

BROADCASTING TELECASTING

1953

BROADCASTING
YEARBOOK
ISSUE

Quick Index

Advertisers	412
Companies	400
Finance	13
Jobs	490
Business Analysis	11
Management	362
Directory	28
Rules	381
Rights of '52	361
TB	465
Works	34
Newspaper Owners	58
National Nets	469
Representatives	20
Stations	
by States	67
Call Letters	455
Frequencies	447
by States	67
Call Letters	462
Subscription	340

acts on TV, See

TELECASTING
YEARBOOK

CONTENTS COPYRIGHTED
1953 By BROADCASTING
PUBLICATIONS, INC.

IT WORKS

Every season... every month... every day, WOR sells *more* products to *more* people than any other station in the United States.

WOR *works* because it reaches the largest station audience in America; because it provides personalities who *sell*; and because it delivers *more listeners who actually buy!*

WOR *The New York station where listeners listen and sponsors sell.*
Key station of the Mutual Broadcasting System.



Radio Station in Oklahoma

WKY

Reaches more homes in Oklahoma, day and night, than any other station!

Now in its 33rd year of broadcasting, WKY not only continues to reach far more Oklahoma homes than any other Oklahoma station, but, according to recent surveys, is adding daily to its loyal listening audience. The sum total of all facts adds up to this:

WKY is your BIG BUY!



Television Station in Oklahoma

WKY-TV

FIRST in Programming—Over 35 hours of local, live studio programming each week, plus the best from all four major television networks, and excellent film shows.

FIRST in Plant Facilities—The enormous WKY-TV studio building, completed in 1951, is equal to any and superior to most in the nation. It is equipped to handle any production assignment.

FIRST in Coverage Area—An antenna tower 968 feet high, and Oklahoma's flat terrain, combine to give WKY-TV a primary coverage area of 35 counties plus many bonus viewers.

FIRST in the Hearts—of over 180,000 Oklahoma families in the WKY-TV area who bought television sets by the end of 1952—plus those who are added daily to this number.

WKY



930 KC • NBC

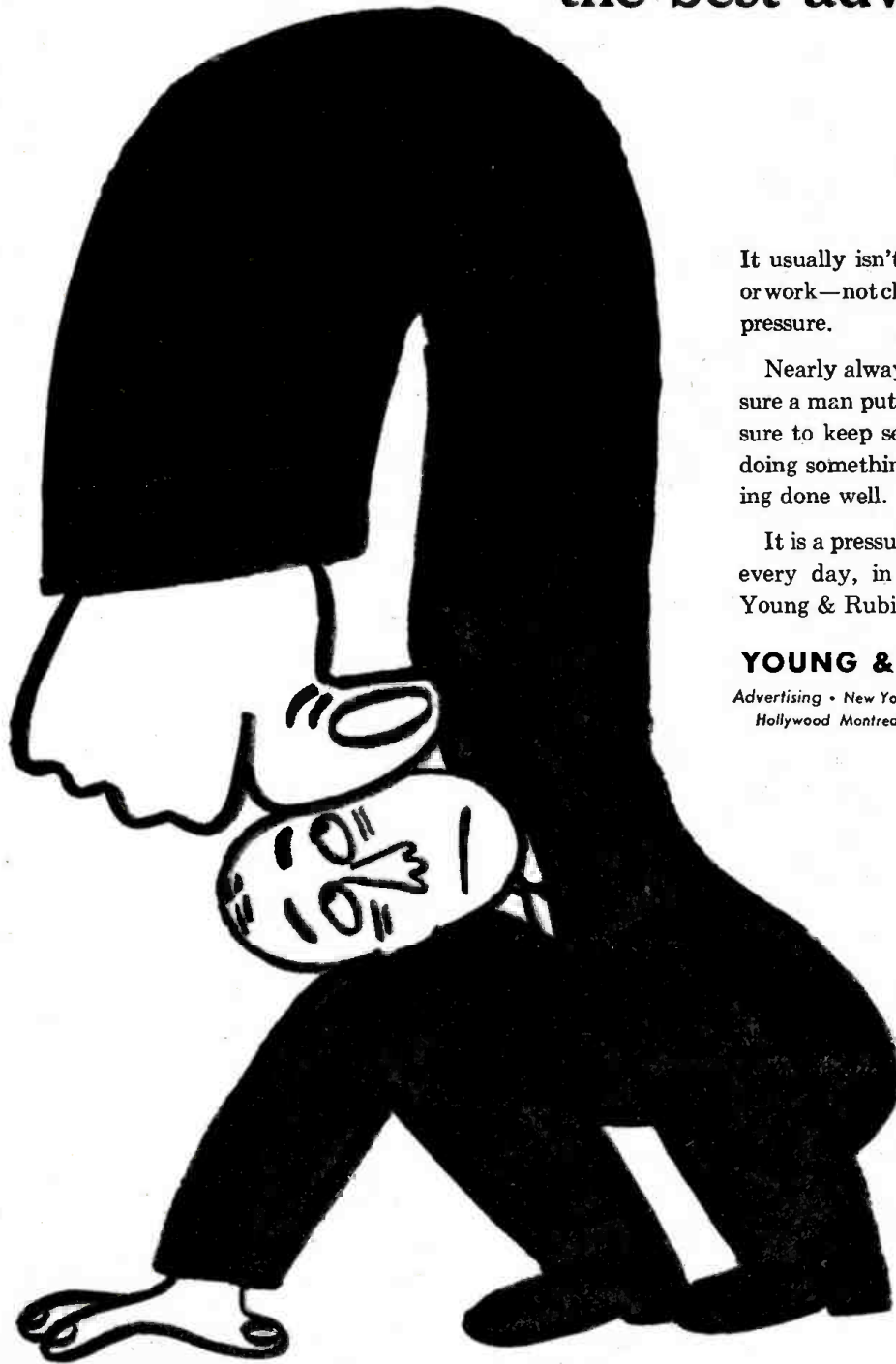


CHANNEL 4 (968 FT. TOWER)

OKLAHOMA CITY, OKLAHOMA

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING
THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER STOCK
Represented by KATZ AGENCY, INC.

What kind of pressure creates the best advertising?



It usually isn't the pressure of time, or work—not client-pressure, not boss-pressure.

Nearly always it is simply the pressure a man puts on himself—the pressure to keep seeking a better way of doing something which is already being done well.

It is a pressure that is being applied every day, in every department of Young & Rubicam.

YOUNG & RUBICAM, INC.

*Advertising • New York Chicago Detroit San Francisco
Hollywood Montreal Toronto Mexico City London*

INDEX TO CONTENTS OF 1953 BROADCASTING YEARBOOK

A	
Academy of Television Arts & Sciences	483
Advertest Research	487
Advertisers Index	493
Advertisers Using Radio	412
Advertising—	
Agencies	400
National-Regional Advertisers	412
Radio Analysis	11
Advertising Assn. of the West	483
Advertising Council Inc.	483
Advertising Fed. of America	483
Advertising Research F'ndation	487
Agencies—	
Handling Radio	400
Handling Radio, U. S.	400
Placing Radio Business	412
Agricultural Department	481
Airline Network	469
Alabama, AM, FM Stations	67
Alabama Broadcasters Assn.	472
Alaska, AM, FM Stations	322
Alaska Broadcasting Co.	469
David O. Alber Assoc. Inc.	486
Alberta, Radio Stations	326
Allied Arts	485
Allied States Assn. of Motion Picture Exhibitors	483
Allocations, FCC Rules	381
Aloha Network	469
AM Stations—	
By Call Letters, Canada	462
By Call Letters, U. S.	455
By Frequencies, Canada	454
By Frequencies, U. S.	447
By States	67
Alaska, by Cities	322
Hawaii, by Cities	324
Puerto Rico, by Cities	325
Virgin Islands, by Cities	326
American Assn. of Adv. Agencies	483
Standard Contract Form, Recommended	52
American Broadcasting Co.—	
Executives & Staff	34
Gross Billings, 1952	489
Map of Network	35
Owned & Managed Stations	46
Station Affiliates, No. of	33
American Institute of Television M'rs.	483
American Marketing Assn.	483
American Newspaper Pub. Assn.	483
American Radio Publications	488
Analysis, Radio Business	11
American Research Bureau	487
American Society of Composers, Authors & Publishers	486
American Telephone & Tel. Co.	484
American Women in Radio & TV	483
Analysis, Radio Business	11
Anderson, Geo. Basil Stations	46
Arizona, AM, FM Stations	72
Arizona Broadcasters Assn.	472
Arizona Broadcasting System	469
Arizona Network	469
Arkansas, AM, FM Stations	74
Arkansas Broadcasters Assn.	470
Arkansas Network	469
Ark'x Stations	46
Arrow Assoc.	486
Arrowhead Network	469
ASCAP	486
Assignments, FCC Rules	396
Assn. of Canadian Advertisers	483
Assn. of Federal Communications Consulting Engineers	483
Assn. of National Advertisers	483
Associated Press	65
Atomic Energy Commission	481
Attorneys, Dealing with Radio	470
Audience Analyses, Radio	13
Audit Bureau of Circulations	483
Autry, Gene Stations	46
Awards, 1952	490

B	
Bahamas Stations	475
Bahakel, Cy N., Stations	46
William J. Bailey	486
Baldwin & Mermey	486
Banner & Greif	486
Bell Telephone Labs.	484
A. S. Bennett—Cy Chaikin	487
Bentley & Livingstone Inc.	486
Edward L. Bernays	486
Bitner, H. M., Stations	46
Ivan Black Assoc.	486
Blackburn-Hamilton Co.	485
BMI	486
Books, Relating to Radio & TV	488
Booz, Allen & Hamilton	485
Brand Names Foundation	483
Rudy Bretz	485
British Columbia Stations	328
British United Press Ltd.	65
Broadcast Advertising Bureau	464, 483
Broadcast License, How to Apply	398
Broadcast Management Services Co.	485
Broadcast Music Inc.	486
Broadcast Service Bureau Inc.	485

Broadcast Stations—	
Canadian AM by Call Letters	455
Canadian AM by Frequencies	454
FM by Call Letters	462
FM Non-Coml. Educational by State	480
Identified with Newspapers	58
U. S. AM by Call Letters	455
U. S. AM by Frequencies	447
U. S. International	480
Under NARBA	475
Broadcasters' State Associations	472
Broadcasting Co. of South Stations	46
Broadcasting Corp. of America's Network	469
Broadcasting, Related Services	483
Brown School Stations	46
H. A. Bruno & Assoc.	486
Paul Bunyan Network	469
Bureau of Advertising	483
Bureau of Broadcast Measurement	487
Walter P. Burn	487
William Burnett Radio Lab	486
Business, 1952 Radio Analysis	11
Carl H. Butman	485
Carl Byoir & Assoc.	486

For Facts on TV, See— 1953 TELECASTING Yearbook

C	
California, AM, FM Stations	78
California Northern Group	469
California State Radio & Television Broadcasters Assn.	472
Call Letters—	
Canadian AM Stations by	454
FM Stations by	462
U. S. AM Stations by	486
Cambridge Thermionic	486
Canada—	
AM Stations by Call Letters	455
AM Stations by Frequencies	454
International Stations	464
Station Representatives	27
Stations by Provinces	326
Canadian Assn. of Broadcasters	483
Canadian Broadcasting Corp.—	
Executives & Staff	482
Canadian Facts Ltd.	487
Canadian National Telegraphs	484
Censorship, FCC Rules	396
Citations	490
Clear Channel Bcstg. Ser.	483
Cleveland Plain Dealer Stations	46
Harry Coleman & Co.	486
Coll & Freedman Inc.	486
College Network	484
Colorado, AM, FM Stations	95
Colorado Broadcasters Assn.	472
Columbia Broadcasting System Executives & Staff	65
CBS Radio Division—	
Executives & Staff	38
Map of Network	39
Owned Stations	46
Station Affiliates, No. of	33
Columbia Pacific Network	469
Columbine Network	469
Commerce Department	481
Comm'l Radio Monitoring Co.	486
Communications Carriers	484
Composers, Authors & Publishers Assn. of Canada Ltd.	486
Congress, Radio Galleries	466
Robert S. Conlan & Assoc.	487
Connecticut, AM, FM Stations	98
Connecticut State Network	469
Consultants, Allied Arts	485
Consulting Engineers	467
Controlled Circulation Audit	487
Cornbelt Wireless Bcstg. Service	469
Correspondents Galleries	466
Cotton Belt Group	46
Courington, Pat M.	46
Covington Stations	46
James A. Cowan	486
James C. Cox Stations	46
Ed Craney Stations	46
Crosley Broadcasting Corp.	46
Crosley Inc.	487
Cuba Stations	475
Curtis Radiocasting Corp.	46



1953 Yearbook Number

Executive, Editorial, Advertising and Circulation Offices
National Press Bldg. • Washington 4, D. C.
Telephone METropolitan 8-1022
SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
EDWIN H. JAMES, *Senior Editor*
J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. STAFF: Harold Hopkins, Patricia Kieley, John Osborn, Keith Trantow. EDITORIAL ASSISTANTS: Evelyn Boore, Kathryn Ann Fisher, Blanche M. Seward; Gladys L. Hall, Secretary to the Publisher.

BUSINESS

MAURY LONG, *Business Manager*
Winfield R. Levi, *Sales Manager*; George L. Dant, *Adv. Production Manager*; Harry Stevens, *Classified Advertising Manager*; Eleanor Schadi, Doris Kelly, Shirley Harb; B. T. Taishoff, *Treasurer*; Irving C. Miller, *Auditor and Office Manager*; Eumice Weston, *Assistant Auditor*

ART AND LAYOUT: Duane McKenna.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*
Sheila Byrne, Elwood M. Slee, *Subscription Manager*; Betty Jacobs, James Stober.

Contents Copyrighted 1953 by Broadcasting Publications, Inc.
Published every Monday, 53rd issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Annual subscription for 52 weekly issues \$7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue) \$9.00, or TELECASTING Yearbook (54th issue) \$9.00.
Annual subscription to BROADCASTING • TELECASTING including 54 issues \$11.00.
Add \$1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues \$5.00 per copy.

NEW YORK BUREAU

444 Madison Ave., Zone 22, Plaza 5-8355. EDITORIAL: Rufus Crater, *New York Editor*; Florence Small, *Agency Editor*; Rocco Famighetti, Dorothy Munster, Liz Thackston. Bruce Robertson, *Senior Associate Editor*.

ADVERTISING: S. J. PAUL, *Advertising Director*; Eleanor R. Manning, *Assistant to Advertising Director*; Kenneth Cowan, *Advertising Representative*.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Central 6-4115; William H. Shaw, *Midwest Advertising Representative*; Jane Pinkerton, *News Editor*.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, HEMpstead 8181; David Glickman, *West Coast Manager*; Marjorie Ann Thomas.

TORONTO

417 Harbour Commission, EMp'tre 4-0775, James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

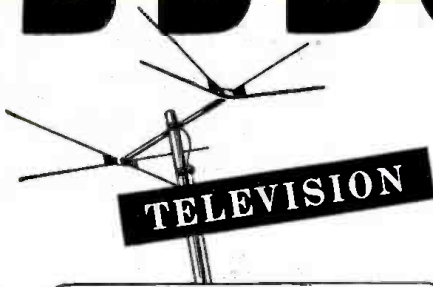
D

Dairyland Network	469
David Darrin	485
Defense Department	481
Defense Production Administration	481
Definitions, FCC Rules	381
Delaware, AM, FM Stations	102
Lincoln Dellar Stations	46
Dept. of State, Voice of America	397

(Continued on page 6)

BBDO

NATIONAL NETWORK PROGRAMS



AMERICAN TOBACCO CO., INC. *Lucky Strike Cigarettes*

"Biff Baker, U. S. A."
"Private Secretary"
"Robert Montgomery Presents—
Your Lucky Strike Theatre"
"The Jack Benny Television Show"
"Your Hit Parade"

ARMSTRONG CORK COMPANY *Floor Coverings, Building Materials*

"Armstrong's Circle Theatre"

CURTIS PUBLISHING COMPANY

The Saturday Evening Post

"Keep Posted"

DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—
You Bet Your Life"

E. I. DU PONT DE NEMOURS & CO. (INC.)

"Cavalcade of America"

GEMEX COMPANY

Expansion Watchbands

"Stork Club"
(Alternate Weeks)

GENERAL ELECTRIC COMPANY

"The Fred Waring Show"

THE B. F. GOODRICH COMPANY

Silvertown Tires

"The George Burns & Gracie Allen Show"
(Alternate Weeks)



AMERICAN TOBACCO CO., INC. *Lucky Strike Cigarettes*

"The Jack Benny Program"
"The American Way,
featuring Horace Heidt"

ARMSTRONG CORK COMPANY

Quaker Rugs

"Theatre of Today"

CREAM OF WHEAT CORPORATION

Cream of Wheat

"Grand Central Station"

DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—
You Bet Your Life"

E. I. DU PONT DE NEMOURS & CO. (INC.)

"Cavalcade of America"

GEO. A. HORMEL & COMPANY

Canned Meat Products

"Music With the Girls"

REXALL DRUG COMPANY

Drug Products

"Amos 'n' Andy"

U. S. STEEL CORPORATION

"Theatre Guild on the Air"

BATTEN, BARTON, DURSTINE & OSBORN, INC.

Advertising

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

WILDROOT COMPANY, INC.

*Wildroot Cream-Oil Hair Tonic and
Lady Wildroot Shampoo*

"The Shadow"
"Titus Moody"
"20 Questions"

Index to Yearbook

(Continued from page 4)

Direct Mail Advertising Assn.	483
District of Columbia, AM, FM Stations	104
Dominican Republic	476
Dor Lee Bcstg. System	469
Reuben H. Donnelley Corp.	485
duPont Awards	490

E

Economic Stabilization Agency	481
Educational Stations, FM	480
Electronics Mfrs. Assn.	483
Elliot-Haynes Ltd.	487
Engineers, Consulting	467
Lyle Kenyon Engel	485
Equipment Manufacturers	362
Executive Office of President	481
Executives Radio-TV Service	487

F

Facsimile, FCC Rules Governing	388
Fair TV Practices Committee	483
The Faught Co.	485
Federal Civil Defense Administration	482
Fed. Com. Bar Assn.	470, 483
Federal Communications Commission—	
A-B-C of	491
Executives & Staff	28
Field Offices	30
Former Members	28
How to Apply for Station	398
Rules-Regulations (Selected)	381
Federal Radio Commission, Former Members	28
Federal Security Agency	482
Federal Trade Commission	482
Financial Public Relations Assn.	483
Florida, AM, FM Stations	106
Florida Assn. of Broadcasters	472
FM Stations—	
By Call Letters	462
By States	67
Equipment Manufacturers	362
Operating in U. S.	33
Foreign Language Qual. Network	469
Forrest, Wm. C., Stations	46
Harry Fox	486
Howard S. Frazier	485
Freedom Awards	490
Frequencies—	
Canadian AM Stations by	454
U. S. AM Stations	455
Frequency Measuring Services	486
Friendly Group	46

G

Galleries, Radio Correspondents	466
Gallup & Robinson	487
Guy Gannett Broadcasting	469
Gannett Newspapers Stations	46
Garden State Network, The	469
Withers Gavin Stations	46
Dixon Gayer, Public Rel.	486
General Services Administration	482
General TeleRadio Inc.	64
Georgia, AM, FM Stations	115
Georgia Assn. of Local Stations	469
Georgia Assn. of Broadcasters	472
Georgia Major Market Trio	469
Gila Broadcasting Co. Stations	46
Globe Wireless Ltd.	485
Goodwill Stations	46
Edward Gottlieb & Assoc.	486
Government Agencies Dealing with Radio	481
Graham Research Service	487
Granite State Broadcasting Co.	46
Granite State Network	469
Claude M. Gray	486
Great Northern Broadcasting	469
Agnes Jane Reeves Greer Stations	46
Gross Billings, 1952 ABC, MBS	489
Gross Billings, Radio	489
Group Ownership	46
Guide-Post Research	487

H

Haiti Stations	476
Michael R. Hanna	485
Steve Hannagan	486
Hawaii, AM, FM Stations	324
Hearst Stations	46
Highlights of 1952, Radio	361
Oscar C. Hirsch Stations	46
Roy Hofheinz Stations	64
Homes, U. S. Radio	54
C. E. Hooper Inc.	487
Hoosier Network	469
Hutton Monitoring Service	486

I

Idaho, AM, FM Stations	123
Idaho Broadcasters Assn.	472
Illinois, AM, FM Stations	124
Illinois Broadcasters Assn.	472
Imes, Birney Jr.	64
Indecent Language, FCC Rules	396
Index of Advertisers	493
Indiana, AM, FM Stations	134
Indiana Broadcasters Assn.	472
Inland Radio Inc. Stations	464
Institute for Education by Radio-TV	483
Institute of Radio Engineers	484
Intercollegiate Bcstg. System	484
Intermountain Network	469
International Monitoring Service	486
International News Service	65
International Stations—	
Canadian	464
United States	480
International Tel. & Tel. Corp.	485
Iowa, AM, FM Stations	138
Iowa Broadcasters Assn.	472
Iowa Tall Corn Network	470

J

Jamaica Stations	476
Joint Technical Advisory Comm.	484
W. M. Jordan & T. H. Gaillard Stations	64
Justice Department	482

K

Kansas, AM, FM Stations	143
Kansas Assn. of Radio Broadcasters	472
Robert S. Keller Inc.	486

Kentucky, AM, FM Stations	148
Kentucky Broadcasters Assn.	472
Keystone Broadcasting System—	
Executives & Officers	40
Map of Network	42
Stations Affiliated with	43
A. Lewis King	485
Kriedt & Myers	486

L

Labor Department	482
Labor Groups in Radio	56
Mark Larkin	486
Austin C. Lescarboura & Staff	486
Philip Lesley Co.	486
Lewis, Richard Field Jr.	64
Hal Leyshon & Assoc.	486
License Renewals, FCC Rules	390
Licensing Groups, Music	486
Long Radio Enter.	469
J. G. Long Stations	64
Lotteries, FCC Rules Governing	394
John J. Louis Stations	64
Louisiana, AM, FM Stations	152
Louisiana State Assn. of Broadcasters	472

M

MacKay Radio & Telegraph Co.	485
Mail Order Network	469
Maine, AM, FM Stations	156
Maine Broadcasters Assn.	472
Maine Bcstg. System	469
Manitoba Radio Stations	330
Manufacturers, Equipment	362
Richard Manville Research	487
Maps—	
ABC Network	35
CBS Radio Network	39
Keystone Broadcasting System	42
MBS Network	44
NBC Network	50
Market Research	487
Market Research Corp. of America	487
Market Research of Cleveland	487
Marketscope Research Co.	487
Maryland, AM, FM Stations	158
Maryland-District of Columbia Broadcasters & Telecasters Assn.	472
Mass., AM, FM Stations	161
Mayes, Wendell, Stations	64

McCaw-Keating Stations	64
McClatchy Beeline	469
McClatchy Broadcasting Co.	64
McClung Stations	64
Howard J. McCollister Co.	486
McKibben & Pelletier	485
McKinsey & Co.	485
George McKittrick & Co.	485
Media Records Inc.	487
Philip Merryman & Assoc.	485
Metropolitan Network	469
Mexico	476
Michigan, AM, FM Stations	168
Michigan Assn. of Broadcasters	472
Michigan Radio Network	469
Midnight Sun-Aurora Bcstg. System	64
Mid-South Network	448, 469
Midwestern Broadcasting Co. Sta.	64
Arthur H. Miller	486
Minnesota, AM, FM Stations	177
Minnesota Broadcasters Assn.	473
Mississippi, AM, FM Stations	183
Mississippi Broadcasters Assn.	473
Mississippi Bcstg. Co.	469
Missouri, AM, FM Stations	185
Missouri Broadcasters Assn.	473
Reg Mitchell & Assoc.	486
Modifications, FCC Rules	394
Moffett Research Co.	487
Montana, AM, FM Stations	192
Montana Broadcasters Assn.	473
Multiple Ownership, Rules	384
Morgan Murphy-Walter C. Bridges Stations	64
Music Licensing Groups	486
Music. Pub. Protective Assn.	486
Mutual Broadcasting System—	
Executives & Staff	43
Gross Billings	489
Map of Network	44
Station Affiliates, No. of	33

N

NARBA, Stations Under	475
National Appliance & Radio-TV Dealers Assn.	484
National Assn. for Better Radio & TV	484
National Assn. of Educ. Bcstrs.	484
National Assn. of Manufacturers	484
Natl. Assn. Performing Artists	486
National Assn. Radio Farm Directors	484
National Assn. of Radio-Television Broadcasters—	
Officers & Committees	465, 484
Standard Contract Form, Recommended	52
Standards of Practice	31
National Better Business Bureau	484
National Broadcasting Co.—	
Executives & Staff	47
Map of Network	50
Owned & Operated Stations	64
Station Affiliates, No. of	33
National Council of the Churches of Christ in USA	484
National Electrical Mfrs. Assn.	484
National Exhibitors Theatre	484
Television Committee	484
National Headliners Club Awards	490
National Labor Relations Board	482
National Mail Order Network	469
National & Regional Radio & TV Advertisers	412
National Register Pub. Co.	485
National Representatives, List of	20
National Dry Goods Assn. Awards	491
National Retail Dry Goods Assn.	484
Nebraska, AM, FM Stations	194
Nebraska Broadcasters Assn.	473
Ted Nelson Assoc.	485
Network Affiliation, FCC Rules	388
Network Radio Gross Expenditures	12
Networks—	
ABC Executives and Staff	34
ABC Map	35
AM Affiliates, No. of	33
CBC Executives & Staff	482

ABBREVIATIONS IN 1953 YEARBOOK

EXECUTIVE PERSONNEL

Administrative Assistant	adm. asst.
Assistant Chief Engineer	asst. ce
Assistant Commercial Manager	asst. cm
Assistant General Manager	asst. gm
Assistant Program Director	asst. pd
Assistant to President	asst. to p
Business Manager	bus. m
Chairman of the Board	chmn. of bd.
Chief Bookkeeper	chief bkpr.
Chief Engineer	ce
Co-Engineer	co-engr.
Co-Owner	co-o
Commercial Manager	cm
Commercial Production Manager	coml. pdm
Director	d
Director of Engineering	d. of engrg.
Director of Operations	d. of ops.
Executive Officer	exec. officer
Executive Owner	exec. o
Executive Producer	exec. prod.
Executive Vice President	evp
Facility Director	facility d
Farm Director	fd
Film Director	film d
General Manager	gm
General Sales Manager	gen. slm
Local Sales Manager	loc. slm
Manager	m
Manager of TV Operations	m of TV ops.
Managing Director	mgng. d
National Commercial Manager	natl. cm
News Director	nd
Office Manager	office m
Owner	o
Partner	ptnr.
President	p
Production Coordinator	prod. coordinator
Production Director	prod. d
Production Manager	pdm
Program Director	pd
Program Manager	prog. m
Program Supervisor	prog. sup.
Promotion Director	prom. d
Promotion Manager	pmm
Public Affairs Director	pub. affairs d
Public Relations Director	pub. rel. d
Publicity Director	publ. d
Regional Manager	reg. m
Resident Manager	res. m
Sales Director	sls. d
Sales Manager	slm
Secretary-Treasurer	secy.-treas.
Special Events Director	sp. events d
Sports Director	sp. d
Station Director	sta. d
Station Engineer	sta. eng.
Station Manager	sm
Station Supervisor	sta. sup.
Studio Supervisor	studio sup.
Supervising Engineer	sup. engr.
Technical Director	tech. d
Traffic Manager	traffic m
Transmitter Supervisor	trans. sup.
Vice President	vp
Women's Director	wd

TRANSCRIPTION LIBRARIES

Associated	Assoc.
Capitol	Cap.
Cole	Cole
Lang-Worth	L-W
MacGregor	Mac.
SESAC	SES.
Standard	St.
Thesaurus	Thes.
World	Wld.

TRANSMITTER MAKES

Collins	Col.
Crosley	Cros.
DuMont	D.M.
Federal	Fed.
Gates	G
General Electric	GE
Marconi	Marc.
Northern Electric	NE
PCA	PCA
REL	REL
Raytheon	Ray.
Temco	Tem.
Western Electric	WE
Westinghouse	WH

(Continued on page 8)

20th Year DON McNEILL'S BREAKFAST CLUB



SWIFT & CO.

