth, Tex.

WBAP-TV made its debut September 29, 1948, as the first television station in the Southwest. Construction of a new Radio-Television center was begun in February of that year, and will contain 74,500 square feet of floor space. Facilities are planned for nine studios and an auditorium with a capacity of 400. The television unit, with a specially designed "video lane" is now complete.

The transmitter, an RCA super-turnstile, is located within the city, reaching 502 feet above ground, 1,138 feet above sea level. The effective radiating power is 17.6 KW visual, and 8.8 aural. WBAP-TV covers all parts of Dallas. The Fort Worth-Dallas area is the South's No. 1 market, ranking above Houston and New Orleans.



GEORGE CRANSTON
Station Mgr.



for you..

TELEVISION PROGRAMING

Film Equities Now serves 95% of all TV stations with daily film programs.

Our sponsors include: General Foods, Leaf Mint Gum, Fischer Baking Co., Philco Dealers, and the R.C.A. Victor Distributors and many others.

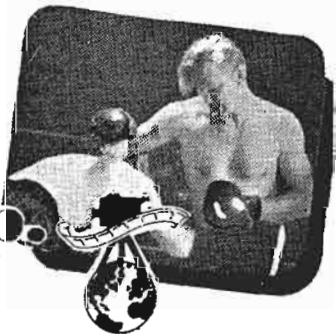
With two years experience in TV film programing Film Equities serves you with the largest library of TV films in the industry.

IRVIN SHAPIRO, *President* JAY WILLIAMS, *TV Director*

Film Equities Corp.

1600 BROADWAY, NEW YORK 19, N. Y.

Tel. Circle 7-5850 - 1-2-3-4





ROY McLAUGHLIN
Station Mgr.

WENR-TV, Chicago, Ill.

The acquisition of the Chicago Civic Theater by WENR-TV marks perhaps the first use of a legitimate theater for a permanent television studio in the nation. The stage of this theater is used for the most elaborate type of television sending. Two other studios located on the 44th floor of the Civic Opera Building are used for small dramatic productions, soloists and interview work. The station started commercial operation on September 17, 1948.

A completely equipped mobile unit is also used in the station's operation. It is equipped with three tele cameras, and carries its own microwave transmitter for beaming programs to the master control booth. The mobile unit is equipped with its own power generators, and is, in effect, a complete tele station, mounted on wheels.

WTVR, Richmond, Va.

Construction permit was granted May 16, 1946, making WTVR, "The South's First Television Station," and one of the first seven grants in the U. S. Commercial operation started April 15, 1948 with station joining the NBC-TV network on June 1, 1948, making it the first connected tele affiliate of NBC. Station's antenna is 642 feet above sea level and equipment consists of two image orthicon cameras for studio use; two 16 mm projectors, two 35 mm projectors on hand but not installed, 2x2 slide projectors and baloptican and RCA lateral recording equipment.

Estimated sets in the area as of December 1, 1948 were 4,624. Station's signal will reach an estimated population of 375,325 within an area of 2,923 square miles.



WILBUR M. HAVENS
Owner & Gen. Mgr.

WBZ-TV, Boston, Mass.



W. C. SWARTLEY
Station Mgr.

Television's debut in New England came at 5:42 P. M., Saturday, May 29, 1948, when the full power of WBZ-TV's newly installed transmitter was turned on for test pattern purposes. Within minutes, phone calls were received at the WBZ Radio and Television Center from distant points. On June 9, WBZ-TV's regular program schedule was inaugurated. "T-Day" found 3,500 sets already in service; by Christmas of 1948, Bostonians had purchased close to 40,000 sets.

From a 649-foot tower—tallest structure in New England—the Channel 4 station covers more than a 45-mile radius, having 3,500,000 population with its 15.61 KW effective visual radiating power and a 7.07 aural.

We Repeat ... THERE'S "KNOW"-BUSINESS IN SHOW BUSINESS!

DUMONT TELEVISION RADIO STAGE



TED MACK

The **Original AMATEUR HOUR***

An American Institution

-ON RADIO FOR OLD GOLD-

**WED. - 8 to 9 p. m.
over WJZ**

AND 173 STATIONS OF THE
AMERICAN BROADCASTING CO.

-ON TELEVISION FOR OLD GOLD-

**SUN. - 7 to 8 p. m.
over WABD and**

**THE DUMONT TELEVISION NETWORK
THE FIRST COAST-TO-COAST
TELEVISION HOOK-UP**

Produced by the
MAJOR BOWES
STAFF

REEMACK ENTERPRISES, INC.
SUITE 902-RKO BLDG.-RADIO CITY
NEW YORK CITY

*TRADE MARK

VARIETY Wednesday, December 1, 1948

Nielsen's Latest Top 20

Cor. Rank	Prev. Rank	Program	Cor. Rating	Points Change
1	1	Lux Radio Theatre	30.3	+2.5
2	2	Godfrey's Talent Scouts	25.6	+5.0
3	3	Fibber & Molly	21.6	-0.7
4	17	Mystery Theatre	21.6	+3.1
5	2	Bob Hope	21.4	-3.2
6	11	Walter Winchell	20.2	-4.9
7	14	Mr. Keen	20.2	-2.2
8	—	Mr. District Attorney	20.2	—
9	4	Duffy's Tavern	19.9	-2.1
10	—	Inner Sanctum	19.8	+0.6
11	5	Phil Harris-Allice Faye	19.7	+1.9
12	19	My Friend Irma	19.5	-0.6
13	19	Bill in Peace and War	19.4	+1.4
14	6	Jack Benny	19.2	+1.6
15	15	Charlie McCarthy	19.0	+1.2
16	20	Mr. and Mrs. North	18.6	+1.2
17	18	Fred Allen	17.8	-1.4
18	9	Suspense	17.8	—
19	38	Original Amateur Hour	17.8	+3.1
20	—	Amos 'n' Andy	17.6	—

VARIETY Wednesday, December 8, 1948

Pulse's Top 10 TV Ratings

Vaudre took the top two spots in the Pulse tele-ratings for the Hooperatings released last week. Milton Berle's "Texaco Star Theatre" topped the No. 1 spot, followed by Ed Sullivan's "Toast of Playhouse," one of the most costly weekly dramatic series on the air, failed to make the top 10 in both ratings, although "Toast" aired directly opposite, dropped slightly, indicating the Philco show may be starting to snare its audience. Following are the Pulse ratings:

Program	Station	Nov.	Oct.
Texaco Star Theatre	WNBT, Tuesday	30.3	30.7
Toast of the Town	WCBS-TV, Sunday	36	36.7
Original Amateur Hour	WABD, Sunday	32.7	32.7

Rating	Program	Station	Nov.	Oct.
1	WNBC, Monday	31.3	—	
2	WNET, Wednesday	31.3	46.7	
3	WCBS-TV, Tuesday	31.3	—	
4	WABD, Monday-Friday	28	28.7	
5	WCBS-TV, Wednesday	27.4	29.3	
6	WCBS-TV, Wednesday	26	—	
7	WCBS-TV, Tuesday	24.7	—	
8	WNET, Monday	24	—	
9	WCBS-TV, Thursday	24	37.3	

WESTERN UNION (In.)

REEMACK ENTERPRISES, INC.
RADIO CITY, NEW YORK, N. Y.

THE ORIGINAL AMATEUR HOUR WINNERS OPENED AT THE HIPPODROME THEATRE THURS. DEC. 16 TO THE BIGGEST BUSINESS WE HAVE DONE IN 8 MONTHS - AUDIENCE RESPONSE THUNDEROUS - RECEPTION OF UNIT BIGGER THAN ANYTHING SINCE YOUR ORIGINAL SHOWS STARTED IN 1935 - YOU'VE GOT SOMETHING!

I. M. RAPPAPORT

WNBQ, Chicago, Ill.

WNBQ first began experimental operation on October 8, 1948, and regular commercial operation on January 7, 1949. It operates on Channel 5 with an effective radiating power of 21.8 kw. Studios for the NBC station are located in the Merchandise Mart with transmitter facilities in the Civic Opera Building. Along with other NBC midwestern stations, it was joined in regular service with the NBC eastern station on January 12.

During its experimental operation, the station aired such television highlights as the 1948 World Series games from Cleveland, proceedings at the International Live-stock Exposition and the Horse Show in Chicago and the Harvest Moon Festival, giant variety show in the Chicago Stadium.



JULES HERBUVEAUX
TV Mgr. NBC
Cent. Div.



RICHARD E. JONES
General Mgr.

WJBK-TV, Detroit, Mich.

Inaugural program went out from WJBK-TV on October 24, 1948. Its effective radiated power is 16.5 KW visual and 8.3 KW aural. In the studio there are two studio cameras, two film cameras, two 16 mm movie projectors, and a Bausch & Lomb deluxe slide projector. The mobile unit consists of an RCA two-camera field chain and a microwave transmitter.

The transmitter building employs the use of a 5 KW GE transmitter, type TT6-A, a combination TV-FM antenna system located atop a Blaw-Knox supporting tower; overall height is 488 ft. The system consists of a three bay TV antenna above a four bay FM circular antenna. There are 25,000 television receivers in Metropolitan Detroit, reaching on the average of six viewers per set. WJBK-TV is on the air about four hours every evening, one hour of which is live, the remainder is film entertainment.

WPTZ, Philadelphia, Pa.

Philco TV station WPTZ has been in commercial operation since Sept. 12, 1941. Prior to that date Philco's experimental station W3XE had been in operation since Jan., 1932, and was one of the first electronic TV systems in the U. S. WPTZ was the first affiliated station of NBC to carry its programs outside of New York.

As of Nov. 24, 1948, WPTZ with a total of 70 had more commercial sponsors than any TV station in the U. S. 43 of them are sponsors for local programs, with the remaining on the NBC network. As of Dec. 1, 1948 the number of tele receivers in area served was 75,000. Local TV audience is estimated at 3 to 5 per receiver, with Philadelphia second to New York City in number of TV homes.



ERNEST B. LOVEMAN
Vice-Pres.

EASTMAN FILMS
The World's Standard
for
All Television Purposes
As They Have Been
for over
Forty Years
in
Motion Pictures

Distributed by

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HArrison 7-5738

HOLLYWOOD 38, CALIF.
Hillside 6131



E. K. JETT
Vice-Pres. & Dir.

WMAR, Baltimore, Md.

WMAR went on the air October 27, 1947 with 17.1 KW power. The antenna is 591 feet high. Station facilities include one main, and one small auxiliary studio with two studio-type image orthicon cameras. The main studio has an audience capacity of 50. The projection room uses two 16 mm projectors, two film camera chains, a balopticon projector, two Kodak slide projectors and one 35 mm strip film projector, and various developing and processing equipment. The station operates one mobile unit with a three-camera and one with a two-camera chain.

There were 30,000 receiving sets in the area as of December 1, 1948. The listening audience is estimated at 180,000, but the potential is thought to be well above that number.

WJZ-TV, New York, N. Y.

WJZ-TV began operations as the key television station of the American Broadcasting Company on August 10, 1948. The inaugural telecast originated from the stage of the Palace Theatre, with the top stars of stage, screen and radio participating. On July 19, 1948 ABC announced plans for television studios occupying an entire block between 66th and 67th Sts., off Central Park West. Reconstruction on this site began immediately. Before the end of the year one TV studio was made available.

Regular ABC network programming began to originate from WJZ-TV immediately after the August 10th opening. A notable first was WJZ-TV's telecast of the Metropolitan Opera premiere on November 29, direct from the Opera House.



CHARLES C. BARRY
V.P., Chg. TV, ABC



JOHN BALABAN
Director

WBKB, Chicago, Ill.

WBKB is the motion picture industry's pioneer in the television field and has been televising since the winter of 1940. During the war, nearly all its television facilities were donated to the U. S. Navy, making it the center of the largest naval radar training operation in the country. Since the war, WBKB has chalked up nearly all of the firsts of midwestern television and has lead the way consistently in an independent all-Chicago operation with an accent on the best in Chicago sports.

Indicative of the station's accent on showmanship is the fact that WBKB fed the Notre Dame grid games to the coaxial network last Fall and is currently feeding Kukla, Fran and Ollie, one of video's better programs, to the eastern NBC net.

Stephen Slesinger

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TELEPICTURES INC.

AMONG OUR EXCLUSIVE OFFERINGS
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Fred Harman's - RED RYDER*

Zane Grey's - KING *of the* ROYAL MOUNTED*

Ray Gotto's - OZARK IKE*

A.A. Milne's - WINNIE-THE-POOH*

*REGISTERED TRADE MARK U. S. PATENT OFFICE

WEWS, Cleveland, Ohio

WEWS began operations from their three studios in downtown Cleveland on December 17, 1947. At the present time their projection equipment consists of two 16 mm film projectors, one 35 mm film strip projector, one 35 mm slide projector and one balopticon. The station also has three dual image orthicon chains and one iconoscope projection chain, and complete facilities for remote pick-ups.

Five 16 mm cameramen, one film lab technician, six silent 16 mm cameras, one Houston 16 mm processing machine with one Bell & Howell 16 mm printer on hand to take care of the 5½ hours of film casting for the station. This, plus 10½ hours of local live entertainment, 19 hours of network telecasting, and 5 hours of remote pickups makes up an average 40 hours of programming per week.



JAMES C. HANRAHAN
V.P. & Gen. Mgr.



HAROLD J. BOCK
Mgr., Wstn. Div.

KNBH, Hollywood, Calif.

Hollywood's NBC television station went on the air on January 16, 1949. The broadcast originated from Studio F of NBC's Hollywood Radio City, which has been converted into a 50 x 100 foot television studio.

In the NBC owned building at the corner of Selma and Vine Streets 10,000 square feet of space has been remodeled for the use of production facilities department and the various field units. The TT-5A type RCA antenna is located on Mt. Wilson at 5,700 feet above sea level. Equipment includes 3 RCA orthicon cameras, two 35 mm and two 16 mm sound projectors, one balopticon unit and one complete mobile unit equipped with generator and three image orthicon cameras. All equipment is RCA.

WNBW, Washington, D. C.

WNBW is owned and operated by NBC. It first went on the air June 27, 1947, with studio and transmitter at the Wardman Park Hotel in Washington, D. C. The station was the 11th on the air nationally and the seventh to receive a commercial license—the first post-war commercial license issued by the FCC. The transmitter is an RCA TT5-A, the first post-war transmitter built and installed by RCA. The tower is 350 feet above sea level. The station operates with an effective radiated power of 20.7 KW. WNBW has the most modern television studios operating in the Capital. The equipment includes five image orthicon camera chains, and a mobile unit utilizing two image orthicon chains.



W. R. McANDREW
Operating Dir.

RALPH B. AUSTRIAN

Television Consultant

SERVING

THE ADVERTISER

THE AGENCY

THE MOTION PICTURE PRODUCER

THE MOTION PICTURE EXHIBITOR

THE STATION OPERATOR



RKO BUILDING
1270 Avenue of The Americas
NEW YORK 20, N. Y.
Tel. CO. 5-6848

WDSU-TV, New Orleans, La.



EDGAR B. STERN, JR.
President

WDSU-TV, began regular commercial operation December 18 with a two hour preem at Municipal Auditorium. In excess of 3,300 sets with service contracts have been installed an aligned according to a survey made by the New Orleans Public Service Co., Inc.

Station is almost completely RCA equipped and is located in the Hibernia Bank Bldg., highest vantage point in the Deep South. A five bay superturnstyle batwing antenna multiplies the gain of its 5000 watt transmitter over six times, giving the station a signal strength of 31,000 watts. Reception is regularly good over a radius of ninety miles with frequent reception over much greater areas. Included in the equipment is a five ton Lynn mobile unit equipped with two image orthicon field cameras which it uses for remotes.

KECA-TV, Hollywood, Calif.

In December 1946 ABC received a construction permit for KECA-TV. In October of 1948, ABC purchased the Warner Brothers Vitagraph movie 20 acre lot, the lot where talking pictures were born. The site, renamed "TV Center," includes two large sound stages, one of which is still the largest in the movie industry. Later in the year the 6000 foot antenna was erected on Mt. Wilson. This is the highest point on the mountain, and is shared with six other Hollywood stations.



RICHARD GOGGIN
*Proc. Mgr. ABC-TV
Wstn. Div.*

In December 1948 test patterns were put on the air first with a temporary antenna and the following day with the permanent antenna. On January 10, 1949, the first "closed circuit" broadcast was sent from remote spots.

WBAL-TV, Baltimore, Md.



HAROLD C. BURKE
Manager

WBAL-TV went on the air March 11, 1948. The station's effective radiated power is 32.6 KW aural, and 17.2 visual. The equipment is RCA. The breakdown of the weekly telecasting of a minimum of 60 hours is: 40% network, 39% live, 8% film and 13% slides. In addition to the regular programming hours the station also runs 13 hours of test patterns. As of December 1, 1948 the receiving sets in the Baltimore area totaled 30,000 which represents an increase of 4,000 from November 1, 1948.

This figure was obtained from a monthly survey of distributors in the Baltimore area. Station has a total of 50 local and national sponsors, in addition to those on the NBC network.

YOUR CHOICE

You may select people with little television know-how to assist you in planning and organizing your television project. Each error may cost you thousands or even millions of dollars.

Or you may select a firm of demonstrated ability, thoroughly familiar with the problems involved and able to show you how to make money in television.

RICHARD W. HUBBELL AND ASSOCIATES

Participants in the planning, construction, and operation of twenty-one television stations.

Advisers to investment groups here and abroad.

Consultants to film companies, radio stations, publishers, advertisers, and manufacturers.

RICHARD W. HUBBELL and ASSOCIATES
TELEVISION MANAGEMENT CONSULTANTS

118 East 40th Street

New York 16, N. Y.

Murray Hill 3-0028

KSD-TV, St. Louis, Mo.

KSD-TV has been operating commercially since February 8, 1947. According to the local electric company there are over 15,000 receiving sets within the coverage area. The station's effective radiated power is 20 KW video and 10 KW audio, using an RCA transmitter and a three-bay super turnstile antenna, the top of which is 546 feet above street level. The equipment includes four RCA image orthicon cameras interchangeable for studio and field use, one RCA film camera, one RCA 16 mm film projector, one opaque projector and two automatic changing slide projectors.

KSD-TV is currently on the air 30 hours per week, 21 of which is filled with live programming, and nine hours with films.



GEORGE M. BURBACH
Gen. Mgr.



S. S. Fox
Pres. & Gen. Mgr.

KDYL-TV, Salt Lake City, Utah

KDYL-TV is situated in an area surrounded by mountains, therefore its coverage is limited to about a 35-mile area. The station went on the air experimentally April 19, 1948 on 1 KW power. The equipment consists of three iconoscope cameras, two orthicon cameras, one balopticon, one slide projector (2x2 slides), two large studios, and a complete RCA mobile unit including two image orthicon cameras and microwave equipment. Within the coverage area, at the present time, receiving sets are installed at the rate of 100 per week.

The transmitter is located on the top of the Walker Bank Building in the heart of Salt Lake City, and the executive offices in the Tribune-Telegram Building.

KRSC-TV, Seattle, Wash.

The television station in Seattle, Wash., went on the air November 25, 1948. Its effective radiated power is 18.95 KW video and 9.79 KW audio. The total number of television sets in the area is estimated at 2,000, and after one month of operation the audience is approximated at 10,000. KRSC-TV is on the air from Wednesday through Sunday, averaging 33 hours per week. This breaks down to about 25% live programming, 55% tele-transcriptions, and 20% films.

The transmitter is an RCA TT58. The equipment includes a 16 mm tube projector film chain, a balopticon film chain, and a complete mobile remote unit equipped with two camera chains. As of December 20, 1948 the number of sponsors, using KRSC-TV was 24. Most of these are local advertisers.



ROBERT E. PRIEBE
Gen. Mgr.

EXPERIENCE

IS THE BEST TEACHER . . .

With the knowledge that television is becoming one of the top industries of our time, we have formed this corporation with men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

Having carefully watched all television programming for the past three years, we have come to the conclusion that television is only as good as its programs and, for this reason, the television industry will have to stop using old, dated films and old-time vaudeville. In order for television to grow, many new ideas, both in films and live shows, will have to be carefully planned and produced by men with the know-how.

Television is going through its growing pains the same as we had in the early stages of motion pictures, legit theatre and vaudeville, and for this reason, we feel that our organization is best suited to fill the very real television need.

If you have a programming problem, we invite you to take advantage of our years of experience.

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President

JULES LEVEY
Vice-President

NEIL F. AGNEW
Vice-President

CHARLES L. CASANAVE
Treasurer

ROBERT M. SAVINI
Vice-President

PAUL WHITE
Vice-President

T. NEWMAN LAWLER
Secretary

LION TELEVISION PICTURES CORPORATION

1600 BROADWAY, NEW YORK 19, N. Y. • SUITE 909 • Circle 6-1647-8-9

(TEMPORARY ADDRESS)

WNHC-TV, New Haven, Conn.



JAMES T. MILNE
Gen. Mgr.

It is estimated that there are about 14,000-15,000 receivers already installed in the service area of WNHC-TV. It is difficult to establish the number of viewers, but national figures put it at about seven viewers per set. The station carries all of the DuMont network programs, from 11 to 12 in the morning and from 5 to 11 in the evening. WNHC-TV also carries several shows from NBC, and anticipates carrying commercial programs from CBS in the near future.

At the end of 1948 the station was on the air about 48 to 50 hour per week, with a list of 20 commercial sponsors. All technical operations are under the supervision of Vincent De Laurentis, and traffic and program under the direction of James T. Milne.

WCBS-TV, New York, N. Y.

The CBS television affiliate in New York is now on the air a total of 43 hours per week. It operates with an effective radiated power of 13.7 Kw visual and 10 Kw aural. The antenna reaches 910 feet above the average terrain. Its equipment includes a mobile unit, plus a panel truck and a station wagon. It has 15 field type cameras and 3 UHF relay link transmitters and receivers which operate on 7,000 mc's. The relay link were used on 100 different remotes during 1948.

WCBS-TV and CBS-TV programs originate at Studio 51 and Playhouse 3 in New York, with others from the new TV studios now under construction at 15 Vanderbilt Ave. The number of receiving sets in the coverage area is placed at 400,000 as of January 1, with an estimated 3.8 viewers per set.



J. VAN VOLKENBURG
V. P. Dir. Op.

WTCN-TV, Minneapolis-St. Paul, Minn.



F. VAN KONYENBURG
V.P. & Gen. Mgr.

WTCN-TV's construction permit was granted on October 3, 1946. The transmitter was installed on the 28th floor of the Foshay Tower, and the antenna installed atop the same building, sharing sites with the FM antenna. On receipt of the RCA equipment, including studio cameras and remote units, in September 1948, test patterns were devised. The patterns went on the air in November in a series of preliminary checks.

Reception reports have been received from points as far distant as 100 miles in all directions from the Twin Cities. Area covered represents a population of 1,700,000.

KORN KOBBLERS



AMERICA'S FUNNIEST BAND
STARRING IN
"KOB'S KORNER," CBS-TV

PRODUCER: BARRY WOOD DIRECTOR: KINGMAN MOORE WRITER: CHARLES SPEER
MGM RECORDS ZIV TRANSCRIPTIONS

PERSONAL DIRECTION: MORREY DAVIDSON
COUNSEL: HAROLD GELLER

International Artists Corporation

Lanford Zucker - President

CABLE ADDRESS "INTARTCOR"

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DON FEDDERSON
Vice President

KLAC-TV, Hollywood, Calif.

KLAC-TV broke ground on Mt. Wilson, 35 miles from home studio and about 5700 feet above sea level, on June 14, 1948. Installation of two 200 foot towers, to be topped by 48 foot antenna commenced almost immediately. The building which now houses the generators, controls, and two complete apartments for operating staff members, was also started at that time.

On September 7th, of that year, KLAC-TV broadcast its first program, the USC-Utah football game. At present, the station is broadcasting from its recently completed 30 x 40 foot studio, and utilizing, for stand-by, an AM studio with a 25 x 25 foot working space. The equipment both at the studios and the transmitter is RCA.

WNAC-TV, Boston, Mass.

WNAC-TV went on the air with an informal video program schedule late in June 1948 with the Republican Convention highlights, and officially on October 10, 1948. Its transmitter is located in Medford, Mass. As of December 31, 1948 the number of sponsors using the station was 13. The program schedule, 10 hour per week, breaks down to 4½ hours of film, and 5½ hours of live entertainment. There are approximately 35,000 television receivers in the area.

The studio equipment includes three image orthicon studio cameras mounted on one-man dollies, two 35mm and two 16mm film projectors, one slide projector and two film camera chains. The station also operates a complete mobile unit for remote pick-ups.



LINUS TRAVERS
Exec. V.P. & G. Mgr.

WTMJ-TV, Milwaukee, Wis.

WTMJ-TV grew out of many years of television research and experiments by the Journal Co., starting in 1930 when a license was received for experimental station W9XD. As WTMJ-TV, it began commercial operations on December 3, 1947 as the only television station in Wisconsin. The station serves an area with a population of nearly a million. At the end of the first year of operation on December 1, 1948, there were 11,295 sets in the Milwaukee area. This figure nearly tripled in the last four months of the year. Station is programming seven days a week and an average of 33



WALTER J. DAMM
V.P. & Gen. Mgr.

hours per week.

Sixty-nine advertisers used the station during the first year. The station is affiliated with the NBC, ABC and CBS television networks.



The Name that Means

**Reduced
Operating
Costs**



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TELEVISION equipment manufactured by Television Associates has been expressly designed to save time, save labor, or improve efficiency and result in *reduced operating costs*. Equipment is rigidly field tested and guaranteed to perform as represented.

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- ★ T.A. Controlable double duty studio lighting system
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- ★ T.A. Kaleidoscope projector
- ★ T.A. Camera Hi-Hats

Television Associates INC.

225 N. Michigan Ave. • Chicago 1, Illinois



PHILIP G. LASKY
Gen. Mgr.

KPIX, San Francisco, Calif.

KPIX transmitted its initial test pattern on December 13, 1948. Five days later it released the first regular program, with an effective radiated power of 30 kw. Construction permit was granted October 17, 1946, but actual construction was begun two years later, when the erection of the antenna was started, followed immediately by the installation of other equipment.

The transmitter is located on the top floor of the Mark Hopkins Hotel. The five-bay antenna stands 100 feet above the top of the hotel's tower roof. Specially constructed studios for KPIX are combined with the KFSO studio and office building, erected within the past five years, adjoining the Mark Hopkins Hotel. KPIX's studio is 27 x 40 ft., double height ceiling and control rooms located on the second floor for perfect visibility.

WFIL-TV, Philadelphia, Pa.

WFIL-TV went on the air commercially September 13, 1947, three months after the first shipment of equipment for the station had been delivered. On February 1, 1948, the station moved from its temporary quarters into its new studios constructed expressly for the accommodation of a complete television station. WFIL-TV's television newsreel, among the first daily motion picture newsreels in the industry, was awarded the only National Headliner's Club medal ever given to a television news program on March 19, 1948.

On January 1, 1949, it was announced that the station's transmitter would be moved some time this year from its present Widener Building location to a new site on the outskirts of Philadelphia.



ROGER W. CLIPP
Gen. Mgr.

WTTG, Washington, D. C.



WALTER COMPTON
Gen. Mgr.

WTTG, owned and operated by Allen B. DuMont Labs., Inc. first went into operation on Channel five as W3XWT under an experimental license on June 25, 1945. STA for commercial operation was granted on November 29, 1946. WTTG is key station in Washington for the DuMont Television Network and is on the air 67 hours per week (50 hours programming, 17 hours Test Pattern).

Facilities for studio (20 x 40 ft.) in the Harrington Hotel include two image orthicon turret cameras and two 16mm film projectors with associated iconoscope pickup cameras. Remote facilities include four image orthicon cameras and associated equipment.

"Nation's First Full-Scale Video Production Training Program"—Dr. Allen B. DuMont

TWIN CITY TELEVISION LAB

(Division of Beck Studios, Inc., Minneapolis, Minn.)

Training TV Program Directors, Camera Operators, Writers, Actors and Announcers

ARE YOU IN THE TV PICTURE?



Twin City Television Lab's training studio (40 x 60 ft. with 20 ft. ceiling). This view, taken from TCTL's control room (26 x 27 ft.) demonstrates the various job categories required for normal program operation of an average commercial television station.

KEY:

1. Program Director
2. Writer
3. Technical Director
4. Video Operator
5. Audio Operator
6. Film Projectionist
7. Lighting Technician
8. Camera Operator
9. Mike Boom Operator
10. Performers
11. Floor Manager
12. Property Manager
13. Scene Designer
14. Stage Carpenter
15. Musicians
16. Music Librarian
17. Title and Display Artist
18. Announcer

WHY TCTL'S TRAINING PROGRAM IS TOPS!

- ✓ All-around, practical studio experience (over 1000 hours for program directors).
- ✓ Instruction by full time staff of commercially experienced TV personnel (NBC-TV, CBS-TV, WABD).
- ✓ Complete standard TV studio equipment and facilities in our own modern quarters (11,000 sq. ft. on 2nd, 3rd, and 4th floors of Lyceum Theatre, Mpls., upper midwest's leading legit playhouse—to which TCTL has prior television rights).
- ✓ Centrally located in U. S.
- ✓ Nationwide placement service.
- ✓ Established background of successful training and placement in the radio broadcasting field since 1937 by TCTL's affiliated BECK SCHOOL FOR RADIO.

TWIN CITY TELEVISION LAB

Lyceum Theatre, Minneapolis 3, Minn.

Joseph H. Beck, *Executive Director*

Ernest S. "Bill" Colling, *Director of Training*

Send for Informative Picture-Story Folder Illustrating TCTL's Unprecedented Facilities and Training Methods.



NATHAN LORD
Gen. Mgr.

WAVE-TV, Louisville, Ky.

WAVE-TV started regular commercial broadcasting on November 24, 1948. It operates on a five-day-a-week schedule averaging about 20 hours per week. Equipment and facilities include a 570-ft. tower located atop the main studios, a completely equipped mobile operation bus, two 16mm projectors and cameras, two studio cameras, two remote cameras and a monoscope. The main studio fluorescent lighting is adjustable and is augmented by a series of movable spots; the basic scenery, which has self-supporting walls, includes working doors, fireplace, French windows, frame window, 40-ft. landscape and a

street scene.

As of January 1, 1949, the number of television receivers in the Louisville area is estimated at 3,000, 212 of which are in public places.

WMAL-TV, Washington, D. C.

WMAL-TV, channel 7, the Evening Star Broadcasting Co.'s television station and ABC outlet in Washington, was the first television station to advertise and maintain a seven-nights-a-week schedule of television programs. The station went on the air October 3, 1947, and established a record for 27 days' time between delivery of transmitter and going on the air. Station is the most powerful in the city with video of 27.7 kw and aural of 13.9 kw. Antenna is 517 feet above the average terrain.

Firsts for the station include obtaining permission for the first White House telecast; the first Senate and House Committee telecasts while in session; the first showing of the constellation by attaching cameras to the large telescope at the Naval Observatory.



K. H. BERKELEY
V.P. & Gen. Mgr.



WILLIAM B. RYAN
Gen. Mgr.

KFI-TV, Los Angeles, Calif.

KFI-TV went on the air with test pattern transmission on June 21, 1948. A period of experimental programming began on August 25, followed six weeks later by a regular schedule of commercial operation, telecasting about 15 hours per week with studio and remote programming. The station transmits from its Mt. Wilson transmitter with an effective radiated power of 29.7 kw. video, 15 kw audio.

KFI-TV's audience response to "Television Talent Test" on New Year's night brought over 9,000 individual telephone calls in a three-hour period recording more than 17,000 vote preferences for talent contestants on the air.

THE **WORLD TODAY** Inc.

FILM AND TELEVISION PRODUCERS

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RICHARDSON WOOD, *Secretary*

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NEW YORK 19, N. Y.
CIRCLE 5-5067

WBEN-TV, Buffalo, N. Y.

After three years of planning and three months of test programming WBEN-TV went on the air May 14, 1948. The station is part of the Eastern-Midwest link of the NBC-TV network. On May 13, 1948, the day before the official inaugural, WBEN-TV telecast the complete ceremonies of the consecration of the Rt. Rev. Lauriston L. Scaife as Episcopal Bishop of Western New York from Buffalo's St. Paul Cathedral.



C. ROBERT THOMPSON
Station Mgr.

The station has had notable list of remote telecasts since—first TV show from Niagara Falls, Cole Brothers Circus, complete plays from Erlanger Theater and nearby summer straw-hats, harness racing, midget auto races and all outstanding local college football games, etc. WBEN-TV telecasts with effective radiated power of 18.5 kw video and 11.1 kw audio.



DONALD A. STEWART
Manager

WDTV, Pittsburgh, Pa.

The DuMont owned, and the only television station in Pittsburgh began commercial operations January 11, 1949. By utilizing the choice commercials of ABC, CBS and NBC-TV networks, as well as that of DuMont, the station can keep operating expenses at a minimum. After a little more than a month's operation it reported that 80% of its air-time is commercial.

WDTV is in the position to receive the choice network programs, for it is the connecting link between the east and mid-west networks. The present programming arrangements are temporary, but because of the freeze on application, it may be expected to continue for one or two years more. As of March 1, 16 national and 22 local advertising accounts are carried by the station.

WGN-TV, Chicago, Ill.

WGN-TV commenced operations April 5, 1948. From that date, throughout the summer months the station aired a weekly average of 45 hours of programs, including live music, on regular schedule. In sports, it carried 155 major league baseball games, eight Big Nine football contests, and weekly wrestling and boxing matches. Program emphasis has been on live studio shows and sports remotes, both of which comprise nearly 80 per cent of air time. The station also telecasts 12 hours of weekly dramatic, musical, educational and children's programs.



VERNON R. BROOKS
Dir. of Operations

Early in December of last year WGN-TV commenced afternoon programming six days a week, providing two hours of film shows daily.

Greetings---

From The Television Film Producers Association of Hollywood.

The Following Member-Companies Are Ready to Fulfill Every Requirement For Quality Motion Pictures On Television:

EDDIE ALBERT PRODUCTIONS 1133 N. Highland Ave. Hollywood	FEDERATED TELEVISION FILMS, INC. Hol Roach Studios Culver City	MOTION PICTURE ENTERPRISE 367 W. Spozier Burbank
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ARMOR PRODUCTIONS 8822 W. Washington Blvd. Culver City	FILMS UNLIMITED c-o Coulter & Gray 9538 Brighton Way Beverly Hills	PAUL PARRY PRODUCTIONS 7557 Sunset Blvd. Hollywood
ASCOTT PRODUCTIONS, INC. 321 S. Beverly Dr. Beverly Hills	FIVE STAR PRODUCTIONS 6526 Sunset Blvd. Hollywood	PICTORIAL PRODUCTIONS 1357 N. Gordon St. Los Angeles
ATTWOOD PRODUCTIONS 8852 Sunset Blvd. Los Angeles	FRANKLIN PRODUCTIONS 10511 Tennessee Ave. West Los Angeles	POLARIS PICTURES, INC. 5859 Santa Monica Blvd. Los Angeles
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BELL INTERNATIONAL PRODS. 5717 Sunset Blvd. Hollywood	OGDEN GOELET 9421 Wilshire Blvd. Los Angeles	ROLAND REED PRODUCTIONS 275 S. Beverly Dr. Beverly Hills
BENNETT FILMS 5617 Horcourt Ave. Los Angeles	GRAPHIC FILMS CORP. 1108 Lillian Way Hollywood	ROCKETT PICTURES, INC. 6063 Sunset Blvd. Los Angeles
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CHRISTIAN FILMS 625 N. Mansfield Hollywood	HOLLYWOOD SCREEN SERVICE 3721 Patomac Los Angeles	TARSHIS-HERBERT PRODS. 5916 David Ave. Los Angeles
CHRISTL & WEBBER 6130 Selma Ave. Hollywood	IMPRO, INC. Hal Roach Studios Culver City	TELEFEATURES, INC. 1366 N. Van Ness Los Angeles
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CROSBY & FOGLE 6365 Selma Ave. Hollywood	MEET THE AMERICAS PRODS. 8820 Sunset Blvd. Hollywood	VARIETY PRODUCTIONS 1345 N. Hayworth Ave. Hollywood
DUDLEY PICTURES CORP. 9908 Santa Monica Blvd. Beverly Hills	MENZIES-FINNEY PRODS. 361 So. Canon Drive Beverly Hills	LOUIS WEISS & CO. 4336 Sunset Blvd. Hollywood
ECLIPSE PRODUCTIONS 834 N. Highland Los Angeles	MINI-FILMS, INC. 819 N. La Cienega Los Angeles	WILDING PICTURES 5981 Venice Blvd. Los Angeles
STEVE ELLIS PRODUCTIONS 2623 Laurel Canyon Blvd. Hollywood	VICTORIA MIX, INC. 357 S. Roxbury Beverly Hills	RAPHAEL G. WOLFF STUDIOS 1714 N. Wilton Pl. Hollywood
JERRY FAIRBANKS, INC. 6052 Sunset Blvd. Hollywood		YOUTH FILMS 7904 Santa Monica Blvd. Hollywood

TELEVISION FILM PRODUCERS ASSOCIATION



GEORGE B. STORER, JR.
Manager

WAGA-TV, Atlanta, Ga.

WAGA-TV, Atlanta's second television station began operation on March 8, 1949. Test patterns were started February 19, and reports of good reception came from distant points in Georgia, Alabama and Tennessee. Dedication services for the station's opening started at 7 P.M. and featured previews of both WAGA-TV's local shows and network features. Regular programming is on a seven day a week schedule for a total of 21 hours.

The station's main studio is located at 1032 West Peachtree St., and arrangements have been made for a remote studio located in the Tower Theater Building. Mobile equipment consists of a special events truck with two field cameras. The station is equipped with two 16mm projectors.

WATV, Newark, N. J.

WATV, one of the seven stations allocated to the North-East New Jersey area became the 26th television station in America to go on the air when it began operations on May 15, 1948.

Although located in New Jersey, its signal strength is such that it provides entertainment for some 13 million residents of the great metropolitan area. Situated in Newark at the station-owned Television Center, a seven-story building housing a ballroom which accommodates 1500 and a theater seating 3500, WATV's facilities also include, in addition to two smaller studios, a main studio (82 x 84 feet) equipped with elaborate lighting and sets, together with galleries for both sponsors and audience.



IRVING R. ROSENHOUSE
Pres. & Gen. Mgr.



KLAUS LANDSBERG
Gen. Mgr.

KTLA, Hollywood, Calif.

KTLA, has been on the air in Los Angeles almost continuously since Sept. 1942. First licensed experimentally as W6XYZ, it carried on extensive technical research and modest programming through the war years.

Studios are adjacent to the Paramount Pictures Studio. They consist of two sound stages. One 22' x 36' is equipped with three studio orthicon cameras, dolly mounted, microphone boom and fixed microphones as required, internal reflector lighting units and spotlights. The other studio, 36' x 46', is equipped with three studio orthicon cameras, dolly mounted, adjustable lighting units individually controlled. Film studios are equipped to handle both 16 and 35 mm sound or silent pictures.



Ed Herlihy

Kraft Television Theatre . . . NBT

Children's Hour . . . WNBT

The Hartmans . . . NBT

Act It Out . . . WNBT

Here's Herlihy . . . WNBT

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in television "spot" production
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STANLEY SIMMONS
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CHARLES OBERMEYER
Producer

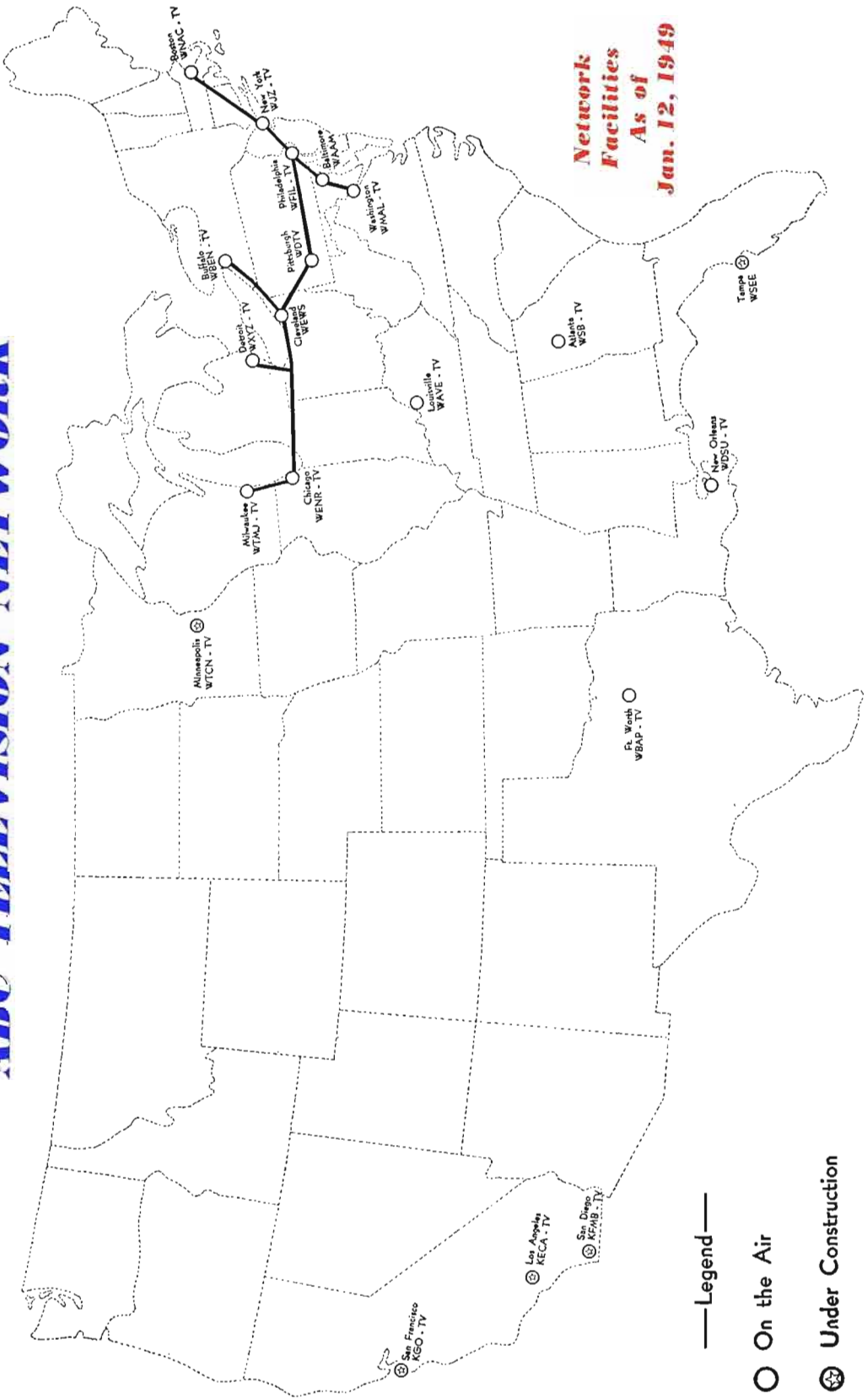
Producers of **IT'S A WOMAN'S WORLD**
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Why is **AP** the best?

Because—it is controlled by those
who have an especial interest in
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ABC TELEVISION NETWORK



**Network
Facilities
As of
Jan. 12, 1949**

— Legend —

○ On the Air

⊛ Under Construction

A. B. C. TELEVISION NETWORK



MARK WOODS
President

As president of ABC, Mark Woods has established himself as a top radio-TV executive, having been in the broadcasting business more than half of his lifetime. His connection with radio came about through a subsidiary setup by A. T. & T., with whom he was connected, when they created the Broadcasting Co. of America, to operate WEAJ. By Nov. 1, 1926, when NBC took over the broadcasting operations of A. T. & T., Woods was acting in the triple capacity of financial officer, assistant secretary and office manager and by 1934 had become assistant executive vice-president and administrative officer of NBC, being made vice-president and treasurer two years later. With the formation of the Blue Network Co., Inc., in Jan., 1942, Woods became its president, remaining as president of ABC, when the network was renamed.



A veteran of broadcasting, Charles C. Barry, vice-president in charge of television of ABC, has been one of the principal program officers of the network since its organization. From 1942 to 1945 he was national program director of the net. In 1947 he was elected a vice-president of ABC and placed in charge of radio and television programming. He was named to his present post in Dec., 1948. A former presidential announcer, Barry has introduced many radio innovations which are now accepted broadcasting procedure. Among these was the development of high fidelity transcription recording; the sale of time for presentation of opposing viewpoints on controversial questions; and the development of programs such as "The Paul Whiteman Club" and "Stop The Music."



CHARLES C. BARRY
V.P. Chg. TV

"The Paul Whiteman Club" and "Stop The Music."



ALEX. STRONACH, JR.
Mgr. TV Pgms.

A former free lance writer for magazines and motion pictures and possessing an extensive and varied background of radio, television and motion picture experience, Alexander (Sandy) Stronach, Jr., ABC manager of television programs, joined the network in Sept., 1948. From Hollywood, Stronach joined Young and Rubicam, Inc., in 1938 as a writer on the "We, The People" radio program. Subsequently he produced and directed this program as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Y & R. In 1947, he joined the William Morris Agency as an executive in the radio and television department, leaving that post to come to ABC.

For Complete Listing of ABC-TV Network Personnel See Page 262

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C. B. S. TELEVISION NETWORK



FRANK STANTON
President

Resigning from the Psychology Department at Ohio State University to join CBS in 1935 as its research director, Frank Stanton, President of the network, rapidly advanced to a vice-presidency in 1942 and was named general manager and elected to the board of directors in 1945. Stanton was the first to develop and use a mechanical device for recording radio set operation. With Dr. Paul Lazarfeld, he is co-developer of the Program Analyzer, a machine for measuring audience reaction to program content. Called to Washington early in the war as a consultant to the Office of Facts and Figures, Stanton also served as special consultant to the Secretary of War, the Navy Dept. and the Office of War Information. He was born in Muskegon, Mich., on March 20, 1908.



In Dec., 1928, when CBS was in the process of formation, Lawrence W. Lowman, vice-president and general executive, first joined the network, beginning as assistant treasurer and assistant secretary. In 1932 he was appointed vice-president and secretary and in 1938 became vice-president in charge of network operations. He left that post in June, 1942, to accept a commission in the Signal Corps and later was assigned to the Office of Strategic Services as chief of the Communications Branch. He resumed civil status on July 1, 1945, returning to CBS to take charge of its television operations, and in May, 1948, was named vice-president and general executive. Col. Lowman holds the U. S. Legion of Merit and was named an Honorary Commander of the Military Division of the Most Excellent Order of the British Empire.



L. W. LOWMAN
V.P. & Gen. Exec.



J. L. VAN VOLKENBURG
V.P., Dir. TV Apr.

Born in Sioux City, Iowa, December 6, 1903, J. L. Van Volkenburg, CBS vice-president and director of television operations, is a veteran in the radio field, with 16 years of CBS management experience. In 1928, he joined the advertising agency of Batten, Barton, Durstine & Osborn, Inc., where he remained until 1932 when he became general manager of KMOX, CBS-owned station in St. Louis. In 1936, he was appointed assistant to CBS vice-pres. Leslie H. Atlass, who is in charge of the network's Western Division office in Chicago and, on November 9, 1945, was named general sales manager of Radio Sales with headquarters in New York. On January 7, 1948, he assumed supervision of the Columbia-owned stations as director of station administration and in May, 1948, was named vice-president and director of TV Operations.

For Complete Listing of CBS TV Network Personnel See Page 268

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AL CIRILLO

AL CIRILLO

Bowling Commentator

Writer for Sports Programs
Sports Master of Ceremonies

featured on

"Bowling Headliners"

ABC'S Eastern TV Network

* * *

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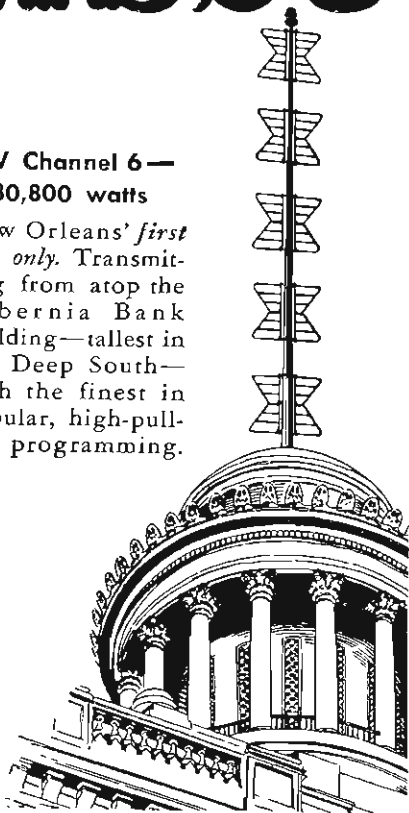
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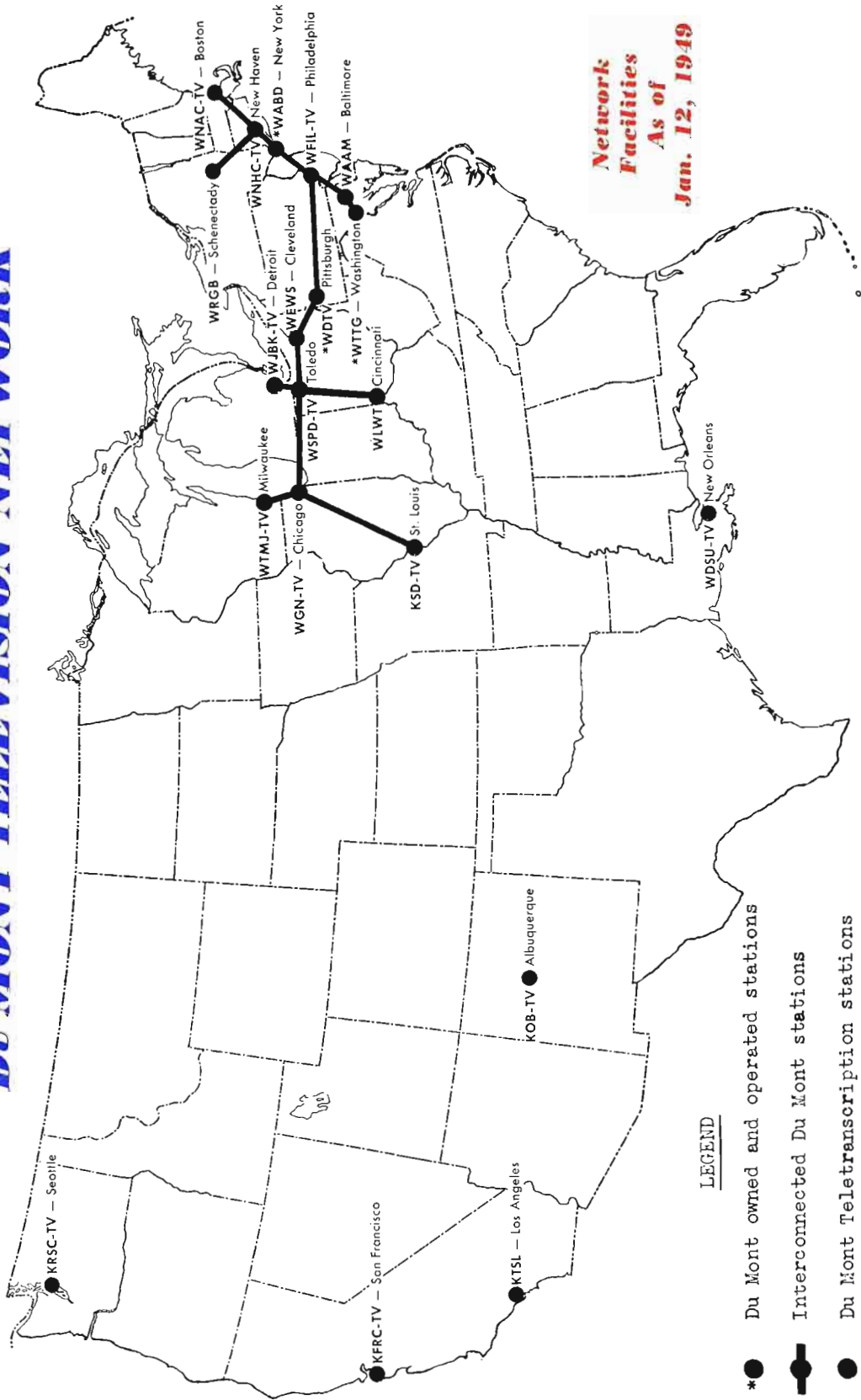
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neering service and high listener loyalty
is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

WDSU

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DU MONT TELEVISION NETWORK



DuMONT TELEVISION NETWORK



DR. A. B. DuMONT
President

Probably chiefly known for the development of the cathode-ray tube, which provides today's set owners with clear, bright, reliable pictures, Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., heads the only company in the U. S. that is actively engaged in all phases of television. He was the first president of the Television Broadcasters Association and continues to serve that organization as a member of its board of directors. The Veteran Wireless Operators Association presented Dr. DuMont with the coveted Marconi Memorial Award of Achievement for pioneering work in the field of communications. The key station of his network in New York, WABD, was the first television station in the country to televise on a full daytime schedule. Dr. DuMont is a graduate of Rensselaer Polytechnic Institute.



The growth of the DuMont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and Teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy for the last fourteen years and is widely known in New York banking and investment circles, owning a seat on the N. Y. Stock Exchange. Commander Loewi was born in Urbana, Ohio, and then moved to Piqua, Ohio, where he attended grade school and high school. He studied art at the Pratt Institute and at the Art Students League in New York and in Paris at the Julian Academy.



M. W. LOEWI
Director



LEONARD F. CRAMER
Vice-President

Joining the Allen B. DuMont Laboratories in 1936, as their 16th employee, Leonard F. Cramer, vice-president, played a major role in DuMont's growth, and was responsible in large measure for their place of leadership in the field of television. Cramer was responsible to a great extent for acquainting engineers with the purposes and functions of oscillographs with the result that these instruments, almost unknown a few years ago, are now in general use. Working with all divisions of the Allen B. DuMont Laboratories, it was under his leadership that the network was formed. Cramer was born in Alden, N. Y., near Buffalo and has always been a sports enthusiast, excelling at polo, golf and skeet shooting.

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Nelson is to television today."

BILLBOARD, Oct. 7, 1944

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The Admiral Show

Du MONT Television

The Vincent Lopez Show

M. B. S. TELEVISION NETWORK



T. C. STREIBERT
Chmn. of Bd.

As a former assistant dean of the Harvard Business School and for many years an executive in the motion picture field, Theodore C. Streibert, Chairman of the Board of MBS, joined the station in 1933 as assistant to Alfred J. McCosker, who was then the station's president. Not only has Streibert been instrumental in the development of WOR for over a decade, but he actively participated in founding MBS, of which WOR is the N. Y. key station. Two years after joining WOR, Streibert was elected a member of the station's board of directors and one year later was appointed executive vice-president and general manager, a post he held until January 1, 1945, when he succeeded to the presidency.

He has been active in supervising the TV activities of the Bamberger Broadcasting Service, Inc.; WOIC, Washington, D. C. and WOR-TV, N. Y. C.



One of the most energetic executives in the business, "Jimmy," James, veepee in charge of advertising, promotion and research, joined the network in 1945. James, born in London, England, came to the U. S. in 1926, and a year later joined the National Broadcasting Company. There he developed and organized the network's sales promotion department. In 1935 he was among the first network men to engage in the preliminary planning for television activities of NBC. At Mutual, "Jimmy" James handled a number of special management assignments in addition to the overall supervision of Mutual's advertising, promotion and research activities. He is also coordinator of television activities of the network. At the 1948 Annual meeting of the TBA, he served as chairman of the planning and entertainment committee.



E. P. H. JAMES
Vice-President

chairman of the



EARL M. JOHNSON
V.P. Chg. Sta. Rel.

Vice-president in charge of station relations and engineering for the network, Earl M. Johnson joined the organization in 1946 as chief plans and allocations engineer. In that capacity he developed Mutual's "listenability" a new engineering coverage measurement, designed to guide network expansion. He is in daily consultation with Mutual affiliates on AM, FM and TV matters. Prior to joining the Mutual network, Johnson was a member of the executive engineering committee of the NAB for 3 years and is still associated with the committee. After graduating from the University of Cincinnati in 1940 he became an engineer on the staff of

WLW, Cincinnati. His war service includes activity on the Operations Research Staff of the War Department.

For Complete Listing of MBS TV Network Personnel See Page 274

N. B. C. TELEVISION NETWORK



NILES TRAMMELL
President

others developed. He assumed presidency of NBC July 12, 1940.



Admitted to the practice of law in 1936 in Washington, D. C., Charles R. Denny, executive vice-president of NBC was an attorney with the Department of Justice from 1938-1941, appointed assistant general counsel of the FCC in 1942 and on Oct. 6, 1942, was named general counsel of the FCC. On March 30, 1945, Denny was appointed a commissioner. In February, 1946, as assistant chairman he was appointed chairman of the FCC by President Truman on December 4, 1946, being the youngest man to ever hold that position. In October, 1947, he joined NBC as vice-president and general counsel, and was named executive vice-president of the network July 1, 1948. Denny was born in Baltimore, Md., April 11, 1912. In 1933 he was graduated from Amherst College with an A. B. degree and from Harvard Law School in 1936 with an LL.B. degree.



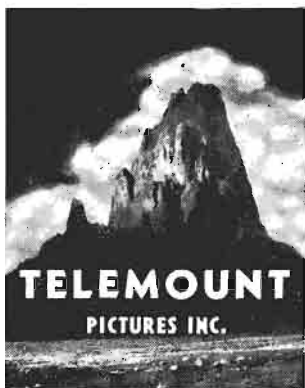
CHARLES R. DENNY
Exec. V.P.



CARLETON D. SMITH
Dir. TV Opr.

Starting in radio in 1929 as an announcer of WDBJ, Roanoke, Va., while continuing as executive secretary of the American Automobile Association, Carleton D. Smith, director of TV operations of NBC, first came to NBC Washington as an announcer in 1931. When NBC leased WMAL in Washington in 1933, Smith was appointed assistant manager of the Blue Network station. He was NBC's presidential announcer for the entire twelve years of President Roosevelt's administration and supervised the early development of NBC Television in the nation's capital and the opening and subsequent operation of WNBW. Born in Winterset, Iowa, he spent his early youth in the mid-west, coming East to attend George Washington University in Washington, D. C.

For Complete Listing of NBC TV Network Personnel See Page 280



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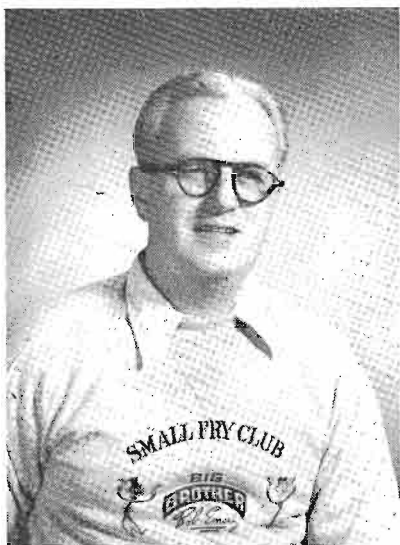
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MAIL-O-VISION is a unique live participating television program that really sells and gets direct results for advertisers. The Mail-O-Vision program is a painless way to sell via TV. Climb on the MAIL-O-VISION Bandwagon NOW! This program has been tested in New York City.

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Television Organizations

... personnel—functions

Television Broadcasters Assn., Inc.

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Lackawanna 4-4788

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FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

American Television Society, Inc.

17 EAST 45th STREET, NEW YORK 17, N. Y.
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American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

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Treasurer	Russell L. Furse	Recording Secy.	Syd Cassyd

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To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To cooperate with organizations having similar aims.

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The Independent Television Broadcasters Association (ITPA) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded television programs. Membership in ITPA is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.

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and Bernie Ebert

**Television Film Producers
Association**

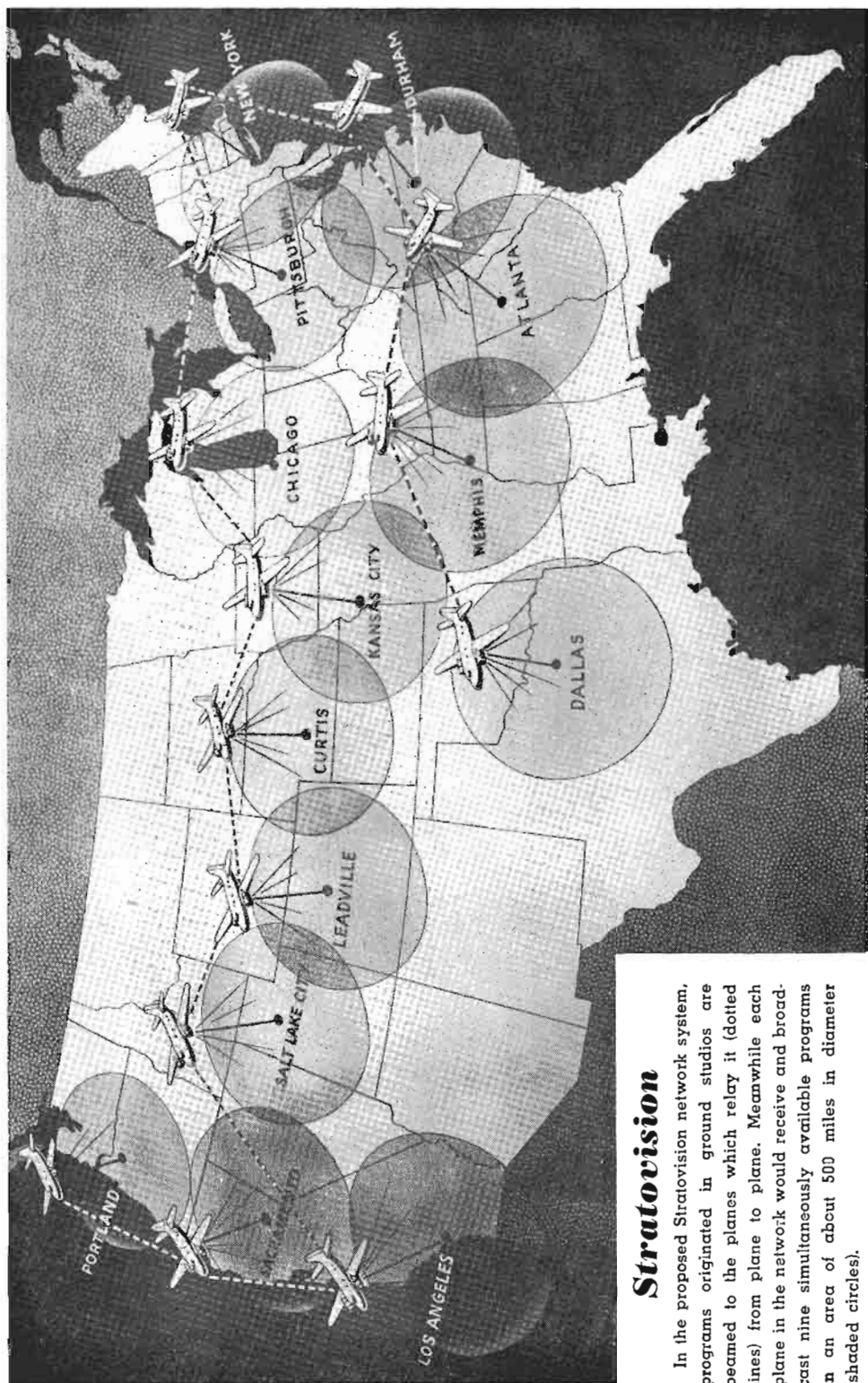
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Bernard J. Carr.



Stratovision

In the proposed Stratovision network system, programs originated in ground studios are beamed to the planes which relay it (dotted lines) from plane to plane. Meanwhile each plane in the network would receive and broadcast nine simultaneously available programs in an area of about 500 miles in diameter (shaded circles).

PROGRESS ON STRATOVISION

By C. E. NOBLES, *Stratovision Engineer, Westinghouse Corp.*



C. E. Nobles

STRATOVISION, the airborne system of broadcasting television and frequency modulation programs under development by the Westinghouse Electric Corporation and The Glenn L. Martin Company, proved itself a technical reality during 1948.

Early in the year a B-29 was converted as the second experimental Stratovision airplane, and the first television signals were transmitted from the plane on April 30. This was the first of a series of weekly test flights which culminated in the first public demonstration of Stratovision on June 23.

On that night Stratovision was presented formally to newspaper and magazine representatives at Zanesville, Ohio. The Stratovision plane, flying at 25,000 feet in the vicinity of Pittsburgh, picked up the Republican Convention telecast from WMAR-TV in Baltimore, 200 miles away, and rebroadcast it to Zanesville, located 110 miles from the closest ground television station.

Since the first test flights early this spring, picture quality has been improved by eliminating noise from the plane's engines through increased bonding, and by introducing noise limiters in critical circuits.

However, in demonstrations and tests, picture quality has been affected more seriously by the nature of the signal picked-up at the plane for transmission than by any other factor. Although the Stratovision plane has successfully picked-up commercial programs and rebroadcast them, these demonstrations were of an experimental nature, and interference encountered will not be met in commercial operation of the system, since a high frequency relay will send the programs direct to the plane circling above the ground station.

Stratovision broadcasts have been authorized through an experimental license granted by the FCC. Call letters for the station are W10XWB operating on television Channel No. 6.

Although the major technical problems in the Stratovision broadcasting system have been solved, the problem of application of the system must await the standardization of practices in allocating television channels for ground and airborne stations. During the year Westinghouse Radio Stations, Inc., applied to the FCC for authorization of a Stratovision channel allocation in the general video reallocation hearings and subsequently for authorization of a Stratovision station at Pittsburgh, but both applications were rejected.

There are no limitations in the Stratovision system which would restrict its use in the high frequency bands, and currently Westinghouse Radio Stations, Inc. has presented this information to the FCC in hearings conducted by that body to determine the advisability of allocating channels for television broadcasting in these frequencies.

The increased coverage offered by a Stratovision station compared to a ground television station is summed up in engineering studies which assume operation of an airborne station at Pittsburgh. The Stratovision station would provide television service to 8,253,000 people in the 58,200 square miles encompassed by the station's 5,000 microvolt contour line. If protection were granted for the station's 500 microvolt contour line, a total of at least 12,039,000 people in an area of 127,000 square miles would receive service. Although proposed allocations in the area of 200 miles radius to be covered by Stratovision would allow for the operation of 54 ground television stations in 32 cities, approximately 5,868,000 people would not have protected television service.

In summary, engineering developments of the Stratovision system during 1948, have confirmed calculated estimates of the effectiveness of airborne broadcasting of television and frequency modulation programs. Thousands of reports from viewers emphasize the need for expanded coverage for these services. The major technical problems have been solved, and the minor problems can be solved. Solution of the economic and social implications inherent in the application of Stratovision is the problem for the future.

Historic Television Pictures



Placing his camera before an RCA television receiver at NBC headquarters in N. Y., Jack Zwillinger, staff photographer, took the above picture of President Harry S. Truman taking the oath of office on the Capitol building steps in Washington.



President Harry S. Truman waves to the crowds from his car in the inaugural parade (Jan. 20, 1949) in Washington.



TELEVISION STATIONS



*Alphabetically Listed
by Cities — Call Letters*

•

Personnel

•

Facilities

•

Other Detailed Information

TELEVISION STATIONS

in THE UNITED STATES

Albuquerque

KOB-TV

1948

CHANNEL 4

Frequency: 66-72 mc. Power: Aural, 5 Kw.;
Visual, 5 Kw.
Owned-Oper. By Albuquerque Bcstg. Co.
Business-Studio Address 234 S. 5th St.
Phone Number 4411
Transmitter Location 905 So. Buena Vista Ave.
Air Time 15 hrs. weekly
Owner, General Manager T. M. Pepperday
Sta. Mgr., Technical Dir. George S. Johnson

Atlanta

WAGA-TV

1948

CBS-DuMONT
CHANNEL 5

Frequency: 76-82 mc. Power: Aural,
Pending; Visual, Pending
Owned-Operated By Liberty Bcstg. Corp.
Bus.-Studio-Transmitter Address 1018-32 W.
Peachtree
Phone Number Main 5900
Air Time Not yet on air
Representative Katz
Pres., Station Mgr. George B. Storer, Jr.
General Manager James E. Bailey
Commercial Manager Claude H. Frazier
Prom.-Pub. Director William R. Terry
Dir. of News & Spec. Events Dale Clark
Production Manager James Loren
Film Director Horace Cook
Director of Remotes Roy Dodson
Technical Director Paul B. Crom

WSB-TV

1948

NBC-ABC
CHANNEL 8

Frequency: 180-186 mc. Power: Aural, 12.5
Kw.; Visual, 23.8 Kw.
Owned-Oper. By Atlanta Journal Co.
Bus. Address Billmore Hotel
Phone Number HEMlock 1045

Studio-Transmitter Location 1601 W. Peach-
tree St.
Air Time Average 35 hrs. weekly
News Service AP
Transcription Service Associated, Standard
Representative Petry
Membership TBA
Managing Dir. J. Leonard Reinsch
General Manager John M. Outler, Jr.
Commercial Manager Frank Gaither
Program Director Marcus Bartlett
Promotion Director Vincent C. Piano
Dir. of News & Spec. Events Walter Poschall
Production Manager Mark Toalson
Publicity Director Wayne L. Anderson
Film Director Jean Hendrix
Dir. of Remotes Oliver Heely
Technical Director W. H. White

Baltimore

WAAM

1948

ABC-DuMONT
CHANNEL 13

Frequency: 210-216 mc. Power: Aural, 13.8
Kw.; Visual, 26.1 Kw.
Owned-Oper. By Radio-Television of Balti-
more, Inc.
Bus.-Studio-Transmitter Address 3725 Malden
Ave.
Phone Number Mohawk 7600
Air Time 5:30 p.m.-11 p.m.
News Service UP
Transcription Service World
Representative Free & Peters
Exec. V.P. Frederick L. Allman
General Manager Norman Kal
Commercial Manager Armand Grant
Prog. Dir., Prod. Mgr., Dir. of
Remotes Ted Estabrook
Sales Prom. & Merch. Clark Reynolds
Publicity Director Armand Grant
Operation, Film Dir. Herb Cahon
Technical Director Warren Braun

WBAL-TV

1948

NBC
CHANNEL 11

Frequency: 198-204 mc. Power: Aural, 17.2
Kw.; Visual, 32.6 Kw.

. . . U. S. TELEVISION STATIONS . . .

Owned-Operated By.....Hearst Radio, Inc.
 Bus. Studio Address.....2610 No. Charles St.
 Phone Number.....Hopkins 3000
 Transmitter Location.....Violet & Collage Ave.
 Air Time.....60 hrs. weekly
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Edward Petry
 Membership.....TBA, NAB
 President.....Charles B. McCabe
 General-Station Mgr.....Harold C. Burke
 Commercial Manager.....Kenneth Carter
 Program Director.....John Dickman
 Technical Director.....Harold See

WMAR—TV

1947

CBS

CHANNEL 2

Frequency: 54-60 mc.....Power: Aural, 9.1 Kw.; Visual, 17.1 Kw.

Owned-Oper. By.....The A. S. Abell Co.
 Business Address.....Baltimore Sunpapers
 Phone Number.....Lexington 7700
 Studio Address.....The Sun Bldg., Baltimore & Charles Sts.

Transmitter Location.....O'Sullivan Bldg., Baltimore & Light Sts.

Air Time.....9:30 a.m.-11 p.m., 7 days weekly
 News Service.....AP

Transcription Service.....Associated, Lang-Worth
 Representative.....Katz
 Membership.....TBA

President.....Paul Patterson
 Director of Radio.....E. K. Jett

Commercial Manager.....Ernest A. Lang
 Program Director.....Robert B. Cochrane

Film Director.....Philip H. Heisler
 Chief Engineer.....Carlton G. Nopper

Boston

WBZ—TV

1948

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7.13 Kw.; Visual, 14.3 Kw.

Owned-Oper. By.....Westinghouse Radio Stations, Inc.

Bus. Studio-Transmitter Address.....1170 Soldiers Field Rd.

Phone Number.....ALgonquin 4-5670
 Air Time.....(Mon.-Fri.) 6:30-10:30 p.m.; (Sat.) 1:30-10:45 p.m.; (Sun.) 5-10 p.m.

News Service.....AP, INS
 Transcription Service.....Associated, Thesaurus

Representative.....Spot Sales
 President.....Walter Evans

General Manager.....J. B. Conley
 Station Manager.....W. C. Swartley
 Soles Manager.....C. Herbert Masse
 Program Manager.....W. Gordon Swan
 Soles Prom. Manager.....Lynn Morrow
 Dir. of News.....F. E. Whitmarsh
 Program Supervisor.....Lucian Self
 Production Manager.....Iram Berlow
 Publicity Manager.....W. A. Davis
 Film Director.....Norah Adamson
 Dir. of Remotes.....Ralph Giffen
 Technical Supervisor.....Sidney Stadig
 Chief Engineer.....W. H. Hauser

WNAC—TV

1948

ABC-CBS-DuMONT-YANKEE

CHANNEL 7

Frequency: 174-180 mc.....Power: Aural, 26.6 Kw.; Visual, 13.3 Kw.

Owned By.....General Tire & Rubber Co.
 Bus. Studio Address.....21 Brookline Ave.

Phone Number.....CCommonwealth 6-0800
 Transmitter Location.....Medford

Air Time.....Varies
 News Service.....Telenews

Transcription Service.....Associated
 Representative.....Edward Petry

President.....William O'Neil
 Exec. V.P., Gen.-Comm. Mgr.....Linus Travers

V.P., Sta. Mgr., Prog. Dir.....George Steffy
 V.P.....Thomas O'Neil

Program Director.....David F. Shurtleff
 Dir. of News &

Special Events.....Leland C. Bickford
 Publicity Director.....Phyllis Doherty

Film Director.....James Pike
 Dir. of Remotes.....Clarence Stone

Technical Director.....Irving E. Robinson

WBN—TV

1948

NBC-ABC-DuMONT-CBS

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 12 Kw.; Visual, 20.1 Kw.

Owned-Operated By.....WBN, Inc.
 Business Address.....Buffalo

Phone Number.....Cleveland 6400
 Studio Transmitter Location.....Hotel Statler

Air Time.....approx. 25-30 hrs. weekly
 News Service.....AP, INS, UP

Transcription Service.....Standard, Lang-Worth
 Representative.....Edward Petry

President.....Edward H. Butler
 V.P., General Mgr.....A. H. Kirchhofer

Station Manager.....C. Robert Thompson
 Commercial Manager.....Frank W. Kelly

Program Director.....George Torge
 Promotion Director.....Joe Haeffner

Special Events.....John Hutchinson
 Exec. Producer.....Joe Jenkins

U. S. TELEVISION STATIONS

Film Director.....Quinten P. Renner
Asst. Technical Dir. Charge of
Television.....Glenn Beerbower

Dir. of Remotes.....Bill Hollenbeck
Chief Engineer.....E. C. Horstman

Chicago

WBKB

1940

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7 Kw.;
Visual, 13.1 Kw.

Owned-Oper. By.....Balaban & Katz Corp.
Business-Studio Address.....190 N. State St.
Phone Number.....RAndolph 6-8210
Transmitter Location.....33 N. LaSalle St.
Air Time.....5:15 p.m.-approx. 10:30 p.m.
News Service.....AP, UP
Representative.....Weed
Membership.....TBA
Dir. of Telev.....John Balaban
General Manager.....John H. Mitchell
Program Director.....E. Jonny Graff
Dir. of News.....Ulmer Turner
Production Manager.....William Ryan
Publicity Director.....Sterling C. Quintan
Film Director.....Richard Locke
Dir. of Remotes.....Richard Liesendahl
Tech. Dirs....Lorraine Larson, Lewis Gomavitz,
Joseph Simon, Richard Rider, Joseph Byrne
Asst. Dirs....James Taylor, John Alexander
Chief Engineer.....William P. Kusack

WENR-TV

1948

ABC-MIDWEST
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,
15 Kw.; Visual, 30 Kw.

Owned-Operated By.....American Bcstg. Co.
Bus.-Studio-Transmitter Address.....20 No.
Wacker Dr.
Phone Number.....CEntral 6-5070
Air Time.....Various
News Service.....AP, INS, UP
Transcription Service.....Standard
Membership.....NAB
President (ABC).....Mark Woods
V.P. Chg. ABC Central Div...John H. Norton, Jr.
General Manager.....James Stilton
Sta.-Comm. Mgr.....Roy McLaughlin
Program Manager.....Harold Stokes
Dir. of TV Programming.....Fred Kilian
Promotion Director.....Karl R. Sutphin
Exec. Producer.....Jack Gibney
Dir. of News & Spec. Events.....Con O'Dea
Production Manager.....Monte Fassnacht
Publicity Director.....Ell Henry
Co-Ordinator of TV Sales.....Gerald Vernon
Film Director.....John Berg

WGN-TV

1948

CHANNEL 9

Frequency: 186-192 mc.....Power: Aural,
30 Kw.; Visual, 15 Kw.

Owned-Operated By.....WGN, Inc.
Business Address.....441 N. Michigan Ave.
Phone Number.....SU 7-0100
Studio Addresses.....400 W. Madison St.;
441 N. Michigan Ave.
Transmitter Location.....400 W. Madison St.
Air Time.....35 hrs. weekly
Transcription Service.....Standard
President.....Robert R. McCormick
Manager.....Frank P. Schreiber
Operations Director.....Vernon R. Brooks
Commercial Manager...William A. McGuineas
Sales Manager.....George Harvey
Program Director.....Jay Faraghan
Dir. of News & Spec. Events....Spencer Allen
Technical Director.....Carl J. Meyers

WNBQ

1948

NBC
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural,
21.8 Kw.; Visual, 21.8 Kw.

Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....Merchandise Mart
Phone Number.....SUperior 7-8300
Transmitter Location.....Civic Opera Bldg.
Air Time.....Varies
News Service.....AP, INS, UP
Transcription Service.....Thesaurus
Representative.....Spot Sales
V.P. in Chg. of Central Div...I. E. Showerman
General Manager.....Jules Herbiveaux
Commercial Manager.....Oliver Morton
Program Manager.....Ted Mills
Promotion Director.....Harold A. Smith
Dir. of News & Spec. Events.....W. B. Ray
Production Manager....Richard Von Albrecht
Publicity Director.....Jack Ryan
Operations Supvr.....Charles L. Townsend
Supvr. of Field Oper...Reinold Werrenrath, Jr.
Station Engineer.....Walter F. Lanterman

Cincinnati

WLW-TV

1948

NBC
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural,
19.5 Kw.; Visual, 23.5 Kw.

U. S. TELEVISION STATIONS

Owned-Operated By.....Crosley Bcstg. Corp.
Business Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Studio-Transmitter Location...2222 Chickasaw St.

Air Time..afternoon & evening, 7 days weekly
News Service.....INS, UP
Transcription Service.....Thesaurus, SESAC
President.....James D. Shouse
V.P., General Mgr.....R. E. Dunville
V.P. in Chg. of Telev.....M. N. Terry
Sales Manager.....M. F. Allison
Program Director.....Chester Herman
Dir. of Sales Prom.....David E. Partridge
Dir. of News.....Howard Chamberlain
Sales Service Mgr.....James Hill
Dir. of Pub. Relations &

Publicity.....James J. Cassidy
Dir. of Film Procurement.....Russ Landers
Dir. of Sports.....Red Thornburgh
V.P. in Chg. of Engineering.....R. J. Rockwell

Air Time.....Varies
News Service.....AP, UP
Transcription Service...Thesaurus, Standard, Associated

Representative.....Spot Sales
Membership.....TBA
President (NBC).....Niles Trammell
General Manager.....John McCormick
Station Manager.....Charles C. Bevis, Jr.
Sales Manager.....Harold L. Gallagher
Promotion Director.....Howard Barton
Dir. of News & Special

Events.....Edward R. Wallace
Production Manager.....Robert J. Spencer
Film Director.....Albert Odeal
Dir. of Remotes.....Charles Ranallo
Technical Operations
Supervisor.....Andrew L. Hammerschmidt

Cleveland

WEWS

1947

CBS-ABC-DuMONT
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural,
8.15 Kw.; Visual, 16.3 Kw.

Owned-Oper. By...Scripps-Howard Radio, Inc.
Bus.-Studio Address.....The WEWS Bldg.,
1816 E. 13th St.

Phone Number.....Superior 6111
Transmitter Location...7080 State Rd., Parma
Air Time.....45 hrs. weekly
News Service.....UP
Representative.....Branham
President.....Jack R. Howard
(230 Park Ave., New York 17, N. Y.)

V.P., General Mgr.....James C. Hanrahan
Station Dir.....J. Harrison Hartley
Program Mgr.....Patrick H. Crafton
Dir. News, Prom., Spec. Events, Film

Oper. & Pub.....Floyd E. Weidman
Film Supervisor.....Edward T. Noll
Dir. of Remotes.....Ernest E. Sindelar
Technical Director.....Joseph B. Epperson

WNBK

1948

NBC
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 2.5 Kw.;
Visual, 5 Kw.

Owned-Oper. By.....National Bcstg. Co., Inc.
Business-Studio Address...815 Superior Ave.
Phone Number.....Cherry 0942
Transmitter Location...Brecksville

Detroit

WJBK-TV

1948

CBS-DuMONT
CHANNEL 2

Frequency: 54-60 mc.....Power: Aural,
7.51 Kw.; Visual, 14.26 Kw.

Owned-Oper. By.....The Fort Industry Co.
Business-Studio Address...500 Temple
Phone Number.....Temple 3-7900
Transmitter Location...8009 Lyndon
Air Time.....approx. 6:30 p.m.-10 p.m.
News Service.....INS

Transcription Service...Lang-Worth
Representative.....Katz
President.....George B. Storer
General Manager.....Richard E. Jones
Commercial Manager...George M. Millar
Actg. Program Dir.....Helen Anderson
Promtion Mgr.....Joyce M. Chapman
Prod. Mgr., Film Dir.....Helen Anderson
Publicity Director.....Joyce Chapman
Chief Engineer.....Paul Frincke

WXYZ-TV

1948

ABC
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,
16.7 Kw.; Visual, 32.1 Kw.

Owned-Operated By.....WXYZ, Inc.
Business Address.....1700 Stroh Bldg.
Phone Number.....Cherry 8321
Studio Address.....Maccabees Bldg.
Air Time.....18 hrs. weekly
General Manager.....James G. Riddell
Sta. Mgr., Prog. Dir.....John Pival
Commercial Manager...Len Kamins
Promotion Director.....William J. Hendricks

U. S. TELEVISION STATIONS

Special Events.....Ted Johnson
Production Manager.....Lanny Pike
Film Director.....Rosalind Roulston
Dir. of Remotes.....Don Hallman
Technical Director.....Charles Kotcher

Film Director.....Lynn Trammel
Dir. of Remotes.....Larry DuPont
Dir. of Engineering.....R. C. Stinson

WWJ-TV

1947

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural.
8.75 Kw.; Visual, 17.5 Kk.

Owned-Oper. By.....Evening News Assn.
Bus.-Studio Address.....622 W. Lafayette Ave.
Phone Number.....WOODWARD 2-2000
Transmitter Location.....Penobscot Bldg.
Air Time . . . 4 p.m.-6 p.m.; 7 p.m.-10 p.m. or later
News Service.....AP, UP
Transcription Service.....Standard, Lang-Worth
Representative.....Hollingbery
Membership.....TBA, NAB
President.....W. E. Scripps
General Manager.....Harry Bannister
Asst. General Mgr.....Edwin K. Wheeler
Gen. Sales Mgr.....Harry W. Betteridge
Gen. Program Mgr.....Melvin C. Wissman
Promotion Manager.....Jake Albert
Special Events Dir.....James Eberle
Production Manager.....Tom Riley
Publicity Manager.....Dick Spencer
Film Director.....William C. Lane
Gen. Engineering Mgr.....E. J. Love

Fort Worth

WBAP-TV

1948

ABC-NBC

CHANNEL 5

Frequency: 77.25-81.75 mc.....Power: Aural.
8.8 Kw.; Visual, 17.6 Kw.

Owned-Oper. By.....Carter Publications, Inc.
Bus.-Studio-Transmitter Address.....3900 Barnett
St.
Phone Number.....56-1981
Air Time . . . 6 p.m.-10 p.m. nightly, 6 days wkly.
News Service.....AP
Transcription Service.....Lang-Worth, Cole.
Associated
Representative.....Free & Peters
President.....Amon Carter
Director.....Harold Hough
Station Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Seymour Andrews
Dir. of News & Spec. Events.....James A. Byron
Production Manager.....Bob Gould
Publicity Director.....Jack Rogers

Hollywood

KNBH

1949

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural.
13.7 Kw.; Visual, 27.5 Kw.

Owned-Oper. By.....The National Bcstg. Co., Inc.
Bus.-Studio Address.....Sunset & Vine
Phone Number.....HOLLYWOOD 9-6161
Transmitter Location.....On the grounds of the
Mt. Wilson Hotel Co.

Air Time.....Sundays-Thursdays, approx. 3½
hrs. per day

News Service.....AP, INS, UP
Transcription Service.....Thesaurus
Representative.....Spot Sales
Admn. V.P. Chg. TV (NBC).....Sidney N. Strotz
Mgr. TV Western Div. (NBC),

Station Mgr.....Harold J. Bock
Dir. of Sales.....Frank A. Berend
Program Mgr.....Robert V. Brown
Adv.-Prom. Mgr.....Helen Murray Hall
Dir. News & Spec. Events.....Roger Sprague
Prod. Supvr.....Edward H. Sobol
Publicity Mgr.....Leslie Raddatz
Film Handler.....Robert Guggenheim, Jr.
Producer-Dir. (Field).....A. V. Cole
Video Control Supvr.....W. L. States
Operations Supvr.....Robert W. Clark

KTSL

1931

MBS-DuMONT-DON LEE

CHANNEL 2

Frequency: 54-60 mc.....Power: Aural, 7.5 Kw.;
Visual, 15 Kw.

Owned By.....Thomas S. Lee Enterprises, Inc.
Operated By.....Don Lee Bcstg. System
Business Address.....1313 N. Vine St.
Phone Number.....HUDSON 2-2133
Studio Addresses.....1313 N. Vine St.,
3800 Mount Lee Dr.

Transmitter Location.....3800 Mount Lee Dr. &
Mount Wilson

Air Time . . . 3 p.m.-4:30 p.m.; 6:15 p.m.-10:15 p.m.
weekly

News Service.....AP, INS
Membership.....NAB
President.....Lewis Allen Weiss
General Manager.....Willet H. Brown
Director of Telev.....Harry R. Lubcke
Commercial Manager.....Bob Hoag
Program Director.....Carlton Winckler

Promotion Director.....Bob Stock
 Dir. News & Spec. Events..... Ira Walsh
 Production Manager.....Elbert Walker
 Publicity Director.....Mark Finley
 Film Director.....Don Hine
 Dir. of Remotes.....Gilbert Wyland
 Technical Director.....Harold W. Jury

Houston

KLEE-TV

1948

CBS

CHANNEL 2

Frequency: 50-60 mc. Power: Aural. 8.5 Kw.;
 Visual, 16 Kw.
 Owned-Operated By..... W. A. Lee
 Business Address.....Milby Hotel
 Phone Number.....P-1161
 Studio-Transmitter Location.....Post Oak Rd.
 Air Time.....Evening hrs.
 Representative.....Adam J. Young, Jr.
 President.....W. Albert Lee
 Station-Commercial Mgr.....Sidney Balkin
 Program Director.....Ken Bagwell
 Film Director.....Bud Johnson
 Chief Engineer.....Paul Huhndorff

Los Angeles

KECA-TV

1949

ABC

CHANNEL 7

Frequency: 174-180 mc. Power: Aural.
 14.8 Kw.; Visual, 29.8 Kw.
 Owned-Oper. By.....American Bcstg. Co.
 Business Address.....6363 Sunset Blvd.
 Phone Number.....Hudson 2-3141
 Studio Address.....Television Center, Prospect &
 Talmadge
 Transmitter Location.....Mt. Wilson
 Air Time.....Not yet on air
 Representative.....ABC Spot Sales
 President (ABC).....Mark Woods
 Station Manager.....Clyde Scott
 Commercial Manager.....Amos Baron
 Dir. of TV Prog., Western
 Div.....Richard J. Goggin
 Promotion Director.....Jack O'Mara
 Dir. of News.....Frank LaTourette
 Publicity Director.....Bob Hall
 Dir. of Remotes.....James T. Vandiveer
 Mgr. Tech. Oper., Western
 Div.....James T. Caldwell

KFI-TV

1948

CHANNEL 9

Frequency: 186-192 mc. Power: Aural.
 18 Kw.; Visual, 34 Kw.
 Owned-Oper. By.....Earle C. Anthony, Inc.
 Bus. Studio Address.....141 N. Vermont Ave.
 Phone Number.....FAirfax 2121
 Transmitter Location.....Mt. Wilson
 Air Time.....15 hrs. weekly
 News Service.....AP, UP
 Transcription Service.....Capitol, Associated,
 World
 Representative.....Edward Petry
 Membership.....TBA, NAB
 President.....Earle C. Anthony
 General Manager.....W. B. Ryan
 Station Manager.....Haan J. Tyler
 Sales-Prom. Mgr.....Kevin B. Sweeney
 Program Director.....Ron Oxford
 Dir. News & Spec. Events.....Pat Bishop
 Film Director.....James Love
 Dir. of Remotes.....Robert Livingston
 Technical Director.....Seymour Johnston

KLAC-TV

1948

CHANNEL 13

Frequency: 210-216 mc. Power: Aural.
 16.2 Kw.; Visual, 30.8 Kw.
 Owned-Oper. By.....KMTR Radio Corp.
 Bus. Studio Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....Atop Mt. Wilson
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Adam J. Young, Jr.
 President.....Dorothy S. Thackrey
 Exec. V.P., Gen.-Sta. Mgr.....Don J. Fedderson
 Commercial Manager.....David E. Lundy
 Program Director.....Fred Henry
 Promotion Director.....Jack Miller
 Dir. News & Spec. Events.....Jim McNamara
 Production Manager.....Don Forbes
 Publicity Director.....Red Doff
 Dir. of Remotes.....Fred Henry

KTLA

1947

CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 15 Kw.;
 Visual, 30 Kw.
 Owned-Oper. By.....Paramount Television
 Productions, Inc.
 Bus. Studio Address.....5451 Marathon St.
 Phone Number.....Hollywood 2411
 Transmitter Location.....Mt. Wilson
 Air Time.....7 days weekly, afternoon & evening
 News Service.....JP
 Transcription Service.....World, Paramount
 Video, Weed

. . . U. S. TELEVISION STATIONS . . .

Membership TBA
 President Paul Raibourn
 General-Station Mgr. Klaus Landsberg
 Sales Manager Harry Maynard
 Program Director Philip Booth
 Dir. News & Spec. Events, Publicity
 Director Jonathan Rice
 Production Manager J. Gordon Wright
 Film Director Leland Muller
 Technical Director Raymond M. Moore

Production Manager John Boyle
 Film Director Fred Mullen
 Dir. of Remotes Walter Witherbee
 Technical Dir. Wilbur E. Hudson

KTTV

1948

CBS
 CHANNEL 11

Frequency: 198-204 mc. Power: Aural,
 16.5 Kw.; Visual, 31.5 Kw.
 Owned-Oper. By KTTV, Inc.
 Bus.-Studio Address. 1025 N. Highland Ave.
 Phone Number HUDson 2-1301
 Transmitter Location Mt. Wilson
 News Service AP
 Representative Radio Sales
 President Norman Chandler
 General Manager Harry W. Witt
 Commercial Manager Frank King
 Program Director Hal Hudson
 Promotion Director Peter Roebeck
 Dir. News & Spec. Events Stuart Phelps
 Production Manager David Crandell
 Film Director Robert Breckner
 Dir. of Remotes Joe Conn
 Chief Engineer Raymond Monfort

Memphis

WMCT

1948

NBC-CBS-DuMONT
 CHANNEL 4

Frequency: 68-72 mc. Power: Aural, 7.12 Kw.;
 Visual, 13.6 Kw.
 Owned-Oper. By Memphis Publishing Co.
 Bus.-Studio Address. Goodwyn Institute Bldg.
 Phone Number 8-7464
 Transmitter Location Memphis
 Air Time Not yet on air
 Transcription Service. Thesaurus, Lang-Worth,
 SESAC
 Representative Branham
 General Manager H. W. Slavick
 Commercial Mgr. J. C. Eggleston
 Program Director Wilson Mount
 Publicity Director Walter E. Frase
 Dir. of News Bob Pigue
 Production Manager Eugart Yerian
 Film Director Marvin F. Carter
 Chief Engineer E. C. Frase, Jr.

Louisville

WAVE-TV

1948

NBC-ABC-CBS
 CHANNEL 3

Frequency: 76-82 mc. Power: Aural, 4 Kw.;
 Visual, 7 Kw.
 Owned-Operated By WAVE, Inc.
 Bus.-Studio-Transmitter Address. 334 E.
 Broadway
 Phone Number Wabash 2201
 Air Time approx. 6:30-10:30 nightly
 News Service AP
 Transcription Service. Thesaurus, Lang-Worth
 Representative Free & Peters
 Membership NAB
 President George W. Norton, Jr.
 General Manager Nathan Lord
 Commercial Manager Ralph Jackson
 Program Director George C. Patterson
 Prom.-Pub. Director. Eugene W. Leake, Jr.
 Dir. News & Spec. Events James Caldwell

Milwaukee

WTMJ-TV

1947

NBC-ABC-CBS
 CHANNEL 3

Frequency: 60-66 mc. Power: Aural, 10.2 Kw.;
 Visual, 16.1 Kw.
 Owned-Operated By The Journal Co.
 Business Address 333 W. State St.
 Phone Number MARquette 8-6000
 Studio-Transmitter Location Radio City,
 720 E. Capitol Dr.
 Air Time Average 33 hrs. weekly
 News Service AP
 Transcription Service Thesaurus
 Representative Edward Petry
 V.P., Gen. Mgr. Walter J. Damm
 Asst. General Mgr. L. W. Herzog
 Station-Comm. Manager. R. G. Winnie
 Prog. Mgr., Dir. of Remotes. Jim Robertson
 Prom.-Pub. Dir. Bruce Wallace
 Dir. of News Jack E. Krueger
 Comm. Prod. Mgr. Frank Hart
 Chief Engineer Phil Laeser

Minneapolis-St. Paul

KSTP-TV

1948

NBC

CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 17.3 Kw.;
Visual, 24.7 Kw.

Owned-Operated By.....KSTP, Inc.
Bus. Studio-Transmitter Address.....3415 Uni-
versity Ave., St. Paul; 3415 University Ave.
S.E., Minneapolis

Phone Number.....Prior 2717
Air Time.....5½ hrs, daily
Representative.....Edward Petry
President, General Mgr., Stanley E. Hubbard
V.P., Asst. Mgr., K. M. Hance
Commercial Mgr., Miller C. Robertson
Program Director.....Del Franklin
Prom.-Pub. Director.....Joe Cook
Dir. News & Spec. Events.....Walt Raschick
Film Director.....Richard Kepler
Technical Director.....John McMahon

WTCN-TV

1948

ABC

CHANNEL 4

Frequency: 66-72 mc. Power: Aural, 9.2 Kw.;
Visual, 17.9 Kw.

Owned-Oper. By.....Minnesota Bcstg. Corp.
Business Address.....Wesley Temple Bldg.
Phone Number.....Main 6562
Studio Address.....Radio City
Transmitter Location.....Foshay Tower
Air Time.....Not yet on air
Representative.....Free & Peters
President.....W. J. McNally
General-Station Mgr., F. Van Konynenburg
Commercial Manager.....R. N. Ekstrum
Program Director.....J. Bryson
Promotion Director.....Clifford J. Rian
Production Manager.....Max Karl
Technical Director.....John Sherman

New Haven

WNHC-TV

1948

DuMONT-NBC

CHANNEL 6

Frequency: 82-88 mc. Power: Aural, 25 Kw.;
Visual, 50 Kw.

Owned-Oper. By.....The Elm City Bcstg. Co.
Business-Studio Address.....1110 Chapel St.
Phone Number.....8-0196

Transmitter Location.....Gaylord Mt., Hamden
Air Time.....10 a.m.-12 noon, 5 p.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Rambeau
President.....Patrick J. Goode
General Manager.....Aldo De Dominici
Sta. Mgr., Prog. Dir., James T. Milne
Commercial Manager.....Vincent Callanan
Prom.-Pub. Director.....Lewis Doolittle
Dir. News & Spec. Events.....Tom Romano
Production Manager.....Ed Lesnick
Film Dir., Emery Schmittgall, Selig Tanner
Dir. of Remotes.....Irving Small
Technical Director.....Vincent DeLaurentis

New Orleans

WDSU-TV

1948

ABC-NBC-DuMONT-LA.

CHANNEL 6

Frequency: 82-88 mc. Power: Aural, 15 Kw.;
Visual, 31 Kw.

Owned-Oper. By.....WDSU Bcstg. Service Co.,
Inc.

Business Address.....Moneleone Hotel
Phone Number.....Ra. 7135
Studio-Transmitter Location.....Hibernia Bank
Bldg., 313 Carondelet St.

Air Time.....6:15 p.m.-10 p.m., 6 days weekly
News Service.....AP, UP
Transcription Service.....Associated
Representative.....John Blair
Membership.....FMA, NAB
President.....Edgar B. Stern, Jr.
Exec. V. P., Robert D. Swezey
Commercial Manager.....Charles Price
Program Director.....Stanley Holiday
Dir. News & Spec. Events.....Weddy Leifer
Production Manager.....Byron Dowty
Publicity Director.....Ray Liuzza
Film Director.....Rose Wetzel
Dir. of Remotes.....John Muller
Technical Director.....Carlos Dodd
Chief Engineer.....Lindsey Riddle

New York

WABD

1941

DuMONT

CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 9.45 Kw.;
Visual, 14.25 Kw.

Owned-Oper. By.....Allen B. DuMont Labora-
tories, Inc.

U. S. TELEVISION STATIONS

Business Address.....515 Madison Ave.
 Phone Number.....MUrray Hill 8-2600
 Studio Addresses.....515 Madison Ave.,
 9th & Broadway
 Transmitter Location...42nd Fl. 515 Madison
 Ave.
 Air Time..... Monday-Friday, 7 a.m.-11 p.m.;
 Sunday, 6 p.m.-9 p.m.
 News Service.....INS
 Membership.....TBA, NAB
 President.....Allen B. DuMont
 Dir. of Network.....Mortimer W. Loewi
 Dir. of Oper. DuMont Net.....Leonard Hole
 Asst. Dir. Opr. DuMont Net...Julian Armstrong
 Network Asst.....Humboldt Greig
 Dir. of Sales.....Tom Gallery
 Program Dir. (Net.).....James Caddigan;
 (WABD) Tony Kraber
 Promtion Dir.....Wade Thompson
 Daytime Pgm. Dir.....Jack Rayel
 Publicity Dir.....Don Giesy
 Film Dir.....John Novak
 Dir. Mobile Opr.....Harry Coyle
 Dir. Eng. DuMont Network.....Rodney Chipp
 Chief Engr. WABD.....Sol Patremio
 Dir. of Research.....Tom Goldsmith

WCBS-TV

1931

CBS

CHANNEL 2

Frequency: 54-60 mc....Power: Aural, 10 Kw.;
 Visual, 13.7 Kw.
 Owned-Oper. By....Columbia Bcstg. System,
 Inc.
 Business Address.....51 E. 42nd St.
 Phone Number.....PLaza 5-2000
 Studio Addresses.....15 Vanderbilt Ave.,
 Studio Theatre: 109 W. 39th St.
 Transmitter Location.....Chrysler Tower
 Air Time.....7 days weekly
 News Service.....AP
 Representative.....Radio Sales
 Membership.....TBA
 V.P., Dir. TV Oper.....J. L. Van Volkenburg
 Program Director.....Charles M. Underhill
 News, Spec. Events & Sports
 Director.....Edmund Chester
 Sales Director.....David V. Sutton
 Mgr. Prog. Devel.....Worthington C. Miner
 Mgr. Sales Devel.....George L. Moskovics
 Operations Mgr., Studio.....Merritt Coleman
 Oper. Mgr., Technical.....Paul Wittlig
 Mgr. Film Procure. Div.....Stanton M. Osgood
 Mgr. Film Syndication Div.....H. Grant Theis

WJZ-TV

1948

ABC

CHANNEL 7

Frequency: 174-180 mc....Power: Aural,
 14.8 Kw.; Visual, 29.5 Kw.

Owned-Oper. By....American Bcstg. Co., Inc.
 Bus.-Studio Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-5700
 Transmitter Location.....Hotel Pierre
 Air Time...7 p.m.-11 p.m., Sat. & Sun. 2-11 p.m.
 News Service.....AP, INS, UP
 Transcription Service.....Video
 Representative.....ABC
 Membership.....TBA
 President (ABC).....Mark Woods
 Station Manager.....Murray Grabhorn
 Commercial Manager.....C. L. Doty
 Program Director.....Alexander Stronach
 Promotion Director.....Gene Russell
 Dir. News & Spec. Events.....Thomas Velotta
 Production Manager.....Charles Holden
 Publicity Director.....Earl Mullin
 Film Director.....Nat Fowler
 Dirs. of Remotes.....Robert Doyle,
 Marshall Diskin
 Technical Director.....George Milne

WNBT

1941

NBC

CHANNEL 4

Frequency: 66-72 mc....Power: Aural, 7 Kw.;
 Visual, 7 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Business Address.....Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Studio Addresses...30 Rockefeller Plaza, 106th
 St. & Park Ave.
 Transmitter Location.....Empire State Bldg.
 Air Time.....35 hrs. 15 min. weekly
 News Service.....AP, INS, UP
 Membership.....TBA
 President (NBC).....Niles Trammell
 Manager.....Thomas B. McFadden
 Sales Manager.....John C. Warren
 Adv. Prom. Director.....Murry Harris
 Program Manager.....John H. Reber
 Mgr. News & Spec. Events...Fred S. Heywood
 Publicity Director.....Schuyler G. Chapin
 Chief Engineer.....O. B. Hanson

WPIX

1948

CHANNEL 11

Frequency: 198-204 mc....Power: Aural,
 9.25 Kw.; Visual, 18.5 Kw.
 Owned-Operated By.....WPIX, Inc.
 Bus.-Studio-Transmitter Address...220 E. 42nd
 St.
 Phone Number.....MUrray Hill 2-1234
 Air Time.....39 hrs. weekly
 News Service.....AP
 Transcription Service.....Associated, SESAC
 Representative.....Free & Peters

. . . U. S. TELEVISION STATIONS . . .

Membership TBA
 President..... F. M. Flynn
 Station Manager..... Robert L. Coe
 Commercial Manager..... B. O. Sullivan
 Program Manager..... James S. Pollak
 Mgr. News & Spec. Events..... Carl Warren
 Pub. Relations Mgr..... Frank Young
 Mgr. Research & Devel..... C. E. Denton
 Chief Engineer..... Tom Howard

WATV

1948

CHANNEL 13

Frequency: 210-216 mc..... Power: Aural,
 25 Kw.; Visual, 50 Kw.
 Owned-Operated By..... Bremer Bcstg. Corp.
 Bus.-Studio Address..... Television Center
 Phone Number..... (N. Y.) BRa clay 7-8216;
 (N. J.) MItcheli 2-6400
 Transmitter Location..... First Mt. W. Orange
 Air Time..... Wednesday-Sunday, 3 p.m.-9:30 p.m.
 News Service..... AP
 Transcription Service..... World, Associated
 Representative..... Weed
 Membership..... TBA
 President, General Mgr..... Irving R. Rosenhaus
 V.P., Engineering..... Frank V. Bremer
 V.P., National Sales..... Edmund S. Lennon
 Program Director..... George Green
 Promotion Director..... James Sondheim
 Pub. Relations Dir..... Roland Trenchard
 Film Director..... Robert M. Paskow

Philadelphia

WCAU—TV

1946

CBS

CHANNEL 10

Frequency: 192-198 mc..... Power: Aural,
 14.7 Kw.; Visual, 25 Kw.
 Owned-Oper. By..... WCAU, Inc.
 Bus.-Studio Address..... 1622 Chestnut St.
 Phone Number..... LOcusi 7-7700
 Transmitter Location..... 12 S. 12th St.
 Air Time..... Unlimited
 News Service..... AP, UP
 Representative..... Radio Sales
 Assnt. General Mgr..... Dr. Leon Levy
 V.P., Assnt. Gen. Mgr..... Joseph L. Tinney
 V.P., TV Dir..... G. Bennett Larson
 Program Director..... John McClay
 Promotion Director..... Robert N. Pryor
 Dir. of News..... Alfred T. Ringler
 Production Manager..... Roy A. Meredith

Publicity Director..... John J. Kelly
 Film Director..... Helen Buck
 Technical Director..... John G. Leitch

WFIL—TV

1947

ABC-DuMONT

CHANNEL 6

Frequency: 82-88 mc... Power: Aural, 13.5 Kw.;
 Visual, 27 Kw.
 Owned-Oper. By..... Triangle Publications, Inc.,
 Phila. Inquirer Div.
 Bus.-Studio Address..... 45th & Marke! Sts.
 Phone Number..... EVergreen 6-8090
 Transmitter Location..... Widener Bldg.
 Air Time..... Varies
 News Service..... AP
 Transcription Service..... Associated
 Representative..... Katz
 General Manager..... Roger W. Clipp
 Adm. Assnt. to Gen. Mgr..... Donald S. Kellet
 Commercial Mgr..... John E. Surrick
 TV Sales Manager..... Kenneth W. Stowman
 Promotion Director..... Fred Hayward
 Mgr. of Operations..... Felix Meyer
 Production Manager..... Jack Steck
 Publicity Director..... Richard C. Koster
 Film Director..... Walter Tillman
 Chief Engineer..... Louis E. Littlejohn
 Assnt. Chief Engr. for TV..... Henry Rhea

WPTZ

1941

NBC

CHANNEL 3

Frequency: 60-66 mc... Power: Aural, 8.9 Kw.;
 Visual, 17.8 Kw.
 Owned-Oper. By..... Philco Television Bcstg.
 Corp.
 Business Address..... 1800 Architects Bldg.
 Phone Number..... LOcusi 4-2244
 Studio Address..... 1619 Walnut St.
 Transmitter Location..... 1300 E. Mermaid Lane,
 Wyndmoor
 Air Time..... Approx. 5-11 p.m. daily
 News Service..... INS
 Transcription Service..... Thesaurus
 Representative..... NBC Spot Sales
 Membership..... TBA
 V.P., General Mgr..... E. B. Loveman
 Assnt. General Manager..... Rolland V. Tooke
 Comm. Mgr..... Alexander W. Dannenbaum, Jr.
 Program Director..... Ernest Walling
 Prom.-Pub. Dir..... Charles Hoban
 Dir. News, Spec. Events..... Clarence W. Thoman
 Film Director..... Albert J. Mann
 Chief Engineer..... Raymond J. Bowley

Pittsburgh

WDTV

1948

DuMONT
CHANNEL 3

Frequency: 60-66 mc. Power: Aural, 2.5 Kw.;
Visual, 5 Kw.
Owned-Oper. By Allen B. DuMont Labora-
tories, Inc.
Temporary Offices Nixon Theatre Bldg.
Phone Number Express 1071
Transmitter Location Perrysville, at Montana
& Grizella Sts.
Air Time 6 p.m.-M., daily except Saturday
Membership TBA
President Dr. Allen B. DuMont
General-Station Mgr. Donald A. Stewart
Prog.-Pub. Director Larry Israel
Chief Engineer Ray Rodgers

Richmond

WTVR

1947

NBC
CHANNEL 5

Frequency: 82-88 mc. Power: Aural, 6.4 Kw.;
Visual, 12.16 Kw.
Owned-Oper. By Havens & Martin, Inc.
Bus.-Studio Address 3301 W. Broad St.,
P. O. Box 5229
Phone Number 5-8611
Transmitter Location Staples Mill Rd. off
W. Broad St.
Air Time Sun-Fri. 2-4 p.m.; 6:15-11 p.m.
News Service Transradio
Transcription Service Thesaurus, Lang-Worth
Representative Blair, NBC Spot Sales
Membership TBA
Pres., Gen.-Sta. Mgr. Wilbur M. Havens
Comm. Mgr., Prom. Dir. Walter A. Bowry, Jr.
Prog. Dir., Dir. News & Spec. Events.
Publicly Director Allan Phaup, Jr.
Prod. Mgr., Film Dir. Conrad Rianhard, Jr.
Technical Director Wilfred H. Wood

St. Louis

KSD-TV

1947

NBC
CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 10 Kw.;
Visual, 20 Kw.

Owned-Oper. By Pulitzer Publ. Co.
Bus.-Studio-Transmitter Address 1111 Olive St.
Air Time Approx. 30 hrs. weekly
Phone Number MAin 1111
News Service AP
Transcription Service Thesaurus, World
Representative Free & Peters
Membership TBA
President Joseph Pulitzer
General Manager George M. Burbach
Sales Manager Guy E. Yeldell
Chief Engineer J. E. Risk

Salt Lake City

KDYL

1948

NBC-UTAH-IDAHO
CHANNEL 4

Frequency: 66-72 mc. Power: Aural, 4 Kw.;
Visual, 2 Kw.
Owned-Oper. By Intermountain Bcstg. &
Telev. Corp.
Business Address Tribune Bldg.
Phone Number 5-2991
Studio Address Television Playhouse,
68 Regent St.
Transmitter Location Walker Bank Bldg.
Air Time 20 hrs. weekly
Representative John Blair
Membership NAB
Pres., Gen.-Sta. Mgr. S. S. Fox
V.P., Tech. Dir. John M. Baldwin
Dir. of Telev. Harry Golub
Program Director Danny Ranger
Dir. News & Spec. Events Emerson Smith
Production Manager Byron Openshaw
Publicity Director Del Leeson
Film Director Hal Kaufman
Dir. of Remotes Wally Lambourne
TV Engineer Allan Gunderson

San Francisco

KPIX

1948

CHANNEL 5

Frequency: 76-82 mc. Power: Aural,
15.43 Kw.; Visual, 29.93 Kw.
Owned-Oper. By The Associated Bcstrs., Inc.
Bus.-Studio Address Mark Hopkins Hotel
Phone Number EXbrook 2-4567
Transmitter Location Roof, Mark Hopkins
Hotel Tower
Air Time 14-28 hrs. weekly
News Service INS, UP

U. S. TELEVISION STATIONS

Transcription Service.....Standard, Associated
Representative.....Bolling
Membership.....TBA, NAB
President.....Wesley I. Dumm
V.P., Station Mgr.....Philip G. Lasky
Commercial Mgr.....John G. Campbell
Program Director.....Keith Kerby
Promotion Director.....Richard Kelly
Dir. News & Spec. Events.....Bob Hansen
Technical Director.....A. E. Towne

Schenectady

WRGB

1939

NBC

CHANNEL 4

Frequency: 66-72 mc....Power: Aural, 20 Kw.;
Visual, 40 Kw.

Owned-Oper. By.....General Electric Co.
Business Address.....1 River Rd.
Phone Number.....4-2211, Ext. 4926
Studio Address.....60 Washington Ave.
Transmitter Location.....New Scotland
Air Time.....approx. 33 hrs. weekly
News Service.....AP, INS
Transcription Service.....Thesaurus, Lang-Worth
Representative.....NBC Spot Sales
Membership.....TBA, NAB
V.P., Mgr. of Bcstg.....R. S. Peare
Asst. Mgr. of Bcstg.....B. J. Rowan
Station Manager.....G. E. Markham
Asst. Station Mgr.....R. W. Welpott
Supvr. of Sales.....A. G. MacDonald
Supvr. of Programs.....A. G. Zink
Actg. Supvr. of Prom. & Pub.....R. W. O'Brian
Act. Supvr. of Prod.....P. H. Krauss
Supvr. of Scripts.....T. B. Beebe
Supvr. of News.....W. T. Meenam
Supvr. of Music.....A. O. Coggeshall
Chief Engineer.....W. J. Purcell
Asst. to Engineer.....B. W. Cruger

Seattle

KRSC-TV

1948

CBS-NBC

CHANNEL 5

Frequency: 72-78 mc....Power: Aural,
11.25 Kw.; Visual, 22.5 Kw.

Owned-Operated By.....Radio Sales Corp.
Business Address.....2939 Fourth Ave. So.

Phone Number.....Eliot 2480
Studio-Transmitter Location.....3rd North &
Gaylor

Air Time.....5 p.m.-11 p.m.
News Service.....AP, INS
Transcription Service.....Associated, Lang-Worth
Representative.....Adam J. Young, Jr.
President.....Palmer K. Leberman
General-Station Mgr.....Robert E. Priebe
Comm. Manager.....Al Hunter
Prog.-Pub. Dir., Prod. Mgr.....Lee Schulman
Technical Director.....George Freeman

Syracuse

WHEN

1948

CHANNEL 8

Frequency: 180-186 mc....Power: Aural,
13.4 Kw.; Visual, 26.7 Kw.

Owned By.....Meredith Engineering Co.
Oper. By.....Meredith Syracuse Telev. Corp.
Bus.-Studio-Transmitter Address..101 Court St.
Phone Number.....3-1126
Air Time.....Approx. 4 hrs. per day
News Service.....UP
Transcription Service.....Associated
Representative.....Katz
President.....E. T. Meredith, Jr.
General-Station Mgr.....Paul Adanti
Comm. Mgr., Prom.-Pub. Dir...William H. Bell
Prog. Dir., Prod. Mgr.....William Bohem
Film Director.....Jean Slade
Chief Engineer.....H. Eugene Crow

Toledo

WSPD-TV

1948

NBC

CHANNEL 13

Frequency: 210-216 mc....Power: Aural,
27 Kw.; Visual, 12 Kw.

Owned-Oper. By.....The Fort Industry Co.
Business-Studio Address.....136 Huron St.
Phone Number.....ADams 3175
Transmitter Location.....Superior St.
Air Time... Mon.-Sat. 2-4:30 p.m., 6-10:30 p.m.
News Service.....AP, INS, UP
Transcription Service...Lang-Worth, Standard,
Thesaurus
Representative.....Katz
Membership.....NAB

. . . **U. S. TELEVISION STATIONS** . . .

President.....George B. Storer
General-Station Mgr.....E. Y. Flanigan
Comm. Mgr. (Local).....Westford Shannon
Program Director.....Glenn Jackson
Prom.-Pub. Dir.....Dick Gourley
Dir. News.....James Uebelhart
Sports Director.....Bob Evans
Film Director.....Elaine Phillips
Dir. of Remotes.....Ashley Dawes
Technical Director.....William Stringfellow

Washington

WMAL-TV

1947

ABC

CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,
13.9 Kw.; Visual, 27.7 Kw.

Owned-Oper. By...The Evening Star Bcstg. Co.
Business Address.....724 14th St., N.W.
Phone Number.....National 5400
Studio Address.....Commonwealth Bldg.
Transmitter Location...Campus, American Univ.
Air Time.....6:30 p.m.-11 p.m.
News Service.....AP, UP
Transcription Service...Associated, Standard
Representative.....ABC Spot Sales
Membership.....NAB
President.....S. H. Kaufmann
V.P., General Mgr.....K. H. Berkeley
Mgr. of Bcst. Oper. & Telev.....Fred Shawn
Commercial Mgr.....Ben B. Baylor, Jr.
Production Manager.....Arthur Weld
Film Director.....Charles Bloomquist
Chief Engineer.....Frank Harvey

WNBW

1947

NBC

CHANNEL 10

Frequency: 66-72 mc.....Power: Aural, 10.5
Kw.; Visual, 20.5 Kw.

Owned-Oper. By...National Broadcasting Co.
Business Address.....724 14th St., N.W.
Phone Number.....REpublic 4000
Studio-Transmitter Location...Wardman Park
Hotel
Air Time.....Appro. 5:00-11:00 p.m.
News Service.....UP
Transcription Service...Thesaurus, Standard
Representative.....NBC Spot Sales
President.....Niles Trammell, NBC
V.P.....E. M. Russel
General Manager.....Wm. R. McAndrew
Asst. to V.P.....Wm. R. McAndrew

Commercial Manager.....Mahlon Glascock
Program Director.....George Y. Wheeler
Promotion Director.....Thomas Geoghegan
Publicity Director.....Jay Roxen
Film Director.....George Dorsey
Director of Remotes.....Charles Colledge
Technical Director.....Howard Gronberg

WOIC

1949

CBS

CHANNEL 9

Frequency: 186-192 mc.....Power: Aural, 14.4
Kw.; Visual, 27.3 Kw.

Owned-Oper. By....Bamberger Bcstg Service
Business Address.....433 Barr Bldg.
Phone Number.....STerling 0600
Transmitter Location...40th & Brandywine Sts.,
N.W.

Air Time.....6:30-10:30 p.m., Sunday-
Friday

Transcription Service.....Capitol
Representative.....WOR Sales
Membership.....TBA
President.....Theodore Streibert
General Manager.....Eugene S. Thomas
Commercial Manager....William D. Murdock
Program Director.....James S. McMurry
Promotion-Pub. Dir.....John F. Hardesty
Director of News.....Ken Evans
Production Manager.....James Blair
Film Director.....Montrey Ashburn
Director of Remotes....Lawrence Wilkinson
Technical Director.....Robin D. Compton

WTTG

1945

DuMONT

CHANNEL 5

Frequency: 76-82 mc.....Power: Aural, 10.5
Kw.; Visual, 17.5 Kw.

Owned-Oper. By...Allen B. DuMont Labora-
tories, Inc.

Business-Studio Address...12th and E. Sts., N.W.
Phone Number.....STerling 5300
Transmitter Location...19th Rd. bet. Edison
& Harrison Sts., Arlington Co., Va.

Air Time.....Average 31 hrs. weekly
News Service.....Transradio
Transcription Service.....Associated
Membership.....TBA
President.....Dr. Allen B. DuMont
Gen.-Station Mgr.....Walter Compton
Commercial Manager....Harold E. Sheffers
Pro. Dir.-Oper. Mgr.....Roger Coelos
Dir. of Special Events...Leslie Arries, Jr.
Publicity Director.....Don Roper
Mgr. of Film Dept.....Jules Huber
Director of Remotes....Leslie Arries, Jr.

COMMERCIAL TELEVISION PROGRAMS — 1948

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1948. The programs listed are for the 12-month period ending Dec. 31, 1948. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Adam vs. Eve	Boston Store Department Store	Quiz Show	WTMJ	Louise Mark
Admiral Press Box	Admiral Corp.	Baseball Recap	WTTG	R. J. Enders
All-Star Football Preview	RCA-Victor Television Sets	Remote	WGN-TV	J. Walter Thompson
All-Star Warm-Up	Bell & Howell Cameras	Remote	WGN-TV	Henri, Hurst & McDonald
Americana Quiz	Firestone Tire & Rubber Co. Tires, Rubber Products	Quiz	NBC	Sweeney & James
America Speaks	Merrill Lynch-Pierce Fenner & Beane	Dr. Gallup Public Opinion Poll	KSD-TV	CBS
America Speaks	Merrill Lynch-Pierce Fenner & Beane Institutional		CBS	Newell-Emmett
America's Town Meeting of the Air	Modern Industrial Bank Banking Service		WJZ-TV	Metropolitan
Elaine Arndt Dance Recital	Admiral Radio Corp. Radio & TV Sets	Dance Recital	WWJ	Wolfe Jickling Dow & Conkey
The Arrow Show	Cluett Peabody & Co. Shirts, Neckwear		NBC	Young & Rubicam
Associated Press News	St. Louis Nat'l Buick Dealers Assn.	Illustrated News Commentary	KSD-TV	Direct
Author Meets the Critics	General Foods All Products		NBC	Benton & Bowles

ADVERTISING AGENCY

STATION

TYPE

SPONSOR-PRODUCT

TITLE

Direct

WPTZ

Remote

Hough
Used Cars

Auto Auction

B

Baltimore Colts	National Brewing Co.	Football	WTTG	Owen and Chappel
Band (Eden Central School)	General Electric Supply	Studio	WBEN-TV	Bowman & Block
Barbershop Quarter	Kleinmans	Live	WBEN-TV	Bowman & Block
Baseball	Falstaff Brewing Corp.	Remote	KSD-TV	Dancer-Fitzgerald-Sample
Baseball	Ford Dealers	Remote	KSD-TV	J. Walter Thompson
Baseball	Ford Dealers, Automobiles; RCA-Victor, Radio & TV Sets	Sports	KSTP-TV	J. Walter Thompson
Baseball	Ford Motor Co.	Remote	WBKB	J. Walter Thompson
Baseball	Al Kime Appliances	Remote	WBEN-TV	Adam Eby
Baseball	Narragansett Refining Co.	Remote	WBZ	Standish Co.
Baseball	Participating (3 Sponsors)	Remote	WPTZ	Various
Baseball	Petty Motor Ford Distributor	Remote	KDYL	Gillham
Baseball	Walton Motors Lincoln Distributor	Remote	KDYL	George Baker
Baseball (Cleveland vs. Boston)	Atlantic Refining Co. Gasoline, Oil	Live	DuMont	N. W. Ayer
Baseball (Detroit Tigers)	Goebel Brewing Co. Beer	Sports	WWJ	Brooke, Smith, French & Dorrance
Baseball (Dodger Games)	Ford Motor Co.	Remote	WCBS-TV	J. Walter Thompson
Baseball (Dodger Games)	P. Lorillard Co.	Remote	WCBS-TV	Lennen & Mitchell
Baseball (Nite games, N. Y. Giants)	Chesterfield	Sports	WPIX	Newell-Emmett
Baseball (Red Sox & Braves)	Atlantic Refining Co.	Remote	WBZ	N. W. Ayer
Baseball (White Sox)	Atlas Brewing Co.	Remote	WGN-TV	Olian
Baseball (White Sox, Cubs)	P. Lorillard	Remote	WGN-TV	Lennen & Mitchell
Baseball (Yankees)	P. Ballantine & Sons Beer	Remote	WABD	J. Walter Thompson
Baseball Previews	Philco Dealers	Interviews & Commentary	KSD-TV	Marjorie Willen

Baseball Previews	Philco Distributor Radio Appliances	Film	WPTZ	Julian Pollock
Baseball Previews	Joseph Zamoiski Co. Electric Appliances	Sports Roundup	WMAL-TV	Kal, Ehrlick & Merrick
Batter Up	Philadelphia Motor Car Co.	Live—Quiz	WFIL-TV	Yardis
Basketball	Adleta Co.	Sports	WBAP-TV	Direct
Basketball	Athletic Supply Co. Sports Equipment	Sports	WSPD	Wendt
Basketball	Atlantic Refining Automotive Products	Remote	WPTZ	N. W. Ayer Sons
Basketball	Bon Marche Department Store	Sports	KRSC-TV	Direct
Basketball	Christian-Sheidler Co. Motorola Radios & TV Sets	Sports	WSPD	Direct
Basketball	Ellison Furniture Co.	Sports	WBAP-TV	Direct
Basketball	Motorola Dealers	Remote	KSD-TV	Westheimer
Basketball	Motorola-Radio-TV Sets, etc.	Sports	KSTP-TV	Gourfain & Cobb
Basketball	National Brewing Co.	Sports	WTTG	Owen & Chappell
Basketball	Stag Beer	Remote	KSD-TV	Maxon, Inc.
Basketball (College)	Coca-Cola Bottling	Sports	WXYZ	William B. Wisdom
Basketball (College)	First Wisconsin Nat'l Bank	Sports	WTMJ	Mary Lemkuhl
Basketball (College)	General Electric TV Sets	Sports	WWJ	Luckoff, Wayburn & Frankel
Basketball (College)	General Electric Supply Furniture	Remote	WBEN-TV	Bowman & Block
Basketball (College)	P. J. Nee	Sports	WNBW	Harwood Martin
Basketball (College)	Wadmas Oil Co.	Sports	WTMJ	Compton
Basketball (High School)	First Wisconsin Nat'l Bank	Sports	WTMJ	Mary Lemkuhl
Basketball (Warriors)	Norge Distributors	Remote	WFIL-TV	Campbell-Ewald
Beauty on Parade	Hornung Beer	Live	WFIL-TV	Clements
Fred Beck's Kitchen	Farmer's Market	Cooking	KTTV	Wade
Fred Beck's Kitchen	Southern Calif. Gas Co.	Cooking	KTTV	McCann-Erickson
Between the Goalposts	Lacy's Philco Products	Sports	WMAL-TV	Henry J. Kaufman
Between the Goalposts	N. Snellenburg Department Store	Remote	WPTZ	R. J. Enders

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
The Bigelow Show	Bigelow-Sanford Co. Carpets		NBC	Young & Rubicam
Black Magic	Wm. Jennings Coal	Studio	WPTZ	R. D. Kitzmiller
The Bold Look	McManus & Riley Men's Clothing	Live	WRGB	Woodard & Fris
Bowie Races (Fall)	Gunther Brewing Co. Beer	Sports	WNBW	Ruthrauff & Ryan
Bowie Races (Spring)	Gunther Brewing Co. Beer	Sports	WNBW	Booth, Vickery & Schwinn
Boxing	American Shops, Inc. Men's Suits	Remote	WABD	William N. Schoor
Boxing	Ballantine & Sons Beer & Ale		ABC	J. Walter Thompson
Boxing	Bickford Bros. Co.	Remote	WBEN-TV	Roizen
Boxing	Gillette Safety Razor Co. Safety Razors, Blades		NBC	Maxon
Boxing	Howard Clothes Men's Clothing	Remote	WABD	Redfield-Johnstone
Boxing	The Odell Co. Trol Hair Tonic	Remote	WABD	Lawrence C. Gumbinner
Boxing	Petty Motor Ford Distributor	Remote	KDYL	Gilham
Boxing	Winston Radio & Tele Corp.	Remote	WABD	Sternfield-Godley
Boxing (Amateur)	General Electric TV Sets	Sports	WWJ	Luckoff, Wayburn & Frankel
Boxing (Amateur)	Southern Wholesalers RCA	Sports	WNBW	Henry J. Kaufman
Boxing Bouts	Motorola, Inc.	Remote	WENR-TV	Gourfain-Cobb
Boxing (Charles vs. Bivins)	P. Ballantine & Sons Beer & Ale	Remote	CBS	J. Walter Thompson
Boxing (CYO)	Admiral Corp. Radios & Television Sets	Remote—Live	WBKB	Jones Frankel
Boxing (Golden Gloves)	Chicago Tribune	Remote	WGN-TV	Direct
Pro-Boxing & Wrestling	Maison Blanche Department Store	Sports	WXYZ	Fitzgerald

Pro-Boxing & Wrestling	Zerz—7 Up Bottling	Sports	WXYZ	Fitzgerald
Boxing (Ridgewood)	Kreuger Brewing Co. Beer	Sports	WPIX	Benton & Bowles
Bozo's Circus	Rancho Soup	Children's Program	KTTV	Long
Breakfast Club	Philco Corp.		ABC	Hutchins Adv. Co.
Break the Bank	Refrigerators		ABC	Doherty, Clifford & Shanfield
Buffalo Bills	Bristol-Myers Mum & Vitalis George F. Stein Brewery	Football Film	WBEN-TV	H. J. Weil
Call-A-Tune	RCA Victor Dealers	Musical Request	KSD-TV	Direct
Camel Newsreel Theater	R. J. Reynolds Tobacco Co.		NBC	William Esty
Canine Kids	Trim Dog Food	Live	WCAU-TV	Direct
Capital Citizen	Tom's Auto Service Chrysler, Plymouth	Variety	WNBW	Henry J. Kaufman
Capitol Close-Up	Occidental Restaurant	Interviews	WMAL-TV	Robert J. Enders
Cartoon-A-Quiz	L. P. Stewart, Inc. Automotive	Sports, Quiz & Cartoons	WMAL-TV	Kal, Ehrlich & Merrick
Cartoon Capers	Rich Ice Cream	Studio	WBEN-TV	Bowman & Block
Cartoon Capers	Wildroot Co.	Studio	WBEN-TV	B.B.D. & O.
Cavalcade of Hockey	Canadian General Electric	Film	WBEN-TV	Direct
Charade Quiz	United Cigar, Whelan Stores Various Products	Live	DuMont	Stanton B. Fisher
Chevrolet On Broadway	Chevrolet Dealers Automobiles		NBC	Campbell-Ewald
Chicagoland Music Festival	Motorola TV Sets	Remote	WGN-TV	Gourfain-Cobb
Child Care	Sanitary Diaper Corp. Diaper Service	Women's	WPIX	Miller
Children's Hour	Horn & Hardart	Live	WCAU-TV	Clements
Chitwood Drivers	Erie County Ford Dealers	Remote	WBEN-TV	Direct
Choir, (High School)	General Electric Co.	Studio	WBEN-TV	Bowman & Block
Civic Washington Speaks	The Hecht Co. Department Store	Variety	WNBW	Kal, Ehrlich & Merrick

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Club Television	Zenith Radio Television Sets	Live	WGN-TV	McFarland, Aveyard
CBS-TV News	Gulf Oil Co.	Live	WCBS-TV	Young & Rubicam
Comic Capers	Sun-Times	Live	WBKB	American National Video Prods.
Comics On Parade	Participating (2 Sponsors)	Children's	WPIX	Various
Walter Compton and the News	General Electric Supply Corp.	News	WTTG	Direct
Cross-Question	Patricia Stevens Model Agency	Live	WGN-TV	Meyerhoff
Daffy Derby	Special Food Co. Jay's Potato Chips	Live	WBKB	Kaufman
Allen Dale Show	Michigan Bulb Co. Tulips	Films	WGN-TV	O'Neil, Larson & McMahon
Dairy Farmer	Abbott's Dairies Dairy Products	Film	WPTZ	Richard A. Foley
Dan the Gadget Man	William H. Wells Gadgets	Live	WABD	Sureen
Date With Fat	D. H. Holmes Department Store	Disc-jockey	WXYZ	Direct
Demonstration Party	Conlon Corp.	Live	WGN-TV	C. C. Fogarty
Did You Find It	George's Radio & Television Co.	Audience Participation	WTTG	R. J. Enders
Dr. I. Q. Junior	Mars, Inc. Candy	Quiz	WWJ	Grant Adv.
Documentary Film	Auto Mfrs. Assn.	Documentary	WWJ	Direct
Documentary Film	Union Oil Co.	Documentary	WWJ	Direct
Dog Show	Wilkie-Buick Cars	Remote	WPTZ	Joseph Lowenthal
Doorway to Beauty	Young-Quinlan & Co. Department Store	Fashion Show	KSTP-TV	Direct
Doorway to Fame	Southern Music Co. Musical Instruments & Appliances	Film (musical)	WXYZ	Direct
Dugout Chatter	George's Radio & Television Co.	Sports	WTTG	R. J. Enders
Dugout Doings	Broadway House of Music TV Sets	Interview	WTMJ	Cramer-Krasselt

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Fitzgeralds	Federal Mfg. & Eng. Corp. Fed-Flash Cameras		WJZ-TV	A. W. Lewin
Fitzgeralds	I. J. Fox Furs		WJZ-TV	Peck
Fitzgeralds	Old Dutch Coffee Coffee, Tea		WJZ-TV	Peck
Food Fair Cooking School	Sattlers	Remote	WBEN-TV	Roizen
Football	Participating	Remote (Participating)	KDYL	Various
Football	Pepsi-Cola Bottlers of St. Louis	Remote	KSD-TV	Jim Daugherty
Football	RCA-Victor, Radio, TV Equip; Ford Dealers, Automobiles	Sports	KSTP-TV	J. Walter Thompson
Football	American Tobacco	Remote	WBZ	N. W. Ayer
Football	American Tobacco Co. Lucky Strikes	Remote	WGN-TV	N. W. Ayer
Football	Atlantic Refining Automotive Products	Remote	WPTZ	N. W. Ayer
Football (College)	American Tobacco Co. Lucky Strike Cigarettes	Remote	DuMont	N. W. Ayer
Football (College)	Humble Oil & Refining Co.	Sports	WBAP-TV	Franke, Wilkinson, Schiwetz & Tups
Football (College)	General Electric Supply	Remote	WBEN-TV	Bowman & Block
Football (College)	Rosinski Furniture Co.	Remote	WBEN-TV	Bowman & Block
Football (College)	Camels	Sports	WPIX	William Esty
Football (College)	First Wisconsin Nat'l Bank	Sports	WTMJ	Marc Lemkuhl
Football (College)	Call Carl	Football	WTTG	Kal, Ehrlich & Merrick
Football (High School)	Roycraft Co. Philco Distributor	Sports	KSTP-TV	Melamed Hobbs
Football (High School)	Leonard's Department Store	Sports	WBAP-TV	Direct
Football (High School)	Kudla Motor Sales	Remote	WBEN-TV	Roizen
Football (High School)	Surplus Sales Co.	Remote	WBEN-TV	Greenfield-Lippman
Football (High School)	J. B. Simpson Clothes	Remote	WGN-TV	Gourfain-Cobb
Football (High School)	Edwards-Harris Motorola Distributor	Football	WSB	Direct
Football (High School)	Ennis Motors, Inc. Used Cars	Sports	WTMJ	Direct

Football (High School)	Philco Dealers of Washington	Sports	WTTG	Kal, Ehrlich & Merrick
Football (Columbia University)	Liggitt & Myers	Remote	WCBS-TV	Newell-Emmett
Football (Eagles)	Admiral Radio	Remote	WFIL-TV	Enders
Football (Georgia University)	Walthour & Hood Sporting Goods	Film	WSB	Direct
Football (Green Bay Packer)	A. Gettleman Brewing Co. Beer	Sports	WTMJ	Scott, Inc.
Football Highlights	Butwell Thompson TV Retailer	Sports	WBAP-TV	Direct
Football (L. A. Rams)	Union Oil Co. Petroleum Products	Sports	KFI-TV	Foote, Cone & Belding
Football (N. Y. Giants)	Liggitt & Myers Chesterfields	Sports	WJZ-TV	Newell-Emmett
Football (N. Y. Giants-Chicago Bears)	Liggitt & Myers Tobacco Co. Chesterfields	Sports	ABC	Newell-Emmett
Football (Notre Dame)	Admiral Corp. Radios, TV Sets, Appliances	Sports	ABC	Cruttenden & Eger
Football (Pre Game Interviews)	Cargill, Inc., Nutrena Dog Food; Minneapolis Savings & Loan	Sports	KSTP-TV	Phil Bradley & Bruce B. Brewer
Football Preview	Pontiac Cars	Studio	WPTZ	Harry Feigenbaum
Football (Redskins & Giants)	American Oil Co. AMOCO Products	Remote	WMAL-TV	Joseph Katz
Football (U. of M. Games)	Oldsmobile, Div. of G. M. Autos	Sports	WWJ	D. P. Brother
Football (Yankee Pro Games)	General Motors Chevrolet Div. Chevrolet Cars	Remote	WABD	Campbell, Ewald
Ford Theater	Ford Motor Co. Automobiles	Live	CBS	Kenyon & Eckhardt
Fort Theater	Ford Motor Co.	Film	WBKB	CBS
Fox Moviezone Newsreel	Camel's Cigarettes	Newsreel	KSD-TV	NBC
Fun & Fables	Philco Distributing TV Sets	Children's Show	WWJ	Wm. I. Denman, Inc.
Fur Fashions	Schlamps	Fashions	KSTP-TV	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
A Girl About Town	Bates Fabrics Fabrics		NBC	James P. Sawyer
Going Places	Heinel Motors Auto Products	Film	WPTZ	Welsh Advertising
Golden Gloves	Perman Stone Corp. Building Material	Sports	WTMJ	Direct
Golden Gloves Finals	Fay-San Distributors, Inc.	Boxing	WBEN-TV	Bowman & Block
Grandstand Quarterback	R. Cooper, Jr. GE Television Sets	Remote	WGN-TV	Maxon
Greatest Fights of the Century	E. L. Courmand Co. Walco Televue Lens	Film	CBS	Clayton
Greatest Fights of the Century	E. L. Courmand Co. Walco Televue Lens	Film	DuMont	Clayton
Greatest Fights of the Century	E. L. Courmand Co. Walco Televue Lens	Film	NBC	Clayton
Greatest Fights of the Century	Walco Tele-Vue Lens	Film	WENR-TV	Clayton
Guest Register	Philco Dealers	Rush Hughes Interviews	KSD-TV	Marjorie Wilten
H				
Bump Hadley Pitching Handy Man	Phillips-Jones Gimbel Bros. Department Store	Live Studio	WBZ WPTZ	Grey Direct
Harness Racing	Hyde Park Brewing Assn.	Remote	KSD-TV	Gardner
Harness Racing	Gunther Brewing Co. Beer	Sports	WNBW	W. Wallace Orr
Here Comes the Circus Hockey	Sattlers General Electric Corp. TV Equipment	Remote Sports	WBEN-TV KSTP-TV	Roizen Direct
Hockey Games	General Electric Supply Co.	Remote	WBEN-TV	Bowman & Block
Hockey	Allen B. DuMont Labs	Hockey	WTTG	Direct
Hockey	Norge Div. of Borg Warner Appliances	Sports	WWJ	Campbell Ewald
Hockey (N. Y. Rangers)	Schaefer Brewing Co. Beer	Sports	WPIX	B. B. D. & O.