PHILCO

O-CEDAR

BOBBI-WHITE RAIN

ABC

Index to Yearbook

(Continued from page 6)

CBS Inc. Executives & Staff	65
CBS Radio Executives & Staff	38
CBS Radio Map	39
Gross Billings, ABC-MBS 1952	489
KBS Executives & Staff	40
KBS Map	42
MBS Executives & Staff	43
MBS Map	44
NBC Executives & Staff	47
NBC Map	50
U. S. Regionals	469
Nevada, AM, FM Stations	197
Nevada State Broadcasters Assn.	473
New Brunswick, Radio Stations	330
New England Regional Network	469
Newfoundland, Radio Stations	331
New Hampshire, AM, FM Stations	197
New Jersey, AM, FM Stations	198
New Jersey State Broadcasters Assn.	473
New Mexico, AM, FM Stations	201
New Mexico Broadcasters Assn.	473
New York, AM, FM Stations	203
Newspaper Ownership, Stations Identified with	58
News Directors Assn., Radio-Television	484
News Services	65
A. C. Nielsen Co.	487
Edward J. Noonan Market Research Organization	487
North Carolina, AM, FM Stations	218
North Carolina Assn. of Broadcasters	473
North Dakota, AM, FM Stations	226
Northeastern Broadcasting System	469
Northwest Network	469
Northwest Territory Stations	332
Nova Scotia, Radio Stations	332
M. S. Novik	485
Nunn Stations	64
Nutmeg Network	469
O	
O'Connor Survey Co.	487
Office of Research Inc.	487
Ohio, AM, FM Stations	228
Ohio Assn. of Radio & Television Broadcasters	473
Ohio State Awards	490
Oklahoma, AM, FM Stations	238
Oklahoma Broadcasters Assn.	473
Oklahoma Network	469
Ontario Assn. of Radio & Appliance Dealers	484
Ontario, Radio Stations	333
Operating Schedules, FCC Rules	386
Operating Costs, Radio	18
Operating Stations in U. S.	15
Operator Requirements, FCC Rules Governing	386
Opinion Research Corp.	487
Oregon, AM, TV Stations	244
Oregon State Broadcasters Assn.	473
Oregon Trail Network	469
Originations, FCC Rules	384
James H. Ottaway Stations	64
Ownership, Group Stations	46
Ownership of Stations by Newspapers	58
P	
Package Program Firms	340
Paglin-Ray Stations	64
Fred A. Palmer Co.	485
Palmetto Broadcasting System	469
Par Radio Surveys	487
Payroll, Radio	18
George Foster Peabody Awards	491
Penn., AM, FM Stations	251
Penn. Assn. of Broadcasters	473
Peoples Bestg. Stations	64
Jack Perlis	486
John H. Perry Stations	64
Pike & Fisher	485

Political Broadcasts, FCC Rules	392
Alfred Politz Research Inc.	487
Possessions, U. S., Stations	322
Precision Frequency Service	486
Press Assn.	65
Press News Ltd.	65
Press Wireless Inc.	485
Prince Edward Island Stations	337
Program Production Firms	340
Promotion Services	486
Proprietary Assn., The	484
The Psychological Corp.	488
Public Relations Services	486
Publishers Information Bureau	488
Publicity Assoc. Inc.	486
Puerto Rico, AM, FM Stations	325
The Pulse Inc.	488

Q

Quaker Network	469
Quebec, Radio Stations	337

R

Radio—	
Advertising Analysis	11
Agencies, U. S.	400
Audience Analyses	13
Awards & Citations, 1952	490
Books Relating to Broadcasters Associations	488
Consulting Engineers	472
Correspondents Galleries	466
Equipment Manufacturers	362
Gov. Agencies Dealing With Gross Billings	481
Highlights of 1952	12
National-Regional Advertisers	361
News Services	412
Operating Costs & Payroll	65
Production Firms	18
Representatives of Stations	340
Schools	20
Services Related to Set Production, 1952	473
Set Sales in U. S., 1922-52	483
Sets, Production of, 1922-52	54
Time Sales, 1935-52	361
Unions Dealing with Radio & Television Commission of the So. Baptist Conv.	361
484	
Radio & Television Executives Society	484
Radio Corp. of America	484
Radio Pioneers	46
Radio Reports Inc.	488
Radio Stations—	
Canadian AM by Call Letters	455
Canadian AM by Frequencies	454
Canadian by Provinces	326
Canadian International	464
FM by Call Letters	462
FM Non-Coml. Educational by States	480
Identified with Newspapers	58
National Representatives	20
Number Operating in U. S., AM, FM	492
Under Group Ownership	46
Under NARBA	475
U. S. AM by Call Letters	455
U. S. AM by Frequencies	447
U. S. by States	67
U. S. International	480
U. S. Possessions	322
Radio-Television Mfrs. Assn.	484
Radio-Television Mfrs. Assn. of Canada	484
Radio-Television News Directors Assn.	484
Radio-Television News Directors Assn. Awards	491
Rahall Stations	64
Razorback Network	469
RCA Communications	485
RCA Communications Inc.	486
Rebel Network	469
Rebroadcasts, FCC Rules	392
Recording Equipment Mfrs.	362
Recording Services	340
Recordings, FCC Rules	392
Regional & National Radio Advertisers	412
Regional Networks of U. S.	469
Regulations Governing Radio	381
Renewals of Licenses, FCC Rules	390

Reports, FCC Rules Governing	388
Representatives of Stations	20
Research Co. of America	488
Research, Radio	487
Reuters Ltd. of London	65
Revocations, FCC Rules	394
Rhode Island, AM, FM Stations	261
G. Ricordi & Co.	486
Rivers, Dee Stations	64
Adeline B. Rines Stations	64
E. D. Rivers Sr. Stations	64
James Rivers Stations	64
Cecil W. Roberts Stations	64
Aaron B. Robinson Stations	64
Richard H. Roffman	486
Elmo Roper	488
N. C. Rorabaugh Co.	488
Rounsville Stations	64
Rules Governing Radio	381
Rural Radio Network	469
Rural Radio Network Stations	64

S

Sheldon Sackett Stations	64
Saskatchewan, Radio Stations	339
Charles Sawyer Stations	64
A. A. Schechter	487
Merritt R. Schoenfeld & Co.	485
Schools of Radio	473
Schwerin Research Corp.	488
Wm. J. Scripps Assoc.	485
Scripps-Howard Group	64
Script Services	340
S-D Surveys Inc.	488
Seaton Stations	64
Securities & Exchange Commission	482
Selvage & Lee	487
SESAC Inc.	486
Set Production, Radio-TV, 1952	54
Set Sales in U. S., 1922-52	361
Sigma Delta Chi Awards	491
Alfred P. Sloan Awards	491
Benjamin Sonnenberg	487
South Carolina, AM, FM Stations	262
South Carolina Broadcasters Assn.	473
Southern California Broadcasters Assn.	472
Southern Minnesota Network	470
Southwest Frequency Measurements	486
Southwest Research Inc.	488
Sponsored Programs, FCC Rules	390
Standard Audit & Measurement Services Inc.	488
Standards of Practice, NARTB	31
Daniel Starch & Staff	488
Howard Stark	488
State Broadcasters Associations	472
State Dept.	482
State Dept., Voice of America	397
Station Identification, FCC Rules	390
Station License, How to Apply	398
Station Representatives Assn.	484
Stations—	
Canadian AM by Call Letters	462
Canadian AM by Frequencies	454
Canadian by Provinces	326
Canadian International	464
Canadian Representatives	27
FM by Call Letters	462
FM Non Coml. Educational by States	480
Identified with Newspapers	58
Number Operating in U. S., AM	15
Number Operating, FM	33
Representatives of	20
Revenue	18
Under Group Ownership	46
Under NARBA	475
U. S. AM by Call Letters	455
U. S. AM by Frequencies	447
U. S. AM by States	67
U. S. International	480
Stauffer Publications Stations	64
Steinman Stations	64, 470
Store Radio	487
Storer Broadcasting Co. Stations	64
Studio Location, FCC Rules	384
Surveys & Market Research	487
Suspensions, FCC Rules	394
Pat Sweeney	486

T

Talent Agencies	340
Tall Corn Network	470
Technical Cooperation Adm.	482
Tedeco Stations	64
Tele-Par	488
Tennessee, AM, FM Stations	270
Tennessee Assn. of Broadcasters	473
Tennessee Valley Assoc. Network	470
Territories, U. S. Radio Stations	322
Texas, AM, FM Stations	276
Texas Assn. of Broadcasters	473
Texas Broadcasting System	470
Texas Plains Stations	470
Texas Quality Network	470
Texas State Network	64, 470
Theatre Network Television Inc.	484
Theatre Owners of America	484
Time Sales, Radio Networks, 1935-52	12
B. F. J. Timm Stations	64
Tobacco Network Inc.	470
Trade-Ways Inc.	485
Transcription & Recording	
Equipment Mfrs.	381
Transcription Services	340
Transcriptions, FCC Rules	392
Transfers, FCC Rules Governing	396
Transmitter & Eqp. Mfrs.	381
Treasury Department	482
T & T Radio Measurements	486
George R. Turpin & Assoc.	485

U

Union Broadcasting System	470
Unions Dealing with Radio	56
United Broadcasting Co.	64
United Nations Radio	484
United Press Associations	65
Universal Broadcasting Co.	64
Upper Mich.-Wis. Broadcasting Co.	64
Upper Midwest Bestg. System	470
U. S. AM Sta. by Call Letters	455
U. S. AM Sta. by Frequencies	447
U. S. Govt. Agencies Dealing with Radio	481
U. S. International Stations	480
U. S. Possessions & Territories, Radio Stations	322
U. S. Radio Homes	54
Utah, AM, FM Stations	299
Utah Broadcasters Assn.	473

V

Van Nostrand Radio Eng. Service	486
Vermont, AM, FM Stations	301
Veterans Administration	482
Viking Network	470
Virgin Islands, AM, FM Stations	326
Virginia, AM, FM Stations	301
Virginia Assn. of Broadcasters	473
Voice of America	397

W

Wm. J. Wagner Stations	64
Washington, AM, FM Stations	307
Washington State Assn. of Broadcasters	473
Washington, D. C., AM, FM Stations	104
West Texas Packaged Stations	470
West Virginia, AM, FM Stations	310
West Virginia Broadcasters Assn.	473
Western Assn. of Broadcasters	484
Western Radio Network	481
Western Union Telegraph Co.	485
Westinghouse Radio Stations Inc.	64
Martin R. Williams	486
Nathan Williams Frequency Measurements	486
Wisconsin, AM, FM Stations	315
Wisconsin Broadcasters Assn.	473
Wisconsin Network	470
J. W. Woodruff Stations	64
Wyoming, AM, FM Stations	321

Y

Yankee Network	470
Clifford Yewdall	485

Z

Z-Bar Network	470
---------------	-----

NOW ON RADIO



NBC RADIO NETWORK

MONDAY THROUGH FRIDAY

2:45 EASTERN STANDARD TIME.



FREE & PETERS

INC.

Pioneer Station Representatives Since 1932

FOR LATEST INFORMATION, CALL

NEW YORK
444 Madison Ave.
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

ATLANTA
Palmer Bldg.
Main 5667

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

DETROIT
Penobscot Bldg.
Woodward 1-4255

FT. WORTH
406 W. Seventh St.
Fortune 3349

SAN FRANCISCO
Russ Building
Sutter 1-3798

EXCLUSIVE NATIONAL RADIO REPRESENTATIVES:

EAST SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000

WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000

KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

BROADCASTING YEARBOOK 1953

Vol. 44 YB-19

Washington, D. C., January 19, 1953

53rd Issue, \$5 Per Copy

Analysis of 1952 Radio Advertising

U. S. RADIO stations and networks sold \$464,439,000 worth of time in 1952, an increase of \$7,896,000 over the volume of 1951.

These were net time sales, after all frequency and promotional discounts and after deduction of commissions to agencies, national sales representatives and others.

Following the pattern that has obtained since 1948, growing revenue from spot and local advertising more than overcame the decrease in revenue from national network business.

Spot time sales in 1952 were \$124,414,000, a 4.1% increase over 1951. Local soared to \$229,847,000, a 7.1% jump over 1951. Regional network business was also brisk—\$11,107,000 in 1952, a 30.9% increase over 1951. Only network volume was down—\$99,071,000, a 13.1% decrease from 1951 level.

It was the first time that network time sales had fallen below the \$100 million mark since 1943.

[Total time sales for U. S. television stations and networks were \$288,826,000 in 1952. In television, network business continued to outstrip spot and local. By categories, TV net times sales were \$135,614,000 for network, \$82,711,000 for spot and \$70,501,000 for local. A complete report on TV time sales will appear in the TELECASTING Yearbook, published at the end of February.]

The 1952 radio figures show how great a change has taken place in the comparative volume of business coming from national network, spot and local sources in the past decade.

In 1943, when network volume was at about the same level as 1952 (\$99,389,177), it accounted for 43.6% of total time sales. Last year only 21.3% of total volume came from networks. Spot business in 1943 (\$59,352,170) was 26% of total sales. In 1952 spot provided 26.7% of all business. Local advertising in 1943 (\$64,104,309) was 28.1% of total time sales. Last year almost half of all time sales were made to local advertisers.

Regional network advertising, always in much smaller volume than other categories, did not fluctuate significantly in the past decade until 1952, when the \$11,107,000 volume of regional business was far bigger than that for any year before. Included in this cate-

EDITOR'S NOTE: Estimated radio net time sales for 1952 are based on data gathered in a survey of a large and statistically reliable sample of all classes of stations. The formula for computing totals was originally developed for BROADCASTING by Dr. Herman S. Hettinger, nationally-known economist. Statistical information was audited by Sinrod & Tash, Washington certified public accountants, who delivered to BROADCASTING only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants. This method of estimating net time sales has been proved highly accurate through the years.

TABLE I
RADIO NET TIME SALES 1951-1952

Class of Business	1951	% Total	1952 (Estimated)	% Total
National Network	\$113,984,000	24.9	\$99,071,000	21.3
Regional & Miscellaneous Network	8,481,000	1.8	11,107,000	2.4
National & Regional Non-Network	119,559,000	26.3	124,414,000	26.7
Local	214,519,000	47.0	229,847,000	49.6
TOTAL	\$456,543,000	100.0	\$464,439,000	100.0

gory is revenue from special networks arranged for such events as sports broadcasts, as well as from

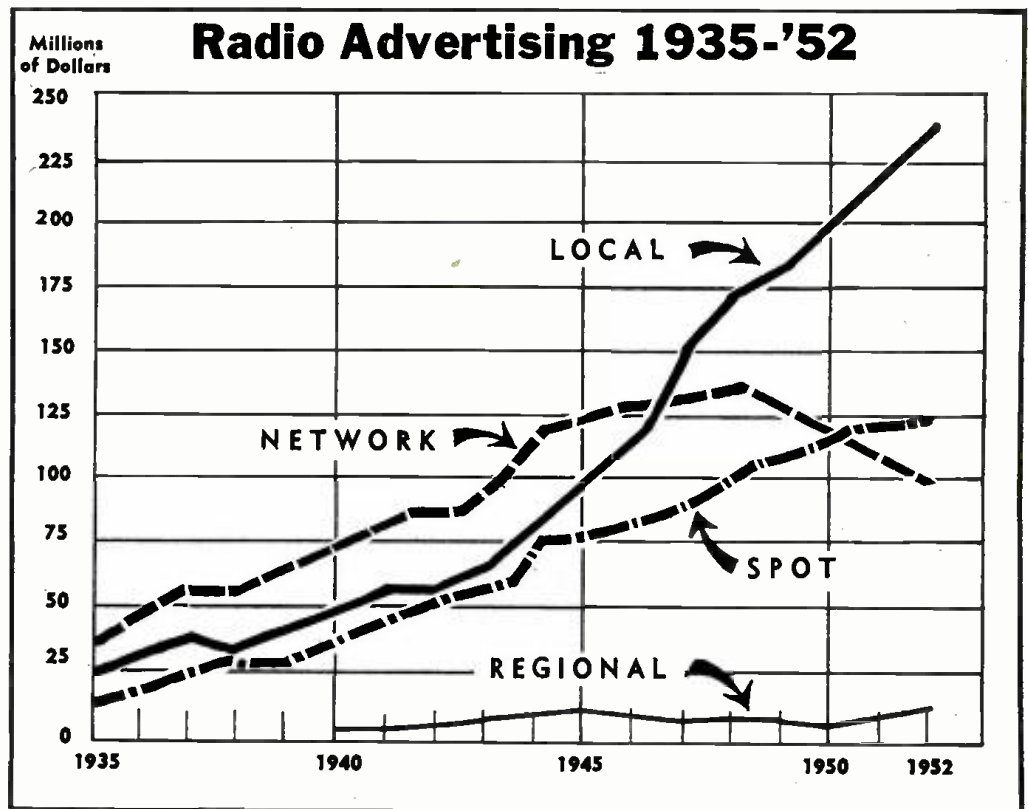
permanent regional organizations. Time sales since World War II have increased more than \$130 mil-

lion in annual volume, from \$334 million in 1946 to \$464 in 1952. But the size of the radio broadcasting industry has expanded even more rapidly.

In the same period the number of AM stations in operation has more than doubled, from 1,062 on the air at the end of 1946 to 2,391 at the end of 1952. With the station population rising faster than the total business volume, the post-war years have seen a decline in "average" per-station revenue.

At the end of 1946, with 1,062 AM stations operating, and with total time sales of \$334 million, the "average" station sales were \$314,575. (This, of course, ignores the fact that both national and regional networks take sizable chunks of the

(Continued on page 12)



HERE'S the way time sales in the four major categories—national network, regional network, spot and local—have fared year by year. For specific figures, see Table II, page 12.

Analysis

(Continued from page 11)

total volume of time sales too. These computations are used only to indicate how, though the pot has grown, the crowd dipping into it has grown too, with individual portions getting smaller.)

The next year, 1947, total volume was \$374 million, but at the end of that year 1,522 stations were on the air—meaning the "average" volume per station had decreased to \$245,786.

In 1948, total volume was up to \$416.7 million, but by the end of that year, 1,865 stations were in operation, and the "average" was cut to \$223,442.

1949 Volume

In 1949, total volume rose to \$425 million, but at year's end there were 2,048 stations, bringing the "average" down to \$207,693.

The curve continued to fall in 1950 when total volume was \$453.5 million and 2,199 stations were on the air, for an "average" of \$206,714.

In 1951 the "average" fell below \$200,000; it was \$195,857 for the 2,331 stations in a year that produced \$456.5 million total times sales.

Last year, the "average" was \$194,244, with 2,391 stations cutting up the \$464 million total.

Summed up, since World War II, total radio time receipts have increased by about 39%, but the number of stations has risen some 125%. The "average" time sales per station have decreased by almost 38%.

No Separate FM Figures

FM revenues are not treated independently in these estimates since the total FM volume of time sales is not large enough to be accurately estimated by the sample method.

Gross time billings (value of time sold, figured at the one-time rate with no deductions) as estimated by the BROADCASTING Yearbook were \$702,448,970 in 1952, compared with \$685,968 in 1951.

Of the total gross billings, \$158,746,670 was for network time, \$16,528,300 for regional and miscellaneous network, \$185,139,800 for spot and \$342,034,200 for local.

The biggest spenders on radio networks in 1952 were companies dealing in food and food products, traditionally the type of business

TABLE III

ESTIMATED RADIO GROSS BILLINGS—1952

Class of Business	Estimated Gross Billings
National Network	\$158,746,670
Regional & Miscellaneous Network	16,528,300
National Non-Network	185,139,800
Local	342,034,200
TOTAL	\$702,448,970

TABLE II
RADIO NET TIME SALES—1935-1952

Year	Change from National previous year		Change from Regional previous year		Change from National Non-Network previous year		Change from Local previous year		Change from Total previous year	
	Network	%	Network	%	Network	%	Local	%	Total	%
1935	\$39,737,867				\$13,805,200		\$26,074,476		\$79,617,543	
1936										
1937	56,192,396	41.4	2,854,047		23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7			28,109,185	21.6	32,657,349	(-8.7)	117,379,459	0.6
1939	62,621,689	10.6			30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940	71,919,428	13.1	1,869,583		37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,898,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,164	20.0
1944	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,966,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	-3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1947	127,713,942	0.8	7,012,689	-12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	131,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,467	-3.6	5,994,858	-18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1950	124,633,089	-3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951	113,984,000	-8.5	8,481,000	23.0	119,559,000	0.6	214,519,000	5.6	456,543,000	0.6
1952 †	99,071,000	-13.1	11,107,000	30.9	124,414,000	4.1	229,847,000	7.1	464,439,000	1.7

† Nation-wide and regional networks combined.

* Data not available.

* Figures prior to this date not comparable in all categories.

† 1952 figures estimated.

that leads all others in buying network time. This class of advertiser made up more than a fifth of all radio network gross billings. Its \$42,485,936 gross billings were 22.9% of the total.

The other four groups in the top five categories of network buyers were toiletries with \$25,787,368, or 14.3% of the total; drugs and remedies, with \$22,131,627, or 13%; soaps, cleaners & polishes, \$17,-

948,730, or 11.5%, and smoking materials, \$20,610,365, or 10.1%. All these were in the top five net-

work buyers in 1951, except that in that year smoking materials led soaps.

TABLE V

RADIO NETWORK GROSS EXPENDITURES BY PRODUCT GROUP

Product Groups	1951		1952	
	Gross Billings	% Total	Est. Gross Billings	% Total
1. Agriculture & Farming	\$ 664,490	.4	\$ 728,144	.5
2. Apparel, Footwear & Accessories	601,070	.4	331,888	.2
3. Automotive, Automotive Equip. & Access.	4,292,975	2.5	3,855,180	2.4
4. Aviation, Aviation Equip. & Acces.				
5. Beer, Wine & Liquor	3,177,634	1.8	2,185,920	1.4
6. Building Material Equip. & Fixtures	1,394,065	.8	1,045,416	.7
7. Confectionery & Soft Drinks	6,264,183	3.6	5,569,368	3.5
8. Consumer Services	2,687,243	1.5	2,216,160	1.4
9. Drugs & Remedies	22,131,627	12.7	20,604,780	13.0
10. Entertainment & Amusements	5,723		7,308	
11. Food & Food Products	42,485,936	24.3	36,319,524	22.9
12. Gasoline, Lubricants & Other Fuels	5,721,984	3.3	5,231,280	3.3
13. Horticulture	96,451		135,780	
14. Household Equipment & Supplies	3,159,742	1.8	5,086,524	3.2
15. Household Furnishings	1,004,877	.6	1,321,704	.8
16. Industrial Materials	2,186,090	1.3	1,984,080	1.2
17. Insurance	3,284,269	1.9	3,423,504	2.2
18. Jewelry, Optical Goods & Cameras	1,193,275	.7	860,268	.5
19. Office Equipment, Writing Supplies & Stationery	664,011	.4	624,619	.4
20. Political			1,844,518	1.2
21. Publishing & Media	361,451	.2	607,632	.4
22. Radio, TV Sets, Phonographs, Musical Instruments & Access.	2,747,135	1.6	1,627,047	1.0
23. Retail Stores & Shops	31,367		30,510	
24. Smoking Materials	20,610,365	11.8	18,033,992	10.1
25. Soaps, Cleansers & Polishes	17,948,730	10.3	18,314,172	11.5
26. Sporting Goods & Toys				
27. Toiletries	25,787,368	14.8	22,777,788	14.3
28. Transportation, Travel & Resorts	1,261,023	.7	893,256	.6
29. Miscellaneous	4,955,510	2.8	5,077,308	3.2
TOTAL	\$174,718,594		\$158,746,670	

* % will not necessarily add to 100 because of rounding.

TABLE IV

ESTIMATED RADIO GROSS BILLINGS 1927-1952 (000's omitted)

Year	National network	Others	Total
1927	\$ 3,833	\$ 987	\$ 4,820
1928	10,227	3,873	14,100
1929	19,196	7,604	26,800
1930	27,694	12,806	40,500
1931	37,502	18,498	56,000
1932	39,107	22,793	61,900
1933	31,516	25,484	57,000
1934	42,659	30,228	72,887
1935	49,315	38,209	87,524
1936	59,671	47,880	107,551
1937	68,828	75,314	144,142
1938	71,728	78,390	150,118
1939	83,114	88,000	171,114
1940	96,456	123,344	219,800
1941	106,900	154,274	261,174
1942	118,200	167,280	285,480
1943	151,791	200,499	352,290
1944	190,677	256,033	446,710
1945	190,747	288,583	479,330
1946	193,010	319,400	512,410
1947	190,930	364,470	555,400
1948	198,996	417,600	616,500
1949	187,800	441,200	629,000
1950	183,069	489,482	672,551
1951	174,719	511,249	685,968
1952	158,747	543,702	702,449

1952 RADIO AUDIENCE ANALYSES

By **ARTHUR C. NIELSEN**
President, A. C. Nielsen Co.

Throughout 1952, radio gave renewed evidence of its strength as an advertising medium. Despite the struggle over rates, despite the bold expansion of TV, despite the continued social and economic change, the radio industry fought aggressively to sell American business on its power.

It was bigger than ever; 98 percent of the country's homes now own radios, according to the survey by Nielsen Coverage Service made last spring. If we place those 43,849,000 homes under the researcher's microscope, we can learn a good deal about their listening behavior and its meaning to broadcasters and advertisers.

The data that follow are derived from the minute-by-minute measurement of the Nielsen Radio and Television Index Services.

Circulation

Examining the size of the radio audience (Chart 1), we find that the number of radio homes in 1952—43,849,000—is higher than ever, giving it a larger advertising potential than ever. With TV set ownership at over 19,000,000 homes, radio's potential is, nevertheless, 2.3 times that of television. Expressed another way, TV ownership, as of October, represented 45% of the radio total.

For January, 1953, the estimate, based on best available data, is 44,400,000 radio homes and 20,000,000 TV homes, which would mean a TV saturation of 45%.

During the first half of 1952, the average radio home listened to radio 28 minutes less per day than in the same period of 1951 (Chart 2). But because the number of radio homes increased by nearly two million in '52, this drop was partially offset in terms of total audience potential, 139 million

home-hours per day in '52 against 152 million in '51. Going back to the first post-war year, 1946, this home-hours total last year fell below the '46 figure for the first time in seven years, although by a relatively small margin.

Looking at the distribution of radio and TV homes by territory (Chart 3), we still find that, although radio follows population distribution fairly evenly, television does not—an important consideration in the marketing picture. Nearly 44% of all TV homes are in the Northeast (where there are 27% of the radio homes), and only 9% in the South (against 21% of the radio homes). Television reaches two-thirds of the radio homes in the Northeast, about a third of those in the East-central and Pacific states, and only 18% of those in the South.

TV's effect on radio listening, therefore, is strongest in the North-east and East-central regions, not

FOR LISTING of firms offering radio research see page 487.

quite as strong in West-central and Pacific, and weakest in the South. The advertiser must bear this in mind in evaluating the ability of the two media to penetrate marketing areas and follow distributional patterns.

The effects of the relaxation of the freeze were not appreciably strong enough, at year's end, to alter one simple fact of media coverage: TV's penetration is limited to 67 market areas and the radius of their stations' transmitters. Nearly a third of all the country's radio homes are located beyond this range of reception.

Homes Using Radio

At the beginning of the fall season, the percent of homes using

JANUARY-JUNE 1952- AVERAGE PER DAY			
	EST. NO RADIO HOMES (MILLIONS)	HOURS RADIO USAGE PER DAY	TOTAL HOME HRS. PER DAY (MILLIONS)
1946	34.0	4:13	143.1
1947	35.9	4:33	163.3
1948	37.6	4:41	176.5
1949	39.3	4:32	178.3
1950	40.7	4:10	169.7
1951	41.9	3:38	152.1
1952	43.8	3:10	139.0

Chart 2—Radio Usage—Entire Day

radio was down, through most of the day, from the levels of the year before (Chart 4). The important exception was the period from 10 a.m. to noon, which showed an increase. For the rest of the day, there was a fairly even drop, afternoon and evening, although previous years usually indicated wider decreases at night. Thus, television's inroads on radio listening were rather evenly distributed throughout most of the day, for the period shown; the comparative lack of network TV programming in the morning was perhaps responsible for the higher levels of weekday radio usage in that time period.

What is also noteworthy is that the daytime and evening peaks of usage were almost on a par with each other. This gradual "leveling" effect has been noticeable for

the past three seasons (and is being reflected in the increasing number of daytime shows with audiences equal to some of the top evening shows). It will be noted that usage from 10 a.m. to 2 p.m. was substantially at the same level as that during the peak evening hours, 7 to 10 p.m. Night-time radio no longer enjoys the lead it once had.

Percentage

The chart, of course, shows percentage figures. In terms of actual numbers of homes, the differences between the 1951 and 1952 levels are indeed small, due to the increase in the number of radio homes last year. At 1-2 p.m., for example, the 1951 total was 8,925,000 homes using radio. For the same period of 1952, it was 8,726,000 homes, or a drop of only 2 percent.

(Continued on page 14)

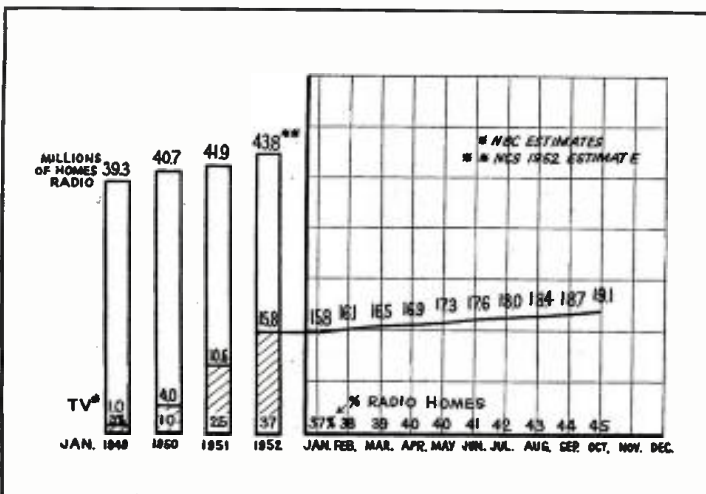


Chart 1—TV Radio Ownership Trend

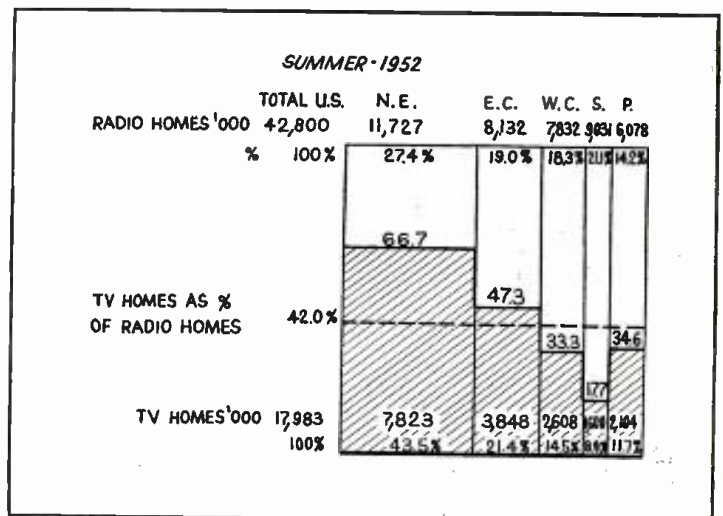


Chart 3—Radio and TV Homes by Territory

Nielsen

(Continued from page 13)

Market Differences

Since TV's saturation is strongest in metropolitan areas, it is pertinent to look at comparative listening volume figures, broken down by market areas, expressed in total hours per day of radio usage (Chart 5). For the first half of 1952, there was a 13% decrease in this figure, for all homes, under the comparable 1951 total for the entire day. But the buyer of time also must examine his marketing and distribution pattern in the light of these facts:

(1) The average home in small and rural areas did an hour more of listening per day than metro homes did, in '52.

(2) In daytime hours alone, small and rural homes showed three quarters of an hour more tuning per day than metro homes, and at night, 16 minutes more.

(3) The decrease in total daily usage, 1952 vs. 1951, was far more pronounced among metro homes than medium or small-rural. The same is true for daytime and nighttime periods.

(4) In all areas, daytime usage suffered less than night-time did, in '52 vs. '51.

(5) Medium and small-rural area homes showed only very small decreases in the daytime, and at night, 15% and 10% drops, respectively.

Thus, the inroads of TV on the volume of radio usage were smallest in the daytime, in other than metro area homes.

Home Characteristics

Any evaluation of the relative circulation of radio against TV, and particularly of the relative audiences of a radio show against a TV show, must be tempered by knowledge of their comparative home characteristics.

Chart 6 shows the latest differ-

ences for the country as a whole, based on the Nielsen sample.

While it is generally true that radio families, making up 98% of all families, follow the characteristics of the entire population, TV families differ. Despite the fact that increased growth of TV tends to narrow the differences in this respect, TV is still a medium of higher income, more urban, younger, larger, better-educated families than radio is. Advertisers have had to acknowledge this in making media decisions. At the same time, they have been able to analyze the varying characteristics of the audiences to particular radio (and TV) shows, through NRI-NTE analyses.

Program Preferences

Analyzing the top 10 evening once-a-week network shows, as a barometer of relative popularity, the first week in October, 1952, produced some that weren't in the select group 52 weeks earlier (Chart 7). With due allowance for ties, five shows moved into the 1952 top ten at the beginning of the new season. Two of the 1951 group—Winchell and Crosby—were not on the air that week; the other "displacers" were not far below 10th place.

Rank, of course, is not as relevant as ratings. Here, it should be noted that there were only small differences between one show and the next, and that every show in the '51 group showed a substantial drop in '52. And the average for the ten fell from 11.5 to 7.6.

Among the daytime top 10 shows, there was not so much change in rank or rating (Chart 8). Three new ones appeared (two of them Godfrey segments); there was only a slight drop in ratings for all but *Guiding Light*. The average for the '51 group was 7.3, against the '52 figure of 6.8. Here we have an indication of the sturdiness of daytime radio shows in the face of

(Continued on page 15)

JANUARY-JUNE 1952—AVERAGE HOURS PER DAY

	1951	1952	% CHANGE
TOTAL DAY (24 HRS.)	3:38	3:10	-13
METRO.	3:14	2:42	-16
MED.	3:38	3:16	-10
SM. & RUR.	4:01	3:44	-7
DAY (6AM-6PM)	2:10	1:57	-10
METRO.	1:53	1:38	-13
MED.	2:05	1:57	-6
SM. & RUR.	2:32	2:24	-5
NIGHT (6PM-6AM)	1:28	1:13	-17
METRO.	1:21	1:04	-21
MED.	1:33	1:19	-15
SM. & RUR.	1:29	1:20	-10

Chart 5—Listening Volume, By Market Areas

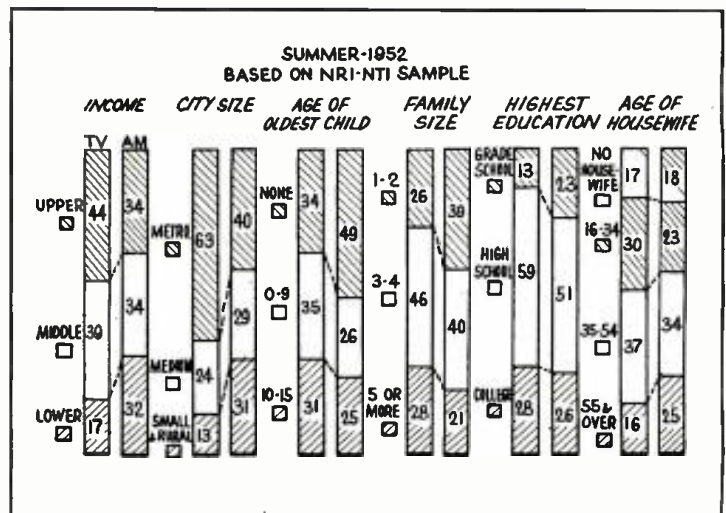


Chart 6—TV-AM Characteristics Comparison

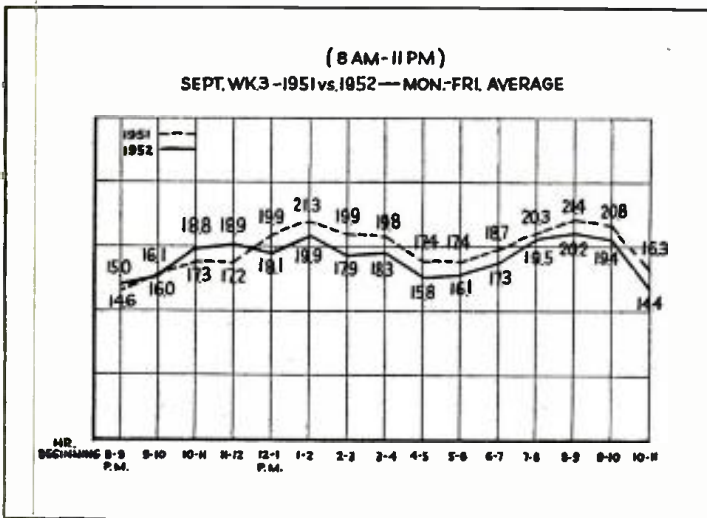


Chart 4—U. S. Homes Using Radio

1st WEEK-OCTOBER

	RANK		NIELSEN-RATING	
	'51	'52	'51	'52
JACK BENNY	1	1	13.9	8.7
LUX THEATRE	2	1	13.7	8.7
W. WINCHELL	3		12.4	
AMOS 'N' ANDY	4	3	11.9	8.2
BET YOUR LIFE	5	6	11.3	7.2
MR. & MRS. NORTH	6	9	10.9	6.8
GANGBUSTERS	7		10.5	
TALENT SCOUTS	7		10.5	
BING CROSBY	9		9.9	
DRAGNET	10		9.7	
PEOPLE ARE FUNNY		4		7.9
BIG STORY		4		7.9
FBI PEACE & WAR		6		7.2
GENE AUTRY		8		7.1
RAILROAD HOUR		9		6.8

Chart 7—Top Ten Network Evening Radio Shows '51 vs. '52

Nielsen

(Continued from page 14)

TV. Detailed NRI analysis of all daytime fare and listening habits tends to substantiate this fact.

Program Type Preferences

In a comparison of average ratings by program types (Chart 9), we find that in the second week of September, general drama shows led at night, as they did in the same period of '51; their average was 5.7. Situation comedies and audience participation shows came next, with 5.5. Mysteries followed, with 4.8. (It should be noted that there were not enough comedy-variety shows back on the air at that time to count in the standings).

Among daytime shows, the serials led, as usual, with a 5.3 average; their ratings have held up well in comparison with previous years. Participation shows came second, with 3.4.

Perhaps more important to advertisers than type ratings is the cost per thousand homes reached for specific program types (Chart 10). For the period shown, quizzes and audience participation shows were the best bargain in the evening, with mysteries a close second. This has been true for some seasons. The three types of musical shows were the costliest. It should be noted, of course, that none of the comedy-variety shows had returned to the air for the new season at the period of this study.

Among daytime multi-weekly shows, the soap operas were again at the bottom of the cost scale, with their economical \$1.64 per thousand homes reached. This was even lower than the comparable figure in '51, and again points up the great strength of the serials as low-cost vehicles.

Meaning of the Trends

While the decrease in radio usage continued during the year just past, the medium is nevertheless larger

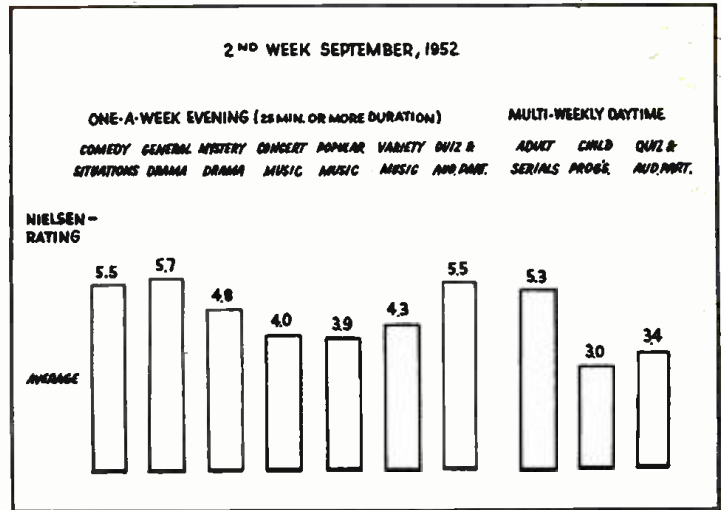


Chart 10—Cost Per Thousand Homes Reached By Program Types

	RANK		NIELSEN-RATING	
	'51	'52	'51	'52
MA PERKINS	1	1	8.4	7.8
HELEN TRENT	2	2	8.3	7.1
BIG SISTER	3	4	7.8	6.9
OUR GAL SUNDAY	4	4	7.5	6.9
THEATRE OF TODAY	4		7.5	
WENDY WARREN	6		7.4	
AUNT JENNY	7	10	7.1	6.0
PEPPER YOUNG	8	9	6.8	6.3
GUIDING LIGHT	9	4	6.7	6.9
PERRY MASON	10		6.3	
ROAD OF LIFE	10		6.3	
GODFREY (L & M)		3		7.0
GODFREY (NABISCO)		7		6.7
RD. TO HAPPINESS		7		6.7

Chart 8—Top Ten Network Daytime Radio Shows '51 vs. '52

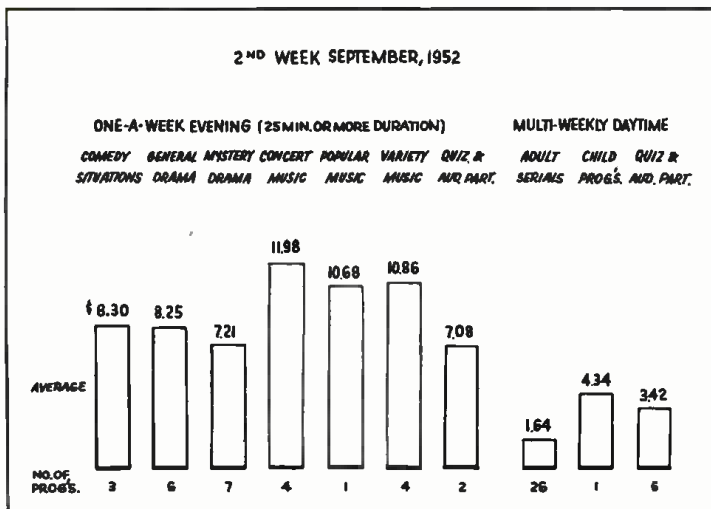


Chart 9—Program Type Comparisons

than ever in circulation, potent in its ability to penetrate the mass market, and economical. At year's end, it still was able to reach nearly two and a half times as many homes as television; and these homes were spread across the entire country, in contrast to the younger medium's less universal coverage.

The shrewd advertiser will weigh these realities before making any basic selections of media. He will dwell on these and numerous other

facts and case histories from our files before doing anything as rash as abandoning radio in favor of television because that seems like "the thing to do."

Repeated, painstaking analysis has shown that the judicious use of the one medium to complement the other, the thoughtful allocation of time and program expenditures in line with known facts, and the continuous application of meticulous audience research always have their rewards in the long run.

AM STATIONS AUTHORIZED IN U.S.

(From records of FCC)

Date	Licensed	Under Construction	Total Authorized
Jan. 1, 1922			30
Mar. 1, 1923			556
Oct. 1, 1924			530
June 20, 1925			571
June 30, 1926			528
Feb. 23, 1927			733
July 1, 1928			677
Nov. 9, 1929			618
July 1, 1930			612
July 1, 1931	603	9	612
Jan. 1, 1932	601	7	608
Jan. 1, 1933	599	11	610
Jan. 1, 1934	582	8	591
Jan. 1, 1935	585	20	605
Jan. 1, 1936	616	16	632
Jan. 1, 1937	646	39	685
Jan. 1, 1938	689	32	721
Jan. 1, 1939	722	42	764
Jan. 1, 1940	765	49	814
June 30, 1941			897
June 30, 1942			925
June 30, 1943			912
June 30, 1944			924
July 20, 1945	933	23	956
Jan. 1, 1946	940	64	1,004
Jan. 1, 1947	1,062	458	1,520
Jan. 1, 1948	1,522	440	1,762
Jan. 1, 1949	1,865	262	2,127
Jan. 1, 1950	2,048	186	2,234
Jan. 1, 1951	2,199	152	2,351
Jan. 1, 1952	2,300	98	2,408
Jan. 1, 1953	2,371	153*	2,624

* 20 on the air.

NETWORK TELEVISION

California Packing Corp.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Gruen Watch Company
"Junket" Brand Foods
Lehn & Fink Products Corp.
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The S. O. S. Co.
Standard Oil Co. (Indiana)
Standard Oil Co. (Ohio)
Westinghouse Electric Corp.

NETWORK RADIO

American Safety Razor Corp.
California Packing Corp.
California Spray-Chemical Corp.
Chesebrough Manufacturing Co.
Cowles Magazines, Inc.
The Gruen Watch Company
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The Ohio Bell Telephone Co.
The Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
The S. O. S. Co.
Swift & Co.

*...the air is filled
with **McCANN-ERICKSON** clients!*

**It takes a lot of time and talent to keep selling the products and services
of these McCann-Erickson clients! Thanks to all of you who have contributed
to the successful 1952 Radio and TV advertising of these great companies.**

SPOT TELEVISION

American Trust Co.
Bell Brand Foods, Ltd.
Broadway Dept. Store, Inc.
California Packing Corp.
California Wine Association
Chrysler Sales Division
Cinerama Productions
Clark Bros. Chewing Gum Co.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Esso Standard Oil Co.
Frank Fehr Brewing Co.
Gray Drug Stores
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Lehn & Fink Products Corp.

Leisy Brewing Co.
Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Coast Borax Co.
Richman Brothers Co.
Soil-Off Co.
The S. O. S. Co.
Southern California & Southern
Counties Gas Co.
Standard Oil Co. (Indiana)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

SPOT RADIO

American Safety Razor Corp.
American Trust Co.
Broadway Department Store, Inc.
California Packing Corp.
California Spray-Chemical Corp.
California Wine Association
Central Vermont Railway, Inc.
Chesebrough Manufacturing Co.
Chrysler Sales Division
Cinerama Productions
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Frank Fehr Brewing Co.
W. P. Fuller & Co.
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Leisy Brewing Co.

Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Manufacturers Trust Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Power & Light Co.
Portland Gas & Coke Co.
Richman Brothers Co.
Safeway Stores
The S. O. S. Co.
Southern California & Southern
Counties Gas Co.
Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

McCANN-ERICKSON INC. *Advertising*

McCann-Erickson, Inc. • New York, Hollywood, Boston, Cleveland, Detroit, Chicago, San Francisco, Los Angeles, Portland, Ore., Buenos Aires, Rio de Janeiro, São Paulo, Montevideo, Santiago de Chile, Lima, Bogota, Caracas, San Juan, P. R., Havana, Mexico City, London, Paris, Frankfurt a/M, Hamburg, Brussels.

LABOR COSTS BIGGEST STATION EXPENSE

LABOR costs continued to absorb around half of the revenue of broadcasting stations in 1951, according to an analysis of radio's payroll and operating costs by Richard P. Doherty, director of the NARTB Employee-Employer Relations Dept. (No figures for 1952 available.)

Reviewing the relation of broadcast expenses to revenues, the analysis reveals that 84.04% of revenue goes into broadcast expenses, ranging downward from 90.52% in the case of smaller stations with an income under \$50,000 to 74.97% for stations in the \$350,000-\$1,000,000 classification.

In the field of program expenditures, 13.90% of the total revenue dollar went to salaries and 3.43% to talent. Salaries in the general administrative classification absorbed 11.78% of the broadcast dollar.

Summarized, 13.96% of the revenue dollar went to technical expenses, 27.84% to program, 12.06% to selling and 30.18% to general administrative items.

Administrative salaries are highest at small stations, decreasing proportionately as the size of the station increases.

WHERE DO YOUR BROADCAST DOLLARS GO?

By Class of Station Income—1951

Broadcast Revenue = 100%; major items of operating expense and profit margin (before taxes) shown as percentage of revenue for each class of station income.

	Below \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	\$100,000 to \$125,000	\$125,000 to \$150,000	\$150,000 to \$200,000	\$200,000 to \$350,000	\$350,000 to \$1,000,000	Over \$1,000,000	Total
Total Broadcast Revenue	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Total Broadcast Expenses	90.52	88.28	85.89	87.22	86.50	86.09	82.25	74.97	77.76	84.04
Technical Expenses										
Salaries	12.84	12.32	11.14	10.97	10.52	9.83	10.18	9.86	10.59	10.64
Repairs	2.16	1.90	1.54	1.71	1.43	1.65	1.42	1.33	1.13	1.56
Other	2.01	1.42	1.52	1.51	1.86	1.69	2.12	1.91	2.16	1.76
Total	17.01	15.64	14.20	14.19	13.81	13.17	13.72	13.10	13.88	13.96
Program Expenses										
Salaries	14.20	15.00	15.26	14.89	13.96	14.59	13.79	11.18	10.04	13.90
Talent	1.56	1.54	1.96	2.47	3.55	3.23	3.08	5.94	12.93	3.43
Royalties	3.84	3.55	3.07	3.22	2.96	3.10	3.40	3.10	3.02	3.21
Transcriptions	2.12	2.71	2.13	1.88	1.66	1.51	1.30	1.07	.46	1.66
Wire Service	5.20	2.72	2.62	1.67	1.99	1.40	1.02	.60	.31	1.69
News Service	2.22	1.89	1.46	1.35	1.22	1.15	1.18	1.31	1.45	1.36
Teletype Service	2.52	1.40	1.25	.93	.90	.73	.61	.35	.32	.87
Other	1.21	2.12	1.62	1.43	1.72	1.82	1.82	1.67	2.13	1.72
Total	33.37	30.93	29.37	27.84	27.96	27.53	26.20	25.22	30.66	27.84
Selling Expenses										
Salaries	4.30	8.69	7.60	10.04	9.80	9.62	8.76	6.42	4.80	8.45
Other	1.64	2.02	2.45	3.01	3.77	3.95	4.19	5.23	4.92	3.61
Total	5.94	10.71	10.05	13.05	13.57	13.57	12.95	11.65	9.72	12.06
General Admin. Expenses										
Salaries	16.18	11.50	13.29	13.00	12.43	12.58	10.89	9.15	7.61	11.78
Rent	1.10	1.42	1.24	1.27	1.63	1.50	1.83	2.09	2.82	1.61
Taxes	1.60	1.94	1.99	2.01	1.84	1.84	1.85	1.77	1.76	1.87
Losses	1.04	1.35	1.17	.79	.99	.87	.66	.22	.16	.81
Depreciation	5.78	5.55	5.25	5.27	5.62	5.28	5.18	4.17	3.10	5.11
Other	8.50	9.24	9.33	9.80	8.65	9.75	8.97	7.60	8.05	9.00
Total	34.20	31.00	32.27	32.14	31.16	31.82	29.38	25.00	23.50	30.18

How would you like
to be **BACK TO BACK** with
Queen for a Day

TELEVISION



"QUEEN FOR A DAY"

KHJ-TV 3:00-3:30 P.M.

Monday thru Friday

LOOK AT THIS RATING STORY!

JANUARY	5.0
(Mon. & Tues. only days rated)	
FEBRUARY	8.8
MARCH	7.2
APRIL	10.6
MAY	11.9
JUNE	9.5
JULY	8.7
AUGUST	13.7
SEPTEMBER	9.4
OCTOBER	9.5
NOVEMBER	11.9

RAYMOND R. MORGAN RADIO AND TELEVISION PRODUCTIONS

NOW ON TV!

"LUCKY U" RANCH

KHJ-TV 3:30-4:00 P.M.

Monday thru Friday

Starring the No. 1 Singing Group in America
THE SONS OF THE PIONEERS

For full details and costs contact your

- ... Don Lee Network
Sales Representative
- ... John Blair and Co. Representative
- ... KHJ-TV Sales Representative
- or
- ... The Raymond R. Morgan Co.

RAYMOND R. MORGAN CO., ADVERTISING • 6233 Hollywood Blvd. • HEMPSTEAD 4194

more than ever

GREATER NEW YORK'S

FAVORITE STATION

FOR MUSIC AND NEWS

WNEW

50,000 watts day

10,000 watts night

1130 | ON YOUR DIAL

24 hours a day

Directory of RADIO STATION REPRESENTATIVES

With Lists of Stations Represented

List of stations supplied by each firm. Dagger (†) indicates firm is also newspaper representative. For representation of television stations see TELECASTING YEARBOOK

AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: Franklin 2-0961. Gen. Mgr.: Joseph Kapps.
(Stations represented not reported)

ALASKA RADIO SALES

New York 17—17 E. 42d St. Tel.: Murray Hill 2-0813. Network Sales Mgr.: Charles E. Soden; Spot Sales Mgr.: Roy V. Smith.

Represents:
KIQD Anchorage KIBH Seward KTKN Ketchikan
KFRB Fairbanks KINY Juneau KIFW Sitka

AMERICAN SALES AND SERVICING AGENCY

New York 10—175 Fifth Ave. Tel.: Algonquin 4-7881. Pres.: Guy Bolam.
Represents:
Radio Luxembourg "One" and "Two"

AM RADIO SALES

New York—WMCA Bldg., 1657 Broadway. Mgr.: Wilmot H. Losee.
Chicago—400 N. Michigan Ave. John Carey, Jerry Glynn.

Represents:
WIND Chicago WLWL Minneapolis KIOA Des Moines
WMCA New York

AVERY-KNODEL INC.

New York 20—608 Fifth Ave. Tel.: Judson 8-5536. Mgr.: Lewis H. Avery.
Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.
San Francisco 4—235 Montgomery St. Tel.: Yukon 2-3877. Mgr.: David H. Sande-

berg.
Los Angeles 15—315 W. Ninth St. Tel.: Tucker 2435. Mgr.: John R. Markey.
Atlanta 3—41 Marietta St., N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman
Dallas 1, Tex.—1915 Elm St. Tel.: Sterling 1558. Mgr.: Clyde B. Melville.

Represents:
WGAC Augusta, Ga. WFBC Greenville, S. C. KROY Sacramento, Calif.
KERO Bakersfield, Calif. WMBR Jacksonville, Fla. KALL Salt Lake City
WGUY Bangor, Me. WKZO Kalamazoo, Mich. KCBQ San Diego, Calif.
WKBW Buffalo WROL Knoxville, Tenn. KJR Seattle
WAPQ Chattanooga, Tenn. WIBA Madison, Wis. KMA Shenandoah, Ia.
WJJD Chicago WDGY Minneapolis KSOO Sioux Falls, S. D.
WSAI Cincinnati KOMA Oklahoma City KXOB Stockton, Calif.
KDAJ Duluth, Minn. WROO Orlando, Fla. KTUL Tulsa, Okla.
KEPO El Paso, Tex. WIRL Peoria, Ill. WRUN Utica-Rome, N. Y.
WERG Erie, Pa. WGAN Portland, Me. WBRV Waterbury, Conn.
KFRW Fort Smith, Ark. KOIN Portland, Ore. KXEL Waterloo, Ia.
KFRS Fresno, Calif. WLSL Roanoke, Va. KFBI Wichita, Kan.
KILQ Grand Forks, N. D. WHEB Rock Island, Ill. WLK Wilkes Barre, Pa.
WJEF Grand Rapids, Mich.

The Intermountain Network

†WILLIAM A. AYRES CO.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Owner-Mgr.: William A. Ayres.

Represents:
Donald Cooke Inc.

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Bertha Bannan.
New England Radio Representation:

WJAH Providence WJNY New Bedford, Mass. WJOY Burlington, Vt.
WLBZ Bangor, Me. WOCB Cape Cod, Mass. WERI Westerly, R. I.
WHAJ Greenfield, Mass. WSYB Rutland, Vt. WESX Salem, Mass.
WCSH Portland, Me. WDEV Waterbury, Vt. WTHR Hartford, Conn.
WHVN Holyoke, Mass. WWSR St. Albans, Vt. WATR Waterbury, Conn.
WTRX Utica, N. Y. WELI New Haven, Conn. WNAE Bridgeport, Conn.
WRDO Augusta, Me. WBET Brockton, Mass. WTOR Torrington, Conn.
WFCB Fitchburg, Mass. WCCM Lawrence, Mass. WSAE Fall River, Mass.
WSPR Springfield, Mass. WLYN Lynn, Mass. WAAE Worcester, Mass.

Maine Broadcasting System

HIL F. BEST

Detroit 26—Park Avenue Bldg. Tel.: Woodward 2-7298.
Chicago 1—223 No. LaSalle. Tel.: State 2-4096.

New York 17—101 Park Ave. Tel.: Lexington 2-3783.
San Francisco 4—233 Sansome. Tel.: Yukon 6-2396.

Represents:
Texas Stations:
KVI-F Alpine KRIG Odessa
KALT Atlanta KOGT Orange
KRUN Ballinger KOLE Port Arthur
KTXC Big Spring KFTV Paris
KNEL Brady KIUN Pecos
KSTB Breckenridge KBOP Pleasanton
KBOR Brownsville KCNY San Marcos
KIDET Center KWED Seguin
KCTX Childress KSEY Seymour
KCLE Leburne KEVA Shamrock
KST Coleman KTA Sherman
WTA-W College Station KSNY Snyder
KVM Colorado City KSTV Stephenville
KCFH Cuero KSST Sulphur Springs
KXIT Dalhart KXOX Sweetwater
KDN Denton KVOU Uvalde
KDD Dumas KNAL Victoria
KNA Fredericksburg New Mexico Stations:
KBJ Gladewater KOBE Las Cruces
KGR Henderson KFUN Las Vegas
KPA Hereford KRIN Raton
KHEB Hillsboro Oklahoma Stations:
KSAM Huntsville KWHW Altus
KEVT Kerrville KWEE Clinton
KCOA Kilgore KTAT Frederick
KINE Kingsville KGYN Guymon
KHIT Lamasas KVLH Pauls Valley
KLVT Levelland Michigan Stations:
KORC Mineral Wells WKNK Muskegon
KVKM Monahans WSDC Marine City

WTEE Manistee WMPR Flint
WFRB Grand Rapids WHTC Holland
WHAH Rogers City WJWJ Wyandotte
Florida Stations:
WSWN Belle Glade WDHL Bradenton
WCNU Crestview WRCD Daytona Beach
WBRD Fort Lauderdale WGGG Gainesville
WJVB Jacksonville Beach WLBE Leesburg
WNSB Melbourne WFEW Miami
WFLA Plant City WCNH Quincy
WTRR Sanford WKXY Sarasota
WTEK Tampa
Other Stations:
WPRO Freeport, Ohio WLLW Wheeling, W. Va.
WKRC Arkadelphia, Ark. KRRL Walnut Ridge, Ark.
KRAI Craig, Col. KUBC Montrose, Col.
KCSO Leavenworth, Kan. KSCB Liberal, Kan.

WALTER BIDDICK CO.

Los Angeles 15—1151 S. Broadway. Tel.: Richmond 6184. Mgr.: Guy Biddick.

Represents:
WIBW Topeka, Kan. KSPT Sandpoint, Ida. KREI Farmington, Mo.⁴
WIBX Utica, N. Y. KSUB Cedar City, Utah KNEM Nevada, Mo.⁴
KJSK Columbus, Neb.¹ KMUR Murray, Utah² KCHI Chillicothe, Mo.⁴
KJAN Atlantic, Iowa² KVOG Ogden, Utah² KCLX Colfax, Wash.²
KCID Caldwell, Ida.² KCSU Provo, Utah² KCFH Cuero, Tex.²
KRPL Moscow, Ida.² KCKN Kansas City, Mo. KAHU Honolulu
¹ KJSK-KJAN—One contract, 10% discount.
² KRPL-KCLX—One contract, 25% discount.
³ Tri-City Network.
⁴ Missouri Network—20% discount.

JOHN BLAIR & CO.

New York—Chrysler Bldg. East. Tel.: Murray Hill 2-6900. Chairman: John P. Blair;
President: Richard D. Buckley.
Chicago—520 N. Michigan Ave. Tel.: Superior 7-8659. Mgr.: Charles F. Dilcher.
St. Louis—434 Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—6311 Hollywood Blvd. Tel.: Granite 6103. Mgr.: Carlton E. Coveny.
San Francisco—608 Russ Bldg. Tel.: Douglas 2-3188. Mgr.: B. James Richards.
Detroit—1115 Book Bldg. Tel.: Woodward 5-3230. Mgr.: Charles D. Fritz.
Dallas—Rio Grande Nat'l Bldg. Tel.: Riverside 4228. Mgr.: Clarke R. Brown.

Represents:

Don Lee Broadcasting System
The Arizona Radio Network
Texas State Network
WLS Chicago WGBI Scranton, Pa.
WIBC Indianapolis WSPA Spartanburg, S. C.
WKLO Louisville WTMA Charleston, S. C.
WDSU New Orleans WRR-KFJZ Dallas, Ft.
WFBZ Baltimore Worth, Tex.
WHDH Boston KLYN Amarillo, Tex.
KKOK St. Louis KWTF Wichita Falls, Tex.
WHB Kansas City, Mo. KTRH Houston, Tex.
WOW Omaha, Neb. KABC San Antonio
WNEW New York KDYL Salt Lake City
KFYR Bismarck, N. D. KING Seattle, Wash.
WBNS Columbus, Ohio WWDC Washington
KRMG Tulsa, Okla. WVA Wheeling, W. Va.
WGST Atlanta WSAV Savannah, Ga.
KIDO Boise, Ida. WWSW Birmingham, Ala.
WWSW Pittsburgh WENR Chicago

HASKELL BLOOMBERG

Lowell, Mass.—39 Kearney Square. Tel.: Lowell 8715. Gen. Mgr.: Haskell Bloom-
berg.
Lawrence, Mass.—Cregg Bldg. Tel.: Lawrence 2-2148.
Cambridge, Mass.—28 Carleton St. Tel.: Kirkland 7-2355.

Represents:
WLLH-AM-FM Lowell, Mass.

THE BOLLING CO. INC.

New York 17—480 Lexington Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.
Boston—80 Boylston St. Tel.: Hubbard 2-0346. Mgr.: James McCann.
Chicago 1—360 North Michigan Ave. Tel.: Dearborn 2-5277. Mgr.: John D. Steb-
bins.
Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: V. E. Atkinson.
San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: George D. Close.

Represents:
WROW Albany, N. Y. WKDA Nashville, Tenn.
WHEB Anderson, Ind. KOWH Omaha, Neb.
WNEF Birmingham, N. Y. WQAN Scranton, Pa.
KFGO Fargo, N. D. WHOT South Bend, Ind.
WANE Fort Wayne, Ind. WTHI Terre Haute, Ind.
WHP Harrisburg, Pa. WNEB Worcester, Mass.
WISH Indianapolis WORL Boston

LOUIS J. BORGATTI INC.

Boston 16—535 Statler Bldg. Tel.: Hancock 6-8182. Pres.-Treas.: Louis J. Borgatti;
V.P.-Asst. Treas.: Joseph J. Borgatti.

Represents:
Connie Stackpole Show
Granite State Network
WKBK Manchester, N. H. WCOU Lewiston, Me. WTXL Springfield, Mass.
WTSB Brattleboro, Vt. WFAU Augusta, Me. WARE Ware, Mass.
WTSB Lebanon, N. H. WIDE Biddeford, Me. WTVN St. Johnsbury, Vt.
WTSV Claremont, N. H. WPOR Portland, Me. WWON Woonsocket, R. I.
WVNH Rochester, N. H. WBRK Pittsfield, Mass. WPJB Providence, R. I.
WROB Gardner, Mass.

†THE BRANHAM CO.

Chicago—360 N. Michigan Ave. Tel.: Central 6-5726. Mgr.: C. B. Peterson.
New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph F. Timlin.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 3025. Mgr.: H. L. Ralls.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: J. E. Nicholson.
Detroit—General Motors Life Bldg. Tel.: Riverside 4884. Mgr.: George Harding.
Dallas—1005 Fidelity Union Life Bldg. Tel.: Trinity 1-0440. Mgr.: Fred Weber.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: B. C. Finch.
San Francisco—703 Market St. Tel.: Yukon 2-1582. Mgr.: Walter F. Patzloff.
Los Angeles—6399 Wilshire Blvd. Tel.: Webster 1-1551. Mgr.: Norman E. Noyes.
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.