Hockey (N. Y. Rovers)	Sunset Stores, Inc. Electrical Appliances	Sports	WPIX	Direct
Hockey (Red Wings)	Household Finance Corp. Loans	Sports	WWJ	LeValley, Inc.
Hoffman Huddle	Hoffman Radio Co. Radios, Phonographs, TV Sets	Sports	KFI-TV	Dan B. Miner
Holiday Star Revue	Elgin American Compacts, Cig. Lighters, etc.		ABC	Weiss & Geller
Homemaker's Matinee	Pierce-Phelps Distributors	Live	WCAU-TV	Robert Enders
Homes of 1948	The Hecht Co. Department Store	Variety	WNBW	Harwood Martin
Homes of 1948	P. J. Nee Furniture	Variety	WNBW	Harwood Martin
Homes of 1948	Manning Modern Furniture	Variety	WNBW	Kronstadt
Homes of 1948	Mazor Masterpieces Furniture	Variety	WNBW	Kronstadt
Horse Racing (Belmont)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Horse Racing (Ky. Derby)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Horse Racing (Preakness)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Hot Stove League	Paul Schulte Motors Kaiser-Fraiser	Baseball Commentary	KSD-TV	Gordon Marshall Co.
House of Squibb	E. R. Squibb Dental Products	Film	WPTZ	Direct
Howdy Doody	Mason Confectionery Co.	Live	NBC	Moore & Hamm
Howdy Doody	Unique Mfg. Co.	Live	NBC	Grant
Hyde Park Baseball	Hyde Park Brewing Assn.	Remote	KSD-TV	Gardner
Ice Capades	Philco Dealers	Remote	KSD-TV	Marjorie Wilten
Ice Hockey	Harper Meggee Electrical Supply	Sports	KRSC-TV	Direct
Ice Hockey	Stag Beer	Remote	KSD-TV	Maxon
I'd Like to See	Procter & Gamble Co.		NBC	Compton

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Illustrated News	Arcade Pontiac Dealer	News	WNBW	Kal, Ehrlich & Merrick
Inquiring Photographer	Spear & Co. Furniture	Interviews	WPIX	Direct
INS Newsreel	W. Bergman Co., Inc.	Film	WBEN-TV	Bowman & Block
Inside Hollywood	Academy Theaters Theaters	Hollywood News	WWJ	Luckoff, Wayburn & Frankel
Institutional	The Austin Co.	Institutional Films	KSD-TV	Fuller, Smith & Ross
It's a Hit	Wright Motor Co. & Motorola Dealers	Quiz Show	KSD-TV	Westheimer
J				
Junior Jamboree	RCA-Victor Dealers	Children's Variety Studio	ProgramKSD-TV	J. Walter Thompson
Junior Jamboree	W. Bergman Co., Inc.	Studio	WBEN-TV	Bowman & Block
Junior Jamboree	RCA Victor Distributing TV Sets	Children's Show	WWJ	J. Walter Thompson
Junior Jamboree	Ned's Auto Supply Appliances	Children's Show	WWJ	Gerrish Albert
K				
Kiddie Parade	Benson Music Co. & O'Brien Tele. Sales General Electric Products	Live	WBKB	American National Video Prods.
Kid's Baseball Caravan	RCA Victor Distributing TV Sets	Baseball	WWJ	J. Walter Thompson
Kitchen Carnival	Detroit Edison Co. Public Utility	Homemaking	WWJ	Campbell Ewald Co.
Knickerbocker Show	Martin Davis Co. Cameras	Live	WBKB	O'Neil, Larson & McMahon
Knickerbocker Show	Tulip Festival Farms Flowers	Live	WBKB	Syldavis Products, Inc.
Kirk Knight Newcast	Detroit Edison Co. Public Utility	Live Newscast	WWJ	Campbell Ewald Co.
Kirk Knight Newcast	Norge, Div. of Borg Warner Appliances	Live Newscast	WWJ	Campbell Ewald
Alexander Korda	D. H. Holmes Department Store	Drama (Film)	WXYZ	Direct
Korda Feature Film	E. B. Jones & Tower Grove Bank	Film Drama	KSD-TV	Mars

Korda Feature Film	W. Bergman Co., Inc.	Film	WBEN-TV	Bowman & Block
Kraft Television Theater	Kraft Foods All Products		NBC	J. Walter Thompson
Kulka, Fran & Ollie	RCA Victor	Live	WBKB	Direct
Laughter On Records	Walter B. Lloyd Admiral Dealer	Live	KDYL	Atkins & Gilbert
The Laytons	Corning Glass Works Glass Products	Live	DuMont	Direct
Leaders in Industry	Reynolds & Co. Investment Brokers	Studio	WPTZ	Philip Klein
Let's Dance	Arthur Murray Dance Studio	Live	KDYL	Gordon Crowe
Let's Have Fun	Lit Bros. Department Store	Live	WCAU-TV	Direct
Let's Learn to Dance	George's Radio & TV Co.	Variety	WNBW	Robert J. Enders
Let's Look at the News	Taylor Mfg. Co. Tile	News	WTMJ	Direct
Little Otto	Pure Oil Co.	Live	WBKB	Leo Burnett
Vincent Lopez	Teldisco, Inc. TV, Radio Sets Equipment	Live	WABD	Green-Brodie
Madhatters	George F. Stein Brewery	Novelty Band	WBEN-TV	H. J. Weil
Madison Sq. Gdn. Events	R. J. Reynolds Tobacco Co.	Remote	CBS	William Esty
Madison Sq. Gdn. Events	Ford Motor Co.	Remote	WCBS-TV	J. Walter Thompson
Madison Sq. Gdn. Events	General Foods Corp.	Remote	WCBS-TV	Benton & Bowles
Madison Sq. Gdn. Events	Knox the Hatter	Remote	WCBS-TV	Geyer, Newell & Ganger
Dick Mansfield Show	Thompson's Dairy -Dairy Products	Safety Cartoonist	WMAL-TV	Lewis Edwin Ryan
Mary, Kay & Johnny	Whitehall Pharmacal Co.		NBC	Dancer-Fitzgerald-Sample
Meet the People	Sam's, Inc. Department Store	Man on Street	WWJ	Stockwell & Marcuse
Messing's Prize Party	Messing Bakers	Live	WCBS-TV	Blaine-Thompson
Midget Boxing	Reed Candy Co.	Live	WBKB	Hill Blackett

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
The Missus Goes A-Shopping	B. T. Babbitt, Inc.	Live	WCBS-TV	Duane Jones
The Missus Goes A-Shopping	Coburn Farm Products	Live	WCBS-TV	Modern Merchandising Bureau
The Missus Goes A-Shopping	Manhattan Soap	Live	WCBS-TV	Duane Jones
The Missus Goes A-Shopping	C. F. Mueller Co.	Live	WCBS-TV	Duane Jones
The Mrs. Goes Golfing	Philco Dealers	Comedy	KSD-TV	Marjorie Wilten
Tom Mix	Leaf Gum Co.	Film	WBKB	Turner
Modern Food Magic	Butler Bros. for International	Dramatic	KSD-TV	Direct
Modern Living—American Plan	American Stores Co.	Live	WCAU-TV	Direct
Movie of the Week	Stravell-Paterson Philco Distributors	Film	KDYL	Direct
Mummers Parade	N. Snellenburg Department Store	Remote	WPTZ	Solis S. Cantor
Music for Michigan	Detroit Edison Co. Public Utility	Music	WWJ	Campbell Ewald Co.
Music Shoppe	Lubar Radio & Appliance Capehart	Musical	WNBW	Alvin Epstein
N				
Name You Can Trust in Rubber & Where Safety Starts	William Sherry Tire Co., Inc. Tires	Film & Slides	WRGB	Direct
National Sports Gallery	First National Bank	Film	WPBZ	B. B. D. & O.
Naturally Yours Film	Lambert Pharmacal Co. Shampoo	Women's	WWJ	Lambert & Feasley
Nature of Things	Motorola Automobile Radios	Newsreel	NBC	Gourfain-Cobb
NBC Newsreel	General Electric Co.	Newsreel	KSD-TV	NBC
NBC Newsreel	General Electric Co. All Products	Newsreel	NBC	Maxon
NBC Newsreel	General Motors Automobiles	Newsreel	NBC	D. P. Brother
NBC TV Newsreel	Bluebonnet Beer	News	WBAP-TV	Grant

NBC Newsreel	George's Radio & TV Co. Philio	News	WNBW	Robert J. Enders
NBC News Review of the Week	Disney Hats Men's Hats	News	NBC	Grey
NBC Washington Newsreel	Raleigh Haberdasher Clother	News	WNBW	Henry J. Kaufman
Needle Shop	Martin Fabrics Co.	Live	WABD	Alley & Richards
The Needle Shop	Martin Fabrics Velvet Cloth	Live	WABD	Alley & Richards
News	Wm. Cammeron Company Retail Lumber	News	WBAP-TV	Direct
News	Camel Cigarettes Tobacco		WSPD	NBC
News	Cook County Motors New Cars	Film		Malcolm-Howard
News	General Electric Electric Appliances		WSPD	NBC
News	Disney Hats Hats		WSPD	NBC
News in Pictures	Adam Meldrum & Anderson	Studio	WBEN-TV	Direct
News in Pictures	Kobacker's Department Store	Studio	WBEN-TV	Bowman & Block
News Program	L. C. Worman	News	WSPD	Direct
Newsreel	DuMont Television Sets	Film	WFIL-TV	Buchanan
Newsreel	Lee Hat Co. Disney Hats	Film	WBKB	Grey
Newsreel	Bendix Aviation	Film	WGN-TV	MacManus, John & Adams
Newsreel	Commonwealth Edison Utilities	Film	WGN-TV	J. R. Pershall
News Roundup	Peake Motor Co. DeSoto-Plymouth Dealer	News	WNBW	Henry J. Kaufman
News Tape	Howard Johnson	News Tape	WBZ	Chambers & Wiswell
News Tape	United Distributors	News Tape	WBZ	Copley
Nancy Niland	W. S. Peace Real Estate	Live	WCAU-TV	Direct
Now I'll Tell One	Turner Brothers Retail Clothes	Live	WBKB	Guenther-Bradford
Nu Way Cooking School	Danahy-Faxon Stores	Remote	WBEN-TV	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Off the Record	George's Radio & TV Co. Philio	Musical	WNBW	Robert J. Enders
Okay Mother	Sterling Drugs Various Products	Live	WABD	Knox Reeves
Olympic Films	Chevrolet Div. of G. M. Autos	Sports	WWJ	Campbell Ewald Co.
Olympic Games	General Petroleum	Sports	KTSL ABC	West-Marquis Robert J. Enders
On the Corner with Henry Morgan	Admiral Corp. Radios, TV Sets, Appliances	Live	WRGB	Direct
On the Job	Snappy Men's Shop Men's Clothing	Field & Stream Sports	WXYZ	Winius-Drescher-Brandon, Inc.
Outdoors in Louisiana	Jackson Brewery JAX Beer	Studio Variety	WPTZ WWJ	Direct J. Walter Thompson
Open House	Corn Exchange National Bank	Variety	WMAL-TV	Robert J. Enders
Open House	RCA Victor Distributing TV Sets	Live	DuMont	Lennen & Mitchell
On Wings of Thought	George's Radio Electric Appliances	Studio	WPTZ	Philip Klein
The Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	Interview	WTMJ	Cramer-Krasselt
Outstanding Women	William Weisburg Sons Furs	Printed News & Slides	WRGB	Direct
Packer Previews	Broadway House of Music TV Sets	Printed News & Slides	WRGB	Direct
Page Printer News	Webster Motor Sales, Inc. Ford Cars	Film	WPTZ	Fein & Schwerin
Page Printer News	Colonial Ice Cream Co. Dairy Products	Live	WCBS-TV	Duane Jones
Paris Cavalcade of Fashion	Lichterman Furs	Live	WFIL-TV	Clements
Party Game	Mennen Co.			
Personality Show	Blue Suds			

Philco Playhouse	Columbia Wholesalers Philco Products	Film	WMAL-TV	Kal, Erlich & Merrick
Philco Teletalent	Roycraft Co. Philco Distributor	Amateur Talent	KSTP-TV	Melamed Hobbs
Philco Television Playhouse	Philco Corp. Radios, TV Sets, Record Players		NBC	Hutchins
Philco Touchdown	Philco—Vim Electric Radios, TV Sets		NBC	Hutchins
Philco Variety Premiere	Philco Corp. Radios, TV Sets, Appliances	Russ David, Pianist	ABC	Hutchins
Piano Portraits	Anheuser-Busch Budweiser Beer		KSD-TV	D'Arcy
Pictorial News	Havens Electric Co. Electrical Appliances	Pictures with Live Comment	WRGB	Direct
Picture This	Vick Chemical Co.	Sports	NBC	Morse International
Pigskin Parade	Southern Brick Co. Building Materials		WTVR	Direct
Player of the Day	Goodall Clothing	Remote	WGN-TV	R. & R.
Players of the Day	Sunbeam Shavemaster	Remote	WGN-TV	Perrin & Paus
Polo Games	Kiesel Coal Co.	Sports	WTMJ	Direct
Power's School of Charm	Philco Distributing TV Sets	Women's Show	WWJ	Wm. I. Denman, Inc.
Prime Ribbing	L. K. Ward Stores Freezers	Quiz	KTSL	E. S. Kellogg
Quarterback Quiz	Mennen Co.	Live	WCBS-TV	Duane Jones
Quick on the Draw	Erwin Chevrolet Cars	Studio	WPTZ	Gray & Roberts
Quizdom Class	Alexander's Dept Store	Live & Slides	WJZ-TV	William Warren
Quizette	Russo's Appliance Co. TV Receivers		WRGB	Nolan & Twitchell
Races	Old Country Trotting Assn.	Remote	WABD	B. B. & O.
Record Rendezvous	Frost Refrigerators Electrical Appliances, TV Sets	Musical Variety	WPIX	Borough

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Record Rendezvous	Participating (4 Sponsors)	Musical	WPIX	Various
Road Show	Gulf Oil Corp Gasoline, Oil		NBC	Young & Rubicam
Roar of the Rails	A. C. Gilbert Co. Toy Electric Trains		CBS	Charles W. Hoyt
Roblee Fanfare (Baseball & Football)	Brown Shoe Co. Roblee Shoes for Men	Remote	WABD	Leo Burnett
Rodeo	William Wrigley, Jr. & Co. Spearmint	Remote	CBS	Ruthrauff & Ryan
Roundy's Football Forecast	Murray's Restaurant	Football Predictions	KSTP-TV	Fadell
Roving Camera	Anheuser-Busch Budweiser Beer	Film	KSD-TV	D'Arcy
Royal Winter Fair	Canadian General Electric	Film	WBEN-TV	Direct
Salute to Industry	Marine National Bank	Educational	WTMJ	Cramer-Krasselt
Salute to Youth	Filene's Dept. Store	Interview	WBZ	L. B. Hawes
Santa Claus	Sears-Roebuck Co.	Children's Program	KSD-TV	Westheimer
Scoreboard	Local Loan Co.	Studio	WGN-TV	Van Hecker
Scoreboard	Nelson Bros. Furniture	Studio	WGN-TV	George Hartman
Scoreboard	William Hahn & Co. Shoes	Sports	WNBW	Henry J. Kaufman
Scoreboard	Ford Dealers	Sports	WSB	J. Walter Thompson
Second Guesser	National Plywoods, Inc. Amerwood	Live	WENR-TV	MacDonald-Cook
Stan Shaw	Teldisco, Inc. TV, Radio Sets & Equipment	Live	WABD	Green-Brodie
Shawmut Daily Newsteller	National Shawmut Bank	Film	WBZ	Doremus
Shawmut Home Theater	National Shawmut Bank	Films	WBZ	Doremus Co.
Shawmut Review	National Shawmut Bank	Co-op News Films	WBZ	Doremus Co.
Shoe Fashions	Brown Shoe Co.	Studio Fashion Show	KSD-TV	Leo Burnett & Co.
Shoppers Guide	Participating Prog. (35 Sponsors)	Studio	WBEN-TV	
Sitting Pretty	Peirce-Phelps Appliances	Studio	WPTZ	Adrian Bauer

Sketchbook	J. L. Hudson Co. Department Store	Variety	WWJ	Wolfe Jickling Dow & Conkey
Ski Show	Wolfe Sporting Goods	Live	KDYL	George Baker
Small Fry	Fischer Baker Co. Bread	Live	WABD	Scheck
Small Fry	General Foods	Live & Film	WABD	Benton & Bowles
Small Fry	Whitehall Pharmacal Co Kolynos Toothpaste	Live	WABD	Dancer-Fitzgerald-Sample
Softball	Donaldson Jones Jewelry	Remote	KDYL	Direct
Softball	Pinney Beverage	Remote	KDYL	Direct
Spare Room	Tifford Furniture & Appliance	Live	WABD	H. C. Morris
Sparkling Time	Pepsi Cola Everess	Live	WGN-TV	Presba-Feller & Presba
Sport Names to Remember	Austin Nichols & Co. Wine	Slides & Announcer	WABD	Alfred Lilly
Sports Ace	Cunningham's Drug Stores Drugs	Sports	WWJ	Simons-Michelson
Sports Album	Dowd Sporting Goods Co.	Film	KSD-TV	Direct
The Sports Album	Magnus Beck Jewelry	Film	WBEN-TV	Moss-Chase
Sports Album	F. & M. Shaefer Brewing Co.	Remote	WCBS-TV	B. B. D. & O. Ruthrauff & Ryan
Sports Album	Dodge Div. of Chrysler Corp. AUTOS	Sports	WJZ-TV	
Sports Album	Schmidt Brewing Co. Beer	Sports	WWJ	Simons Michelson
Sports Events	Main Line Distributor Co. RCA TV Sets	Sports	WSPD	Direct
Sports News	H. Seeborg, Inc.	Live	WBEN-TV	Greenfield Lippman
Sports Previews	Skillern's Drug Retail Drug	Sports	WBAP-TV	Grant
Sports Program	Posmanturs	Interviews	WBEN-TV	H. J. Weil
Sports Program	George F. Stein Brewery	Interviews	WBEN-TV	H. J. Weil
Sports Roundup	E. W. Edwards & Son	Live	WBEN-TV	Direct
Sports Roundup	Plankington Packing Co. Meals	Sports	WTMJ	Cramer-Krassell
Sports Scrapbook	Wm. Gretz Brewing Co. Beer	Studio	WPTZ	Seebhager, Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Sports Thrills	Manhattan Auto & Radio Motorola	Sports	WNBW	Henry J. Kaufman
Sports Window	B. F. Goodrich Tires, Appliances	Live	KDYL	Hickox & Donahue
The Sportsman	Ennis Motors, Inc. Used Cars	Sports	WTMJ	Direct
Sportsman's Corner	Peter Fox Brewing Co.	Live	WGN-TV	H. W. Kastor
The Sportsman's Quiz	Edgeworth Tobacco		CBS	Warwick & Legler
Sportsman's Quiz	Sports A-Field Pub. Co. Publication		CBS	Warwick & Legler
Sportsmen's Show	U. S. Rubber Co. Tires		CBS	Campbell-Ewald
Sportsman's Show	Barbey's, Inc. Beer	Studio	WPTZ	Gray & Rogers
Squash Match	Hahn Lutz Motor Sales Autos	Sports	WWJ	Wm. I. Denman, Inc.
Stars Are Bright	Comfort Bedding Mfg. Co.	Quiz	KTTV	Milton Weinberg
Stars of Tomorrow	Rubin's, Inc. Clothing	Remote	WGN-TV	Malcolm-Howard
Ted Steele	General Mills	Live	WABD	Dancer-Fitzgerald-Sample
Ted Steele	Teldisco, Inc. TV, Radio Sets, Equipment	Live	WABD	Green-Brodie
Stop Me If You've Heard This One	Davega Sporting Goods	Variety	NBC	Alfred J. Silverstein, Bert Goldsmith
Stop Me If You've Heard This One	George's Radio & TV Co. Philo		WNBW	Robert J. Enders
Stop the Clock	Elliot Lewis Corp.	Live	WCAU-TV	Joseph Lowenthal
Stop the Clock	Snellenburgs Dept. Store	Live	WCAU-TV	Joseph Lowenthal
The Street Singer	George's Radio & TV Co. Philo	Musical	WNBW	Robert J. Enders
Strippling Show	W. C. Strippling Co. Department Store	Films	WBAP-TV	Howard Caraway
Stump the Artist	John F. Daly, Inc. Ford Dealer	Live	WCAU-TV	E. L. Brown
Styles in Song	Albany Television Headquarters TV Receivers	Live	WRGB	Argos Adv. Agency

Sunday Night Feature
Film
George's Radio & TV Co.
Phitco

Sunset Valley Barn Dance
F. C. Hayer
RCA-Victor Products

Gloria Swanson Hour
A. S. Beck
Shoes

Swap Shop
Jacques Kreisler
Jewelry

The Swift Show
Swift & Co.

T

Talent Show
Harry Krouse
Studebaker

Talent Scouts
Lipton Tea Co.
Tea, Noodle Soup

Tales of the Red Caboose
Lionel Corp.
Model Trains

Tawny L.
Mary Lewis, Inc.
Fashion Shops

Teen Bar
Pepsi Cola Bottlers of St. Louis

Telecharades Preview
Erie Clothing Co.

Telefilm Snapshots
Glen Earl
RCA Distributor

Telefoto News
Schuneman's, Inc.
Department Store

Tele-Kiddie Club
Wilderotter & Co.

Tele-News
Chevrolet Dealers

Telenews
Kierulff & Co.
Motorola

Telenews
Babee Tenda Distributing Co.

Telenews
Buffalo Electric Co.

Telenews
Martino Radio Service

Telenews
General Motors Corp.
Chevrolet

Telenews
Chevrolet

Telenews Daily
Frederick & Nelson
Department Store

Film
Robert J. Enders

American Folk Music
KSTP-TV
Direct

Women's
WPIX
Dorland

Live
WFIL-TV
Grey

NBC
McCann-Erickson

Live
WFIL-TV
Taubman

Live
CBS
Young & Rubicam

Teenage
ABC
Reiss

Musical Variety for Teenagers
WPIX
Flint

Live
KSD-TV
Jim Daugherty

Film
WBKB
Gourfain-Cobb

Local News Film
KDYL
George Baker

Live
KSTP-TV
Direct

Newsreel
WATV
Scheer Adv.

Newsreel
KSD-TV
Campbell-Ewald

Film
KTSL
W. B. Ross

Film
WBEN-TV
Bowman & Block

Film
WBEN-TV
Bowman & Block

Film
WBEN-TV
Bowman & Block

Film
WBKB
Campbell-Ewald

News
WTTC
Campbell-Ewald

News
KRSC-TV
Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Telenews Digest	Kopf Motor Sales Co. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	Lownsburg Chevrolet Co. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	Weissenberger, Carl F., Inc. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	White, Jim, Chevrolet Co. Chevrolet Car Dealer	News	WSPD	Direct
Telenews Digest	Gimbel Bros., Inc. Department Store	Newsreel	WTMJ	Direct
Telenews Film	Chevrolet	Film	WFIL-TV	Campbell-Ewald
Telenews Weekly	Chevrolet	News	WWJ	Campbell-Ewald
Tele-Quiz-Calls	Div. of G. M. Autos	Quiz & Charades	KSD-TV	Gardner
Telesports	Union Electric Co.	Sports	WNBW	W. Wallace Orr
Television Talent Test	Gunther Brewing Co. Beer	Variety	KFI-TV	Abbott-Kimball
Television Tenn Town	Packard-Bell Co. Radio, Phonographs, TV Sets	Musical Variety	KSD-TV	Direct
Televising Television	Stewart-Warner Dealers	Film	WNBW	Fuller Smith & Ross
Televising Television	Austin Co. Engineers	Film	WSB	Fuller Smith & Ross
Television Matinee	Austin Co.	Studio	WPTZ	Direct
Television Matinee	Philadelphia Electric Co. Appliances	Women's Show	WWJ	Wm. I. Denman, Inc.
Television Party	Philco Distributing TV Sets	Variety	WWJ	Simons-Michelson
TV Playhouse	Grinnell's Music Shop Radios, Records, etc.	Documentary	WSPD	Wm. Denman
Television Televised	Philco	Film	KTSL	Fuller Smith & Ross
Television Televised	Austin Engineering	Architectural Films	WABD	Fuller Smith & Ross
Television Televised	The Austin Co. TV Station Engrs.	Film	WBZ	Fuller Smith & Ross
Television Televised	Austin Co.	TV Film	WRGB	Fuller Smith & Ross
Television Televised	The Austin Company Industrial Architects		WWJ	Fuller Smith & Ross
Television Televised	Austin Company Builders			Fuller Smith & Ross

Television Theater	Philco Distributing TV Sets	Feature Film	WWJ	Wm. I. Denman, Inc.
Television Varieties	W. Bergman Co., Inc.	Studio	WBEN-TV	Direct
10-Min. News Program	Andrea Radio Corp. Radio & TV Equip.	Live	WABD	Royal de Guzman
Test Pattern	Jackson Brewery JAX Beer	Test Pattern	WXYZ	Winius-Drescher-Brandon, Inc.
Texaco Star Theater	The Texas Co. Gasoline, Oil	Live	NBC	Kudner
Texas News	Bluebonnet Beer	News	WBAP-TV	Grant
Texas News	Burlington Lines (FW&DC) Transportation	News	WBAP-TV	James McBride
Texas News	Nicholson-Jones Motor Co. Lincoln-Mercury Cars	News	WBAP-TV	James McBride
Texas News	Texas Electric Service Public Utility	News	WBAP-TV	Direct
13 Stake Races	Local Chevrolet Dealers of N. Y.	Remote	WCBS-TV	Campbell-Ewald
This Is Drum Point	Drum Point Corp.	Documentary Film	WTTG	Art Ads Adv. Agency
This Is Television	Austin Company	Documentary Film	WTTG	Fuller Smith & Ross, Inc.
Those Keen Teens	Taylor Electric Co. Records	Variety	WTMJ	Gux Marx
Toast of the Town	Emerson Radio & Phonograph Radios, TV Sets, Phonographs		CBS	Blaine-Thompson
Today's Headlines	Participating (9 Sponsors)	Film	WPTZ	Various Agencies
Tom & Jerry	Lincoln-Mercury Dealers	Comedy	KSD-TV	Western Press
Tomorrow's Celebrities	Matusek Academy of Music	Live	WENR-TV	Lazarus
Tonight On Broadway	American Tobacco Co.		CBS	Foote, Cone & Belding
Tots, Tweens & Teens	R. H. Macy & Co. Clothes	Live	WABD	Manning
Touchdown	Southeast Furniture	Film	KDYL	Harris
Touchdown	Philco Dealers	Film	KSD-TV	Marjorie Wilten
Touchdown	Roycraft Co. Philco Distributor	Football Highlights	KSTP-TV	Melamed Hobbs
Touchdown	Star Outfitting Co. Philco	Football	KTSL	Noble
Touchdown	Philco Distributors	Film	WBKB	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Touchdown	Joseph M. Zamoiski Co. Philco	Sports	WNBW	Kal, Ehrlich & Merrick
Touchdown	Philco Distributor Radios	Film	WPTZ	Julian Pollock
Touchdown	King Hardware Co.	Film	WSB	Direct
Touchdown	Ed Schuster & Co. Department Store	Sports	WTMJ	Cramer-Krasselt
Touchdown	Commonwealth Sales Corp. Philco TV Sets	Sports	WTVR	Direct
Touchdown Film	Ned's Auto Supply Appliances	Sports	WWJ	Gerrish Albert
Touchdown Film	Philco Distributing TV Sets	Sports	WWJ	Wm. I. Denman, Inc.
Touchdown Highlights	Ellison Furniture Co.	Sports	WBAP-TV	Direct
Touchdown Time	Philco	Sports	WSPD	Wm. Denman
Touchdown Tips	Empire State Distributors TV Receivers	Film & ET	WRGB	G. R. Nelson, Inc.
Touchdown Topics	Grady Motors	Sports Interviews	WMAL-TV	Harwood Martin
Training Camp Film	Philco Distributing TV Sets	Baseball	WWJ	Wm. I. Denman, Inc.
Travelogues	U. S. Tire Service Rubber Products	Film	WPTZ	Direct
Trotting Races	Victor & Company	Remote	W8EN-TV	Bowman & Block
20-Min. Telenews	General Motor Corp., Chevrolet Div. Chevrolet Cars	Film	WABD	Campbell-Ewald
Two Ton Baker Party	Sparks-Withington Appliances	Live	WGN-TV	Brooke, Smith, French & Dorrance

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Uncle Mistletoe Under the Basket	Marshall Field & Co. King Packard Sales	Live Interview	WENR-TV WTMJ	Foote, Cone & Belding Rahn-Chlupp
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V

Varga Fashion Show Variety Show	Varga Fashions Dearborn Motors Corp. Autos	Fashions Variety	WATV WWJ	G. G. Felt Direct
RC Victor Varieties	Southern Wholesalers RCA	Variety	WN8W	Henry J. Kaufman

W

Warrior of the Week	Reliable Motors	Live	WFIL-TV	Feigenbaum
Washington Capitals	National Brewing Co.	Sports	WTTG	Owen & Chappell
Washington Senators	Chesterfield	Baseball	WTTG	Newell-Emmett
Washington Senators	Ford Motor Co.	Sports	WTTG	J. Walter Thompson
Weather Man	Buten Paints	Studio	WPTZ	Philip Klein
Weather Report	Napier & Scott	Weather	KRSC-TV	Advertising Counselor:
Weather Show	Fuel Dealer			
	Confort Products	Studio	WPTZ	C. A. White, Jr.
	Household Products			
Weekly News Roundup	H. G. Hill	News	WXYZ	Fitzgerald
	Grocery			
Welcome Aboard	Admiral Radio Corp.		NBC	Cruttenden & Eger
	Radios, TV Sets, Appliances			
We, the People	Gulf Oil Corp.		CBS	Young & Rubicam
	Gasoline, Oil			
Western Films	Fisher Baking Co.	Film	WATV	Scheck Adv.
What's New in the Stores	Sanforized Div. of Cluett Peabody	Commentary with Live Models	KSD-TV	Young & Rubicam
Wild Life Program	Wild Life Mgmt. Inst.	Discussions	KSD-TV	Direct
Winter Olympic Games	Chevrolet Motor Co.	Film	KSD-TV	Campbell-Ewald
Wit's End	Mort Farr	Live	WCAU-TV	Ed Shapiro
	Electrical Appliances			
Bob Wolff Sports Clinic	Southern Venetian Blind Co.	Sports	WTTG	Direct
Woody Willow	Foremost Dairies	Puppets	WSB	Newman Lynde
Woodward, Miss Rebecca	Adv. Service	Soprano Soloist	KSD-TV	Ross
World Series Film	Liggett & Myers	Film	WABD	Newell-Emmett
	Chesterfield Cigarettes			
World Series Previews	Paul Schulte Motors	Interviews & Commentary	KSD-TV	Gordon-Marshall
	Kaiser-Fraiser			
World Series Previews	George's Radio & TV Co.	Sports	WNBW	Robert J. Enders
	Philco			
World Series Reviews	George's Radio & TV Co.	Sports	WNBW	Robert J. Enders
	Philco			
Wrestling	Glenn Earl, RCA Distb.; Pullman Trailers; Walter B. Lloyd, Admiral	Remote	KDYL	George Baker

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Wrestling	Falstaff Brewing Corp.	Remote	KSD-TV	Dancer-Fitzgerald-Sample
Wrestling	Hyde Park Brewing Assn.	Remote	KSD-TV	Gardner
Wrestling	American Shops, Inc. Men's Suits	Remote	WABD	William N. Schoor
Wrestling	Great Gadgets Co. Pocket Pro.	Remote	WABD	Piedmont
Wrestling	Pioneer Scientific Corp. Polaroid TV Filter	Remote	WABD	Cayton
Wrestling	Southern Select Beer	Sports	WBAP-TV	Ruthrauff & Ryan
Wrestling	George F. Stein Brewery	Remote	WBEN-TV	H. J. Weil
Wrestling	Victor & Co.	Remote	WBEN-TV	Bowman & Block
Wrestling	Harry Alter Co. Crosley Products	Remote—Live	WBKB	Malcolm-Howard
Wrestling	Hudson Dealers of Greater Chicago	Remote—Live	WBKB	Malcolm-Howard
Wrestling	Atlantic Brewing Co.	Remote	WGN-TV	W. B. Burnett
Wrestling	General Electric Supply Corp.	Remote	WMAL-TV	M. Belmont Ver Standig
Wrestling	A. Gettelman Brewing Co. Beer	Sports	WTMJ	Scott, Inc.
Wrestling	Ross Co., Inc.	Sports	WTTG	Mellor and Wallace
Wrestling	Ford Motor Co.	Sports	WWJ	J. Walter Thompson
Wrestling (Ridgewood)	Ripley Clothes Men's Wear	Sports	WPIX	Bobby
Wrestling, St. Nicholas Arena	Trommers Beer, Ale	Remote	WNBT	Federal
Write Your Way	Esterbrook Pens	Studio	WPTZ	Aitkin-Kynett
Yesterday's Headlines	Abbott's Dairy Ice Cream	Film	WCAU-TV	Richard A. Foley
Yesterday's Newsreel	L. Lewis Cigar Mfg. Co.	Film	WCBS-TV	Lewis Adv.
You Name It	Lacy's Motorola	Quiz	WNBW	Henry J. Kaufman
Your New York	Participating (40 Sponsors)	Newsreel	WPIX	N. Y. News
Your Weatherman in Person	General Electric All Products	Weather	WNBW	M. Belmont Ver Standig

TELEVISION HIGHLIGHTS — 1948

(From the Files of **RADIO DAILY**)

JANUARY

- 3—Full page ads in 37 newspapers in 18 television cities announced NBC's plan to create a coast-to-coast television network, centering around three "regional" webs, one of which is currently in existence. The same ad predicts the employment of a quarter-million people in tele manufacturing and broadcasting "within a few years."
- 7—Expansion of Television in its first "boom year" gets off to a strong start during this, the initial year of 1948, with six new stations expected to begin operations before the end of January to add to the 16 now in commercial operation.
- 12—After a lull of a few months, the television "bandwagon" speeded up at the weekend, with eleven more applicants climbing aboard—the largest group in a long time. Not since the rush, following the end of the war, have television applications poured into the FCC at such rapid rate.
- 21—In a move designed to carry out a tentative agreement between the United States and Canada, the FCC yesterday proposed changes in Television allocations in the areas close to the Canadian border.
- 23—Extensive plans for television coverage of the Republican and Democratic national conventions in Philadelphia next spring—video's most ambitious undertaking to date—are rapidly taking shape and expected to be in smooth operating shape well in advance of the first call to order.
- 27—The rapidly expanding television industry is a potential major market for films, and their use will be "unlimited" in the commercial and programming phases of the medium, broadcasters, agency execs and film reps were told yesterday at the video conference at the Hotel Commodore.

FEBRUARY

- 2—ABC announced Friday accelerated plans for television operation in five cities before the end of this year, including the establishment of three preliminary regional chains which will form the nucleus of a later nation-wide network.
- 11—Television's sweeping development toward maturity in all phases in recent months has

set the stage for what appears to be a hotly-contested race among the major transcription firms to enter video on a large scale by spring or late summer.

- 16—London—An experimental theater television service to six cinema palaces in the London area will be put into operation sometime this year, according to plans by the J. Arthur Rank Organization through its subsidiary, Cinema Television, Ltd.
- 24—The FCC has announced the temporary assignment of three high-frequency bands for television pickups, studio transmitter links and intercity video relay, at the same time refusing again to recognize a specific need for bands for theater tele.
- 27—Television rights will be an important stipulation of the 1948 Fair Practices Code now being set up between the Entertainment Managers Association and the American Guild of Variety Artists, it was disclosed yesterday.

MARCH

- 10—Major networks' campaign to line up affiliates for their prospective video webs during the current year moves into high gear this month with both NBC and CBS holding confabs to mull future problems and agreements.
- 11—Official opening of WBAL-TV, Baltimore, today marks the first use of NBC's new temporary relay link between Philadelphia and that city, thus making it the first network with access to independent relay facilities between New York and Schenectady, Baltimore and Philadelphia.
- 15—Entire question as to whether or not television broadcasters may legally prohibit the use of their programs on movie screens will be explored by an organized group of independent theater owners Wednesday, and a test case to force the issue may be made to resolve the problem.
- 19—Television got the green light to use live music for the first time in history yesterday as the major networks and the American Federation of Musicians reached a "complete settlement" on all issues which have been in negotiation since last December.

- 24—A. T. & T.'s new rates for its coaxial cable and relay, scheduled to go into effect on May 1, will be filed with the FCC next week, it was announced yesterday by Bartlett T. Miller, veepee. Proposed rates will cost the broadcasters \$35 a month per air-line mile.
- 29—London—Expected flare-up between musicians and performers here and the BBC regarding television contracts has resulted in a ban on union members in the medium after May 31, it was announced last week after a joint meeting of Equity, Variety Artists Federation and the Musicians Union.

APRIL

- 6—New York City Government is making an all-out effort to pave the way for TV expansion as one of the town's potentially greatest industries—and making certain TV won't go west the way films did 20 years ago.
- 13—Hitherto unexplored facet of television's ability to do a public relations selling job will be tested for the first time on a large scale by a major industrial organization tonight via a nine-city campaign undertaken by the Union Oil Company of Los Angeles, Calif.
- 16—FCC chairman Wayne Coy this week declared the television industry is currently "booming," and predicted that the present rate of its development will mean that over 400 stations will have been granted by the end of this year.
- 20—DuMont network is prepared to make its video fare available to motion picture theaters when and if film distributors reciprocate by providing the web use of feature pictures, Dr. Allen B. DuMont revealed yesterday.
- 23—Major set manufacturers, long nettled over continued price-cutting and other "malpractices" on part of dealers in eastern cities, and particularly New York where traffic is heaviest, have been forced to take the drastic step in recent weeks—outright withdrawal of franchises.
- 27—The TBA told the FCC over the week-end that television relay rates filed with the Commission this winter by AT&T are "discriminatory, excessive and unreasonable," and asked a hearing before the Commission on the schedule.

MAY

- 8—FCC over the weekend proposed a new rule on the minimum time limit on the air for video stations patterned after suggestions filed by the Television Broadcasters Associa-

tion in March. Exceptions are to be filed by May 28.

- 12—NBC and RKO-Pathé yesterday signed a five-year pact whereby the network leases three sound studios and an entire floor of office space in the film company's studio building at 106th Street and Park Avenue, in Manhattan. Pact gives NBC a total of five studios in N. Y. C. alone.
- 18—Video looms as a definite threat for theater box-office and its power to keep people at home more than ever is already reflected in curbed movie attendance, a survey made recently by Foote, Cone & Belding (N. Y.) revealed.
- 19—CBC board of governors announced yesterday its policy on television and emphasized that in view of the limited number of frequencies likely to be available, it will "exercise great care in recommendations regarding applications from individuals or private companies for television licenses."
- 25—FCC announced this week a new policy on hearings of television applications—designed to fit in with the new allocation plan outlined early this month—which is expected to result in a delay of further hearings for new stations in most large cities.
- 26—British press, pointedly indifferent toward the development of television in the United Kingdom since the end of the war, recently executed an about face which is interpreted in trade sources as indicating serious concern over the medium's progress in the UK, in comparison with television in the United States.

JUNE

- 3—RCA has developed a new 500-watts video transmitter which will facilitate the extension of TV service to cities of 50,000 population and enable smaller station to act as network outlets or to originate their own programs, it was announced yesterday.
- 9—Formal dedication of Westinghouse Television station WBZ-TV marked by a substantial expansion of programming, and featuring religious, government and business leaders of the community will be held in Boston tonight.
- 10—Initial results of the first comprehensive study of the growth, impact and effect of television on a typical American community on a continuing basis were revealed yesterday by the Newell-Emmett Company, one of the major ad agencies active in video at the moment.

Television Highlights

AUGUST

- 15—The Dominion Government, currently becoming more concerned over preparations for the advent of television in Canada, was urged in the house of Commons this week to "get a move on" before Canada is "invaded" by programs from the United States.
- 22—Philadelphia—Television opened its most ambitious schedule yesterday with a full-day airing of the opening of the Republican National Convention here—an occasion which had been provided with perhaps the greatest video promotion of any special event in the short history of the medium.
- 24—Television took another giant stride forward last night when the Westinghouse Electric Corporation and the Glen L. Martin Company successfully demonstrated "Stratovision" from an airborne transmitter cruising at an altitude of 25,000 feet in the vicinity of Pittsburgh.
- 5—Current video boom has skyrocketed to even greater heights than predicted by the most optimistic leaders in the industry, with result that by the end of this year more than 850,000 sets will have been produced and more than 60 stations will be in operation.
- 11—WJZ-TV, key television outlet of ABC, made its debut as New York's sixth station last night on Channel 7, in perhaps the most elaborate premiere yet accompanying the inaugural of a video opening in any city.
- 16—Formal application was filed Friday by Westinghouse for first commercial stratovision station to bring television broadcasting to about "6,000,000 people who under the present allocations will not receive protected television." The application is for Channel 8 in the Pittsburgh area.

JULY

- 6—Specific action to prevent "unauthorized" pickups of video coverage of the up-coming Democratic National Convention in Philadelphia was taken over the weekend by the Television Committee for Coverage of National Political Conventions.
- 9—Details of the tentative agreement between the United States and Canada regarding TV channels in the border regions were announced yesterday by the FCC, and were met with complaints that some provisions of the pact would limit opportunity for power expansion by outlets in the areas concerned.
- 13—Television stations throughout the country will soon have at their disposal a film library covering important world-wide events as the result of a long-term agreement for joint establishment of a television news service signed yesterday by Spyros P. Skouras, president of 20th Century-Fox and Hugh Baillie, President of the United Press Association.
- 19—Completion of plans for its N. Y. video studio, to occupy the width of a city block between 66th and 67th streets off Central Park West, was announced Friday by ABC, construction of which is to begin immediately.
- 27—The FCC was told yesterday by ABC that most of the new proposals for TV channel reallocation "were based upon a disregard of the effect of tropospheric interference. The ABC presentation was followed by a lengthy presentation on Stratovision, which opened this new phase of the Commission's TV channel reallocation hearing.
- 20—Another experiment designed to test the effectiveness of video in the future conduct of naval warfare will be jointly undertaken by NBC and the Navy Department from an aircraft carrier 35 miles off the New York coast on August 29.
- 31—Video's explosive commercial upsurge the past six months—the effect of which is being felt in virtually all phases of show business production—has swelled the ranks of independent package firms to almost triple the number feeding their output to TV a year ago.

SEPTEMBER

- 2—First official meeting between committees of TBA and NAB to discuss future needs of the video industry and possible co-op between the two associations was held yesterday at the Waldorf-Astoria, N. Y.
- 20—In what is considered to be the heaviest one-shot commercial airtel thus far effected in TV, Kaiser-Frazer will sponsor election night (Tuesday, Nov. 2) coverage on ABC's eastern and mid-west networks, it was announced Friday.
- 27—Arrival of Motor City's second and third TV stations within the next 30 days, led by opening of ABC's WXYZ-TV on Oct. 9, will focus unprecedented importance on Detroit as a major market, with retailers and set manufacturers setting plans for accelerated activity in that area.
- 30—Today is UHF Day for the television industry. FCC Chairman Wayne Coy will announce this morning that the Commission has decided to move ahead to insure sufficient channels

for the full development of a competitive TV system, it was learned last night.

OCTOBER

- 1—FCC Chairman Wayne Coy yesterday announced that no further TV applications will be processed for a period of anywhere from a few months to a year or more, pending revision of the engineering standards and allocation table.
- 6—Radio and Television will combine forces today for the greatest coverage of a World's Series in the history of baseball. Approximately 750 radio stations and 19 television stations will be linked together when the Boston Braves and the Cleveland Indians meet for the initial game of the Series at 1 P. M.
- 14—The TV "freeze" imposed by the FCC on hearings and applications will not apply to the Paramount-DuMont case. The Commission promised an early decision on the effect of Paramount's stock ownership in DuMont upon the extent of TV operations by the two companies.
- 19—As the Presidential campaign enters its final two weeks, tele, which heretofore has been left out in the cold as far as political time sales are concerned, is due for an increasing share in the budgets of both major parties.
- 22—Presaging a new era for national and international communications, Ultrafax, a newly developed system of communications, was demonstrated at the Library of Congress yesterday by the Radio Corporation of America.
- 25—First official disclosure that the City of New York is looking toward establishing the first non-commercial television station in the country, within the next year, came from Mayor William O'Dwyer who spoke Friday at the Radio Executives Club luncheon.

NOVEMBER

- 2—Staging a round-the-clock suspense thriller, radio and TV were still going strong at 9 a.m. today, as the army of commentators, newscasters and poll experts at network headquarters await the final countup of electoral votes for the next president of the United States.
- 5—An outside manufacturer will be licensed by Paramount to produce its intermediate theater tele system, it was learned yesterday. Apparatus probably will be available to movie exhibitors sometimes next year at an estimated cost of \$30,000 to \$35,000 per unit.

- 11—American Broadcasting Company yesterday unveiled its newly developed kinescope recording system, which records audio and video simultaneously on 16mm film from a special picture tube.
- 12—Moscow—Government officials here are fast becoming cognizant of potentialities of video for mass information and have inaugurated plans for rapid expansion of the medium. There are two stations already on the air—in Moscow and Leningrad—and others are under construction at Kiev and Sverdlov.
- 26—First tele pickup of an entire opera will be made by ABC Monday night at the Metropolitan Opera Company's opening of the 1948-1949 season. Program will be sponsored by the Texas Company through the Buchanan Agency.

DECEMBER

- 1—Removal of the present 500 ft. limit on TV antenna towers, resulting in wider coverage, was urged yesterday by Dr. T. T. Goldsmith of DuMont in an engineering conference on tropospheric effects before the FCC.
- 8—Milton Berle's Texaco Star Theater presented Tuesday nights on WNBT, New York, and NBC television network, ranks first by a wide margin in a pool of East Coast television and radio editors to determine "Your Favorite TV Program," and obtain an appraisal of their thinking on TV programming.
- 16—First practical use of carrier synchronization to extend TV coverage by reducing interference between stations is now under way on a full time basis between WNBT and WNBW, NBC outlets in New York and Washington, respectively, it was announced yesterday by David Sarnoff, chairman of the board of RCA and the network.
- 28—While complaints that television is killing attendance at local movie theaters are heard from many quarters, the major film producers are rushing plans to use TV for promotion and exploitation of their products, it was learned yesterday, and one company, Universal-International, has already begun servicing stations with publicity material.
- 29—Divorcement of TV from radio on many levels of network operation is in the works, with the first steps along this line expected to be announced during the first quarter of next year, it was learned yesterday. The move will probably be tied in with the advent of large scale day-time programming, expected to get under way about that time.

TV Construction Permits

Granted For

Commercial Stations

AS OF JANUARY 1, 1949

ALABAMA

City	Applicant	Call Letters	Channel No.	Frequency (mc)	ERP Visual-Aural (kw)
Birmingham	Birmingham Bcstg. Co., Inc.	WBRC-TV	4	66-72	14.5—7.7
Birmingham	The Voice of Ala., Inc.	WAFM-TV	13	210-216	26—27.2

ARIZONA

Phoenix	Phoenix Tele. Co.	KTLX	5	76-82	17.5—8.7
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CALIFORNIA

Los Angeles	American Bcstg. Co.	KECA-TV	7	174-180	29.4—14.8
Los Angeles	National Bcstg. Co.	KNBH	4	66-72	15—8
Riverside	Bcstg. Corp. of America	KAHO	1	44-50	1—1
San Diego	The Jack Gross Bcstg. Co.	KFMB-TV	8	180-186	20—20.2
San Francisco	American Bcstg. Co.	KGO-TV	7	174-180	28.1—14.6
San Francisco	The Chronicle Pub. Co.	KRON-TV	4	66-72	18.24—19.2
Stockton	E. E. Pepper	KGDM-TV	8	180-186	1.93—1.80

DELAWARE

Wilmington	WDEL, Inc.	WDEL-TV	7	174-180	1—5
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DISTRICT OF COLUMBIA

Washington	Bamberger Bcstg. Service, Inc.	WOIC	8	186-192	27.3—14.4
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FLORIDA

Jacksonville	City of Jacksonville	WJAX-TV	2	54-60	15—7.5
Jacksonville	Fla. Bcstg. Co.	WMBR-TV	4	66-72	14.8—7.4
Jacksonville	Jacksonville Bcstg. Corp.	WPDQ-TV	6	82-88	19.4—10
Jacksonville	Metropolis Bcstg. Co.	WJHP-TV	8	180-186	25.1—13
Miami	Southern Radio & Tele Equip. Co.	WTVJ	4	66-72	1.57—1.786
St. Petersburg	Sunshine Tele Corp.	WSEE	7	174-180	26.2—13.1

GEORGIA

Atlanta	Constitution Pub. Co.	WCON-TV	2	54-60	15.8—9.05
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ILLINOIS

Peoria	Peoria Bcstg. Co.	WMBT-TV	6	82-88	17.2—8.6
Peoria	West Central Bcstg. Co.	WEEK-TV	12	204-210	29—14.5
Rock Island	Rock Island Bcstg. Co.	WHBF-TV	4	66-72	13.6—7.6

INDIANA

Bloomington	Sarkes & Mary Tarzian	WTTV	10	192-198	1—1
Indianapolis	William H. Block Co.	WUTV	3	60-66	14.44—7.6
Indianapolis	WFBI, Inc.	WFBI-TV	6	82-88	28.2—18.1

IOWA

Ames	Iowa State Coll. of Agr. & Mech. Arts	WOI-TV	4	66-72	13—10.4
Davenport	Central Bcstg. Co.	WOC-TV	5	76-82	22.9—22.9

KENTUCKY

Louisville	WHAS, Inc.	WHAS-TV	9	186-192	9.6—7.2
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LOUISIANA

New Orleans	Maison Blanche Co.	WRTV	4	66-72	14.5—7.6
New Orleans	Times-Picayune Pub. Co.	WTPS-TV	7	174-180	21.5—18

MASSACHUSETTS

Boston	Raytheon Mfg. Co. (Waltham)	WRTB	2	54-60	50—29.8
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MICHIGAN

Grand Rapids	Leonard Versluis	WLAV-TV	7	174-180	20—10
Kalamazoo	Petzer Bcstg. Co.	WKZO-TV	3	60-66	15.7—7.9
Lansing	WJIM, Inc.	WJIM-TV	6	82-88	20.6—10.3

● CP's FOR COMMERCIAL TELEVISION STATIONS ●

MINNESOTA

Minneapolis-St. Paul	Minn. Bcstg. Corp.	WCTN-TV	4	66-72	17.9--9.2
Minneapolis-St. Paul	Northwest Bcstg. Co.	KTRV	9	186-192	20.5--15.5

MISSOURI

Kansas City	Kansas City Star	WDAF-TV	4	66-72	22--11
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NEBRASKA

Omaha	May Bcstg. Co.	KMA-TV	3	60-66	17.8--8.9
Omaha	Radio Station WOW, Inc.	WOW-TV	6	82-88	16.2--8.5

NEW YORK

Binghamton	Clark Assoc., Inc.	WNBF-TV	12	204-210	12--11.7
New York	Bamberger Bcstg. Service, Inc.	WOR-TV	9	186-192	9.5--11
Rochester	Stromberg-Carlson Co.	WHTM	6	82-88	16.7--8.7
Syracuse	Radio Projects, Inc.	WSYR-TV	5	76-82	23--12.2
Syracuse	WAGE, Inc.	WAGE-TV	10	192-198	30--15
Utica	Copper City Bcstg. Co.	WKAL-TV	13	210-216	13--11.3
Utica	Utica Observer-Dispatch, Inc.	WVTL	3	60-66	15.5--7.5

NORTH CAROLINA

Charlotte	Jefferson Standard Bcstg. Co.	WBT-TV	3	60-66	16.3--8.62
Greensboro	Greensboro News Co.	WTLE	2	54-60	1.67--.84

OHIO

Cincinnati	Radio Cincinnati, Inc.	WKRC-TV	11	198-204	23--12
Cincinnati	Scripps-Howard Radio, Inc.	WCPO-TV	7	174-180	21--12
Cleveland	Empire Coil Co., Inc.	WXEL	9	186-192	21--13
Columbus	Crosley Bcstg. Corp.	WLWC	3	60-66	15.2--12.8
Columbus	Picture Waves, Inc.	WTVN	6	82-88	14.3--9
Columbus	TV, Inc.	WBNT	10	192-198	28.4--14.2
Dayton	Crosley Bcstg. Corp.	WLWD	5	76-82	18--6
Dayton	Miami Valley Bcstg. Corp.	WGHQ-TV	13	210-216	24--25.2

OKLAHOMA

Oklahoma City	WKY Radiophone Co.	WKY-TV	4	66-72	12.1--6.2
Tulsa	George E. Cameron, Jr.	KOVN	6	82-88	16.6--8.5

OREGON

Portland	Video Bcstg. Co.	KTVU	3	60-66	15.5--9
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PENNSYLVANIA

Erie	Dispatch, Inc.	WICU	12	204-210	3--1.5
Johnstown	WJAC, Inc.	WJAC-TV	13	210-216	6.5--7
Lancaster	WGAL, Inc.	WGAL-TV	4	66-72	1--.88
Pittsburgh	Allen B. DuMont Labs., Inc.	WDTV	3	60-66	16.6--8.3

RHODE ISLAND

Providence	The Outlook Co.	WJAR-TV	11	198-204	30--15
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TENNESSEE

Nashville	WSM, Inc.	WSM-TV	4	66-72	14.4--7.2
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TEXAS

Dallas	KRLD Radio Corp.	KRLD-TV	4	66-72	46 Pending
Dallas	Lacy-Potter Tele Bcstg. Co.	KBTV	8	180-186	35--18.5
Houston	W. Albert Lee	KLEE-TV	2	54-60	16--8.5
San Antonio	San Antonio Tele Co.	KEYL	5	76-82	17.9--9
San Antonio	Southland Industries, Inc.	WOAI-TV	4	66-72	21.6--10.8

UTAH

Salt Lake City	Radio Service Corp. of Utah	KSL-TV	5	76-82	18.4--9.2
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VIRGINIA

Norfolk	WTAR Radio Corp.	WTAR-TV	4	66-72	24--12
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WEST VIRGINIA

Huntington	WSAZ, Inc.	WSAZ-TV	5	76-82	18.2--9.1
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TELEVISION TALK

A Modern Glossary

(Courtesy Caldwell-Clements, Inc. & Radio Corp. of America)

The advent of television has brought with it a new vocabulary born in the research laboratories, studios, factories—indeed, all parts of the industry. As new techniques are developed, new words and new phrases are coined almost daily. What follows, therefore, is a glossary of the new language of a new and vital part of American life:

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.

AMPLITUDE MODULATION—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture.

ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).

ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.

AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range, normally from 20 cycles to 15,000 cycles.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

BANDWIDTH—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.

BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates a saw-tooth shaped signal used for scanning in a cathode ray tube.

BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.

BOOSTER ANODE—A conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.

BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.

CARRIER—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

CLIPPER—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses from the video signal.

COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately supported along the center of the hollow conductor.

CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

CONTROL ROOM—Studio facilities from which television cameras, lighting, shading and mixing is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency—that is, direct current.

DEFINITION—Refers to the degree of picture detail accomplished by the receiver circuits.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is, the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used. (See Antenna).

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television camera tube developed by Philo T. Farnsworth.

DISTORTION—Any change in the original frequency, amplitude or phase of a radio signal.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON—The smallest electric charge having a negative polarity.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

ELECTRON MULTIPLIER—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing half-tone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLICKER—Fluctuations in the overall brightness of pictures. Not encountered in normal television operations.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are successively viewed so as to simulate moving scenes. In television, thirty are sent each second.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts may be caused by the radio signal being reflected from objects near transmitter or receiver.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves of certain frequencies. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray camera tube developed for the purpose of picking up the scenes to be televised.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past a pickup aperture by deflection circuits.

IMPEDANCE—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate successive fields and superimposed to create one frame or complete picture.

ION—An electrified particle formed when an atom of gas loses or gains electrons.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KILOCYCLE—One thousand cycles.

KINESCOPE—A name applied to the cathode ray tubes used in television receivers built by RCA.

L

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

M

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture

shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIPATH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

NEGATIVE GHOST—Image in which black areas are white and white areas black.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

O

ORTHICON—A television camera tube now seldom used, in which some of the features of the image dissector and Iconoscope are combined.

P

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

PEDESTAL—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PERSISTENCE OF VISION—A characteristic of the human eye which retains the details of a scene for a fraction of a second.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A minute section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REACTANCE—Opposition to the flow of alternating current by the inductance and capacity (but not resistance) in an electrical circuit.

RECTIFIER—A device—commonly a tube—which changes alternating current to direct current.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—A type of circuit which oscillates periodically. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth

outline. This is the basic wave shape used to sweep the spot over the cathode ray tube screen.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SCHMIDT OPTICAL SYSTEM—An optical train utilizing a high intensity kine-scope, a semi-circular mirror and correcting lens to project an enlarged television image onto a viewing screen.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SERVICE AREA—The extent of terrain over which the signals from a television transmitter can be successfully received.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SIGNAL-TO-NOISE RATIO—The relative proportion of signal strength to atmospheric and man-made interference encountered at any specific location.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwidth requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

W

WAVEGUIDE—A hollow tube of metal or plastic used to conduct microwaves between points of usage at transmitter and receiver.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

TELEVISION FILM PRODUCERS

PERSONNEL — PHONE NUMBERS — ADDRESSES — CONTACTS OF 35 AND 16mm. FILM PRODUCERS AND ORGANIZATIONS OFFERING FACILITIES FOR TV FILM PRODUCTION

ABT Productions, Inc., 460 W. 54th St., N. Y. C., Columbus 5-7200; Ira H. Simmons, Producers of TV Film Programs.

Acme Teletronics (NEA), 1200 W. 3rd St., Cleveland, Main 7300; Meade Munroe, News Script, strip film.

Paul F. Adler Associates, 535 Fifth Ave., N. Y. C., Murray Hill 7-1608; Paul F. Adler, Films to order.

Advance Tel. Picture Serv., Inc., 729 Seventh Ave., N. Y. C., Columbus 5-5400; Chas. A. Allocated, Films to order, shipping.

Adventure Films, Inc., 165 W. 46th St., N. Y. C., PLaza 7-2320; Win. Alexander, Travel films for lecturers.

Advertisers Television Service, 35 W. 63rd St., N. Y. C., PLaza 7-7150; John Sheppard, Jr., Films to order, rentals.

Advertising House, Inc., 670 Lexington Ave., N. Y. C., Murray Hill 8-0220; J. M. Gielis, Films to order.

A. E. Films, Inc., 1600 Broadway, N. Y. C., Circle 7-2860; Miss R. Kossoff, News, Educational films.

Eddie Albert Productions, 1133 No. Highland Ave., Hollywood, G. 4118; John E. Fletcher.

Alker Productions, 545 Fifth Ave., N. Y. C., Murray Hill 7-6805; B. E. Karlen, Films to order.

Doug Allan Productions, Inc., 112 W. 89th St., N. Y. C., Schuyler 4-6480; Doug Allan, Travel, outdoor films to order.

Allen & Allen Productions, 3947 W. 59th Pl., L. A., Axminster 3-3314; George E. Allen, Films to order, Educ. Shorts.

All-Scope Pictures, Inc., 1209 Taft Bldg., Hollywood, Hollywood 8298; G. S. Mitchell, Films to order, rentals.

American Drama Guild of Telev., 150 E. 54th St., N. Y. C., PLaza 3-0871; John Darrow, Films to order.

American Film Co., 1329 Vine St., Philadelphia, Walnut 2-1800; Ben Harris, Films to order.

American Film Producers, 1660 Broadway, N. Y. C., PLaza 7-5915; Robert Gross.

American Film Services, Inc., 1010 Vermont N.W., Washington, D. C., Executive 4528; H. V. Hoagland, Shorts for rental.

American Film & Televad Co., 759 W. 7th St., St. Paul, Minn., Dale 4820; Bart O. Foss, Films to order.

Amfelco, 635 So. Kenmore Ave., L. A., Drexel 3205; John C. Bowman, Commercial spot films.

Amusement Enterprises, Inc., 415 N. Redford, Beverly Hills, Cal., Crestview 5-2517; Bernard Luber, Films to order.

Animated Video Films, 931 N. La Cienega, L. A., Adaras 5159; Ace Gamer, Films to order.

Apex Film Corp., 971 N. La Cienega, L. A., Crestview 6-7006; Jack Chertok, Films to order.

Argosy Television Corp., 9336 Wash. Blvd., Culver City, Cal., Texas 0-2931; John Ford, Entertainment films.

Arista Productions, 92 Gold St., N. Y. C., Dickens 9-1000; J. R. Perrin, Films to order, rentals.

Ascott Productions, Inc., 321 S. Beverly Drive, Beverly Hills, Cal., Cr. 0-8050; Sidney G. Ross.

Association Films, 347 Madison Ave., N. Y. C., Murray Hill 6-1200; J. R. Bingham, Educational films.

Astor Pictures Corp., 130 W. 46th St., N. Y. C., Bryant 9-2467; R. M. Savini, Films to order, Rentals.

Atlas Film Corp., 1111 S. Blvd., Oak Park, Ill., Euclid 3100; K. W. Lineberry, Films to order.

Attwood Productions, Inc., 8746 Sunset Blvd., L. A., Crestview 5-5811; B. M. Glasser, Films to order.

Audio Productions, Inc., 630 Ninth Ave., N. Y. C., Columbus 5-8771; F. K. Speidell, Films to order, rentals.

Basch Radio & Tel. Prod., 17 E. 46th St., N. Y. C., Murray Hill 2-8877; C. J. Basch, Jr., Animated films to order.

Bavono Films, 8754 Arlene Terrace, L. A., He 7618; Douglas Bagler.

Zach Baym, 114 Grafton St., Brooklyn, N. Y., Dickens 2-0243; Zach Baym, Films, film clips to order.

V. S. Becker Advertising Serv., 562 Fifth Ave., N. Y. C., LUXemburg 2-1040; Viola Becker, Films to order, rentals.

Bell International Productions, 5717 Sunset Blvd., L. A., Hudson 2-2345; Jack Gilson, Films to order, rentals.

Bell Pictures Corp., 630 Ninth Ave., N. Y. C., Circle 6-1383; Lawrence Kulick, Films to order, rentals.

Bengal Pictures, 920 N. Robinson, L. A., Normandy 1-6927; P. E. Cantonwine, Films to order, rentals.

Bennett Films, 5617 Garcourt Ave., Los Angeles, Calif., Ax. 2-7174.

Gene Blakely, 1209 N. Formosa, L. A., Gladstone 5715; Gene Blakely, Films to order, rentals.

Bonded Television Corp., 8749 Sunset Blvd., Hollywood, Crestview 5-4194; Anson Bond, Films to order, rentals.

Bray Studios, Inc., 729 Seventh Ave., N. Y. C., Circle 6-4582; J. R. Bray, Films to order, rentals.

British Information Serv., 30 Rockefeller Plaza, N. Y. C., Circle 0-5100; Mrs. Tebbett, Shorts for rental.

Broadcast Productions, Inc., 1313 Lafayette Bldg., Detroit, Mich., Woodward 5-0909; T. S. David, Films, Newsreels to order.

Samuel Bronston Productions, 9886 Charleville Blvd., Beverly Hills, Cal., Br. 2-5141; Ben Berk.

Irving Browning Studios, 70 W. 46th St., N. Y. C., Murray Hill 2-7490; Irving Browning, Films to order, rentals.

Al Buffington Co., 2104 N. Charles St., Baltimore; Al Buffington, Films to order.

Allen Burg Studio, 819 N. La Cienega, L. A., Br. 2-3737.

Allyn Butterfield Prod., 6823 Santa Monica Blvd., L. A., Hollywood 3961; A. Butterfield, Films to order.

Byron, Inc., 1226 Wisc. Ave. N. W., Wash., D. C., Dupont 1800; T. Byron, Films to order.

Television Film Producers

- C & G Film Effects Co., 723 Seventh Ave., N. Y. C., PLaza 7-4558; H. A. Casolaro, Films, effects to order.
- Cain-Schumann Music Serv., 1040 N. Las Palmas, Hollywood, Gr. 3111; C. R. Cain.
- Campus Film Productions, 161 Remsen St., Brooklyn, N. Y., TRiangle 5-6296; N. Campus, Films to order, rentals.
- Capital Film Exchange, 1314 Vine St., Philadelphia, Pa., Spruce 4-2698; E. J. Gabriel, Rentals, storage, booking.
- Capitol Records, Inc., Sunset & Vine, Hollywood, Hollywood 8171; W. B. Davidson, Transcription libraries.
- Caravel Films, Inc., 730 Fifth Ave., N. Y. C., Circle 7-6111; David L. Pincus, Industrial & TV Films to order.
- Carmel-Hollywood Films, 6060 Sunset Blvd., L. A., Hillside 2181; H. G. Saperstein, Films to order, rentals.
- Cascade Pictures of California, 8822 Wash. Blvd., Culver City, Calif., Vermont 8-2185; B. J. Carr, Films to order, rentals.
- Casino Film Exchange, Inc., 210 E. 84th St., N. Y. C., REcent 4-2057; J. Scheinman, German films for rental.
- Catholic Movies, 220 W. 42nd St., N. Y. C., Wisconsin 7-9130; Stan Lewek, Religious films for rental.
- Cavalcade Pictures, Inc., 959 Seward St., Hollywood Hollywood 5458; Harvey Pergament.
- Century Television Prod., Inc., 846 N. Calaverza, Hollywood, Hollywood 5981; H. L. Gelsky, Films to order.
- Chicago Film Laboratory, Inc., 18 W. Walton Pl., Chicago, Whitehall 4-6971; A. G. Dunlop, Films to order.
- China Film Enterprises of America, 182 W. 43rd St., N. Y. C., Wisconsin 7-6872; K. C. Tsien, Shorts for rental.
- Chorographers' Workshop, Inc., 477 Park Ave., N. Y. C., PLaza 9-6239; Trudy Goth; Shorts for rental.
- Christian Films, 625 N. Mansfield, Hollywood, Yo 1783; Rev. H. K. Rasboch.
- Chasit & Weber, 6130 Selma Ave., Hollywood, Hu. 2-1439; Frank Christl.
- Churchill-Wexler Film Prod., 3734 Sunset Blvd., Hollywood, Hempsstead 7970; Robert Churchill, Films to order.
- Cinecraft Prod., Inc., 2515 Franklin Ave., Cleveland, Superior 2300; Ray Cutley, Films to order.
- Cineeffects, Inc., 1600 Broadway, N. Y. C., Circle 6-0951; Nathan Sobel, Films, effects to order.
- Cinema Authors & Artists Agency, 9130 Sunset Blvd., L. A., Crestview 6-6241; Marvin L. Sallzman, Films, effects to order.
- Cinemat, Inc., 101 Park Ave., N. Y. C., Murray Hill 4-1562; Varran Fry, Films, Newsreels to order.
- Cine-Pro Corp., 100 West End Ave., N. Y. C., TRAlfalga 3-1411; Joseph Selden, Films to order, Equipment.
- Cineque Laboratories, Inc. (Photosound Studios, Inc.), 124 E. 89th St., N. Y. C.; Sam Marcus, Oscar Pagein, 24 Hr. processing 16 mm. film & 35 mm. black & white & color film; Special 2 to 1 hr. Service.
- Cinetel, 651 Madison Ave., N. Y. C., TEmple 8-7025; I. P. Salls, Producers of 16 mm. film programs, spot commercials, animation for TV.
- Clampett Cartoons, 134 N. Detroit, L. A., Wa. 9924, Wa. 9924; Bob Clampett.
- Daniel B. Clark, 9110 Lacke Elton Circle, Los Angeles, Cr. 6-8171.
- Geo. W. Colburn Lab., Inc., 164 N. Wacker Dr., Chicago, State 2-7316; John E. Colburn, Films to order, Equipment.
- Colonial Films, 1908 Eye St., N. W., Wash., D. C., National 0430; H. L. Cassiter, Films, newsreels to order.
- Commonwealth Film & Telev., Inc., 729 Seventh Ave., N. Y. C., Circle 5-6458; Jerome Hyams, Films to order, rentals.
- Continental Pictures Inc., 6036 Hollywood Blvd., Hollywood, Gr. 3346; J. Kendis.
- Coreoran Productions, Inc., 654 Madison Ave., N. Y. C., TompHton 8-6900; L. M. Coreoran, Films to order.
- Crosby & Fogle, 6365 Selma Ave., Hollywood, Gr. 3171; George L. Fogle.
- Connect Productions, 1566 No. Gordon Ave., Hollywood, Gramie 5920; Jerry Gourneva.
- Cruzer-Radio & Telev. Prod., 5800 Carlson Way, Hollywood, Hampsstead 8254; Paul Cruzer, Films to order, rentals.
- Crystal Pictures, Inc., 1564 Broadway, N. Y. C., PLaza 7-5130; Melvin M. Hush, Films to order, rentals.
- C. S. F. Productions, 153 S. Spaulding, Beverly Hills, Cal., Crestview 6-9020; Sid Fields, Frank Caldwell.
- Defense Film Corp., 1040 N. Las Palmas, Hollywood Granite 3111; Herbert L. Borsstein, Entertainment films to order.
- D. Frenes & Co., 1909 Buttonwood St., Philadelphia, Rittenhouse 6-5928; Joseph DeFrenes, Films to order, rentals.
- DeLbridge & Correll, 301 Fox Theater Bldg., Detroit, Cherry 6900; Sam Arnold, Films to order.
- Joseph DePhone Studio, 1018 Commonwealth Ave., Boston, Longwood 6-1499; Joseph DePhone, Films to order, rentals.
- Louis deRocheumont Assn., Inc., 35 W. 45th St., N. Y. C.,
- L. Uvemberg 2-1940, Louis deRocheumont, Films to order.
- The Distributors Group, 756 W. Peachtree St., N. W., Atlanta, Ga., Atwood 1661; W. Wells Alexander, Films to order, rentals.
- Wm. B. Dolph Radio & Telev. Prod., 910 15th St., N. W., Washington, D. C., District 2717; Wm. H. Dolph, Washington films on assignment.
- D. P. M. Productions, Inc., 55 W. 45th St., N. Y. C., HIckerlog 4-8421; Dorothy P. Mainsby, Films to order, European footage.
- Sherman H. Dryer Productions, 37 W. 58th St., N. Y. C., PLaza 5-5998; Wm. H. Gooddy, Films to order.
- Dudley Pictures Corp., 2908 Santa Monica Blvd., L. A., Crestview 1-7358; Carl Dudley, Films to order, rentals.
- DuMont Television Network, 515 Madison Ave., N. Y. C., MURray Hill 8-2600; Lawrence Phillips, Kinescoped films of live shows.
- Cal Dunn Studios, 104 S. Michigan Ave., Chicago, State 0247; Cal Dunn, Cartoons, films to order.
- Eastern Studios, 3460 32nd St., Astoria, N. Y., RAYcoswood 6-4787; R. V. Pollock, TV Film producers.
- Eclipse Productions, 834 N. Highland, Hollywood, Highland 8197; Leslie Urbach, Films to order.
- Steve Ellis Productions, 2623 Laurel Canyon Blvd., Hollywood, Hu. 2-4741; Steve Ellis.
- Encyclopedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill., Wilmette 6404; F. S. Calher, Educational Films for rental.
- Endorsements, Inc., 299 Madison Ave., N. Y. C., MURray Hill 7-9054; H. F. McCabe, Films for advertising agencies.
- Engelman Visual Education Serv., 4754 Woodward Ave., Detroit Temple 1-5972; Wm. D. Engelman, Films to order, rentals.
- Equity Film Exchanges, Inc., 341 W. 44th St., N. Y. C., Circle 6-8546; Myron Mills, Films Inc. rental, Newsreels.
- Excelsior Pictures Corp., 723 Seventh Ave., N. Y. C., CHerry 5-6137; Walter Bibb, Films for rental, newsreels.
- Jerry Fairbanks, Inc., 6052 Sunset Blvd., Hollywood, Hudson 2-1101; Jerry Fairbanks, Glenn E. Miller, Films to order.
- Fair Deal Motion Picture Service, 2040 Chatterton Ave., N. Y. C., TAlmadre 9-6728; Louis Colson, Films to order, rentals.
- Federated Television Films, Inc., Hal Roach Studios, Culver City, Cal., Te 0-2761; Hal Roach, Jr.