Represents:
WABB Mobile, Ala. WHYN Holyoke, Mass. KRIC Beaumont, Tex.
KTHS Hot Springs, Ark. WRBC Jackson, Miss. KIT Yakima, Wash.
KFWB Los Angeles KOB Albuquerque, N. M. KMO Tacoma, Wash.
KFMB San Diego, Calif. WCOU Cincinnati KWBW Corpus Christi,
WDEF Chattanooga, Tenn. Tex.
WNEK Macon, Ga. WTJS Jackson, Tenn. KRLD Dallas
WTPS New Orleans WNOX Knoxville, Tenn. WCHS Charleston, W. Va.
WKWH Shreveport, La. WMC Memphis WBLK Clarksburg, W. Va.
WTBO Cumberland, Md. WFDA Amarillo, Tex. WPAR Parkersburg, W. Va.

HOWARD C. BROWN CO.

Hollywood 38—6325 Santa Monica Blvd. Tel.: Hollywood 9-6045. Mgr.: Howard C. Brown.

Represents:
3XY Melbourne, Australia

BULMER & JOHNSON INC.

Minneapolis 2—WCCO Bldg. Tel.: Lincoln 7017.
(Stations represented not reported.)

BURN-SMITH CO. INC.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: C. Stanley Bailey.
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4437. Mgr.: John A. Toothill.

Represents:

KRIZ Phoenix, Ariz.	WKYW Louisville, Ky.	WMFD Wilmington, N. C.
KFOX Long Beach, Calif.	WOMI Owensboro, Ky.	WLER Lebanon, Pa.
KLX Oakland, Calif.	WBOC Salisbury, Md.	WMRF Lewistown, Pa.
KSBW Salinas, Calif.	WBCK Battle Creek, Mich.	WBAX Wilkes-Barre, Pa.
WRUF Gainesville, Fla.	WKLA Ludington, Mich.	WWPA Williamsport, Pa.
WALB Albany, Ga.	WCMA Corinth, Miss.	WAIM Anderson, S. C.
WBGE Atlanta, Ga.	WKOP Binghamton, N. Y.	WHAN Charleston, S. C.
WAAF Chicago	WCNC Elizabeth City, N. C.	WOPI Bristol, Tenn.
WJVA South Bend, Ind.	WPLB Fayetteville, N. C.	WDXI Jackson, Tenn.
KCRG Cedar Rapids, Ia.	WCBG Greensboro, N. C.	WENK Union City, Tenn.
WLEJ Bowling Green, Ky.	WMFR High Point, N. C.	WBVA Danville, Va.
WRKY Frankfort, Ky.	WFTC Kinston, N. C.	WSAP Portsmouth, Va.
WHLN Harlan, Ky.	WEED Rocky Mount, N. C.	WROV Roanoke, Va.
WVLK Lexington-Versailles, Ky.	WSTP Salisbury, N. C.	WESB Bradford, Pa.

†CAPPER PUBLICATIONS

New York—420 Lexington Ave. Tel.: Lexington 2-1250. Mgrs.: Philip Zach, K. H. Constant, W. L. McKee.

Chicago—333 N. Michigan Ave. Tel.: Central 6-5977. Mgrs.: Frank Gaughen, Terry Hughes.

Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.

San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: Fred Jameson.

Represents:

KCKN Kansas City, Kan. WIBW Topeka, Kan.

CBS RADIO SPOT SALES

A Service of CBS Radio

RADIO STATION REPRESENTATIVES

New York—485 Madison Ave. Tel.: Plaza 6-2000. Gen. Sales Mgr.: Wendell B. Campbell; Eastern Sales Mgr.: Henry R. Flynn.
Chicago—410 N. Michigan Ave. Tel.: Whitehall 4-6000. Western Sales Mgr.: Gordon F. Hayes.
Los Angeles—Columbia Sq. Tel.: Hollywood 9-1212. Mgr.: Edward A. Larkin.
San Francisco—Palace Hotel. Tel.: Yukon 2-7000. Mgr.: Hugh Stump.
Memphis—63 S. Main St. Tel.: 37-8612. Mgr.: H. H. Holtshouser.
Detroit—902 Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: Ralph H. Patt Jr.

Represents:

KMOX St. Louis	WBT Charlotte	WEEI Boston
KNX Los Angeles	WCBS New York	WRVA Richmond
KSL Salt Lake City	WCAU Philadelphia	WTOP Washington
WAPI Birmingham	WCCO Minneapolis	WCBS San Francisco
WBBM Chicago	Columbia California Network	
	Columbia Pacific Network	

HENRY I. CRISTAL CO.

New York—270 Park Ave. Tel.: Murray Hill 8-4414. Mgr.: Henry I. Christal.
Chicago—333 N. Michigan Ave. Mgr.: James L. Thompson.
San Francisco—Russ Bldg. Mgr.: Richard E. Green.

Represents:

WBEN Buffalo	WDAF Kansas City	WTMJ Milwaukee
WGAR Cleveland	KFI Los Angeles	WGY Schenectady
WJR Detroit	WHAS Louisville	

GEORGE W. CLARK INC.

Chicago—333 N. Michigan Ave. Tel.: Central 6-2884. Mgr.: George W. Clark.
New York—11 W. 42d St. Tel.: Oregon 5-7457. Mgr.: William Wyatt
Los Angeles—111 N. La Cienega, Beverly Hills. Tel.: Crestview 5-2022. Mgr.: Lee O'Connell.
San Francisco—233 Sansome St. Yukon 6-2981. Mgr.: William Ayres.

Represents:

KYA San Francisco	WBEV Beaver Dam, Wis.	WIBX Utica, N. Y.
WFOX Milwaukee, Wis.	WCLO Janesville, Wis.	KOWL Santa Monica, Calif.
WHAM Marinette, Wis.	WGEZ Beloit, Wis.	KRSC Seattle, Wash.
WNAM Neenah-Menasha, Wis.	KCOH Houston, Tex.	

Evergreen Group of Washington State
(Continued on page 22)

**THE
BRANHAM
COMPANY**

representing

offices

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO
Mobile, Ala.
Little Rock, Ark.
Los Angeles, Calif.
San Diego, Calif.
Columbus, Ga.
Macon, Ga.
New Orleans, La.
Shreveport, La.
Cumberland, Md.
Springfield-Holyoke, Mass.
Jackson, Miss.
Albuquerque, N. M.
Cincinnati, Ohio
Chattanooga, Tenn.
Jackson, Tenn.
Knoxville, Tenn.
Memphis, Tenn.
Amarillo, Texas
Beaumont, Texas
Corpus Christi, Texas
Dallas, Texas
Tacoma, Wash.
Yakima, Wash.
Charleston, W. Va.
Clarksburg, W. Va.
Parkersburg, W. Va.

TELEVISION
San Diego, Calif.
Albuquerque, N. M.
Cincinnati, Ohio
Cleveland, Ohio
Memphis, Tenn.
Dallas, Texas

STATION REPRESENTATIVES

(Continued from page 21)

THOMAS F. CLARK INC.

New York 17—205 E. 42d St. Tel.: Murray Hill 3-4266. Mgr.: Thomas F. Clark.
Chicago—35 E. Wacker Dr. Tel.: Central 6-1112. Mgr.: Paul Elsbury.

Represents:
KGVV Alamosa, Col. WIVY Jacksonville, Fla. WENC Whiteville, N. C.
KOKO La Junta, Col. KVBC Farmington, N. M. WLTC Gastonia, N. C.
KVRH Salida, Col. WCRS Greenwood, S. C. WTND Orangeburg, S. C.
WTNT Tallahassee, Fla. WLET Toccoa, Ga. KDSJ Deadwood, S. D.
WJMJ Cordele, Ga. WKGT Thomasville, Ga. KVVC Vernon, Tex.
KLVC Leadville, Col. WSNJ Bridgeton, N. J. WLDY Farmville, Va.
WVGS Tifton, Ga. WMBO Auburn, N. Y. WFLY Ladysmith, Wis.
WPAQ Mt. Airy, N. C.

Intercollegiate Broadcasting System

CLARK-WANDLESS-MANN INC.

New York—205 E. 42d St. Tel.: Oregon 9-1575.
(Stations represented not reported)

COLLEGE RADIO CORP.

New York 17—545 Fifth Ave. Tel.: Murray Hill 7-6865. Pres.: Edward R. Hopple;
Treas.: Robert R. Vance Jr.
(National representative for some 85 campus radio stations)

LIONEL COLTON

New York 17—551 Fifth Ave. Tel.: Murray Hill 7-5341.
(Stations represented not reported)

CONTINENTAL RADIO SALES

Philadelphia—Drexel Bldg. 111 S. 5th St. Tel.: Lombard 3-0882. Mgr.: Roberta Butche.

New York—285 Madison Ave. Tel.: Lexington 2-2450. Mgr.: Stephanie Matyas.
Chicago—228 N. LaSalle St. Tel.: Franklin 2-2095. Mgr.: Mrs. Ruth Olsen.

Represents:

WGYV Greenville, Ala.	WFGV Fuquay Springs, N. C.	WIGM Medford, Wis.
KELD Eldorado, Ark.	WGNC Gastonia, N. C.	KENA Mena, Ark.
KXJK Forrest City, Ark.	WVUX Lexington, N. C.	KLMO Longmont, Col.
KFFA Helena, Ark.	WTSE Lumberton, N. C.	KLMR Lamar, Col.
KWSD Mt. Shasta, Calif.	WMP Monroe, N. C.	WKLY Hartwell, Ga.
KSPB Needles, Calif.	WNNC Newton, N. C.	WCHM Newnan, Ga.
KPRO Riverside, Calif.	WFRS Reidsville, N. C.	KEYV Pocatello, Ida.
KVRH Salida, Col.	WSIC Statesville, N. C.	KJAN Atlantic, Iowa
KCRT Trinidad, Col.	WHED Washington, N. C.	WFMW Madisonville, Ky.
WCFM (FM) Washington, D. C.	WFOB Fostoria, Ohio	KBMN Bozeman, Mont.
WDEC Americus, Ga.	KWCO Chickasha, Okla.	WMPM Smithfield, N. C.
WBLJ Dalton, Ga.	KSWW Woodward, Okla.	WCPS Tarboro, N. C.
WMLT Dublin, Ga.	WKPA New Kensington, Pa.	WADE Wadesboro, N. C.
WSSG Elberton, Ga.	PKAO Sunbury, Pa.	KTIL Tillamook, Ore.
KASI Ames, Iowa	WPUA Mayaguez, P. R.	WSNW Seneca, S. C.
KPRS Olathe, Kan.	WTYC Rock Hill, S. C.	WBCU Union, S. C.
WNTC Vanleve, Ky.	KGFX Pierre, S. D.	KMOR Murray, Utah
WJMB Brookhaven, Miss.	WHUB Cookeville, Tenn.	KNEU Provo, Utah
WJWB Picayune, Miss.	WHBT Harrison, Tenn.	KOVE Lander, Wyo.
KDMO Carthage, Mo.	WJMJ Lewisburg, Tenn.	KOSF Nacogdoches, Tex.
KWRE Warrenton, Mo.	WJIG Tullahoma, Tenn.	KFLD Floydada, Tex.
KCHS Hot Springs, N. M.	KRBA Lufkin, Tex.	WFRX Frankfort, Ill.
WIFM Elkin, N. C.	KBUH Brigham City, Utah	WHCC Waynesville, N. C.
WFRS Port Payne, Ala.	WBNL Boonville, Ind.	WIAM Williamson, N. C.
KAGE Crossett, Ark.	WPKE Pikeville, Ky.	WREVS Reidsville, N. C.
KOSE Osceola, Ark.	WMLN Mount Clemens, Mich.	KWIN Ashland, Ore.
KDIA Auburn, Calif.	WBEV Booneville, Miss.	WLIL Lenoir City, Tenn.
KRDU Dinuba, Calif.	KJKK Columbus, Neb.	WOKB Oak Ridge, Tenn.
WVOP Vidalia, Ga.	KVBC Farmington, N. M.	KFLD Floydada, Tex.
KKXX Rexburg, Idaho	WPNF Brevard, N. C.	KVOU Uvalde, Tex.
WCHI Chicago Heights, Ill.	WENR Goldsboro, N. C.	WOKW Sturgeon Bay, Wis.
WTAQ LaGrange, Ill.	WGBR Goldsboro, N. C.	WPMF Madison, Wis.
WEAW Evanston, Ill.	WVGP Sanford, N. C.	KRKL Kirkland, Wash.
WMRI Marion, Ind.		

THE CONWELL CO.

Kansas City 6—1002 Walnut. Tel.: Victor 1120. Owner: John O. Conwell.

Represents:
KCHI Chillicothe, Mo. KNMC Moberly, Mo. KREI Farmington, Mo.
KWRE Warrenton, Mo. KNEM Nevada, Mo. KCLO Fortworth, Kan.

DONALD COOKE INC.

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.
Chicago 1—228 N. LaSalle St. Tel.: State 2-5096. Mgr.: Fred R. Jones.
Los Angeles 36—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee F. O'Connell.

Detroit—1076 Penobscot Bldg. Tel.: Woodward 2-3080. Mgr.: Charles J. Sheppard.
San Francisco—233 Sansome St. Tel.: Douglas 2-4586. Mgr.: Bill Ayres.

Represents:

KTIP Porterville, Calif.	WINK Fort Myers, Fla.	WONN Lakeland, Fla.
KBOW Butte, Mont.	KSEK Pittsburg, Kan.	KBIO Burley, Ida.
WKAL Rome-Utica, N. Y.	KROX Crookston, Minn.	KOJM Havre, Mont.
KASH Eugene, Ore.	WGVA Geneva, N. Y.	WIRK West Palm Beach, Fla.
WCMB Harrisburg, Pa.	WKPT Kingsport, Tenn.	WHKP Hendersonville, N. C.
KFCO Longview, Tex.	KCTI Gonzales, Tex.	WCDD Carbondale, Pa.
KPAS Banning, Calif.	KRUX Phoenix, Ariz.	WLYC Williamsport, Pa.
KWTC Barstow, Calif.	WEAM Arlington, Va.	WMEV Marion, Va.
KRNO San Bernardino, Calif.	KISD Sioux Falls, S. D.	
	KPUG Bellingham, Wash.	
	KSEM Moses Lake, Wash.	

Canadian Stations:

CKMO Vancouver	CJAV Port Alberni, B. C.	CHLO St. Thomas, Ont.
CJTB Vernon, B. C.	CKXL Calgary, Alta.	KCBG Timmins, Ont.
CKOK Penticton, B. C.	CJOY Guelph, Ont.	CKEY Toronto
CHUB Nanaimo, B. C.	CJRL Kenora, Ont.	CKVL Montreal
CKBW Bridgewater, N. S.	CKWS Kingston, Ont.	CJON St. John's, Nfld.
CKOY Ottawa, Ont.	CJLK Kirkland Lake, Ont.	CJDC Dawson Creek, B. C.
CKFI Fort Frances, Ont.	CFCH North Bay, Ont.	CHUB Nanaimo, B. C.
CKY Winnipeg	CHEX Peterborough, Ont.	CJSO Sorel, Que.
	CHOK Sarnia, Ont.	

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings.

Southeastern Representative:
WSGN Birmingham, Ala. WHBS Huntsville, Ala. WSAV Savannah, Ga.
WTMA Charleston, S. C. WJAX Jacksonville, Fla. WSPA Spartanburg, S. C.
WHIO Dayton, Ohio. WQAM Miami, Fla. WTAL Tallahassee, Fla.
WDIG Dothan, Ala. WDBO Orlando, Fla. WFLA Tampa, Fla.

DEVNEY & CO.

New York 17—535 Fifth Ave. Tel.: Murray Hill 7-5365. Pres.: E. J. Devney.

Represents:
WEWO Laurinburg, N. C. WELS Kingston, N. C. WKOY Bluefield, W. Va.
KDMS El Dorado, Ark. WLAY Muscle Shoals, Ala. WFHR Wisconsin Rapids, Wis.
KBTM Jonesboro, Ark. WONW Defiance, Ohio. WIS.
WCNX Middletown, Conn. WRJM Newport, R. I. KDAS Malvern-Hot Springs, Ark.
WPCF Panama City, Fla. WANS Anderson, S. C. KSMN Mason City, Iowa
WSIR Winter Haven, Fla. KFTS Texarkana, Tex. KDKD Clinton, Mo.
WFFM Fitchburg, Mass. WINA Charlottesville, Va. WOSC Fulton, N. Y.
WVGM Greenwood, Miss. WKFX Covington, Va. WYVE Wytheville, Va.
WATN Watertown, N. Y. WSV Harrisonburg, Va. Upper Midwest Broadcasting System
Wisconsin Network
Cotton Belt Group

DORA-CLAYTON AGENCY INC.

Atlanta 3—405 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Operated by Dora C. Cosse and Clayton J. Cosse.

Represents:

WSPC Anniston, Ala.	Forjoe & Co. Palmetto Network (S.C.)	WCPS* Tarboro, N. C.
WBCO* Bessemer-Birmingham, Ala.	WGGG Gainesville, Ga.	WGTM* Wilson, N. C.
WBYW Brewster, Ala.	WLAG LaGrange, Ga.	WAAA* Winston-Salem, N. C.
WHOS* Decatur, Ala.	WBRJ Jesup, Ga.	WFNS Burlington, N. C.
WOOF* Dothan, Ala.	WRGA Rome, Ga.	KFMJ Tulsa, Okla.
WOWL* Florence, Ala.	WKTG Thomasville, Ga.	KTOW Oklahoma City, Okla.
WETO Gadsden, Ala.	WGOV* Valdosta, Ga.	WAIM* Anderson, S. C.
WKAB* Mobile, Ala.	WGGG Gainesville, Fla.	WACA* Camden, S. C.
WMGY* Montgomery, Ala.	WME Miami, Fla.	WPAL Charleston, S. C.
WPNX* Phenix City, Ala.	WPCF Panama City, Fla.	WDPK* Columbia, S. C.
WJRD Tuscaloosa, Ala.	WTNT Tallahassee, Fla.	WDSB* Dillon, S. C.
WELD* Eudora, Ark.	WBEK Tampa, Fla.	WJMX* Florence, S. C.
KOWL* Santa Monica, Calif.	WVGM* Greenville, Miss.	WESC* Greenville, S. C.
WBBQ* Augusta, Ga.	WJXN* Jackson, Miss.	WTCY Rock Hill, S. C.
WDEC Americus, Ga.	WVMI Biloxi, Miss.	WCRS Greenwood, S. C.
WALB Albany, Ga.	WVIM* Vicksburg, Miss.	WATO Oak Ridge, Tenn.
WRFC Athens, Ga.	WLOU* Louisville, Ky.	WKPT Kingsport, Tenn.
WERD* Atlanta, Ga.	KENT* Shreveport, La.	WSOK* Nashville, Tenn.
WGAA Cedartown, Ga.	WRCS Ahsokie, N. C.	WDLA* Memphis, Tenn.
WPNX* Columbus, Ga.	WABZ Albemarle, N. C.	WDVA* Danville, Va.
WDMG Douglas, Ga.	WHKY Hickory, N. C.	WFHG Bristol, Va.
	WELS Kingston, N. C.	
	WSAT Salisbury, N. C.	

* Indicates stations with all or part Negro programs.

EVERETT-MCKINNEY INC.

New York 17—40 E. 49th St. Tel.: Plaza 9-3747.
Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9052.
Beverly Hills—111 N. LaCienega Blvd. Tel.: Crestview 5-2022.
San Francisco—233 Sansome St. Tel.: Yukon 6-2386.

Represents:

WTHH Hartford, Conn.	WHDL Olean, N. Y.	KWTK Waco, Tex.
WSTC Stamford, Conn.	WHCC Rochester, N. Y.	WLIP Kenosha, Wis.
KDMS Danville, Ill.	WNXT Portsmouth, Ohio	WMGA Moultrie, Ga.
KWHK Hutchinson, Kan.	WLEC Sandusky, Ohio	WBP Savannah, Ga.
WLAM Lewiston, Me.	KFLW Klamath Falls, Ore.	KSVL Alexandria, La.
WFOR Portland, Me.	KORE Eugene, Ore.	WABI Bangor, Me.
WBEC Pittsfield, Mass.	KSLM Salem, Ore.	WTVL Waterville, Me.
WAAB Worcester, Mass.	WPAM Pottsville, Pa.	WEOG Poughkeepsie, N. Y.
WENY Elmira, N. Y.	WRAC Williamsport, Pa.	KUNO Corpus Christi, Tex.

FORJEO & CO. INC.

New York 19—29 West 57th St. Tel.: Plaza 5-8501. Pres.: Joseph Bloom; Gen. Mgr.: Joseph Ruggiero; Sales Mgr.: Bernard Howard; Helen Wood; William Ashley; Eugene Litt.
Chicago 11—435 N. Michigan Ave. Tel.: Delaware 7-1874. Gen. Mgr.: William R. Wyatt; Tom Cinquina.

Los Angeles 14—1127 Wilshire Blvd. Tel.: Madison 6-8329. Mgr.: Lawrence Krasner.

San Francisco 5—591 Market St. Tel.: Sutter 1-7569. Mgr.: Zonabelle Samson.
Atlanta 3—405 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Mgr.: Clayton Cosse.
(Stations represented not reported.)

FREE & PETERS INC.

New York 22—444 Madison Ave. Tel.: Plaza 1-2700. Pres.: H. Preston Peters; Eastern Radio Sales Mgr.: Jones Scovern.
Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-6373. Mgr.: John A. Cory; Midwest Radio Sls. Mgr.: Arthur Bagge.

Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.
Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4225. Mgr.: W. W. Bryan.
Fort Worth 2—406 W. 7th St. Tel.: Fortune 3349. Mgr.: Joseph W. Evans.
Hollywood 28—6331 Hollywood Blvd. Tel.: 3-2151. Mgr.: Hal W. Hoag.
San Francisco 4—Russ Bldg. Tel.: Sutter 1-3798. Mgr.: William A. Morrison.

WBZ-WBZA Boston-Springfield	WHO Des Moines	WAOV Vincennes, Ind.
WGR Buffalo	WOC Davenport	KFDM Beaumont
KYW Philadelphia	WDZ Decatur, Ill.	KVAL Brownsville
KDKA Pittsburgh	WDSM Duluth-Superior	KRIS Corpus Christi
WFBL Syracuse	WDAY Fargo, N. D.	WBAP Fort Worth-Dallas
WCSC Charleston, S. C.	WOWO Fort Wayne	KXYZ Houston
WSP Charlotte	KMBC KFRM Kansas City	KTSA San Antonio
WIS Columbia, S. C.	WIRL Indianapolis	KBH Boise
WGH Norfolk-Newport News	WAVE Louisville	KVOD Denver
WPTT Raleigh-Durham	WTCN Minneapolis-St. Paul	KGMB-KHBC Honolulu-Hilo
WDBJ Roanoke	KFAB Omaha	KFX Portland, Ore.
	WMBD Peoria	KIRO Seattle
	KSD St. Louis	

GILL-KEEFE & PERNA INC.

New York 21—854 Madison Ave. Tel.: Templeton 8-4740. Pres.: Helen Gill; Exec. V.P.: John J. Perna Jr.
Chicago—75 E. Wacker Dr. Tel.: Central 6-2420.
Los Angeles—2330 W. Third St. Tel.: Dunkirk 7-4388.
San Francisco—37 Post St. Tel.: Sutter 1-5568.
(Stations represented not reported.)

PAUL GIRARD CO.

Dallas 1—314 Thomas Bldg. Tel.: Sterling 1037.
(Stations represented not reported.)

GENE GRANT & CO.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.
(Stations represented not reported.)

W. S. GRANT CO. INC.

San Francisco—703 Market St. Tel.: Exbrook 2-6855. Gen. Mgr.: W. S. Grant.
Los Angeles—1127 Sunset Blvd. Tel.: Madison 9-2853. Mgr.: Larry Krasner.
New York—33 W. 42d St. Tel.: Bryant 9-1374.
Chicago—812 N. Michigan Ave. Tel.: Superior 7-8177.
(Stations represented not reported.)

IRENE GRIFFITH

Hollywood 28—1341 No. Cahuenga Blvd. Tel.: Hillside 3912.
San Francisco 4—681 Market St. Tel.: Douglas 4475.
(Stations represented not reported.)

MELCHOR GUZMAN CO. INC.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. V. P. in Charge: A. M. Martinez.
(Represents stations in Cuba, Mexico, Puerto Rico, Central and South America)

(Continued on page 24)

The pieces fall into place...

RESEARCH

prepares every vital sales tool for salesmen in all offices..... presentations, market data, analyses of the competition, program information, reports on merchandising support, audience and coverage studies

PRODUCTION

pools its collective talents to put together in an eye-catching and attention-getting manner, all finished sales promotion material for sales use and trade distribution...a complete production unit, controlling all work from drawing board to printing press

TRAFFIC

in constant communication with all stations through TWX, telephone and Western Union... maintains an up-to-the-minute listing and control of schedules in all markets...coordinates sales activity with station availabilities

PROMOTION

alerts the trade to the selling power of our stations through ads, mailing pieces and sales presentations

SALES FORCE

hard-selling, experienced men who know their markets and have the radio know-how to clinch sales.. make direct calls and personal follow-ups on advertisers and agencies.. use all promotional material available to service old accounts and to solicit new ones

Shaping into a rewarding pattern of increased sales for **HEADLEY-REED** represented stations

Headley-Reed Company
Radio Station Representatives

NEW YORK CHICAGO ATLANTA PHILADELPHIA SAN FRANCISCO HOLLYWOOD

STATION REPRESENTATIVES

(Continued from page 22)

ARTHUR H. HAGG ASSOCIATES INC.

Chicago 1—360 N. Michigan Ave. Tel.: Central 6-7553. Mgr.: Arthur H. Hagg.
New York 17—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.

Represents:
KGNB Dodge City, Kan.

HEADLEY-REED CO.

New York—420 Lexington Ave. Tel.: Murray Hill 5-8701. Pres.: Frank W. Miller Sr.; Sec.-Treas.: Frank W. Miller Jr.; V. P.: W. B. Faber; V. P.-Mgr. N. Y. Office: Sterling B. Beeson

Chicago—230 N. Michigan Ave. Tel.: Franklin 2-4686. V. P.-Mgr.: John H. Wrath.
Detroit—2019 Penobscot Bldg. Tel.: Woodward 2-7371. Mgr.: Harold V. Barrett.
Atlanta—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman Jr.
San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Ralph W. Mitchell.
Hollywood—Tart Bldg. Tel.: Hillside 7738. Mgr.: Clark Barnes.
New Orleans—Le Circle Bldg. Tel.: Tulane 3363. Mgr.: Milton De Reyna Jr.
Philadelphia—1216 Lincoln Liberty Bldg. Tel.: Locust 4-0678. Mgr.: Robert S. Dome.

Represents:

WALA Mobile, Ala.	WSYR Syracuse, N. Y.	KOTA Rapid City, S. D.
WSFA Montgomery, Ala.	WTRY Troy, N. Y.	WHM Providence, R. I.
WDAC Columbus, Ga.	WONE Dayton, Ohio	WBML Macon, Ga.
WGLF Ft. Wayne, Ind.	WLAN Lancaster, Pa.	KBWL Waterloo, Iowa
WEAR Fall River, Mass.	WEEK Peoria, Ill.	WORC Worcester, Mass.
WSPN Saginaw, Mich.	WEPM Milwaukee, Wis.	WKHM Jackson, Mich.
KFBO St. Joseph, Mo.	WEU Reading, Pa.	WHK Cleveland, Ohio
WHLN Niagara Falls, N. Y.	WTOD Toledo, Ohio	WCOS Columbia, S. C.
WSJS Winston-Salem, N. C.	WFAS White Plains, N. Y.	KSFO San Francisco, Calif.
WKOW Madison, Wis.	WRDW Augusta, Ga.	WBRE Wilkes-Barre, Pa.
WFMY Youngstown, Ohio	WKMH Dearborn, Mich.	WSCR Scranton, Pa.
WSAN Allentown, Pa.	WTKO Meridian, Miss.	WKAT Miami, Fla.

GEORGE P. HOLLINGBERY CO.

Chicago 1—307 N. Michigan Ave. Tel.: Andover 3-2636. Mgr.: George P. Hollingbery.

New York 18—500 Fifth Ave. Tel.: Bryant 9-3960. Mgr.: F. E. Spencer Jr.
Atlanta 3—223 Peachtree St. Tel.: Cypress 1489. Mgr.: Richard N. Hunter.
San Francisco 4—400 Montgomery St. Tel.: Douglas 2-1792. Mgr.: Knox LaRue.
Los Angeles 13—411 W. Fifth St. Tel.: Madison 6-3633. Mgr.: Harry H. Wise Jr.

Represents:

WADC Akron Ohio	KTSM El Paso, Tex.	WJAS Pittsburgh, Pa.
WAEB Allentown, Pa.	WEAU Eau Claire, Wis.	KOLO Reno, Nev.
WQXI Atlanta, Ga.	WJFS Evansville, Ind.	WHAM Rochester, N. Y.
WJEF Augusta, Ga.	KYNO Fresno, Calif.	KUTA Salt Lake City, Utah
KFMC Bakersfield, Calif.	WBIG Greensboro, N. C.	KITO San Bernardino, Calif.
WJBO Baton Rouge, La.	KPOA Honolulu, Hawaii	KIST Santa Barbara, Calif.
WBCM Bay City, Mich.	WJDX Jackson, Miss.	WARM Scranton, Pa.
WBNR Binghamton, N. Y.	KGHI Little Rock, Ark.	KVI Seattle, Wash.
KGEM Boise, Ida.	WLVA Lynchburg, Va.	KSCJ Sioux City, Iowa
*WGN Chicago, Ill.	WISC Madison, Wis.	WORD Spartanburg, S. C.
WRBL Columbus, Ga.	WIOD Miami, Fla.	WSPR Springfield, Mass.
WBTM Danville, Va.	WQUA Moline, Ill.	KGBX Springfield, Mo.
WHIO Dayton, Ohio	WSIX Nashville, Tenn.	WWEZ New Orleans, La.
WWTJ Detroit, Mich.	WWEZ New Orleans, La.	KSTN Stockton, Calif.
WEEC Duluth, Minn.	KOOL Phoenix, Ariz.	KCNB Tucson, Ariz.

Arrowhead Network

* Except in Chicago, New York, Boston, Detroit, Minneapolis, Milwaukee, Cincinnati, Philadelphia.

HAL HOLMAN CO.

Chicago 1—380 N. Michigan Ave. Tel.: Franklin 2-0016. Mgr.: Hal Holman.

New York—535 Fifth Ave. Tel.: Murray Hill 7-5365. Mgr.: Ed Devney.
Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 5048. Mgr.: Tracy Moore.

Represents:

WTCM Traverse City, Mich.	WLDS Jacksonville, Ill.	KGLN Glenwood Spring, Col.
WATT Cadillac, Mich.	WJOL Joliet, Ill.	KFXJ Grand Junction, Col.
WATZ Alpena, Mich.	WKAN Kankakee, Ill.	KFKA Greeley, Col.
WMBN Petoskey, Mich.	WVLN Olney, Ill.	KGAR Garden City, Kan.
WATC Gaylord, Mich.	WSIV Pekin, Ill.	KJCK Junction City, Kan.
WABJ Adrian, Mich.	WWCA Gary, Ind.	KNEB Scottsbluff, Neb.
WHRB Benton Harbor, Mich.	*WIBC Muncie, Ind.	KCFW Kearney, Neb.
*WIBM Jackson, Mich.	WKAM Warsaw, Ind.	KWAL Wallace, Idaho
WMUS Muskegon, Mich.	KFIZ Fond du Lac, Wis.	WLSB Birmingham, Ala.
WCEN Mt. Pleasant, Mich.	WVAUX Waukesha, Wis.	WGWC Selma, Ala.
WBYV Belleville, Ill.	WSPST Stevens Point, Wis.	WHIR Danville, Ky.
WCAZ Carthage, Ill.	WGNB Murfreesboro, Tenn.	WMK Middleboro, Ky.
WHQW Clinton, Ill.	WCRK Morristown, Tenn.	WAYX Waycross, Ga.
WLBH Mattoon, Ill.	WTPR Paris, Tenn.	KDSJ Deadwood, S. D.
	KIUP Durango, Col.	

DON HOWARD & CO.

Del Rio, Tex.—Foster Bldg. Tel.: 1745. Owner: Don Howard.

XEDM Hermosillo
Represents:
XEFW Tampico

H-R REPRESENTATIVES INC.

New York 17—405 Lexington Ave. Tel.: Murray Hill 9-2908. Pres.-Treas.: Frank M. Headley; Exec. V.P.: Dwight S. Reed; V.P.-Sec.: Frank E. Pellegrini; V.P.: Paul R. Weeks; V.P.: Carlin S. French; Allan W. Kerr, James W. LeBaron, Lou Faust, Joseph Amato, Walter Dunn.

Chicago 3—79 W. Monroe St. Tel.: Randolph 6-0113. Dwight S. Reed, Carlin S. French, William B. Ogden.

San Francisco—110 Sutter St. Tel.: Ekbroom 2-3407. James M. Alpaugh.

Hollywood—710 Equitable Bldg. Tel.: Granite 1480. V.P.: Harold Lindley.

Represents:

KMPC Los Angeles	WTSP St. Petersburg, Fla.	WNAC Boston
WROK Rockford, Ill.	KNOE Monroe, La.	WEAN Providence, R. I.
WFBG Altoona, Pa.	WNOE New Orleans	WILD Birmingham, Ala.
WJIM Lansing, Mich.	WJW Cleveland	WING Dayton, Ohio
WMSO Columbia, S. C.	WGFG Kalamazoo, Mich.	KSOX Harlingen, Tex.
WCOI Columbus, Ohio	WNS Hartford, Conn.	KFEP Houston, Tex.
KMIJ Grand Island, Neb.	WSOC Charlotte, N. C.	WLEZ Springfield, Ohio
WLOK Lima, Ohio	WNNC Asheville, N. C.	WELI New Haven, Conn.
WHUM Reading, Pa.	KXXX Colby, Kan.	WOR New York
KJES San Francisco	WIKK Erie, Pa.	Yankee Network

* West Coast only.

INDIE SALES INC.

New York 17—60 E. 42d St. Tel.: Murray Hill 2-4813. Mgr.: Jack Koste.

Chicago 1—228 N. LaSalle St. Tel.: State 5096.

Detroit 26—Park Avenue Bldg. Tel.: Woodward 2-7298.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.

San Francisco—681 Market St. Tel.: Yukon 6-0621.

(Stations represented not reported)

INTER-AMERICAN PUBLICATIONS INC.

New York 17—41 E. 42d St. Tel.: Murray Hill 2-0880. Pres.: Angel Ramos; V. P.-Treas.: Jose Oviedo; Sec.: Frank Navarro.

Represents:

WKAQ San Juan, P. R. WKJB Mayaguez, P. R. WPAB Ponce, P. R.

INTER-STATE UNITED NEWSPAPERS

New York—545 Fifth Ave. Tel.: Murray Hill 2-5452.

Chicago—25 E. Jackson Blvd. Tel.: Webster 9-7260.

Detroit—2146 St. Antoine St. Tel.: Cadillac 4497.

Los Angeles—4822 S. Avalon Blvd.

Represents:

WNOP Newport, Ky.- KFRD Rosenberg, Tex. WHOD Homestead, Pa.-
Cincinnati KCNC Fort Worth, Tex. Pittsburgh
WUSN Charleston, S. C. KPRS Kansas City, Mo. WRNO Orangeburg, S. C.
KSKY Dallas, Tex. WMRA Montgomery, Ala.

FRED R. JONES & SON

Chicago—228 N. La Salle St. Tel.: State 2-5096.

Donald Cooke, Inc. Hil F. Best Co. Indie Sales Inc.

THE KATZ AGENCY

New York 22—488 Madison Ave. Tel.: Plaza 9-4460. Radio Sales Mgr.: M. S. Kellner.

Chicago 1—307 N. Michigan Ave. Tel.: Central 6-7343. Mgr.: Gerald H. Gunst.

Detroit 26—Penobscot Bldg. Tel.: Woodward 3-8420. Mgr.: Ralph Bateman.

Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.: Thomas J. Flanagan Jr.

Atlanta 3—22 Marietta St. Tel.: Alpine 1637. Mgr.: Fred M. Bell.

Dallas 1—505 N. Ervay St. Tel.: Riverside 4036. Mgr.: David Rutledge.

San Francisco 4—Russ Bldg. Tel.: Sutter 1-7434. Mgr. Stanley J. Reulman.

Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Richard Hasbrook.

Represents:

KLZ Denver	WNAX Sioux City-Yankton	WMMN Fairmont, W. Va.
WGBS Miami, Fla.	WWL New Orleans	WISN Milwaukee
WDAE Tampa	KGHL Billings, Mont.	WJBK Detroit
*WAGA Atlanta	WXKW Albany, N. Y.	WFDF Flint, Mich.
*WTOC Savannah	WKRC Cincinnati	WOOD Grand Rapids, Mich.
KGU Honolulu	WSPD Toledo, Ohio	KWK St. Louis
WEOA Evansville, Ind.	WKY Oklahoma City	WBR Buffalo, N. Y.
WFBM Indianapolis	WFIL Philadelphia	WHIS Bluefield, W. Va.
WCEE Pittsburgh	WREC Memphis	KCMO Kansas City, Mo.
KRNT Des Moines	WLAC Nashville	WMAL Washington, D. C.
WNHC New Haven	KHQ Spokane, Wash.	WSAZ Huntington, W. Va.

* The Georgia Trio.

JOHN KEATING

Portland, Ore.—Alderway Bldg. Tel.: Beacon 4107. Mgr.: Don P. Motter.

Seattle, Wash.—2d & Pine Bldg. Tel.: Elliott 6520. Mgr.: Jack Ellison.

Special regional representation of Oregon, Washington and Idaho stations:

KVAS Astoria, Ore.	KIHR Hood River, Ore.	KRSC Seattle, Wash.
KRNR Roseburg, Ore.	KTFI Twin Falls, Idaho	KCA Spokane, Wash.
KFJI Klamath Falls, Ore.	KSRV Ontario, Ore.	KTEM Eureka, Calif.
KSLM Salem, Ore.	KIT Yakima, Wash.	KONP Port Angeles, Wash.
KOOS Coos Bay, Ore.	KWRC Pendleton, Ore.	KVAN Vancouver, Wash.
KBNB Bend, Ore.	KODL The Dalles, Ore.	KPKW Pasco, Wash.
KBKR Baker, Ore.	KWIL Albany, Ore.	KMO Tacoma, Wash.
KORE Eugene, Ore.	KRCL Lewiston, Idaho	KNPT Newport, Ore.
KMED Medford, Ore.	KELS Longview, Wash.	KRUL Corvallis, Ore.
KUN Grants Pass, Ore.	KELA Centralia, Wash.	KAPA Raymond, Wash.
KLBM LaGrande, Ore.	KGY Olympia, Wash.	KOMW Onnack, Wash.
KWIN Ashland, Ore.	KBKW Aberdeen, Wash.	
KTIL Tillamook, Ore.	KKVO Bellingham, Wash.	
KFXD Boise-Nampa, Idaho	KPO Wenatchee, Wash.	
	KTEL Walla Walla, Wash.	

KEENAN, HUNTER & DIETRICH

San Francisco 4—235 Montgomery St. Tel.: Douglas 2-1323. Mgr.: W. Hubbard Keenan.

Los Angeles 5—638 S. Van Ness Ave. Tel.: Dunkirk 8458. Mgr.: George G. Dietrich.

Represents:

The O. L. Taylor Co.

THE KENNEDY CO.

Philadelphia 7—1404 Lincoln-Liberty Bldg. Tel.: Rittenhouse 6-8546. Mgr.: Malcolm E. Kennedy.

New York—342 Madison Ave. Mgr.: Foster G. Bowen.

WFGP Atlantic City, N. J.

WBBZ Vineland, N. J.
WHVR Hanover, Pa.
WCAM, N. J.

* Pennsylvania only.

KETELL-CARTER

Boston—John Hancock Bldg. Tel.: Liberty 2-5799. Partners: Elmer Kettell, Marjorie Carter.

Represents in New England:

WHUC Ithaca, N. Y.	WABJ Bangor, Me.	WCAP Lowell, Mass.
WHIM Providence, R. I.	WMOU Berlin, N. H.	WBCF Pittsfield, Mass.
WTWN St. Johnsbury, Vt.	WACE Chicopee, Mass.	WFEE Manchester, N. H.
WIKI Newport, Vt.	WEIM Fitchburg, Mass.	WBRV Waterbury, Conn.
WHWB Rutland, Vt.	WKOX Framingham, Mass.	WTVL Waterville, Me.
WCCC Hartford, Conn.	WHAV Haverhill, Mass.	WORC Worcester, Mass.
WALE Fall River, Mass.	WKNE Keene, N. H.	WHEB Portsmouth, N. H.
WSYR Syracuse, N. Y.	WLNH Laconia, N. H.	WKXL Concord, N. H.
	WLAM Lewiston, Me.	

New Hampshire Group
Pine Tree Group

North Eastern Broadcasting System
Bay State Group of Stations

A. LEWIS KING

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-8276.

Represents:
WBXN New York

ORVILLE LAWSON & ASSOC.

Minneapolis 2—935 Northwestern Bank Bldg. Tel.: Geneva 9631. Owner: Orville F. Lawson. Office Mgr.: Lillian Carney.

(Stations represented not reported)

JOSEPH HERSHEY MCGILLVRA INC.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres.: Joseph H. McGillvra.

Chicago 1—185 N. Wabash Ave. Tel.: State 2-5282. V.P. & Mgr.: Hub. Jackson.

Beverly Hills—111 N. LaCienega Blvd. Tel.: Bradshaw 2-4727. Mgr.: Lee F. O'Connell.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Mgr.: William A. Ayres.

FRANK J. McHUGH JR.

Portland 4—710 Lewis Bldg. Tel.: Broadway 3210.

(Stations represented not reported)

MEDIA REPRESENTATIVES INC.

New York 17—270 Park Ave. Tel.: Murray Hill 8-4777. U. S. Office: Albert C. Capotosto, Helen M. L. Leary, James C. Fletcher Jr.

Manila—J. M. Timbol.

Represents:

DZMB Manila
DZRH Manila

Manila Broadcasting Co., Manila
DYBU Cebu

BROADCASTING • Telecasting

ROBERT MEEKER ASSOCIATES INC.

New York 17—521 Fifth Ave. Tel.: Murray Hill 2-2170. Gen. Mgr.: Robert D. C. Meeker; Eastern Mgr.: Louis J. F. Moore; Edgar B. Filion, Ben F. Conway, Glenn Lau.
 Chicago 1—333 N. Michigan Ave. Tel.: Central 6-1742. Mgr.: Carlton F-J Jewett; Lois Thompson.
 San Francisco 4—Russ Bldg. Tel.: Yukon 6-4940. Mgr.: Donald L. Pontius.
 Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408. Mgr.: Tracy Moore.

Represents:

WDEL Wilmington, Del.	WGVK Charleston, W. Va.	WHKK Akron, Ohio
WKNE Keene, N. H.	WDWS Champaign, Ill.	WCLT Newark, Ohio
WCLL Corning, N. Y.	*WIND Chicago	WSAU Wausau, Wis.
WKNY Kingston, N. Y.	WTTT Bloomington, Ind.	WEHY Appleton, Wis.
*WMCA New York	WBAT Marion, Ind.	WJNO West Palm Beach, Fla.
WGAT Utica, N. Y.	WKBV Richmond, Ind.	KVOL Lafayette, La.
WHOL Allentown, Pa.	*KIOA Des Moines	KBIG Los Angeles
WETA Altoona, Pa.	WBEQ Dubuque, Iowa	KMOD Modesto, Calif.
WEST Easton, Pa.	WSON Henderson, Ky.	KCRSA Sacramento, Calif.
WKBO Harrisburg, Pa.	WHOP Hopkinsville, Ky.	KUGN Eugene, Ore.
WAZL Hazleton, Pa.	WPAD Paducah, Ky.	KMED Medford, Ore.
WGAL Lancaster, Pa.	WKBZ Muskegon, Mich.	KGON Portland, Ore.
WKST New Castle, Pa.	*WLWL Minneapolis	KVOS Bellingham, Wash.
WRWA Reading, Pa.	KROC Rochester, Minn.	KWIE Kennewick, Wash.
WMB5 Uniontown, Pa.	KYSM Mankato, Minn.	KPQ Wenatchee, Wash.
WORK York, Pa.	KFSB Joplin, Mo.	

* Represented on West Coast only.

CLYDE MELVILLE CO.

Dallas—402 Melba Bldg. Tel.: Sterling 1558. Owner: Clyde B. Melville.

Represents:

KAMQ Amarillo, Tex.	WGVW Greenville, Miss.	KCNV San Marcos, Tex.
KTXN Austin, Tex.	KHBR Hillsboro, Tex.	KTF5 Texarkana, Tex.-Ark.
KTKB Big Spring, Tex.	KTHT Houston, Tex.	KTNM Tucumcari, N. M.
KSTB Breckenridge, Tex.	KSEL Lubbock, Tex.	XEO Brownsville-Matamoros
KICA Clovis, N. M.	KDAS Malvern, Ark.	XEOR McAllen-Reynosa
KSTA Coleman, Tex.	WHHM Memphis, Tenn.	
KDMS El Dorado, Ark.	KGNB New Braunfels, Tex.	
KGAF Gainesville, Tex.		

Cotton Belt Group

NATIONAL BROADCASTING CO. (NBC SPOT)**National Spot Sales Dept.**

New York—30 Rockefeller Plaza. Tel.: Circle 7-8300. Dir.: Thomas B. McFadden
 National Sales Mgr. Radio: William Davidson; Eastern Radio Sales Mgr.: Joseph Goodfellow; Sales Development, Adv., Prom. Mgr.: H. W. Shepard;
 Sales Service Mgr.: Caroline Herbert; Manager Represented Stations: Richard Close.
 Chicago—Merchandise Mart. Tel.: Superior 7-8300. Central Division Sales Mgr.: Robert Flanigan.
 Cleveland—815 Superior Ave. N. E. Tel.: Cherry 0942. Radio Sales Rep.: Robert C. Miller.
 Hollywood—Sunset and Vine. Tel.: Hollywood 9-6161. Sales Rep.: William McDaniel.
 San Francisco—Taylor and O'Farrell Sts. Tel.: Graystone 4-8700. Sales Rep.: Carl Nielsen.
 Atlanta and Charlotte—Represented by Bomar Lowrance & Assoc., 513 South Tryon St., Charlotte, N. C., and 774 Spring St., NW, Atlanta, Ga.
 Represents Owned Stations:
 WNBC New York KNBC San Francisco WTAM Cleveland
 WMAQ Chicago WRN Washington

NATIONAL TIME SALES

New York 17—17 E. 42d St. Tel.: Murray Hill 2-0810. Sales Mgr.: Arthur Gordon;
 Asst. Sales Mgr.: Robert J. Klizer.
 Los Angeles—672 S. Lafayette Park Place. Harlan G. Oakes.
 Chicago—3216 Pure Oil Bldg. Paul Elsberry.
 (Stations represented not reported)

HARLAN G. OAKES & ASSOCIATES

Chicago: 307 N. Michigan. Tel.: Central 6-4437.
 San Francisco—26 O'Farrell St., Rm. 609. Tel.: Yukon 6-5936.
 Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200.
 New York—17 E. 42d St. Tel.: Murray Hill 2-0810.

Represents:

XEO Matamoros-XEOR Reynosa, Tam. (Brownsville-McAllen, Tex.)	*CFRN Edmonton, Alta.	KLVL Pasadena, Tex. (Houston)
KCOR San Antonio	*CFCN Calgary, Alta.	XEMU Piedras Negras, Coah. (Eagle Pass, Tex.)
KTXN Austin, Tex.	XEAS Nuevo Laredo, Tam. (Laredo, Tex.)	KVVL Ventura, Calif.
KIFN Phoenix, Ariz.	XEJ Ciudad Juarez, Chih. (El Paso, Tex.)	KBIS Bakersfield, Calif.
XED Mexicali, B. C. (Calexico, Calif.)	XEAC Tijuana, B. C. (San Diego, Calif.)	KBOX Modesto, Calif.
KEXO Grand Junction, Col.		KALI Pasadena, Calif.
*CFQC Saskatoon, Sask.		

* Represents on West Coast only.

LEE F. O'CONNELL CO.

Beverly Hills, Calif.—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Pres.-Mgr.: Lee F. O'Connell.
 San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981, William A. Ayres.
 (Stations represented not reported)

PACIFIC NORTHWEST BROADCASTERS

Portland 7—Orpheum Bldg. Tel.: Broadway 6451.
 New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830.
 Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5771.
 Kansas City—1012 Baltimore St. Tel.: Victor 0021.
 Hollywood 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408.
 San Francisco 4—79 Post St. Tel.: Exbrook 2-8033.
 Spokane 4—Television Center. Tel.: Madison 1218.
 Butte—c/o KXLF. Tel.: 2-2944.
 (Stations represented not listed)

PAN AMERICAN BROADCASTING CO.

New York—17 E. 42d St. Tel.: Murray Hill 2-0810. Mgr.: E. Bernald.
 Chicago—Pure Oil Bldg., Rm. 3218. Tel.: State 2-7942. Paul Elsberry.
 Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200. Harlan G. Oakes.

Represents stations in:

AFRICA:	SOUTH AMERICA:	CENTRAL AMERICA:
South Africa	Bolivia	Costa Rica
North Africa	Chile	El Salvador
Liberia	Colombia	Honduras
Mozambique	Dutch Guiana	Nicaragua
Angola	Ecuador	Panama
	Paraguay	Guatemala
	Peru	Mexico
ASIA:	Venezuela	Dominican Republic
China		Haiti
Formosa	EUROPE:	Puerto Rico
Japan	France	
India	Portugal	FIJI ISLANDS
Pakistan	Spain	VIRGIN ISLANDS
Ceylon	England	AUSTRALIA
	Germany	

JOHN E. PEARSON CO.

New York—250 Park Ave. Tel.: Plaza 8-2255. John E. Pearson, Russ Walker, Wm. M. Wilson, Ray Henze.
 Chicago—333 N. Michigan Ave. State 2-7494. Mgr.: Frank M. Reed. C. D. Stitt, Juanita Hall.
 Dallas—1312 1/2 Commerce St. Tel.: Prospect 3723. Mgr.: Robert M. Baird.
 Minneapolis—1406 Northwestern Bank Bldg. Tel.: Lincoln 5689. James Bowden, Betty Pearson.
 Los Angeles—684 S. Lafayette Park Place. Tel.: Dunkirk 7-4388. Robert W. Walker, Bambi Herrington.
 San Francisco—57 Post St. Tel.: Sutter 1-5568. Rogers Parratt, Vena Monroe.
 (Stations represented not listed)

JOHN H. PERRY ASSOC.

New York 17—128 E. 56th St. Tel.: Eldorado 5-3197. Gen. Mgr.: William K. Dorman.
 Philadelphia 7—12 S. 12th St. Tel.: Walnut 2-3555. Mgr.: Robert Hitchings.
 Chicago 3—122 S. Michigan St. Tel.: Harrison 7-8085. Mgr.: F. W. Thurnau.
 Detroit 2—855 Atkinson Ave. Tel.: Trinity 5-1803. Mgr.: John F. Cole.
 Atlanta 3—72 11th St. N.E. Tel.: Alpine 7892. Mgr.: Francis A. Milligan.
 Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: V. E. Atkinson.
 San Francisco 3—3 Third St. Tel.: Garfield 1-6740. Mgr.: Burton L. Beggs.

Represents:

WCOA Pensacola, Fla.	WWPG Palm Beach, Fla.	WTMC Ocala, Fla.
WJHP Jacksonville, Fla.	WNDB Daytona Beach, Fla.	WDLF Panama City, Fla.

EDWARD PETRY & CO. INC.

New York 22—488 Madison Ave. Tel.: Murray Hill 8-0200. Mgr.: Lawrence Field.
 Chicago 11—400 N. Michigan Ave. Tel.: Whitehall 4-0011. Mgr.: Edward E. Voynow.
 Detroit 2—General Motors Bldg. Tel.: Trinity 5-1035. Mgr.: William Cartwright.
 San Francisco 4—Russ Bldg. Tel.: Yukon 2-9631. Mgr.: Earle H. Smith.
 Los Angeles 14—523 W. Sixth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
 St. Louis 3—915 Olive St. Tel.: Chestnut 7191. Mgr.: George Kercher.
 Dallas 2—Life of America Bldg. Wood & Akard Sts. Tel.: Prospect 3593. Mgr.: Buell Herman.

Represents:

WSB Atlanta	KSTP St. Paul	WMAS Springfield, Mass.
WFAA Dallas-Ft. Worth	WSM Nashville	KVOO Tulsa, Okla.
KPRC Houston	WSMB New Orleans	KFH Wichita, Kan.
KARM Fresno, Calif.	WTAR Norfolk	KTES Shreveport, La.
KFOR Lincoln, Neb.	KOL Omaha	WIP Philadelphia
KGA Spokane	KGW Portland, Ore.	KPHO Phoenix
WBAL Baltimore	WRNL Richmond	KSO Des Moines
KARK Little Rock, Ark.	WOAI San Antonio	WJZ New York
KECA Los Angeles	KOMO Seattle	KGO San Francisco
KOA Denver	Texas Quality Network	

RADIO REPRESENTATIVES INC.

New York—480 Lexington Ave. Tel.: Murray Hill 8-4342. Pres.: Harry S. Goodman; V. P. Chg. New York: Peggy Stone.
 Chicago—75 E. Wacker Drive. Tel.: Financial 6-0982. V. P. Chg. Chicago: Ed Nickey.
 (Stations represented not listed)

WILLIAM G. RAMBEAU CO.

New York 17—347 Madison Ave. Tel.: Murray Hill 8-5940. Pres.: William G. Rambeau; Vice Pres. in Chg. N. Y. Office: James A. Wethington.
 Chicago 1—333 N. Michigan Ave. Tel.: Andover 3-5566. Mgr.: Nick Bolton.
 Los Angeles 5—1746 N. Las Palmas Ave. Tel.: Hillside 0388. Mgr.: Jack Porter.
 Minneapolis 2—625 Second Ave., Suite 326-327. Tel.: Lincoln 7017. Mgr.: Vivian Bulmer.
 San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: William Ayers.
 (Stations represented not listed)

PAUL H. RAYMER CO. INC.

New York 22—444 Madison Ave. Tel.: Plaza 9-5570. Pres.: Paul H. Raymer; Exec. V.P. in charge AM operations: Fred Brokaw; Dir. Sales Research & Prom.: Mark Finley.
 Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-4473. V.P.-Mgr.: G. C. Packard.
 Boston 18—Stalder Office Bldg. Tel.: Hubbard 2-3225. Mgr.: Paul Tiemer.
 Detroit 26—2949 Penobscot Bldg. Tel.: Woodward 3-0764. Mgr.: Robert B. Rains.
 Memphis 1—Hotel Chisca. Tel.: Memphis 37-3813. Mgr.: Hugh Murphy.
 San Francisco 4—Russ Bldg. Tel.: Douglas 2-8909. Mgr.: L. Ray Rhodes.
 Hollywood 28—1680 Vine St. Tel.: Hudson 2-2376. Mgr.: John D. Gale.

Represents:

WPRO Providence	McClatchy Beeline	KOH Reno
WDRS Hartford	Arizona Broadcasting System	KSFD San Diego
KTAR Phoenix	New England Major Market Group	WSBT South Bend, Ind.
KVOA Tucson	WQXR New York	WTAG Worcester, Mass.
KTMS Santa Barbara, Calif.	KFBK Sacramento, Calif.	WKCX El Centro, Calif.
KCOY Santa Maria, Calif.	KERN Bakersfield, Calif.	WKYC Columbus, Ohio
WKBN Youngstown, Ohio	KMJ Fresno, Calif.	WKJG Fort Wayne, Ind.
WLOF Orlando, Fla.	KWG Stockton, Calif.	KIHO Sioux Falls, S. D.
WDNC Durham, N. C.	WCAO Baltimore	WARC Rochester, N. Y.
	WBRC Birmingham	
	WDOD Chattanooga	
	WTAC Flint, Mich.	
	WTOL Toledo	

O. J. REISS

New Orleans 12—904 Maritime Bldg. Tel.: Magnolia 2917.
 (Stations represented not reported.)

DONALD RICH

New York—Suite 903, 1564 Broadway. Tel.: Judson 6-5547.
 (Stations represented not reported)

SCHEERER & CO.

Chicago—35 E. Wacker Dr. Tel.: State 2-7942.
 (Stations represented not reported.)

THE SCHEPP-REINER CO.

New York—16 E. 43d St. Tel.: Murray Hill 2-8540. S. J. Reiner.
 (Stations represented not listed)

DUNCAN A. SCOTT & CO.

San Francisco—Mills Bldg. Owner: Duncan A. Scott.
 Los Angeles—2978 Wilshire Blvd. Tel.: Duquesne 8-4151. Mgr.: A. O. Dillenbeck Jr.

Represents:

KLAC Los Angeles*	KFQD Anchorage, Alaska	KIFW Sitka, Alaska
KINY Juneau, Alaska	KIBB Seward, Alaska	KLX Oakland, Calif.†
KTKN Ketchikan, Alaska	KFBP Fairbanks, Alaska	
	Broadcasting Corp. of America Network	
	Alaska Broadcasting System	

* Except in Los Angeles.
 † Except in San Francisco.

(Continued on page 26)

STATION REPRESENTATIVES

(Continued from page 25)

SEARS & AYER

Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.
New York—295 Madison Ave. Tel.: Murray Hill 9-2586.
San Francisco—681 Market St. Tel.: Yukon 6-9621.
Los Angeles—5225 Wilshire Blvd. Tel.: York 8812.
St. Louis—316 N. 8th St. Tel.: Central 2391.

Represents:

WKTM Mayfield, Ky.	KPDN Palapa, Tex.	WFTL Ft. Lauderdale, Fla.
WPAJ Paducah, Ky.	WPUV Pulaski, Va.	WOKZ Alton, Ill.
KSLD Opelousas, La.	WLPAM Suffolk, Va.	WROY Carmi, Ill.
WGBO Bay City, Mich.	WRAC Racine, Wis.	WTMV East St. Louis, Ill.
WPBC Minneapolis, Minn.	KSPR Casper, Wyo.	WEAW Evanston, Ill.
WGCM Gulfport, Miss.	WFRS Alexander City, Ala.	WFRL Freeport, Ill.
WJFR Greenville, Miss.	WHMA Anniston, Ala.	WGGH Marion, Ill.
WQBC Vicksburg, Miss.	WVOF Dothan, Ala.	WCMY Ottawa, Ill.
KWOS Jefferson City, Miss.	WJBY Gadsden, Ala.	WTVH Peoria, Ill.
WMBH Joplin, Mo.	WFUN Huntsville, Ala.	WCVS Springfield, Ill.
KIRK Kirksville, Mo.	WHBB Selma, Ala.	WVCA Gary, Ind.
KFTS Springfield, Mo.	WBCR Tuscaloosa, Ala.	KSTT Davenport, Iowa
WFNS Burlington, N. C.	WLCR Torrington, Conn.	

STEPHENS & TOWNDROW

Toronto—35 King St., W. Tel.: Empire 6-4221. Mgrs.: Bill Stephens, Ernest Towndrow.

(Stations represented not reported)

STORER BROADCASTING CO.*

New York 22—488 Madison Ave. Tel.: Eldorado 5-7690.

Owned Stations:

WVVA Wheeling, W. Va.	WMMN Fairmont, W. Va.	WGBS Miami, Fla.
WSPD Toledo, Ohio	WSAI Cincinnati, Ohio	WJBK Detroit, Mich.
	WAGA Atlanta, Ga.	

* In addition, all stations are represented by The Katz Agency, except WVVA (Blair & Co.) and WSAI (Avery-Knodel Co.).

TALLCORN NETWORK

Des Moines—501 Gardner Bldg. Tel.: 3-6502.

(Stations represented not reported)

THE O. L. TAYLOR CO.

New York 22—488 Madison Ave. Tel.: Murray Hill 8-1088. Pres.: Lloyd George Venard; Sec.-Treas.: F. Dodderer.

Chicago 1—360 North Michigan Avenue. Tel.: State 2-5260. Howard B. Meyers.
Dallas 1—1024 Life of America Bldg. Tel.: Riverside 5663. Fred L. Vance.
Los Angeles 13—638 South Van Ness Ave. Tel.: Fairfax 8458. George G. Dietrich.
San Francisco—235 Montgomery St. Tel.: Douglas 2-1323. W. Hubbard Keenan.
Atlanta 3—301 Glenn Bldg. Tel.: Alpine 3080. James S. Ayers.
Boston—715 Little Bldg. Tel.: Hubbard 2-4370. Bertha Bannan.

Represents:

KWKC Abilene, Tex.	WKBH La Crosse, Wis.	WPAY Portsmouth, Ohio
KGNC Amarillo, Tex.	WLS Lansing, Mich.	WPJB Providence, R. I.
WLOS Asheville, N. C.	KLRA Little Rock, Ark.	KTXL San Angelo, Tex.
KTEC Austin, Tex.	WINN Louisville, Ky.	KTRI Sioux City, Iowa
WCHM Baltimore	KFYO Lubbock, Tex.	KELO Sioux Falls, S. D.
WLA W Boston	KTRE Lufkin, Tex.	WAGE Syracuse, N. Y.
KBUR Burlington, Iowa	WMAN Mansfield, Ohio	KCMC Tekarkana, Tex.
WHBC Canton, Ohio	WCAN Milwaukee	KTEB Tyler, Tex.
WZLW Cleveland, Ohio	KMLB Monroe, La.	KRGV Westaco, Tex.
WRFD Columbus, Ohio	WCOV Montgomery, Ala.	KANS Wichita, Kan.
KEYS Corpus Christi, Tex.	KTKO Oklahoma City, Okla.	KFDX Wichita Falls, Tex.
KROD El Paso, Tex.	WBSR Pensacola, Fla.	WTOB Winston-Salem, N. C.
WPDQ Jacksonville, Fla.		

Ken & Carolyn's Kitchen of New England
Oklahoma Network
Southwest Network

W. M. TEMPLE & ASSOC.

Kansas City 6, Mo.—1012 Baltimore, 806-7. Tel.: Victor 0021. Mgr.: W. M. Temple.