Television Film Producers

- Paul J. Fennell Co., 1150 N. Highland, Hollywood, Gl. 1657; John E. Burks.
- Film Devices, Inc., 13 E. 37th St., N. Y. C., Murray Hill 9-4175; Leo R. Draftfeld, Industrial shorts for rental.
- Filmeffects of Hollywood, 1153 N. Highland Ave., Hollywood Hollywood 5808; Gilbert R. Scott, Special effects and sequences.
- Film Equities Corp., 1600 Broadway, N. Y. C., Circle 7-5850; Jay Williams, Films to order, rentals.
- Film Productions Co., 3650 Fremont Ave., N. Minneapolis, Aldrich 1202; Roy A. Clapp, Films to order.
- Film Program Service, 1173 Sixth Ave., N. Y. C., Longacre 4-8340; Jules Schwerin, Films to order, rentals.
- Film Publishers, Inc., 25 Broad St., N. Y. C., HANover 2-0100; Sherman Price, Films to order, rentals.
- Film Studios of Chicago, 135 S. LaSalle St., Chicago, Central 8147; F. A. Spanuth, Films to order, rentals.
- Films for Industry Inc., 135 W. 52nd St., N. Y. C., PLaza 3-2800; Hyman Chesler, Films to order, rentals.
- Films of the Nations, Inc., 55 W. 45th St., N. Y. C., CHickering 4-8420, Educational shorts for rental.
- Films Unlimited, c/o Coulter & Gray, 9538 Brighton Way, Beverly Hills, Calif., Crestview 6-2085.
- Finley Transcriptions, Inc., 5983 Sunset Blvd., Hollywood, Bradshaw 2-2711; Larry Finley, Films to order.
- Ben Finney Productions, 8822 Wash., Blvd., Culver City, Cal., Texas 0-2761; Ben Finney, Commercial films to order.
- Five Star Productions, 6526 Sunset Blvd., Hollywood, Hollywood 5280; Harry W. McMahan, Films to order, rentals.
- Flory Films, Inc., 303 E. 71st St., N. Y. C., REgent 4-0826; Morris Cooper, Commercial, educational and documentary films. Full editing room facilities, tape recording.
- Fotosound Studios, Inc., 20 E. 42nd St., N. Y. C., MURray Hill 7-0463; Evan J. Anton, Films to order, rentals.
- Fountain Productions, Inc., 779 El Medio, Pac. Palisades, Cal., Orestview 6-9926; Sidney Fields, Films to order.
- Fox Moviezone News, 460 W. 54th St., N. Y. C., COlumbus 5-7200; Edmund H. Reek, Newsreel films.
- Franklin Productions, 10511 Tennessee Ave., W. Los Angeles, Ar. 3-3139; J. J. Franklin.
- Gainsborough Associates, 234 W. 44th St., N. Y. C., CHickering 4-5141.
- Gamble Productions, Inc., 341 W. 47th St., N. Y. C., Circle 6-5952; Bud Gamble, Films to order.
- General Film Prod. Corp., 1600 Broadway, N. Y. C., Circle 6-6441; Elbert S. Kaph, Films to order, rentals.
- General Television Enterprises, Inc., 1117 Guaranty Bldg., Hollywood, Gladstone 4-4146; Gordon Levoy, Distributors motion pictures for TV.
- John E. Gibbs & Co., 9 Rockefeller Plaza, N. Y. C., COlumbus 5-4888; John Gibbs, Films to order, rentals.
- Gibraltar Pictures, Inc., 1041 N. Formosa Ave., Hollywood, Gl. 5111; Albert Rogell.
- Globe 16 mm. Pictures, 5623 Sunset Blvd., Hollywood, Granite 7573; Robert B. Oppen, Films to order.
- Ogden Goebel, 9421 Wilshire Blvd., Los Angeles, Hollywood 5111.
- Jack Goetz, 245 W. 85th St., N. Y. C., Circle 7-1920; Jack Goetz, Films to order, rentals.
- Martin A. Gosch Prod., Inc., Savoy Plaza Hotel, N. Y. C., VOlunteer 5-2600; Martin A. Gosch, Films to order, rentals.
- Jack-O-Grani Studios, 152 W. 42nd St., N. Y. C., LOngacre 5-9255; S. Jack Solomon, Films to order, Commercial Spots.
- Marshall Grant Productions, 9155 Sunset Blvd., Hollywood, Crestview 6-1164; Marshall Grant, Films to order.
- Graphic Films Corp., 1108 Lillian Way, Hollywood, Granite 2191; Jerome S. Goldberg, Lester Novros.
- Gray-O'Reilly Studios, 480 Lexington Ave., N. Y. C., PLaza 3-1531; James E. Gray, Films to order.
- Green Associates, 360 N. Michigan Ave., Chicago, Central 5993; J. Green, Films to order, rentals.
- Grey-Richards Productions, Inc., 6525 Sunset Blvd., Hollywood, He. 1161, He. 2482.
- Guaranteed Pictures Co., Inc., 729 Seventh Ave., N. Y. C., Circle 6-6456; M. D. Sackett, Films to order, rentals.
- Guern Enterprises, Inc., 6310 Guern Blvd., St. Louis, Mo., Cabany 2313; C. Douglas Pidgeon, Films, newsreels to order.
- Hack Production, 535 N. Laurel Ave., Hollywood, Walnut 2068; Herman Heck, Religious Films.
- Les Hafner & Co., 112 W. 80th St., N. Y. C., TRafalgar 3-1800; Les Hafner, Feature & commercial film producers.
- Paul Hance Productions, Inc., 1776 Broadway, N. Y. C., Circle 5-9146; Paul Penee, Films to order.
- The Jam Handy Organization, 2821 E. Grand Blvd., Detroit, Mich., Madison 2450; William Murray, Producers of commercial films & spots; Industrial films, slide films, sales training programs.
- Hardcastle Films, 818 Olive St., St. Louis, Mo., Central 7620; J. H. Hardcastle, Films to order.
- Hartfilms, Inc., 600 Baronne St., New Orleans, La., MASNOLA 1744; A. Harrison Jr. Films to order.
- Hartley Productions, 20 W. 47th St., N. Y. C., LUxemburg 2-0158; Irving Hartley, Films to order, rentals.
- Harvard Film Service, Inc., 421 Washington St., Somerville, Mass., Elliott 4-3057; J. F. Barclay, Jr., Films to order, rentals.
- Hathen Productions 246 S. Van Pelt St., Philadelphia, Locust 7-0126; Stauley P. Hathen, Films to order, rentals.
- Hawley-Lord, Inc., 61 W. 56th St., N. Y. C., Circle 7-2444; Andre Lord, Educ. Entertainment shorts for rental.
- Hayes-Parnell Prod., Inc., 6100 Sunset Blvd., Hollywood, Hollywood 4584; Sam Hayes, Films to order, rentals.
- H. B. & K. Films for Telev. 1560 Broadway, N. Y. C., PLaza 7-0759; O. Killingsworth, Films to order.
- Leslie Helms, 932 N. La Brea, Hollywood, Granite 3174; L. Helms, Films to order, rentals.
- Hi-Ways & Bi-Ways Productions 242 S. Orange Dr., L. A., Yo 8666, Chick Collins.
- Paul Hoefler Productions, 612 1/2 S. Ridelley Dr., L. A., Whitey 9045, Paul L. Hoefler.
- Hoffberg Prod. Inc., 620 Ninth Ave., N. Y. C., Circle 8-9031; J. H. Hoffberg, Films for rental.
- Hollywood Screen Service, 3731 Potomac, L. A., Ax 3-1824; Sidney Davis, Seymour S. Klein.
- Hollywood Teletopics, 1960 N. Vermont Ave., Hollywood, Normandy 1-2810; C. Arlington, Films to order.
- West Hooker Co., 3 East 85th St., N. Y. C., REgent 7-4470; West Hooker, Films to order.
- Howwood, Laufman, Fomund & Cross, 236 N. Clark St., Chicago, Randolph 1644; T. M. Howwood, Films to order, rentals.
- Harry O. Hoyt Productions, 2543 Kelson Ave., Los Angeles, Br. 0-4757; Harry O. Hoyt.
- Richard W. Hubbell & Assnc., 118 E. 40th St., N. Y. C., MURray Hill 5-1000; Wanda Van Brunt, Films to order.
- Hu Chain Associates, 60 E. 42nd St., N. Y. C., MURray Hill 2-7125; Hubert V. Chain, Films to order, rentals.
- Ted Hudes Radio Prod., 17 E. 42nd St., N. Y. C., MURray Hill 9-2473; Ted Hudes, Educ. Shorts for rentals.
- Hudburg Prod., Inc., 131 E. 51st St., N. Y. C., ELdorado 5-3508; Lucile Hudburg, Fashion Films to order.

Television Film Producers

- Ideal Pictures Corp., 28 E. 8th St., Chicago, Harrison 5354; Paul R. Foght, Films to order, rentals.
- Imagining Assoc., Inc., 1030 N. McCadden Pl., Hollywood, Hollywood 8771; A. S. Kennard; Commercial films to order.
- Impro, Inc., Hal Ranch Studios, Culver City, Calif., Ve. 8-2183, ext. 99; Herbert Strook, Harlan Thompson.
- Instructional Films, Inc., 330 W. 42nd St., N. Y. C., Longacre 3-5189; Miller McClintock, Educ. films to order, rentals.
- International Film Bureau, Inc., 15 Park Row, N. Y. C., Worth 4-4887; G. M. Gates, Educ. shorts for rental.
- International Film Foundation, Inc., 1600 Broadway, N. Y. C., Circle 6-9348; Julian Bryan, Travel films for rental.
- International Geographic Pict., 1776 Broadway, N. Y. C., Circle 6-4486; J. Allen Juhet, Films to order, rentals.
- International Movie Prod. Serv., 515 Madison Ave., N. Y. C., ELdorado 5-6620; Ben Gradius, Films to order, rentals.
- International News Serv., TV Dept., 235 E. 45th St., N. Y. C., Murray Hill 2-0131; Robert H. Reid, Newsreels.
- International Radio & Tele. Features, 322 E. 55th St., N. Y. C., PLaza 6-5781; Jack Lloyd, Films to order.
- International 34 mm. Corp., 163 W. 46th St., N. Y. C., PLaza 7-2265; Patrick E. Shanahan, Films to order, rentals.
- International Tele-Film Productions, 331 Madison Ave., N. Y. C., Murray Hill 7-7305; Paul F. Moss, Films to order.
- Karel Sound Library, 410 3rd Ave., Pittsburgh, Pa., Grant 3-12; Albert G. Karel, Films to order.
- Victor Kayfetz, 431 S. Hamel Rd., Los Angeles, Crestview 6-0640; Victor Kayfetz, Films to order.
- Vernon Keays Productions, 445 Westmount Dr., Los Angeles, Crestview 6-1775; Vernon J. Keays.
- Herbert Kerckow, Inc., 480 Lexington Ave., N. Y. C., ELdorado 5-5635; Herbert Kerckow, Films to order, rentals.
- O. Klement, 9607 Olympic Blvd., Beverly Hills, Cal., Crestview 6-0369; O. Klement.
- Walter E. Kline & Associates, 8445 Melrose Ave., Hollywood, We. 6156; Fred W. Kline.
- King Studios, 601 N. Fairbanks St., Chicago, Delaware 7-0400; Jack H. Lieb, Films to order, rentals.
- Kneckerbocher Prod., Inc., 1600 Broadway, N. Y. C., Circle 6-9850; Howard A. Lesser, Films to order, rentals.
- Knowledge Builders, 625 Madison Ave., N. Y. C., ELdorado 5-2848; John R. McCrory, Educ. shorts for rental.
- Lang Worth Feature Progs., Inc., 113 W. 37th St., N. Y. C., Circle 6-8410; C. O. Langlos, Sr., Music transcribed on film.
- Leppert-Phillips Productions, 6555 1/2 Sepulveda Blvd., Van Nuys, Cal. State 5-0900.
- Julian Lesser Programs, 9336 W. Wash., Culver City, Cal., Texas 0-2931; Julian Lesser, Films to order.
- Gene Lester Productions, 1487 N. Vine St., Hollywood, Hillside 7287; Gene Lester, Films to order.
- Libra Film Distributors & Prod., 6525 Sunset Blvd., Hollywood, Gladstone 7960; C. M. McCoy, Films to order, rentals.
- Lieb Brotman Studio, 14 W. 58th St., N. Y. C., PLaza 3-9355; Leo Lieb, Films to order.
- Robert Light Prod., Inc., Taft Bldg., Hollywood, Hudson 2-3277; Robert W. Light, Films to order.
- Lion Television Pictures Corp., 1501 Broadway, N. Y. C., Pennsylvania 6-1780; Earle W. Hammons, TV Film Producer.
- Bob Loewi Prod., Inc., 2254 E. 49th St., N. Y. C., Murray Hill 8-2600; Bob Loewi, Films to order.
- Loucks & Norling Studios, 245 W. 55th St., N. Y. C., Columbus 5-6974; A. H. Loucks, Films to order.
- Master Motion Picture Co., 50 Piedmont St., Boston, Mass., Hancock 6-3592; Maurice Master, Films to order.
- The March of Time, 369 Lexington Ave., N. Y. C., Circle 5-4499; C. W. Peacock, Films to order.
- McLarty Picture Prod., 45 Stanley St., Buffalo, N. Y., Taylor 0-832; Henry D. McLarty, Films to order.
- Meet the Americas Prods., 8820 Sunset Blvd., Hollywood, Cal.; Frank S. Leyva.
- Menzies-Finney Prods., 361 So. Canon Dr., Beverly Hills, Cal., Crestview 6-5337; Win Cameron Menzies, Ben Finney.
- Mercury Int'l Pictures, Inc., 1415 Coast, Corona del Mar, Calif., Harbor 1212; V. E. Ellsworth, Film to order, rentals.
- Michigan Film Library, 14540 Grand River Ave., Detroit, Mich., Vermont 7-3706; Alban J. Norris, Religious films to order, rentals.
- Midwest Film Studios, 1740 Greenleaf Ave., Chicago, Ill., Shelbake 1239; Alfred K. Levy, Films to order.
- Mini-Films Inc., 819 N. La Cienega, Los Angeles, Calif., Br. 2-3737; Sol Dolgin.
- Victoria Mix Inc., 357 S. Roxbury, Beverly Hills, Calif., Crestview 6-1276.
- Mogull's, 68 W. 48th St., N. Y. C., PLaza 7-1414; Charles Mogull, Films to order, rentals.
- Motion Picture Adv. Service Co., Inc., 1032 Carondelet St., New Orleans, La., Magnolia 4345; C. J. Mabey, Produce & distribute commercial TV films.
- Motion Picture Enterprise, 387 W. Spazier, Burbank, Calif., Charleston 6-5032; F. W. Gabourin Jr., Educational Entertainment Films.
- Motion Picture Sales, 1600 Broadway, N. Y. C., Circle 6-1648; Charles Casanova, Film distributors.
- Motion Picture Service Co., 125 Hyde St., San Francisco, Calif., Ordway 3-9162; Gerald I. Karski, Films, newsreels to order.
- Motion Picture Prod., Inc., 620 W. Superior Ave., Cleveland, O., Prospect 4900; Donald G. Jones, Films, newsreels to order.
- Movie Advertising Bureau, 50 E. 45th St., N. Y. C., Murray Hill 6-3717; H. C. Christensen, Films to order.
- Martin Murray Prod. Inc., 5746 Sunset, Hollywood, Calif., Hollywood 9022; Martin Murray, Films to order, rentals.
- Music Corp. of America, 715 Fifth Avenue, N. Y. C., PLaza 5-8909; David Werblin, Films to order, rentals.
- National Screen Service Corp., 610 Ninth Ave., N. Y. C., Circle 6-5700; Melvin L. Gold, Special trailers, effects, films.
- Nelson Prods., Inc., 341 Madison Ave., N. Y. C., Murray Hill 6-5862; Raymond E. Nelson, Feature & commercial films to order, live shows.
- News Reel Laboratory, 1733 Sanson St., Philadelphia, Rittenhouse 6-3892; Louis W. Kellman, Films to order, rentals.
- North American Video Prods., 231 W. 44th St., N. Y. C., L.Ackawanna 1-0385; Max Brown, Stanley Simmons, Charles Obermeyer, Commercial spots, TV programs on film.
- No-Art Films, Inc., 145 W. 45th St., N. Y. C., Luxembourg 2-3273; G. W. Hedwig, Film Distributors, Film program specialists.
- Official Films, Inc., 25 W. 45th St., N. Y. C., Bryant 9-1655; Irving Leas, Films to order, rentals.
- Official Television, Inc., (subsidiary of Official Films) 25 W. 45th St., N. Y. C., Luxembourg 2-1709; Irving Leas, Life and film package production, Producer's Sales Reps.
- Orion Pictures, Inc., 5319 Hollywood Blvd., Hollywood, Calif., Hi 2010; Frank C. Griffin.
- Oulman Television Prods., Inc., 19 Rector St., N. Y. C., Whitehall 4-1327; R. J. Oulman, Entertainment films to order.
- Padula Productions, 331 E. 83rd St., N. Y. C., REgent 7-8678; Edward Padula, Films to order.

. . . Television Film Producers . . .

- Paramount Video Transcriptions, 1501 Broadway, N. Y. C., BRyant 9-8700; George Shupert, Films to order.
- Paul Parry Productions, 7567 Sunset Blvd., Hollywood, Calif., GRanite 4774; Paul Parry, Films to order.
- Ray Patin Productions, 540 S. Parish Pl., Burbank, Calif., Charleston 8-1019; Ray Patin, Cartoon spot films to order.
- Photo Films, 4310 Greenbush, Van Nuys, Calif., SLate 4-3382; Willard Trumbull, Films, newsreels to order.
- Polaris Pictures Inc., 5859 W. 3rd St., Los Angeles, Calif., York 8058; J. C. Hutchinson, Films to order.
- Pick Television & Radio Prod., 366 Madison Ave., N. Y. C., Vanderbilt 6-3417; Gerard Pick, Fashion films to order.
- Pictorial Films Inc., 625 Madison Ave., N. Y. C., PLaza 5-9600; George J. Bonwick, Shorts for rental.
- Pictorial Productions, Inc., 1357 No. Gordon St., Hollywood, Calif., Hillside 3108; G. J. Altfilisch, Films to order.
- Polairs Pictures, Inc., 5859 Santa Monica Blvd., Los Angeles, Calif., Yo. 8058; Perry King.
- Post Pictures Corp., 115 W. 45th St., N. Y. C., Longacre 4-7470; Harold Baumstone, Films to order, rentals.
- Press Association, Inc. (AP), 50 Rockefeller Plaza, N. Y. C., Circle 6-4111; Oliver Gramling, News & Photo Service.
- Production for Television, 250 W. 57th St., N. Y. C., Circle 6-9759; Joseph M. Seiferth, Producers of animated films for TV.
- Progressive Pictures, 6351 Thornhill Dr., Oakland, Calif., Olympic 2-0560; Ray Bairbridge, Films to order, rentals.
- Radio Television Arts Co., 3819 Wishire Blvd., Los Angeles, Calif., Exposition 9395, Ft 7520; Miss Dora Ball.
- Radiovision Corp., Box 968, Hollywood, Calif., Hillside 8208; Walter J. Nelson, Shorts for rental.
- Roland Reed Prod., Inc., 275 S. Beverly, Beverly Hills, Calif., Crestview 6-1101; Roland D. Reed, Guy Thayer, Films to order, rentals.
- Regal Television Pictures Corp., 151 W. 46th St., N. Y. C., Columbus 6-4810; Leo Seligman, Films to order, rentals.
- Regal Television Prod., 9155 Sunset Blvd., Los Angeles, Calif., Crestview 6-8500; Norman Elzer, Films to order.
- The Religious Film Assn., Inc., 45 Astor Pl., N. Y. C., Gramercy 7-2397; W. L. Rogers, Religious shorts for rental.
- Riethof Prod. Inc., 1776 Broadway, N. Y. C., PLaza 7-2199; Wm. W. Riethof, Films to order, rentals.
- RKO Pathe, Inc., 625 Madison Ave., N. Y. C., PLaza 9-3600; Jay Bonafield, Films to order.
- Hal Roach Television Corp., 882 Washington, Culver City, Calif., Vermont 8-2185, Hal E. Roach, Films to order.
- Regency Prod., Inc., 11 E. 49th St., N. Y. C., PLaza 9-3680; Joseph Schaeffer, TV shows, live and film.
- David Robbins Prod., 420 Madison Ave., N. Y. C., PLaza 9-4477; David Robbins, Films to order, rentals.
- Rockett Pictures, Inc., 6063 Sunset Blvd., Los Angeles, Calif., Granite 7131; J. H. Ebbert.
- Danny Reuzer, 2402 Cherenovya, Hollywood, Calif., He. 8093.
- Ruby Film Co., 729 Seventh Ave., N. Y. C., Circle 5-5640; Edward Ruby, Films to order.
- Loren L. Ryder, 6526 Sunset Blvd., Hollywood, Calif., Granite 3651; Loren L. Ryder, Camera, recordings, handling serv.
- Sack Television Ent., 308 S. Harwood, Dallas, Tex., Riverside 6474; Alfred N. Sack, Films to order, rentals.
- Sackett Television Prod., Bankers Bldg., Phila., Pa., Kingsley 5-7055; Bernard J. Sackett, Films to order, rentals.
- Sault Television Features, 17 E. 42nd St., N. Y. C., Murray Hill 2-6770; Sidney Sault, Films to order.
- Saura, Inc., 200 E. 56th St., N. Y. C., PLaza 3-3790; Cullen Landis, Films to order.
- Scandia Films, Inc., 220 W. 42nd St., N. Y. C., Wisconsin 7-7059; Ernest Mattson, Swedish Films to order, rentals.
- Seinec Pictures Inc., 642 Lexington Ave., N. Y. C., PLaza 8-2638; Frances C. Thayer, Films to order, rentals.
- Sentinel Prods., 5746 Sunset Blvd., Hollywood, Calif., He. 6828; E. R. Harper.
- Septa Productions, 2610 1/2 S. Western Ave., Los Angeles, Calif., Parkway 4436; Eddie Green, Films featuring negroes.
- Sesac, Inc., 475 Fifth Ave., N. Y. C., Murray Hill 5-5365; K. A. Jaodsson, Transcription library.
- Sherwood Pictures Corp., 1569 Broadway, Brooklyn, N. Y., Glenmore 2-6192; T. Marc Sherwood, Films to order, rentals.
- Leon Sisker Pictures, 2620 Corinth Ave., Los Angeles, Calif., Ar. 3-9614; J. Leon Sisker.
- Samuel-Meservey, Inc., 321 S. Beverly Dr., Beverly Hills, Calif., Crestview 4-6156; James Warren Sever, Jr.
- Skiho Prods., Inc., 165 W. 46th St., N. Y. C., PLaza 7-2265; Patrick E. Shanahan, Films to order, rentals.
- Sam Slavik, 1640 W. 58th St., Los Angeles, Calif., Ro. 9517.
- Stephen Slesinger, Inc., 217 Park Ave., N. Y. C., ELdorado 6-2511; Stephen Slesinger, TV film producers.
- Fletcher-Smith Studios Inc., 1585 Broadway, N. Y. C., Circle 6-5280; Fletcher Smith, Films to order, rentals.
- Sono-Chrome Prods., 710 W. 173rd St., N. Y. C., WADsworth 8-7080; Nathan Zucker, Films to order, rentals.
- Sound Masters Inc., 165 W. 46th St., N. Y. C., PLaza 7-6600; H. E. Woods, Films to order, rentals.
- Sound Stages, Inc., 112 W. 89th St., N. Y. C., TRafalgar 3-1800; C. F. Vetter, Jr., 16 mm. TV equipment, studio rental.
- Stimmond Spaeth, 400 E. 58th St., N. Y. C., PLaza 7-2443; Stimmond Spaeth, Shorts for rental.
- Special Purpose Films, Inc., 16 E. 58th St., N. Y. C., PLaza 9-1792; H. W. Howard, Films to order.
- Springer Pictures Inc., 341 E. 43rd St., N. Y. C., ORegon 9-9966; Richard D. Farrell, Films to order, rentals.
- Standard Radio Trans. Serv., 360 N. Michigan Blvd., Chicago, Ill., State 3153; M. M. Blunk, Transcription library.
- Sterling Films, Inc., 61 W. 56th St., N. Y. C., Circle 7-2443; Carl King, Films to order, rentals.
- Stevco Televised Presentations Inc., 153 Fifth Ave., N. Y. C., GRamercy 3-5228; Jewel Steven, Producers of live and film feature and commercial TV Shows.
- Strickland Film Co., 141 Walton St., N. W., Atlanta, Ga., Lamar 7991; Robert B. Strickland, Films, newsreels to order.
- Ivlin Paul Sulds, Inc., 654 Madison Ave., N. Y. C., Temple 8-7025; I. P. Sulds, Producers and packaging of live TV Shows.
- John Sutherland Prods., Inc., 206 N. Occidental, Los Angeles, Calif., Pa. 2196; Ross Sutherland.
- Sun Dial Films Inc., 625 Madison Ave., N. Y. C., Murray Hill 8-1050; Samuel A. Daljow, Films to order, rentals.
- Swank Films, Inc., 19 W. 4th St., Dayton, Ohio, Hemlock 2379; Jerrold A. Swank, Films to order.
- Tarshis - Herbert Productions, 5916 David Ave., Los Angeles, Hb 8271; Herman Tarshis.
- Tel Air Associates, 366 Madison Ave., N. Y. C., Vanderbilt 6-3417; Mort H. Singer Jr., Films to order.
- Tele-America Inc., 170 S. Beverly, Beverly Hills, Calif., Crestview 1-0204; Thor L. Brooks, Films to order, rentals.
- Teletest Films, Inc., 145 W. 15th St., N. Y. C., Robert Wormhoudt, Films to order, rentals.
- Telecasters Programs Syndicate, 2217 Murrayville Dr., Hollywood, Hollywood 5869; Bruce Bulls & Assoc., Cooperative program syndication via film on a cost, plus basis for TV stations.
- Tele-color Films, 444 E. 58th St., N. Y. C., PLaza 3-7817; Tom Scidel, Films to order.
- Telecomics Inc., 247 Park Ave., N. Y. C., ELdorado 6-2644; John F. Howell, Animated TV film producers.

. . . Television Film Producers . . .

- Telefeatures Inc., 1386 N. Van
ness, Hollywood, Hillside 7341;
George Frank, Sam Coslow,
Films to order, rentals.
- Telefilm Inc., 6039 Hollywood
Blvd., Hollywood, Hollywood
7205; Don McNamara, Films
to order, rentals.
- Telenews Productions Inc., 1600
Broadway, N. Y. C., Circle
7-7364; John H. Tobin, Films,
newsreels to order.
- Telepak Inc., 170 So. Beverly
Dr., Beverly Hills, Cal., Robert
Longenecker, Live and film
shows for TV.
- Telepictures Inc., 247 Park Ave.,
N. Y. C., ELdorado 5-2544;
John F. Howell, TV film pro-
ducers.
- Tele-Theatre Productions, 33 W.
58th St., N. Y. C., Charles W.
Christenberry Jr., Package
programs for TV & Radio.
- Tele-Tours, 6848 Hinds, N. Hol-
lywood, Su. 2-5838, DeWitt Mc-
Cann, Irving Berlin.
- Television Adv. Prod. Inc., 360
N. Michigan Blvd., Chicago,
State 5941; Ardien B. Rodner,
Films to order, rentals.
- Television Art Enterprises, 4333
Rhodes Ave., N. Hollywood,
Sunset 3-1923; Shamus Cul-
hane, Films to order, rentals.
- Television Arts Productions, 111
Sutter, San Francisco, Cal.,
Sutter 1-4561; J. T. Ward,
Cartoon Films to order.
- Television Cartoons Inc., 361 W.
Broadway, N. Y. C., Beckman
3-7176; Robert Brotherton,
Films to order.
- Television Films of America, Box
2222, Hollywood, Hudson
2-4048; Jack Parker, Films
to order, rentals.
- Television Film Ind. Corp., 340
Third Ave., N. Y. C., LExing-
ton 2-6780; George H. Cole,
Films to order, rentals.
- Television Highlights Inc., 1697
Broadway, N. Y. C., PLaza
7-7073; Sy Weintraub, Films
to order, rentals.
- Television Motion Pictures Co.,
1650 Broadway, N. Y. C.,
Circle 6-0591; Jack Goldberg,
Films featuring Negroes.
- Television Reporter Prod., 1338
N. Laurel Ave., Hollywood,
Hillside 0016; Richard Kro-
liek, Films to order.
- Tele Visual Productions, 1313
Lafayette Bldg., Detroit,
Woodward 6-0909; H. G.
Kerbawy, Films to order,
rentals.
- Marshal Templeton Inc., 214
Ford Bldg., Detroit, Mich.,
Cadillac 6868; Marshal E.
Templeton, Films to order,
rentals.
- Mischa Terr, 454 S. Robertson,
Los Angeles, Cal., Crestview
6-7448, Crestview 1-6211.
- Toddy Pictures Co., 723 Seventh
Ave., N. Y. C., Circle 8-9446;
Ted Toddy, Films to order.
- Transfilm Inc., 35 W. 45th St.,
N. Y. C., LUXenburg 2-1400;
W. Miesegans, Films to order,
rentals.
- Transvideo Corp. of America, 2
W. 46th St., N. Y. C., LUXem-
burg 2-1280; George Lutlinger,
Films to order, rentals.
- Triangle Films, 1697 Broadway,
N. Y. C., COLUMbus 5-1403-4;
Dorothea Lee McEvoy, Films
to order.
- Tri-Video Productions Inc., 15
Central Pl. West, N. Y. C.,
PLaza 7-8638; Jack Goldstein,
Production and distribution of
TV films.
- TV Film Comp., 6039 Hollywood
Blvd., Hollywood, Hollywood
7205; R. F. Maroney, Films
to order.
- TV Films Inc., 34-60 32nd St.,
Astoria, N. Y., RAVenswood
6-4787; R. V. Pollock, Com-
mercial Films to order.
- Twentieth Century-Fox Corp., 444
W. 66th St., N. Y. C., COLUM-
bus 5-3320; Peter G. Lava-
thes, Film to order, rentals.
- Twin City Television Lab.,
Lyceum Theatre, Minneapolis,
Minn., Lincoln 4708; Joseph
H. Reek, Laboratory Training
in the television production
arts.
- United Film Service, 2449 Char-
lotte St., Kansas City 8, Mo.,
Harrison 5540; W. Hardy
Hendren Jr., Production &
distribution 35 mm. commer-
cial films.
- United Press Assn., 220 E. 42nd
St., N. Y. C., MURray Hill
2-0400; LeRoy Keller, News-
reels, news photos.
- United Prod. Of America 1133
N. Highland, Hollywood, Hill-
side 8244; Stephen Bosustow,
Films to order, rentals.
- United Productions Inc., 654
Madison Ave., N. Y. C.,
TEmpleton 8-8300; Lon Dahl-
man, Newsreels.
- United World Films Inc., 445
Park Ave., N. Y. C., PLaza
9-1200; Stephen Alexander,
Films to order, rentals.
- Unitel Inc., 1730 N. Las Palmas,
Hollywood, Hollywood 7572;
Stanley Simmons, Films to order.
- Vallee-Video, 6748 Sunset Blvd.,
Hollywood, Hollywood 7381;
Rudy Vallee, Joe Parker, Films
to order.
- Variety Productions, 1345 N.
Hayworth Ave., Hollywood,
Hollywood 5433, Crestview
1-6211; Hal Gerard Frank B.
McDonald.
- Video Associates Inc., 515 Mad-
ison Ave., N. Y. C., PLaza
3-7966; Philip Brodsky, Films
to order.
- Video Varieties Corp., 41 E. 50th
St., N. Y. C., MURray Hill
8-1162; George W. Goman,
Production TV film programs,
film commercials, business,
films, slide films.
- Video Productions, 34 So. 17th
St., Philadelphia, Locust 4
4-3060; Franklin O. Pesce,
Films to order.
- Visual Art Films, 118 Ninth St.,
Pittsburgh, Pa., ATLantic 6333,
L. D'Antonio, Religious films
to order, rentals.
- Visual Arts Prod. Inc., 2 W. 40th
St., N. Y. C., LUXenburg
2-4047; Sidney Rosenbaum,
Films to order, rentals.
- Visual Specialists Inc., 444
Madison Ave., N. Y. C., PLaza
3-8730; Henry C. Gipson,
Films to order, rentals.
- Wade-Farnham Productions, 144
W. 55th St., N. Y. C., Circle
7-8707; Roger Wade-Moutlan
H. Farnham, Films to order.
- Louis Weiss & Co., 4336 Sunset
Blvd., Hollywood, Normandy
1-6883; Adrian Weiss, Films
to order, rentals.
- Welgot Trailer Service, 630
Ninth Ave., N. Y. C., Circle
6-8460; Martin Gottlieb, Films
to order.
- West Coast Sound Studio, 610 W.
57th St., N. Y. C., Circle
7-2062; Martin Henry, Full
35 mm. and 16 mm. film pro-
duction facilities; RCA sound
equipment.
- Widing Picture Prod. Inc., 1345
Argyle St., Chicago, Long
Beach 8410; C. H. Bradford
Jr., Films to order.
- Widing Pictures, 5981 Venice
Blvd., Los Angeles We. 0183;
Al Herman.
- Willard Pictures Inc., 45 W. 45th
St., N. Y. C., LUXemburg
2-0430; John M. Squires Jr.,
Film to order.
- Willongbby Pictures Inc., Suite
600, 1800 Broadway, N. Y. C.,
Circle 6-9580, E. T. Ander-
son, Religious Films to order,
Rentals.
- Winik Films Corp., 625 Madison
Ave., N. Y. C., PLaza 3-0684;
Leslie Winik, Films to order.
- Raphael G. Wolf Studios, 1714
N. Wilton Pl., Hollywood, Gr.
6126; Raymond Rinz.
- World Broadcasting System Inc.,
501 Madison Ave., N. Y. C.,
MURray Hill 8-1700; A. B.
Sambrook, Transcription
Library.
- The World Today Inc., 150 W.
56th St., N. Y. C., Circle
5-5067; Maynard Gertler,
Producers of educational &
Commercial films for TV,
travel films to order.
- World Video Inc., 718 Madison
Ave., N. Y. C., REcent 4-6615,
Henry S. White, Films in or-
der, rentals.
- WPIX Inc. (New York Daily
News), 220 E. 42nd St.,
N. Y. C., MURray Hill 2-1234;
Robert J. Coe, Films, News-
reels for rental.
- Emerson Yorke Studio, 35 W.
45th St., N. Y. C., BRyant 9-
0091; Emerson Yorke, Films
to order, rentals.
- Young America Films Inc., 18
E. 41st St., N. Y. C., LExing-
ton 2-4111; Godfrey Elliott,
Shorts for rental.
- Harold Young Prod. Inc., 119
W. 57th St., N. Y. C., Circle 5-
8459; Harold M. Young, Films
to order, rentals.
- Youth Films, 7904 Santa Mon-
ica Blvd., Hollywood, Hi 3013;
Ray Berquist.
- Ziv Television Programs, Inc.,
501 Madison Ave., N. Y. C.,
MURray Hill 8-1700; John L.
Sinn, Films to order, rentals.

FILM — THE ET OF TELEVISION?

By JOHN L. SINN, President, Ziv Television Programs, Inc.



John L. Sinn

IF we hear it once, we hear it a thousand times: "Film is to television what transcriptions are to radio." Repeated often enough, that statement augurs well to become a truism that will be accepted regardless of its accuracy. So right now, while television is young, let us examine that statement.

Commercial radio started in 1922. The first electrical transcription arrived on the radio scene circa 1932. During those intervening 10 years, live and network radio made strides which transcriptions have been many years endeavoring to overtake. And frankly, during the first 10 years of transcribed radio, the transcriptions industry did not run a very good race. Why? It was simply a case of technological advancement. During those first 10 years, transcription quality left much to be desired. So, in fact, we find that live radio had a 20-year lead over transcriptions.

Is that the situation in the case of film for television? Quite the contrary. It must be obvious to all that film is the farthest advanced. Film is the giant. Television is entering the race 20 years late. And it is probable that it will take "live" television many more years to develop the technical skills which are commonplace on film.

Therefore, it is my opinion that film is not the transcription of television. Film is, indeed, the backbone of television. And that is as it should be, for film permits creative production such as live television will probably never overtake.

The FCC Blue Book recites "Transcriptions offer to the writer, director, producer of programs the same technical advantages that the moving picture industry achieves through cutting room techniques." Those cutting room techniques are just one of the minor advantages that film offers over live television. There never was a "live" program that could not be improved by editing. And editing is a joy when you work with film.

The fluffed line, the orchestra clinker, the flat top note are easily removed from the sound track on film. And anyone who has watched three, four and frequently five sound tracks being blended into one perfect sound track by expert sound men, realizes the new vistas of production achievement available to audio because of film.

Even greater advantages are available on film as applied to the visual. Such customary optical techniques as wipes, flip-overs, etc., are tricks made easy when your television program is produced on film.

Retakes. There's a word that Hollywood has "sold" to the movie-going public. But what a joy it is to the television producer and performer to be able to retake and retake again until a perfect "take" is obtained. The movie-going public, having been spoiled by the camera perfection of Hollywood "A" pictures, is not going to be satisfied with live television obviously missing the perfection obtainable only from retakes. How about shows filmed off the kinescope? This is unquestionably a convenient device for delayed telecasts of live shows. But obviously film off the kinescope imposes on the program producer the very same restrictions that hamper him in the production of a live television show, and offers none of the advantages of genuine film production such as we know in theatrical movies.

Film off the kinescope offers no retakes, practically no editing, none of the tricks like opticals, wipes, dissolves, etc. Errors that appeared in the live broadcast remain on the film off the kinescope.

Listeners and viewers love a good show. The movies have made them completely sophisticated. They expect the perfection that they see only on capably-produced film. Therein lies the future of television.

Stations love good shows at good times on their schedules. Television film guarantees a better show . . . and permits the station to schedule the show with greater flexibility which means better programming and greater audiences.

Is film the transcription of television? I would say that programs on film are the epitome of television.

What's Wrong With Tele?

Radio and TV editors on the East Coast who are within the range of local stations and also view network programs were asked "What's Wrong With Television?" as one of the questions in the first TV editors survey conducted by the Year Book of Television. Some of their answers are printed below:

"It is following the same old radio tragedy; sponsor holding the reins, networks abandoning their responsibilities, public getting adolescent entertainment, little adult fare, and almost no intelligent public service programming. Trouble is radio and TV are still considered 'show business' and nothing more."—*James S. Gratton, Evening Gazette, Worcester, Mass.*

"Television is still groping in the dark. Tough job to compete with the mystery and imagery that can be concocted with words alone. Seeing the thing destroys all the illusion. Must be a wedding of the two. Variety shows are not the answer, unless intimate and staged in emcee's home. Variety killed vaudeville and will do the same to television."—*Nick A. Kenny, Daily Mirror, New York City.*

"Too often, it's only radio with cameras in front of it. The films are old; the prints are sometimes bad; the editing is poor. Not enough art work is used in announcements, introductions, etc., and few TV programs establish a definite mood or personality. Too many programs have that bare, studio background."—*Paul Denis, New York Post and Home News.*

"Some of the movies are too dark . . . feature films break down and you see only half the picture . . . programs are not fully and accurately listed in advance . . . If old films are necessary, run real old films. Some films and featurettes are run over and over, I've seen certain shorts five or six times."—*Abe J. Greene, Evening News, Paterson, N. J.*

"Bad camera technique. Even programs which show good TV sense (well chosen material, etc.) often lose out because camera technique doesn't show to full advantage."—*Washington radio editor.*

"Television reminds me of the very poor early home movies."—*J. P. Stratton, News Leader, Richmond, Va.*

"Writers, writers, writers! Budgets for shows must include premium prices for writers to attract them from other fields. Look what Hollywood has done with mediocre talent—thanks to writers. Directors are important too—obviously—but they've got to have something to work with."—*Merrill Panitt, Philadelphia Inquirer, Philadelphia, Pa.*

"Too many old movies, long and short; too many sports events—especially wrestling and boxing; too many musical and variety shows."—*Harriet Van Horne, World-Telegram, New York City.*

ABC'S VIDEO EXPANSION

By ROBERT E. KINTNER, Exec. V. P., American Broadcasting Company



R. E. Kintner

IN 1948, within six months, the American Broadcasting Company moved from a blue print stage to an important position in the television field.

During those six months we have placed in operation owned and operated television stations in New York, Chicago and Detroit; in addition, signed affiliation agreements with fifteen independently owned and operated TV stations; inaugurated regular program service to an Eastern and a Midwestern television network; acquired sites for unsurpassed TV facilities in New York and on the West Coast; and are preparing to launch two more owned and operated TV outlets on the Pacific Coast.

In its 1947 Annual Report, ABC announced that its would have on the air or under construction its own television stations in New York, Chicago, Detroit, Los Angeles and San Francisco with the next year. The network also announced that it looked toward the building of strong regional networks as the basis of a national ABC television network as cable facilities became available. And, in that report, ABC stated that it was exploring program content and techniques with a view toward placing itself in a strong position for the launching of telecasting over its own facilities.

I think that it will be evident to everyone who has followed television's progress during 1948 that we have achieved all of our objectives.

In July of 1948, ABC acquired in New York City the site for its Television Center, now in the process of completion, on a block-deep location adjacent to Central Park. There the network is presently constructing the largest television studios in the nation.

On August 10 the first of our owned and operated television stations, WJZ-TV, went on the air in New York City and within the next two months WENR-

TV, in Chicago, and WXYZ-TV, in Detroit, were placed in operation.

In October, ABC purchased from Warner Bros. the 20-acre Vitagraph motion picture lot in Hollywood as the site for its television operations in the Los Angeles region; and the network had previously purchased the Sutro mansion, in San Francisco, for reconstruction to house its television headquarters in that area. Within the first half of 1949 ABC expects to put on the air KECA-TV in Los Angeles and KGO-TV in San Francisco. All of our owned and operated TV stations will operate on Channel 7.

Plans had been laid early in 1948 for the affiliation of important television stations in major U. S. markets. These plans have become realities. We now are able, through our affiliations with key outlets in Boston, Philadelphia, Baltimore and Washington to present a solid television front in the East with a rapidly growing representation of even greater proportions in the midwest.

Our efforts to establish intercommunication between the East and Midwest will be rewarded as soon as cable facilities are completed. Meanwhile, valuable impetus has been given by ABC's new "Video Recording" system.

ABC's television programming policy, from the start of operations, has been based upon two fundamental precepts—

- (1) emphasis on diversification, so that we may satisfy the varied preferences of the greatest number of viewers, and
- (2) making valuable contributions to the development of new techniques designed to take full advantage of the almost limitless potentialities of television.

Fortified by the lessons we have learned during the past year and encouraged by the progress of this new medium as an art form, ABC hopes to play a significant role in television during 1949, a year which will certainly see millions, instead of thousands, of Americans relying upon television for a large part of its entertainment and information.

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TV TRANSMITTER TRENDS

By HERBERT E. TAYLOR, JR., *Mgr., TV Transmitter Div., Allen B. Du Mont Laboratories, Inc.*



H. E. Taylor, Jr.

NOT too long ago the broadcasting industry found itself speculating widely on the future of television and the effect it might have on the future of standard radio broadcasting. Today little doubt remains: television is currently a good two years ahead of schedule; its patterns, potentialities and place in the home entertainment field can be adequately appraised. Which simply means that television has arrived.

Tremendous strides have been made during the past twelve months. Television's growth is unmatched in the history of American industry. Monthly receiver production has increased some 2000 per cent over the early months of 1949, and 330 per cent over the early months of 1948. At the current rate of production, more than 2,000,000 television sets will have been produced and installed by 1950. Meanwhile, a total of 57 television broadcast stations are currently in operation. A total of 15 major market areas, representing over 30 per cent of the U. S. sales potential, are currently served by four major networks through coaxial cable or radio relay. Almost every station not on a network line receives and regularly schedules network shows by means of the new Teletranscription service.

Advertisers no longer study the advisability of television as a means of advertising and selling merchandise. Rather, full concentration is on the type of show, budget allocations, and the procurement of time on the air most suitable for the product.

And telecast time is no longer restricted to the evening hours. Daytime programming has proved that television can equal and even excel the pull of standard radio any time of day, depending of course on the type of program.

Current transmitter trends assure the possibility of television service in every marketing area of 50,000 population or more. Preconceived ideas of Hollywood

techniques, tremendous programming facilities and numerous operating personnel, have been proven erroneous as applied to the average broadcast station. Broadcasters can now think of television as a sound business venture requiring capital investments far less than the excessive figures predicted in the pioneering days of the industry.

Coaxial cable and radio relay networks preclude the necessity of extensive and costly studio and transmitting installations for other than key stations initiating the programs. A proven equipment "package" installation at a cost in the order of from \$60,000 to \$80,000 permits a broadcaster to inaugurate a television broadcast service and to meet operating expenses almost from the first month. Station personnel can be limited to five people working efficiently. This type of station will not, of course, originate many programs aside from films and slides. It will, however, provide the best in programming from a national network originating source in a major city. The effective radiated power of this station is in the order of 1.5 to 5 KW depending on the channel allocation. Increased power is attained at any future time, if required, through the addition of power amplifiers. This important factor of expanding the transmitting facilities is obtained at little cost and with no obsolescence.

Remote areas not served by a direct network line can be erected at modest cost comparable with a direct-feed network station. The development and continuing improvement of the Teletranscription has made network service feasible to these remote areas, and top-notch programming possible. The combination Teletranscription and film operation provides professional programming far superior to the average potential or local talent, although the top interest in local personalities and sports and events is not to be overlooked in the long-range planning.

The development of UHF and the establishment of standards in this frequency spectrum can be expected by the end of 1949 or the first few months of 1950. The additional channels made possible by the exploitation of ultra high frequencies will open new doors in television broadcasting.

For Complete List of Radio-TV Equipment Manufacturers See Page 1169

TOP TEN TV NEWS EVENTS

Of 1948

Below are the top ten video news stories of the past year, compiled especially for the Year Book of Television by the news chiefs of the four networks. Their selections follow:

ABC

THOMAS VELOTTA

Election Coverage
Philadelphia Conventions
Metropolitan Opera Opening
Hiss-Chambers Hearings
World Series
Truman's Return to Washington
Special Session of Congress
Louis-Walcott Fight
Kosenkina Case
UN Coverage

NBC

ADOLPH SCHNEIDER

Election Coverage
Berlin Situation—Air Lift
Republican Convention
Democratic Convention
Palestine Situation
Spy Probes
Operation of ECA
Birth of Princess Elizabeth's Baby
Death of Babe Ruth
1948 Olympics

CBS

EDMUND CHESTER

Election Coverage
Truman's Return to Washington
Philadelphia Conventions
Winter Olympics
UN Paris Meetings
Special Session of Congress
World Series
Fighting in Palestine
UN-American Activities Committee
Hearings
N. Y. Herald-Tribune Forum

DuMONT

JAMES CADDIGAN

Election Coverage
Republican Convention
Democratic Convention
Progressive Convention
Truman's Return to Washington
N. Y. Blizzard, December, 1947
Return of War Dead
Un-American Activities Committee
Hearings
Easter Parade
Kosenkina Case

For Complete List of TV Programs See Page 1082

FREQUENCY MODULATION

FM Stations In Operation

•

*Stations Listed by
States — Cities*

•

Chief Executive

•

FM Association—Personnel

**Serving the Nation's 2nd Market,
Half the Population of California!**

WITH 58,000 Watts!*



*From Transmitter atop
6000 ft. Mount Wilson.

*From Hollywood's newest
and finest FM studios.

KFMV 94.7 Megacycles



**UNION BROADCASTING
CORPORATION OF CALIFORNIA**
6540 Sunset Blvd., Hollywood 28. Calif.

Cliff Gill, *General Manager*

Dan Russell, *Program Director*

For the best in
radio news writing

AP

Available through
membership

FM Broadcast Stations In Operation As of Jan. 1, 1949

ALABAMA

City	Call Letters	Licensee	Frequency (mc)	Chief Executive
Anniston	WHMA-FM	Harry M. Ayers	100.5	Harry M. Ayers, Pres.
Bessemer	WJLD-FM	Johnston Bcstg. Co.	104.7	George Johnston, Jr., Pres.
Birmingham	WAFM-FM	Voice of Ala., Inc.	99.5	Thad Holt, Pres.
Birmingham	WSGN-FM	The Birmingham News Co.	93.7	Henry P. Johnston, Gen. Mgr.
Gadsden	WJBY-FM	Gadsden Bcstg. Co.	103.7	B. H. Hopson, Pres.
Huntsville	WHBS-FM	The Huntsville Times Co.	95.1	Richard Warner, Gen. Mgr.
Mobile	WABB-FM	Mobile Press Register, Inc.	102.1	R. B. Chandler, Pres.
Mobile	WKRQ-FM	Giddens & Rester	99.9	F. F. Busby, Gen. Mgr.
Mobile	WMOB-FM	Nunn Bcstg. Corp.	97.5	Gilmore N. Nunn, Pres.
Montgomery	WCOV-FM	G. W. Covington, Jr.	94.5	G. W. Covington, Jr., Owner
Montgomery	WMGY-FM	Dixie Bcstg. Co.	107.5	Dr. S. L. Suggs, Pres.
Montgomery	WSFA-FM	Montgomery Bcstg. Co., Inc.	103.3	Howard E. Pill, Pres.
Sylcauga	WSYO	Southeastern Bcstg. Co.	101.9	

ARKANSAS

Blytheville	KLCN-FM	Harold L. Sudbury	96.1	Harold L. Sudbury, Gen. Mgr.
Fort Smith	KFPW-FM	Southwestern Hotel Co.	94.9	J. A. England, Pres.
Fort Smith	KFSA-FM	Southwestern Pub. Co.	107.7	Donald W. Reynolds, Pres.
Jonesboro	KBTM-FM	Regional Bcstg. Co.	101.9	John E. Brown, Pres.
Siloam Springs	KUOA-FM	KUOA, Inc.	105.7	John E. Brown, Pres.

CALIFORNIA

Alameda	KONG	Times Star Pub. Co.	104.9	Abraham Kofman, Pres.
Bakersfield	KERN-FM	McClatchy Bcstg. Co.	94.1	Eleanor McClatchy, Pres.
Bakersfield	KMAR	Marmat Radio Co.	92.5	
Burbank	KWIK	Burbank Bcstrs., Inc.	94.3	James F. Furns, Pres.
Chico	KVCI-FM	Golden Empire Bcstg. Co., Inc.	101.1	Hugh McClung, Sr., Pres.
Eureka	KRED	Redwood Bcstg. Co.	96.3	William B. Smulling, Pres.
Fresno	KARM-FM	The George Harm Station	101.9	Hattie Harm, Pres.
Fresno	KRFM	Calif. Inland Bcstg. Co.	93.7	J. E. Rodman, Pres.
Hollywood	KECA-FM	American Bcstg. Co.	95.5	Clyde Scott, Gen. Mgr.
Hollywood	KFMV	Unity Bcstg. Corp.	94.7	Cliff P. Mayer, Pres.
Hollywood	KHJ-FM	Don Lee Bcstg. System	101.1	Lewis Allen Weiss, Pres.
Hollywood	KMPC-FM	Station of Stars	100.3	G. A. Richards, Owner
Long Beach	KNOB	Cerritos Bcstg. Co.	103.1	Jay E. Tapp, Gen. Mgr.
Long Beach	KRJM	John H. Poole	103.1	John H. Poole, Pres.
Los Angeles	KCLI	Connon & Collister	105.1	Earle C. Anthony, Pres.
Los Angeles	KFI-FM	Earle C. Anthony, Inc.	105.9	
Los Angeles	KKLA	Echa Pk. Evangelistic Assoc.	97.1	Dr. Ralf K. McPherson, Pres.
Los Angeles	KMGM	MGM Studios, Inc.	98.7	N. M. Schenck, Pres.
Los Angeles	KNX-FM	Columbia Bcstg. System	93.1	Frank Stanton, Pres.
Los Angeles	KRKD-FM	Radio Bcstrs., Inc.	96.3	Ned Connor, Gen. Mgr.
Los Angeles	KMYC-FM	Marysville-Yuba Bcstrs., Inc.	99.9	H. E. Thomas, Pres.
Marysville	KVME	Merced Bcstg. Co.	97.5	Hugh McClung, Pres.
Merced	KBEE	McClatchy Bcstg. Co.	103.3	Eleanor McClatchy, Pres.
Modesto	KTRB-FM	KTRB Bcstg. Co.	104.1	William H. Botes, Jr., Pres.
Modesto	KDOB-FM	Monterey Peninsula Bcstg. Co.	94.5	Paul H. Caswell, Pres.
Monterey	KLX-FM	Tribune Bldg. Co.	101.3	J. R. Knowland, Jr., Pres.
Oakland	KOCS-FM	The Daily Reporter	93.5	Jerene A. Hornish, Pres.
Ontario	KAGH-FM	KAGH, Inc.	98.3	Andrew G. Haley, Pres.
Pasadena	KVRE	Golden Empire Bcstg. Co.	103.9	Hugh McClung, Pres.
Redding	KRCC	Contra Costa Bcstg. Co.	104.5	Leo E. Owens, Pres.
Richmond	KPOR	Bcstg. Corp of America	97.5	W. L. Gleason, Pres.
Riverside	KCRA-FM	KCRA, Inc.	96.1	Ewing C. Kelly, Pres.
Sacramento	KFBK-FM	McClatchy Bcstg. Co.	96.9	Eleanor McClatchy, Pres.
Sacramento	KXOA-FM	Sacramento Bcstrs., Inc.	107.9	Lincoln Dellar, Pres.
Sacramento	KBMT	Sun Co. of San Bernardino	99.9	James A. Guthrie, Pres.
San Bernardino	KFXM-FM	Lee Bros. Bcstg. Co.	95.1	Clifford Lee, Pres.
San Bernardino	K5BR	Radio Diablo, Inc.	101.5	Orrin H. Brown, Pres.
San Bruno	KFMB-FM	Jack Gross Bcstg. Co.	101.5	Jack O. Gross, Pres.
San Diego	KFSD-FM	Airfan Radio Corp., Ltd.	94.1	Thomas E. Sharp, Pres.
San Diego	K5DO	Som Diego Bcstg. Co.	96.5	C. A. Smith, Pres.
San Diego	KWFM	Studebaker Bcstg. Co.	104.7	Fred Robell, Gen. Mgr.
San Diego	KGO-FM	American Bcstg. Co.	106.1	Gayle V. Grubb, Gen. Mgr.
San Francisco	KJBS-FM	KJBS Bcstrs.	98.9	E. P. Franklin, Gen. Mgr.

San Francisco KNBC-FM
 San Francisco KQW-FM
 San Francisco KRON-FM
 San Francisco KSGH
 San Francisco KWBR-FM
 San Jose KLQK-FM
 San Jose KRPO
 San Jose KSJO-FM
 San Luis Obispo KVEF-FM
 Santa Ana KVOE-FM
 Santa Maria KRJM
 Sausalito KDFC-FM
 Stockton KGDM-FM

National Bcstg. Co. 99.7
 Pacific Agric. Foundation 103.7
 Chronicle Pub. Co. 96.5
 Pacific Bcstg. Co. 94.9
 Warner Bros. 97.3
 Valley Bcstg. Co. 98.5
 FM Radio & Tele Corp. 92.3
 Santa Clara Bcstg. Co. 95.3
 The Valley Electric Co. 99.9
 Voice of the Orange Empire 96.7
 Santa Maria Daily Times 103.1
 Sundial Bcstg. Corp. 102.1
 E. F. Peffer 92.9

John W. Elwood, Gen. Mgr.
 Ralph R. Brunton, Pres.
 Charles Thieriot, Gen. Mgr.
 Charles A. Gibson, Pres.
 Stafford W. Warner, Pres.
 E. L. Barker, Pres.
 Patrick H. Peabody, Pres.

Christine M. Jacobson, Pres.
 Ernest L. Spencer, Pres.
 R. C. & S. C. Hancock, Owners
 William R. Cracker, Pres.
 E. F. Peffer, Pres.

COLORADO

Denver KFEL-FM
 Denver KLZ-FM
 Denver KOA-FM

Eugene P. O'Fallon, Inc. 97.3
 KLZ Bcstg. Co. 94.1
 National Bcstg. Co. 95.7

Gene O'Fallon, Gen. Mgr.
 Hugh B. Terry, Mgr.
 Niles Trommell, Pres.

CONNECTICUT

Danbury WLAD-FM
 Greenwich WGCH
 Hartford WDRG-FM
 Hartford WHTT-FM
 Hartford WTIC-FM
 Meriden WMMW-FM
 New Britain WMMB-FM
 New Haven WAVZ-FM
 New Haven WBIB
 New Haven WEMI-FM
 New Haven WNHC-FM
 New London WNLC-FM
 Stamford WSTC-FM

Berkshire Bcstg. Corp. 93.3
 Greenwich Bcstg. Corp. 95.9
 The Conn. Bcstg. Co. 93.7
 Hartford Times, Inc. 106.1
 Travelers Bcstg. Service Corp. 96.5
 Silver City Crystal Co. 95.7
 New Britain Bcstg. Co. 103.7
 The New Haven Bcstg. Corp. 95.1
 The Colony Bcstg. Corp. 100.7
 Conn. Radio Foundation 107.9
 Elm City Bcstg. Corp. 99.1
 The Thames Bcstg. Corp. 99.5
 The Western Conn. Bcstg. Co. 96.7

Robert V. Doran, Pres.
 Walter S. Lemmon, Pres.
 Franklin M. Daolittle, Pres.
 C. Glover DeLaney, Gen. Mgr.
 Jesse W. Randell, Pres.
 Carl A. Schultz, Pres.
 Julian Gross, Pres.
 Edward S. Minor, Pres.
 Samuel Botwinik, Pres.
 Harry C. Wilder, Pres.
 Patrick J. Good, Pres.
 Gerald J. Morey, Pres.
 Kingsley Gillespie, Pres.

DELAWARE

Wilmington WAMS-FM

Wilmington Tri-State Bcstg. Co. 96.1

Frank S. Corraw, Pres.

DISTRICT OF COLUMBIA

Washington WASH
 Washington WCFM
 Washington WINX-FM
 Washington WMAL-FM
 Washington WOL-FM
 Washington WQQW-FM
 Washington WRC-FM
 Washington WWDC-FM

Commercial Radio Equip. Co. 97.1
 Cooperative Bcstg. Assn. 99.5
 WINX Bcstg. Co. 96.3
 Evening Star Bcstg. Co. 107.3
 Cowles Bcstg. Co. 98.7
 Radio Station WQQW, Inc. 103.5
 National Bcstg. Co. 96.3
 Capitol Bcstg. Co. 101.1

Everett L. Dillard, Pres.
 H. F. Kern, Gen. Mgr.
 Philip L. Graham, Pres.
 S. H. Kauffmann, Pres.
 Gardner Cowles, Pres.
 Morris Rodman, Pres.
 Niles Trommell, Pres.
 Joseph Katz, Pres.

FLORIDA

Daytona Beach WNDB-FM
 Ft. Lauderdale WGOR-FM
 Gainesville WRUF-FM
 Jacksonville WJAX-FM
 Jacksonville WJHP-FM
 Jacksonville WMBR-FM
 Miami WGBS-FM
 Miami WIOD-FM
 Miami WQAM-FM
 Miami WWPB-FM
 Miami Beach WKAT-FM
 Miami Beach WLRD
 Orlando WHOO-FM
 Palm Beach WWPG-FM
 Pensacola WCOA-FM
 St. Petersburg WTSP-FM
 Tallahassee WTAL-FM
 Tampa WDAE-FM
 Tampa WFLA-FM
 W. Palm Beach WJNO-FM

News-Journal Corp. 94.5
 Gore Pub. Co. 106.5
 U. of Florida 104.1
 City of Jacksonville 95.1
 The Metropolis Co. 96.9
 Florida Bcstg. Co. 96.1
 Fort Industry Co. 96.3
 Isle of Dreams Bcstg. Corp. 97.3
 Miami Bcstg. Co. 94.9
 Paul Broke 101.5
 WKAT, Inc. 93.1
 Mercantile Bcstg. Co. 93.9
 Orlando Daily Newspapers 96.5
 Palm Beach Bcstg. Corp. 97.9
 Pensacola Bcstg. Co. 98.9
 Pinellas Bcstg. Co. 102.5
 John H. Phipps 103.9
 Tampa Times Co. 105.7
 Tribune Co. 93.3
 WJNO, Inc. 98.7

Julian Davidson, Pres.
 J. W. Dickey, Exec. V. P.
 Maj. Garland Powell, Dir.
 George A. Pierce, Commr. in Chg.
 John H. Perry, Pres.
 Frank King, Pres.
 George B. Storer, Pres.
 Daniel J. Mahoney, Pres.
 John S. Knight, Pres.
 Paul Broke, Owner
 Frank Katzentine, Pres.
 Alan H. Rosenson, Pres.
 Martin Anderson, Pres.
 Charles E. Davis, Pres.
 John H. Perry, Pres.
 N. P. Poynter, Pres.
 John H. Phipps, Pres.
 David E. Smiley, Pres.
 C. G. Boskerville, Gen. Mgr.
 Marshall Heminway, Pres.

GEORGIA

Athens WGAU-FM
 Atlanta WAGA-FM
 Atlanta WATL-FM
 Atlanta WBGF-FM
 Atlanta WCON-FM
 Atlanta WGST-FM
 Atlanta WSB-FM
 Cedartown WGAA-FM
 Columbus WDAK-FM
 Columbus WGBA-FM
 Columbus WRBL-FM

J. K. Patrick & Co. 99.5
 Liberty Bcstg. Co. 103.3
 Atlanta Bcstg. Co. 97.5
 General Bcstg. Co. 95.5
 Constitution Pub. Co. 98.5
 Univ. System of Ga. 94.1
 Atlanta Journal Co. 104.5
 Northwest Ga. Bcstg. Co. 96.1
 Radio Columbus 707.9
 Ga.-Ala. Bcstg. Corp. 95.1
 Columbus Bcstg. Co. 93.3

C. A. Rowland, Pres.
 George B. Storer, Pres.
 J. W. Woodruff, Sr., Pres.
 Mike Benton, Pres.
 Clark Howell, Pres.
 F. M. Spartin, Pres.
 J. Leonard Reimsch, Mngng. Dir.
 O. C. Lam, Pres.
 Allen M. Woodall, Pres.
 A. H. Chapman, Pres.
 J. W. Woodruff, Pres.

IOWA

Burlington
Cedar Rapids
Clinton
Council Bluffs
Davenport
Des Moines
Des Moines
Des Moines
Dubuque
Dubuque
Fort Dodge
Keokuk
Mason City
Sioux City
Waterloo

KBUR-FM
KCRK
KROS-FM
KFMX
WOC-FM
KCBC-FM
KRNT-FM
KSO-FM
WHO-FM
KDTH-FM
WDBQ
KFMY
KOKX-FM
KGLO-FM
KSCJ-FM
KXEL-FM

Burlington Bcstg. Co. 92.9
The Gazette Co. 96.9
Clinton Bcstg. Co. 96.1
Nonpareil Bcstg. Co. 96.1
Tri-City Bcstg. Co. 103.7
Mojestic Bcstg. Co. 94.1
Cowles Bcstg. Co. 104.5
Murphy Bcstg. Co. 97.3
Central Bcstg. Co. 100.3
Telegraph-Herald 100.5
Dubuque Bcstg. Co. 103.3
Northwest Bcstg. Co. 102.7
Keokuk Bcstg. Co. 102.7
Lee Radio, Inc. 101.1
Perkins Bros. Co. 94.9
Josh Higgins Bcstg. Co. 105.7

Don T. Riley, Pres.
J. F. Hladky, Vice-Pres.
William S. Jacobsen, Pres.
Robert R. O'Brien, Pres.
Col. B. J. Palmer, Pres.
George P. E. Caesar, Jr., Pres.
Gardner Cowles, Pres.
Kingsley H. Murphy, Pres.
Col. B. J. Palmer, Pres.
F. W. Woodward, Pres.
James D. Carpenter, Pres.
Edward Breen, Pres.
H. W. Stadler, Pres.
Lee P. Loomis, Pres.
W. R. Perkins, Pres.
Joe DuMond, Pres.