Represents:

The Walker Representation Co.

TRANSIT RADIO INC.

Cincinnati 2—1109 Union Trust Bldg. Tel.: Dunbar 7775. Board Chairman: Hulbert Taft Jr.; Pres.: Richard C. Crisler.

Represents:

KCMO-FM Kansas City, Mo.	WBUZ (FM) Bradbury Heights, Md.	WKJF (FM) Pittsburgh
KTNT (FM) Tacoma, Wash.	WKRC-FM Cincinnati	WVDC-FM Washington
KXOK-FM St. Louis	WGTR (FM) Worcester, Mass.	WTOA (FM) Trenton, N. J.

UNITED BROADCASTING CO.

New York 17—507 Fifth Ave. Tel.: Murray Hill 7-4758. Mgr.: Robert L. Wittig.
Washington—8th & Eye Sts. N.W. Tel.: Republic 6000. Mgr.: Richard Eaton.
Baltimore 1—812 Charles St. Tel.: Albert 8250. Mgr.: Albert R. Lamphear.
Richmond, Va.—513 E. Main St. Tel.: 3-8368. Mgr.: Richard C. Scheele.
Cleveland—2157 Euclid Ave. Tel.: Superior 1-4424.

Represents Owned Stations:

WOOK Washington	WINX Rockville, Md.	WANT Richmond, Va.
WFAN (FM) Washington	WSD Baltimore	WJMO Cleveland
	WARK Hagerstown, Md.	

THE WALKER REPRESENTATION CO. INC.

New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830. Pres.: Wythe Walker; V.P.: C. Otis Rawatt.

Chicago 1—360 N. Michigan Ave. Tel.: Andover 3-5771. Mgrs.: Wythe Walker, Ralph C. Kelley.

Kansas City—1012 Baltimore St. Tel.: Victor 0021. Mgr.: William Temple.

Los Angeles 3—672 S. Lafayette Park Pl. Tel.: Fairfax 3200. Mgr.: Harlan Oakes.

San Francisco 4—26 O'Farrell St., Rm. 609. Tel.: Yukon 6-5936. Mgr.: Jack K. Murphy.

Atlanta—1128-A Mortgage Guarantee Bldg. Tel.: Alpine 1241. Mgr.: Tom Atkinson.

Minneapolis—814 National Bldg. Tel.: Geneva 9631. Mgr.: Orville Lawson.

Represents:

WOLF Syracuse, N. Y.	WKIB Iron Mountain, Mich.	WJEL Hagerstown, Md.
WELM Elmira, N. Y.	WDBE Escanaba, Mich.	WAIR Winston-Salem, N. C.
WSAY Rochester, N. Y.	WHDF Calumet, Mich.	WJMX Florence, S. C.
WBRK Pittsfield, Mass.	WWOD Lynchburg, Va.	WNOR Norfolk, Va.
WNBH New Bedford, Mass.	KENT Shreveport, La.	WFNC Fayetteville, N. C.
WLBC Muncie, Ind.	WTRF Bellaire-Wheeling, W. Va.	WPLH Huntington, W. Va.
WJAG Norfolk, Neb.	WAPX Montgomery, Ala.	KGRH Fayetteville, Ark.
KLPM Minot, N. D.	WRD Tuscaloosa, Ala.	WEIM Fitchburg, Mass.
WRJN Racine, Wis.	KXLY Spokane, Wash.	WTXL Springfield, Mass.
WATW Ashland, Wis.	KXL Portland, Ore.	WGTM Wilson, N. C.
WGRC Louisville, Ky.	KXLF Butte, Mont.	WNAE Norristown, Pa.
WDEV Wausau, Wis.	WSPC Anniston, Ala.	WVNR Beckley, W. Va.
WOTW Nashua, N. H.	WBBQ Augusta, Ga.	WHRV Ann Arbor, Mich.
KOCY Oklahoma City	WGEM Quincy, Ill.	WATL Atlanta, Ga.
KAKC Tulsa, Okla.	KWBW Hutchinson, Kan.	WFCB Dunkirk, N. Y.
WJMS Ironwood, Mich.		

Pacific Northwest Broadcasters
Z-Bar Network, Montana

WEED & CO.

New York—350 Madison Ave. Tel.: Murray Hill 7-7772. Mgr.: Joseph J. Weed.
Chicago—203 N. Wabash Ave. Tel.: Randolph 6-7730. Mgr.: C. C. Weed.
Detroit—Book Bldg. Tel.: Woodward 1-2685. Mgr.: Bernard Pearce.
San Francisco—68 Post St. Tel.: Yukon 6-1899. Mgr.: Joseph Matthews.
Boston—Stattler Bldg. Tel.: Hubbard 2-5677. Mgr.: Henry Greene.
Hollywood—6331 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln Simonds.
Atlanta—Palmer Bldg. Tel.: Cypress 4081. Mgr.: George Swearingen.

Represents:

WARD Johnston, Pa.	WWNY Watertown, N. Y.	WAAT Newark, N. J.
KIMA Yakima, Wash.	WAKR Akron, O.	WBQ Memphis
WTAD Quincy, Ill.	WHGB Harrisonburg, Pa.	WFR Albany, N. Y.
WKNA Charleston, W. Va.	KQV Pittsburgh	WOKY Milwaukee
WORZ Orlando, Fla.	WJAR Providence, R. I.	WMRC Greenville, S. C.
WTIC Hartford, Conn.	WACO Waco, Tex.	WNAO Raleigh, N. C.
WSUN St. Petersburg, Fla.	WCAX Burlington, Vt.	WTHH Port Huron, Mich.
KTFI Twin Falls, Ida.	WKWK Wheeling, W. Va.	KGGM Albuquerque, N. M.
WSOY Decatur, Ill.	WBAY Green Bay, Wis.	KWJ Portland, Ore.
WTAX Springfield, Ill.	WJJJ Montgomery, Ala.	KNEW Spokane, Wash.
WGBF Evansville, Ind.	WIOU Kokomo, Ind.	KUJ Walla Walla, Wash.
WBOW Terre Haute, Ind.	KPLC Lake Charles, La.	KERG Eugene, Ore.
KGLO Mason City, Iowa	KRMD Shreveport, La.	KSJB Jamestown, N. D.
KGGF Coffeyville, Kan.	WMA Lima, O.	KCJB Minot, N. D.
KALB Alexandria, La.	WKAP Allentown, Pa.	KVSF Santa Fe, N. M.
WRDO Augusta, Me.	WVAM Altoona, Pa.	KLAS Las Vegas, Nev.
WLBZ Bangor, Me.	KSDN Aberdeen, S. D.	WBBC Flint, Mich.
WCSH Portland, Me.	KRIO McAllen, Tex.	KRLC Lewiston, Ida.
WSLI Jackson, Miss.	WJLS Beckley, W. Va.	KSEL Pocatello, Ida.
WVTV Great Falls, Mont.	WKTY La Crosse, Wis.	WMSA Massena, N. Y.
WMUR Manchester, N. H.	WREN Topeka, Kan.	

New England Regional Network

Marjorie Mills Hour

Canadian Stations:

CFAC Calgary, Alta.	CJCB Sydney, N. S.	CFCY Charlottetown, P. E. I.
CJCA Edmonton, Alta.	CKRC Winnipeg, Man.	CHAT Medicine Hat, Alta.
CFGP Grand Prairie, Alta.	CKSO Sudbury, Ont.	CFLP London, Ont.
CJOC Lethbridge, Alta.	CKOC Hamilton, Ont.	CFRA Ottawa, Ont.
CJAT Trail, B. C.	CKBI Prince Albert, Sask.	CKCV Quebec City
CKWV Vancouver, B. C.	CHAB Moose Jaw, Sask.	CFJC Kamloops, B. C.
CJVI Victoria, B. C.	CKCK Regina, Sask.	CKVO Kelowna, B. C.
CFBC St. John, N. B.	CKNB Campbellton, N. B.	CJCS Stratford, Ont.
CFPA Port Arthur, Ont.	CFNB Fredericton, N. B.	CKOM Saskatoon, Sask.
CHNS Halifax, N. S.	CFPC Montreal, Que.	

GILBERT A. WELLINGTON

Seattle—5546 White-Henry-Stuart Bldg. Tel.: Seneca 8682

Represents:

KFAR Fairbanks	Midnight Sun-Aurora Broadcasting System
KENI Anchorage	KJNO Juneau
	KABI Ketchikan

WESTERN RADIO SALES

San Francisco—79 Post St. Tel.: Yukon 6-4112. Mgr.: Daren F. McGavren.
(Stations represented not listed)

WGN CHICAGO

New York—220 E. 42d St. Tel.: Murray Hill 2-3033. Mgr.: Ben H. Berentson.

WLW CINCINNATI

Chicago—360 N. Michigan Ave. Tel.: State 2-6693. Mgr.: Harry F. Albrecht.
New York—630 Fifth Ave. Tel.: Circle 6-1616. Mgr.: Bernard Musnik.

ADAM J. YOUNG JR. INC.

New York 16—22 East 40th St. Tel.: Murray Hill 9-0006. Mgr.: Adam J. Young Jr.
Chicago 2—55 East Washington St. Tel.: Andover 3-5448. Mgr.: William J. Reilly.
St. Louis—6 North 7th St. Tel.: Maine 5020. Mgr.: Jack Hetherington.
Los Angeles 28—Rm. 422, Guaranty Bldg., 6331 Hollywood Blvd. Tel.: Hollywood 9-0965. Mgr.: William L. Wallace.

Represents:

CKLW Detroit, Mich.	KWFC Hot Springs, Ark.	WKRG Mobile, Ala.
KCIJ Shreveport, La.	WAFB Baton Rouge, La.	WKXL Concord, N. H.
KLAC Los Angeles, Calif.	WAIT Chicago	WICC Bridgeport, Conn.
KJSO San Jose, Calif.	WFB Manchester, N. H.	WPIC Youngstown, Ohio
KTRM Beaumont, Tex.	WHAY New Britain, Conn.	KULA Honolulu, Hawaii
	WJAC Johnstown, Pa.	

Canadian Stations:

CFAB Windsor, N. S.	CHRC Quebec, P. Q.	CKCR Kitchener, Ont.
CFB Flin Flin, Man.	CHSJ Saint John, N. B.	CKCW Moncton, N. B.
CFCN Calgary, Alta.	CJAD Montreal, Que.	CKDM Dauphin, Man.
CFJR Brockville, Ont.	CJQB Belleville, Ont.	CKLD Theftford Mines, Que.
CFOS Owen Sound, Ont.	CJBR Rimouski, Que.	CKLN Nelson, B. C.
CFQC Saskatoon, Sask.	CJCH Halifax, N. S.	CKLW Windsor, Ont.
CFRB Toronto, Ont.	CJEM Edmundston, N. B.	CKKX Wingham, Ont.
CFRN Edmonton, Alta.	CJFP Riviere de Loup, Que.	CKP Fort William, Ont.
CHLN Three Rivers, Que.	CJFX Antigonish, N. S.	CKRD Red Deer, Alta.
CHL Sherbrooke, Que.	CJGX Yorkton, Sask.	CKRM Regina, Sask.
CHML Hamilton, Ont.	CJOB Winnipeg, Man.	CKRS Jonquiere, Que.
CHNC New Carlisle, Que.	CJOR Vancouver, B. C.	CKX Brandon, Man.
CHVO Sudbury, Ont.	CKBB Barrie, Ont.	CKVM Ville Marie, Que.
CHOV Pembroke, Ont.	CKAC Montreal, Que.	

Export Stations

PUERTO RICO	VIRGIN ISLANDS
WKVM San Juan	WSTA St. Thomas
BAHAMAS	Foreign Stations:
ZNS Nassau	MALAYA
BARBADOS	"Rediffusion" Kuala Lumpur
"Rediffusion" Bridgetown	MALTA
BERMUDA	"Rediffusion" Valetta
ZBM Pembroke	MEXICO
BRITISH GUIANA	XEX "La Voz de Mexico" Mexico City
ZFY Georgetown	NICARAGUA
COSTA RICA	YNW-YNWA "Radio Mundial" Managua
TIGPH "Alma Tica" San Jose	YNWV "Radio Sport" Granada
TIBAS "Radio Monumental" San Jose	PANAMA
TIGPH2 "Nueva Alma Tica" San Jose	Spanish Only:
HAITI	HOA-HOB-HP5G "Radio Panamericana" Panama City
4VM-4VYM Port-au-Prince	HOW "Radio Panamericana" Colon
4VV-4VRV Port-au-Prince	English Only:
HONDURAS	HOG Panama City
HRW "Radio Monserrat" Tegucigalpa	PERU
HRSI-HRSU "Radio Progreso" San Pedro Sula	OBX4X-OBX4Q "Radio El Sol" Lima
HONG KONG	SINGAPORE
"Rediffusion" Hong Kong	"Rediffusion" Singapore
JAMAICA	TRINIDAD
"Radio Jamaica"	"Radio Trinidad" Port of Spain

Directory of CANADIAN BROADCASTING STATION REPRESENTATIVES

JAMES L. ALEXANDER

Toronto—100 Adelaide St. W. Tel.: Empire 3-9594. Mgr.: J. L. Alexander.
Montreal—Drummond Bldg. Tel.: Harbour 6448. Mgr.: Frank Edwards.

CKPC Brantford, Ont.	CFPA Port Arthur, Ont.	CKNX Wingham, Ont.
CKFI Fort Frances, Ont.	CJIC Sault Ste. Marie, Ont.	CHLP Montreal
CHVC Niagara Falls, Ont.	Ont.	CKEN Kentville, N. S.
CKLB Oshawa, Ont.	CHUM Toronto	CFAB Windsor, N. S.

ALL-CANADA RADIO FACILITIES LTD.

Toronto—Victory Bldg. Tel.: Plaza 7691. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. Tel.: University 6-9868. Mgr.: Burt Hall.
Winnipeg—Galt Bldg. Tel.: 926-861. Mgr.: P. H. Gayner.
Calgary, Alta.—Taylor, Pearson & Carson Bldg. Mgr.: H. R. Carson.
Vancouver, B. C.—198 W. Hastings St. Tel.: Tatlow 7461. Mgr.: J. E. Baldwin.

CJVI Victoria, B. C.	CJOC Lethbridge, Alta.	CFRA Ottawa, Ont.
CKWX Vancouver, B. C.	CHAT Medicine Hat, Alta.	CFCE Montreal
CKWK Chilliwack, B. C.	CKBI Prince Albert, Sask.	CFNB Fredericton, N. B.
CKFG Prince George, B. C.	CKCK Regina, Sask.	CFCY Charlottetown, P. E. I.
CFJC Kamloops, B. C.	CFPL London, Ont.	CJLS Yarmouth, N. S.
CKOV Kelowna, B. C.	CKSO Sudbury, Ont.	CHNS Halifax, N. S.
CJAT Trail, B. C.	CKOC Hamilton, Ont.	CJCB Sydney, N. S.
CFGP Grand Prairie, Alta.	CFRB Toronto, Ont.	CJON St. John's, Nfld.
CJCA Edmonton, Alta.	CKLW Windsor, Ont.	
CFAC Calgary, Alta.	CJCS Stratford, Ont.	

ASSOCIATED BROADCASTING CO. LTD.

Toronto—1139 Bay St. Tel.: Princess 1111. Mgr.: M. Maxwell. Radio-TV Dir.: Gordon Allen.
(General Canadian station representation non-exclusive.)

CANADIAN BROADCASTING CORP.

Toronto—354 Jarvis St. Tel.: Midway 5481. Commercial Mgr.: W. E. Powell.
Montreal—Radio Canada Bldg. Tel.: Plateau 5111. Commercial Mgr.: French Network: M. Valliquette.

Represents CBC-owned stations:

CBN St. John's, Nfld.	CBJ Chicoutimi, Que.	CBW Manitoba
CBG Gander, Nfld.	CBV Quebec, Que.	CBK Watrous, Sask.
CBT Grand Falls, Nfld.	CBM Montreal, Que.	CBX Alberta
CBY Corner Brook, Nfld.	CBF Montreal, Que.	CBR Vancouver, B. C.
CBI Sydney, N. S.	CBO Ottawa, Ont.	CFPR (leased) Prince Rupert, B. C.
CBH Halifax, N. S.	CBL Toronto, Ont.	CBE Windsor, Ont.
CBA Sackville, N. B.	CJBC Toronto, Ont.	

JOS. A. HARDY & CO LTD.

Quebec—39 St. John St. Tel.: 2-8178. Mgr.: Leon Delisle.
Montreal—1010 Dominion Square Bldg. Tel.: University 6-8915. Mgr.: Mrs. B. Welles.
Toronto—67 Yonge St. Tel.: Waverley 2438. Mgr. W. Bruce Butler.

Represents:

CHRC Quebec	CHNC New Carlisle, Que.	CHLT Sherbrooke, Que.
CKNB Cambellton, N. B.	CHLN Three Rivers, Que.	CKLB Matane, Que.
CKRS Jonquiere, Que.	CKLD Thetford Mines, Que.	CKVM Ville-Marie, Que.

Trans-Quebec Radio Group

JOHN N. HUNT & ASSOC.

Vancouver, B. C.—198 W. Hastings St. Tel.: Tatlow 6277. Mgr.: John Hunt.

Represents:

CHUB Nanaimo, B. C.	CJCH Halifax, N. S.	CJAV Port Alberni, B. C.
CKSB St. Boniface, Man.	CKOK Penticton, B. C.	CHML Hamilton, Ont.
CHNO Sudbury, Ont.	CKFI Fort Frances, Ont.	CKOK Woodstock, Ont.
CKCH Hull, Que.	CKNY Wingham, Ont.	CJAD Montreal, Que.
CKCV Quebec, Que.	CHLP Montreal, Que.	CKST Sherbrooke, Que.
CHGB St. Anne de la Pocatiere, Que.	CKRN Rouyn, Que.	CJSO Sorel, Que.
CKVD Val d'Or, Que.	CKMR Newcastle, N.B.	CFBC St. John, N. B.
	CKCL Truro, N. S.	CFAB Windsor, N. S.

PAUL MULVIHILL

Toronto—21 King St. E. Tel.: Waverley 6554. Mgr.: Paul Mulvihill.

Represents:

CJCH Halifax, N. S.	CKTB St. Catharines, Ont.
CHOK Sarnia, Ont.	CKBB Barrie, Ont.

NATIONAL BROADCAST SALES LTD.

Toronto—222 Simcoe St. Tel.: Empire 6-3718. Gen. Mgr.: R. A. Leslie.
Montreal—1396 St. Catherine St. W. Tel.: UN. 6-1538. V.P.—Mgr.: E. F. Kavanagh.

Represents:

CFCH North Bay, Ont.	CKOY Ottawa, Ont.	CJFX Antigonish
CKGB Timmins, Ont.	CKEY Toronto	CHML Hamilton *
CJKL Kirkland Lake, Ont.	(Montreal only)	CKNW New Westminster, B. C.
CKWS Kingston, Ont.	CHUB Nanaimo, B. C.	CFBC St. John, N. B.
CHEX Peterborough, Ont.	CJAV Port Alberni, B. C.	

* Montreal only.

RADIO AND TELEVISION SALES INC.

Toronto—10 Adelaide St. E. Tel.: Plaza 8944. Mgr.: A. A. McDermott.
Montreal—211 Gordon Ave., Verdun, Tel.: Plateau 7181. Mgr.: Andy Wilson.

Represents:

CKVL Verdun-Montreal	CHEF Granby	French Radio Assoc. Ltd.
CJSO Sorel	CFDA Victoriaville	(network)

RADIO REPRESENTATIVES LTD.

Toronto—4 Albert St. Tel.: Waverly 6151. Mgr.: J. Slatter.
Montreal—Dominion Sq. Bldg. Tel.: University 6-8058. Mgr.: W. Dipple.
Vancouver, B. C.—198 W. Hastings St. Tel.: Tatlow 6277. Mgr.: John Hunt.
Winnipeg—Lindsay Bldg. Tel.: 9-6374. Mgr.: A. J. Messner.

Toronto, Montreal, Winnipeg and Vancouver Representation:

CFCN Calgary, Alta.	CJOB Winnipeg, Man.	CKX Brandon, Man.
CFRN Edmonton, Alta.	CJCD Dawson Creek, B. C.	CHLO St. Thomas, Ont.
CFQC Saskatoon, Sask.	CJJB Vernon, B. C.	CJOY Guelph, Ont.
CJRW Summerside, P.E.I.	CKFH Toronto, Ont.	CKBW Bridgewater, N. S.
CKRD Red Deer, Alta.	CKDM Dauphin, Man.	CKDA Victoria, B. C.
CKPR Fort William, Ont.	CKRM Regina, Sask.	CKOK Penticton, B. C.

RADIO TIMES SALES (ONT.) LTD.

Toronto—147 University Ave. Tel.: Empire 6-6680. Mgr.: Norm Brown.

Represents:

CJAD Montreal	CKTS Sherbrooke, Que.	WGAR Cleveland
WJR Detroit	CJNT Quebec	

BROADCASTING • Telecasting

RADIO TIME SALES (QUE.) LTD.

Montreal—1231 St. Catherine St. W. Tel.: Marquette 4684. President: Jim Tapp.

Represents:

CKTB St. Catharines	CJCH Halifax	CKTS Sherbrooke
CKBB Barrie	CJNT Quebec	WGAR Cleveland
CJAD Montreal	WJR Detroit	

OMER RENAUD & CO. LTD.

Montreal—1411 Stanley St. Tel.: Belair 9541. Mgr.: Omer Renaud.
Toronto—170 Bay St. Tel.: Em. 4-1197-8. Mgr.: Omer Renaud.

Represents:

CKCH Hull, Que.	CKCL Truro, N. S.	CHAD Amos, Que.
CHGB Ste. Anne de la Pocatiere, Que.	CKAC Montreal, Que.	CKCV Quebec, Que.
CJFP Riviere du Loup, Que.	CHNO Sudbury, Ont.	CKLS La Sarre, Que.
CKSM Shaminigan Falls, Que.	CKOX Woodstock, Ont.	CKSB St. Boniface, Man.
CKCR Kitchener, Ont.	CKMO Vancouver, B. C.	CHFA Edmonton, Alta.
	CKMR Newcastle, N. B.	CHRL Roberval, Que.
	CKRN Rouyn, Que.	CFRG Gravelbourg, Sask.
	CKVD Val d'Or, Que.	CHGB Saskatoon, Sask.

STEPHENS & TOWNDROW

Toronto—35 King St. W. Tel.: Empire 6-4221. Mgrs.: Bill Stephens, Ernie Towndrow.

Represents:

CHML Hamilton, Ont.

HORACE N. STOVIN & CO.

Toronto—Victory Bldg. Tel.: Empire 3-9184. Pres.: H. N. Stovin. Gen. Sales Mgr.: Ralph J. Judge.
Winnipeg—Childs Bldg. Mgr.: J. A. Whitehouse.
Vancouver—846 Howe St. Tel.: Marine 6464. Mgr.: J. W. Stovin.

Represents:

CJOR Vancouver	CFAR Flin Flon, Man.	CKSF Cornwall, Ont.
CFPR Prince Rupert, B. C.	CKY Winnipeg, Man.	CJBR Rimouski, P. Q.
CKLN Nelson	CJRL Kenora, Ont.	CJEM Edmundston
CKXL Calgary, Alta.	CJBC Toronto, Ont.	CKCW Moncton, N. B.
CJGX Yorkton	CFOR Orillia, Ont.	CHSJ Saint John, N. B.
CHAB Moose Jaw, Sask.	CFOS Owen Sound, Ont.	VOCM Newfoundland (St. John's)
CJNB North Battleford, Sask.	CHOV Pembroke, Ont.	CKPR Fort William*
CJBO Belleville, Ont.	CJBR Brockville, Ont.	

* Winnipeg only.

Pepys

COMMENTS

Do, from day to day, meet various waggish souls who comment that the phrase which we do proudly display—"A Stovin Station is a Proven Station" does not jingle in its syllables! To such we do reply that it is no jingle, it is a Guarantee that the value of every Stovin Station is fully proven by its listener-loyalty, its services to its community, its planned programming and merchandising services. And these will gladly be applied to your sales problems if you will consult any of our four offices.

"A STOVIN STATION
IS
A PROVEN STATION"

HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER



Representative for
these live Radio
Stations

CJOR	Vancouver
CFPR	Prince Rupert
CKLN	Nelson
CKXL	Calgary
CJGX	Yorkton
CHAB	Moose Jaw
CJNB	North Battleford
CKOM	Saskatoon
CFAR	Flin Flon
CKY	Winnipeg
CJRL	Kenora
CJBC	Toronto
CFOR	Orillia
CFOS	Owen Sound
CHOV	Pembroke
CJBO	Belleville
CFJR	Brockville
CKSF	Cornwall
CJBR	Rimouski
CJEM	Edmundston
CKCW	Moncton
CHSJ	Saint John
VOCM	Newfoundland
ZBM	Bermuda

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: New Post Office Bldg., Washington 25, D. C., Phone: Executive 3-3620

Commissioners and Assistants

PAUL ATLEE WALKER, Chairman
(Democrat: Term expires June 30, 1953)
Assumed office July 11, 1934
Assistant to the Chairman: Earl Minderman
Confidential Assistant: Phyllis Hancock
Secretaries: Josephine L. Curran, Mattie P. Henderson and Johanna Oswald
Office: Room 6107

ROSEL HERSCHEL HYDE, Vice Chairman
(Republican: Term expires June 30, 1953)
Assumed office April 17, 1946
Administrative Assistant: Vera F. Nordness
Office: Room 7235

ROBERT T. BARTLEY
(Democrat: Term expires June 30, 1958)
Assumed office March 6, 1952
Confidential Assistant: Farrell McGonigal
Clerk: Grace Miner
Office: Room 6207

FRIEDA BARKIN HENNOCK
(Democrat: Term expires June 30, 1955)
Assumed office July 6, 1948
Legal Assistant: Arthur Stambler
Secretaries: Naomi E. Lamson and Kathryn Chester
Office: Room 6235

EUGENE HYDE MERRILL
(Democrat: Recess appointee to fill term of Robert Franklin Jones, resigned, which expires June 30, 1954)
Assumed office Oct. 14, 1952
Confidential Assistant: Elizabeth L. Dannelly
Secretaries: Mary L. Moose and Isolene Corbett
Office: Room 6213

GEORGE EDWARD STERLING
(Republican: Term expires June 30, 1957)
Assumed office Jan. 2, 1948
Confidential Assistant: Neva Bell Perry
Clerk: Irene Cline
Office: Room 7241

EDWARD MOUNT WEBSTER
(Independent: Term expires June 30, 1956)
Assumed office April 10, 1947
Legal Assistant: Robert M. Koteen
Confidential Assistant: Ruth Kopplialky
Office: Room 6241
Patent Advisor to Commission
William Bauer
Office: Room 1702 Temporary T Bldg.

Office of Opinions and Review

SYLVIA D. KESSLER, Chief
Secretary: Yolanda Goldenberg
Assistant Chief: Horace E. Stone
Staff: Charles S. Borum, Harold C. Anderson, Alan Y. Natfalin, Seymour M. Chase and Hideyuki Koguchi
Office: Room 1413

Office of Formal Hearing Examiners Temporary T Bldg.

Administrative Assistant: Lillian Watson, Room 1704

J. D. BOND
Secretary: Joan C. Knobloch
Office: Room 1083

WILLIAM G. BUTTS
Secretary: Frances E. Armstrong
Office: Room 2089-A

BASIL P. COOPER
Secretary: Ruth J. Anderson
Office: Room 1085

JAMES D. CUNNINGHAM
Secretary: Louise V. Foster
Office: 1087-A

THOMAS H. DONAHUE
Secretary: Ellen P. Morton
Office: Room 2091

BENITO GAGUINE
Secretary: Hazel McDonald
Office: Room 2085

ANNIE N. HUNTING
Secretary: Anne O'Donohue
Office: Room 2087

HUGH B. HUTCHISON
Secretary: Violet Waddington
Office: Room 1706

FANNEY N. LITVIN
Secretary: Lelia C. Kreps
Office: Room 1091

LEO RESNICK
Secretary: Jennie Citro
Office: Room 1709

HERBERT SHARFMAN
Secretary: Alice Brody
Office: Room 1714

ELIZABETH C. SMITH
Secretary: Valborg F. Bernhard
Office: Room 1089

Office of the Secretary

T. J. SLOWIE, Secretary
Administrative Assistant: Laura L. Hollingsworth
Secretary: Ethel M. Richardson
Office: Room 6149

WILLIAM P. MASSING, Assistant Secretary
Secretary: Catherine M. Lunders
Office: Room 6149

DOCKETS DIVISION
Jessie R. Blaine, Chief
Office: Room 6516

MINUTE DIVISION
Annette E. Hutterly, Chief
Office: Room 6518

LIBRARY DIVISION
Helen A. Clark, Chief
Office and Library: Room 2346

TECHNICAL ASSISTANCE DIVISION
Joseph G. Thomas, Acting Chief
Office: Room 7513

INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION
Charlotte S. Smith, Chief
Office: Room 1147

MAIL AND FILES DIVISION
Mary E. Sprague, Chief
Office: Room 7226

MESSENGER BRANCH
J. W. Brown, Chief
Office: Room 7202

Office of Reports and Information
GEORGE O. GILLINGHAM, Chief
Office: Room 7232

INFORMATION BRANCH
Salina M. Lindo

REPORTS BRANCH
Mary O'Leson, Eva O. Meitlon

Office of the General Counsel
BENEDICT P. COTTONE, General Counsel
Secretary: Elizabeth K. Valicenti
Office: Room 7508

Dee W. Pincock, Assistant to the General Counsel
Secretary: Florence I. Stretch
Office: Room 7508

LEGISLATION, TREATIES AND RULES DIVISION
Richard A. Solomon, Assistant General Counsel in Charge

Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927—July 10, 1934
Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 24, 1927 (Deceased)

Orestes H. Caldwell, New York
March 15, 1927—February 23, 1929

Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934 (Deceased)

Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)

Colonel John F. Dillon, California
March 15, 1927—October 3, 1927 (Deceased)

Sam Pickard, Kansas
November 1, 1927—January 31, 1929

Harold A. Lafount, Utah
November 14, 1927—July 10, 1934 (Deceased)

Ira E. Robinson, West Virginia
March 29, 1928—January 15, 1932 (Deceased)

General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)

William D. L. Starbuck, New York
May 2, 1929—February 23, 1934

Thad H. Brown, Ohio
January 21, 1932—July 10, 1934 (Deceased)

James H. Hanley, Nebraska
April 1, 1933—July 10, 1934 (Deceased)

Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas
July 11, 1934—December 24, 1934

Anning S. Prall, New York
January 17, 1935—July 23, 1937 (Deceased)

Irvine Stewart, Texas
July 11, 1934—June 30, 1937

Frank R. McNinch, North Carolina
October 1, 1937—August 31, 1939 (Deceased)

Eugene O. Sykes, Mississippi
July 11, 1934—April 5, 1939 (Deceased)

Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)

Frederick I. Thompson, Alabama
April 8, 1939—June 30, 1941

George H. Payne, New York
July 11, 1934—June 30, 1943 (Deceased)

T. A. M. Craven, District of Columbia
August 21, 1937—June 30, 1944

Norman S. Case, Rhode Island
July 11, 1934—June 30, 1945

James Lawrence Fly, Texas
Sept. 1, 1939—November 13, 1944

William H. Wills, Vermont
July 1, 1945—March 6, 1946 (Deceased)

Paul A. Porter, Kentucky
December 21, 1944—February 25, 1946

Charles R. Denny, District of Columbia
March 30, 1945—October 31, 1947

Ewell K. Jett, Maryland
February 15, 1944—December 31, 1947

Ray C. Wakefield, California
March 22, 1941—June 30, 1947 (Deceased)

Clifford J. Durr, Alabama
November 1, 1941—June 30, 1948

Albert Wayne Coy, Indiana
December 29, 1947—February 21, 1952

Robert Franklin Jones, Ohio
September 5, 1947—September 19, 1952

Secretary: Bessie H. Trice
Office: Room 7502
Attorneys: Erich Saxl, Robert D. Greenburg, Richard T. Conway

LITIGATION DIVISION
J. Roger Wollenberg, Assistant General Counsel in Charge
Secretary: Bertha J. Meister
Office: Room 7502
Attorneys: Mary Jane Morris, Daniel R. Ohlbaum, Stanley S. Neustadt

Office of the Chief Engineer

EDWARD W. ALLEN JR., Chief Engineer
Secretary: Ruby Floyd
Office: Room 7515

VIRGIL R. SIMPSON, Assistant Chief Engineer
Secretary: Mary E. Nails
Office: Room 7515

JOHN O. WILLOUGHBY, Assistant to the Chief Engineer
Secretary: Opal Spivey
Office: Room 7514

CONELRAD
RALPH J. RENTON, U. S. Supervisor
Secretary: Margaret Fox
Office: Room 7514

Kenneth W. Miller, Assistant U.S. Supervisor
A. Prose Walker, Eastern Zone Supervisor
Ernest C. Thelemann, Central Zone Supervisor
Robert D. Linx, Western Zone Supervisor
Coordinating Engineers: Carl A. Johnson, Senior; Roger B. Carey, Thomas Cave, David O. Cooper, Joseph Eichel, Vernon Egan, James Fernane, Joseph Hallock, Kenneth Hedrick, Donald Holaday, Frederick Holliday and James A. Homsy.

FREQUENCY ALLOCATION & TREATY DIVISION

Albert L. McIntosh, Chief
Secretary: Jane Rudy
Office: Room 7247

Engineers: William Bradley, Charles A. Brooks, Louis De LaFleur, Albert Evangelista, Merle E. Glunt, Thomas L. Heron, Saul M. Myers, William L. North, Bernard P. Pemberton, Marvin A. Price, Emile Reniere, George Stelzenmuller and Robert Tosch.

LABORATORY DIVISION
Edward W. Chapin, Chief
Secretary: Anne Janco
Office: Laurel, Md.

Engineers: Irl Ball, Albert Craig, Andrew R. Gabor, Joseph Hanyok, John E. Knight, L. C. Middlekamp, Milton Mobley, Willmar Roberts and Everett Shinn.

TECHNICAL RESEARCH DIVISION
William C. Boese, Chief
Secretary: Ida M. Young
Office: 1816 Temporary T Bldg.

Engineers: Emmett Carnody, Jack Damelin, Jules Deltz, Harry Fine, Herman Garlan, Everett Henry, Albert L. Kreis, Braxton L. Peele, Arnold Skrivseth, John Taff, George Waldo and Glenn West.

Office of the Chief Accountant

WILLIAM J. NORFLEET, Chief Accountant
Secretary: Lily M. Marshall
Office: Room 7213

HUGO REYER, Assistant Chief Accountant
Secretary: Elizabeth S. Harris

ACCOUNTING SYSTEMS DIVISION
John J. Nordberg, Assistant Chief Accountant in Charge of Division
Secretary: Lois L. Liston
Assistant Chief of Division: Harland Morris
Office: Room 7211

ECONOMICS DIVISION
Hyman H. Goldin, Assistant Chief Accountant in Charge of Division
Secretary: Pearl P. Cook
Assistant Chief of Division: James B. Sheridan
Office: Room 7207

Office of Administration

ROBERT W. COX, Executive Officer
Secretary: Ozella Drake
Administrative Assistant: Richard Solan
Office: Room 2207

BUDGET AND FISCAL DIVISION
Robert W. Cox, Acting Budget Officer

ORGANIZATION AND METHODS DIVISION
Eric G. Stewart, Planning Officer
Walter S. Davis, Records Officer

PERSONNEL DIVISION
Gilbert H. Hatfield, Personnel Officer
Office: 1803 Temporary T Bldg.

ADMINISTRATIVE SERVICES DIVISION
Paul H. Sheehy, Chief

Broadcast Bureau

CURTIS B. PLUMMER, Chief
Secretary: Estelle J. Bunn
Office: Room 7530

JOSEPH M. KITNER, Assistant Chief
Secretary: Frances R. Jarvis
Office: Room 7530

LAVELLE W. HUGHES, Administrative Assistant
Secretary: Betty Jo Norvell
Office: Room 7528

AURAL FACILITIES DIVISION
James E. Barr, Chief
Secretary: Helena C. Osman
Office: Room 7454

(Continued on page 30)

GOOD ENGINEERING IS GOOD BUSINESS

The *Association of* FEDERAL COMMUNICATIONS CONSULTING *Engineers*

Members

George P. Adair
George P. Adair

Stuart L. Bailey
Jansky & Bailey

William E. Benns, Jr.
William E. Benns, Jr.

Lester H. Carr
Weldon & Carr

T. A. M. Craven
Craven, Lohnes & Culver

John Creutz
John Creutz

A. Earl Cullum, Jr.
A. Earl Cullum, Jr.

Ronald H. Culver
Craven, Lohnes & Culver

George C. Davis
George C. Davis

Everett L. Dillard
Commercial Radio Equip. Co.

Millard M. Garrison
Millard M. Garrison

Glenn D. Gillett
Gillett & Berquist

Paul F. Godley
Paul Godley Co.

C. M. Jansky, Jr.
Jansky & Bailey

Frank G. Kear
Kear & Kennedy

Robert E. L. Kennedy
Kear & Kennedy

Worthington C. Lent
On military duty

George M. Lohnes
Craven, Lohnes & Culver

Frank H. McIntosh
McIntosh & Inglis

James C. McNary
James C. McNary

Russell P. May
Russell P. May

E. C. Page
E. C. Page

William E. Plummer
On government duty

A. D. Ring
A. D. Ring & Co.

Robert M. Silliman
Robert M. Silliman

James O. Weldon
Weldon & Carr

Raymond M. Wilmotte
Raymond M. Wilmotte

Grant R. Wrathall
Grant R. Wrathall

Associate Members

William S. Duttera
National Broadcasting Co.

J. B. Epperson
Scripps-Howard Radio, Inc.

Raymond F. Guy
National Broadcasting Co.

Earl M. Johnson
Mutual Broadcasting System

L. E. Littlejohn
Radio Station WFIL

William B. Lodge
Columbia Broadcasting System

Frank L. Marx
American Broadcasting Co.

John G. Preston
American Broadcasting Co.

Philip F. Siling
Radio Corporation of America

Carl E. Smith
United Broadcasting Co.

Jay W. Wright
Columbia Broadcasting System



FCC Executives' Staff

(Continued from page 28)

New and Changed Facilities Branch
 David S. Stevens, Chief
 Secretary: Florence Van Pelt
 Office: Room 7443
 Engineers: Edward H. Hackman, Harold L. Kasens, John A. Roseborough, Daniel K. Child, Ralph H. Carrett, Ernest D. Herider, Daniel B. Hutton, Willard M. Greene, Harold D. Russell, Cullen B. Tendick, Ephraim Duckworth, Chester R. Kirkevold.
 Attorneys: H. Gifford Irlon, E. Theodore Mallick, Stanley B. Cohen, Samuel L. Saady, Philip S. Cross.
 Accountant: Joseph Giammatteo

Existing Facilities Branch
 Wallace E. Johnson, Chief
 Secretary: Mary P. Bailey
 Office: Room 7445
 Engineers: Herbert L. Beury, Donald C. Kanode, Edward P. Lynch.
 Accountant: Viola Slattery

Allocations Branch
 Bruce S. Longfellow, Chief
 Office: Room 8433
 Engineering Aide: Cedric G. Morris
 Record Unit: Vernald E. Kley, chief; Rose E. Bet-tick, assistant chief.

TELEVISION FACILITIES DIVISION
 Cyril M. Braum, Chief
 Secretary: Helen C. Donovan
 Office: Room 8509

Applications Branch
 Joseph N. Nelson, Chief
 Office: Room 8509
 Engineers: Daniel Jacobson, McIvor L. Parker, George K. Ashenden Jr., Willard J. Beale, Earl G. Costin, Paul B. Duncan, Clayton W. Hanson, Harold G. Kelley, Robert H. Dellar, Frank Toth.
 Attorneys: Earl B. Stanley, Pasquale W. Valicenti, William Jensen, David W. Warren, Arthur S. Feld, Albert P. Opdyke.
 Accountants: William H. Hunter Jr., Joseph J. Berezny, Nelson C. Carlisle, John W. Griffin, Glenn F. Murphy, F. Richard Stuart, Douglas S. George, Paul O. Rheeling.

Technical Branch
 Hart S. Cowperthwaite, Chief
 Office: Room 8509
 Engineer: Julian T. Dixon

HEARING DIVISION
 Frederick W. Ford, Chief
 Secretary: Emma C. Burke
 Office: Room 7440
 Robert J. Rawson, Assistant Chief
 Secretary: Frankie L. Fox
 Office: Room 7440
 Engineers: John E. Doane, Louis Light, Elton D. Davis, Jerome F. Padberg, John P. McCullin.
 Attorneys: Max D. Paglin, James O. Juntilla, David I. Kraushaar.

RENEWAL AND TRANSFER DIVISION
 Walter R. Powell Jr., Chief
 Secretary: Wanda L. Haag
 Office: Room 7522

Transfer Branch
 Robert H. Alford, Chief
 Secretary: Kathryn J. Roos
 Office: Room 7443
 Attorney: Thomas B. Fitzpatrick
 Accountants: Guy E. Douglas, John D. Stephenson

FIELD ENGINEERING AND MONITORING BUREAU
 REGIONAL OFFICES
 Chief of the Field Engineering and Monitoring Bureau: George S. Turner.
 415 22d St. N.W., Washington, D. C.

Region	Headquarters	Districts
Charles C. Kolster North Atlantic Region	954 Federal Bldg. New York 14, N. Y.	1, 2, 3, 4, 5 & 24
Paul H. Herndon Jr. South Atlantic Region	411 Federal Annex Atlanta 3, Ga.	6, 7, 22
Joe H. McKinney Gulf States Region	332 U. S. Appraisers Bldg. Houston 11, Tex.	8, 9, 10
Kenneth G. Clark South Pacific Region	323-A Customhouse San Francisco 28, Calif.	11, 12, 15
Geo. V. Wiltse North Pacific Region	801 Federal Office Bldg. Seattle 4, Wash.	13, 14
William J. McDonell Central States Region	1300 U.S. Court House Chicago 4, Ill.	16, 17, 18
Emery H. Lee Great Lakes Region	1029 New Federal Bldg. Detroit 26, Mich.	19, 20
Lee R. Dawson Hawaiian Region	P. O. Box 1142 Lanikai, Oahu, T. H.	21
Charles T. Manning Alaskan Region	Room 52, U.S. P.O. & Courthouse, Anchorage, Alas.	23

District No.	City	Address	Engineer in Charge
1	Boston 9, Mass.	1600 Customhouse	Nathan A. Hallenstein
2	New York 14, N. Y.	748 Federal Bldg.	Arthur Battheller
3	Philadelphia 6, Pa.	1005 U.S. Customhouse	Roger A. Phelps
4	Baltimore 2, Md.	808 Old Town Bank Bldg.	Hymen A. Cohen
5	Norfolk 10, Va.	Room 402, New P.O. Bldg.	Edward Bennett
	Newport News, Va.	106 New P.O. Bldg. (Shin Office)	Rudolph J. Macey
6	Atlanta 3, Ga.	411 Federal Annex	W. D. Johnson
	Savannah, Ga.	214 P.O. Bldg. (Sub-Office)	Andrew R. Bahlay
7	Miami 1, Fla.	312 Federal Bldg.	Arthur Fish
	Tampa 2, Fla.	406-410 P.O. Bldg. (Sub-Office)	Chalmer H. Neeb

Renewal Branch
 Sol Schildhouse, Chief
 Secretary: Ethel Lonergan
 Office: Room 7522
 Attorneys: Max H. Aronson, Henry Geiler, Forest L. McClenning, Maurice W. Whitton.
 Accountants: Robert F. Braden, John B. Foret, George W. Phillips, Agnes T. Martin.

Compliance Branch
 LeRoy Schaaff, Chief
 Secretary: Shirley M. Henderson
 Office: Room 7522
 Attorney: David H. Deibler
 Accountants: Robert D. J. Leahy, John W. O'Donnell.

Control Section
 Melba Z. Templeman, Chief
 Office: Room 7523
 Legal Examiners: Mildred K. Roberts, Helen K. Huber, Doris L. Nutt.

RULES AND STANDARDS DIVISION
 Arthur Scheiner, Chief
 Secretary: Mildred B. Nesterak
 Office: Room 7434
 Engineers: Robert G. Weston, Louis H. Rein, Otis T. Hanson.
 Attorney: Herbert M. Schulkind
 Secretary: Nannie S. Montgomery

LICENSE DIVISION
 Clara M. Iehl, Chief
 Office: Room 8449
 Marguerite F. Hubbard, Assistant Chief

AM Branch
 Quentin S. Proctor, Chief
 Legal Examiners: Margaret R. Walsh, Jean S. Berberich, Betty J. Barkley, Adeline Frizelle, Elizabeth E. McMichael, Zell M. Witt, Mildred J. Crowe.

FM Branch
 Helen A. Marston, Chief
 Legal Examiners: Marie W. Fish, Kathryn M. Johnson, Sylvia B. Rardin.

TV Branch
 Marguerite M. Van Dyke, Chief
 Legal Examiners: Robert W. Loehne, Jeanne C. Barrows, Joseph Baldesano, Wynelle Leonardo, Ida Igou, Ethel J. Wyatt.

Records and Files
 Lillian T. Ricker, Chief
Public Reference Room
 For AM, FM and TV Dockets and Files
 Room 8540, George W. Simcoe

Safety and Special Radio Services Bureau

Temporary T Bldg.

EDWIN L. WHITE, Chief
 Secretary: Bernice Hase
 Office: Room 2069
 LESTER W. SPILLANE, Assistant Chief
 Secretary: Shirley Dondes
 Office: Room 2069

AVIATION DIVISION
 John R. Evans, Chief
 Secretary: Dorothy McKinney
 Office: Room 2621

MARINE DIVISION
 William N. Krebs, Chief
 Secretary: Thomas Keyes Jr.
 Office: Room 2633

INDUSTRY AND COMMERCE DIVISION
 Glen E. Nielsen, Chief
 Secretary: Elise Dimmette
 Office: Room 2656

PUBLIC SAFETY AND AMATEUR DIVISION
 George K. Rollins, Chief
 Secretary: Margaret Gaegler
 Office: Room 2604

AUTHORIZATION ANALYSIS DIVISION
 Charles R. Weeks, Chief
 Assistant Chief: Robert L. Stark
 Secretary: Marjorie Garber
 Office: Room 2642

ENFORCEMENT UNIT
 Marshall S. Orr, Chief
 Secretary: Anne Donnelly
 Office: Room 2083

Common Carrier Bureau

JACK WERNER, Chief
 Secretary: Sylvia Prytulak
 Office: Room 7119
 CURTIS M. BUSHNELL, Assistant Chief
 Secretary: Vivian F. Fishman
 Office: Room 7119
 Gordon J. Kent, Administrative Assistant
 Office: Room 7124
 Charles R. Makela, Chief of Office of Field Coordinator

Secretary: Margaret Q. Boggs
 Office: Room 7124
 Betty Ferro, Chief of License Branch
 Office: Room 7107
 June W. Anderson, Acting Chief of Statistics Branch
 Office: Room 7120

TELEPHONE DIVISION

Robert E. Stromberg, Chief
 Secretary: Annie B. Bischoff
 Office: Room 7134-A
 E. Stratford Smith, Chief of Services and Facilities Branch
 Office: Room 7132-A
 Arthur A. Gladstone, Chief of Domestic Radio Services Branch
 Office: Room 7147
 James B. Lowell, Acting Chief of Accounting Compliance Branch
 Office: Room 7151
 Bernard Strassburg, Chief of Revenue Requirements Branch
 Office: Room 7132-A
 Kosmo J. Affanasiev, Chief of Depreciation Rates Branch
 Office: Room 7150
 John J. Guerard, Acting Chief of Tariffs and Rate Classifications Branch
 Office: Room 7140

TELEGRAPH DIVISION

John R. Lambert, Chief
 Secretary: Lou Briggs
 Office: Room 7112
 Martin R. Haven, Chief of Rates and Revenue Requirements Branch
 Office: Room 7116
 Ralph D. Jones, Chief of Services and Facilities Branch
 Office: Room 7116

INTERNATIONAL DIVISION

Marion H. Woodward, Chief
 Secretary: Lillian M. Conley
 Office: Room 7108
 Asher H. Ende, Chief of Rates and Revenue Requirements Branch
 Office: Room 7102
 John A. Russ, Chief of Services and Facilities Branch
 Office: Room 7102

COMMON CARRIER FIELD OFFICES

Atlanta, 733 Hurt Bldg.—Sydney L. O'Guin, Chief
 New York, Room 604, 90 Church St.—Jack E. Buckley, Chief
 St. Louis, Room 334, 815 Olive St.—Clarence J. Henry, Acting Chief
 San Francisco, 180 New Montgomery St.—Paul Summerhays, Chief
Common Carrier Public Reference Room
 Mabel R. Langston

8	New Orleans 16, La. Mobile 10, Ala.	400 Audubon Bldg. 419 U.S. Courthouse & Customhouse Bldg. (Sub-Office)	Theodore G. Deller Geo. E. Franklin
9	Houston 11, Tex. Beaumont, Tex. Galveston	324 U.S. Appraisers Bldg. 329 P.O. Bldg. (Sub-Office) 406 P.O. Bldg. (Sub-Office)	Louis L. McCabe Eric D. Coburn Wayne E. Hall
10	Dallas 2, Tex.	500 U.S. Terminal Annex	John H. Homsy
11	Los Angeles 12, Calif. San Diego 1, Calif. San Pedro, Calif.	539 U.S. P.O. & Courthouse Bldg. 15-C U.S. Customhouse (Sub-Office) 326 U.S. P.O. & Courthouse Bldg. (Ship Office)	Bernard H. Linden Ney R. Landry J. Lee Smith
12	San Francisco 26, Calif.	323-A Customhouse	Francis V. Sloan (Vacancy)
13	Portland 5, Ore.	307 Fitzpatrick Bldg.	Herbert H. Arlowe
14	Seattle 4, Wash.	801 Federal Office Bldg.	William E. Clyne
15	Denver 2, Col.	521 Customhouse	Donald A. Murray
16	St. Paul 2, Minn.	208 U-Town P.O. & Federal Bldg.	
17	Kansas City, Mo.	3200 Federal Office Bldg.	Harold T. Gallaher
18	Chicago 4, Ill.	1300 U.S. Courthouse	H. D. Hayes
19	Detroit 26, Mich.	1029 New Federal Bldg.	Edwin S. Heiser
20	Buffalo 3, N. Y.	378 Federal Bldg.	Paul A. Holloway
21	Honolulu 1, T. H.	502 Federal Bldg.	Paul R. Fenner
22	San Juan 13, P. R.	322-323 Federal Bldg.	Arthur T. Cline Jr.
23	Juneau, Alaska Anchorage, Alaska	7-A Shattuck Bldg. 53 U.S. P.O. & Courthouse (Sub-Office)	Harold D. DeVoe (Vacancy)

SECONDARY MONITORING STATIONS

Searsport, Me.	P. O. Box 44 Belfast, Me.	Vernon K. Wilson
Spokane, Wash.	P. O. Box 191	Adelbert C. Lawrence
Twin Falls, Idaho	P. O. Box 499	John L. Kurdeka (Vacancy)
Fort Lauderdale, Fla.	P. O. Box 187	James E. Gilfoy (Vacancy)
Lexington, Ky.	P. O. Box 99	
Muskogee, Okla.	P. O. Box 1448	

NARTB STANDARDS OF PRACTICE FOR AMERICAN BROADCASTERS

(Effective July 1, 1948)

THE BROADCASTERS' CREED

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 proprieties 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.

Therefore:

As a guide for the achievement of our purpose, we subscribe to the following:

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 Broadcasts**

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 to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program sched-

(Continued on page 32)

* 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.

** 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.

always **MERCHANDISING ASSISTANCE**

PLUS

EDWARD LAMB ENTERPRISES INC.

RADIO MARKETS

WIKK

ERIE, PA. - 5,000 WATTS

5000 Watt ABC affiliate with top Hooperatings—top programming and merchandising assistance.

SERVED AND SOLD

WTOD

1000 WATTS TOLEDO, OHIO

1000 Watt Independent with music, sports, and news all day long. Gives you more listeners per dollar and merchandising assistance plus.

WHOO

ORLANDO, FLA. 10,000 WATTS

A 10,000 Watt ABC affiliate. Local people in the know list WHOO as Orlando's number one medium. Merchandising assistance plus!

* RADIO
* TV
* NEWSPAPER



EDWARD LAMB Enterprises INC.

New York Office—Hotel Barclay —Home Office—500 Security Bldg., Toledo, Ohio

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WTOD—Toledo, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.
WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

NARTB CODE

(Continued from page 31)

ules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

Religious Programs

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

Children's Programs

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

Educational

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

Crime and Mystery Programs

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

¶ Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

¶ Episodes involving the kidnaping of children.

¶ Sound effects calculated to mislead, shock or unduly alarm the listener.

¶ Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

¶ Suicide as a satisfactory solution to any problem.

General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate

the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

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

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

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

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

Time Standards for Advertising Copy

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

The maximum time to be used for advertising, allowable to any

single sponsor, regardless of type of program, should be:

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

5 minute programs	1:00
10 minute programs	2:00
15 minute programs	2:30
25 minute programs	2:50
30 minute programs	3:00
45 minute programs	4:30
60 minute programs	6:00

All Other Hours

5 minute programs	1:15
10 minute programs	2:10
15 minute programs	3:00
25 minute programs	4:00
30 minute programs	4:15
45 minute programs	5:45
60 minute programs	7:00

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.

FM STATIONS AUTHORIZED IN U. S.

(From records of FCC)

Date	Licensed	Under Construction	Cond'l. Grant	Experimental	Total Authorized
June 30, 1940				50	
June 30, 1941				69	
June 30, 1942				74	
June 30, 1943				26	74
June 30, 1944				6	58
June 30, 1945				3	56
July 1, 1946					456 ¹
July 1, 1947					918 ²
Dec. 31, 1947	84	703	223		926 ³
May 1948					1,035
June 30, 1949	377	488 ⁴			865
Dec. 31, 1949	478	315 ⁵			788
June 30, 1950	493	237 ⁶	2		732
Dec. 31, 1950	519	183 ⁷	2		703
June 30, 1951	534	124 ⁸	1		703
Jan. 1, 1952	564	86 ⁹			650
June 30, 1952	582	66 ¹⁰			648
Jan. 1, 1953	576	54 ¹¹			630

¹ 55 on the air.
² 238 on the air.
³ 374 on the air.
⁴ 360 on the air.
⁵ 255 on the air.
⁶ 196 on the air.

⁷ 158 on the air.
⁸ 114 on the air.
⁹ 73 on the air.
¹⁰ 47 on the air.
¹¹ 40 on the air.

AM NETWORK AFFILIATIONS (JAN. 1, 1953)

ABC	353	MBS	560
CBS	217	NBC	204

*Arizona has the
Figures and the Facts*

ARIZONA LEADS THE NATION

- ★ First In State Growth
- ★ First In Rate Of Income Growth
- ★ First In Farm Income Growth
- ★ First In Retail Sales Growth
- ★ First In Bank Capital Growth
- ★ First In Rate Of Employment Increase

NEW STARS-NEW PROGRAMS

"The New Listen"

K P H O

The News-Sports-Music Station

ABC in Phoenix, Arizona

National Representative THE KATZ AGENCY



A MEREDITH STATION

AMERICAN BROADCASTING COMPANY INC.: EXECUTIVES

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.

For Executives of Television Division, see Telecasting Yearbook

BOARD OF DIRECTORS

Edward J. Noble, Chairman
Earl E. Anderson
Alger B. Chapman
Robert H. Hinckley
Robert E. Kintner

C. Nicholas Priaulx
Franklin S. Wood
Owen D. Young

OFFICERS

Edward J. Noble, Chairman of the Board
Robert E. Kintner, President
Ernest Lee Jahncke, Jr., Vice President & Assistant to the President for Operations
Earl E. Anderson, Vice President
Charles T. Ayers, Vice President
Slocum Chapin, Vice President
James Connolly, Vice President
Robert H. Hinckley, Vice President
John B. Lanigan, Vice President
Frank Marx, Vice President
Harold Morgan, Vice President
John H. Norton, Jr., Vice President
C. Nicholas Priaulx, Vice President & Treasurer
Alexander Stronach, Vice President
Thomas Velotta, Vice President
Paul Whiteman, Vice President
Geraldine B. Zorbaugh, Secretary & Acting General Attorney
Omar Elder, Assistant Secretary & Attorney
Aaron Rubin, Assistant Treasurer & Assistant Secretary
Walter C. Tepper, Controller

NEW YORK

30 Rockefeller Plaza
New York 20, New York

Charles T. Ayers, Vice President in charge of Radio Network

Engineering & General Services

Frank Marx, Vice President in charge
John Bourcier, Operations Supervisor
Thomas F. Foy, Purchasing Agent
Richard Hamilton, Supervisor of Communications
Clure Owen, Administrative Assistant
John Preston, Director of Engineering Facilities & General Services
Lawrence Ruddell, Recording Director
Joseph J. Spagnola, Office & Studio Services Director
William Trevarthen, Director of Engineering Operations
Reginald Willcocks, Traffic Manager

Finance, Personnel

C. Nicholas Priaulx, Vice President & Treasurer
Aaron Rubin, Assistant Treasurer & Assistant Secretary
Walter C. Tepper, Controller
Drew Van Dam, Director of Personnel

Legal

Geraldine B. Zorbaugh, Secretary & Acting General Attorney
Omar Elder, Attorney & Assistant Secretary
Muriel Henle, Attorney
Felix Kent, Attorney
James Stabile, Attorney

News & Special Events

Thomas Velotta, Vice President in charge
Donald Coe, Director of News & Special Events

Program

Raymond Diaz, National Program Director
William Berns, WJZ Program Manager
Leonard Blair, Eastern Program Director
Walter A. Gustafson, Supervisor of Sound Effects
William Hamilton, Eastern Production Manager
Helen Hedeman, Supervisor of Casting
Anne Kelly, Announcing Office Manager
J. Ward Mitchell, Manager of Script & Program Promotion
George Sax, Supervisor of Program Production Control Unit
Clayton Shields, Business Manager
Myrtle Tower, Director of Program Operations
Frank Vagnoni, Manager of Music Division

Public Relations, Advertising & Promotion, and Continuity Acceptance

John Pacey, Director of Public Affairs
Ruth Crawford, Librarian
Mitchell DeGroot, Manager of Advertising & Promotion
Arthur B. Donegan, Manager of Publicity
Ellen Heagerty, Supervisor of Audience Information
Grace Johnsen, Director of Continuity Acceptance
Ruth Trexler, Executive Producer of Religious and Educational Programs

Sales

William Fairbanks, Eastern Sales Manager
George Huelser, Sales Service Manager

Station Relations, Operations for Sales & Station Traffic, Research & Sales Development

Ernest Lee Jahncke, Jr., Vice President & Assistant to the President
Frank Atkinson, Manager of Co-operative Program Sales
Stewart Barthelme, Manager of Station Clearance
Alfred Beckman, National Director of Station Relations Department
Donald Buck, Director of Operations for Sales and Station Traffic
Alice Stamatis, Manager of Order Processing
Oliver Treyz, Director of Research & Sales Development
William A. Wylie, Manager of Station Relations Department

CENTRAL DIVISION

20 North Wacker Drive
Chicago 6, Illinois

John H. Norton, Jr., Vice President in charge

Robert L. Anderson, Research Supervisor
Edward Bishoff, Sales Service Manager
Kenneth Christiansen, Manager of Traffic & Communications
Mary A. Corcoran, Purchasing Agent & Personnel Interviewer
Wilbur Cummings, Engineering Operations Supervisor
Frances Dixon, Program Booking and Operations Supervisor
James Duffy, Manager of Sales Promotion
Walter L. Emerson, Legal Counsel
Elliot Henry, Jr., Publicity Manager
E. C. Horstman, Manager of Engineering & General Services Department

Lowell E. Jackson, Manager of Network Sales
Burr E. Lee, Manager of Production and Announcing
John J. Manley, Manager of Office & Studio Services
Francis McNulty, Music Rights Supervisor
Cornelius O'Dea, News Supervisor
Stewart Robinson, Auditor
Robert M. Savage, Manager of Script & Continuity Acceptance
Edward G. Smith, Director of Network for Central Division
Winslow E. Uebel, Program Business Manager

HOLLYWOOD

1529 North Vine Street
Hollywood 28, California

William Phillipson, Director of Western Division

J. Clifford Anderson, Program Business Manager
Dorothy L. Brown, Continuity Acceptance Editor, Western Division
Philip G. Caldwell, Manager, Engineering & General Services, Western Division
Francis Conrad, Director of Radio, Western Division
Dresser Dahstead, Program Manager, Western Division
Ralph Denechaud, Engineering Operations Supervisor
Paul Gates, Night Program Manager
Edward B. Hullinger, Manager, Station Relations, Western Division
Francis D. LaTourette, Western Division News Editor
Allan Maynard, Purchasing Agent & Supervisor of Building Maintenance
Courtney McLeod, Traffic Manager, Western Division
Jon Meyers, Assistant Program Manager & Production Manager
Victor E. Rowland, Manager Hollywood Publicity Department
Florence T. Shiro, Personnel Director
C. Merwin Travis, Sales Promotion Manager
John C. Wagner, Controller, Western Division

SAN FRANCISCO

420 Taylor Street
San Francisco 2, California

James Connolly, Vice President in charge

A. E. Evans, Manager of Engineering & General Services Department
Gordon Grannis, Advertising, Promotion & Publicity Manager
Lois Ann Hart, Sales Service Manager
Edith Kirby, Traffic Manager
Victor Reed, Manager of News & Special Events, & Program Operations
Henry A. Saroyan, Auditor
Dexter Scherling, Continuity Acceptance Editor
Theodore I. Oberfelder, Director of Owned Radio Stations

NEW YORK

William Materne, Station Manager of WJZ
Warren Jennings, Sales Manager of WJZ

CHICAGO

Edward Lynch, Sales Manager of WENR

HOLLYWOOD

Amos Baron, Station Manager of KECA
Matthew Barr, Sales Manager of KECA

SAN FRANCISCO

Charles McCarthy, Station Manager of KGO
Paul Scheiner, Sales Manager of KGO

DETROIT

(WXYZ, INC.)