KANSAS

Gorden City
Hutchinson
Hutchinson
Kansas City
Topeka
Topeka
Wichita

KGAR-FM
KIMV
KWBW
KSBS
WIBW-FM
WREN-FM
KFH-FM

Albert B. Pyatt 99.3
Hutchinson Pub. Co. 105.7
Radio Station KWBW 93.1
Sunflower Bcstg. System, Inc. 105.9
Topeka Bcstg. Assn., Inc. 102.5
WREN Bcstg. Co. 94.1
Radio Station KFH Co. 100.3

Albert B. Pyatt, Pres.
John P. Horris, Pres.
William Wycs, Pres.
Harry Butler, Pres.
H. S. Blake
J. S. Major, Gen. Mgr.
Frank V. Webb, Gen. Mgr.

KENTUCKY

Ashland
Bowling Green
Henderson
Hopkinsville
Louisville
Louisville
Louisville
Owensboro
Owensboro
Paducah
Paducah

WCMJ-FM
WBON
WSON-FM
HOPKINSVILLE
WBOX
WHAS-FM
WRXW
OWENSBORO
WVJZ-FM
WKYC
WPDA-FM

Ashland Bcstg. Co. 93.7
Bowling Green Co. 101.1
Henderson Bcstg. Co., Inc. 99.5
Hopkinsville Bcstg. Co., Inc. 98.7
Northside Bcstg. Corp. 100.7
WHAS, Inc. 99.7
WAVE, Inc. 95.1
Owensboro Bcstg. Co. 92.5
Owensboro On the Air, Inc. 96.1
Paducah Newspapers, Inc. 93.3
Paducah Bcstg. Co., Inc. 96.9

Gilmore N. Nunn, Pres.
Ken D. Given, Pres.
Pierce E. Lackey, Pres.
Pierce E. Lackey, Pres.
J. Porter Smith, Pres.
Barry Bingham, Pres.
George W. Norton, Jr., Pres.
L. W. Hager, Pres.
Vincent J. Steele, Pres.
Edward J. Paxton, Pres.
Pierce E. Lockey, Pres.

LOUISIANA

Alexandria
Alexandria
Baton Rouge
Baton Rouge
Baton Rouge
Lafayette
Monroe
New Orleans
New Orleans
New Orleans
New Orleans
New Orleans
Shreveport

KALB-FM
KPDR-FM
WAFB-FM
WBRL
WLCS-FM
WVQL-FM
KMFM
WDSU-FM
WRCM
WSMB-FM
WTBS-FM
WWLH
KWKH-FM

Alexandria Bcstg. Co., Inc. 96.9
Central La. Bcstg. Corp. 99.7
Modern Bcstg. Co. 104.3
Baton Rouge Bcstg. Co., Inc. 98.1
Airwaves, Inc. 101.1
Evangeline Bcstg. Co. 96.1
Liner's Bcstg. Co., Inc. 104.1
Stephens Bcstg. Co. 105.3
Supreme Bcstg. Co., Inc. 97.1
WSMB, Inc. 102.7
Times Picayune 95.7
Loyola University 100.3
International Bcstg. Corp. 94.5

Walter H. Allen, Pres.
E. Levy, Pres.
Louis S. Prejean, Pres.
Charles P. Manship, Jr., Pres.
Harry B. Nelson, Pres.
George H. Thamas, Pres.
J. C. Liner, Pres.
E. A. Stephens, Pres.
William Cortada, Pres.
E. V. Richards, Pres.
L. K. Nicholson, Pres.
Rev. T. J. Shields, Pres.
John D. Ewing, Pres.

MAINE

Bangor
Lewiston
Portland

WGUY-FM
WCQU-FM
WGAN-FM

Guy Gannett Bcstg. Services 93.1
Twin City Bcstg. Co. 93.9
Guy Gannett Bcstg. Services 101.9

Guy P. Gannett, Pres.
Faust Couture, Pres.
Guy P. Gannett, Pres.

MARYLAND

Annapolis
Baltimore
Baltimore
Baltimore
Baltimore
Baltimore
Baltimore Heights
Cumberland
Cumberland
Frederick
Hagerstown
Salisbury
Silver Spring
Silver Spring

WNAV-FM
WCAO-FM
WFBF-FM
WITM-FM
WMAR-FM
WMCP
WBUZ
WCUM-FM
WTBO-FM
WFMD-FM
WJEJ-FM
WBOC-FM
WGAY-FM
WHIP

Capital Bcstg. Co. 99.1
Monumental Radio Co. 102.7
Baltimore Radio Show 101.9
Maryland Bcstg. Co. 104.3
A. S. Abell Co. 97.9
Belvedere Bcstg. Co. 94.7
Chesapeake Bcstg. Co. 96.7
Tower Realty Co., Inc. 102.9
Cumberland Bcstg. Co. 106.9
Monocacy Bcstg. Co. 101.5
Hagerstown Bcstg. Co., Inc. 104.7
Peninsula Bcstg. Co. 97.5
Tri-Suburban Bcstg. Corp. 102.3
Mantgomery FM Bcstg. Corp. 103.9

Alfred G. Paves, Pres.
Lewis H. Milbourne, Pres.
Robert S. Maslin, Pres.
Thomas G. Tinsley, Jr., Pres.
Paul Patterson, Pres.
Thomos F. McNulty, Pres.
Leslie L. Altmann, Pres.
Carl F. Steinmann, Pres.
Mrs. Aurelia S. Becker, Owner
Laurence Leonard, Pres.
Grover C. Crilley, Pres.
John W. Downing, Pres.
John W. Kluge, Pres.
Ann Iren Alpert, Pres.

MASSACHUSETTS

Boston
Boston
Boston

WBMS-FM
WBZ-FM
WCOP-FM

WBMS, Inc. 104.1
Mass. Bcstg. Corp. 92.9
Columbia Bcstg. System 100.7

Jack N. Berkman, Pres.
Walter Evans, Pres.
John Cowles, Pres.

FM Stations in Operation

Boston	WEEI-FM	Westinghouse Radio Stations, Inc.	103.3	Frank Stanton, Pres.
Boston	WHDH-FM	Matheson Radio Co., Inc.	94.5	Robert B. Choate, Pres.
Boston	WNAC-FM	The Yankee Network, Inc.	98.5	John Shepard, 3rd, Chm. of Bd.
Brockton	WBET-FM	Enterprise Pub. Co.	97.7	Charles A. Fuller, Gen. Mgr.
Cambridge	WXHR	Middlesex Bcstg. Corp.	96.9	Frank Lyman, Jr., Pres.
Chicopee	WACE-FM	Regional Bcstg. Co.	100.3	David Hayes, Pres.
Fall River	WCFR	Narragansett Bcstg. Co.	93.5	George L. Sisson, Jr., Pres.
Fall River	WSAR-FM	Fall River Bcstg. Co.	103.7	Melvin Lohr, Pres.
Fitchburg	WEIM-FM	WEIM Fitchburg, Inc.	104.7	Henry G. Molina, Jr., Pres.
Greenfield	WHAI-FM	John Haigis	98.3	John W. Haigis, Pres.
Haverhill	WHAV-FM	Haverhill Gazette Co.	92.5	John T. Russ, Pres.
Holyoke	WHYN-FM	Hampden-Hampshire Corp.	93.1	Charles N. DeRose, Gen. Mgr.
Lawrence	WLAW-FM	Hildreth & Rogers Co.	93.7	Irving E. Rogers, Pres.
Lowell	WLLH-FM	Merrimoc Bcstg. Co., Inc.	99.5	Gerold Harrison, Pres.
Lynn	WLYN-FM	Puritan Bcst. Service, Inc.	105.5	A. M. Morgan, Pres.
New Bedford	WBSS	Boy State Bcstg. Co.	97.3	Joseph P. Duchaine, Pres.
New Bedford	WFMR	E. Anthony & Sons, Inc.	98.1	Basil Brewer, Pres.
North Adams	WMFM	James A. Hardman	97.5	J. Gordon Keyworth, Gen. Mgr.
Pittsfield	WBEC-FM	Western Mass. Bcstg. Co.	94.3	Donald B. Miller, Pres.
Springfield	WBZA-FM	Westinghouse Radio Stations, Inc.	97.1	Walter Evans, Pres.
Springfield	WNAS-FM	WMA5, Inc.	94.7	Gerald Harrison, Pres.
Springfield	WSFL	Springfield Bcstg. Co.	101.9	
Springfield	WSPR-FM	WSPR, Inc.	97.9	Quincy A. Brackett, Pres.
West Yarmouth	WOCB-FM	E. Anthony & Sons, Inc.	94.3	Basil Brewer, Pres.
Worcester	WGTR	Yankee Network, Inc.	99.1	John Shepard, 3rd, Chmn. of Bd.
Worcester	WTAG-FM	WTAG, Inc.	96.1	E. E. Hill, Exec. Vice-Pres.

MICHIGAN

Ann Arbor	WPAG-FM	Washtenaw Bcstg. Co., Inc.	98.7	Arthur E. Greene, Pres.
Battle Creek	WELL-FM	Federated Publications, Inc.	96.1	A. L. Miller, Pres.
Bay City	WBCM-FM	Bay Bcstg. Co., Inc.	96.1	Harley D. Peet, Pres.
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	S. R. Banyon, Pres.
Detroit	WJBK-FM	Detroit Bcstg. Co.	93.1	George B. Storer, Pres.
Detroit	WJLB-FM	Booth Radio Stations, Inc.	97.9	John L. Booth, Pres.
Detroit	WJR-FM	WJR, The Goodwill Stations, Inc.	96.3	Horry Wismer, Gen. Mgr.
Detroit	WLDM	Lincoln Bcstg. Co.	95.5	Ellis C. Thompson, Gen. Mgr.
Detroit	WVJ-FM	Evening News Assn.	97.1	Harry Bannister, Gen. Mgr.
Detroit	WXYZ-FM	WXYZ, Inc.	101.1	James G. Riddell, Gen. Mgr.
Flint	WAJL	Advertisers Press, Inc.	107.1	Donald E. Johnson, Pres.
Grand Rapids	WFRS	Grand Rapids Bcstg. Corp.	92.5	Gerald R. Loop, Gen. Mgr.
Grand Rapids	WLAV-FM	Leonard A. Versluis	96.9	Leonard A. Versluis, Owner
Jackson	WIBM-FM	WIBM, Inc.	92.3	Herman Radner, Pres.
Mt. Clemens	WMLN	Macomb Pub. Co.	106.3	Paul W. McKec, Pres.
Muskegon	WKBZ-FM	Ashbacker Radio Corp.	106.5	Grant F. Ashbacker, Pres.
Muskegon	WMUS-FM	Greater Muskegon Bcstrs., Inc.	100.5	William C. Wester, Pres.
Owosso	WOAP-FM	Argus Press Co.	103.1	M. H. Wirth, Gen. Mgr.
Pontiac	WCAR-FM	WCAR, Inc.	99.5	H. Y. Levinson, Pres.
Port Huron	WTTH-FM	Times-Herald Co.	99.1	Louis A. Weil, Pres.
Royal Oak	WEXL-FM	Royal Oak Bcstg. Co.	104.3	George B. Hartrick, Pres.
Saginaw	WSAM-FM	Saginaw Bcstg. Co.	98.1	M. L. Greenebaum, Pres.
Wyandotte	WJJW	The Wyandotte News Co.	103.1	C. Lee Edwards, Pres.

MINNESOTA

Duluth	WEBC-FM	Head of the Lakes Bcstg. Co.	92.3	Morgan Murphy, Pres.
Mankato	KYSM-FM	Clements & Co.	103.5	Jahn F. Meagher, Gen. Mgr.
Minneapolis	KBTR	Bethesda Bcstg. Assn.	98.5	Henry B. Prince, Pres.
Minneapolis	WTGN-FM	Minn. Bcstg. Corp.	97.1	R. B. Ridder, Pres.
Rochester	KROC-FM	Southern Minn. Bcstg. Co.	94.7	Mrs. Gregory P. Gentling, Pres.
St. Cloud	KFAM-FM	Times Pub. Co.	104.7	Fred Schlipin, Pres.
St. Paul	KSTP-FM	KSTP, Inc.	102.1	Stanley E. Hubbard, Pres.
St. Paul	WMIN-FM	WMIN Bcstg. Co.	99.5	Frank E. Devaney, Gen. Mgr.
Winona	KWNO-FM	Winona Radio Service	97.5	M. H. White, Pres.

MISSISSIPPI

Greenville	WJPR-FM	Radio Services Co.	101.9	Emmet H. McMurry, Gen. Mgr.
Gulfport	WGCM-FM	WGCM Bcstg. Co.	101.5	Hugh O. Jones, Pres.
Jackson	WJDX-FM	Lomar Life Insur. Co.	102.9	Wiley P. Harris, Gen. Mgr.
Meridian	WMOX-FM	Birney Imes, Jr.	98.5	Birney Imes, Jr., Pres.

MISSOURI

Jefferson City	KWOS-FM	Capital Bcstg. Co.	98.5	R. C. Goshorn, Pres.
Joplin	WM8H-FM	Joplin Bcstg. Co.	96.1	D. J. Poynor, Pres.
Kansas City	KCFM	KCMO Bcstg. Co.	94.9	T. L. Evans, Pres.
Kansas City	KMBC-FM	Midland Bcstg. Co.	100.5	Arthur B. Church, Pres.
Kansas City	KOZY	Commercial Radio Equip. Co.	98.1	Everett L. Dillard, Pres.
Kansas City	WHB-FM	WHB Bcstg. Co.	102.1	Donald Dwight Davis, Pres.
Kennett	KBOA-FM	Kennett Bcstg. Corp.	98.9	Paul C. Jones, Pres.
Poplar Bluff	KWOC-FM	Radio Station KWOC	94.5	A. L. McCarthy, Pres.
St. Joseph	KFEQ-FM	KFEQ, Inc.	92.3	Barton Pitts, Gen. Mgr.
St. Louis	KFUO-FM	Evangelical Lutheran Synod. of Mo.	104.1	Rev. H. H. Hohenstein, Gen. Mgr.

St. Louis
St. Louis
St. Louis
St. Louis
St. Louis
St. Louis
St. Louis
Springfield

KSD-FM
KWGD
KWK-FM
KXLW-FM
KXOK-FM
WEW-FM
WIL-FM
KTTS-FM

Pulitzer Pub. Co. 96.1
Globe-Democrat Pub. Co. 98.1
Thomas Patrick, Inc. 99.1
St. Louis County Bcstg. Co. 101.1
Star Times Pub. Co. 93.7
The St. Louis University 95.1
Mo. Bcstg. Corp. 97.3
Independent Bcstg. Co. 94.7

Joseph Pulitzer, Pres.
E. Lansing Ray, Pres.
Robert T. Convey, Pres.
Guy Runnion, Pres.
Elzey Roberts, Pres.
Nicholas Pagliara, Gen. Mgr.
L. A. Benson, Pres.
J. H. G. Cooper, Pres.

NEBRASKA

Lincoln
Lincoln
Omaha
Omaha

KFAB-FM
KFOR-FM
KBON-FM
KOAD

KFAB Bcstg. Co. 97.9
Cornbelt Bcstg. Corp. 102.9
Inland Bcstg. Co. 98.7
World Pub. Co. 92.9

Fred S. Sidles, Chmn. of Bd.
James Stuart, Pres.
Paul R. Fry, Vice-Pres.
H. Doory, Pres.

NEVADA

Las Vegas
Reno

KENO-FM
KWRN-FM

Nev. Bcstg. Co. 103.9
Reno Newspapers, Inc. 95.5

Maxwell Kelch, Owner
Merritt C. Speidel, Pres.

NEW HAMPSHIRE

Claremont
Manchester
Manchester
Nashua
Portsmouth

WTSV
WKBR-FM
WMUR-FM
WOTW-FM
WFMI

WLOB, Inc. 106.1
Granite State Bcstg. Co. 100.1
The Radio Voice of N. H., Inc. 95.7
Nashua Bcstg. Corp. 106.3
WHEB, Inc. 107.3

William Barkley, Pres.
Francis P. Murphy, Pres.
Arthur A. Newcomb, Pres.
Charles M. Dale, Pres.

NEW JERSEY

Alpine
Asbury Park
Asbury Park
Atlantic City
Atlantic City
Bridgeton
Jersey City
Newark
New Brunswick
New Brunswick
Trenton
Paterson
Plainfield

WFMN
WCAP-FM
WJLK
WBAB-FM
WFGF-FM
WSNJ-FM
WFMO
WAAT-FM
WCTC-FM
WDHN
WTOA
WWDX
WXNJ

Edwin H. Armstrong 93.1
Radio Industries Bcstg. Co. 107.1
Asbury Park Press, Inc. 94.3
Press-Union Pub. Co. 100.7
Neptune Bcstg. Corp. 98.5
Eastern States Bcstg. Corp. 98.9
Fidelity Media Bcstg. Corp. 103.1
Bremer Bcstg. Corp. 94.7
Chanticleer Bcstg. Co. 98.3
Home News Pub. Co. 93.5
Mercer Bcstg. Co. 97.5
The Passaic Daily News 107.1
WXNJ, Inc. 103.9

Dr. Edwin H. Armstrong, Owner
Walter W. Reid, Jr., Pres.
Wayne D. McMurray, Pres.
Albert J. Feyl, Pres.
John H. Laux, Pres.
Sen. Elmer W. Wene, Pres.
Lewis King, Gen. Mgr.
Irving R. Rosenhaus, Pres.
James L. Howe, Pres.
Elmer B. Boyd, Pres.
Jerome P. McCarthy, Gen. Mgr.
Arthur Mundorff, Gen. Mgr.
Harold O. Bishop, Pres.

NEW YORK

Albany
Albany
Binghamton
Buffalo
Buffalo
Buffalo
Buffalo
Cherry Valley
Corning
Cortland
De Ruyter
Elmira
Endicott
Hempstead
Highmarket
Hornell
Ithaca
Ithaca
Jamestown
Lockport
Massena
New Rochelle
New York
New York
New York
New York
New York
New York
New York
New York
New York
New York
Niagara Falls
Ogdensburg
Oneonta
Oswego
Poughkeepsie
Rochester
Rochester
Rochester
Schenectady

WROW-FM
WRWR
WNBF-FM
WBEN-FM
WBNY-FM
WEBR-FM
WWOL-FM
WVCV
WKNP
WKRT-FM
WVCN
WENY-FM
WENE-FM
WHLI-FM
WVBC
WVHG
WHCU-FM
WVFC
WJTN-FM
WUSJ
WMSA-FM
WGNR
WABF-FM
WCBS-FM
WGHF
WGYN
WJZ-FM
WMGM-FM
WNBC-FM
WNYC-FM
WOR-FM
WQXR-FM
WHLD-FM
WSLB-FM
WDOS-FM
WOPT
WHVA
WHFC-FM
WRNY-FM
WHFM
WBCA

Hudson Valley Bcstg. Co., Inc. 93.9
Champlain Valley Bcstg. Corp. 95.5
Clark Assoc., Inc. 100.5
WBEN, Inc. 106.5
Roy L. Albertson 92.9
WEBR, Inc. 96.9
Greater Erie Bcstg. Co. 104.1
Rural Radio Network, Inc. 109.9
Corning Leader, Inc. 106.1
Cortland Bcstg. Co., Inc. 99.9
Rural Radio Network, Inc. 105.1
Elmira Star-Gazette, Inc. 106.9
Empire Newspapers-Radio, Inc. 101.7
FM Bcstg. Corp. 98.3
Rural Radio Network, Inc. 107.7
The W. H. Greenhow Co. 105.3
Cornell University 97.3
Rural Radio Network, Inc. 95.1
James Bcstg. Co., Inc. 93.3
Lockport Union-Sun & Journal, Inc. 99.3
The Brockway Co. 105.3
New Rochelle Bcstg. Svc., Inc. 93.5
Metropolitan Bcstg. & TV, Inc. 99.5
Columbia Bcstg. System 101.1
WGHF, Inc. 101.9
WGYN, Inc. 97.9
American Bcstg. Co., Inc. 95.5
Marcus Loew Booking Agcy. 100.3
National Bcstg. Co., Inc. 97.1
City of N. Y. Municipal Bcstg. Sys. 93.9
Bamberger Bcstg. Svc., Inc. 98.7
Interstate Bcstg. Co., Inc. 96.3
The Niagara Falls Gazette-Pub. Co. 98.5
St. Lawrence Bcstg. Corp. 106.1
Oneonta Star, Inc. 99.1
Palladium-Times, Inc. 104.7
Poughkeepsie Newspapers, Inc. 104.7
WHEC, Inc. 96.5
Monroe Bcstg. Co., Inc. 97.9
Stromberg-Carlson Co. 98.9
Capitol Bcstg. Co., Inc. 101.1

Dr. John J. Quinlan, Pres.
Stephen R. Rintoul, Pres.
John C. Clark, Sr., Pres.
Edward H. Butler, Pres.
Roy L. Albertson, Pres.
Cy King, Gen. Mgr.
Leon Wyszatycki, Pres.
R. Bruce Gervan, Gen. Mgr.
W. A. Underhill, Pres.
J. Gerald Mayer, Pres.
R. Bruce Gervan, Gen. Mgr.
Dale Taylor, Gen. Mgr.
James H. Ottoway, Pres.
Elias I. Gadofsky, Sta. Mgr.
R. Bruce Gervan, Gen. Mgr.
Louis G. Buisch, Gen. Mgr.
Michael R. Hanna, Gen. Mgr.
R. Bruce Gervan, Gen. Mgr.
Jay E. Mason, Pres.
Egbert D. Corson, Pres.
Harold B. Johnson, Pres.
Ira A. Hirschmann, Pres.
Frank Stanton, Pres.
William G. H. Finch, Pres.
Palmer K. Leberman, Pres.
Edward J. Noble, Bd. Chmn.
Herbert L. Pettey, Exec. Dir.
Niles Trammell, Pres.
Seymour N. Siegel, Gen. Mgr.
Theodore C. Streibert, Pres.
John V. L. Hogan, Pres.
Earl C. Hull, Vice-Pres.
Joseph R. Brandy, Pres.
James H. Ottoway, Pres.
Edwin M. Waterbury, Owner
M. C. Speidel, Pres.
Frank E. Gannett, Pres.
George B. Kelly, Pres.
Dr. R. H. Manson, Pres.
Leonard L. Asch, Pres.

FM Stations in Operation

Schenectady	WGFM	General Electric Co.	99.5	R. S. Peare, Vice-Pres.
South Bristol	WVBT	Rural Radio Network, Inc.	101.9	R. Bruce Gervan, Gen. Mgr.
Syracuse	WAGE-FM	WAGE, Inc.	98.5	Frank G. Revoir, Pres.
Syracuse	WFBL-FM	Ondandaga Radio Bcstg. Corp.	93.1	O. F. Soule, Pres.
Syracuse	WNDR-FM	Syracuse Bcstg. Corp.	102.5	Frank Bahouth, Jr., Gen. Mgr.
Syracuse	WSYR-FM	Central N. Y. Bcstg. Corp.	94.5	H. C. Wilder, Pres.
Troy	WFLY	The Troy Record Co.	92.3	Frank L. York, Gen. Mgr.
Troy	WTRI	Troy Bcstg. Co., Inc.	102.7	H. C. Wilder, Pres.
Utica	WIBX-FM	WIBX, Inc.	96.9	Margaret P. Brown, Pres.
Utica-Rome	WRUN-FM	Rome Sentinel Co.	105.7	Bradley C. Barnard, Pres.
Watertown	WWNY-FM	The Brockway Co.	100.5	Harold B. Johnson, Pres.
Wethersfield	WFNF	Rural Radio Network, Inc.	100.7	R. Bruce Gervan, Gen. Mgr.
White Plains	WFAS-FM	Westchester Bcstg. Corp.	103.9	V. E. Mocy, Jr., Pres.

NORTH CAROLINA

Asheville	WISE-FM	Radio Station WISE, Inc.	102.5	H. H. Thomas, Pres.
Asheville	WLOS-FM	Skyway Bcstg. Corp.	104.3	Charles B. Britt, Vice-Pres.
Burlington	WBBB-FM	Avamance Bcstg. Co., Inc.	101.1	E. Z. Jones, Gen. Mgr.
Burlington	WFNS-FM	Burlington-Graham Bcstg. Co.	93.9	E. C. Chulls, Gen. Mgr.
Charlotte	WAYS-FM	Intercity Adv. Co.	107.7	G. W. Dowdy, Pres.
Charlotte	WBT-FM	Jefferson Standonrd Bcstg. Co.	99.9	J. M. Bryon, Pres.
Charlotte	WIST	Surety Bcstg. Co.	104.7	Francis Hipp, Pres.
Charlotte	WMIT	Radio WMIT	106.9	Gordon Gray, Pres.
Charlotte	WSOC-FM	Radio Station WSOC, Inc.	103.5	E. J. Gluck, Pres.
Durham	WDNC-FM	Durham Radio Corp.	105.1	C. C. Council, Pres.
Fayetteville	WFNC-FM	Cape Fear Bcstg. Co.	98.1	Victor W. Dawson, Gen. Mgr.
Gastonia	WGNC-FM	F. C. Todd	101.9	F. C. Todd, Pres.
Goldsboro	WGBR-FM	Eastern Carolina Bcstg. Co., Inc.	93.3	A. T. Hawkins, Pres.
Greensboro	WCTP	Capitol Bcstg. Co.	98.7	Gaines Kelley, Gen. Mgr.
Greensboro	WFMY	Greensboro News Co.	97.3	Ralph M. Lambeth, Pres.
Greensboro	WGBG-FM	Greensboro Bcstg. Co., Inc.	100.3	S. S. Stevenson, Pres.
Henderson	WFNC-FM	Henderson Radio Corp.	107.3	Carl V. Cline, Pres.
Hickory	WHKY-FM	Catawba Valley Bcstg. Co., Inc.	102.9	R. B. Terry, Pres.
High Point	WHPE-FM	High Point Enterprise, Inc.	95.5	Frank S. Lambeth, Pres.
High Point	WMFR-FM	Radio Station WMFR	99.5	Joseph Daniels, Jr., Pres.
Raleigh	WNAO-FM	News & Observer Pub. Co.	96.1	A. J. Fletcher, Pres.
Raleigh	WRAL-FM	Capitol Bcstg. Co., Inc.	101.5	Charles H. Slate, Gen. Mgr.
Reidsville	WREY	C. R. & W. M. Oliver	102.1	S. E. Crew, Pres.
Roanoke Rapids	WCBT-FM	Radio Station WCBT, Inc.	98.5	Josh L. Horne, Pres.
Rocky Mount	WCEC-FM	Josh L. Horne, Jr.	100.7	W. A. Wynne, Pres.
Rocky Mount	WEED-FM	W. A. Wynne	92.1	Bryce P. Beard, Pres.
Salisbury	WSTP-FM	Piedmont Bcstg. Corp.	105.5	Lee B. Weathers, Pres.
Shelby	WTPH-FM	Western Carolina Radio Corp.	96.1	Dr. James W. Davis, Pres.
Statesville	WSIC-FM	Statesville Bcstg. Co., Inc.	105.7	Richard Austin Dunlea, Pres.
Wilmington	WMFD-FM	Richard Austin Dunlea	96.3	Penn Thomas Watson, Pres.
Wilson	WGTM-FM	Penn Thomas Watson	106.7	George D. Walker, Gen. Mgr.
Winston-Salem	WAIR-FM	WAIR Bcstg. Co.	93.1	Gordon Gray, Pres.
Winston-Salem	WSJS-FM	Piedmont Pub. Co.	104.1	

NORTH DAKOTA

Forgo	KVNJ-FM	Northwest Bcstg. Co., Inc.	92.3	John Nystul, Pres.
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OHIO

Akron	WAKR-FM	Summit Radio Corp.	97.5	S. Bernard Berk, Pres.
Alliance	WFAH	Review Pub. Co.	101.7	Mrs. Alice C. Holles, Pres.
Ashland	WATG	Beer & Koehl	101.3	Robert M. Beer, Pres.
Belloire	WTRF-FM	Tri-City Bcstg. Co.	100.5	Robert W. Ferguson, Gen. Mgr.
Canton	WAND-FM	Radio Station WAND	92.5	P. C. Wilson, Pres.
Canton	WCMW-FM	Stark Bcstg. Corp.	94.9	Merlin R. Schneider, Pres.
Canton	WHBC-FM	The Ohio Bcstg. Co.	94.1	Eugene Carr, Radio Dir.
Cincinnati	WCTS	Radio Cincinnati	101.9	Hubert Taft, Jr., Pres.
Cincinnati	WLWA	Crosley Bcstg. Corp.	101.1	James D. Shouse, Pres.
Cincinnati	WSAI-FM	Buckeye Bcstg. Co.	102.7	Marshall Field, Pres.
Cleveland	WEWS-FM	Scripps-Howard Radio, Inc.	102.1	Jack Howard, Pres.
Cleveland	WKK-FM	United Bcstg. Co.	100.7	Kenneth K. Hockathorn, Gen. Mgr.
Cleveland	WJW-FM	WJW, Inc.	104.1	William M. O'Neil, Pres.
Cleveland Heights	WSRS-FM	WSRS, Inc.	95.3	S. R. Sague, Pres.
Columbus	WCOL-FM	The Pixley's	92.3	L. A. Pixley, Partner
Columbus	WELD	Radio Ohio, Inc.	97.1	Richard S. Wolfe, Pres.
Columbus	WHKC-FM	United Bcstg. Co.	98.7	Sterling Groham, Pres.
Columbus	WVKO	Sky Way Bcstg. Corp.	94.7	Gustav Hirsch, Pres.
Dayton	WHIO-FM	Miami Valley Bcstg. Corp.	99.1	James M. Cox, Jr., Pres.
Elyria	WEOL-FM	Elyria-Lorain Bcstg. Co.	107.3	Roy W. Ammel, Pres.
Findlay	WFIN-FM	Findlay Radio Co.	100.5	Mrs. V. M. McDougle, Gen. Mgr.
Fostoria	WFOB	Seneca Radio Corp.	105.5	Forrel F. Elsea, Pres.
Fremont	WFRO	Robert F. Wolfe Co.	99.3	Robert F. Wolfe, Pres.
Hamilton	FMOH-FM	Fort Hamilton Bcstg. Co.	103.5	Robert J. Briede, Pres.
Lakewood	WLAL	United Garage & Svc. Corp.	104.9	G. E. Hamilton, Pres.
Lima	WJMA-FM	Northwestern Ohio Bcstg. Corp.	102.1	George B. Storer, Pres.
Lima	WLOK-FM	The Fort Industry Co.	103.3	Frank W. Spencer, Pres.
Newark	WCLT	Advocate Prtg. Co.	100.3	

Portsmouth
Springfield
Steubenville
Tiffin
Toledo
Wooster
Youngstown
Youngstown

WPAY-FM
WJEM
WSTV-FM
WTFM
WSPD-FM
WTRT
WWST-FM
WFMJ-FM
WKBN-FM

The Scioto Bcstg. Co. 104.1
Champion City Bcstg. Co. 103.9
The Valley Bcstg. Co. 103.5
Tiffin Bcstg. Co. 98.3
The Fort Industry Co. 101.5
Unity Corp. 99.9
Wooster Republican Prtg. Co. 104.5
WFMJ Bcstg. Co. 105.1
WKBN Bcstg. Corp. 98.9

Roy D. Moore, Pres.
D. J. Parsons, Pres.
Jack N. Berkman, Pres.
Jay R. David, Pres.
George P. Storer, Pres.
Edward Lamb, Pres.
R. E. Dix, Pres.
William F. Maag, Pres.
W. P. Williamson, Jr., Pres.

OKLAHOMA

Ardmore
Durant
Enid
Muskogee
Muskogee
Oklahoma City
Oklahoma City
Oklahoma City
Oklahoma City
Stillwater
Tulsa
Tulsa

KVSO-FM
KSEO-FM
KCRC-FM
KBIX-FM
KMUS-FM
KOCY-FM
KOMA-FM
KTOK-FM
WKY-FM
KSPIS-FM
KAKC-FM
KTUL-FM

John F. Easley 93.7
Bennett & R. R. Story 107.3
Enid Radiophone Co. 102.7
Okla. Press Pub. Co. 98.5
Muskogee Bcstg. Co. 101.5
Plaza Court Bcstg. Co. 94.7
KOMA, Inc. 105.9
KTOK, Inc. 104.3
WKY Radiophone Co. 98.9
Stillwater Pub. Co. 93.9
Public Radio Corp. 95.5
Tulsa Bcstg. Co. 97.1

John F. Easley, Pres.
Weldon Stamps, Gen. Mgr.
Mrs. M. C. Garber, Pres.
Tams Bixby, Jr., Pres.
Ben T. Childers, Pres.
John D. Thomas, Pres.
John Toole Griffin, Pres.
O. L. Taylor, Owner
E. K. Gaylord, Pres.
C. R. Bellatti, Pres.
Sam E. Avey, Pres.
John Toole Griffin, Pres.

OREGON

Albany
Eugene
Grants Pass
Portland
Portland
Portland
Portland
Portland
Portland

KWIL-FM
KUGN-FM
KGPO
KEX-FM
KGW-FM
KOIN-FM
KPFM
KPOJ-FM
KPRA

Central Willamette Bcstg. Co. 101.7
Valley Bcstg. Co. 99.1
Southern Ore. Bcstg. Co. 96.9
Westinghouse Radio Stations, Inc. 92.3
The Oregonian Pub. Co. 100.3
KOIN, Inc. 101.1
Bcstrs. Ore., Ltd. 97.1
KPOJ, Inc. 98.7
Pacific Radio Adv. Svc. 95.5

W. L. Jackson, Pres.
C. H. Fisher, Pres.
W. B. Smullin, E. A. Malone, G. M.
Walter Evans, Pres.
M. J. Frey, Pres.
Marshall Field, Pres.
Stanley M. Goard, Pres.
P. L. Jackson, Pres.
Wilbur J. Jerman, Pres.

PENNSYLVANIA

Allentown
Allentown
Allentown
Altoona
Altoona
Bethlehem
Bradford
Butler
Chambersburg
DuBois
Easton
Easton
Erie
Erie
Harrisburg
Harrisburg
Johnstown
Johnstown
Lancaster
Lancaster
Lebanon
Lebanon
Lewiston
McKeesport
Meadville
New Castle
Philadelphia
Philadelphia
Philadelphia
Philadelphia
Philadelphia
Pittsburgh
Pittsburgh
Pittsburgh
Pittsburgh
Pittsburgh
Pittsburgh
Pottsville
Pottsville
Shenandoah
Reading
Scranton
Scranton

WFMZ
WKAP-FM
WSAN-FM
WAPJ
WFBG-FM
WGPA-FM
WESB-FM
WISR-FM
WCHA-FM
WCED-FM
WEEX
WEST-FM
WERC-FM
WLEU-FM
WABX
WHP-FM
WARD-FM
WJAC-FM
WGAL-FM
WLAN-FM
WLAB
WLBR-FM
WLTN
WMCK-FM
WMSGW-FM
WKST-FM
WCAU-FM
WFIL-FM
WHAT-FM
WIBG-FM
WIP-FM
WPEN-FM
KYW-FM
KDKA-FM
KQV-FM
WCAE-FM
WJAS-FM
WKJF-FM
WMOT
WPAM-FM
WPPA-FM

Penn-Allen Bcstg. Co. 95.9
Rahall Bcstg. Co. 100.7
Lehigh Valley Bcstg. Co. 99.9
Altoona Bcstg. Co. 96.5
Gable Bcstg. Co. 103.7
The Bethlehem Globe Pub. Co. 95.1
Bradford Pub., Inc. 97.5
Butler Bcstg. Co. 97.7
Chambersburg Bcstg. Co., Inc. 95.9
Tri-County Bcstg. Co., Inc. 102.1
Easton Pub. Co. 98.3
Associated Bcstrs., Inc. 107.9
Presque Isle Bcstg. Co. 99.9
WLEU Bcstg. Corp. 97.9
WABX, Inc. 100.9
WHP, Inc. 97.3
Central Bcstg. Co., Inc. 105.3
WJAC, Inc. 95.5
WGAL, Inc. 101.3
Peoples Bcstg. Co. 96.9
Radio Lebanon FM & TV, Inc. 104.1
Lebanon Bcstg. Co. 100.1
Lewiston Bcstg. Co. 97.9
Mon-Yough Bcstg. Co. 104.9
Meadville Bcstg. Svc., Inc. 100.3
WKST, Inc. 101.1
WCAU, Inc. 98.1
Triangle Pub., Inc. 102.1
Independence Bcstg. Co. 105.3
Seaboard Radio Bcstg. Corp. 94.1
Penn. Bcstg. Co. 93.3
William Penn Bcstg. Co. 102.9
Westinghouse Radio Stations, Inc. 92.5
Westinghouse Radio Stations, Inc. 92.9
Allegheny Bcstg. Corp. 98.1
WCAE, Inc. 96.1
Pgh. Radio Supply House, Inc. 99.7
W. Va. Radio Corp. 93.7
WWSW, Inc. 94.5
Miners Bcstg. Svs. 95.5
Pottsville Bcstg. Co. 101.9

Raymond F. Kohn, Pres.
N. J. Rahall, Pres.
J. Calvin Shumberger, Pres.
Herbert T. Wolf, Pres.
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J. L. Stackhouse, Pres.
Clair R. McCollough, Sta. Exec.
Jacob A. Young, Pres.
Leo J. Omelian, Pres.
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E. J. Stackpole, Pres.
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W. W. Krebs, Pres.
Clair R. McCollough, Pres.
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S. W. Townsend, Pres.
Leon Levy, Pres.
Walter H. Annenberg, Pres.
William A. Banks, Pres.
Paul F. Harron, Pres.
Benedict Gimbel, Jr., Pres.
Albert J. Syk, Pres.
Walter Evans, Pres.
Walter Evans, Pres.
Charles T. Campbell, Pres.
Leonard Kapner, Pres.
H. K. Brennen, Pres.
O. M. Schloss, Pres.
J. J. Curran, J. L. Maguire, Ex. Pts.
A. V. Tidmore, Owner

Hawley Bcstg. Co. 92.9
Union Bcstg. Co. 105.7
The Scranton Times. 92.3

Hawley Quier, Pres.
Martin F. Memolo, Pres.
Edward J. Lynett, Jr., Elizabeth R.
Lynett, Owners
John Fahline, Jr., Pres.
Harry M. Haddon, Pres.
Joseph C. Burwell, Pres.
Allan C. Spurgeon, Mgr.

Sharon
Sunbury
Uniontown
Uniontown

WPIC-FM
WKOK-FM
WMBS-FM
WN1Q

Sharon Herald Bcstg. Co. 102.9
Sunbury Bcstg. Corp. 94.1
Fayette Bcstg. Corp. 105.7
Uniontown Newspapers, Inc. 106.5

FM Stations in Operation

Warren	WNAE-FM	Northern Allegheny Bcstg. Co.	92.1	David Potter, Jr., Pres.
Wilkes-Barre	WBRE-FM	Louis G. Baltimore.	98.5	Louis G. Baltimore, Owner
Wilkes-Barre	WLB-FM	Wyoming Valley Bcstg. Co.	107.3	Dr. I. C. Morgan, Pres.
Wilkes-Barre	WIZZ	Scranton-Wilkes-Barre-Pittston Bcstg. Co., Inc.	103.3	Richard G. Evans, Pres.
Williamsport	WRAC-FM	WRAC, Inc.	100.3	E. M. Case, Pres.
York	WNOW-FM	Helin Coal Co.	105.7	Lowell W. Williams, Gen. Mgr.
York	WRZE	White Rose Bcstg. Co.	98.5	Charles M. Gitt, Pres.
York	WSBA-FM	The Susquehanna Bcstg. Co.	103.3	Louis J. Appell, Pres.

RHODE ISLAND

Providence	WJAR-FM	The Outlet Co.	95.5	Mortimer L. Burbank, Pres.
Providence	WLIV-FM	Colonial Bcstg. Co.	107.7	Augustus M. Wilson, Pres.
Providence	WPJB	Providence Journal Co.	105.1	George Pierce Metcalf, Pres.
Providence	WPRO-FM	Cherry & Webb Bcstg. Co.	92.3	William S. Cherry, Jr., Pres.

SOUTH CAROLINA

Anderson	WCAC	Wilton E. Hall.	101.1	Wilton E. Hall, Owner
Charleston	WCSC-FM	WCSC, Inc.	96.9	John M. Rivers, Pres.
Charleston	WTMA-FM	Atlantic Coast Bcstg. Co.	95.1	Edward Manigault, Pres.
Columbia	WIS-FM	Surety Life Insur. Co.	94.5	Herman N. Hipp, Pres.
Greenville	WESC-FM	Greenville Bcstg. Co.	92.5	Scott Russell, Pres.
Greenville	WFBC-FM	News-Piedmont Co.	93.7	Roger C. Peoce, Pres.
Greenville	WMCB-FM	Textile Bcstg. Co.	94.9	R. A. Jolley, Sr., Pres.
Greenwood	WCRC-FM	Greco, Inc.	95.7	Douglas Featherstone, Pres.
Rock Hill	WRHI-FM	York County Bcstg. Co.	97.5	James S. Beaty, Jr., Gen. Mgr.
Spartanburg	WDXY	Spartan Radiocasting Co.	100.5	Walter J. Brown, Pres.
Spartanburg	WSPA-FM	Spartanburg Adv. Co.	98.9	Francois Hipp, Pres.

TENNESSEE

Bristol	WOPI-FM	Radiophone Bcstg. Sta. WOPI, Inc.	96.9	W. A. Wilson, Sr., Pres.
Chattanooga	WAPO-FM	WAPO Bcstg. Svc.	94.7	R. G. Patterson, Gen. Mgr.
Chattanooga	WDDO-FM	WDDO Bcstg. Corp.	96.5	Narman A. Thomas, Pres.
Chattanooga	WYUN	Unity Bcstg. Corp. of Tenn.	98.1	John S. Martin, Pres.
Clarksville	WCLC-FM	Leaf Chronicle Co.	106.7	James E. Charlet, Gen. Mgr.
Jackson	WTJS-FM	Sun Pub. Co.	100.7	A. A. Stone, Vice-Pres.
Johnston City	WJHL-FM	WJHL, Inc.	100.7	W. H. Lancaster, Pres.
Kingsport	WKPT-FM	Kingsport Bcstg. Co., Inc.	98.5	C. P. Edwards, Jr., Pres.
Knoxville	WKPB	Knoxville Pub. Co.	93.3	Roy N. Lotspeich, Pres.
Knoxville	WROL-FM	S. E. Adcock.	97.3	S. E. Adcock, Pres.
Memphis	WHHM-FM	Mid-South Bcstg. Corp.	106.9	P. E. Furlow, Pres.
Memphis	WMCF	Memphis Pub. Co.	99.7	H. W. Slavick, Gen. Mgr.
Nashville	WSIX-FM	WSIX Bcstg. Station.	97.5	Jack M. Draughon, Gen. Mgr.
Nashville	WSM-FM	WSM, Inc.	103.3	John H. DeWitt, Jr., Pres.

TEXAS

Abilene	KRBC-FM	Reporter CBcstg. Co.	96.9	Mrs. Eva M. Hanks, Pres.
Amarillo	KGNC-FM	Plains Radio Bcstg. Co.	104.3	Gene A. Howe, Pres.
Amarillo	KFDA-FM	Amarillo Bcstg. Corp.	100.3	Gilmore N. Nunn, Pres.
Beaumont	KRIC-FM	KRIC, Inc.	99.5	E. C. Davis, Vice-Pres.
Belton	KMHB	Mary Hardin-Baylor Coll.	97.1	
Dallas	KIXL-FM	Variety Bcstg. Co., Inc.	104.5	Lee Segall, Pres.
Dallas	XRLD-FM	KRLD Radio Corp.	92.5	John W. Runyon, Pres.
Dallas	WFAA-FM	A. H. Belo Corp.	97.9	E. M. Dealey, Pres.
Dallas	KDNT-FM	Harwell V. Shepard.	106.1	Harwell V. Shepard, Gen. Mgr.
Denton	KURV-FM	J. C. Looney.	104.9	J. C. Looney, Owner
Edinburg	WBAP-FM	Carter Publications, Inc.	100.5	Amon Carter, Pres.
Fort Worth	KLUF-FM	The KLUG Bcstg. Co., Inc.	98.7	George Roy Clough, Pres.
Golveston	KGBS-FM	Harbenito Bcstg. Co.	94.7	McHenry Tichenor, Pres.
Harlingen	KOPY	Tex. Star Bcstg. Co.	97.9	Ray Hofheinz, Pres.
Houston	KPRC-FM	Houston Post Co.	102.9	W. P. Hobby, Pres.
Houston	KTRH-FM	KTRH Bcstg. Co.	101.1	B. R. Orr, Pres.
Houston	KXYZ-FM	Harris County Bcstg. Co.	96.5	Glenn H. McCarthy, Pres.
Houston	KLTI-FM	R. G. LeTourneau.	105.9	R. G. LeTourneau, Pres.
Longview	KRBA-FM	Darrell E. Yates.	95.5	Dorrell E. Yates, Pres.
Lufkin	KFYO-FM	Plains Radio Bcstg. Co.	99.5	Gene A. Howe, Pres.
Lubbock	KECK-FM	Ector County Bcstg. Co.	97.5	Ben Nedow, Pres.
Odessa	KGKL-FM	KGKL, Inc.	94.5	H. C. Ragsdale, Pres.
San Angelo	KJSS	The Walmoc Co.	99.5	Howard W. Davis, Owner
San Antonio	KONO-FM	Mission Bcstg. Co.	92.9	Eugene J. Roth, Owner
San Antonio	KYFM	Express Pub. Co.	101.5	Frank G. Huntress, Pres.
San Antonio	WQAI-FM	Southland Industries, Inc.	102.5	Hugh A. L. Half, Pres.
Temple	KTEM-FM	Bell Bcstg. Co., Inc.	107.5	Frank W. Mayborn, Pres.
Texarkana	KCMC-FM	KCMC, Inc.	98.1	Frank O. Myers, Gen. Mgr.
Tyler	KGKB-FM	East Tex. Bcstg. Co.	101.5	James G. Ulmer, Pres.
Vernon	KVWC-FM	Northwestern Bcstg. Co.	98.7	R. H. Nichols, Pres.
Wichita Falls	KTRN-FM	Texoma Bcstg. Co.	97.3	James B. Barnett, Pres.
Wichita Falls	KWFT-FM	KWFT, Inc.	99.9	Kenyon Brown, Pres.

UTAH

Ogden
Salt Lake City
Salt Lake City

KOPP-FM
KDYL-FM
KSL-FM

James B. Littlejohn..... 103.9
Intermountain Bcstg. & TV Corp. 98.7
Radio Svc. Corp. of Utah..... 103.3

James B. Littlejohn, Owner
S. S. Fox, Pres.
Ivor Sharp, Gen. Mgr.

VIRGINIA

Arlington
Danville
Harrisonburg
Lynchburg
Newport News
Norfolk
Norfolk
Norfolk
Portsmouth
Richmond
Richmond
Richmond
Richmond
Roanoke
Roanoke
Roanoke
Roanoke
Suffolk
Winchester

WARL-FM
WBTM-FM
WSVA-FM
WLVA-FM
WGH-FM
WLOW-FM
WRVC
WTAR-FM
WSAP-FM
WCOD
WLEE-FM
WRMW
WRNL-FM
WRVB
WDBJ-FM
WROV-FM
WLSL-FM
WROV-FM
WLPM-FM
WRFL

Northern Va. Bcstrs., Inc..... 105.5
Piedmont Bcstg. Corp..... 97.9
Shenandoah Valley Bcstg. Corp. 100.7
Lynchburg Bcstg. Corp..... 97.5
Hampton Roads Bcstg. Corp..... 96.5
Commonwealth Bcstg. Corp..... 105.3
Larus & Bros. Co., Inc..... 102.5
WTAR Radio Corp..... 97.3
Porthmouth Radio Corp..... 99.7
Haven & Martin, Inc..... 98.1
Lee Bcstg. Corp..... 102.9
Southern Bcstrs., Inc..... 106.9
Richmond Radio Corp..... 102.1
Larus & Bros. Co., Inc..... 94.5
Times World Corp..... 94.9
Radio Roanoke, Inc..... 103.7
Roanoke Bcstg. Corp..... 99.1
Radio Roanoke, Inc..... 103.7
Suffolk Bcstg. Corp..... 107.7
Richard Field Lewis, Jr..... 92.5

R. Kilbourne Castell, Pres.
L. N. Dibrell, Pres.
Frederick L. Allman, Pres.
Edward A. Allen, Pres.
Raymond B. Bottom, Pres.
E. L. Scott, Pres.
C. T. Lucy, Gen. Mgr.
Campbell Arnoux, Pres.
T. E. Gilman, Pres.
Wilbur M. Havens, Pres.
Thomas G. Tinsley, Jr., Pres.
Richard R. Hutcheson, Pres.
D. Tennant Bryan, Pres.
C. T. Lucy, Gen. Mgr.
J. P. Fishburn, Pres.
Leo F. Haneby, Pres.
Paul C. Buford, Pres.
Leo F. Henebry, Pres.
Fred L. Hart, Pres.
Richard Field Lewis, Jr., Pres.

WASHINGTON

Longview
Seattle
Seattle
Seattle
Seattle
Tacoma

KWLK-FM
KING-FM
KIRO-FM
KOMO-FM
KRSC-FM
KTNT

Twin City Bcstg. Corp..... 103.9
King Bcstg. Co..... 94.9
Queen City Bcstg. Co..... 100.7
Fishers' Blend Station, Inc..... 98.9
Radio Sales Corp..... 98.1
Tribune Pub. Co..... 97.3

C. O. Chatterton, Pres.
Mrs. A. Scott Bullitt, Pres.
Saul Haass, Pres.
O. W. Fisher, Pres.
Palmer K. Leberman, Pres.
Leonard H. Higgins, Mgr.

WEST VIRGINIA

Beckley
Beckley
Bluefield
Clarksburg
Huntington
Huntington
Logan
Morgantown
Oak Hill
Parkersburg
Wheeling
Wheeling

WCFC
WJLS-FM
WHIS-FM
WPDJ-FM
WPLH-FM
WHTN-FM
WLOG-FM
WAJR-FM
WOAY-FM
WPARK-FM
WKWK-FM
WVVA-FM

Beckley Newspapers Corp..... 101.3
Joe L. Smith, Jr..... 99.5
Daily Telegraph Prtg. Co..... 104.5
Clarksburg Bcstg. Corp..... 95.1
Huntington Bcstg. Corp..... 102.5
Greater Huntington Radio Corp. 100.5
Clarens H. Frey, Robert O. Greever
W. Va. Radio Corp..... 99.3
Robert R. Thomas, Jr..... 94.1
Ohio Valley Bcstg. Corp..... 106.5
Community Bcstg., Co..... 97.3
W. Va. Bcstg. Corp..... 98.7

E. J. Hodel, Gen. Mgr.
Joe L. Smith, Jr., Pres.
Pat Flanagan, Gen. Mgr.
O. L. Billingsley, Pres.
Flem J. Evans, Pres.
A. B. Hyman, Pres.
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George H. Clinton, Vice-Pres.
Joe L. Smith, Jr., Pres.
George B. Storer, Pres.

WISCONSIN

Beloit

WBNB-FM

Daily News Pub. Co..... 107.3

Eau Claire
Green Bay
Green Bay
Janesville
La Crosse
Madison
Madison
Madison
Marshfield
Merrill
Milwaukee
Milwaukee
Milwaukee
Neenah
Oshkosh
Poynette
Racine
Rice Lake
Sheboygan
Waukesha
Wausau
Wisconsin Rapids

WEAU-FM
WJPG-FM
WTAQ-FM
WCLO-FM
WKBB-FM
WFOV
WIBA-FM
WISC-FM
WDLB-FM
WLIN-FM
WEMP-FM
WISN-FM
WMTJ-FM
WNAM-FM
WOSH-FM
WWCF
WRJN-FM
WJMC-FM
WHBL-FM
WAUX-FM
WSAU-FM
WFHR-FM

Central Bcstg. Co..... 94.1
Green Bay Newspaper Co..... 101.1
WHBY, Inc..... 102.5
Gazette Prtg. Co..... 99.9
WKBB, Inc..... 93.1
Earl W. Fessler..... 104.9
Badger Bcstg. Co..... 101.5
Radio Wisc., Inc..... 98.9
Dairyland's Bcstg. Svc., Inc..... 103.9
Alvin E. O'Konski..... 100.7
Milwaukee Bcstg. Co..... 94.1
Hearst Radio, Inc..... 102.9
The Journal Co..... 93.3
Neenah Menasha Bcstg. Co..... 98.5
Oshkosh Bcstg. Co..... 92.9
William C. Forrest..... 94.9
Racine Bcstg. Corp..... 100.7
WJMC, Inc..... 96.3
WHBL, Inc..... 100.3
Waukesha Bcstg. Co..... 95.3
The Journal Co..... 95.5
William F. Huffman Radio, Inc. 103.3

R. F. Collins, C. F. Karnstaedt,
M. H. Dobson, Owners
Morgan Murphy, Pres.
A. B. Turnbull, Pres.
Reev. M. J. Beemster, Mng. Dir.
Sidney H. Bliss, Pres.
Howard Dahl, Gen. Mgr.

William T. Evjue, Pres.
Morgan Murphy, Pres.
Lloyd A. Felker, Pres.
Alvin E. O'Konski, Pres.
Robert M. LaFollette, Jr., Pres.
G. W. Grignon, Gen. Mgr.
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Don C. Wirth, Vice-Pres.
Myles H. Johns, Owner
William C. Forrest, Pres.
Frank R. Starbuck, Pres.
Walter C. Bridges, Pres.
Matt Werner, Pres.
Carl Taylor, Pres.
Ben F. Hovel, Mgr.
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Frank A. Gunther

Lee McCanne
Edward A. Wheeler

Robert F. Wolfe

Terms Expiring in 1950

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E. Z. Jones

Ben Strouse
David G. Taft

William E. Ware

Terms Expiring in 1949

Marion Claire
Everett L. Dillard

C. M. Jansky, Jr.
Thomas F. McNulty

M. S. (Maury) Novik

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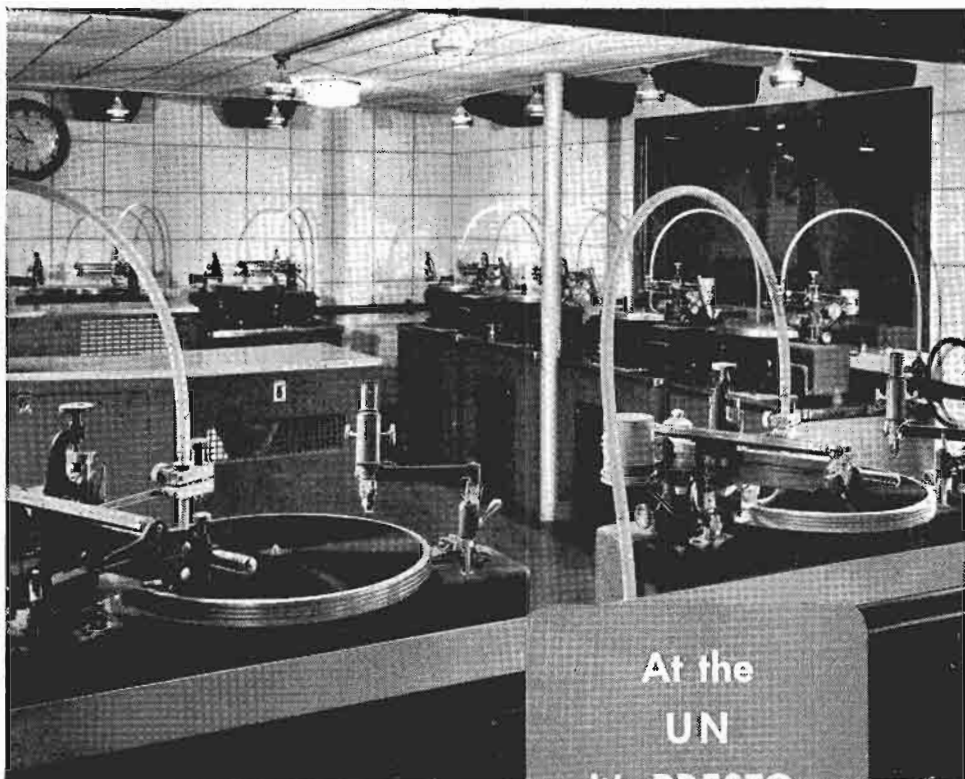
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Everett L. Dillard
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Ten Presto 8-D recorders in the United Nations' recording studio at Lake Success, Long Island, N.Y.

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it's PRESTO,
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*How to Apply for a FCC License
AM-FM-TV*

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Consulting Engineers

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*Chief Engineers of Stations
In the United States*

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Radio-TV Equipment Manufacturers

Radio Annual—1949

HOW TO APPLY FOR A FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Broadcast Services," and "Standards of Good Engineering Practice."

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applications subject to their filing, within 90 days, engineering details concerning their proposed operations, after which construction permits are issued. Television and FM stations are permitted

• • • **How To Apply For a FCC License** • • •

interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

Hearings

However, where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements,

the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved *may* file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

RECEIVER MARKET TRENDS

By J. B. Forman & C. P. Redick, Gen. Prod. Div., U. S. Department of Commerce

THE changes that have occurred in the radio industry following the introduction of television and the commercial production of FM receivers have caused much conjecture about future trends. General interest in these changes has been emphasized by recent widely advertised radio clearance sales, together with price reductions in seven and ten inch television receivers by certain manufacturers. An analysis of production, sales, and other factors discloses little decline in the dollar volume of the radio and television receiver manufacturing industry during 1948 and indicates the maintenance of an excellent volume of business during 1949. This maintenance of dollar volume is due principally to the continued rapid expansion in television production and sales.

The absence of serious reconversion problems at the end of the war permitted the radio industry to swing into rapid production of home type receivers. Consequently, in response to pent-up demand for additional receivers and replacement of overage ones, production and sales in 1946 reached record highs. New records in both production and sales were again made in 1947 in meeting the continued high demand from consumers and for dealers' inventory replenishment.

At the end of the war, in the fall of 1945, the estimated backlog demand for radios was 20 million receivers—a record high. This backlog was reduced by an estimated 7 million receiving sets during 1946 and was further reduced to a few million receiving sets by the end of 1947. The rapid reduction in backlog demand, together with the replenishment of inventories, brought supply in balance with demand in 1948. This situation was reflected in the ability of consumers to purchase desired models without difficulty. Although 1948 radio sales were substantially below the high of 18,321,000 sets sold in 1947, they were still the second largest in the history of the industry.

Although the industry in the prewar years, through mass production and technological economies, had followed the usual course of other industries in reduced unit prices and in resultant increased unit sales, there was a sharp rise in the average unit price after the war. This reversal in price trend was due in large part to increased labor and material costs and to

the sales growth of the higher priced FM receiver.

The most spectacular postwar development in the radio industry has been the growth of television. Before the war a total of less than 5,000 home television receivers had been produced commercially. In 1946, only 6,400 sets were produced. As the bottleneck in cathode ray tube production was broken and mass production techniques developed, production was stepped up to 178,600 units in 1947 and to approximately 975,000 in 1948. Trade sources state that the 1949 objective of the industry is the production of 2,000,000 TV receivers. Adequate quantities of cathode ray tubes and tin may prove a limiting factor. Whether or not this objective is attained, it appears certain that production will be substantially greater in 1949 than in 1948.

The composition of the manufacturing portion of this industry has changed considerably since the end of the war. With resumption of civilian radio receiver production new companies entered the field. A total of 58 companies were manufacturing home and auto radios in 1941. By the middle of 1946 there were 132 companies (including many established companies in other or allied fields which entered into civilian radio production). By the fall of 1948, with the war accumulated backlog of demand satisfied and the resulting increased competition for new business, the number had declined to 107.

A further decline in radio production and sales in 1949 and an offsetting continued increase in the production and sales of television receivers may be expected. With radio receiver pipelines filled, sales of high priced receivers (consoles) retarded, at least temporarily, by the record player confusion, and reduced radio sales in one geographic area after another as television becomes available, it would appear that the sale of a maximum of 10,000,000 radio units is all that may be expected in 1949. On the other hand, continuation of the 1948 sales trend in television receivers with resultant total sales in excess of \$500,000,000 may safely be assumed. With consumer acceptance of television now a fact, the aggregate retail sales of radio and TV receivers in 1949 may be expected to approach the \$1,200,000,000 achieved in 1948.

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Phone: Blackhawk 22

Chief Asst. Engr., Valerius E. Herzfeld; Asst. Engrs., Robert J. Ziehlke, Harold A. Timmerman; Draftsman, Raymond Weideman; Secretaries, Leova Reif, Ursula Cragg.

(See Ad Wisconsin Station Section)

RAYMOND M. WILMOTTE and Paul A. de Mars Associate

1469 Church St., N.W., Washington 5, D. C.
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 Rinn, E. R. WINN, Louisville
 Roach, Wallis. WFKY, Frankfort
 Sims, C. G. WKYB, Paducah
 Summerford D. C. WKLO, Louisville
 Townner, Orring W. WKLS, Louisville
 Warner, Otho. WLEX, Lexington
 Washington, Richard. WZIP, Covington
 Weaver, Clarence. WCMJ, Ashland
 Wilson, Leo Y. WHOP, Hopkinsville
 Yount, Bill. WKLX, Lexington

Louisiana

Anderson, Gordon KROF, Abbeville
 Antony, W. E. KWKH, Shreveport
 Baily, Clovis L. KSGI, Crowley
 Blacketer Jack KWSL, Lake Charles
 Bloom, J. D., Jr. WWL, New Orleans
 Bourgeois, Albert WNOE, New Orleans
 Carlson, L. J. KENT, Shreveport
 Case, E. E. WCLA, Baton Rouge
 Craft, A. B. KPCL, Lake Charles
 Crew, Carroll G. KWJC, Natchitoches
 Dudley, Vernon E. WJBO, Baton Rouge
 Eckhardt, S. E. KTRY, Bastrop
 Goulden, Carl. KRMD, Shreveport
 Hebert, Freddie. KSLQ, Opelousas
 Hook, C. T. KVOL, Lafayette
 Jones, Donald L. KCIL, Houma
 McDonald E. W. KSYL, Alexandria
 Maddox, C. H. KTBS, Shreveport
 Mayord, George A. WJMR, New Orleans
 Mondy, Harrison. WJWE, New Orleans
 Morgan, O. L. KMLB, Monroe
 Peebles, Glenn. KGOV, Alexandria
 Priehard, Errett. KANE, New Iberia
 Ratliff, Jack KNOE, Monroe
 Riddle, Lindsay. WDSU, New Orleans
 Sexton, Jesse R. KALB, Alexandria
 Shean Henry. KRUS, Ruston
 Van Valkenburg, Edward. WLCS, Baton Rouge
 Vargo, Andrew. KLOU, Lake Charles
 Whitney, Charles. WJBW, New Orleans

Maine

Crandon, Fred G. WCSH, Portland
 Dickson, Walter. WABI, Bangor
 Dinsmore, Harold T. WRDO, Augusta
 Hall, Leslie R. WLAM, Lewiston
 Hession, Gerlad G. WMTW, Portland
 Hodgkins, Robert W. WGAN, Portland
 Hughes Lester E. WAGM, Presque Isle
 MacGown, Lauris P. WGUY, Bangor
 Mason, Donald. WCOU, Lewiston
 Parker, Robert H. WFAU, Augusta
 Perry, Roger L. WFOR, Portland
 Sutherland, Donald H. WTVL, Waterville
 Velardi, Stephen. WJOR, Bangor
 Wibby, John. WLBZ, Bangor

Maryland

Brewer, Harold G. WARK, Hagerstown
 Burns, Howard M., Jr. WUCM, Cumberland
 Chacous, Nicholas J. WGAY, Silver Springs
 Duff, James S. WITB, Ba timore
 Fisher, Frederick W. WCMD, Cambridge
 Gilbert, James. WOOK, Silver Springs
 Harris, Bruce W. WANN, Annapolis
 Horston, G. Porter. WCBM, Baltimore
 Jones, Martin L. WCAO, Baltimore
 Kuntz, William O. WASA, Havre de Grace
 Leck, Stanley, Jr. WASL, Annapolis
 McIntire, George. WJEF, Hagerstown
 Morgan, Russel H. WBMD, Baltimore
 Ranft, William Q. WFRB, Baltimore
 Robertson, James W. WFMD, Frederick
 See, Harold. WBAL, Baltimore
 Selleck, William. WTBO, Cumberland
 Story, Vernon. WECC, Bethesda-Chevy Chase
 Ward, Jack W. WBOC, Salesbury
 Wolfe, Ben. WSID, Baltimore

Massachusetts

Baldwin, Philip K. WHDH, Boston

Chief Engineers

Bartol, Frank.....WKOX, Framingham
 Bonney, J. C.....WCRB, Waltham
 Browning, E. A.....WTAQ, Worcester
 Crandell, Ervin.....WYOM, Boston
 Dailey, William B.....WMNB, North Adams
 Davis, Harold.....WCOC, Lawrence
 Dorschug, Harold A.....WEEL, Boston
 Duffy, John.....WJDA, Quincy
 Emery, Stanley.....WNBH, New Bedford
 Emery, Stanley S.....WOCB, West Yarmouth
 Grahm, Joseph.....WAAB, Worcester
 Hale, Roland C.....WCOP, Boston
 Hauser, W. H.....WBZ, Boston-Springfield
 Hinckley, George A.....WLAW, Lawrence
 Hurd, Paul A.....WHAV, Haverhill
 Joslin, Fred.....WRMS, Ware
 Kallin, Ted.....WEIM, Fitchburg
 Lavendall, Leonard.....WBKR, Pittsfield
 MacAdam, Mark L.....WBKA, Brockton
 Memishian, John.....WMEX, Boston
 Michaels, A. G.....WLLH, Lowell, Lawrence
 Michnovetz, John.....WMA5, Springfield
 Paley, Jack.....WHYN, Holyoke
 Parker, John W.....WQRL, Boston
 Parker, John.....WLYN, Lynn
 Pavao, John.....WSAR, Fall River
 Randel, Harold.....WBZA, Boston-Springfield
 Rattigan, Herbert.....WBMS, Boston
 Reilly, Lawrence A.....WSPR, Springfield
 Robinson, Irving B.....WNAC, Boston
 Robinson, Ralph J.....WACE, Chicopee
 Smith, Charles H.....WKOB, North Adams
 Spales, James L.....WBEC, Pittsfield
 Vincent, Parker.....WHOB, Gardner
 Wheeler, Leland F.....WHAI, Greenfield
 Wilson, Vernon P.....WNEB, Worcester

Michigan

Allen, James W.....WHRV, Ann Arbor
 Berry, Robert W.....WMIQ, Iron Mountain
 Blumerich, Homer.....WMRP, Flint
 Bristol, S.....WOAP, Owosso
 Burgan, George L.....WHDF, Houghton
 Carpenter, Ralph H.....WBCM, Bay City
 Carter, W. C.....CKLW, Detroit-Windsor
 Clark, Edward H.....WJLB, Detroit
 Conant, Leslie.....WHLS, Port Huron
 Dahlbacka, Arne.....WJMS, Ironwood
 Dewey, Charles W. Jr.....WBECK, Battle Creek
 Fallain, Frank D.....WPDF, Flint
 Forsyth, Ed.....WWOK, Flint
 Foster, Jack W.....WDBC, Escanaba
 Frincke, Paul.....WDBK, Detroit
 Griner, Gail D.....WABJ, Adrian
 Groenevelt, Richard.....WGRD, Grand Rapids
 Hull, Clyde J.....WKLA, Lunington
 Jones, Darrell.....WTAC, Flint
 Kaari, Eugene.....WIKB, Iron Mountain
 Kiker, William.....WATZ, Alpena
 Koerner, Meredith.....WSAM, Saginaw
 Kotcher, Charles.....WXYZ, Detroit
 Krivitsky, George.....WMUS, Muskegon
 Lee, Carl E.....WJEF, Grand Rapids
 Lee, Carl E.....WKZO, Kalamazoo
 Leydorf, G. F.....WJR, Detroit
 Love, E. J.....WWJ, Detroit
 Maloney, Bernard R.....WJPD, Ishpeming
 Martin, Jerrold.....WKMH, Dearborn
 Morris, William F.....WSOO, Sault St. Marie
 Pendleton, Kenneth.....WKBZ, Muskegon
 Pomeroy, John C.....WLS, Lansing
 Robinson, Munson U.....WBHF, Benton Harbor
 Russell, Fred.....WOOD, Grand Rapids
 Ryan, G. Elwood.....WBBC, Flint, Mich.
 Sparks, Garnet Q.....WEXL, Royal Oak
 Stearns, George D.....WPAO, Ann Arbor
 Stephens, Carl E.....WGFQ, Kalamazoo
 Stevens, Lee.....WLA V, Grand Rapids
 Stone, Earl J.....WELL, Battle Creek
 Stoner, Marion.....WTH, Port Huron
 Thomas, Mae.....WKNX, Saginaw
 Tunmer, John D.....WFUR, Grand Rapids
 Westrate, Millard C.....WHTC, Holland
 Wirtanen, Charles.....WIBM, Jackson

Minnesota

Allen, Harold E.....KDGE, Fergus Falls
 Beloungy, J. J.....WCCO, Minneapolis
 Bothman, A. J.....KTRF, Thief River Falls
 Cross, Bob.....KRCC, Rochester
 Dettman, Robert A.....KDAL, Duluth
 Fessemeyer, Ross A.....KBZY, Grand Rapids
 Fritze, Warren.....WMIN, St. Paul
 Gauder, Darle F.....WXLT, Ely
 Geiken, Don.....KVOX, Moorhead
 Gill, Norman.....WEBC, Duluth
 Gill, Norman.....WHLB, Virginia; WMFG, Hibbing
 Houts, James.....KYSM, Mankato
 Hyde, John E.....KDHL, Fairbault
 Jacobs, Merrill.....KBUN, Bemidji
 Johnson, Stanley.....KWNO, Winona
 Kiewel, William.....KROX, Crookston
 Klein, Glen.....KAUS, Austin
 Knapp, Clinton W.....KOWA, Worthington
 Laskey, Melvin J.....WEVE, Eveleth
 Linder, Larry.....KATE, Albert Lea
 Linder, Willard.....KWLM, Willmar
 Lounsberry, William.....WRFX, Duluth
 McMahon, John.....KTSP, Minneapolis-St. Paul
 Sherman, John.....WTCN, Minneapolis-St. Paul
 Vanderslus, Arthur.....KLIZ, Brainerd
 Willard, Linder.....KMHL, Marshall
 Winkler, Charles W.....WDGY, Minneapolis
 Witschen, Robert.....KPFM, St. Cloud

Mississippi

Benson, G. G.....WRBC, Jackson
 Betmarik, Al.....WMOX, Meridian
 Brady, Phillip.....WAPF, McComb
 Breland, Ed.....WAML, Laurel
 Drake, C. E.....WQBC, Vicksburg
 Essary, William M.....WCMA, Corinth
 Flinspach, D. A.....WAZF, Yazoo City
 Frantz, F. H.....WHOC, Philadelphia
 Green, LeRoy.....WELO, Tupelo
 King, John E.....WROB, West Point
 Kuhn, Percy L.....WJPR, Greenville
 Lewis, W. A.....WVJM, Vicksburg
 McFerrin, Thomas.....WCBT, Columbus
 McLemore, B. B.....WFOR, Hattiesburg
 Majure, Thomas B.....WLOX, Biloxi
 Murphy, Donovan.....WGCN, Gulfport
 Perkins, C. A.....WLSI, Jackson
 Pierce, Ed.....WLAU, Laurel
 Pierce, Lotus.....WGRM, Greenwood
 Ray, George C.....WKOZ, Kosciusko
 Root, Percy G.....WJDX, Jackson
 Sanders, Robert Louis.....WSKB, McComb
 Saxon, Joe H.....WTOK, Meridian
 Tolar, Ray.....WCJU, Columbia
 Wilson, R.....WROX, Clarksdale

Missouri

Barker, Kermit.....KREI, Farmington
 Bauer, Fritz.....KWTC, Springfield
 Brauhm, Leon.....KIXE, Kirksville
 Conner, Robert.....KBOA, Kennett
 Curry, William F.....KTTS, Springfield
 Flahertz, J. A.....WDAF, Kansas City
 Fleet, John H.....KSTL, St. Louis
 Goldenberg, Henry.....WHE, Kansas City
 Goodberlet, Edward.....WIL, St. Louis
 Hackman, Leroy S.....KWOS, Jefferson City
 Haigh, Robert.....KFRU, Columbia
 Harrison, Austin A.....KSWM, Joplin
 Harvey, Harry.....KMOX, St. Louis
 Hendry, E. L.....KLWT, Lebanon
 Hirsch, Ralph.....KSM, Sikeston
 Koch, Wesley, J.....KFQE, St. Joseph
 Langford, Jack.....KDMO, Carthage
 Lidenton, Don L.....KWOC, Popular Bluff
 Meador, Ralph.....KFSB, Joplin
 Meek, Dick.....WMBH, Joplin
 Mitchum, Martin M.....KTTB, Rolla
 Moler, Ray.....KMBC, Kansas City
 Moler, Ray.....KFRM, Kansas City
 Parrish, Ben.....KHMO, Hannibal
 Rekarl, Arthur F.....KKOX, St. Louis

Rose, Murel L. KSGM, Ste. Genevieve
 Ryan, Eldon. KIMO, Independence
 Troeglen, Karl. KCMO, Kansas City
 Volk, Joseph A. WEW, St. Louis
 Weisman, Charles. KRES, St. Joseph
 White, E. Dennis. KGBX, Springfield
 Zehr, N. J. KWK, St. Louis

Montana

Anderegg, Don. KBOW, Butte
 Bauer, George H. KOJM, Havre
 Bunker, Eugene. KMON, Great Falls
 Farrance, Kenneth. KANA, Anaconda
 Fulchino, Sal. KAVR, Havre
 Halvorson, O. H. KGCX, Sidney
 Hildebrand, Theodore. KBY, Billings
 Kukkola, E. R. KXLK, Great Falls
 Myhre, Wilbur L. KFBB, Great Falls
 Parker, W. R. KXLO, Lewiston
 Patterson, William H. KGEZ, Kalispell
 Penwell, Norm. KPRK, Livingston
 Provis, Jack. KXLQ, Bozeman
 Provis, W. J. KXLF, Butte
 Scofield, Charles. KRJF, Miles City
 Skidmore, Jim. KOPR, Butte
 Smith, F. W. E. KXLL, Missoula
 Velo, Richard. KIYI, Shelby

Nebraska

Allison, Duane B. KHAS, Hastings
 Blakesley, Jay. KODY, North Platte
 Hardy, Harold. KJSK, Columbus
 Hutton, William. KFNE, Lincoln
 Korinek, M. J. KOLN, Lincoln
 Kotera, William J. WOW, Omaha
 Larson, Norval. KMMJ, Grand Island
 Leonard, Paul. KBRL, McCook
 Lewis, Jack. KGFV, Kearney
 Morrison, Harland. KOLT, Scottsbluff
 Proctor, Les. KNEB, Scottsbluff
 Wiedenbach, Frank. WJAG, Norfolk
 Winkler, Charles W. KOIL, Omaha
 Winkler, Charles W. KPOR, Lincoln
 Zeigler, Percy. KBON, Omaha
 Ziegler, Percy. KORN, Fremont

Nevada

Comer, Wilbur C. KWRN, Reno
 Craig, Wesley. KOH, Reno
 Harford, James W. KENO, Las Vegas
 Peterson, Merle. KOLO, Reno
 Van Welch, Evard. KELK, Elko
 Wittengerg, R. K. KATO, Reno
 Young, Fred. KRAM, Las Vegas

New Hampshire

Avery, Walter. WLNH, Laconia
 Batchelder, Ernest F. Jr. WKNE, Keene
 Bingham, Robert C. WOTW, Nashua
 Chandler, Vincent. WMUR, Manchester
 Davis, George. WKXL, Concord
 Hennessey, James F. WMOU, Berlin
 Lindsay, Paul G. WHEB, Portsmouth
 Phillips, Royston. WKBR, Manchester
 Schow, Reginald. WFEA, Manchester

New Jersey

Bremer, Frank V. WAAT, Newark
 Fekel, Frances. WSNJ, Bridgeton
 Foster, Herman. WHBI, Newark
 Godfrey, Earle. WBAB, Atlantic City
 Kikmer, Theodore P. WTTM, Trenton
 Knight, Quincy. WMDI, Atlantic City
 Lucas, Earl F. WPAT, Paterson
 Mullen, C. V. WWBZ, Vineland
 Onas, C. E. WCAM, Camden
 Porter, Matthew. WCAP, Asbury Park
 Prow, Rudolph C. WMTR, Morristown
 Steiger, George. WHOM, Jersey City
 Testan, Peter. WUNJ, Newark
 Thron, Blair K. WFPG, Atlantic City
 Wolff, F. J. WTNJ, Trenton

New Mexico

Dean, K. M. KOBE, Las Cruces
 Dodds, Leonard F. KGBM, Albuquerque
 Hake, Lewis. KOAT, Albuquerque

Hughes, Vernon. KICA, Clovis
 Johnson, George S. KOB, Albuquerque
 Jones Burney. KSVP, Artesia
 Keefer, Franklin P. KSIL, Silver City
 Lendy, Julian H. KRTN, Raton
 Morrison, John H. KVER, Albuquerque
 Sene, William. KAVE, Carlsbad
 Schultz, A. F. KFUN, Las Vegas
 Shirk, Reginald H. KCHS, Hot Springs
 Summersgill, Ray. KSWs, Rosewell
 Tattan, Mark. KTRC, Santa Fe
 Vanderwood, E. J. KVSF, Santa Fe
 White David Fred, Jr. KTNM, Tucumcari

New York

Atherton, Jack. WHDL, Olean
 Babkes, E. J. WWNH, Rochester
 Barron, William. WKRT, Cortland
 Bates, Wiley. WDOS, Oneonta
 Beck, Irvin P. WSNY, Schenectady
 Bell, Bernard. WVOS, Liberty
 Belle Isle, G. Armand. WSYR, Syracuse
 Blair, Robert N. WGAT, Utica
 Bonvouloir, Felix. WRNY, Rochester
 Brown, Charles. WEVD, New York
 Brown, Gordon P. WSAY, Rochester
 Callender, Fred. WBTA, Batavia
 Chrismark, A. H. WTRY, Troy
 Corey, James. WABY, Albany
 Czaplak, Gustave. WJLL, Niagara Falls
 Darlinton, Edward. WLIB, New York
 Davis, Maynard B. WWNV, Watertown
 Doscher, Deidrick. WALL, Middletown
 Dowell, John T. WIBX, Utica
 Duay, T. M. WEIM, Elmira
 Emch, Robert. WARC, Rochester
 Fiedler, Leroy. WKBW, Buffalo
 Fuelling, Paul. WGMG, New York
 Gardner, Kenneth. WHAM, Rochester
 Greene, R. Carleton. WGVA, Geneva
 Greene Thurlow A. WENY, Elmira
 Hall, Ellsworth. WSLB, Ogdensburg
 Hallinan, Charles. WKOP, Binghamton
 Hanson, O. B. WNBC, New York
 Heisler, Charles. WROW, Albany
 Hoag, Dwelle S. WPTV, Albany
 Hoffman, K. B. WGB, Buffalo
 Holt, Hillis. WOV, New York
 House, Herbert. WMBQ, Auburn
 Inman, Herbert. WKNY, Kingston
 Kelley, A. A. WINR, Binghamton
 Kelly, James. WFBL, Syracuse
 Kingsley, Ralph J. WBEN, Buffalo
 Knaack, Frank E. WHLI, Hempstead
 Kratzert, Harold J. WJTN, Jamestown
 Kunits, Paul von. WINS, New York
 Langham, Donald F. WAGE, Syracuse
 Layman, Harry E. WJOC, Jamestown
 Layton, Deforest T. Jr. WKAL, Rome-Utica
 Lyke, Irving F. WVET, Rochester
 McLean, True. WHCU, Ithaca
 Merchant, J. Harold. WENE, Endicott
 Milos, Robert. WGBB, Freeport
 Muir, Don. WOLF, Syracuse
 Nazak, Jack. WEAV, Plattsburg
 O'Brien, Bern C. WHEC, Rochester
 Pace, Earl C. WGLN, Glens Falls
 Poppele, J. R. WOR, New York
 Purcell, W. J. WGY, Schenectady
 Rauer, Guy. WCSS, Amsterdam
 Reumen, W. H. WWRL, New York
 Reisdorf, Bernard. WICY, Malone
 Ridgeway, Frank B. WEBR, Buffalo
 Sardi, Al. WOKO, Albany
 Schoenfuss, Arthur. WKKW, Albany
 Schryver, Donald. WATN, Watertown
 Schueler, John J. WXRA, Buffalo
 Seimes, Marvin S. WGNV, WKIP, Poughkeepsie
 Seitz, Frank A. WFAS, White Plains
 Solorig, A. L. WBNX, New York
 Stantz, L. H. WNBFB, Binghamton
 Stewart, Richard. WENT, Gloversville
 Tackach, Michael. WHUC, Hudson
 Tarkulich, Michael. WMSA, Massena
 Thomas, Joseph. WWSC, Glens Falls
 Thompson, R. G. WCBs, New York
 Valentine, Russel D. WQXR, New York
 Versept, P. C. WMCA, New York
 Vines, Thomas L. WBNY, Buffalo

Chief Engineers

Weiner, Max. WNEW, New York
 William, H. Berwind. . . . WNBZ, Saranac Lake
 Wilson Robert. WELD, Niagara Falls

North Carolina

Abernethy, T. K. WSSC, Statesville
 Alexander, L. H. WFRC, Reidsville
 Alford, William H. WFNC, Fayetteville
 Allison, Earl F. WBIG, Greensboro
 Aycock, Harold. WCEC, Rocky Mount
 Bailey, W. D. WFLB, Fayetteville
 Ballew, Frank. WMNC, Morgantown
 Brandon Thomas C. WGLV, Charlotte
 Brock, Truman N. WEWO, Laurinburg
 Burwell, William. WCKB, Dunn
 Caldwell, Howard S. WSTS, Southern Pines
 Caudle, L. L. Jr. WSOC, Charlotte
 Cecil, Yancy. WSPE, High Point
 Chambers, Bill. WLOS, Asheville
 Chandler, Charles D. WCPS, Tarboro
 Chaney, A. L. Jr. WAYS, Charlotte
 Chaney, A. L. Jr. WCOG, Greensboro
 Covington, M. L. WMAP, Monroe
 Cronk, Elmo. WJNC, Jacksonville
 Cummins, Ray. WMBL, Morehead City
 Davis, L. C. WTOB, Winston-Salem
 Ducean, Virgil D. WRAL, Raleigh
 Epperson, Ralph D. WPAQ, Mt. Airy
 Fullen Roy E. WDUK, Durham
 Groves, W. C. Jr. WGNB, Gastonia
 Gullino, A. J. WGNI, Wilmington
 Haire, Billy. WHIT, New Bern
 Hamrick, William H. WWNC, Asheville
 Hardison, David. WKNS, Kinston
 Harvey, Robert. WKBC, North Wilkesboro
 Heckart, Glenn. WEKP, Hendersonville
 Hedrick, Phil. WSJS, Winston-Salem
 Herring, E. I. WMFD, Wilmington
 Hiland, Lewis. WHNC, Henderson
 Hinson, Foy. WGTL, Kannapolis
 Honeycutt, Fred. WBUY, Lexington
 Hullick, Henry Jr. WPTF, Raleigh
 Iwerks, Merton. WBBO, Forest City
 Jolitz, Herman P. WRRZ, Clinton
 Jordon, Alfred. WWNF, Fayetteville
 Keith, Ed. WENC, Whiteville
 King, Lee. WAIR, Winston-Salem
 Koppels, Peter. WEEB, Southern Pines
 Kyle, Joe. WCNC, Elizabeth City
 Long, Dennis. WNNC, Newton
 Long, Edmund S. WHKY, Hickory
 Mackintosh, Thomas. WFNS, Burlington
 Malone, W. H. WGTM, Wilson
 Mayo, James. WGTC, Greenville
 Meares, C. W. WCBT, Roanoke Rapids
 Minor, M. J. WBT, Charlotte
 Moore, Robert. WMFR, High Point
 Munn, Matthew C. WISE, Asheville
 Mnrphrey, I. G. WRRF, Washington
 Norman, Edward. WSSB, Durham
 Olive, Carey H. WWGP, Sanford
 Penny, Clyde C. WGWV, Asheville
 Petty, James B. WLJC, Gastonia
 Pickette, Carl. WHHT, Durham
 Porter, Bascom E. WNAO, Raleigh
 Randolph, John. WNCA, Asheville
 Rogers, F. V. WTSE, Lumberton
 Ruckert, Blaine. WJRI, Lenoir
 Sherwood, John M. WRCS, Aoshkie
 Silla, Cecil. WADE, Wadesboro
 Stanton, Edwin M. WEGO, Concord
 Stewart, James M. WGBG, Greensboro
 Suggs, L. M. WTNB, Thomasville
 Sumner, Charles W. WSKY, Asheville
 Taylor, K. A. WDNC, Durham
 Troutman, Elmer H. WIRC, Hickory
 Trueblood, Daniel B. WGBR, Goldsboro
 Tysor, Berry. WBBS, Burlington
 Wagner, Frederick. WGAL, Elizabeth City
 Wallace, Robert M. WOHS, Shelby
 Watson, Carl B. WSTP, Salisbury
 White, Artis A. WTIK, Durham
 Wilburn, Frank. WHCC, Waynesville
 Winn, Eldred. WLQE, Leaksville
 Wynne, W. A. WEED, Rocky Mount

North Dakota

Baker, C. W. KLPM, Minot
 Barnett, Ray. KGCU, Mandan
 Gabrielson, Olaf. KFGO, Fargo
 Nelson, Ivar. KFVR, Bismarck
 Moritz, Richard. KDLR, Devils Lake
 Murphy, Patrick J. KNOX, Grand Forks
 Petrich, Arnold P. KILO, Grand Forks
 Prochaska, Quentin. KDIX, Dickinson
 Ridgway, Robert E. KSJB, Jamestown
 Savold, Juline. WDAY, Fargo
 Sjostrom, Charles. KOVC, Valley City

Ohio

Adams, Ernest L. WHIO, Dayton
 Albers, Ralph. WBEX, Chillicothe
 Beckwith, Lorraine. WPFB, Middletown
 Brinkman, Harold. WEOL, Elyra
 Buehrle, George. WLEG, Sandusky
 Bushong, Victor L. WIZE, Springfield
 Clark, Charles E. WMOA, Marietta
 Cowen, George. WTRF, Bellair
 Davis, Glen A. WCPO, Cincinnati
 DeConnick, Leo. WCOL, Columbus
 Delany, R. H. WHK, Cleveland
 Dieringer, Frank A. WFMJ, Youngstown
 Girt, Charles H. Jr. WCMW, Canton
 Grunder, Russell. WWST, Wooster
 Hartmeyer, Elmer C. WHIZ, Zanesville
 Higgins, Alan. WJEL, Springfield
 Hill, Jim. WHKK, Akron
 Holmes, Harold. WTOL, Toledo
 House, Lloyd. WING, Dayton
 Hunter, Darrel. WLOK, Lima
 Jones, Ben. WTNS, Coshocton
 Kinney, Robert V. WRRN, Warren
 Knopp, Irwin L. WAKR, Akron
 Leonard, S. E. WTAM, Cleveland
 London, Byron F. WPTW, Piqua
 McCasland, Gerald. WWSO, Springfield
 Minor, William B. WHKC, Columbus
 Morrison, William. WMAN, Mansfield
 Myers, Maurice L. WPAY, Portsmouth
 Peters, Frances Joseph. WMRM, Marion
 Nafzger, Lester H. WBNS, Columbus
 Pierce, Morris R. WGAR, Cleveland
 Randles, Wesley C. WILE, Cambridge
 Roberts, Gerald G. WJFW, Cleveland
 Rockwell, R. J. WLW, Cincinnati
 Schaefer, Frank W. Jr. WLIO, East Liverpool
 Searl, T. F. WICA, Ashtabula
 Shepherd, Charles S. WSTV, Steubenville
 Shipley, Larry. WJMO, Cleveland
 Siker, Kenneth L. WHBC, Canton
 Smith, Edgar C. WFIN, Findlay
 Sowers, Robert. WTOD, Toledo
 Stringfellow, William M. WSPD, Toledo
 Symons, William. WSAI, Cincinnati
 Topmiller, C. H. WCKY, Cincinnati
 Volkman, Don F. WMOH, Hamilton
 Whittaker, Ben H. WSRB, Cleveland Heights
 Wildermuth, John L. WADC, Akron
 Wilkins, B. T. WKBN, Youngstown
 Woodward, Royce. WRFD, Worthington

Oklahoma

Abbott, Warren W. KSMI, Seminole
 Baucum, Ernest. KWHW, Altus
 Billington, C. E. KSWO, Lawton
 Billington, Geno. KRHD, Duncan
 Brown, Roy. KOME, Tulsa
 Coleman, Murray D. KCRC, Enid
 Donley, M. M. KAKC, Tulsa
 Easum, Clifford. KTOK, Oklahoma City
 Fenter, George. KASA, Elk City
 Foss, Darryl D. KTJS, Hobart
 Freeland, Rayden. KOCY, Oklahoma City
 Hoisington, Duane. KMSU, Muskogee
 Kolb, William E. KUSO, Ardmore
 Lovell, H. J. WKY, Oklahoma City
 McCollum, Paul. KSPI, Stillwater
 Marshall, Olen E. WEBZ, Ponca City
 Moore, Edwin M. KGFF, Shawnee
 Nelson, John M. KSIW, Woodward

Richmond, Jack.....KLPR, Oklahoma City
 Robinson, George C. Jr.....KWCO, Chickasha
 Rountree, George.....KVLH, Pauls Valley
 Schlib, Bob.....KTMC, McAlester
 Sheffer, Charles.....KTOW, Oklahoma City
 Smith, James H.....KHBG, Okmulgee
 Snider, Robert.....KTUL, Tulsa
 Stinson, Watt.....KVOO, Tulsa
 Thomas, M. W.....KOMM, Oklahoma City
 Watters, Bill.....KSBO, Durant
 Walker, Herald.....KADA, Ada
 Wilcox, Nate.....KFMJ, Tulsa
 Wireman, Jim.....KWON, Bartlesville

Oregon

Bookwalter, Louis S.....KOIN, Portland
 Calif, Victor M.....KNED, Medford
 Carlton, Clyde.....KSLM, Salem
 Click, Ralph S.....KWIN, Ashland
 Davidson, Herbert.....KWIL, Albany
 Dickinson, Robert.....KBND, Bend
 Durham, Murray.....KLBK, La Grange
 Ely, Thomas.....KEX, Portland
 Evans, Jeff.....KRUL, Corvallis
 Greene, William H.....KUGN, Eugene
 Grimes, William P.....KFJI, Klamath Falls
 Harland, Charles E.....KSRV, Ontario
 Johnson, R. F.....KPDQ, Portland
 Loomis, Dwight.....KWJ, Portland
 McElroy, Edward C. Jr.....KOCO, Salem
 Mifflin, Ralph.....KXL, Portland
 Mott, Robert.....KODL, The Dalles
 Read, Walter L.....KWRO, Coquille
 Reetz, Leo.....KNPT, Newport
 Richmond, A. E.....KPOJ, Portland
 Riley, William.....KASH, Eugene
 Singleton, Harold C.....KGW, Portland
 Spaugh, Roger.....KOOS, Coos Bay
 Stuart, Chester J.....KYJC, Medford
 Viken, Floyd.....KORE, Eugene
 Walters, Gilbert.....KFLW, Klamath Falls
 Williams, N. L.....KUIN, Grants Pass

Pennsylvania

Ackley, Rexford.....WCRO, Johnstown
 Allen, L. L.....WHJB, Greensburg
 Arcoletti, Leo.....WKRZ, Oil City
 Bair, Howard.....WCMB, Lemoyne
 Beman, Douglas.....WMAJ, State College
 Berninger, John.....WPIT, Pittsburgh
 Bisbing, Franklin H.....WNAR, Norristown
 Bondy, Hugo A.....WIKK, Erie
 Bopp, Bernard.....WMRF, Lewiston
 Brewer, William A.....WBUD, Morrisville
 Burgoon, George.....WFBG, Altoona
 Burgoon, George R.....WRTA, Altoona
 Burtis, Charles W.....WPEN, Philadelphia
 Cassidy, Park H.....WLTR, Bloomsburg
 Caum, Kenneth B.....WBZP, Lock Haven
 Coleman, Millard J.....WARD, Johnstown
 Cooke, Kenneth R.....WGBI, Scranton
 Cooper, Horace E.....WJPA, Washington
 Cordaro, Frank C.....WKAP, Allentown
 Craig, Ernest A.....WHUN, Huntington
 Davis, Stanton.....WCNR, Bloomsburg
 Duck, Llewellyn.....WCPA, Clearfield
 Eberhart, Woodrow G.....WSBA, York
 Emch, Robert.....WKST, New Castle
 Eney, I. N.....KYW, Philadelphia
 Fasulkey, R. H.....WCVI, Connellsville
 Field, John.....WTFL, Philadelphia
 Fireman, Paul.....WBUX, Doylestown
 French, Theodore.....WILK, Wilkes-Barre
 Greenwood, James.....WCAE, Pittsburgh
 Haines, Homer.....WNAE, Warren
 Handwerck Gene.....WPAM, Pottsville
 Harris, Reginald K.....WIP, Philadelphia
 Heck, A. C.....WPIC, Sharon
 Henninger, John H.....WIBG, Philadelphia
 Henzly, William J.....WMBS, Uniontown
 Herbert, James.....WHOD, Homestead
 Hestor, Ken.....WERC, Erie
 Hunt, R. F.....KQV, Pittsburgh
 Hurley, Wilkes E.....WEDO, McKeesport
 Hyzinski, Bernard.....WHWL, Nanticoke
 Jefferies, David W.....WESB, Bradford
 Kaiser, Henry R.....WWSW, Pittsburgh
 Keller, John W.....WKOK, Sunbury
 Kenney, T. C.....KDKA, Pittsburgh

Kost, Fred.....WJMJ, Philadelphia
 Leibensperger, E. Daniel.....WHP, Harrisburg
 Lewis, George.....WCAU, Philadelphia
 Littlejohn, Louis E.....WFIL, Philadelphia
 McCormack, Joseph.....WHUM, Reading
 McCoy, Walter W.....WJAS, Pittsburgh
 McCurdy, James.....WCHA, Chambersburg
 McFarland, P. G.....WPGH, Pittsburgh
 Marshall, Bernard.....WISL, Shamokin
 Mathoit, J. E.....WEST, Easton
 Mathoit, J. E.....WGAL, Lancaster
 Mathoit, J. E.....WKBO, Harrisburg
 Mathoit, J. E.....WORK, York
 Mathoit, J. E.....WRAW, Reading
 Metzger, Irvin C.....WJSW, Altoona
 Mithalik, Rudy F.....WDAD, Indiana
 Musselman, Reuel H.....WSAN, Allentown
 Neely, W. W.....WKPA, New Kensington
 Neiderkoffer, Henry.....WESA, Charleroi
 Oebbecke, Martin N.....WAEB, Allentown
 Oschmann, A. W.....WARM, Scranton
 Reinhart, George A.....WVPO, Stroudsburg
 Rex, Paul.....WISR, Butler
 Roland, George.....WLEU, Erie
 Ryback, Edwin L.....WGPA, Bethlehem
 Sakoskie, Charles Sr.....WBRE, Wilkes-Barre
 Savage, Leonard.....WLBK, Lebanon
 Schearer, Harold.....WEUU, Reading
 Schlegel, Woody.....WHGB, Harrisburg
 Shaub, John.....WLAN, Lancaster
 Sherman, Glenn.....WRAK, Williamsport
 Shimski, Willard.....WSCR, Scranton
 Simmington, Harry.....WPWA, Chester
 Smith, H. E.....WAVL, Apollo
 Stahl, Vernon.....WCED, Dubois
 Stenger, John H. Jr.....WBAX, Wilkes-Barre
 Straub, N. L.....WJAC, Johnstown
 Tisdale, ames M.....WVCH, Chester
 Tito, Elwood.....WAZL, Hazleton
 Unterberger, Frank W.....WDAS, Philadelphia
 Weaver, Willis N.....WNOW, York
 West, Gerald B.....WHOL, Allentown
 White, Charles.....WMKES, McKeesport

Rhode Island

Buckley, Richard.....WRIB, Providence
 Ferri, John W.....WPRO, Providence
 Johnson, Gilbert.....WFCL, Pawtucket
 Philbrook, Carroll.....WHIM, Providence
 Prior, Thomas, Civi.....WJAR, Providence
 Tilley, Henry.....WEAN, Providence
 Travis, George W.....WWON, Woonsocket

South Carolina

Albee, Wilbur.....WCSC, Charleston
 Beatty, James S., Jr.....WRHI, Rock Hill
 Beekhoff, H. R.....WSPA, Spartanburg
 Bickford, Charles R.....WFGN, Gaffney
 Birchfield, William P.....WHAN, Charleston
 Bradham, Douglass M.....WTMA, Charleston
 Brienen, Donald A.....WHSC, Hartsville
 Browning, Gus.....WRNO, Orangeburg
 Burdette, Clyde J.....WORD, Spartanburg
 Edison, Herbert G. Jr.....WIS, Columbia
 Elias, Lewis W. Jr.....WESC, Greenville
 Garrison, William.....WFBC, Greenville
 Green, Morton.....WGCD, Chester
 Greene, Jack B.....WAIM, Anderson
 Hampton, Gene.....WKIX, Columbia
 Hanks, H. L.....WLAT, Conway
 Harrington, I. P.....WTND, Orangeburg
 Jenne, Frank.....WJMX, Florence
 Lambert, Robert D.....WCOS, Columbia
 Martin, George N.....WKDK, Newberry
 Modlin, Carlton J.....WPAK, Charleston
 Nelson, Walter.....WUSN, Charleston
 Philbrick, Richard.....WTYC, Rock Hill
 Powers, Everett C.....WBSC, Bennettsville
 Prichett, W. A.....WOLS, Florence
 Seals, Marvin.....WDSC, Dillon
 Sparks, Charlie.....WCRS, Greenwood
 Tate, George D.....WMRC, Greenville
 Thoman, C. A.....WALD, Walterboro
 Williams, James L.....WFIG, Sumter
 Williams, T. B.....WNOK, Columbia

South Dakota

Alwin, Francis.....KWAT, Watertown

Chief Engineers

Brodie, Bruce.....KISD, Sioux Falls
 Clark, E. E. Prof.....WCAT, Rapid City
 Crocker, George.....KSDN, Aberdeen
 Daniels, Eli.....KDSJ, Deadwood
 Froke, Lester.....KELO, Sioux Falls
 Griffiths, A. E.....KOTA, Rapid City
 Hobbs, Charles W.....KOPX, Pierre
 Hunt, Delbert T.....KABR, Aberdeen
 Marty, Roland H.....KIJV, Huron
 Staley, Max F.....KSOO, Sioux Falls
 Taylor, Robert.....KMHK, Mitchell
 Todd, Clifton M.....WNAX, Yankton

Tennessee

Andrews, Fred.....WROL, Knoxville
 Bailey, John H.....WJZM, Clarksville
 Baker, B. C.....WDEP, Chattanooga
 Barnes, B. D.....WAPQ, Chattanooga
 Binns, F. D.....WLAC, Nashville
 Bowers, Condon.....WBEJ, Elizabethton-Johnson City
 Broyles, Joseph E.....WIGN, Knoxville
 Chick, Elton.....WEKR, Fayetteville
 Colington, E. E.....WGNS, Murfreesboro
 Daugherty, George W.....WHUB, Cookeville
 Deaderick, J. E.....WMPS, Memphis
 Duke, Walter A.....WMMT, McMinnville
 Evans, Ray.....WNOX, Knoxville
 Fincher, Byron E.....WDXB, Chattanooga
 Frase, E. C. Jr.....WMCN, Memphis
 Garland, O. K.....WJHL, Johnson City
 Gordon, Robert M.....WTJS, Jackeon
 Hampton, Laile.....WGRV, Greeneville
 Hargis, Kenneth.....WHBT, Harriman
 Hobbs, Revis.....WKRK, Columbia
 Hooper, T. E.....WIBK, Knoxville
 Horton, J. Rex.....WBIR, Knoxville
 Jones, Charles W.....WTPR, Paris
 Jones, E. B.....WETB, Johnson City
 Keicher, Andrew.....WKSR, Pulaski
 Lacey, Ed.....WDIA, Memphis
 Lamarr, Curtis.....WGAP, Maryville
 Marsh, Tim.....WHAL, Shelbyville
 Marsh, William.....WHHM, Memphis
 Monrow, C. W.....WDSD, Dyersburg
 Owen, Roy.....WDOD, Chattanooga
 Rancy, Wilson.....WREC, Memphis
 Redden, James A.....WCRK, Morristown
 Reynolds, George A.....WSM, Nashville
 Robinson, R. V.....WOPI, Bristol, Tenn.-Va.
 Roy, W. M.....WHBQ, Memphis
 Schumann, Fred.....WSIX, Nashville
 Sowell, J. E.....WJJM, Lewisburg
 Spencer, James F.....WCDE, Winchester
 Spragins, Carl.....WJIG, Tullahoma
 Stokely, Charles.....WAGC, Chattanooga
 Stuart, Bill.....WBAC, Cleveland
 Thomas, James S.....WDXI, Jackson
 Thomas, James.....WENK, Union City
 Turner, J. W.....WLAR, Athens
 Weaver, Shelton.....WMAK, Nashville
 Wilburn, James R.....WATO, Oak Ridge
 Woodard, Harold.....WHIN, Gallatin

Texas

Adams, John.....KFDX, Wichita Falls
 Allen, J. T.....KXOX, Sweetwater
 Barker, Sam.....KVOU, Uvalde
 Barnett, Glenn.....KAYS, Hays
 Beal, Orvis.....KAND, Corsicana
 Bedose, W. S.....KPYO, Lubbock
 Boatright, Glen.....KPAC, Port Arthur
 Bobisud, W. A.....KBBR, Baker
 Bochnemanu, Harry W.....KIUN, Peeos
 Bradford, William E. Jr.....KSST, Sulphur Springs
 Braffett, Brooks.....KCTX, Childress
 Brady, Charles L.....KMAC, San Antonio
 Bridges, Ken.....KRIS, Corpus Christi
 Callison, Glenn.....KLFJ, Dallas
 Casey, J. B.....KRCB, Abilene
 Chase, Warren.....KURV, Edinburg
 Chinski, Gerald R.....KXYZ, Houston
 Clouton, A. Browning.....KVAI, Amarillo
 Clyde, Tom.....KGVJ, Greenville
 Collins, Hudson C.....KGBK, Tyler

Collins, J. Raymond.....WFAA, Dallas
 Collup, Doyle E.....KSTV, Stephenville
 Cook, Carl.....KBOP, Plainsview
 Cook, Homer A.....KTEM, Temple
 Cornelius, Eugene.....KPET, Lamesa
 Crouse, John R.....KKOL, Fort Worth
 Cuosta, Nestor.....KWBU, Corpus Christi
 Dove, Jesse.....WACO, Waco
 Easterwood, Marvin J.....KRIC, Beaumont
 Egerton, W. G.....KTSA, San Antonio
 Ellis, Glenn R.....KIOX, Bay City
 Farmer, Paul.....KRIC, Odessa
 Flynn, Roy M.....KRLL, Dallas
 Fones, Henry N.....KTFS, Texarkana
 Frazier, Ed.....KVAL, Brownsville
 Futch, Virgil.....KNET, Palestine
 Gemoets, E. L.....KEPO, El Paso
 Griffith, Harold.....KEYS, Corpus Christi
 Grubbs, L. R.....KWTX, Waco
 Haigh, Joseph B.....KABC, San Antonio
 Hartwig, O. L.....KRGV, Weslaco
 Haubold, A. L.....KLEE, Houston
 Hickman, Jerry.....KORC, Mineral Wells
 Hilburn, Lloyd.....KSET, El Paso
 Hill, Fred C.....KTRE, Lufkin
 Howze, Bill.....KDWT, Stamford
 Hughes, Ben F.....KTRN, Beaumont
 Huhndorf, Paul.....BLEE, Houston
 Hyman, Kenneth R.....KCOR, San Antonio
 Ing, George.....KONO, San Antonio
 Jeffers, Charles L.....WCAI, San Antonio
 Johnson, Bert.....KVLJ, Alpine
 Johnson, O. B.....KTHT, Houston
 Jones, Andrew M.....KBST, Big Springs
 Jones, Harold.....KFDM, Beaumont
 Jones, David C. Jr.....KORA, Bryan
 Jones, Frank M.....KGKL, San Ankeo
 Kay, Arthur P. Jr.....KOGT, Orange
 Kelley, W. C.....KRUN, Ballinger
 Kidd, Thornton L.....KNAF, Fredericksburg
 Kimbrell, James.....KECK, Odessa
 Kreiger, Herman.....KHUZ, Borger
 Lasseter, Norman.....KDLK, Del Rio
 Lee, R. F.....KCBP, Lubbock
 Lewis, James E.....KNOW, Austin
 Lindsay, William.....KMHT, Marshall
 Luddy, Noel.....KFDA, Amarillo
 McCrown, Robert.....KVIC, Victoria
 McCreary, William M. Jr.....KBBE, Jacksonville
 McLacklin, Tom.....KDPT, Center
 McNally, Eugene C.....KPLT, Paris
 Marli, George W.....KCLE, Cleburne
 Martin, Cordell.....KGAF, Gainesville
 Martin, David H.....KTXN, Austin
 Martin, Edward.....KATL, Houston
 Maxim, Ambrose.....KRBA, Lufkin
 Meiners, W. M.....KRIO, McAllen
 Middlebrook, George.....KSFA, Nuecesdoehes
 Ming, Morris M.....KSKY, Dallas
 Neathery, John, Jr.....KSAM, Humleville
 Neil, Jesse.....KELP, El Paso
 Nellin, Cecil.....KNEL, Brady
 Osborne, Garth.....KPDN, Pampa
 Parson, Stewart.....KAMQ, Amarillo
 Parsons, Melvin.....KWCB, Fort Worth
 Peterson, James T.....KFUZ, Fort Worth
 Phillips, Paul.....KTAN, Sherman
 Proctor, Jack.....RTXL, San Angelo
 Rainey, Gordon W.....KTAE, Taylor
 Rampsy, C. W.....KMAE, McKenney
 Ridgway, Herman.....KVCW, Vernon
 Robertson, Harvey.....KCMC, Texarkana
 Seals, R. B.....KSTA, Coleman
 Siercovich, John.....KITE, San Antonio
 Simma, Jesse.....KGBG, Galveston
 Simpson, James.....KOSA, Odessa
 Smith, Bill.....KXJT, Dalhart
 Smith, Hulan K.....KPAB, Laredo
 Smith, R. L.....KSTB, Breckenridge
 Sosolik, Frank J.....WTAW, College Station
 Soula, Karen O.....KCOA, Kilgore
 Spellman, T. E.....KRRV, Sherman-Denison
 Stewart, A. W.....KBWD, Brownwood
 Stinson, R. C.....WRAP, Fort Worth
 Strain, Hurb.....KPBX, Beaumont

Chief Engineers

Stright, John E. KVKM, Monahans
 Talbott, Edward P. KR0D, El Paso
 Torrey, William H. KGNC, Amarillo
 Tripp, Bob E. KIXL, Dallas
 Tucker, D. J. WRR, Dallas
 Wade, J. B. KDDD, Dumas
 Walton, Kenneth J. KTSM, El Paso
 Webb, Richards KWHI, Brenham
 Weinzell, Harold KLEE, Houston
 Wheeler, Harvey KPRC, Houston
 Wileman, Robert A. KTBB, Tyler
 Wiley, Herbert T. KWFT, Wichita Falls
 Williams, Claude KOLE, Port Arthur
 Wilson, Frank, Jr. KCTI, Gonzales
 Wilson, Willis KGBS, Harlingen
 Wright, T. E. KRYN, Bonham
 Yates, Tom KCRS, Midland
 Yeagley, Frank KVET, Austin
 Yeagley, Frank W. KTBC, Austin
 Zackery, James KVOW, Littlefield

Utah

Baldwin, John M. KDYL, Salt Lake City
 Bell, Wendell HUTA, Salt Lake City
 Boelter, E. W. KJAM, Vernal
 Boothe, Wayne T. KLO, Ogden
 Bradshaw, William E. KBUF, Brigham City
 Clayton, Vincent KSL, Salt Lake City
 Cozzera, W. D'Orri KALL, Salt Lake City
 Hansen, David I. KSVQ, Richfield
 Keyes, Henry KOVO, Provo
 May, Myron E. KNAK, Salt Lake City
 Olesen, Delmont KVNU, Logan

Vermont

Boisvert, Theodore WWSR, St. Albans
 Groul, Harold M. WDEV, Waterbury
 Quill, John C. WJOY, Burlington
 Ramson, Norval K. WSYB, Rutland
 Tierney, James W. WCAX, Burlington

Virginia

Candler, William S. WPVA, Fredericksburg
 Chrismon, Charles K. WFLO, Farmville
 Clair, Frederick P. WHYU, Newport News
 Daugherty, Bob WCYB, Bristol
 Ducket, Carl E. WBOB, Galax
 Duoherty, John R. WHLF, South Boston
 Goodwin, Edward R. WAYB, Waynesboro
 Gray, Walter W. WCEV, Charlottesville
 Hall, Frank A. WROV, Roanoke
 Houser, Rex WTON, Staunton
 Hughlett, Jon WFCH, Bristol
 Lindberg, Carl L. WPIK, Alexandria
 McGuigan, George W. Jr. WLEE, Richmond
 Motley, Lyle C. WBTM, Danville
 Musc, Dewey W. WMVA, Martinsville
 Newman, Edward J. WDBJ, Roanoke
 Orth, John T. WLVA, Lynchburg
 Pepper, John C. WTAR, Norfolk
 Runyon, Charles A. WGH, Newport News
 Sierel, Jack WLOW, Norfolk
 Wilson, C. E. WSVS, Crewe
 Wilson, John H. WKYE, Covington
 Wolstenholme, Vincent WRNL, Richmond
 Wood, Wilfred H. WMBG, Richmond
 Woods, David C. WRVA, Richmond
 Youden, William WEAM, Arlington

Washington

Allen, Gordon KYAK, Yakima
 Bookwalter, L. S. KJR, Seattle
 Boor, John KMO, Tacoma
 Brott, F. J. KOMO, Seattle
 Dubuque, John KXA, Seattle
 Eddy, Walt KTBL, Tacoma
 Evans, G. W. KNEW, Spokane
 Freeman, George KRSC, Seattle
 Frese, George KPQ, Wenatchee
 Hallberg, Bert KBPO, Bremerton
 Hamingway, Jack KXLE, Ellensburg

Harper, Ernest E. KVOS, Bellingham
 Hatfield, James KIRO, Seattle
 Holmes, John KWLK, Longview
 Keiter, Les KELA, Centralia-Chehalis
 Kissler, Roland KSEM, Moses Lake
 Langford, George KXLY, Spokane
 Lind Perry KOL, Seattle
 McDonough, D. M. KVI, Tacoma-Seattle
 Means, Edgar KVAN, Vancouver
 Mott, Walter KPKW, Pasco
 Murphy, H. E. KIT, Yakima
 Patrick, Howard R. KONP, Port Angeles
 Roark, C. A. KGY, Olympia
 Sparling, A. G. KGA, Spokane
 Springer, Kirk W. KOMW, Omak
 Shultz, Arthur KING, Seattle
 Vanerstrom, Orris KBRC, Mount Vernon

West Virginia

Baker, Fred A. WKWK, Wheeling
 Brooks, V. G. WPAR, Parkersburg
 Bucy, James F. WWNR, Beckley
 Bullio, Robert W. WBTH, Williamson
 Craver, Campbell J. WMON, Montgomery
 Dixon, William E. WCHS, Charleston
 Flanagan, P. T. WHIS, Bluffield
 Ginkel, Al J. WJLS, Beckley
 Graham, Earl H. WLOH, Princeton
 Haldane, William R. WPLH, Huntington
 Heil, Sterling H. WPEM, Martinsburg
 Huff, James A. WHAW, Weston
 Jackson, Herbert S. WRON, Ronceverte
 Keim, Edwin L. WVVV, Wheeling
 Kilpatrick, Leroy WSAZ, Huntington
 King, Howard R. WBRW, Weleh
 Kovlan, Andrew H. WHAR, Clarksburg
 McCoy, Harvey J. WVVW, Fairmont
 Marcum Taylor WKNA, Charleston
 Hnugh, R. D. WPDJ, Clarksburg

Wisconsin

Bohnert, Ray WIGM, Medford
 Boos, Jerry WDLB, Marshfield
 Bresette, Charles WOBT, Rhinelander
 Clay, Wayne WCLO, Janesville
 Dechant, Lee F. WRJN, Racine
 Dodge, George WFOX, Milwaukee
 Duben, W. C. WOMET, Manitowoc
 Evans, Ralph WEXT, Milwaukee
 Fliegel, E. W. WNAM, Neenah
 Garrity, James WSRB, Superior
 Hahn, Norman WIBA, Madison
 Hehal, William WTMJ, Milwaukee
 Host, Raymond WMAW, Milwaukee
 Jorgenson, T. O. WEAU, Eau Claire
 Laskey, Melvin WDSM, Superior
 Leeman, Al WKBH, LaCrosse
 Lunk, Otto WATW, Ashland
 Mayer, Herbert J. WHBL, Sheboygan
 Meyera, Wendell S. KPIZ, Fond Du Lac
 Mueller, Paul WMLO, Milwaukee
 Paske, Roland WEMP, Milwaukee
 Randle, Adin WAUX, Waukesha
 Rauscher, Albert WIPG, Green Bay
 Reed, Elmer WJPG, Green Bay
 Rotunda, Orlando WLIP, Kenosha
 Slangel, Wallace WTAQ, Green Bay
 Stewart, A. L. WMAM, Marinette
 Vanderheiden, V. A. WKOW, Madison
 Weller, Donald A. WTSN, Milwaukee
 Wheller, Glen WOSH, Oshkosh

Wyoming

Bernhart, Phillip H. KODI, Cody
 Buchanan, Archie W. KVRB, Rock Springs
 Crosthwaite, Bob KWYO, Sheridan
 Grove, Clark KRAL, Rawlins
 Roberts, Harold KFBC, Cheyenne
 Ross, James R. KTW, Seattle
 Schmell, Gordon I. KVOC, Casper
 Simons, Duane W. KSPR, Casper

A LIST OF IMPORTANT RADIO, TELEVISION AND FM

Equipment Firms

Admiral Corporation

3800 Cortland St., Chicago 47, Ill.
Phone: SPalding 2-0100

President.....Ross D. Siragusa
Exec. Vice-Pres.....John B. Huarisa
Vice-Pres., Radio Div.....Richard A. Graver
Vice-Pres., Appliance Div.....L. H. D. Baker
Vice-Pres. Chg. Sales.....W. C. Johnson
Treasurer.....L. C. Park
Director of Engineering.....Ken Turner
Dir. of Adv.....Seymour Mintz
Service Manager.....M. J. Schinke
Purchasing Agent.....Frank Kazda
Secretary.....Ken Turner
Ass't Sec. & Ass't Treas.....R. F. Dooley

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers, Dual-Temp Refrigerators, Refrigerators, Electric Ranges.

Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.
Phone: 6-8221

President.....W. Myron Owen
V.P. Chg. Manufacturing...Edwin A. Norris
Sales Manager—Distributor
Div.Charles Golenpaul
Sales Manager—Manufacturers'
Div.Frank L. Marshall
Chief Engineer.....Joseph L. Collins
Advertising Manager....Charles Golenpaul
Export Managers..Rocke International Corp.

PRODUCTS: Capacitors — paper, electrolytic and mica for radio transmitting, Receiving and electronic applications, including paper, oil and wax impregnated, moulded mica, bakelite cased and ceramic cased mica capacitors, power factor correction equipment, insulated carbon and wire wound vitreous resistors, motor starting capacitors, capacitor test instruments.

Air King Products Co., Inc.

170—53rd St., Brooklyn 32, N. Y.
Phone: HY 2-8000

President.....D. H. Cogan
Chairman of the Board.....B. A. Coffin
V. P.-Export.....Allen Straus
Secretary.....R. W. Hill
Manager of Sales.....R. D. Payne
V. P. Engineering.....L. M. Kay
Purchasing Agent.....M. L. Gardner

Advertising Mgr.....A. D. Adams
Credit & Personnel.....J. H. Seider
Plant Manager.....M. Krauss
Asst. Treasurer.....N. Boudro
Comptroller.....J. Kaufman

PRODUCTS: Radios; AM & FM, table models, consoles, portables, wire recorders; console combination including record player and radio, portable including record player, portable, television; table models.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: Mitchell 5151

Pres.-Sales Manager.....F. F. Looek
Radio Sales Mgr.....D. S. W. Kelly
Chief Engineer.....J. J. Mellon
Credit Manager.....E. M. Kroehing
Purchasing Agent.....Theron C. Child
Advertising Mgr.....A. H. Fensholt
Industrial Relations Mgr.....George Megow
Export Mgrs.....Rocke Intern'l Corp.
Service Mgr.....G. W. Vater

PRODUCTS: A.C. Across the line starters, A.C. Reduced Voltage starters, A.C. Multi-speed starters, A.C. Combination starters, D.C. Across the line starters, D.C. Reduced voltage starters, Push Buttons, Limit Switches, Pressure Switches, Timing Relays, Float Switches, Relays, A.C. and D.C., Zero Speed and Plugging switches, Temperature controls, Solenoids, Compression type rheostats, Special A.C. and D.C. panels, Control centers, Fixed composition resistors, Adjustable composition resistors (volume controls, tone controls, rheostats, etc.).

American Condenser Co.

4410 No. Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 1-1386

Partner.....L. J. Menschik
Purchasing Agent.....W. Norder
Superintendent.....H. Klauck
Sales Manager.....W. J. Johnston
PRODUCTS: Condensers.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

Pres. & Sales Mgr.....Albert A. Goffstein
Chief Engineer.....Albert A. Goffstein
Credit Manager.....Henry Bléhart
Purchasing Agent.....Albert A. Goffstein
Export Managers.....Lincoln Export Co.
Service Manager.....Allan Degman

Equipment Manufacturers

PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

American Transformer Co.

178 Emmet St., Newark 5, N. J.

Phone: Bigelow 3-4444

Vice-President.....Walter Garlick, Jr.
Sales Mgr. Industry Sales.....T. W. Stauber
Mgr. Electronic Sales.....F. K. Hankinson
Mgr. Electronic Apparatus.....John F. Harris
Comptroller.....John M. Wollmer
Ind. Rel. Mgr.....Fred H. Canfield
Purchasing Agent.....E. H. Bard

PRODUCTS: Amplifiers, ballast transformers for fluorescent lighting, distribution transformers, electronic components, industrial-dry type-indoor or outdoor use industrial transformers, air cooled industrial phase changers, modulation reactors, modulation transformers, net work transformers, oil or abestol-immersed plate transformers, power transformers, precipitation transformers, radio type "P" precision line, radio silcor line audio components, rectifiers, regulators, test sets, transtats, "W" type transmitter, wave filters, welding and soldering transformers.

Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.

Phone: MAin 5-2050

President.....Nicholas Anton
Exec. Vice-Pres.-Sales

Manager.....Samuel Norris
Chief Engineer.....C. W. Wheeler
Purchasing Agent.....I. Trebicoff
Export Managers.....Rocke Intern'l

PRODUCTS: Electronic tubes for communication, industrial, television, electro-medical and special purposes.

Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.

Phone LOngaere 5-6622

President.....Ernest V. Amy
Purchasing Agent & Credit Mgr...Frank King
Chief Engineer.....Julius G. Aceves
Sales Manager.....F. A. Klingenschnitt

PRODUCTS: Antenna Systems, Television and FM Antennas. Electronic Developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L. I. C. 1, N. Y.

Phone: STillwell 4-5411

President.....Frank A. D. Andrea
Sales Manager.....Frank V. Goodman
Chief Engineer.....Harold J. Heindel
Credit Manager.....Victor J. Buck
Purchasing Agent.....Bruce B. Donald
Advertising Manager.....Frank V. Goodman
Industrial Relations Mgr.....John Andrea

Export Manager.....Ramon Masvidal
Service Manager.....Joseph Haug

PRODUCTS: Radio and Television Receivers and Phono. combinations.

Andrew Corporation

363 E. 76th St., Chicago 19, Ill.

Phone: Triangle 4400

Chn. of Bd. of Dir.....Dr. V. J. Andrew
President.....Mrs. A. S. Andrew
Dir. of Sales Engineering.....C. R. Cox
Prod. Mgr.....G. M. Dinnick
Sales Manager.....W. F. Kean
Chief Engineer.....J. S. Brown
Controller.....W. J. Mather

Products: Coaxial Transmission line FM-AM-TV, Antennas FM broadcast, Antenna Phasing Equipment and Accessories, RF Inductors (Miscellaneous types), Tower Lighting Equipment, Indicating Devices (Misc.), Monitoring Equipment, Relays, Transformers, UHF Equipment and accessories.

Ansley Radio & Television, Inc.

41 St. Joes Ave., Trenton 9, N. J.

Phone: 4-1175

President.....Bernard Fein
Sales Manager.....Charles A. Clinton
Chief of Prod. Engineering..Kenneth Pelham
Credit Mgr.....Anne J. Dawson
Purchasing Agent.....Daniel Stein
Advertising Mgr.....Charles A. Clinton
Service Mgr.....Julius Jonas
Traffic Mgr.....Joseph Kane

PRODUCTS: AM-FM Console with Phonograph; Television — Table, Console; FM Table, FM Console, AM-FM Console; FM Console with Phonograph, AM-FM Console with Phonograph.

The Astatic Corp.

Harbor & Jackson Sts., Conneaut, Ohio

Phone: 12-656

President-Gen. Mgr.....F. H. Woodworth
V.P.-Chief Research Engr..C. M. Chorpene
Treasurer-Asst. Gen. Mgr.....G. B. Fraser
Gen. Sales Mgr.....W. J. Doyle
Chief Engineer.....G. A. Morrell, Jr.
Purchasing Agent.....H. G. Green
Secty.....F. H. Kuhlman
Factory Superintendent.....W. M. Semple
Personnel Dir.....F. H. Kuhlman

PRODUCTS: Microphones, phonograph reproducers, replacement reproducer cartridges, microphone stands, recording heads and accessories.

Audak Company, Inc.

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

Phone LA 4-3723-4

President.....Maximilian Weil
Vice-Pres.....George V. Sullivan
PRODUCTS: Cutting heads, Electronic reproducing apparatus.

Equipment Manufacturers

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President.....Wm. C. Speed
Vice-President-Sec.....Bryce Haynes
Research Engineer.....E. W. Franck
BRANCH OFFICE: Allan H. Bodge, West
Coast Mgr., 844 Seward St., Hollywood, Calif.
PRODUCTS: Recording Discs (Audio-
discs), Recording and Playback Points
(Audiopoints), Audio Tape.

Audio & Video Products Corporation

681 Fifth Ave., New York 22, N. Y.
Phone: PLaza 9-6031

Pres. & Gen. Mgr.....Charles E. Rynd
V. P. & Treas.....Thomas P. Robinson
Vice-President.....Fred M. Thrower
Vice-President.....James L. Middlebrooks
Sales Manager.....Russell O. Hudson
PRODUCTS: Ampex magnetic tape re-
corders.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100

President.....Martin H. Benedek
Vice-Pres., Charge of Sales.....Bert E. Smith
Chief Engineer.....Joseph R. Mazzola
Credit Mgr.....M. E. Silver
Purchasing Agent.....J. A. Heimbruch
PRODUCTS: Mica trimmer condensers,
intermediate frequency transformers, radio
frequency coils, R. F. choke coils, adjustable
padder condensers, permeability tuners.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone 4762

President.....John F. Beasley
Secty.-Treas.....James H. Beasley
Erection Superintendent.....Sydney N. Beasley
Office Manager.....C. A. McLarty, Jr.
PRODUCTS: Steel erectors (radio towers
& Antennas).

Bendix Radio Division (Bendix Aviation Corp.)

East Joppa Rd., Towson 4, Md.
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard
Asst. Gen. Mgr.....E. K. Foster
Dir. Engr. & Research.....W. L. Webb
Chief Engr. Radio & Tele.....D. C. Hierath
Chief Engr. Comm. Products.....A. E. Abel
Chief Research Engr.....A. C. Omberg
Radio & Tele Sales Mgr.....E. C. Bonia
Dir. of Industrial Relations.....M. M. Hughes
Advertising Manager—Radio
and Television.....F. T. Sterritt

Sales Manager—

Communications Radio...J. W. Hammond
PRODUCTS: Aviation radio receivers,
transmitters, radio compasses, electronic
broadcast receivers and radio-phonograph
combinations, television receivers, head-
phones, microphones.

Bliley Electric Company

Union Station Building, Erie, Pa.
Phone: 26-857

President.....F. D. Bliley
V.P. & Sales Manager.....G. E. Wright
V.P. & Chief Engineer.....J. M. Wolfskill
Treas. & Credit Mgr.....D. F. Stout
Purchasing Agent.....S. E. Riley
Industrial Relations Mgr.....R. R. Johnson
PRODUCTS: Quartz Crystals, Crystal Con-
trolled Oscillators and Crystal Ovens.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.
Phone: ORchard 4-6960

Partners.

William Brand, William Naumburg, Jr.
Sales Manager.....J. R. Garey
PRODUCTS: Insulation, electrical, Tub-
ing, Varnished Cotton, Glass, Tubing, Var-
nished, Plastic, Extruded Tubing Cambrie,
Varnished, Mica block, films, splits and
splittings, Mica-Plate, segments, Wire, Ther-
moplastic insulated.

Brooks Electronics, Inc.

34 DeHart Place, Elizabeth 2, N. J.
Phone: Elizabeth 2-7600

President.....Lincoln Walsh
Sales Manager.....Harrie K. Richardson
Chief Engineer.....J. Ray Edinger
Credit Manager.....Helen Anthony
Purchasing Agent.....Helen Anthony
PRODUCTS: High Quality Audio Ampli-
fiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: 2121

President.....G. H. Browning
V. P.....R. L. Purrington
Chief Engineer.....F. A. Spindel
Prod. Mgr.....J. C. Sullivan
Head Test Tube Dept.....H. L. Smith
Credit Mgr.....C. W. Craven
PRODUCTS: Frequency Meters, Cathode
Ray Oscilloscopes, 60-cycle Calibrators, Reg-
ulated Power Supplies and Square Wave
Generators, Super-high Frequency Signal
Generators, Frequency Calibrators, Capacitance
Relays, Electronic Capacitance Alarm
Systems, FM-AM Tuners, FM Tuners.

Equipment Manufacturers

The Brush Development Company

3405 Perkins Ave., Cleveland 14, Ohio
Phone: Endicott 3315

Manager J. H. Munchausen
PRODUCTS: Magnetic Recording, Acoustic Products, Instruments, Crystals.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.
Phone: Talbot 4943

Owner-Chief Eng. William W. L. Burnett
PRODUCTS: Piezo-Electric Crystals, Crystal Holders, Constant Temperature Controlled Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting Regular Radio Laboratory Measurements, Offering a Completed Frequency Measuring Service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the Laboratory. Special Laboratory Equipment Developed and Tested.

Chicago Electronic Engineering Company

3223 W. Armitage Ave., Chicago 47, Ill.
Phone: CA 7-3130

President E. J. Rehfeldt
V. P. & Sales Mgr. W. W. Carroll
Secy.-Treas., Chief Engineer. H. Holuhov
Credit Mgr. T. J. Thorkelson
Purchasing Agent. H. Roberts
Export Manager. E. J. Rehfeldt
PRODUCTS: Receiving and transmitting transformers and chokes, all types; Wave Filters; Voltage Regulators; Rectifiers; Saturable Reactors.

Chicago Telephone Supply Co.

1142-1232 W. Beardsley Ave., Elkhart, Ind.
Phone: 1206

President J. G. Best
V. P. & Gen. Sales Mgr. W. A. Nicely
V. P. & Gen. Mgr. B. S. Turner
Chief Engineer. W. H. Budd
Credit Manager. M. F. Schneck
Purchasing Agent. B. S. Turner
Plant Superintendent. G. M. Cooper
Industrial Relations Mgr. A. M. Daily
Export Manager. W. A. Nicely
Traffic Manager. R. I. Corner
PRODUCTS: Volume controls, tone controls, associated switches.

Clorostat Mfg. Co., Inc.

Dover, N. H.

President Victor Mucher
Sales Mgr. Distributors
Div. Fran Chamberlain
Secretary Charles H. Burnell
V.P.-Chief Engineer. George Mucher
V.P. Chg. Sales. I. J. Youngblood

PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Collins Radio Co.

855—35th St., N.E., Cedar Rapids, Iowa
Phone: 3-0281

President Arthur A. Collins
Exec. V. P.—New York W. J. Barkley
Vice President-Gen. Mgr. R. S. Gates
V. P. Chg. Engr. & Mfg. L. M. Craft
Secretary-Treasurer S. J. Storm
PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receiver, exciters and variable frequency oscillators. Mechanical and electronic industrial control devices.

Colonial Radio Corp.

254 Rano St., Buffalo 7, N. Y.
Phone: Victoria 2450

President E. E. Lewis
V. P. Chg. of Oper. J. H. Quick
V. P. & Treas. H. E. Riordon
V. P. & Automotive Sales. C. H. Symington
Controller. M. B. Chesney
Purchasing Agent. H. H. Martin
Commercial Mgr. J. K. McDonough
Service Mgr. R. K. Pew
Mgr. & Industrial Relations. H. S. Hagen
Dir. of Engineering. R. MacLathie
PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181

President Frank White
V. P. in Chg. of Sales. Paul E. Southard
V. P. in Chg. of Mfg. and Engineering
J. H. Hunter
Dir. of Engineering and Development
William Bachman
Recording Dir. Vincent Liebler
Treasurer William Wilkins
Dir. of Purchases. Robert P. Robinson
Advertising Mgr. Albert Earl
Export Mgr. Ralph Alacon
Service Mgr. William Madeburg
Traffic Manager. Lou Morrison
PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions.

Equipment Manufacturers

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland 11, Ohio
Phone: CLeArwater 6500

President & Sales Mgr. G. F. Benkelman
V. P. & Chief Engineer J. W. Jira
Purchasing Agent W. M. Wood
PRODUCTS: Fixed composition resistors,
Nobleloy Precision Resistors, Auto Radio
Suppressors, Capacitors, Filternoys.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
Phone: Geneva 4140

President & Treasurer . . . Milton Ritzenberg
Secretary-Sales Mgr. . . . Macdonald Goodwin
Chief Engr. Serge Paksver
Asst. Sect.-Asst. Treas. . . Jane E. DeVleshower
V. P. & Prod. V. A. Carpenter
PRODUCTS: Electronic tubes, phototubes,
rectifier tubes, grid control tubes, fluorescent
lamps, ultra violet and stationary lamps.
Special tubea of all kinds.

Continental Electronics Mfg. Co.

1728 Wood St., Dallas 1, Texas
Phone: Riverside 3611

President James O. Weldon
Vice-President Lester H. Carr
Secretary Dorothy F. Weldon
PRODUCTS: Antenna Phasing Equip-
ment, Radio Frequency Components for
Standard Broadcast Stations, Custom Build-
ing of Radio Transmitting Equipment.

Corning Glass Works

Corning, New York
Phone: Corning 372

President W. C. Decker
Mgr. Electrical Prod. Div. . . . John L. Ward
Mgr. Technical
Prod. Div. Russell Brittingham
PRODUCTS: Glass envelopes for tubes
used for radio receiving, broadcasting, ca-
thode ray, television and all other electronic
purposes, tubing and special sealing glasses,
insulators, coil forms, resistor tubes, metal-
lized glassware, including timmer capacitors,
resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
Phone: BArcley 7-5140

President John Cook
V. P. & Gen. Sales Mgr. . . . W. F. Osler, Jr.
Treasurer J. C. Stagg
Secretary J. E. Hoffman
Sales Mgr. & Electric Wire Prod. W. F. Jessup
PRODUCTS: Radio & TV wire products
including electronic and intercommunicating
wires and cables, electric wire products in-
cluding lamp cords, fixture wire, rubber
jacketed cords, and cord sets.

Crosley Division

(Avco Manufacturing Corp.)

1329 Arlington St., Cincinnati 25, Ohio
Phone: KIRhy 6600

Exec. V. P., Avco Mfg. Corp.
Raymond C. Cosgrove
Pres. & Gen. Mgr., Crosley Div. John W. Craig
Gen. Sales Mgr. Norman C. MacDonald
Dir. of Engineering & Research
L. M. Clement
Mgr., Radio & TV Section . . Stanley J. Glaser
Credit Mgr. John J. Hope, Jr.
Purchasing Agent Frank W. Warner
Advertising Mgr. Ellis L. Redden
Industrial Relations Mgr. . . Paul W. Deubery
Export Mgr. Tye M. Lett, Jr.
Service Mgr. Harold A. Newell
Traffic Manager Frank C. Partlan
Pres., Crosley Broadcasting Corp.
(Subsidiary) J. D. Shouse
PRODUCTS: Radio—AM, FM, Television.

De Mornay Budd, Inc.

475 Grand Concourse, New York 51, N. Y.
Phone: MELrose 5-1900

Pres. & Treas. Richard E. DeMornay
Vice President Edward F. Meyers
Secretary Georgia Schlunkert
General Mgr. Stanley Gartman
Executive Engr. Robert L. Clarke
Chief Engr. Walter Zable
New Developments Engr. . . Samuel Freedman
Engineering Rep. Maxwell S. Symon
Dir. of Purchases Jordan Smith
Purchasing Agent Robert Hefferman
PRODUCTS: Research Development and
Production of: Microwave Plumbing, Wave
Guides, Microwave Test Equipment, Micro-
wave Spectroscopy, Radar Systems, Radar
Components, Linear Accelerators (Micro-
wave), Special fittings and plugs, RF systems,
Calorimeters.

Doolittle Radio, Inc.

7421-23 S. Loomis Blvd., Chicago 36, Ill.
Phone: RAclifffe 3-4100

President E. M. Doolittle
Sales Manager H. V. Carlson
PRODUCTS: Radio Communications
Equipment, Frequency Monitors.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone PASSaic 3-1616

OFFICERS

President Allen B. Du Mont
Vice-President Leonard F. Cramer
Treasurer Paul Raibour
Secretary Bernard Goodwin
Asst. Treas. J. J. Doughney
Asst. Secy. Arthur Israel, Jr.

Equipment Manufacturers

BOARD OF DIRECTORS

Dr. Allen B. Du Mont, Leonard F. Cramer,
Bruce T. Du Mont, Dr. Thomas T. Goldsmith,
Jr., Paul Raihurn, Bernard Goodwin, Arthur
Israel, Jr., David Van Alstyne, Jr.

DEPARTMENT HEADS

Director of Research

Dr. Thomas T. Goldsmith, Jr.

Mgr. Du Mont TV Network

Lawrence Phillips

Gen. Mgr. Instrument Mfg. Div.

C. Edwin Williams

Mgr. TV Receiver Sales.....Ernest A. Marx

Controller.....B. L. Graham

Advertising Mgr.....H. R. Geyelin

Plant Superintendent.....Bruce T. Du Mont

Dir. of Personnel.....Harry Houston

Mgr., TV Receiver Mfg.....Ricardo Muniz

Mgr., Instrument Div.....Rudolph Feldt

Mgr., Cathode-ray Tube Div.....I. C. Rosenberg

Mgr., Transmitting Equip. Sales.....H. E. Taylor

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

Dumont Electric Corp.

308 Dyckman St., New York 34, N. Y.

Phone: LOrraine 9-2800

President & Chief Engr.....Jacob Katzman

Sales Manager.....Philip Duhilier

PRODUCTS: Paper, electrolytic and mica condensers.

DX Radio Products Co., Inc.

2300-10 W. Armitage Ave., Chicago 47, Ill.

Phone: Armitage 3740

Pres. & Sales Mgr.....George H. Trimmings

Chief Engineer.....Louis J. Patla

Credit Mgr.....C. Banghart

Purchasing Agent.....C. L. Linblade

Advertising Mgr.....M. P. McLean

Industrial Relations Mgr.....M. E. McLean

Export Mgr.....Syd Storch

Production Mgr.....Albert Bowman

Traffic Mgr.....W. Grabarek

PRODUCTS: Transformers.

Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia 44, Pa.

Phone: DAvenport 4-7000

President.....James L. Hawley

Secretary.....T. J. Mullaney

General Manager.....George H. Rich

Engineer.....Edward Ritter

Purchasing.....R. E. Weber

Accounting & Credits.....W. T. Lodwig

PRODUCTS: Binding posts and terminals, cable connectors and couplings, custom moldings, electric eyes, headphones, knobs, metal stampings, lugs, microphones, photoelectric relays, photocells, phototubes, plugs, screw-machine parts, speaker connectors, terminal

plugs, terminal strips and blocks, tube shields (miniature), tube sockets, electrical assemblies of all types for radar, telephones, headsets, microphones; jacks.

Eckstein Radio and Television Co.

P. O. Box 343, Le Roy, Minn.

Phone: 191

President.....E. A. Eckstein

Sec'y.-Treas.....E. R. Bostrom

Sales Manager.....R. J. Benjamin

Prod. Mgr.....D. F. Boulett

PRODUCTS: Communication type car receivers (Karadio) Featuring Multi Band & Fixed Frequency. Farn Radios (L'Atro). Home radios & special purpose sound equipment (Eckco).

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.

Phone: NOrmandy 2-2168

President.....David A. Marcus

Vice-Pres.....Win. H. Burgess

Engineer.....B. V. Delltour

Purchasing Agent.....R. T. Liggitt

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphone, the transmitter, the electronic inverter which changes A-C to D-C for electric shavers. Television Service Division—install and service television receivers.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.

Phone: Chestnut Hill 7-6800

Pres. Edward D. Gray

V.P.-Chief Engineer.....Henry S. Bamford

Sales Mgr.....George Peterson, Jr.

Credit Mgr.....C. John Seez

Service Mgr.....George Peterson, Jr.

Purchasing Agent.....Paul A. Keller

PRODUCTS: Standard, Multi-gun, Special purpose Cathode-Ray Tubes, Multi-channel oscilloscopes, Electronic Engineering and development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.

Phone: CHelsea 2-1800

President.....Benjamin Abrams

Exec. Vice-Pres.....Dorman D. Israel

Secy. & Treas.....Max Abrams

Vice-Pres. Sales.....Charles Robbins

Vice-Pres. Purchasing.....Harvey Tullo

Vice-Pres., Works Mgr.....E. J. Kelly

Controller.....A. Rosen

Dir. of Engineering.....D. E. Harnett

Sales Promotion Mgr.....Stanley M. Abrams

Export Mgr.....Joseph Kattan

Service & Parts Mgr.....George Cohen

Equipment Manufacturers

Personnel Mgr.....P. R. Certo
 Advertising Mgr.....Edward Lane
PRODUCTS: Radio Receivers: Battery—
 Console, Table, Portable, Portable AC-DC;
 Electric — AM Compact, AM Table, AM
 Portable, AM Console, FM Console; FM
 Table; Television—Table models and Con-
 soles; Combinations — Radio-phonograph;
 Record Players.

Espey Manufacturing Co., Inc.

528 E. 72nd St., New York 21, N. Y.
 Phone: BUtterfield 8-2300

President.....Nathan Pinsley
 V. P. & Sales Mgr.....W. Walter Jahlon
 V. P. & Gen. Mgr.....Sol Pinsley
 V. P. & Industrial Sales.....John Benedikt
 V. P. & Eng.....Jack Rosenbaum
 Credit Mgr.....Max Goldberg
 Export Mgr.....J. E. Chorlian
 Chief Eng.....Sam Sach
PRODUCTS: AM-FM-Chassis, AM-FM-Tun-
 ers, High Fidelity Amplifiers, Power Supplies,
 AM-FM Front End Tuners, 3"-Television Kits.

Fada Radio & Electric Co., Inc.

525 Main St., Belleville 9, N. J.
 Phone: BE 2-5680

President.....J. M. Marks
 Secretary-Treasurer.....D. I. Marks
 Chief Engr.....Herbert O. Wilson
 Vice Pres.....S. N. Marks
 Asst. Seety.....I. N. Marks
 Advertising, Export Manager...H. N. Lubet
 Supt.J. Lewandowski
PRODUCTS: AM-FM Table Model Radio,
 Table Model Television Receiver, Projection
 Console Model Television.

Fairchild Recording Equipment Corporation

88-06 Van Wyck Blvd., Jamaica 1, N. Y.
 Phone Jamaica 6-3800

President.....Sherman M. Fairchild
 Vice-Pres.....W. D. Fling
 Advertising & Sales Mgr.....Jay H. Quinn
 Treasurer.....J. B. Wolff
PRODUCTS: Sound Recorders (disk),
 Magnetic Tape Recorders, Transcription
 Tables, Magnetic Cutterheads, Dynamo Pick-
 ups, Pickup Equalizers, Unitized Amplifier.

Farnsworth Television & Radio Corp.

3702 E. Pontiac St., Fort Wayne 1, Indiana
 Phone: Anthony 5301

President.....E. A. Nicholas
 Vice-President-Secretary.....E. M. Martin
 Vice-President-Sales.....D. M. Allgood
 V. P. Engineering.....B. Ray Cummings
 Vice-Pres.—Mfg.....William Clausen
 Treas.....Paul H. Hartmann

Assistant Secretary-Assistant
 Treasurer.....C. H. Wiggin
 Auditor.....W. F. Hoepfner
 Dir. of Research & Advanced Engineering
 Philo T. Farnsworth
 Chief Engineer, Electronic Apparatus
 Division.....J. C. Ferguson
 Chief Engineer, Radio-Television
 Department.....W. H. Myers
 Manager of Advertising and Sales
 Promotion.....John S. Garceau
 Mdse. Mgr.....I. C. Hunter
 Manager of Mobile Communications
 Division.....John A. Curtis
 Director of Purchases.....E. S. Needler
 Credit Manager.....Arthur E. Sibley
PRODUCTS: AM-FM radios and Capehart
 phonograph-radios; automobile radios, tele-
 vision receivers, television transmitting equip-
 ment, television studio equipment, television-
 telemetering equipment, FM transmitters,
 railroad radio communications equipment,
 mobile communications equipment automatic
 record changers, television tubes, television
 antennas.

Federal Telephone and Radio Corp.

100 Kingsland Rd., Clifton, N. J.
 Phone: NUtley 2-3600

President.....Ellery W. Stone
 Asst. V. P. in Chg. of Sales...A. W. Rhinow
PRODUCTS: For AM — Complete broad-
 cast systems: transmitters, transmitting and
 rectifying tubes, Pulse-Time-Modulation Re-
 lay Systems, cables, field intensity meters,
 consoles, microphones and associated speech
 input and transmitter control equipment. For
 FM—Complete broadcast systems: transmit-
 ters, transmitting tubes, field intensity meters,
 cables, consoles, microphones and associated
 speech input and transmitter control equip-
 ment, Square Loop transmitting antennas,
 studio-transmitter-links, microwave relay sys-
 tems, transmitter monitors, dummy antennas.
 For TV-Transmitters and complete broadcast
 equipment, microwave relay systems, trans-
 mitter monitors, high-gain antennas.

Finch Telecommunications, Inc.

4th & Virginia Sts., Passaic, N. J.
 Phone: Passaic 2-3440

President.....W. G. H. Finch
 Asst. to Pres.....J. C. Crost
 Dir. Research.....Dr. LaVerne Philpott
 Purchasing Agent.....Frank R. Brick, Jr.
PRODUCTS: Facsimile, recording paper,
 Finch rocket antennas.

A. W. Franklin Mfg. Corp.

43-20 34th St., Long Island City 1, N. Y.
 Phone: STillwell 4-1160

President.....Albert W. Franklin

Equipment Manufacturers

V.P.—Engineering Prod. Joseph M. Vananzi
Vice-President—Sales.....N. H. Lawton
Credit Manager.....Fred Weller
Purchasing Agent.....S. Yurman
PRODUCTS: Sockets, plugs, switches,
terminal strips, plastic and metal fabrica-
tions and assemblies, locking rings, metal
stampings, plastic molded products, air-loops.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WAlker 5-8765

President.....Arthur Freed
Chief Engineer.....Murray Weinstein
Purchasing Agent.....Sam Abramson
Advertising Mgr.....Harold S. Boxer
Industrial Relations Mgr.....Jack Horowitz
Dir. of Res. & Devel.....Joshua Sieger
PRODUCTS: Manufacturer of Freed-Eise-
mann high-fidelity radio-phonograph com-
binations, all incorporating frequency modu-
lation band.

Garod Radio Corporation

70 Washington Street, Brooklyn 1, N. Y.
Phone: MAin 4-6044

President.....Leonard Ashbach
Asst. to President.....Maurice Raphael
Vice-President.....Louis Silver
Chief Engineer.....Barnet S. Trott
Gen. Sales Mgr.....Louis Silver
Credit Manager.....Benjamin Orlin
Purchasing Agent.....Sol Prediger
Export Manager.....Ernest Nigaglioni
Service Manager.....Carl Volpe
PRODUCTS: Receivers: Battery—Console,
Table, Personal, Portable; Electric — AM
Midget, AM Table, AM Console, AM Portable
AC-DC, AM Console with Phonograph, AM
Console with Phonograph and Recorder;
AM-FM Table, AM-FM Console with Phono-
graph; AM-FM Console with Phonograph
and Recorder; Television—Table, with FM,
with AM, with FM-AM; Console, with FM,
with AM, with FM-AM and Phonograph.
Record Players.

Gates Radio Company

123 Hampshire Street, Quincy, Illinois
Phone: 522

President.....P. S. Gates
Executive V. P.....L. L. McEwen
V. P. Research & Sales Co-ordination
F. O. Grimwood
Adv. Manager.....F. J. Pippenger
Chief Engineer.....F. W. Wentura
Prod. Mgr.....A. D. Myers
Credit Mgr.....L. H. Seileman
Exec. Secy.....A. D. Petzoldt
Purchasing Agent.....J. P. Bowers
PRODUCTS: Transmitters: AM Broadcast,
FM Broadcast, Communications, Shortwave,

Speech Input: Consoles, Remote Amplifiers,
Program Amplifiers, Monitoring Amplifiers,
Pre-amplifiers, Recording equipment, Cust-
om built studio systems, AM Frequency and
Modulation Monitors.

General Electric Electronics Department

Electronics Part, Syracuse 1, N. Y.
Phone: 6-4411

Vice-Pres.....Dr. W. R. G. Baker
Comptroller.....E. L. Hulse
Mgr., Receiver Div.....I. J. Kaar
Mgr., Transmitter Div.....C. A. Priest
Mgr., Tube Division.....J. M. Lang
Mgr., Specialty Div.....G. F. Metcalfe
Mgr. of Marketing.....E. H. Vogel
Gen. Sales Mgr.....A. A. Brandt
PRODUCTS: Receivers, Transmitters,
Tubes, Components.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
Phone: Sherwood 2-5271

Treasurer.....D. E. Replogle
Vice-President.....A. C. Moeller
Sales Manager.....C. G. Hampson
Production Engineer.....J. McCaulley
Chief Engineer.....R. Shima
PRODUCTS: Three and 5 inch Projection
Tubes, 10, 12½, and 15 inch Direct View
Cathode Ray tubes.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235

President.....A. W. Fritzsche
Treasurer.....C. F. Russert
Vice-Pres., Sales Mgr. of Mechanical Div.
H. E. Moon
Vice-Pres., Sales Mgr. of Plastics Div.
Steve Hildebrand
Chief Engr.—Mechanical Div.
Howard Shumaker
Chief Engr.—Plastics Div.....Russell Smith
Purchasing Agent.....Clete Heindrich
PRODUCTS: Molded plastics — electric
spring phonograph motors, record changers;
recorders — combination record changer;
heater and defroster motors.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400

Chairman of Board.....C. Russell Feldman
Pres. & Treas.....R. E. Laux
V. P. in Chg. of Sales.....Don J. Phelps
Sales Manager.....G. P. Marron
Chief Engineer.....B. N. Fisher
Credit Manager.....W. J. Kau
Dir. of Purchases.....C. B. L. Townley

Equipment Manufacturers

Purchasing Agent.....C. F. Richardson
 Export Mgrs.....Ad. Auriema, Inc.
 PRODUCTS: Variable condensers, push
 button devices, record changers, loud speak-
 ers, TV front & tuners.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
 Phone: Victory 0707

President.....Morris Perlman
 Chief Engineer.....Alfred Schofield
 Purchasing Agent.....Ernest Neustadter
 Sales Mgr.....L. Tenenberg
 PRODUCTS: Coil Forms, Sockets, Fabri-
 cators of Laminated Phenolic Materials.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
 Phone: TRowbridge 6-4400

Chairman of Board.....H. B. Richmond
 President.....E. H. Locke
 Vice-Pres. for Sales.....A. E. Thiessen
 Vice-Pres. for Mfg.....C. C. Carey
 Secretary-Treasurer.....F. L. Tucker
 Export Mgr.....C. E. Hills, Jr.
 Chief Engineer.....M. Eastham
 Publicity Mgr.....C. E. Worthen
 Service Mgr.....H. H. Dawes
 PRODUCTS: Precision radio and elec-
 tronic laboratory and testing instruments,
 FCC approved standard broadcast AM fre-
 quency and modulation monitors; FM and
 TV monitoring equipment; Variacs, Stro-
 botacs.

The Hallicrafters Co.

4401 W. 5th Ave., Chicago 24, Ill.
 Phone: VAn Buren 6-6300

President.....William J. Halligan
 Exec. Vice-Pres.....R. W. Durst
 Vice-Pres. & Engr.....Nelson P. Case
 Gen. Sales Mgr.....R. J. Sherwood
 Asst. to Pres.....R. L. Russell
 Secy.-Treas.....J. J. Frenndreis
 Asst. Treas.....M. P. Heinz
 Asst. Sec. & Purch. Agent.....E. J. Corcoran
 Sales Manager.....M. Scott
 Advertising Mgr.....Charles J. Nesbitt
 Works Manager.....G. H. Hartley
 PRODUCTS: Television Receivers, FM &
 AM Broadcast Receivers, Communications
 Receivers, Radio Transmitters.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
 Phone LOnacre 5-1300

President.....Lloyd A. Hammarlund
 V-P & Treasurer.....Joseph Lush
 Secretary-Comptroller.....E. A. Wittmer
 Chief Engr.....Walter Keith
 PRODUCTS: Manufacturers of precision
 communications equipment.

Hartenstine-Zane Co., Inc.

225 Broadway, New York 7, N. Y.
 Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine
 Asst. Sec.....M. A. Hartenstine
 PRODUCTS: Specialize in the design of
 tower foundations; erecting, lighting and
 painting radio towers; installing ground sys-
 tem for AM Broadcasting and all types of
 antennae and accessories for FM & TV Sta-
 tions; Maintenance of radio towers, obstruc-
 tion lighting equipment and FM & TV an-
 tennae.

Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.
 Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
 Dir., Contract Adminis.....B. H. Dean
 Dir., Contract Engineering.....R. H. DeWitt
 Clerk of Corp.....Ronald W. Martin
 Chief Engineer.....Bernard J. Cosman
 Purchasing Agent.....Frank Waterhouse
 Comptroller.....Gordon C. Genthner
 Prod. Mgr.....George Tompkins
 Personnel Dept.....Mary Rizzitano
 PRODUCTS: High Fidelity Frequency
 Modulation Broadcast Transmitting & Studio
 Equipment, Short-wave Telephone and Tele-
 graph Transmitters, High Fidelity FM Broad-
 cast Receivers, Regulated Power Supplies,
 I-F Strips, Visual Alignment Signal Gener-
 ators, Galvascopes and associated radio and
 electronic equipment, Two-Way Communica-
 tion equipment, emergency.

Hazeltine Electronics Corp.

58-25 Little Neck Pkwy., Little Neck, N. Y.
 Phone: FLushing 7-0300

President.....W. A. MacDonald
 Exec. Vice Pres.....W. H. Grinditch
 Vice Pres.....Laurence B. Dodds
 Vice Pres.....Jack Binns
 Vice Pres.....Fielding Robinson
 Vice-Pres.....Commo. Jennings B. Dow
 Treasurer.....John D. Grayson
 Secretary.....Paul Armitage
 Dir. of Eng.....Arthur V. Loughren
 PRODUCTS—Test Loop Antenna, Imped-
 ance Measuring Equipment, Synchroscope,
 R-F Alignment Generator, Picture Modulated
 Generators, Modulation Monitor Receiver,
 I-F Alignment Generator, Black & White
 Signal Generator, R-F Mixing Pad, Impulse
 Signal Generator, Scanning Linearity Gen-
 erator, Pulse Cross Generator, Tuner Test
 Jig, Picture & Sound Modulated Generators.

Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey
 Phone: Plainfield 6-0878

President.....George K. Haydu

Equipment Manufacturers

Chief Engineer.....Zoltan Haydu
Sales Mgr.....Al Fleischmann
PRODUCTS: Television Antenna.

Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.
Phone: RI 75671

PresidentH. L. Hoffman
Vice-Pres. & Sec.....W. D. Douglas
Sales Manager.....R. J. McNeely
Treasurer.....C. E. Underwood
Works Manager.....E. P. Gertsch
Dir. of Purchasing.....S. L. Spraggins
Personnel Dir.....W. V. Phillips
PRODUCTS: AM Table Model Radios, AM-FM Radio-Phonograph Combinations, Home Recording (Musicord), Wire Recording, AM-FM Radio-Phonograph Combinations with Home Recording, Television Console, AM, Radio-Phonograph, Television Combination.

Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.
Phone: Diversey 2000

President.....Joseph F. Riley
Sales & Export Mgr.....J. M. Muniz
Sales Mgr.....Howard C. Briggs
Chief Engineer.....W. James
PRODUCTS: AM-FM radios and phonograph combinations, television receivers and other electronic products.

Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Bruce A. Coffin
Vice-Pres.....Edgar M. Batchelder
Chairman of Board-Treas.....Lloyd H. Coffin
Sales Manager.....John Q. Adams
V. P. Chg. of Engineering...C. F. Stromeyer
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Mgr.....W. L. Urquhart
Advertising Manager.....Harry G. Burnett
PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, hallast, voltage regulators.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.
Phone: FRANKlin 2-1114

President.....A. D. Plamondon, Jr.
V. P. & Sales Mgr.....R. F. Smith
Gen. Mgr.....D. D. Cleghorn
Adv. Mgr.....I. A. Dickey
PRODUCTS: Permanent Magnets: Alnico, Cunico, Cunife, Indalloy, Vectolite, Silmanal, Cohalt, Chrome and Tungsten; Magnetic Recording Tape: Hyflux; Magnetic Tape Recording and Playback Heads.

Insuline Corp. of America

36-02 35th Ave., Long Island City 1, N. Y.
Phone ASToria 8-3738

President.....S. I. Spector
Sales Manager.....Bernard L. Cahn
Secretary.....A. S. Spector
Adv. Manager.....A. S. Chambers
Supt.F. Henneke
Purchasing Agent.....H. Weston
Design Engineer.....C. J. Spector
Personnel Dir.....C. K. Horwitz
Chief Engineer.....John Donato

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jarks, Sockets, Screw Machine Parts, Test Tools, Test Leads, Auto Antennas, Auto Radios Noise Suppressors, TV Antennas, TV Accessories, FM Antennas, FM Accessories.

International Detrola Corporation Caswell-Runyan Division

East Franklin St., Huntington, Ind.
Phone: 3100

General Manager.....Adolph H. Srenkel
Sales Mgr.....Fred Tower
PRODUCTS: Radio cabinets.

International Resistance Co.

401 N Broad St., Phila. 8, Pa.
Phone: Walnut 2-2166

President.....Ernest Searing
Vice-Pres., Sales.....Harry Ehle
Vice-Pres. Research.....Jesse Maraten
Chief Eng.....William H. Knowles, Jr.
PRODUCTS: Fixed and variable resistors.

J. F. D. Manufacturing Co., Inc.

16th Ave. at 61st., Brooklyn 4, N. Y.
Phone: GEDney 8-3100

President.....Julius Finkel
Vice-PresidentAlbert Finkel
Secty.Edward Finkel
Advertising Mgr.....James Sarayiotos
Development Engr.....Albert Friedman
Production Engineer.....M. Director
Factory Foreman.....O. Maltzman

PRODUCTS: Television Antennas, FM Antennas; TV Antenna Brackets, Insulators, Wire, Masts, Glare Filters; Key hex wrenches, Bristle spline wrenches, plugs, male; female; AC-DC Continental and Domestic Test Leads, Test Prod., Phono Needles, Grille Cloth, Dial Pointers, Steel Ruler and Wire Gauge, Line Cords—Resistance Cords; AC Service Cords, "Sockette" Radio Tube Adapters, Exact Duplicate Ballast Tubes, Phosphor Bronze Dial Cable, Battery Adapter Harnesses, Adjustable Ballast Tubes, Resistance Cord Adapters, Phono Adapter

Equipment Manufacturers

Switches, Microphone Connectors, Midget Jacks & Plugs, Toggle Switches, Auto Condensers, Speaker Cement, Antennae Loop, Auto Antennae, Battery Plug, Tube Shields, Radio Wire, Suppressors, Dial Belts, Dial Cord.

The Jackson Electrical Instrument Co.

16-18 S. Patterson Blvd., Dayton 1, O.
Phone: Hemlock 4076

President.....Paul F. Jackson
Vice-Pres.....Robert C. Apple
Sales Manager.....Myron Fulkerson
Production Mgr.....William Hagstrum
PRODUCTS: Dynamic Tube Testers, Condenser Tester, V.T.V.M., Audio Oscillator, AM-FM Signal Generator, TV-FM Signal Generator.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone MANSfield 7161

President.....J. C. Daley
Vice-President.....R. A. Hoagland
V.P., Engineer.....L. Mauener
Executive Engineer.....R. J. Horstman
Credit Manager.....Victor E. Lee
Export Manager.....M. J. Schmitt
Director of Purchases.....Edward J. Banigan
PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: PORTsmouth 7-7600

President.....Thomas A. White
Purchasing Agent.....George H. Turner
Advertising Manager.....Bayard H. Clark
Comptroller.....John W. Henderson
Export Manager.....J. G. Corrigan
PRODUCTS: Loudspeakers, reproducers, Projectors, Cabinet, Transformers.

Johns-Manville

22 East 40th St., New York 16, N. Y.
Phone LEXington 2-7600

Chairman of the Board.....Lewis H. Brown
President.....R. W. Lca
V.P. & Asst. to Ch. of the Board.....J. P. Syme
V.P. (Relationships).....L. C. Hart
V.P. (Finance).....Alvin Brown
V.P. (Production).....A. R. Fisher
V.P. (Sales).....L. M. Cassidy
V.P. (Research).....C. F. Rassweiler
Treasurer.....Roger Hackney
Secretary.....Vandiver Brown
PRODUCTS: Acoustical Materials.

Kerrigan Lewis, Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208

President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer.....Charles F. Lewis
PRODUCTS: Magnet and Litzendrahl Wire.

Kimble Glass

Division of Owen-Illinois Glass Co.

Ohio Bldg., P. O. Box 1035, Toledo 1, Ohio
Phone: MAIn 7131

V. P. & Gen. Mgr.....S. J. McGiveran
Gen. Sales Mgr.....E. B. Dennis, Jr.
Sales Mgr., Industrial & Electronics
J. P. Kearney
Mgr. Sales Promotion.....Harlan Hobbs
PRODUCTS: Cathode Ray Bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, Electronic Glass, Tube & Rod Specialties.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secy.....Barbara H. Sisson
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

Kings Electronics Co., Inc.

372 Classon Avenue, Brooklyn 5, New York.
Main 2-2086

President.....M. R. Weissman
Sales Mgr.....L. Willis
Chief Engineer.....C. Nuremberg
Treasurer.....P. Kay
Credit Mgr.....E. Jordan
Purchasing Agent.....M. R. Weissman
Export Mgr.....L. Willis

PRODUCTS: FM, Television and Ham Antennas, Variable Condensers, Microphone Plugs and Jacks, Co-axial Connectors, Wave Guides, Wave Traps, Radar Assemblies, Special Electronic Equipment, Television Antenna and Installation Service for Television Manufacturers in Metropolitan New York and Long Island.

Langevin Manufacturing Corp.

37 W. 65th St., New York 23, N. Y.
Phone: EN 2-7200

President.....Carl C. Langevin
V. P. & Gen. Mgr.....J. Martinez
Chief Eng.....William M. Dallin
Sales Promotion Mgr.....Howard A. Harkavy
Asst. Treas.....Andrew Prins

• • • **Equipment Manufacturers** • • •

PRODUCTS: Audio Amplifiers for AM-FM-TV studio applications, Program automatic gain control and limiting amplifier.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone Whitehall 4-1424

Contact.....J. F. Neary
PRODUCTS: Vertical Radiators, Antenna Towers and Masts. Supporting Towers for FM and Television.

John E. Lingo and Son, Inc.

2814 Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Asst. to President.....Joseph J. Taylor
Chief Engineer.....Wesley Thompson
Production Superintendent..George Burrows
PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlett Laboratories, Inc.

1063 Hope Street, Springdale, Conn.
Phone: Stamford 4-5781

President.....R. R. Machlett
Vice-Pres. of Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
Vice President.....H. J. Hoffman
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
Industrial Rel. Mgr.....R. Gordon Hamblen
Export Mgr.....A. J. Foster
PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Company

2131 Bueter Rd., Fort Wayne 4, Indiana
Phone: Anthony 5474

President & Treasurer..Richard A. O'Connor
Executive Vice-President...Frank Freimann
Factory Manager.....L. E. Quinnell
Chief Electrical Engineer, Radio-Phonograph Division...R. H. Dreisbach
Sales Manager—Components Div.

Stanley S. Sondles

PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

John Meck Industries, Inc.

Liberty at Pennsylvania Sts., Plymouth, Ind
Phone: 33

President.....John S. Meck

Credit Mgr.....Russell C. Eggo
Chief Engineer.....J. J. Jones
Purchasing Agent.....W. Eebel
Traffic Manager.....H. McKee

PRODUCTS: Battery — Table, Personal, Portable, Portable AC-DC; Electric — AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Table with Phonograph, AM Console with Phonograph, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, AM Table, FM Table, AM-FM Table, AM Console, AM-FM Console, AM Console with Phonograph, AM-FM Console with Phonograph.

**Meissner Mfg. Division
Maguire Industries, Inc.**

Bellmont & Seventh Sts., Mt. Carmel, Illinois
Phone: 733

President.....Russell Maguire
Sales Manager.....R. E. Burrows
Advertising Manager.....R. E. Burrows
General Manager.....Fred Lester
Chief Engineer.....W. J. Harrison
Credit Manager.....LaFrieda Kivett
Purchasing Agent.....J. C. Hershman

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment, television chassis, television components and complete television receivers.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: Boonton 8-2131

President-Gen. Mgr.....H. W. Houck
Chief Engineer.....Jerry B. Minter
Chief Research Engineer...John van Beuren
Sales Mgr.....Nelson C. Doland, Jr.
Credit Mgr.....Robert Meyer
Advertising Mgr.....Edgar M. Weed

PRODUCTS: Standard Signal Generators, Pulse Generators, Square Wave Generators, UHF Radio Noise & Field Strength Meters, Vacuum Tube Voltmeters, Peak Voltmeters, Megohm Meters, Megacycle Meters, R.F. Attenuators, Inductance Bridges, Capacitance Bridges, Phase Sequence Indicators, Moisture Meters, Television Transmission and Receiving Test Equipment, Special Test Equipment, Fixed Capacitors and Resistors, Variable Condensers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670-1

President.....Dr. S. R. Birne
Sec.-Gen. Mgr.....J. M. Kublik, Se.D.

Equipment Manufacturers

Chief Engr. I. W. Kublik
 Purchasing Agent. J. V. Conniff
 Treasurer. H. B. Kuhlik
 Advertising Mgr. B. Burns
 Dir. of Pub. Rel. George Ruskin
PRODUCTS: Filmgraph Sound-on-Film Recorders & Reproducers, Continuous Recorders & Reproducers, Tape Recorders & Reproducers, Automatic Recorders and Reproducers, Permanent Recorders and Reproducers, Reference Recorders, Conference Recorders, Telephone Recorders, Interview Recorders, Telemike — Induction Units for listening to or recording two-way Telephone Conversations.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Massachusetts.
 Phone: Malden 4-4108-9

President James Millen
 Sales & Engr. Mgr. E. E. Williams
 Credit Manager. Frances Bearse
 Purchasing Agent. George E. Pike
 Export Manager. Carl Lohman Janik
 Chief Engineer. Wade Caywood

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Mirror Record Corp.

1133 Broadway, New York 10, N. Y.
 Phone CH 3-2222

Pres. & Treas. Paul K. Trautwein
 Chief Engr. R. V. Hough
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 Augusta Boulevard, Chicago 51 Illinois.
 Phone: Spaulding 2-6500

President. Paul V. Galvin
 Vice Pres. in Charge of Automotive Division. Elmer H. Wavering
 Vice Pres. in Charge of Home Products Division. Walter H. Stellner
 Vice Pres. in Charge of Communications & Electronics Division. D. E. Noble
 Sales Manager. Wm. H. Kelley
 Chief Engineer, Auto Radio. Jack Davis
 Chief Engineer, Home Radio. Gus Wallin
 TV Engineering Heads. Raymond Yoder, George Fyler.
 Engineering Heads, Communications Div. L. P. Morris, M. E. Bond, W. E. Phillips.
 Treasurer. George R. MacDonald
 Vice Pres. in Charge of Purchasing Frank J. O'Brien

Credit Manager. Henry Kleinbans
 Export Manager. Carl M. Wynne
 Service Manager. A. T. Alexander

PRODUCTS: Receivers: Battery — Automotive, Table, Personal; Electric — AM Table, AM Console, AM Portable AC-DC, AM Console with Phonograph; FM Table, FM Console, FM Console with Phonograph; AM-FM Console, AM-FM Console with Phonograph; Television—Table, with AM; Console, with AM; Amateur, Aviation, Marine, Police, Emergency Service, Taxicabs, Trucks and Busses, Walkie-Talkie; Record Players. Transmitter: FM Broadcast, VHF Broadcast, Fixed Station, Marine, Aviation, Police, Emergency Services.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
 Phone: Wabash 2-8800

President-Treasurer. Leslie F. Muter
 V.P.-Credit Manager. A. A. Dailey
 V. P. & Chief Engineer. K. E. Rollefson
 Purchasing Agent. A. R. Campbell
 Chief Engineer for Prod. C. M. Krocmer
 Superintendent. W. C. Rowley
 Industrial Relations Mgr. Miss Wilma Palm

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spirashields, antenna loops, I. F. and R. F. transformers, Audio transformers and speakers.

National Carbon Co., Inc.

30 East 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 7-8000

President. A. V. Wilkor
 Vice-Pres. & Gen. Mgr. J. M. Spangler
 Vice-Presidents. C. O. Kleinsmith,
 Gen. Sales Mgr. Cons. Prods. R. P. Bergan
 Mgr. Battery Eng. Dept. W. H. Fritz
 H. M. Warren

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
 Phone: Orange 2-6600

President K. C. Meinken
 Vice President. G. A. Bodem
 Treasurer W. H. Carey
 Secretary J. V. Deevy
 Credit Manager. H. A. Pope
 Advertising Manager. E. J. Maginot

PRODUCTS: Electron Tubes: Receiving; Transmitting; Cathode Ray; Special Purpose; Phototubes; Research & Development. Capacitors, Batteries, Dry, Ballasts, Panel Lamps, Volume Controls, Auto Vibrators.

Equipment Manufacturers

New York Transformer Co., Inc.

Third Avenue, Alpha, New Jersey
Phone Phillipsburg 5-1188

President.....Joseph B. Schaefer
Sales Manager.....Thomas B. Armstrong
Chief Design Engineer...Ernest D. Belanger
Chief Engineer.....George Pappas
Purchasing Agent.....Carl Seefter
Plant Superintendent.....A. H. Coover
Controller.....Kenneth Llewelyn

PRODUCTS: Transformers and Reactors for TV, Radios, Transmitters, and Receivers; Audio Frequency Coils; Electronic Control Devices, etc.

Olympic Radio & Television Inc.

34-01 38th Ave., Long Island City, N. Y.
Phone: STillwell 4-6961

President.....A. A. Juviler
Exec. Vice-President.....P. L. Schoenen
Vice-Pres.-Treasurer.....M. Sobin
Director of Sales.....Al Friedman
Purchasing Engineer.....W. Hegyi
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 5-6161

President.....John A. Proctor
Credit Manager.....David E. Davis
Service Manager.....John A. Proctor, Jr.
Chief Engineer.....A. D. Hines

PRODUCTS: Radio speakers, output and line transformers.

Packard-Bell Co.

3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: FAirfax 2141

Pres. & Gen. Mgr.....Herbert A. Bell
Vice-Pres.....J. M. Spain
Secy.-Treas. & Controller....Lowell R. Day
Asst. to Pres.....Robert S. Bell
Sales Dir.....Wm. H. Cies
Purchasing Agent.....A. T. Baxter
Plant Manager.....C. E. Davies
Personnel Dir.....C. E. Askin
Chief Engineer.....C. A. Nichols

PRODUCTS: Radios, phonographs, home recording instruments, FM and Television equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

President.....William Balderston
V. P. & Gen. Sales Mgr.....John M. Otter
V. P. Radio and TV Div.....Larry F. Hardy
V. P. in Chg. Industrial Div...Leslie J. Woods

V. P. in Chg. of Engineering and Research

D. B. Smith
Chief Engineer.....Palmer M. Craig
Credit Manager.....E. W. Mayhew
Dir. of Purchases.....R. A. Boyce
Advertising Mgr.....John F. Gilligan
Industrial Relations Mgr...Harold W. Butler
Export Manager.....D. W. McIntosh
V. P. in Chg. of Parts and Service

James M. Skinner, Jr.
Traffic Manager.....J. Lorek

PRODUCTS: Radios, Radio-Phonographs, Refrigerators, Television Receivers, Home Air Conditioners, Freezers, Automobile Radios, Accessories.

Philmore Mfg. Co.

113 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363

President.....Philip Schwartz
Chief Engineer.....Reginald Burke
Credit Manager.....C. Mildred
Export Manager.....M. Greenker
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur Radio-TV sets, crystal sets, microphones (carbon type), detectors plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

President.....Isidor Goldberg
Executive Vice-President.....E. L. Hall
Secretary-Treasurer.....I. W. Wyckoff
General Works Mgr.....J. Benjamin
Sales Manager.....Sidney Jurin
Purchasing Agent.....B. Jablow
Export Sales Manager.....E. L. Hall
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers, non-breakable pilotone vinylite records.

Press Wireless Mfg. Co., Inc.

Cantiague Rd., Hicksville, L. I., N. Y.
Phone: FIEldstone 7-2330

President.....T. Mitchell Hastings, Jr.
Treasurer.....Chester T. Cook
Chief Engineer.....Earl E. Eldridge
Purchasing Agent.....Clyde B. Rush
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters any power rendering A-1, A-2, A-3 service, Frequency Shift Keyer for transmission, Frequency Shift Monitors for transmission, Frequency Shift Converters—Teletype transmission and reception, Anti-Fade—Exalted carrier in diver-

Equipment Manufacturers

sity receiving equipment,, Ink Tape Recorders and pullers, Diversity Receivers, Line Amplifiers, Power Supplies, Compression Amplifiers.

Presto Recording Corp.

P. O. Box 500 Hackensack, N. J.
Phone: HAcKensack 3-5700

President.....George J. Saliba
Secretary.....Morris M. Gruber
Treasurer.....A. Benjamin
Comptroller.....Ruth B. Sholes
Sales Manager.....Thomas B. Aldrich

PRODUCTS: Stationary and portable disc recorders, Stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing styli, Gear driven turntables and recorders.

Radio Condenser Co.

Davis & Copewood Sts., Camden 4, N. J.
Phone: EMerson 5-5500

President.....Stanley S. Cramer
Vice-President.....Russell E. Cramer
V. P. Chg. of Sales.....Russell E. Cramer, Jr.
Treasurer.....William W. Paul
Chief Engr.....J. S. Robb
Dir. Labor Rel.....J. B. Thompson

PRODUCTS: Variable air condensers; Variable Air Capacitors for special radio apparatus of all description, "Rotonoid," (a power device for various applications).

RCA Victor Division Radio Corp. of America

Front & Cooper Streets
Camden, New Jersey
Phone: Camden 4-8000

Executive Vice President...Frank M. Folsom
Vice President and General
Manager.....J. G. Wilson
Vice President in Charge Law
and Finance.....J. H. McConnell
V. P. Chg. of Public Relations...J. K. West
Vice President and Director of
Engineering Dept.....D. F. Schmit
President, RCA Service Co.,
Inc.....E. C. Cahill
Director of Distribution
Department.....H. M. Winters
President, RCA Victor Distributing
Corporation.....W. M. Norton
Director, Materials Dept...V. deP. Goubeau
Vice President in Charge Home
Instruments Dept.....J. B. Elliott
Chief, Engineer, Home Instrument
Department.....D. D. Cole
General Sales Manager, Home
Instrument Department.....H. C. Baker

Vice President in Charge Record

Department.....J. W. Murray
General Sales Manager, Record
Department.....J. M. Williams
Chief Engr., Record Dept...W. T. Warrender
Vice Pres. and Acting Gen. Sales Mgr.
in Chg. Tube Dept.....L. W. Teegarden
Chief Engineer, Tube Dept Dr. G. R. Shaw
Vice President in Charge Engineering
Products Department.....W. W. Watts
General Sales Manager, Engineering
Products Department.....T. A. Smith
Chief Engineer, Engineering Products
Department.....M. C. Batsel

DIVISION PLANTS: Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Monticello, Ind.; Pulaski, Va.; Canonsburg, Pa.; Detroit, Mich.; Hollywood, Calif.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenckert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16mm Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government, Television Receivers, Transmitters, and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-Phonographs, Wire Recorders.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City 1, N. Y.
Phone: AStoria 8-1010

President.....C. R. Runyon, Jr.

Equipment Manufacturers

Vice-Pres. Frank A. Gunther
Secretary Joseph Behr
Chief Engineer Malbon H. Jennings
Dir. of Research James R. Day
Director of Purchases Joseph Behr
Mgr. of Sales C. R. Runyon, III
Service Mgr. Joseph Toman
Comptroller James A. Cronin

PRODUCTS: Broadcast transmitters, FM and AM, 250 watts to 50 kw; Antennas—FM, speech input equipment, Frequency Modulation monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment, Quadri-lene Amplifiers, Serrasoid Modulators, Ten Watt FM Educational Transmitters.

Rangertone Incorporated

73 Winthrop St., Newark 4, N. J.

Phone: HUmboldt 5-2550

President R. H. Ranger
Secretary E. R. Cornell
Treasurer R. H. Ranger
Chief Engineer P. M. Brubaker
Production Manager S. L. Ackerman
Sales Engineer A. A. Bombe
Purchasing Agent H. T. Karamus

PRODUCTS: High Fidelity Loudspeaker Systems, Magnetic Tape Recorders: Console, Table & Portable Models, Magnetic Tape Recording Accessories & Supplies, Magnetic Recording Tape, Consulting Engineers on Magnetic Tape Recorders, Laboratories & Custom Builders of Sound & Recording Equipment.

Raytheon Manufacturing Co.

55 Chapel St., Newton 58, Mass.

Phone: Bigelow 7500

Chairman of Board L. K. Marshall
President C. F. Adams, Jr.
Vice-Pres. & Treas. D. T. Schultz
Vice-Pres. W. L. Gifford
Vice-President Ray C. Ellis
Secy. & Gen. Counsel Paul F. Hannah
Credit Manager Dan Reed

PRODUCTS: AM, FM and television transmitters, transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmitting and studio equipment.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.

Phone: STillwell 4-7062-3-4

President, Sales Manager George Silber
Plant Supt. S. Simonson
Credit Manager A. Friedman
Export Agents Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

Scott Radio Laboratories, Inc.

4541 N. Ravenswood Ave., Chicago 40, Ill.

Phone: Longbeach 5172

President H. S. Darr
Exec. V. P. & Sales Mgr. Fred W. Gigax
Chief Engineer W. F. Cotter
Comptroller P. B. Schuecking
Purchasing Agent and Production Manager R. E. Strand
Export Manager M. A. Lachenmann
Service Manager J. R. Sensyk

PRODUCTS: Receivers: Electric—AM Console, AM-FM Console with Phonograph; Television—Console.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Illinois

Phone: University 2400

President E. Alschuler
Vice-President M. D. Block
Production Manager I. J. Jacobsen
Chief Engineer W. J. Schnell
Purchasing Agent P. O. Krumm
Credit Manager C. S. Willard
Sales Manager E. G. May
Export Manager H. A. Silcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Company

(Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, New York.

Phone: Evergreen 7-2820

President P. H. Sherron
Director of Purchases M. C. Turner
Chief Engineer M. V. Barasch
Sales Engineer E. P. Alisch
Director of Television P. J. Gollhofer

PRODUCTS: Transmitters: Standard Broadcast, FM Broadcast, VHF Broadcast, Television, Relay, Fixed Station, Facsimile. Complete Electronic Engineering Service—Electronic Laboratory for Development, Design and Research of Electronic Problems. Studio Control Equipment; Test Equipment for Television; Vacuum Tubes and Electronic Components; Laboratory and Production Instruments; Special Custom-Built Electronic Devices for Industrial Application; Electronic Heating; Experimental Television Station W2XDK.

Equipment Manufacturers

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago 12, Ill.
Phone: CH 3-2323

President Joseph Gerl
V. P.—Charge Sales..... Edward Harris
Credit Manager..... Ray Shadley
Chief Engineer..... Don Fetterman
Purchasing Agent..... Frank Whitaker
Export Manager..... Edward L. Harris
PRODUCTS: Radios, radio-phonographs,
portables, AM-FM combinations, television
receivers, phonograph records, Sterling cedar
chests.

Sound, Inc.

221 E. Cullerton Street, Chicago 16, Ill.
Phone: Victory 7234

President & Sales Mgr..... Allen Shoup
Chief Engineer..... Rudolph A. Bierwirth
Purchasing Agent..... Allan Gardner
Industrial Relations Mgr... Robert Willmarth
Service Manager..... George Dyer
PRODUCTS: Electronic and Sound Equip-
ment. Specialty Amplifiers of all types.

Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Cal.
Phone: Webster 9181

President Gerald King
Vice-Pres..... Milton M. Blink
V. P. in Chg. of Sales—Eastern Office
Alex Sherwood
Sales Mgr.—Central States Office
Gus Hagenah
Business Mgr. & Counsel... Lewis TeeGarden
Production Mgr..... Harry Bluestone
Chief Engineer..... Robert Callen
PRODUCTS: Standard radio transcription
library service, Standard super sound effects,
Mood music library.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago 14, Ill.
Phone: Lakeview 6000

President..... J. S. Knowlson
Sr. Vice-Pres..... F. A. Hiter
Sales Mgr. Radio Dept..... F. D. Masters
Service Manager..... N. J. Cooper
Chief Engineer..... S. C. Kofanowski
Vice-Pres., Radio..... S. Insull, Jr.
Credit Manager..... A. W. Grossklags
Purchasing Agent, Radio..... J. S. Burress
Advertising Manager..... F. R. Cross
Industrial Relations Mgr..... W. W. Miller
Export Manager..... J. E. Burke
Traffic Manager..... E. F. Stecher
PRODUCTS: Radios: AM-FM, Console,
Table, Console Combinations, Table Com-
binations, Portable. Television: AM-FM, Con-
sole.

Stromberg-Carlson Co.

100 Carlson Road, Rochester 3, N. Y.
Phone: Culver 0260

President..... Dr. Ray H. Manson
Vice-President-General Mgr... Lee McCanne
Vice-President Chg. Sales... Lloyd L. Spencer
Vice-President—Engineering
and Research..... Frederic C. Young
Sales Mgr. Radio-Tele..... C. J. Hunt
Mgr., Adv. & Pub. Rel... Stanley H. Manson
Mgr. Sound Equip Div..... A. G. Schifino
Credit Manager..... Charles W. Pritchard
PRODUCTS — Television Table Models,
Television Table Models with FM, Television
Consoles with FM, Television Radio-Phono-
graph Combinations with FM, AM Table
Models, AM Table Combination Models, AM-
FM Table Models, AM-FM Radio-Phono-
graph Combinations with LP-Standard Chang-
ers, Electronic Carillon Equipment, Inter-
communicating Systems, Telephones and
Switchboard Apparatus.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York 18, N. Y.
Phone: Wisconsin 7-9500

Ch. of Bd..... W. E. Poor
President..... D. G. Mitchell
Vice-President M. F. Balcom
Vice-President..... R. H. Bishop
Vice-President..... H. Ward Zimmer
Secretary..... J. S. Learoyd
General Sales Mgr., Radio Div... C. W. Shaw
Advertising Mgr. Radio
Division..... T. P. Cunningham
PRODUCTS: Cathode ray tubes, amateur
transmitting tubes, radio receiving tubes,
germanium crystals, panel lamps, counter
tube tester, portable tube tester, modulation
meter, polymeter, audio oscillator, 3" os-
cilloscope, 7" oscilloscope, pocket ohmmeter.

Tele-Tone Radio Corporation

540-50 W. 58th St., New York 19, N. Y.
Phone: Circle 6-4325

President..... Sol W. Gross
V. P. in Chg. of Sales..... John S. Mills
Gen. Sales Mgr..... Morton M. Schwartz
Asst. to President..... Irving Brudner
Chief Engineer, Radio..... Ben Singer
Chief Engineer, TV..... Robert S. Mautner
Credit Manager..... Louis Berke
Dir. of Purchases..... John G. Connors
Advertising Mgrs..... Lester Harrison Agency
Industrial Relations Mgr..... Irving Brudner
Export Mgrs..... Robert Schasseur, Inc.
Service Mgr., Radio..... George Spindel
Service Mgr., TV..... Harold Dittenhoefer
PRODUCTS: Receivers: Battery — Port-
able AC-DC; Electric — AM Midget, AM

Equipment Manufacturers

Table, AM Portable AC-DC AM-FM Table;
Television--Table, Consolettes.

Television Associates, Inc.

190 N. State St., Chicago 1, Ill.
Phone: STate 2-9222

President.....Capt. W. C. Eddy
Exec. Vice-Pres.....Keith Kiegins
Secretary.....Felice Kerrigan
Treasurer.....S. Payson Hall
Directors.....Chas Collette,
C. C. Woolridge, E. T. Meredith, W. C.
Eddy, Keith Kiggins.

PRODUCTS: Controllable studio lighting system, Microwave relay reflectors, Tripods, Parajet clamps, Camera dollies, Camera hats, Kaleidoscopic projectors, Continuous film reels, Video analyzers (test equipment), Camera cable clamps.

Templetone Radio Mfg. Corp.

100 Garfield Ave., New London, Conn.
Phone: New London 5346

President.....Oscar Dane
Exec. Vice-President.....Eli Dane
Chief Engineer.....Edward Jahns
Credit Manager.....Samuel Fleder
Works Mgr. & Actg. Sales Mgr.

Louis Friedman
Purchasing Agent.....Irving W. Topkins

PRODUCTS: Television receivers: Table models, consoles, and combinations with AM-FM radio and automatic record changers; Home radios: Table models, portables, consoles, and combinations with automatic record changers; Electronic test equipment; record players.

Television Equipment Corp.

Executive Offices—745 Fifth Ave.
New York 22, N. Y.
Phone: PLaza 5-3152

President.....John B. Milliken
Vice-President.....Leonard Mautner
Secy. & Chief Engineer.....William Brown
Treasurer.....John R. Finegan
Director.....Willard R. Rich

PRODUCTS: Television cameras, studio equipment, transmitters.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
Phone: WAtkins 4-1550

President.....Morton B. Kahn
Sales Manager.....Morton B. Kahn
Chief Engineer.....Jules Cardon
Credit Manager.....Edna J. Nagler

Purchasing Agent.....Frank C. Botscheller
Advertising Manager.....Leonard Newsteder
Industrial Relations Mgr.....E. E. Horrocks
Export Manager.....Arthur Rocke
Service Manager.....Irving Rose
Legal Counsel.....S. E. Martinson

PRODUCTS: Receivers: Facsimile, Marine, Police, Emergency Service, Taxicabs Trucks and Busses, Walkie-Talkie. Transmitters: Standard Broadcast, VHF Broadcast, Short Wave Broadcast, Relay, Fixed Station, Marine, Aviation, Police, Emergency Services, Facsimile, Amateur.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: Sterling 3626

General Manager.....Joseph Tait
Sales Manager.....Robert L. Kaufman
Chief Engineer.....Henry P. Meisinger
Plant Manager.....Irving Linkow
Chief Research Physicist.....Carl Mayfield

PLANT: 1347 South Capitol St.

Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment — Pan-acoustic, Presto, Magnecord, Stromberg-Carlson, Libert Carrillon, Operadio and many others. Specializing in engineering, manufacturing, assembling custom equipment for radio Broadcast stations.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
Phone: Circle 6-4255

President.....Hamilton Hoge
Vice-Pres.....Francis H. Hoge, Jr.
Treasurer.....John Hoge
National Sales Dir.....Jack Crossin
Sales Mgr.....William H. Higgins
District Sales Mgr.....Herbert Schiller
Purchasing Mgr.....Harry Rosenman
Public Relations Dir.....A. E. Kessler
Adv. & Sales Promotion.....Harvey Toback
Chief Engineer.....Howard Schubert
Chief Mechanical Engr.....Henry Strahlman
Credit Manager.....Herbert Slot

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Console Direct View, 12" & 15" Console Direct View, 15" Console Direct View, 475 & 675 sq. in. Projection. Instruments: UST-ALL Electronic Sweep Generator.

Utah Radio Products

Division of Int'l. Detrala Corp.

1123 E. Franklin, Huntington, Ind.
Phone: 3100

General Mgr.....P. H. Heckendorn

Equipment Manufacturers

Controller.....E. V. Norfleet
 Sales Manager, Mfg. Division....Fred Tower
 Sales Manager, Jobber
 DivisionHugo Sundberg
 Credit Mgr.....O. C. Will
 Purchasing Agent.....J. Raymond Schulz
 Production Supt.....Carl John

PRODUCTS: Radio Loud Speakers.

Western Electric Co., Inc.

(Radio Division)

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-2100

Vice-Pres.....F. R. Lack
 Manager—Distributor Sales....S. P. Taylor
 Manager, Broadcast Sales..J. H. Ganzenhuber
 Manager, Sound Systems &
 Communications.....E. M. Hall
 Manager, Electronic Tube & Products
 Sales.....A. B. Kouwenhoven
 Mgr., Radio Tel. Sales.....H. N. Willets
 Sales Engineer, Bell System
 Services.....H. D. Wilson
 Sales Engineer, Transoceanic &
 Point-to-Point Radio.....F. C. McMullen

PRODUCTS: FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, FM frequency and modulation monitor speech input equipment for FM and AM, speech input amplifiers and accessories, sound distribution systems and components, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, mountings, thermistors, varistors, carbon resistors, germanium and silicon rectifiers, Fastax cameras, sound measuring equipment, vehicular equipment, power line carrier equipment, single sideband and point-to-point radiotelephone equipment.

Westinghouse Electric Corp.

Home Radio Division

1354 Susquehanna Ave., Sunbury, Pa.

Phone: 2520

President.....Gwilym A. Price
 Vice-PresidentWalter Evans
 Manager.....F. M. Sloan
 Assistant Manager.....H. W. Schaefer
 Mgr., Design Engineering.....G. C. Larson
 Mgr. of Manufacturing.....F. H. Barnett
 Purchasing Agent.....W. M. Anderson
 Sales Manager.....E. G. Herrmann
 Asst. Sales Manager.....J. W. Hitchcock
 Mgr., Tubes and Batteries....L. S. McLeod
 Service Manager.....W. H. McKnew

PRODUCTS: Manufactured by the Home Radio Division: Home radio and television receivers, radio-phonograph combinations, television radio-phonograph combinations for home use.

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.

Phone: Biglow 3-4700

President.....Carl R. Mellen
 General Sales Manager....Harold L. Olesen
 Vice Pres. & Chief Eng....John H. Miller
 Credit Manager.....B. E. Arthur
 Purchasing Agent.....George T. Deaney
 Advertising Manager.....Phil Barnes
 Industrial Relations Mgr....James J. Hagan
 Export Manager.....John H. Purcell
 Service Manager.....Charles W. Biswanger

PRODUCTS: Electrical Indicating Instruments Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Temperature Gauges and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

259-09 Northern Blvd., Great Neck, N. Y.

Phone: Imperial 7-0645

President.....Harold A. Wheeler
 SecretaryE. Leonhardt

PRODUCTS: Inductance Measuring Equipment, Capacitance Measuring Equipment, Microwave Components, Special Electronic Equipment on order, Consulting Services.

Zenith Radio Corp.

6001 Dickens Ave., Chicago 39, Ill.

Phone: Berkshire 7-7500

President & Gen. Mgr....E. F. McDonald, Jr.
 Exec. V. P. & Treas.....Hugh Robertson
 V. P. & Director of Sales....H. C. Bonfig
 V. P. in Chg. of Engineering..C. E. Gustafson
 V. P. in Chg. of Prod....Donald MacGregor
 V. P. Director of Purchases..J. E. Anderson
 Vice President.....W. Dunke
 V. P. Credit Mgr.....Sam Kaplan
 Asst. Vice President.....Karl E. Hassel
 Asst. Vice President.....J. E. Brown
 Secretary and Controller....R. D. Burnet
 Advertising Manager.....W. E. Macke
 Sales Promotion Mgr.....D. H. Grigsby
 Personnel Manager.....J. M. Wadsworth
 Service Manager.....Frank Smolek
 Sales Mgr. Export.....E. E. Loucks

PRODUCTS: Receivers: Battery—Automobile, console, table; electric—AM Midget, AM table, AM console, AM portable AC-DC, AM console with phonograph, AM console with phonograph and recorder; FM table, FM console, FM console with phonograph, FM console with phonograph and recorder; AM-FM table, AM-FM console, AM-FM console with phonograph, AM-FM console with phonograph and recorder; Television: Table, with radio; console, with radio; console, with radio and phonograph; Radionic hearing aids.

MEXICO

THE NEW SALES FRONTIER IS SOUTH



MEXICO . . . 4th Largest U. S. World Market

KNOWLEDGE

of the people and their buying habits.

EXPERIENCE

with successful campaigns of U. S.'s most successful sponsors.

FACILITIES

to reach all Mexico's 22 million consumers and more . . . economically.

MEXICO is a mighty good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1948 than in 1940, totalling nearly a half billion dollars. Mexico, 4th largest market in U. S. world trade, is still a booming market for American firms, like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca Cola and scores more. They sell Mexico's 22 million consumers through Latin America's most important network—the 86 stations of Radio Programas de Mexico. RPM covers all the Mexican market. Its high powered outlets pour into centers of population; its 250 watters conserve power (and your budget) where buying centers are smaller. Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. Competition is almost unknown. Investigate your opportunity for mass distribution in this virtually untapped mass market. *YOUR* new sales frontier is South . . . through the 86 stations of RPM.



RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

The New Sales Frontier is South

P. O. Box 1324, Mexico, D. F. • Emilio Azcarraga, Chairman of the Board

Clemente Serna Martinez, President

INTERNATIONAL

*International Broadcast Stations
In The United States*

•

Mexico

•

Cuba

•

Philippine Republic

INTERNATIONAL STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power (Kw)</i>
The Associated Broadcasters, Inc. San Francisco, California.....	KWID	6060, 7230, 9570, 11870 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, California.....	KW1X	6060, 7230, 9570, 11870 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCBX	17830	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island.....	WCRC	9650, 11830, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOC	6120, 6170, 9650, 11830 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey.....	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520	50 kw
Columbia Broadcasting System, Inc. Delano, California.....	KCBA	6120	50 kw
Columbia Broadcasting System, Inc. Delano, California.....	KCBF	9650, 11810,	50 kw
Columbia Broadcasting System, Inc. Delano, California.....	KCBR	6180,	200 kw
The Crosley Corporation Bethany, Ohio.....	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Bethany, Ohio.....	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Bethany, Ohio.....	WLWS	6080, 95900, 11710, 15250, 17800, 21650	200 kw
The Crosley Corporation Mason, Ohio.....	WLWK	6080, 9590, 11710, 15250, 17800, 21650	50 kw
The Crosley Corporation Mason, Ohio.....	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
General Electric Company Schenectady, New York.....	WGEA	6190, 7000, 9550, 11840, 15330, 21500, 21590	50 kw
General Electric Company Schenectady, New York.....	WGEO	6190, 7000, 9530, 11840, 15330	100 kw

International Stations in the U. S.

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power (Kw)</i>
General Electric Company Schenectady, New York	WGEX	6190, 7000, 9530, 11840, 15330	25 kw
General Electric Company Belmont, California	KGEI	6190, 7250, 9530, 9550 11730, 15210, 15330	50 kw
General Electric Company Belmont, California	KGEX	6190, 7250, 9530, 9550, 11730, 15210, 15330	100 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNBI	6100, 9670, 11893, 15150, 15190, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WRCA	6100, 9670, 11893, 15150, 15190, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRA	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRE	6100, 9670, 11890, 15150, 15190, 20630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRI	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRX	6100, 9670, 11890, 15150, 15190, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBA	6060, 15250, 21460	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBI	9650, 9750, 11770, 17800	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBX	11790, 15250	200 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	15210	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUL	6040, 11730, 11790, 15130 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730 15350 11750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUW	9700, 11730, 11790, 15130, 15350, 17750, 25600	20 kw
World Wide Broadcasting Corp. Scituate, Mass.	**WRUX	9700, 11730, 11790, 15130 15350, 17750, 25600	7 kw

* Used partially by World Wide for its own broadcasts.

** Used exclusively by World Wide for its own broadcasts.

Radio Programas de Mexico, S. A.

Head Office: Bucareli 109

General Offices: Bucareli 109

Phones:

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

P. O. Box 1324

Mexico City, Mexico

— PERSONNEL —

President & General Manager.....	Clemente Serna Martínez
Manager.....	Adrián R. Lajous
Assistant Manager—Commercial.....	Antonio Eufracio Ontiveros
Assistant Manager—Accounting.....	Horacio Niño Medina
Assistant to President.....	Joaquín de la Garza
Advertising Department.....	Homero Ríos D.

AFFILIATED STATIONS IN MEXICO

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEBI	Aguascalientes, Ags.	XEMR	Monterrey, N. L.
XEA	Campeche, Camp.	XEI	Morelia, Mich.
XEFQ	Cananea, Son.	XELQ	Morelia, Mich.
XENC	Celaya Gto.	XETM	Naco, Son.
XEP	C. Juarez, Chih.	XEGL	Navajoa, Son.
XEOX	C. Obregon, Son.	XEHF	Nogales, Son.
XEBJ	C. Victoria, Tamps.	XEFE	Nuevo Laredo, Tamps.
XERL	Colima, Col.	XEAX	Oaxaca, Oax.
XEAG	Cordoba, Ver.	XETQ	Orizaba, Ver.
XEY	Cuernavaca, Mor.	XEPP	Orizaba, Ver.
XESA	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEBL	Culiacan, Sin.	XEAT	Parral, Chih.
XEFI	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XEBU	Chihuahua, Chih.	XEHR	Puebla, Pue.
XEE	Durango, Dgo.	XECD	Puebla, Pue.
XEPF	Ensenada, B. C.	XEJX	Queretaro, Qro.
XEMA	Fresnillo, Zac.	XERT	Reynosa Tamps.
XEAV	Guadalajara, Jal.	XEBX	Sabinas, Coah.

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEHL	Guadalajara, Jal.	XEFB	Monterrey, N. L.
XEWZ	Guanajuato, Gto.	XEGC	Sahvayo, Mich.
XEGS	Guasave, Sin.	XEDE	Saltillo, Coah.
XEDR	Guaymas, Son.	XESJ	Saltillo, Coah.
XEHQ	Hermosillo, Son.	XECZ	San Luis Potosi, S. L. P.
XEBH	Hermosillo, Son.	XEBM	San Luis Potosi, S. L. P.
XEKF	Iguaia, Gto.	XES	Tampico, Tamps.
XEBO	Irapuato, Gto.	XESB	Santa Barbara, Chih.
XEWE	Irapuato, Gto.	XETU	Tampico, Tamps.
XEKL	Jalapa, Ver.	XETS	Tapachula, Chias.
XEJA	Jalapa, Ver.	XEWJ	Tehuacan, Pue.
XELC	La Piedad, Mich.	XERK	Tepic, Nay.
XELG	Leon, Gto.	XEXT	Tepic, Nay.
XEFM	Leon, Gto.	XEC	Tijuana, B. C.
XER	Linares, N. L.	XECH	Toluca, Mex.
XECF	Los Mochis, Sin.	XEBP	Torreón, Coah.
XEAM	Matamoros, Tamps.	XEDN	Torreón, Coah.
XERJ	Mazatlan, Sin.	XETL	Tuxpan, Ver.
XETK	Mazatlan, Sin.	XEON	Tuxtla Gutierrez, Chis.
XEQW	Merida, Yuc.	XEUF	Uruapan, Mich.
XEFC	Merida, Luc.	XEHV	Veracruz, Ver.
XECL	Mexicali, B. C.	XEU	Veracruz, Ver.
XEDW	Minatitlan, Ver.	XEDH	Villa Acuna, Coah.
XEMF	Monclova, Coah.	XELK	Zacatecas, Zac.

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
YSR	San Salvador, El Sal.	OAX4F	Lima, Peru
HRN	Tegucigalpa, Hond.	HJCH	Bogota, Colombia
YNOW	Managua, Nicaragua	HJCS	Bogota, Colombia
TIGPH	San Jose, Costa Rica	HJDA	Medellin, Colombia
HOC	Panama, Panama	HJDQ	Medellin, Colombia
HOK	Colon, Panama	HJAH	Barranquilla, Col.
YV5RA	Caracas, Venezuela	HJAN	Barranquilla, Col.
YV5RG	Caracas, Venezuela	HJEB	Cali, Colombia
YV1RF	Maracaibo, Venezuela	HJER	Cali, Colombia
YV1RK	Maracaibo, Venezuela	CX14	Montevideo, Uruguay
HCQR	Quito, Ecuador	HIN	Montevideo, Uruguay
HC2AJ	Guayaquil, Ecuador	CX18	Trujillo, Rep. Dominicana

STATIONS OF MEXICO

Call Letters	Frequency (Kcs.)	Power	Location	Owner or Operating Agency
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Fernando Sanchez Mayans
XEE	1280	250	Durango, Dgo.	R. O. Stvenson
XEF	1420	100	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	100000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	250	Morelia, Mich.	Tiburcio Ponce
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	500	Mexico, D. F.	Arturo Martinez
XEL	1280	1000	Mexico, D. F.	Fidel Hernandez Calderon
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	750	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	50000	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1240	250	Tampico, Tams.	Radiotelevisora de Tampico, S. A.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	250000	Mexico, D. F.	Cadena Radiodifusora Mexicana S A.
XEX	730	250000	Mexico, D. F.	La Voz de Mexico
XEY	980	150	Cuernavaca, Mor.	Juan Gutierrez Torno
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	5000	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	500	Cordoba, Ver.	Sucrs. Diodoro Zuniga
XEAI	1320	500	Mexico, D. F.	Carmen Gutierrez
XEAM	1400	250	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Prieta, Son.	Manuel Rodriguez V.
XEAR	1450	250	Monterrey, N. L.	Radio Tiempo, S. de R. L.
XEAT	1250	250	Hidalgo del Par- ral, Chih.	Sucrs. Jorge Perez
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Alfredo Vazquez
XEAW	1280	500	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1500	1000	Tijuana, B. C.	Roberto Salazar
XEBH	920	1000	Hermosillo, Son.	Carlos Balderrama
XEBI	1360	250	Aguascalientes, Ags.	Pedro C. Rivas
XEBJ	1450	250	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J. Manuel Cortes
XEBL	1260	500	Culiacan, Sin.	Max Gomez Blanco
XEBM	920	1000	San Luis Potosi, S. L. P.	Benjamin Briones
XEBO	1330	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1280	250-N	Torreón, Coah.	La Voz de la Laguna, S.

Call Letters	Frequency (Kcs.)	Power	Location	Owner or Operating Agency
XEBS	1410	250-N	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	1240	250	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	250	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodifusoras Coah., S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	500-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Toluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1450	250	Culiacan, Sin.	Radio Culiacan, S. de R. L.
XECZ	1430	1000	San Luis Potosi, S. L. P.	Zeferino Z. Jimenez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico, S.A.
XEDE	1400	150	Saltillo, Coah.	Blas Narro Dunne
XEDF	790	1000	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Vincente Hernandez
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	500	Guadalajara, Jal.	Salvador Vazquez Tello
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreón, Coah.	Difusora del Norte, S. A.
XEDR	1490	500	Guaymas, Son.	Modesto Ortega
XEDS	1420	500	Mazatlan, Sin.	Alejandro A. Schober
XEDU	1400	150	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1330	500	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	1000	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1440	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	Sucrs. R. Ortiz Gonzalez
XEFO	1110	5000	Mexico, D. F.	Cadena Radio Nacional
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordoba
XEFW	810	5000	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	1000-N	Tijuana, B. C.	Gustavo Faist Farnandez
XEGW	250	250	Acambaro, Gto.	Jose Martinez Ramirez
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	1000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	500	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosillo Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz, Ver.	Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	1420	150	Cuernavaca, Mor.	Eduardo Jimenez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Guillermo Johnston
XEJP	1150	600-N	Mexico, D. F.	Delia Cubillas de Fernandez
XEJW	1270	100	Jalapa, Ver.	Marino Caraza
XEJX	1450	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	250	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1300	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	1000	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	5000	Leon, Get.	Radio Impulsora del Contro, S. A.
XELK	1280	250	Zacatecas, Zac.	Macias y Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	100000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	250	Morelia, Mich.	Francisco Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Jose Tostado Lomeli
XELW	1340	250	Guadalajara, Jal.	Salvador Galindo de la Terre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina

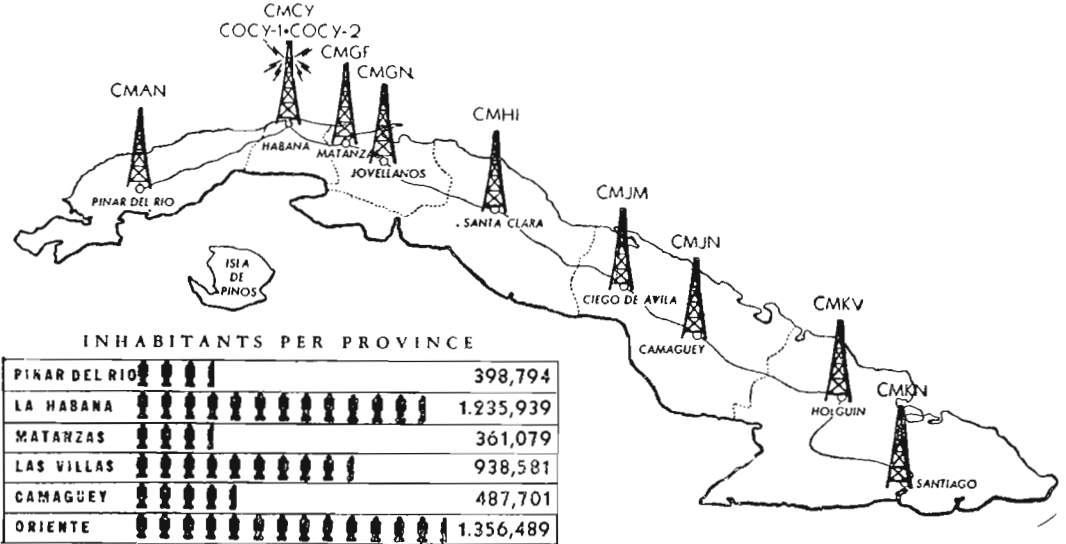
. . . **Stations of Mexico** . . .

Call Letters	Frequency (Kcs.)	Power	Location	Owner or Operating Agency
XEMA	1340	100	Fresnille, Zac.	Jose Miguel Acevedo Meya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEMH	1400	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	290	250-N	Piedras Negras, Coah.	Jesus F. Elizondo
XEML	1500	1000	Mexico, D. F.	Roberto Valezzi Esparaza
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	250	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	500	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	500	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldodeld Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEON	770	1000	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula
XEOX	1340	250	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	10000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Pedro Riestra Biaz
XEPK	1180	1000	Pachuca, Hgo.	Radio Publicida Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Cadena Radio Continental, S. A.
XEQW	1270	1000	Merida, Yuc.	Radio Mexicana de Merida, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Tijuana, B. C.	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	50000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A.
XERH	1500	200-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	500	Mazatlan, Sin.	Oscar Perez E.
XERK	1450	100	Tepic, Nay.	Dario Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L.
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	250	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Rafael C. Navarro
XERZ	1240	250	Leon, Gto.	Rafael C. Navarro
XESA	1360	500	Culiacan, Sin.	Pablos y Elizalde S. de R. L.
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	250	Morelia, Mich.	Jose Martinez Ramierex
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	100	San Luis Potosi, S. L. P.	Josefina Delgado
XESM	1470	1000-N	Mexico, D. F.	Salvador San Martin
XETB	1350	500	Torreon, Coah.	Leonor B. Vda. de Zaragoza
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1490	250	Mazatlan, Sin.	Radio Emisora Occidental S. de R.L.
XETL	1390	250	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XEAO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. Francisco Campos H.
XETR	1490	125	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	100	Tapachula, Chis.	Waldelay Dominguez Correa
XETU	460	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A
XETZ	1190	500	Teziutlan, Pue.	Ricardo Vazquez
XEUF	550	300	Uruapan, Mich.	Ignacio Navarro
XEVV	970	500	Villahermosa, Tab.	Sucrs. Ernesto Trujille Gurria
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	100	Tehuacan, Pue.	Mariano Caraza D.
XEXT	980	1000	Tepic, Nay.	Gobierno del Estado de Nayarit
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

WITH ELEVEN TRANSMITTERS IN NINE KEY CITIES

RHC *Blue* NETWORK

PROVIDES COMPLETE AND COMPREHENSIVE COVERAGE IN CUBA



IT IS ESTIMATED THAT THERE ARE 500,000 RADIOS IN CUBA
LOOK AT THESE FACTS:

1. RHC-BLUE NETWORK has the biggest audience of both day and night programs in Cuba, according to listener surveys of the Advertisers' Association of Cuba.
2. RHC-BLUE NETWORK owns NINE long wave and TWO short wave stations, connected by telephone wire, covering the 800 miles from Pinar del Rio to Santiago, assuring primary coverage of the entire island.
3. RHC-BLUE NETWORK'S ELEVEN stations broadcast simultaneously from 6:30 A.M. to 1 A.M., a total of 18½ broadcasting hours daily.
4. RHC-BLUE NETWORK is the only network in Cuba with complete Associated Press and International News Service news during all broadcasting hours.
5. RHC-BLUE NETWORK'S staff includes the best talent in Cuba, and its Production and Publicity Departments are at the disposal of advertisers.

OFFICES AND STUDIOS—PRADO, 53, HABANA, CUBA

Exclusive U. S. Representatives

CLARK-WANDLESS COMPANY

205 East 42nd Street New York 17, N. Y.

ORegon 9-1575

STATIONS OF CUBA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw)</i>
Arroyo Apolo	CMBL	860	5-D
Artemisa	CMAR	1170	.25
Bayamo	CMKX	1390	.25
Caibarien	CMHD	1560	0.25
Cabaiguan	CMHP	1250	0.25
Camaguey	CMJN	960	1.
Camaguey	CMJL	920	5.0
Camaguey	CMJK	1150	0.5
Camaguey	CMJA	1060	0.25
Camaguey	CMJE	1230	0.25
Camaguey	CMJF	1340	0.25
Camaguey	CMJW	1440	0.25
Camaguey	CMJC	1270	1.0
Camajuani	CM	1040	0.25-D
Cardenas	CMGE	1470	0.25
Cienfuegos	CMHM	1450	0.25
Cienfuegos	CMHJ	1350	0.25
Ciego de Avila	CMJK	1370	0.25
Ciego de Avila	CMJM	1300	0.5
Ciego de Avila	CMJO	1470	0.25
Colombia	CMZ	690	5.
Cruces, L. V.	CMHK	1380	0.25
Encrucijada	CM	1090	0.1-N
Florida	CMJI	1400	0.25
Guanabacoa	CMBH	1560	5.0
Guanabacoa	CMOF	910	5.0
Guanabacoa	CMX	1010	10.-D
Guantanamo, Orte	CMKS	900	0.25
Guantanamo	CMKH	1130	0.25
Havana	CMCB	1320	0.25
Havana	CMCQ	1460	.25
Havana	CMBX	1390	0.25
Havana	CMCX	1360	.25
Havana	CMCH		
Havana	CMCO	1230	.25
Havana	CMBD	1460	0.25
Havana	CMCU	1190	.25
Havana	CMCW	1290	0.25
Havana	CMBY	1120	.25
Havana	CMK	1420	.25
Havana	CMCY	590	15.
Havana	CMW	550	2.5
Holguin	CMKV	600	1.
Holguin	CMKF	1050	0.25
Holguin	CMKJ	730	5.

Stations of Cuba

<i>Location</i>	<i>Call Letters</i>	<i>Frequency (Kcs.)</i>	<i>Power (Kw)</i>
Holguin	CMKO	1220	.25
Holguin	CMKD	970	1.
Jovellanos	CMGN	960	0.5
Luyano	CMCH	790	2.
Luyano	CMCM	1060	0.25
Matanzas	CMGW	1440	0.5
Matanzas	CMGF	1240	0.25
Manzanillo	CMKM	560	0.25
Nuevitas	CMJQ	1580	.25
Palma Soriano, Orte	CMKZ	1430	.25
Pinar del Rio	CMAB	1450	.25
Pinar del Rio	CMAQ	920	1.0
Pinar del Rio	CMAN	1300	1.0
Pinar del Rio	CMAW	810	0.25
Puentes Grandes	CMCK	980	5.
Puentes Grandes	CMBF	950	1.-N
Puerto Padre	CMKY	1350	0.1
Rancho Boyeros	CMBZ	830	1.-D
Rancho Boyeros	CMCY	590	15-D 25-D
Rancho Boyeros	CMBQ	1150	1.-N
Rancho Boyeros	CMBC	740	5.0
Regla	CMCD	1260	5.0
Regla	CMW	550	2.5
Reparto Aldecoa	CMQ	640	25.0
Sagua La Grande	CMHA	1280	.25
San Cristobal	CMAC	1030	0.25
Sancti Spiritus	CMHB	1410	.25
Sancti Spiritus	CMKT- CMHT	990	0.25
Santa Clara	CMHI	570	10.-D
Santa Clara	COHI	1450	5.0
Santa Clara	CMHQ	630	10.0
Santa Clara	CMHW	800	1.
Santa Clara	CMHN	960	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHO	1310	1.
Santa Clara	CMHX	1480	.25
Santa Clara	CM	680	0.5
Santiago de Cuba	CMKN	930	1.
Santiago de Cuba	CMKU	850	1.0
Santiago de Cuba	CMKW	1000	1.0
Santiago de Cuba	CMKL	800	0.25
Santiago de Cuba	CMKR	1090	.25
Santiago de Cuba	CMKC	1290	1.0
Santiago de Cuba	CMKW	1000	1.0
San Luis, Oriente	CMKQ	1460	0.5
Vedado	CMOX	1490	.25
Vedado	CMBS	1090	0.25
Vedado	CMBG	1390	0.25
Victoria de las Tunas	CMKG	1490	.25

STATIONS OF THE PHILIPPINE REPUBLIC

DYBU

CEBU CITY—1947—PHILIPPINE

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By Philippine Bcastg. Corp.
 Bus.-Studio-Transmitter Address Goticaco
 Bldg., Comercio St.
 Phone Number 210
 Air Time Unlimited
 News Service AP, Reuters
 Transcription Service Standard
 General Manager Bill N. Conine
 Station Manager Eduardo N. Fructuoso
 Production Director George Ma. Cui
 Chief Announcer Guillermo Martinez
 Musical Director Manuel Villareal
 Chief Engineer Jose Rustia

Owned-Operated By Manila Bcastg. Co.
 Bus.-Studio Address Insular Life Bldg.
 Phone Number 4-69-48, 4-69-49, 4-69-40
 Transmitter Location Manila Hts., Quezon City
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Thesaurus, World,
 Lang-Worth, Capitol
 Representative Spot Sales
 President B. H. Silen
 Exec. V.P., Comm. Mgr. William J. Dunn
 General Manager Wesley H. Wallace
 Station Manager Raymond E. Spencer
 Prod. Dir., Chief Announcer Alex Lacson
 Publicity Director Mary Hammond
 Musical Director Dora Anderson
 Chief Engineer James Laschiver

DZRC

CEBU CITY—1940

NBC-MANILA-CEBU

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By Cebu Bcastg. Co., Inc.
 Business-Studio Address Colon St.
 Transmitter Location Basak, Cebu
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative Spot Sales
 President B. H. Silen
 V.P., General Mgr. Wesley H. Wallace
 Station Manager Paul L. Smith
 Asst. Mgr., Prog. Dir. Simoun O. Almarino
 Chief Engineer Benjamino Pescante

DZAB

MANILA—1946—PHILIPPINE

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Operated By Philippine Bcastg. Corp.
 Bus.-Studio Address Ramon Rocas Bldg.,
 Soler & Calero Sts.
 Phone Number 2-9876-7-8-9
 Transmitter Location Polo, Bulacan Province
 Air Time 5 a.m.-1:05 a.m.
 News Service AP, INS, Reuters
 Transcription Service World, Standard,
 MacGregor, Associated
 Representative Headley-Reed
 Temp. Chmn. Bd. of Dir. Antonio Prieto
 General Manager Bill N. Conine
 Sta.-Comm.-Sales Prom. Mgr., Program
 Director Robert Stewart
 Prod. Dir., Chief Announcer Sandy Trinidad
 Publicity Director Monching Medina
 Musical Director S. Hernandez
 Chief Engineer Fred DaSilva

DZMB

MANILA—1947—MANILA-CEBU

Frequency: 760 Kc. Power: 1000 Watts

• • • **Stations of Philippine Republic** • • •

DZPI

MANILA—1946

CBS-ABC-MBS-PHIL.

Frequency: 800 Kc. Power: 10,000 Watts
Owned-Operated By Philippine Bcstg. Corp.
Bus.-Studio Address Ramon Roces Bldg.,
Soler & Calero Sts.
Phone Number 2-9876-7-8-9
Transmitter Location Polo, Bulacan Province
Air Time 5:30 a.m.-12:05 a.m.
News Service AP, INS, Reuters
Transcription Service Standard, World,
MacGregor, Associated
Representative Headley-Reed
Temp. Chmn. Bd. of Dir. Antonlo Prieto
General-Station Mgr. Bill N. Conine
Commercial Manager Noel Aranela
Sales Prom. Manager Ramon Tagle
Program Director Ariston Avelino
Production Director Richard Marlin
Publicity Director Monching Medina
Chief Announcer Ben Ildefonso
Musical Director Arthur Correll

Chief Engineer Fred DaSilva
Farm Editor Narcisso Alegre

DZRH

MANILA—1939—NBC-MANILA-CEBU

Frequency: 650 Kc. Power: 10,000 Watts
Owned-Operated By Manila Bcstg. Co.
Bus.-Studio Address Insular Life Bldg.
Phone Number 4-69-48, 4-69-49, 4-69-40
Transmitter Location Manila Hts., Quezon City
Air Time 5 a.m.-M.
News Service UP
Transcription Service Thesaurus, World,
Lang-Worth, Capitol
Representative Spot Sales
President B. H. Silen
Exec. V.P., Comm.-Sales Prom.
Manager William J. Dunn
General-Station Mgr. Wesley H. Wallace
Production Director Hal Bowie
Publicity Director Mary Hammond
Chief Announcer Ray Oliver
Chief Engineer James Laschiver

PHILIPPINE MARKET?

Get Complete Economical Coverage with

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The Philippine Broadcasting Corporation's Island Network

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All broadcasting simultaneously Long and Shortwave

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MANILA, P. I.

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Manila

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AND
ECONOMICAL
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The Radio-Television ADVERTISER (monthly), and MARKETS of AMERICA (annual) are the preferred publications for effectiveness and economical expenditure when presenting your sales message and market story to advertising agencies and their clients who buy time.

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The ADVERTISER Publishing Company

11 West 42nd Street

New York 18, N. Y.

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ORGANIZATIONS

Radio & Television

Addresses

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Personnel

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ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS

ASSOCIATIONS — RADIO-TV GROUPS

Academy of Television Arts and Sciences

6525 Sunset Blvd., Hollywood 28, Calif.
HEmpstead 8942

OFFICERS

President.....Chas. B. Brown
1st Vice-Pres.....Harry R. Lubcke
2nd Vice-Pres.....Don McNamara
Treasurer.....Russell L. Furse
Corres. Secy.....Irwin W. Stanton
Secretary.....Jack Strauss
Secy. to Treas.....Lenore Kingston
Recording Secy.....Svd Cassyid

DIRECTORS

Edgor Bergen, Rudy Vollee, Hal Bock.

FUNCTIONS

To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To cooperate with organizations having similar aims.

Actors Equity Association

45 W. 47th St., New York 19, N. Y.
PLaza 7-7660

OFFICERS

President.....Clarence Derwent
1st Vice President.....Augustin Duncan
2nd Vice President.....Carnelia Otis Skinner
3rd Vice President.....Basil Rathbone
4th Vice President.....William Harrigan
Treasurer.....Paul Dullzell
Actg. Exec. Sec.....Angus Duncan
Recording Secretary.....Bobby Clark
Acting Exec. Sec.....Willard Swire
Admin. Assf. Sec.....Alfred Elting
Counsel.....Paul N. Turner
Associate Counsel.....Rebecca Brawstein
Auditor.....Charles Mesurac

COUNCIL

John Alexander, Vera Allen, Edith Atwater, Ralph Bellamy, Sidney Blackmer, Philip Bourneuf, Mott Briggs, Anne Burr, Louis Colhern, Lea C. Carroll, Ilka Chase, Mady Christians, Alexander Clark, Clay Clement, Warren Coleman, Patricia Collinge, Frank Fay, Jose Ferrer, Majorie Gateson, Margalo Gillmore, Kathryn Givney, Ruth Hammond, Alan Hewitt, Sam Jaffe, E. John Kennedy, Bert Lahr, Philip Laeb, Aline MacMahon, Raymond Massey, Myran McCormick, Edith O'Brien-Maore, Eddie Nugent, Elliott Nugent, Philip Ober, Robert Perry, Barbara Robbins, Bill Ross, Jane Seymour, Jack Sheehan, Loring Smith, Harvey Stephens, Richard Taber, Ann Thomas, Edno Thomas, Frank M. Thomas, Sr., Frederic Tazere, Margaret Webster, Frank Wilson.

BRANCH OFFICES

San Francisco: Theodore Hale, 216 Pine St., San Francisco 4.
Hollywood: I. B. Karnblum, 6331 Hollywood Blvd., Chicago: Frank R. Dare, 720 Bittersweet Place, Chicago 13.
Chorus Equity: 701 Seventh Avenue, New York 19, N. Y.

Advertising Association of the West

Charles W. Collier, Exec. V. P.
277 Monadnock Building, San Francisco 5, Calif.
GARfield 1-6868

OFFICERS & BOARD OF DIRECTORS

President: Gilbert L. Stanton, Director of Advertising & Publicity, Idaho Power Company, Boise, Idaho.
Senior Vice President: Herbert H. Kirschner, Pres., Kirschner & Company, 354 Pine St., San Francisco.
Secretary-Treasurer: Grover Kinney, Advertisers Distributing Service, 1950 Curtis St., Denver, Colo.
Vice President of Large: Mrs. Groce Phipps, Super Cold Northwest Corporation, 2246 S. W. Mitchell St., Portland, Oregon.
Vice President District No. 1: Les Jenkins, Classified Advertising Manager, The Seattle Times, Seattle, Wash.
Vice President District No. 2: Amos Jenkins, The Deseret News, Salt Lake City, Utah.
Vice President District No. 3: Arthur Hulse, Hulse & Leland, Advertising, 213 Municipal Terminal Bldg., Portland, Oregon.
Vice President District No. 4: Robert Franklin, Robt. Franklin & Associates, 2501 Tulare St., Fresno, Calif.
Vice President District No. 5: John R. Christie, Buchanan & Company, Inc., 1521 Wilshire Boulevard, Los Angeles, Calif.
Vice President District No. 6: Harold J. Merilees, B. C. Electric Railway Co., Ltd., 425 Carroll Street, Vancouver, British Columbia.
Vice President District No. 7: Bil Pursley, Bil Pursley Enterprises, 27 East Hoover St., Phoenix, Arizona.
Past President: Russell Z. Eller, California Fruit Growers Exchange, 707 West 5th St., Los Angeles.
Chairman Finance Committee: Haward Willoughby Lane Publishing Company, 576 Sacramento St., San Francisco, Calif.
Chairman Advertising Commission: Dan Belding, Foote, Cone & Belding, 601 West 5th St., Los Angeles.
Chairman, Senior Advisory Committee, Junior Division: Mrs. Claire Drew Forbes, Forbes Advertising Agency, 3 West Victoria St., Santa Barbara, Calif.
Chairman Junior Executive Committee: Roy Carmier, Hunter Advertising Agency, 448 So. Hill St., Los Angeles, Calif.
Headquarters Staff: Charles W. Collier, Executive Vice President; Mrs. Lela M. Huey, Executive Secretary; Mrs. Frances Dethlefsen, Secretary.

FUNCTIONS

The AAW is the sole organization in the West working full time in the interests of all advertising. It represents users of advertising, media owners and operators, and the practicing specialists in advertising.

The Advertising Council

11 West 42nd St., New York 18, N. Y.
BRyant 9-3641

OFFICERS

Chairman.....Charles G. Mortimer, Jr.
Vice-Chairmen.....Stuart Peabody,
Kerwin H. Fulton, William Reydel
Secretary.....Paul B. West
Treasurer.....Frederic R. Gamble
President.....Theodore S. Repplier
Vice-Presidents.....Allan M. Wilson, George P. Ludlam
Radio Director.....Gordon C. Kinney

BRANCH OFFICES

1200 18th St., N. W., Washington, D. C. T. S. Replier, President.
203 North Wabash Ave., Chicago, Ill.
L. S. Schwartz, Chicago Representative.
Taft Building, Hollywood, Calif. R. C. Coleson, Hollywood Representative.

FUNCTIONS

A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public service.

Advertising Federation of America

300 West 42nd St., New York 18, N. Y.
BRyant 9-0430

OFFICERS

President and General Manager.....Elon G. Borton
Chairman of Board.....George S. McMillan
(Vice-Pres., Bristol-Myers, N. Y.)
Secretary.....Miss Mary McClung
(Gen. Manager, N. Y. Post Home News)
Treasurer.....Graham Patterson
(Publisher, Farm Journal and Pathfinder, Phila.)

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

- To help make advertising increasingly more effective.
- To raise continually higher standards of advertising practice.
- To promote better public understanding of advertising.
- To promote cooperative effort in advertising.
- To encourage improvement in advertising education.

Advertising Research Foundation, Inc.

11 West 42nd St., New York 18, N. Y.
LOngacre 3-5100

OFFICERS

Chairman.....Otis A. Kenyon
Vice-Chairman.....Hamilton M. Warren
Treasurer.....Frederic R. Gamble
Secretary.....Paul B. West
Managing Director.....A. W. Lehman
Technical Director.....D. B. Lucas

FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board.....Thomas D'A. Brophy
Vice-Chairman.....Clarence B. Goshorn
Secty.-Treas.....Henry M. Stevens
Pres.....Frederic R. Gamble
Vice-Pres.....Richard L. Scheidker
Vice-Pres.....Richard Turnbull

FUNCTIONS

Activities of the A.A.A.A. may be grouped under three main objectives: (1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises—The Advertising Council, Inc., the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

American Communications Association (C. I. O.)

5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

OFFICERS

International President.....Joseph P. Selly
International Secty.-Treas.....Joseph F. Kehoe
Vice-President Broadcast Dept.....William Bender
Local One Secty.-Treas.....Frederick Kost
Chairman, Atlantic Branch.....William Bender
International Representative.....Jules Paris

FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

American Council on Education

744 Jackson Place, Washington 6, D. C.
NATional 5691

EXECUTIVE OFFICERS

Chairman.....Harold C. Hunt
President.....George F. Zook
Secretary.....Eugene B. Elliott
Vice-President.....A. J. Brumbaugh

FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership dues from educational organizations and institutions and by receipt of special grants for specific pieces of research.

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President.....James C. Petrillo
Vice-President.....Charles L. Bagley
Financial Secretary-Treasurer.....Thomas F. Gamble
Secretary.....Leo Cluesmann

EXECUTIVE COMMITTEE

George V. Clancy, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

BRANCH OFFICES

570 Lexington Ave., New York, N. Y., James C. Petrillo, Pres.
39 Division St., Newark, N. J., Leo Cluesmann, Sec.
Bax B. Astor Station, Boston, Mass., Thomas F. Gamble, Treas.

American Federation of Radio Artists (AFRA)

2 West 45th St., New York 19, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President.....Clayton Collyer
Vice-President.....Virginia Payne
Vice-President.....Knox Manning
Vice-President.....William S. Gavin
Vice-President.....Evelyn Freymon
Vice-President.....Nelson Case
Recording Secretary.....Norman Field
Treasurer.....Harry Elders
National Executive Sec'y.....George Heller
National Asst. Executive Sec'y.....A. Frank Reel

BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.;
Roymand A. Jones, Executive Secretary.
Hollywood Local—6331 Hollywood Blvd., Hollywood
28, California; Claude L. McCue, Executive Secretary.
San Francisco Local—26 O'Farrell St., San Francisco,
Calif.; Geory Dolan, Secretary.

American Guild of Musical Artists, Inc. (A. F. L.)

276 W. 43rd St., New York 18, N. Y.
LOngacre 5-7508

OFFICERS

President.....Lawrence Tibbett
1st Vice-President.....Conrad Thibault
2nd Vice-President.....James Pease
3rd Vice-President.....Astrid Varnay
4th Vice-President.....Leopold Sachse
5th Vice-President.....Jascha Heifetz
Recording Secretary.....Elisabeth Hoepfel
Treasurer.....Frederick Jagel

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd.
San Francisco: Theodore Hale, 216 Pine St.
Chicago: Ben Meyers, 188 W. Randolph St.
Philadelphia: G. Gilbert Mason, 207 Walnut Pl.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artistes of America. Its scope is nationwide, covering the United States and Canada,

and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

American Marketing Association

1525 East 53rd St., Chicago 15, Ill.

OFFICERS

President.....Harvey W. Huegy
 Vice-President.....Gordon A. Hughes
 Vice-President.....Neil H. Bordon
 Secretary.....George H. Brown
 Treasurer.....Wilford White

25 local chapters.

BRANCH OFFICES

FUNCTIONS

A professional association pledged to the advancement of science in marketing.

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
 Murray Hill 5-2000

OFFICERS

President.....David W. Howe
 Vice-President.....Edwin S. Friendly
 Secretary.....J. L. Stackhouse
 Treasurer.....W. L. Fanning
 General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone.
 Franklin 3746.
 George N. Dale.....Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

American Society of Composers, Authors and Publishers (ASCAP)

30 Rockefeller Plaza, New York 20, N. Y.
 Plaza 7-2700

OFFICERS

President.....Fred E. Ahlert
 Vice-President.....Gustave Schirmer
 Vice-President.....Oscar Hammerstein II
 Secretary.....George W. Meyer
 Treasurer.....Louis Bernstein
 Assistant Secretary.....Donald Gray
 Assistant Treasurer.....Ray Henderson
 General Counsel.....Schwartz & Frohlich

BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahlert, Louis Bernstein, H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tosker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Lester Santly, Gustave Schirmer, Hermon Starr, Deems Taylor.

BRANCH OFFICES AND REPRESENTATIVES

(In all principal cities throughout the United States.)

FUNCTIONS

Organized in 1914 as a voluntary, unincorporated, non profit association, to represent the performing rights of its members, in negotiations with commercial users of music. Current membership is some 2,000 writer (composer and author) members; 350 publisher members.

American Television Society, Inc.

17 E. 45th St., New York 17, N. Y.
 Murray Hill 7-9250

OFFICERS

President.....Charles J. Durban
 Vice-President.....Halsey V. Barrett
 Secretary.....Emerson Yorke
 Assistant Secretary.....Dian Dincin
 Treasurer.....Archibald U. Braunfeld

BOARD OF DIRECTORS

Charles A. Alicoate, Warren Caro, Don McClure, George Moscovics, Paul Mowrey, George Shupert, Edward Sobol.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

Artists' Representatives Assoc., Inc.

1270 Sixth Ave., New York 20, N. Y.
 Circle 6-1379

President.....William Kent
 Vice-President.....Nat Lefkowitz
 Vice-President.....Art Weems
 Vice-President.....Jack Russell
 Secretary.....John F. Dugan
 Treasurer.....Nat Kalcheim
 Assistant Secretary.....Ruth L. Simonson
 Counsel.....Jack J. Katz

BOARD OF GOVERNORS

Milton Berger, Jack Davies, John F. Dugan, William Kent, Ben Kuchuk, Mark J. Leddy, Nat Lefkowitz, Phil Offin, Jack Russell, Billy Shaw, Sol Tepper, Art Weems, Charles V. Yates.

BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill., Jack Russell, 3rd Vice-President of ARA and President of Chicago branch.

FUNCTIONS

ARA is a trade Association of Agents and Managers operating in fields of radio, motion pictures, variety, etc.

Associated Actors and Artistes of America

45 W. 47th St., New York 19, N. Y.
 Plaza 7-7660

OFFICERS

International President.....Paul Dullzell
 1st Int. Vice-President.....George Heller
 2nd Int. Vice-President.....Reuben Guskin
 Int. Treasurer.....Ruth Richmond
 Int. Executive Secretary.....Florence Marston

FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world, their calling and its condition, to promulgate and carry into effect such policy as shall secure the united action of its branches and the members thereof for the common good, and the united action of the members of each branch for the common good of such branch, to prevent and abolish abuses from which those coming under the jurisdiction of this Association shall or may suffer, to assist such persons in securing just and equitable contracts and agreements with their employers.

Associated Music Publishers, Inc. (AMP)

25 W. 45th Street, New York 19, N. Y.
 LUXemburg 2-1790

Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board.....Sydney M. Kaye
 President & Secretary.....M. E. Tompkins
 Vice President.....Karl Bauer
 Vice President.....Earl B. Hall
 Treasurer.....Charles A. Wall
 Comptroller.....C. C. Baydston

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

Organizations

Assoc. of Canadian Advertisers, Inc.

701 Federal Building, 85 Richmond St., West,
Toronto 1, Ontario.
AOeloid 8046-7-8

OFFICERS

President—George S. Bertram, Swift Conodion Co. Ltd., Union Stock Yards, Toronto, Ontario.

Executive Vice-President—Lee Trenholm, Provincial Paper Ltd., 388 University Ave., Toronto, Ontario.

Vice-Presidents—J. W. Lawrence, The Borden Co. Ltd., Spadina Crescent, Toronto, Ontario; J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ontario; H. T. Venning, Sherriff's Limited, 24 Matilda St., Toronto, Ontario; A. Usher, RCA Victor Co. Limited, 976 Lacoste St., Montreal, Que.

Treasurer—C. H. Willis, Appleford Paper Products, Limited, 78 Stirton St., Hamilton, Ontario.

Secretary—John A. M. Collicie, Association of Canadian Advertisers, Inc., 85 Richmond St., W., Toronto, Ontario.

General Manager—Athol McQuorrie, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

DIRECTORS

C. Walter Brown, Bristol-Myers Co. of Canada Limited, 3035 St. Antoine St., Montreal, Que.; Robert E. Day, Bulova Watch Co., 372 Bay St., Toronto, Ontario; E. T. Coter, Sterling Products Ltd., Windsor, Ontario; H. J. C. Jackson (Past-President), Chrysler Corp. of Can. Ltd., Windsor, Ontario; R. R. McIntosh, General Foods Ltd., 372 Bay St., Toronto, Ontario; H. T. Markey, Dominion Textile Co. Ltd., 710 Victoria St., Montreal, Que.; John O. Pitt, Canadian Fairbanks-Morse Company Ltd., 980 St. Antoine St., Montreal, Que.; M. M. Schneckenburger, The House of Seagram, 1430 Peel St., Montreal, Que.; R. C. Scrivener, The Bell Telephone Co. of Can. Ltd., Beaver Hall Hill, Montreal, Que.; R. E. Sewell, Coca-Cola Limited, 90 Broadview Ave., Toronto, Ontario.

FUNCTIONS

This association was incorporated in March 1917. For 34 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
ORegion 9-4940

OFFICERS

President.....Paul B. West
V.P. & Secretary.....Edward T. Baichelder

Vice-President.....J. F. Kurie
Vice-President.....Cy Norton

Chairman of the Board.....W. N. Connolly
(S. C. Johnson & Son)

Vice-Chairman.....W. B. Pottler
(Eastman Kodak Company)

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 News Analysts

c/o CBS, 485 Madison Ave., New York 20, N. Y.
PLoxo 5-2000

or
159 East 35th St., New York 16, N. Y.
MUroy Hill 3-8748

President.....John MacVane
Vice-Pres.....George Hamilton Combs

Vice-Pres.....William S. Hillmon
Treasurer.....Cecil Brown

Asst. Treas.....Max Hill
Secretary.....George Ziemier

Asst. Secy.....Larry Lesueur

EXECUTIVE COMMITTEE

H. V. Koltzenborn, Bill Henry, John Doly, Edward R. Murrow.

FUNCTIONS

ARNA was founded during the war years by news analysts who agreed to a code of ethics designed to establish professional standards in news commenting over the air. The restricted membership facilitated confidential contacts with the Armed Services, the State Department, and Allied governments of the highest levels. This off-the-record policy continues to assure ARNA members the closest possible professional relations with our own and foreign governments. ARNA works to improve the professional status of news analysts in relation to the networks and independent station managements, as well as setting forth our views on such rulings of the Federal Communication Commission and Congressional legislation as affect the news aspect of broadcasting. (Annual elections take place April of each year.)

The Authors' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 9-4950

OFFICERS

President.....Paul Collico
Vice President.....Helen Hull
Secretary.....Gilbert W. Cobriel
Executive Secretary.....Peter Heggie

BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, GLadstone 7128, Ann Roth Morgon.

FUNCTIONS

National business organization of authors.

The Authors League of America, Inc.

6 East 39th Street, New York 16, New York
MUrray Hill 9-4950

OFFICERS

President.....Oscar Hammerstein 2nd
Vice President.....John Hersey
Secretary.....Peter Lyon
Treasurer.....Arthur Schwartz
Executive Secretary.....Luise M. Sillcox
Assistant Executive Secretary.....Evelyn F. Burkey

BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, Gladstone 7-7128, Ann Roth Morgon.

FUNCTIONS

The national business organization of authors and dramatists.

The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
Clrcle 7-0656

OFFICERS

North American Rep.....William Reid
Program Director.....Sam J. Slate
Asst. Program Director.....Henry Straker
Program Assistant.....Lillian Long
Program Assistant.....Marion Moss
Head of Administration.....Harold F. Burns
Chief Engineer.....Arthur S. Toby
Publicity.....Alice Stamatou

NEWS OFFICES

Lake Success: Bernard Moore, U. N. Correspondent.
Washington: 1150 Connecticut Ave. N. W., Leonard Mioll, Washington Correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two inter-related but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

Broadcast Measurement Bureau

270 Park Avenue, New York 17, N. Y.
ELorado 5-1620

OFFICERS

Chairman of Board.....J. Harold Ryan
1st Vice-Chairman.....Justin Miller
2nd Vice-Chairman.....Paul West
3rd Vice-Chairman.....Frederic R. Gamble
Secretary-Treasurer.....Roger Clipp

FUNCTIONS

Broadcast Measurement Bureau is a tripartite, cooperative radio research organization jointly governed by the AAAA, ANA and NAB. It measures and reports radio station and network audiences by counties and cities throughout the U. S. on a uniform, comparative basis. The second nationwide survey is being conducted in March and the findings will be reported in September 1949.

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President.....Carl Haverlin
Vice President—General Counsel.....Sydney M. Kaye
Vice-pres. in charge of finance and treasurer
.....Charles A. Wall
Vice-Pres. in charge of publisher
relations.....Robert J. Burton
Secretary.....M. E. Tompkins
Comptroller.....C. C. Boydston
Assistant Treasurer.....Charles E. Lawrence
Director Foreign Relations.....Jean Geiringer

BOARD OF DIRECTORS

Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Hoverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald, American Broadcasting Co., N. Y.; Paul W. Morency, WTIC, Hartford, Conn.; Leonard Reinsch, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Walen, Mutual Broadcasting System, N. Y.

STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnoon, Burt Squire, Dorsey Owings.

BRANCH OFFICES

1549 North Vine St., Hollywood 28, Calif.
Phone Hillside 7447
Synchronization Manager.....Eddie Janis
Prof. Manager.....Irving Weiss
54 West Randolph St., Chicago 1, Ill.
Phone State 4188.
Executive-in-Charge.....James Cairns
1534 1/4 N. Wilcox Ave., Hollywood, Calif.
Executive in charge.....Richard L. Kirk
360 N. Michigan Ave., Chicago 1, Ill.
ANdover 3-5394
Executive in charge.....Stan Myers

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

BMI Canada, Ltd.

229 Yonge St., Toronto 1, Ont., Can.
ELgin 0040

OFFICERS

President.....Carl Haverlin
Vice President.....Donald Manson
Vice President.....Harry Sedgwick

General Manager.....Robert J. Burton
Asst. General Manager.....William Harold Moon
Secretary-Treasurer.....T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto, Carl Haverlin, BMI, N. Y., Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Jock Slatter, Radio Reps. Ltd., Toronto.

CANADIAN ADMINISTRATIVE STAFF

Publications.....Jean L. Howson
Research.....M. E. Hewitt
Distribution.....M. L. Ingram

QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q., Gen. Secretary, Marcel Fortier; Secretary, Marguerite Jacques; Liaison, T. Clyde Moon.

FUNCTIONS

BMI Canada, Ltd., was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

The Bureau of Broadcast Measurement

701 Federal Building, 85 Richmond Street West,
Toronto 1, Ontario, Canada
ADelaide 8046-7-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.
Vice-President: H. N. Stovin, Horace N. Stovin & Company, Toronto, Ont.
Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; Harold E. Stephenson, The Canada Starch Co., Limited, Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.; Stuart B. Smith, Canadian Advertising Agency Ltd., Toronto, Ont.; W. E. Trimble, Baker Advertising Agency, Ltd., Toronto, Ont.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

Canadian Assn. of Broadcasters

108 Sparks St., Ottawa, Canada
Phone: 34036

OFFICERS

Chairman of the Board.....G. R. A. Rice
(CFRN, Edmonton)
Hon. President.....Phil Lalonde
(CKAC, Montreal)

Manager.....T. J. Allard
Secretary-Treasurer.....T. A. Evans
Dir. of Adv. & Sta. Service.....Patrick Freeman

DIRECTORS

D. Malcolm Neill, Fredericton, N. B.; F. A. Lynds, Moncton, N. B.; Paul Lepage, Quebec, P. Q.; Phil Lalonde, Montreal, P. Q.; Harry Sedgwick, Toronto,

Organizations

Ont.; Ralph Snelgrove, Owen Sound, Ont.; K. D. Soble, Hamilton, Ont.; Wm. Guild, Lethbridge, Alta.; A. A. Murphy, Saskatoon, Sask.; George C. Chandler, Vancouver, B. C.

BRANCH OFFICE

2100 Victory Building, Toronto, Ont., Patrick Freeman, Director of Advertisers & Station Service.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade association of 89 privately owned (independent) broadcasting stations in Canada.

Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-President.....Pat O'Brien
2nd Vice-President.....Jay Jostyn
Recording Secretary.....Ed Begley
Historian.....Kathryn Givney
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain-Treasurer.....Rev. Gustavo de Leon

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot of Calvary Cemetery.

Catholic Writers Guild of America

128 W. 71st St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....Charles N. Heckelmann
Vice-President.....Richard Reld
Treasurer.....Clarence E. Heller
Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

Composers, Authors and Publishers Assn. of Canada, Ltd.

132 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457

OFFICERS

President.....Sir Ernest MacMillan, B.A.,
Mus. D. (Oxon.), LL.D., Hon. R.A.M., F.R.C.M.,
F.R.C.O.
General Manager.....William S. Low
Manager, Licensing Dept.....C. R. Matheson
Manager, Distribution Dept.....Ruth Possey
Comptroller.....J. K. Bailey

DIRECTORS

Cloude Champogne, Harold W. Cluff, C. G. Devereux, John Murray Gibbon, Allister Grosart, Ralph Howkes, H. T. Jamieson, Mort Kenney, Sir Ernest MacMillan, Holmes Maddock, Richard F. Murray, Gordon V. Thompson.

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

The Dramatists' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.
Murray Hill 9-4940

OFFICERS

President.....Moss Hart
Vice-President.....George S. Kaufman
Secretary.....Herbert Kubby
Executive Secretary.....Mills Ten Eyck, Jr.

BRANCH OFFICE

1655 North Cherokee Ave., Hollywood 28, Calif.
Phone Gladstone 7-7128
Executive in charge.....Ann Roth Morgon

FUNCTIONS

The national business organization of dramatists.

Federal Communications Bar Assn.

520 Shoreham Bldg., Washington 5, D. C.
Executive 1398

OFFICERS

President.....Carl I. Wheat
1st Vice-Pres.....Guilford S. Jameson
2nd Vice-Pres.....Neville Miller
Secretary.....Charles E. Thompson
Treasurer.....Vincent B. Welch

EXECUTIVE COMMITTEE

Fred W. Albertson, Arthur W. Scharfeld, John F. Gibbons, George S. Smith, Eliot C. Lovett, Ralph A. Von Orsdel.

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

Federal Council of the Churches of Christ in America, Radio Dept.

297 Fourth Ave., New York 10, N. Y.
GRamercy 5-3475

OFFICERS

Secretary.....Wesley 8. Goodman

FUNCTIONS

The Department of National Religious Radio, organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs over three national networks.

Federal Radio Education Committee (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897

OFFICERS

Chairman.....I. C. Roll
Secretary-Editor.....Gertrude C. Broderick

EXECUTIVE COMMITTEE MEMBERS

Roll I. Grigsby, Acting U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Elsie Dick, Director of Education, Mutual Broadcasting System

William C. Eddy, Director of Television, Station WBKB, Chicago
 John Elmer, President, Baltimore Broadcasting Corporation
 Sterling W. Fisher, Manager Public Affairs and Education Department, National Broadcasting Company
 Willard E. Givens, Executive Secretary, National Education Association
 Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers
 Very Rev. Msgr. Frederick C. Hochwalt, Director, Department of Education, National Catholic Welfare Conference
 Robert B. Hudson, Director of Education, Columbia Broadcasting System
 William B. Levenson, Asst. Superintendent, Cleveland Public Schools, representing Assn. of Education by Radio
 Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
 Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
 Justin Miller, President, National Association of Broadcasters
 Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
 Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City
 Levering Tyson, President, Muhlenberg College

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

Federal Trade Commission

Pennsylvania Ave., at 6th St., N. W.,
 Washington 25, D. C.
 Executive 6800

PERSONNEL

Commissioner.....Garland S. Ferguson
 Commissioner.....Ewin L. Davis
 Commissioner.....William A. Ayres
 Commissioner.....Lowell B. Mason
 Secretary.....Otis B. Johnson
 General Counsel.....Wm. T. Kelley
 Director, Bureau of Litigation.....Richard P. Whiteley
 Director, Bu. of Legal Investigation.....James A. Horton
 Director, Bureau of Industrial Economics.....Dr. Corwin D. Edwards
 Director, Bu. of Trade Practice Conferences and Wool Act Administration.....Henry Miller
 Director, Bu. of Stipulations.....Pgad B. Morehouse
 Director, Bu. of Trial Examiners.....F. C. Baggarly
 Director, Bu. of Medical Opinions.....Dr. James J. Durrett

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.
 Atty. in charge.....Rolf H. Kielland
 1118 New Post Office Bldg., Chicago 7, Ill.
 Atty. in charge.....John H. Bass
 133 Federal Office Bldg., San Francisco 2, Calif.
 Atty. in charge.....Clarence T. Sadler
 447 Federal Office Bldg., Seattle 4, Wash.
 Atty. in charge.....Walter W. Harris
 1031 Federal Office Bldg., New Orleans 12, La.
 Atty. in charge.....William B. Lott

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

French Broadcasting System (Radiodiffusion Francaise)

In North America

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

OFFICERS

Director.....Pierre Crenesse
 Assistant-Director.....Alice Lewitin
 Program Director.....Edward Gruskin
 Manager.....Michel Duhart
 Public Relations.....Marie Whiteside

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the goodwill and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

Richard W. Hubbell and Associates

118 East 40th Street, New York 16, N. Y.
 MUrray Hill 3-0028

OFFICERS

Chairman.....Richard W. Hubbell
 Associate.....Dr. Alfred N. Goldsmith
 Associate.....Robert Jerome Smith
 Executive Assistant.....W. E. Van Brunt
 Affiliate.....Philip I. Merryman

BRANCH OFFICES

Maintain associates in Washington, D. C.; Hollywood, and in London and Paris.

FUNCTIONS

Complete management consultation service covering planning, constructing, and operating television stations, facilities, and manufacturing projects. Includes business efficiency studies, financial analysis and financing of projects, and preparation of FCC applications. 1948 clients included 21 commercial TV stations as well as investment syndicates, advertisers, radio stations, newspaper publishers, film producers, and manufacturers.

Independent Television Producers Association, Inc.

234 West 44th St., New York 18, N. Y.
 CHickering 4-1583

OFFICERS

President.....Martin A. Gosch
 Vice-President.....Irvin Paul Sulds
 Secretary.....Nathan M. Rudich
 Treasurer.....Henry S. White

DIRECTORS

Charles Basch, Judy Dupuy, Arthur Ehrlich, Jack Levine, Oland Killingsworth, Oliver Nicoll.

COUNSEL

James L. Fly.

FUNCTIONS

The Independent Television Producers Association (ITPA) is an industry association comprised of man-

EXECUTIVE COMMITTEE

Elmo C. Wilson, Vergil D. Reed, Franklin R. Cawl, Cornelius Du Bois, Phillip Salisbury.

FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take an active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President.....Lester Santly
Vice-President.....Jack Mills
Secretary.....J. J. Bregman
Treasurer.....Abe Oiman
Agent and Trustee.....Harry Fox

National Association of Broadcasters

For Complete Listing See NAB Section on Page 233

National Assoc. of Broadcast Unions & Guilds (NABUG)

37 West 46th St., New York 19, N. Y.
LUXemburg 2-5130

OFFICER

Nat'l. Chmn., N. Y. Council Chmn., Oliver W. Nicoll

COUNCILS

c/o The RWG, 1655 North Cherokee Avenue, Hollywood 27, Calif. Chairman, Sam Moore; Secretary-Treasurer, James H. Brown. c/o AFRA, 102 E. Hubbard St., Chicago 11, Ill. Chairman, Raymond A. Jones; Secretary-Treasurer, George Muher. c/o NABET, 375 O'Farrell St., San Francisco 2, Calif. Chairman, J. R. McDannell; Secretary-Treasurer, William S. Gavin. c/o NABET, 486 Thornycroft Rd., Pittsburgh, Penn.; Chairman, Edward B. London.

CORRESPONDING OFFICES

Washington, D. C.; Denver, Colo.; Atlanta, Ga.; Boston, Mass.; Cincinnati, O.; Cleveland, O.; Detroit, Mich.; Kansas City, Mo.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Philadelphia, Pa.; Portland, Ore.; Raleigh-Durham, N. C.; Rochester, N. Y.; Seattle, Wash.; St. Louis, Mo.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where mutual interests coincide.

National Assn. of Performing Artists

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President.....Fred Waring
Vice-President.....Bing Crosby
Vice-President.....Meyer Davis
Vice-President.....Paul Whiteman
Vice-President.....Al Jolson
Secretary.....Eddie Duchin
Treasurer.....Don Voorhees
General Counsel.....Alfred Rice

BOARD OF DIRECTORS

Fred Allen, Connie Boswell, Noel Coward, Richard Crooks, Bing Crosby, Meyer Davis, Eddie Duchin, Duke Ellington, Mory Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Andre Kostelanetz, Arthur W. Levy, Guy Lombardo, Ray Noble, Walter O'Keefe, Ira Pelino, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, Lawrence Tibbett, Rudy

Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efreim Zimballist.

FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

National Assoc. of Radio News

Directors

Radio Station WOW, Omaha, Neb.
Webster 8400

OFFICERS

President.....Sig Mickelson
WCCO, Minneapolis
1st Vice-President.....Jack Shelley
WHO, Des Moines, Iowa
2nd Vice-President.....Ben Chatfield
WMAZ, Macon, Ga.
Executive Secretary.....Soren Munkhof
WOW, Omaha, Neb.
Treasurer.....David Kessler
WHAM, Rochester, N. Y.

BOARD OF DIRECTORS

The aforementioned officers plus: Bob Redeen, WOC, Davenport, Iowa; Fred Hinshaw, WLBC, Muncie, Ind.; Bruce Barrington, KXOK, St. Louis, Mo.; Ed Kirk, WPTF, Raleigh, N. C.; James Bormann, WMT, Cedar Rapids, Iowa; Sid Fietzsch, WFAA, Dallas, Texas; John Hogan, WCSH, Portland, Maine.

FUNCTIONS

The National Ass'n of Radio News Directors is a professional organization composed of men in charge of news operations. Its purpose is that of a purely professional organization to raise the standard of radio news operations so that the product of all stations will be of the highest integrity. The function of the organization is the interchange of information of a professional type, to aid its members in improvement of their profession. It has as affiliates, various state groups of radio news directors. The NARND issues a monthly bulletin in which new developments of radio news techniques are discussed.

National Association of Radio Station Representatives

10 Park Ave., New York 17, N. Y.
MURray Hill 5-4141

OFFICERS

President.....Frank M. Headley
Vice-President.....Robert D. C. Meeker
Treasurer.....Lewis H. Avery
Secretary.....F. Edward Spencer, Jr.
Managing Director.....Thomas F. Flanagan

MEMBERS

Avery-Knodel Inc., John Blair & Company, The Boiling Company Inc., The Branham Company, Free & Peters Inc., The Friedenberg Agency Inc., Headley-Reed Company, George P. Hollingbery Company, The Katz Agency Inc., Joseph Hershey McGillvra Inc., J. P. McKinney & Son, John E. Pearson Company, John H. Perry Associates, Edward Peiry Co. Inc., Ro-Tel, Paul H. Roymer Company, Inc., Wolker Company, Inc., Weed & Company, Adam J. Young, Jr. Inc.

FUNCTIONS

To develop the use and increase the sale of national spot radio.

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
MURray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
Vice-President.....Warren Agry
Secretary.....Harry Dwight Smith
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

National Television Film Council

300 West 23rd St., New York 11, N. Y.
WATkins 4-0460

OFFICERS

President.....Melvin L. Gold
(National Screen Service Corp.)

Organizations

Vice President.....Burt Bolabon
 (Paramount Television)
 Secretary.....Robert H. Wormhoudt
 (Telecast Films, Inc.)
 Treasurer.....Robert M. Paskow
 (Station WATV)

BOARD OF DIRECTORS

Jack Glenn (Chairman), March of Time; Ed Evans, WPIX, New York; Elaine Phillips, WSPD, Toledo; Gus Ober, WMAR, Baltimore; Sally Perle, The Mesol Organization; Irwin Shone, Televiser Monthly; Rosalind Kossoff, A. F. Films, Inc.; Myron Mills, Equity Film Exchanges; Irving Leos, Official Films, Inc.; Joy Williams, Film Equities, Inc.

ADVISORY BOARD

Seymour Peysner, Phillips, Nizer, Benjamin & Krim (Legal Counsel); Walter J. Domm, WTMJ, Milwaukee; Ralph I. Poucher, Consolidated Laboratories; Hal Hodes, Columbia Pictures; J. A. Maurer, R. E. Blackwell, International Film Foundation; John H. Mitchell, United Artists Corp.; Gus Ober, (Chairman, TV Station Committee); Irwin Shone, Televiser Monthly, (Chairman, Information Committee); Myron Mills, Equity Film Exchanges, (Chairman, Distribution Committee); Irving Leos, Official Films, Inc., (Chairman, Membership Committee); Sally Perle, The Mesol Organization, (Chairman, Press Relations Committee); Jay Williams, Film Equities Corp., (Chairman, Program Committee); Jack Glenn, March of Time, (Chairman, Production Committee).

FUNCTIONS

National Television Film Council is a trade organization comprised of television stations, motion picture producers and distributors, and advertising agencies, for the purpose of establishing a standard of practices and procedures, with regard to the exhibition of films on television. Among its functions are: (a) establishing a Standard Exhibition Contract (b) Television Films Clearance Bureau (c) catalog of films available for television (d) Arbitration (e) Production Clinic (f) Film Forum (g) Awards for television film production—Further activities yet to be announced.

National Variety Artists, Inc.

223-5 W. 46th St., New York 19, N. Y.
 Columbus 5-0956-7

OFFICERS

President.....Louis Handin
 First Vice-President.....Jack O'Brien
 Second Vice-President.....Harry Jackson
 Treasurer.....Al Friedman
 Secretary.....Rosa Crouch

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

Nebraska Broadcasters Association

Radio Station KBON, Omaha, Neb.
 Jackson 8282

OFFICERS

President.....L. L. Hilliard
 (KOLT, Scottsbluff)
 Vice President.....John Alexander
 (KODY, North Platte)
 Secretary-Treasurer.....Poul R. Fry
 (KBON, Omaha)
 Director.....Harry Peck
 (KFOR, Lincoln)
 Director.....Wm. Newsens
 (KOL, Omaha)
 NAB Representative.....John J. Gillin, Jr.
 (WOW, Omaha)

FUNCTIONS

Motters of Mutual Cooperation.

North Carolina Assn. of Broadcasters

Radio Station WEEB, Southern Pines, N. C.

OFFICERS

President.....Harold Essex
 Vice President.....Robert M. Wolloco
 Secretary-Treasurer.....Jack Younts

FUNCTIONS

To promote closer cooperation and understanding among the members to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and radio of radio advertising, and to act as a regional contact with the National Association of Broadcasters.

Ohio Association of Broadcasters

1602 First National Tower, Akron 8, Ohio
 MEadowbrook 3211

OFFICERS

President.....E. Y. Flonigon
 Vice President.....Eugene Corr
 Secretary-Treasurer.....Fred C. Bock

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

Pennsylvania Assn. of Broadcasters

P. O. Box 11, Harrisburg 1, Pa.

OFFICERS

President.....George D. Coleman
 (WGBI, Scranton)
 Vice-President.....Roy F. Thompson
 (WRTA, Altoona)
 Secretary-Treasurer.....David J. Bennett
 (WKBO, Harrisburg)

DIRECTORS

Bosse A. Bock, WKOK, Sunbury; Joseph C. Burwell, WMBS, Uniontown; Gordon Gray, WIP, Philadelphia; George E. Jay, WRAC, Williamsport; Leonard Kapner, WCAE, Pittsburgh; Clair R. McCollough, WGAL, Lancaster; C. C. Moss, WLTR, Bloomsburg.

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state.

Professional Music Men, Inc.

1270 Sixth Ave., New York 20, N. Y.
 Columbus 5-7362

OFFICERS

President.....Rocco Vocco
 First Vice-President.....Joseph Santly
 Second Vice-President.....Charles Warren
 Third Vice-President.....Phil Kornheiser
 Treasurer.....Irving Tanx
 Financial Secretary.....Michael L. Schiess
 Recording Secretary.....Louis E. Schwartz
 Sergeant-at-Arms.....David Kent
 Executive Director.....Bob Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
 Regional Director.....Morton Schaefer
 8360 W. First St., Los Angeles, Calif
 Regional Director.....Al Comparte
 36 East Fifth Street, Cincinnati, Ohio
 Regional Director.....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

Radio Executives Club of Boston

Harold Cabot & Co., Inc. Adv. Agency,
 136 Federal St., Boston, Mass.
 HA 6-7600

OFFICERS

President.....William B. McGroth
 (WHDH, Boston)
 1st Vice President.....Craig Lawrence
 (WCOP, Boston)
 2nd Vice President.....Nona Kirby
 (WLAW, Boston)
 Secretary.....Janet Gilbert
 Time Buyer (Harold Cabot & Co., Inc., Boston)
 Treasurer.....Edmund J. Sheo
 (James Thomas Chirurg Co., Boston)

FUNCTIONS

Monthly luncheon meetings with speakers on various phases of radio and television.

Radio Executives Club of New York

President's Office
580 Fifth Avenue, New York 19, N. Y.
PLaza 7-1800

OFFICERS

President..... Carl Hoverlin
Vice-President..... Arthur Pryor, Jr.
Secretary..... Claude Barrere
Treasurer..... Lewis H. Avery

FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms, but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, not only to the industry, but to the public at large.

The REC holds meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

Radio Executives Club of Toronto

4 Albert St., Toronto 1, Ontario, Canada
WA 6151

OFFICERS

President..... Sid S. Lancaster
(Radio Representatives Ltd.)
Vice-President..... Maurice Rosenfeld
(MacLaren Advertising Co. Ltd.)
Secretary..... Jim Scott
(Radio Representatives Ltd.)
Treasurer..... "Ted" Rutter
(H. N. Stovin Co. Ltd.)
Past President..... Spence Caldwell
(All-Canada Radio Facilities)

FUNCTIONS

Radio Executives Club of Toronto holds monthly luncheon meetings. Purpose, according to Article II of the Constitution is: "To promote and encourage the use of radio broadcasting as a medium of advertising... to create a lasting fraternity of persons engaged in radio broadcasting and its allied fields... to promote better understanding among members of the problems confronting the radio industry... to promote proper dissemination of information pertaining to radio, of mutual interest to all concerned..."

Radio Guild, Local No. 50

UOPWA-CIO

30 East 29th St., New York 16, N. Y.
MUrray Hill 6-2977

OFFICERS

President..... Chester F. X. Burger
First V. P..... Nathaniel Scott
Second V. P..... Debora Ishon
Secretary..... Mary Stack
Treasurer..... Nelda Scudder
Radio Guild Rep..... Sylvia A. Sheridan

FUNCTIONS

A trade union representing white collar and non-professional people in the radio industry.

Radio Manufacturers Association

1317 F Street, N. W., Washington 4, D. C.
National 4901

OFFICERS

President..... Max F. Balcom
(Sylvania Electric Products, Inc.)
Executive Vice-Pres.-General Manager... Bond Geddes
Treasurer..... Leslie F. Muter
(The Muter Co.)
General Counsel..... John W. Van Allen
Vice-President..... R. E. Carlson
(Tung-Sol Lamp Works, Inc.)
Vice-President..... A. D. Plamondon, Jr.
(Indiana Steel Products Co.)

Vice-President..... W. J. Barkley
(Collins Radio Co.)

Vice-President..... G. M. Gardner
(Wells-Gardner & Co.)

Director of Public Relations..... James D. Secrest

DIRECTORS

Benjamin Abrams, Emerson Radio & Phonograph Corp.; Max F. Balcom, Sylvania Electric Products Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; W. R. G. Baker, General Electric Co.; G. Richard Fryling, Erie Resistor Corp.; J. J. Kahn, Standard Transformer Corp.; F. R. Lock, Western Electric Co. Inc.; W. A. MacDonald, Hazeltine Electronics Corp.; A. D. Plamondon, Jr., The Indiana Steel Products Co.; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; Leslie F. Muter, The Muter Co.; Lloyd H. Coffin, Hytron Radio & Electronics Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, Radio Corporation of America, RCA Victor Div.; Paul V. Galvin, Motorola, Inc.; George R. Hoase, Operadio Mfg.; Larry F. Hardy, Philco Corp.; W. P. Hilliard, Bendix Radio, Bendix Aviation Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; J. Hall Stackpole, Stackpole Carbon Co.; Thos. A. White, Jensen Mfg. Co.; David Wald, DeWald Radio Mfg. Corp.; E. Alschuler, Sentinel Radio Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonara Radio & Television Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; Roy Manson, Stromberg-Carlson Co.; H. C. Mattes, Belmont Radio Corp.; Ernest Searing, International Resistance Co.; Allen Shoup, Saund, Inc.; Harry C. Sparks, The Sparks-Withington Co.; Roy F. Sparrow, P. R. Malory & Co., Inc.; R. C. Sprague, Sprague Electric Co.; Allen B. DuMont, Allen B. DuMont Laboratories; R. E. Laux, General Instrument Corp.; Herbert W. Clough, Belden Manufacturing Co.; John W. Craig, Crosley Division, Avco Mfg. Co.; S. Insull, Jr., Stewart-Worner Corp.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

Radio Manufacturers Assn. of Canada

Room 301, 159 Bay St., Toronto 1, Ont., Canada
ADelaide 1531

OFFICERS

President..... F. R. Deokins
RCA Victor Co. Ltd., Montreal, P. Q.
Vice-President..... R. A. Hackbusch
Stromberg-Carlson Co. Ltd., Toronto, Ontario
Chairman, Parts Div..... Tom Fleming
Kester Solder Co. of Canada Ltd. Brantford, Ont.
Vice-Chairman, Parts Div..... A. S. Gortshore
United-Carr Fastener Co. Ltd., Toronto, Ont.
Chairman, Engineering Com..... S. Sillitoe
Northern Electric Co. Ltd., Belleville, Ont.
Vice-Chairman, Engineering Co..... A. B. Oxley
RCA Victor Co. Ltd. Montreal, P. Q.
Chairman, Service Com..... E. C. Dahmer
Dominion Electro-home Ind. Ltd. Kitchener, Ont.
Vice-Chairman, Service Com..... F. Tewsley
Stromberg-Carlson Co. Ltd. Toronto, Ont.
Executive Secretary..... S. D. Brownlee
Radio Mfrs. Assoc. of Canada, Toronto, Ont.

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

Radio Script & Transcription

Exchange

U. S. Office of Education, Washington 25, D. C.
EXecutive 6300, Ext. 2897

STAFF

Chief..... Franklin Dunham
Radio Education Specialist..... Gertrude G. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

Organizations

Radio & Television Club of Pittsburgh

Hotel Sheraton, Pittsburgh, Pa.

OFFICERS

President.....Richard C. Bachman
1st Vice-President.....George Young
2nd Vice-President.....C. Taylor Urquhart
3rd Vice-President.....Wilbur C. Sutherland
Secretary.....Mildred Sheridan
Treasurer.....Morie Wilk

DIRECTORS

Jack Mardion, Lloyd G. Chapman, Leslie B. Sterne,
T. J. MacWilliams, David Mackey, James Baker.

FUNCTIONS

An organization composed of radio and television people from stations, agencies, advertisers and allied firms designed to foster good-will and greater fellowship and bring to the people most concerned vital knowledge and information pertaining to their profession.

Radio and Television Directors Guild

(affiliated with A. F. of L. (International))

114 East 52 St., New York 22, N. Y.

Plaza 3-4300, Ext. 214

OFFICERS

National President.....Lester O'Keefe (New York)
First Vice President.....Charles Vanda (Hollywood)
Second Vice President.....Lyle D. Barnhart (Chicago)
Third Vice President.....Robert Lewis Shayon (New York)
National Secretary.....Oliver W. Nicoll (New York)
National Treasurer.....William N. Robson (Hollywood)

NATIONAL BOARD

Lyle D. Barnhart, Chicago; Tom Bennett, New York; Phil Cohan, Hollywood; Ted Corday, New York; Arthur Hanna, New York; Jack Johnstone, Hollywood; Burr E. Lee, Chicago; Earle McGill, New York; Oliver W. Nicoll, New York; Lester O'Keefe, New York; Charles Pollock, New York; William N. Robson, Hollywood; Robert Lewis Shayon, New York; Anthony Stanford, Hollywood; William M. Sweets, New York; Charles Vanda, Hollywood; George Zachary, New York.
National Executive Secretary.....Newman H. Burnett
General Counsel.....Ben Meyers
Certified Public Accountant.....Michael M. Enzer

LOCALS

114 East 52 St., New York 22, N. Y. Officers: President, Robert Lewis Shayon; Vice President, Tom Bennett; Secretary, Charles Powers; Treasurer, Ernest Ricca. Council: Carl Eastman, Don Gillis, Frank Papp, Charles Pollock, William M. Sweets, Betty Todd; Executive Secretary, Newman H. Burnett; Counsel, Ben Meyers. 6305 Yucca St., Hollywood 28, Calif. Officers: President, Charles Vanda; Vice President, Corlon E. Morse; Secretary, Gordon Hughes; Treasurer, Murray Bolen. Council: Ted Bliss, Edmund Coshman, Thomas Freebairn-Smith, Dick Mock, Sterling Tracy. Executive Secretary, Mel Williamson; Counsel, Morris E. Cohn. 203 North Wabash St., Chicago 1, Ill. Officers: President, Lyle D. Barnhart; Vice President, Herbert Latour; Secretary-Treasurer, Hal Miller. Council: Thomas Boshaw, Philip Bowman, Alan Fishburn, Homer Heck. Counsel, Ben Beyers.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of radio and television programs and to protect and secure their rights in their professional activities.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York 16, N. Y.

Murray Hill 6-5251-2-3

OFFICERS

National President.....Erick Barnouw
Vice-Presidents: Eastern Region.....Welbourn Kelley
Midwestern Region.....Shelby Gordon
Western Region.....Sam Moore
Western Regional Exec. Sec'y.....Roy Longham
Eastern Regional Exec. Sec'y.....James A. Stobile

BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone Andover 5458, Room 506, Ethel Isaacs, Secy, Hollywood 1655 N. Cherokee Ave., Phone, Hollywood 3601, Michael Davidson, Exec. Secy.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

SESAC, Inc.

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

Murray Hill 5-5365.

OFFICERS

President.....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke

FUNCTIONS

Licensing the use of copyrighted music, transcribed library program service, syndicated transcribed tailor-made programs for advertisers.

Society of Motion Picture

Engineers, Inc.

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

Murray Hill 2-2185

OFFICERS

President.....E. I. Sponoble
Past President.....L. L. Ryder
Executive Vice-President.....Peter Mole
Engineering Vice-President.....J. A. Mourer
Editorial Vice-President.....C. R. Keith
Financial Vice-President.....D. B. Joy
Convention Vice-President.....W. C. Kunzmann
Secretary.....R. M. Corbin
Treasurer.....R. B. Austron
Executive Secretary.....Boyce Nemeck

FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication. Television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.

Columbus 5-3758

OFFICERS

President.....Sigmund Romberg
Vice-President.....Charles Tobias
Second Vice-President.....Jesse Greer
Secretary.....Peter De Rose
Treasurer.....Abel Baer
Counsel.....John Schulman
Executive Secretary.....Miriam Stern

MEMBERS OF THE COUNCIL

Chairman—Edgar Leslie, Stanley Adams, Abel Baer, Poul Cunningham, Iro Girshwin, Ferde Grofe, Oscar Hommerstein II, Sam Lewis, Joseph Meyer, Richard Rodgers, Sam H. Stept, Fred E. Ahlert, J. Fred Cools, Milton Drake, Jesse Greer, Otto Harbach, Roy Henderson, George W. Meyer, Geoffrey O'Hara, Sigmund Romberg, Charles Tobias.

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

Southern California Broadcasters' Association, Inc.

1757½ N. Ivar St., Hollywood 27, Calif.

HOLLYWOOD 7254

OFFICERS

President.....William J. Beaton, KWKW
Vice-President.....Ernest Spencer, KVOE
Secretary-Treasurer.....Thelma Kirchner, KCFJ;
Harry Witt, KNX; Calvin J. Smith, KFAC; Robert O. Reynolds, KMPC; Lee F. Wynne, KGER.
Executive Secretary.....Ethel Bell Mack, SCBA

Organizations

FUNCTIONS

A non-profit organization whose membership comprises 41 radio stations and 4 networks of southern California. Purpose: to promote cooperation and understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry.

Sports Broadcasters Association (New York Chapter)

c/o NBC, 30 Rockefeller Plaza, New York 20, N. Y.
Circle 7-8300

OFFICERS

President Morty Glickson
Vice President Sam Taub
Vice President Ted Husing
Treasurer Andy Long
Secretary Harold Holtz
Executive Secretary Jimmy Dolon

FUNCTIONS

Regular luncheon organization meeting weekly during fall, bi-monthly throughout remainder of the year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

Television Broadcasters Assn., Inc.

500 Fifth Ave., New York 18, N. Y.
Lackawanna 4-4788

OFFICERS

President Jack R. Poppel
Vice-President C. Emerson Morkham
Secretary-Treasurer Will Baltin
Assistant Secretary-Treasurer Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; Curtis W. Moson, Earle C. Anthony, Inc.; Noran E. Kersto, NBC; Jack R. Poppel, WOR, New York; Robert Kintner, ABC; Paul Raibourn, Television Productions, Inc.; C. Emerson Morkham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

Television Film Producers Assn.

9922 W. Washington Blvd., Culver City, Calif.
Texas 0-4525

OFFICERS

President Hal Roach, Jr.
Vice-President Carl Dudley
Secretary Rudy Vollee
Treasurer Roland Reed

BOARD MEMBERS

Ross Sutherland, Herbert Strook, Wallace Worsley, William Cameron Menzies, Bernard J. Carr.

Television Producers Association

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930.

President Mal Boyd
Secretary Gladys Rubens
Treasurer Maleese Black

BOARD OF DIRECTORS

Michael Stokoy, George Fogle, Nils Thor Granlund, Robert Light, Mal Boyd, Gladys Rubens, Stratford Corbett, Syd Cassyd, Maleese Black.
Legal Consul Max M. Gilford

COMMITTEE CHAIRMAN

Membership, Lenore Kingston; Program, Frank Woodruff; Station Relations, Robert Colson and Bernie Ebert; Labor Relations, Ben Bord; Research, Maleese Black; Finance, Morton Wright.

U. S. Marine Corps, Division of Public Information

Headquarters, U. S. Marine Corps, Washington, D. C.
Republic 7400

OFFICERS

Director, Division of Public Information, Brig. Gen. J. T. Selden, USMC.

BRANCH OFFICE

Division of Public Information, 90 Church Street, New York 7, N. Y. Tech. Sgt. George W. Courtney, Charge of Radio and Television.

FUNCTIONS

The New York Office of the Division of Public Information is the Marine Corps representative for national radio, and local network television. Services offered are: Radio-Television production, transcribed programs, scripts, spot announcements, guests.

United Nations—Radio Division

OFFICERS

Asst. Secty. Gen., Dept. of Info. Benjamin Cohen
Dir., Dept. of Pub. Info. Tor Gjesdal
Dir., Radio Div. Peter Aylen
Chief, Telecommunications Gen. Frank E. Staner
Deputy Dir., Radio Div. Carlos Garcia Palacios
Chief of Production W. Gibson Parker
Suprv., Radio Reports Desk. Gaesor Ortiz

REGIONAL SUPERVISORS

Hugh Williams, European and Middle East Services; Eugenio A. Soler, Latin American Services; Mike Peng, Transpacific Services; Gerald Keon, English Language Services; Dorothy Lewis, U. S. Station Relations.

FUNCTIONS

The United Nations Dept. of Public Information maintains a radio division for the purpose of servicing the various privately owned and government operated systems of broadcasting around the world. Composed of 90 staff members, representing 22 nationalities, the division releases news and information concerning the activities of the U. N. Its services to U. S. stations include daily and weekly programs with special events and documentaries.

Washington State Association of Broadcasters

c/o Station KTBI, Tacoma 3, Wash.
BRoadway 2241

OFFICERS

President H. J. Quilliam
Vice President O. A. Runchey
Secretary-Treasurer Robert Priebe
Director Richard Dunning
Director James Wallace

BRANCH OFFICE

Washington State Radio News Bureau, Legislative Bldg., Olympia, Wash. Carl Downing, Managing Dir.

FUNCTIONS

A non-profit Association made up of broadcasters of Washington State to advance the interest of the radio broadcasting industry in the state of Washington. Maintains a Washington State Radio News Bureau of the state capital, Olympia, Washington. Serves radio stations of the state with a weekly quarter hour program plus special coverage daily concerning Washington's biggest business—its government.

Western Association of Broadcasters

Morquis Hotel Building, Lethbridge, Alberta
3161

OFFICER

President William Guild

DIRECTORS

J. O. Blick, H. C. Love, E. H. Rowlinson.

FUNCTIONS

A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

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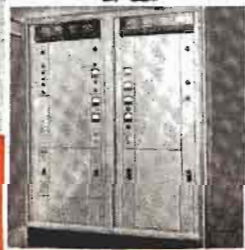
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*Coverage
AND Performance...*

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It's a combination that is bringing dramatic results to many FM stations. Here are four outstanding examples! All four selected the Federal 12-element Square-Loop Antenna as best suited to their requirements. In all four instances, this antenna is achieving an effective radiated power more than twelve times the kilowatt output of the Federal FM Transmitter.

The coverage maps show how this power takes effect—over unusually large areas—providing outstanding FM performance to wide-spread audiences. Letters from listeners report excellent signal strength . . . fidelity . . . tone quality.

Federal's Square-Loop Antenna is available in multiples of 2, 4, 6, 8 or 12 elements, to meet the requirements of every FM broadcaster. Since it offers the highest gain in the field, this Federal antenna saves substantially in over-all station costs, and in reduced power and operating expense year after year. Federal's "Frequematic" FM Transmitter is available in outputs of 1, 3 and 10 kilowatts.

Federal also offers all necessary associated equipment for the complete installation of any size station. For information, write to Radio Sales Dept.

*Trade Mark

Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp. 67 Broad St., N. Y.



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