Harold Christian, Sales Manager of WXYZ

Station Representatives for WJZ, KECA, & KGO
Edward Petry & Company
488 Madison Avenue
New York, New York
Station Representatives for WENR & WXYZ
John Blair & Company
150 East 43rd Street
New York, New York

RADIO STATIONS ADVISORY COMMITTEE

Roger W. Clipp, WFIL Philadelphia, Pa., District 1
J. P. Williams, WING Dayton, Ohio, District 2
Verl Bratton, WKTY La Crosse, Wisconsin, District 3
T. B. Lanford, KRMD Shreveport, La., District 4
Harold V. Hough, WBAP Fort Worth, Texas, District 5
Frank C. Carman, KUTA Salt Lake City, Utah, District 6
J. Archie Morton, KJR Seattle, Washington, District 7
A. D. Willard Jr., WGAC Augusta, Ga., District 8

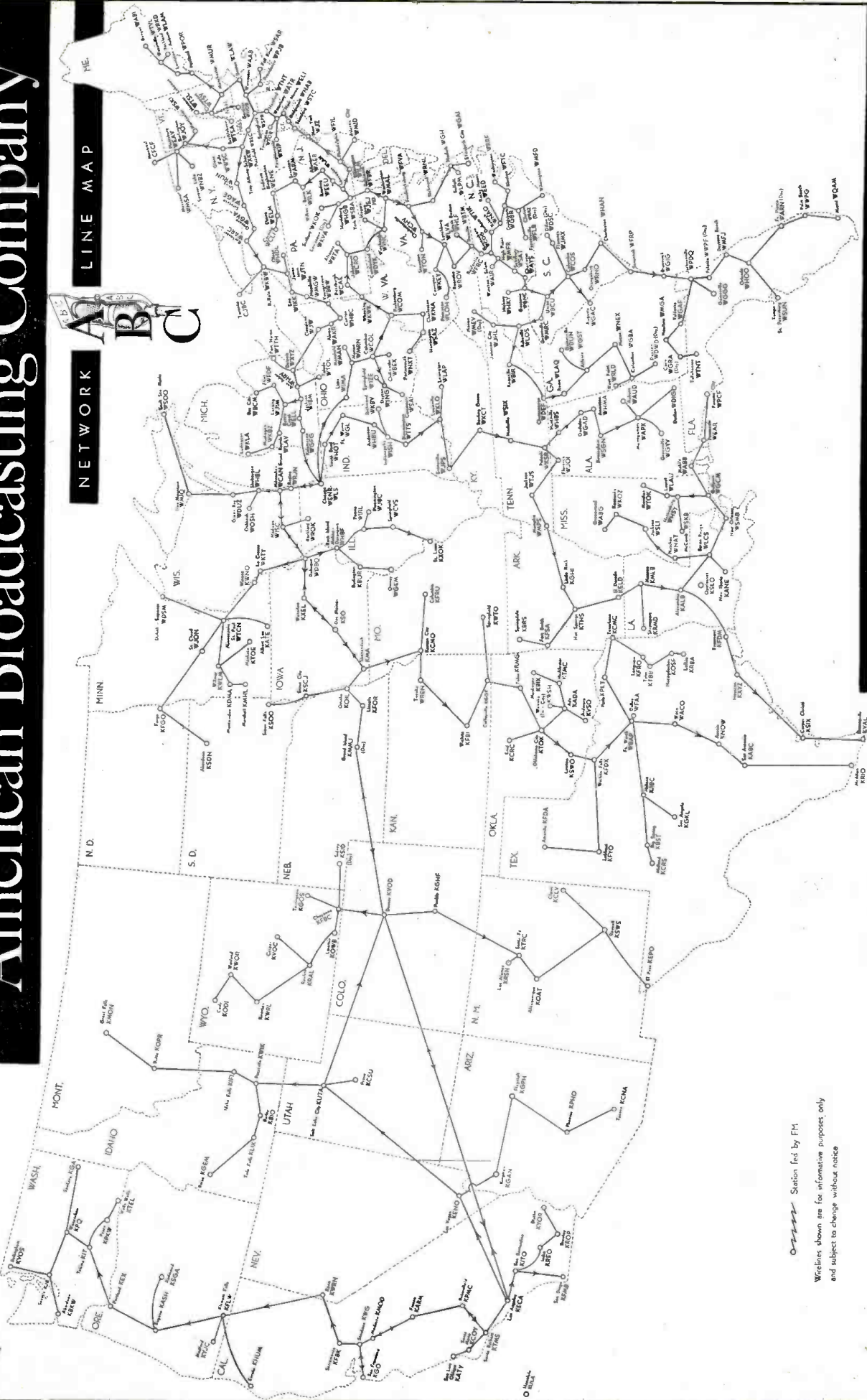
BROADCASTING • Telecasting

American Broadcasting Company

NETWORK

LINE MAP

ABC



Station fed by FM

Wirelines shown are for informative purposes only and subject to change without notice

In 1952 more people in more places—



in and out of the home—continued to



spend more time with radio than with



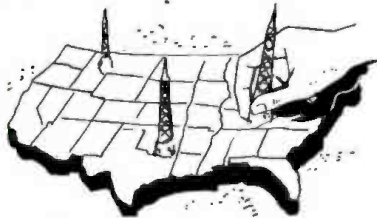
any other medium. And most of them



listened most to CBS Radio—where

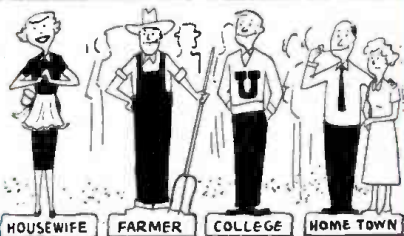


sponsors attract their largest audiences



Markets

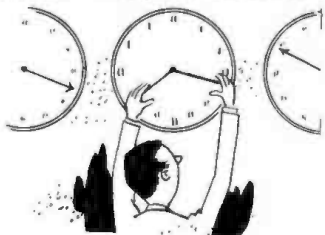
Buy any part of the U.S.A.—by STATES, TRADE TERRITORIES, GEOGRAPHICAL REGIONS—whatever covers your distribution!



HOUSEWIFE FARMER COLLEGE HOME TOWN

Audience

Farmer, Hometown People, College Students, Housewives—you may select any of the receptive audiences!



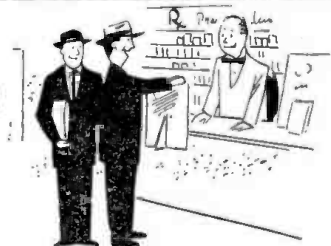
Time

From sign-on to sign-off, 631 KBS stations may be purchased any time of day!



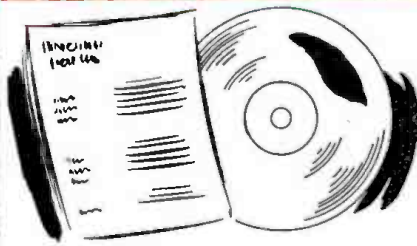
Announcements or Programs

Station Breaks, Minutes, 15-Minute or Half Hour Shows, etc.—all are available on any of the 631 KBS Stations.



Merchandising

Keystone cooperates with any advertiser in a merchandising program that gets results!



Live or Transcribed

Many advertisers use live announcements; others use transcriptions.

1234567

Number of Broadcasts

Any number of Broadcasts per station you need to do the job!

SELECTION AND FLEXIBILITY

IS THE KEYNOTE OF THE KEYSTONE BROADCASTING SYSTEM.

Build your own network by selecting the stations you need. The Keystone Network is flexible—you may buy the time periods with adjacencies you need to reach a selected audience. You may use live copy or transcriptions. The number of announcements or length of campaigns is up to you. You may do all this with *one order, one rate, and one invoice.*

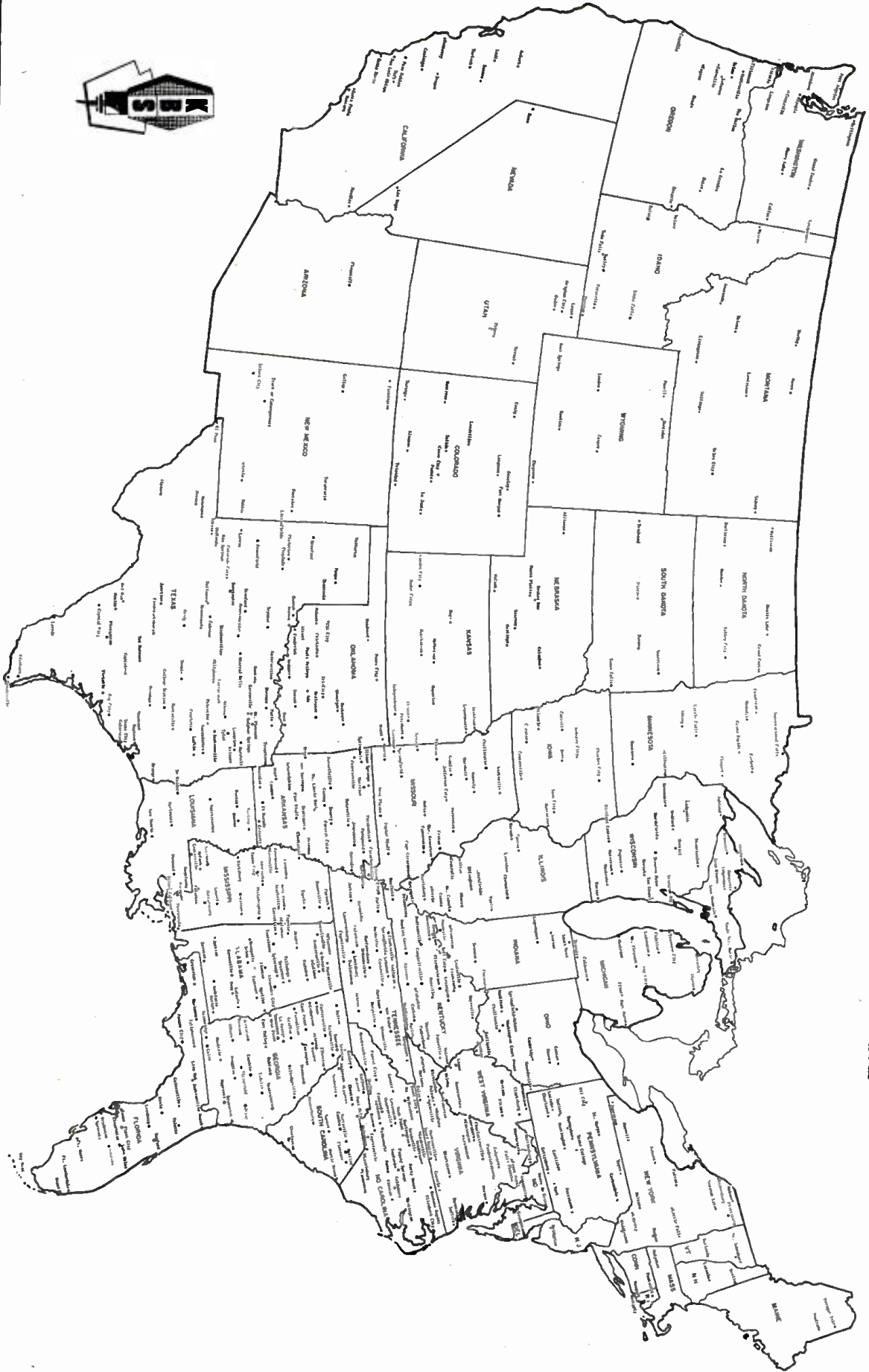
KEYSTONE BROADCASTING SYSTEM, INC.

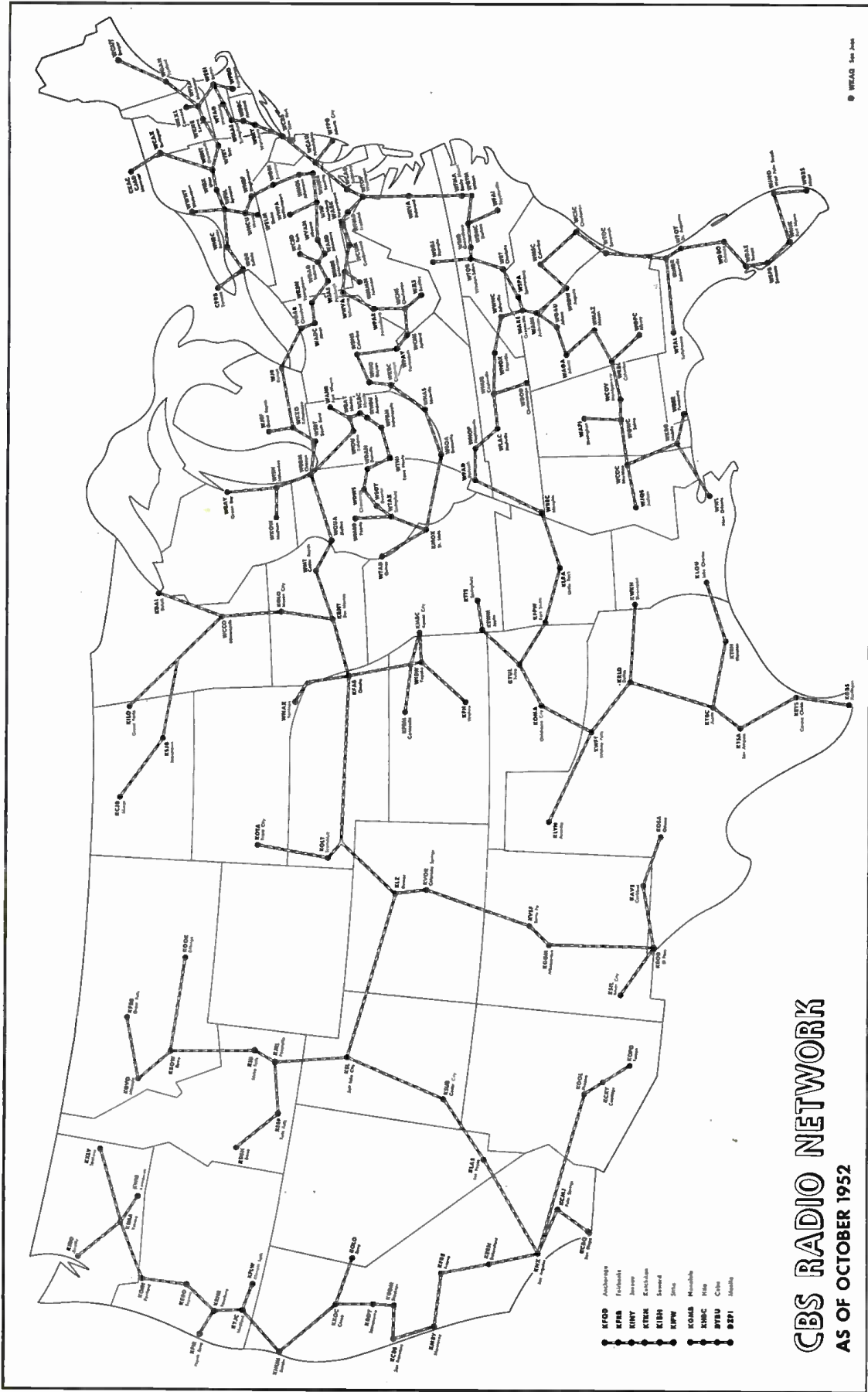
• New York: 580 Fifth Ave.

• Chicago: 111 W. Washington

• Los Angeles: 1030 Wilshire Blvd.

KEYSTONE BROADCASTING SYSTEM





© WEAJ, Inc. 1952

CBS RADIO NETWORK

AS OF OCTOBER 1952

- KYOD Kentucky
- KEA Alabama
- KBY Arkansas
- KBY California
- KBY Colorado
- KBY Florida
- KBY Georgia
- KBY Illinois
- KBY Indiana
- KBY Iowa
- KBY Kansas
- KBY Louisiana
- KBY Maine
- KBY Maryland
- KBY Massachusetts
- KBY Michigan
- KBY Minnesota
- KBY Mississippi
- KBY Missouri
- KBY Montana
- KBY Nebraska
- KBY Nevada
- KBY New Hampshire
- KBY New Jersey
- KBY New Mexico
- KBY New York
- KBY North Carolina
- KBY North Dakota
- KBY Ohio
- KBY Oklahoma
- KBY Oregon
- KBY Pennsylvania
- KBY Rhode Island
- KBY South Carolina
- KBY South Dakota
- KBY Tennessee
- KBY Texas
- KBY Utah
- KBY Vermont
- KBY Virginia
- KBY Washington
- KBY West Virginia
- KBY Wisconsin
- KBY Wyoming

KEYSTONE BROADCASTING SYSTEM INC.

OFFICES

111 West Washington Street
Chicago 2, Illinois
State 2-6303

580 Fifth Avenue
New York 36, New York
Plaza 7-1460

1324 Wilshire Boulevard
Los Angeles 17, California
Dunkirk 2-8391

OFFICERS & DIRECTORS

Sidney J. Wolf, *President (Director)*
Joseph Bayer, *Vice President (Director)*
Noel A. Rhys, *Vice President*
Edwin R. Peterson, *Vice President*
William Bayer, *Vice President*
Arthur Wolf, *Secretary-Treasurer (Director)*

NEW YORK
580 Fifth Avenue
Plaza 7-1460

Noel A. Rhys, *Vice President and Eastern Sales Director*
Charles A. Hammarstrom, *Account Executive*
Eve Banner, *Office Manager*
Nicholas Gordon, *Director of Research*

CHICAGO
111 W. Washington St.
State 2-6303

Sidney J. Wolf, *President*
Edwin R. Peterson, *Vice President*
Arthur Wolf, *Secretary-Treasurer*
Blanche Stein, *Director of Station Relations*
Wyn Spangenberg, *Traffic Manager*
Bertha Vincent, *Office Manager*

LOS ANGELES
1330 Wilshire Blvd.
Dunkirk 3-2910

William Bayer, *Vice President*
Henry G. Eschen, *Account Executive*
Harry Roe, *Account Executive*

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. This is the only national network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length. Keystone makes its facilities available nationally or in selected groups. The list of stations affiliated with Keystone as of Jan. 1, 1953, is as follows:

ALABAMA—WRFS Alexander City; WCTA Andalusia; WJLD Bessemer; WEBJ Brewton; WRAG Carrollton; WKLF Clanton; WKUL Cullman; WMSL Decatur; WXAL Demopolis; WOOF Dothan; WULA Eufaula; WWWW Fayette; WOWL Florence; WGWD Gadsden; WGYV Greenville; WGSV Guntersville; WHPH Huntsville; WPBB Jackson; WWWW Jasper; WJHO Opelika; WWWW Russellville; WHBB Selma; WFFB Sylacauga; WHTB Talladega; WTBF Troy; WTBC Tuscaloosa; WTUS Tuskegee.

ARIZONA—KCLS Flagstaff.

ARKANSAS—KVRC Arkadelphia; KBTA Batesville; KAMD Camden; KCON Conway; KACH Crossett; KDMS El Dorado; KGRH Fayetteville; KXJK Forrest City; KHOO Harrison; KFFA Helena; KXAR Hope; KWFC Hot Springs; KBTM Jonesboro; KAMA Magnolia; KENA Mesa; KOSE Osceola; KDERS Paragould; KOTN Pine Bluff; KPOC Pochontas; KXRI Russellville; KWCB Searcy; KBRS Springdale; KWAK Stuttgart.

CALIFORNIA—KBMX Coalinga; KDIA Auburn; KCVR Lodi; KMBY Monterey; KSFE Needles; KPRL Paso Robles; KVEC San Luis Obispo; KSJV Sanger; KSMA Santa Maria; KSPA Santa Paula; KROG Sonora; KTKR Taft; KTRU Turlock; KYVC Ventura.

COLORADO—KGIW Alamosa; KRLN Canon City; KRAI Craig; KIUP Durango; KFTM Fort Morgan; KYOU Greeley; KBNZ La Junta; KLVK Leadville; KLMO Longmont; KUBC Montrose; KDZA Pueblo; KVRH Salida; KCRT Trinidad.

DELAWARE—WJWL Georgetown.

FLORIDA—WTRL Bradenton; WTAN Clearwater; WFCU Crestview; WBRD Ft. Lauderdale; WINK Ft. Myers; WGGG Gainesville; WJVB Jacksonville Beach; WKWT Key West; WTPC Lake Wales; WLBE Leesburg; WNER Live Oak; WTVS Marianna; WWEP Miami; WTMOC Ocala; WWPB Palatka; WDLF Panama City; WPLA Plant City; WTRR Sanford; WKXY Sarasota; WJCM Sebring; WTNT Tallahassee; WEBK Tampa.

GEORGIA—WDMG Douglas; WJAZ Albany; WDEC Americus; WGAU Athens; WMGR Bainbridge; WMGO Brunswick; WGRA Cairo; WLBB Carrollton; WBHF Cartersville; WGAU Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WDWD

Dawson; WMLT Dublin; WTJH East Point; WSGC Elberton; WBHB Fitzgerald; WFFM Fort Valley; WGGG Gainesville; WKEU Griffin; WBGR Jesup; WLAG La Grange; WMVG Milledgeville; WMGA Moultrie; WRGA Rome; WWNS Statesboro; WSFT Thomaston; WTTA Thomson; WLET Toccoa; WVOP Vidalia; WAYX Waycross; WRLD West Point; WIMO Winder.

IDAHO—KGEM Boise; KBIO Burley; KIFI Idaho Falls; KRPL Moscow; KWIK Pocatello; KPST Preston; KSPT Sandpoint; KLIX Twin Falls; KWFI Weiser.

ILLINOIS—WOKZ Alton; WBYS Canton; WROY Carmi; WCRA Effingham; WEBQ Harrisburg; WJPF Herrin; WPRC Lincoln; WSMI Litchfield; WKAI Macomb; WMOK Metropolis; WVMC Mt. Carmel; WVLN Olney; WFRS Paris.

INDIANA—WSAL Logansport; WBNL Boonville; WRAY Princeton; WJCD Seymour; WJVA South Bend; WTCJ Tell City; WKAM Warsaw.

IOWA—KASI Ames; KJAN Atlantic; KCM Carroll; KCOC Centerville; KCHA Charles City; KSIB Creston; KKIC Iowa City; KWPC Muscatine; KJFJ Webster City.

KANSAS—KARE Atchison; KCRB Chanute; KGNO Dodge City; KTSW Emporia; KIUL Garden City; KAYS Hays; KWVB Hutchinson; KIND Independence; KCLO Leavenworth; KNEK McPherson; KSEK Pittsburg.

KENTUCKY—WLBJ Bowling Green; WTCO Campbellsville; WADN Columbia; WCTT Corbin; WZLP Covington; WCPM Cumberland; WHIR Danville; WIEL Elizabethtown; WFKY Frankfort; WKAY Glasgow; WHLN Harlan; WKIC Hazard; WSON Henderson; WLEX Lexington; WNNN Louisville; WFMW Madisonville; WKTM Mayfield; WFTM Maysville; WMK Middleboro; WOMI Owensboro; WPKE Pikeville; WPKY Princeton.

LOUISIANA—KTRY Bastrop; WIKC Bogalusa; KDLA De Ridder; WIHL Hammond; KWCF Natchitoches; KSLO Opelousas; KRUS Ruston.

MAINE—WABM Houlton; WAGM Presque Isle.

MARYLAND—WNAV Annapolis; WASA Havre de Grace.

MASSACHUSETTS—WREB Holyoke.

MICHIGAN—WATZ Alpena; WGRO Bay City; WATT Cadillac; WTVE Coldwater; WMRP Flint; WHDF Houghton; WKKB Iron River; WJMS Ironwood; WFD Ishpeming; WKLA Ludington; WCEM Mt. Pleasant; WMBN Petoskey; WHLS Port Huron; WSTR Sturgis; WTCM Traverse City.

MINNESOTA—KASM Albany; KBUN Bemidji; WKLK Cloquet; KROX Crookston; WEVE Eveleth; KBZY Grand Rapids; CKFI International Falls; KLTF Little Falls; KOBK Owatonna; WSHB Stillwater.

MISSISSIPPI—WGCM Biloxi-Gulfport; WBIP Booneville; WGLC Centerville; WROX Clarksville; WCJU Columbia; WCBI Columbus; WCMA Corinth; WJPR Greenville; WGRM Greenwood; WNAG Grenada; WFOR Hattiesburg; WKZO Kosciusko; WAML Laurel; WAPP McComb; WMOX Meridian; WMS Natchez; WMPM Pascagoula; WHOC Philadelphia; WRWJ Picayune; WSSO Starkville; WELO Tupelo; WQBC Vicksburg; WROB West Point; WAZF Yazoo City.

MISSOURI—KGMO Cape Girardeau; KDMO Carthage; KCRV Caruthersville; KCHI Chillicothe; KDKD Clinton; KREI Farmington; KJCF Festus; KWOS Jefferson City; KIRK Kirksville; KMMO Marshall; KNCM Moberly; KRMO Monett; KNEM Nevada; KWOC Poplar Bluff; KTRR Rolla; KSGM Ste. Genevieve; KDRO Sedalia; KICK Springfield; KWRE Warrenton; KWPM West Plains.

MONTANA—KANA Anaconda; KBMY Billings; KOJM Havre; KCAP Helena; KXLO Lewistown; KPRK Livingston; KRJF Miles City; KIYI Shelby; KGXC Sidney.

NEBRASKA—KCOW Alliance; KCNI Broken Bow; KJSC Columbus; KHAS Hastings; KGFV Kearney; KBRL McCook; KODY North Platte.

NEVADA—KRAM Las Vegas; KATO Reno.

NEW HAMPSHIRE—WMOU Berlin; WLNH Laconia.

NEW JERSEY—WSNJ Bridgeton.

NEW MEXICO—KSPV Artesia; KVBC Farmington; KCAK Gallup; KWEW Hobbs; KENM Portales; KSL Silver City; KCHS Truth or Consequences; KTNM Tucumcari.

NEW YORK—WMBO Auburn; WOSC Fulton; WLEA Hornell; WHUC Hudson; WJOC Jamestown; WVOS Liberty; WLFH Little Falls; WICY Malone; WALL Middletown; WSLB Ogdensburg; WIRY Plattsburg;

WNBZ Saranac Lake; WDLA Walton.

NORTH CAROLINA—WABZ Albemarle; WBBS Burlington; WEO Concord; WKCE Dunn; WCNC Elizabeth City; WFAI Fayetteville; WBBO Forest City; WFCV Fuquay Springs; WGNK Gastonia; WPMC Goldsboro; WHNC Henderson; WHKP Hendersonville; WHPE High Point; WELS Kinston; WEWO Lenoir; WLOE Leaksville; WJRI Lenoir; WBUY Lexington; WTSB Lumberton; WMAP Monroe; WHIP Mooresville; WPAQ Mount Airy; WKBC No. Wilkesboro; WFRS Reidsville; WCBT Roanoke Rapids; WCEC Rocky Mount; WWGP Sanford; WOHNS Shelby; WADE Wadesboro; WHED Washington.

NORTH DAKOTA—KDLR Devils Lake; KDIX Dickinson; KNOX Grand Forks; KCGU Mandan; KOVC Valley City; KWBM Williston.

OHIO—WILE Cambridge; WAND Canton; WBEX Chillicothe; WJEH Gallipolis; WMOH Hamilton; WIRO Ironton; WWSO Springfield-Urbana; WCHO Washington Court House.

OKLAHOMA—KADA Ada; KWHW Altus; KVSO Ardmore; KWCO Chickasha; KSEO Durant; KASA Elk City; KTAT Frederick; KTJS Hobart; KIHN Hugo; KTMK McAlester; KGLC Miami; KBIX Muskogee; KHGB Okmulgee; KVLH Pauls Valley; WBBZ Ponca City; KWSE Tri-City (Wewoka-Seminole-Holdenville); KSIW Woodward.

OREGON—KAST Astoria; KBKR Baker; KBND Bend; KWRO Coquille; KRUL Corvallis; KASH Eugene; KLEB La Grande; KGAL Lebanon; KCMC McMinnville; KSRV Ontario; KOCO Salem; KODL The Dalles; KTL Tillamook.

PENNSYLVANIA—WNCN Barnesboro; WCDC Carbondale; WLXW Carlisle; WESA Charleroi; WGET Gettysburg; WHUN Huntingdon; WDAW Indiana; WAKU Latrobe; WKRZ Oil City; WPAZ Pottstown; WKBI St. Marys; WATS Sayre; WMAJ State College; WNOW York.

RHODE ISLAND—WRJM Newport; WPAW Pawtucket; WERI Westerly.

SOUTH CAROLINA—WANS Anderson; WACA Camden; WHAN Charleston; WGCD Chester; WELP Easley; WOLS Florence; WFGN Gaffney; WEAB Greer; WHSC Hartsville; WLBG Laurens; WJAY Mullins; WMRA Myrtle Beach; WKDK Newberry; WRNO Orangeburg; WRHI Rock Hill; WSNW Seneca; WFIG Sumter.

SOUTH DAKOTA—KDSJ Deadwood; KIJV Huron; KGFX Pierre; KISD Sioux Falls; KWAT Watertown.

TENNESSEE—WLAR Athens; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyersburg; WEKR Fayetteville; WHIN Gallatin; WHBT Harriman; WIRJ Humboldt; WDXJ Jackson; WKIN Kingsport; WIKK Knoxville; WDKC Lawrenceburg; WCOB Lebanon; WJTM Lewisburg; WGAP Maryville; WMMT McMinnville; WGNB Murfreesboro; WNAH Nashville; WKE Oak Ridge; WTPR Paris; WDBL Springfield; WJIG Tullahoma; WENK Union City.

TEXAS—KVLF Alpine; KBUD Athens; KRUN Balingier; KIOX Bay City; KRCT Baytown; KTXC Big Spring; KNEB Brady; KSTB Breckenridge; KWHI Brenham; KTFY Brownfield; KBOR Brownsville; KBWD Brownwood; KSTA Coleman; WTAW College Station; KVMC Colorado City; KAND Corsicana; KIVY Crockett; KWYN Crystal City; KKIT Dalhart; KDRI Dumas; WJMT Denton; KURY Edinburg; KLEP El Paso; KFLD Floydada; KNAF Fredericksburg; KGAF Gainesville; KLUF Galveston; KCTI Gonzales; KGVL Greenville; KPAN Hereford; KBBR Hillsboro; KATL Houston; KSAM Huntsville; KEBE Jacksonville; KMBL Junction; KOCA Kilgore; KPET Lamesa; KVOW Littlefield; KFRO Longview; KRBA Lufkin; KMHT Marshall; KJBC Midland; KORC Mineral Wells; KVKM Monahan; KOSF Nacogdoches; KRIG Odessa; KOGT Orange; KNET Palestine; KFTV Paris; KIUN Pecos; KVOP Plainview; KVZL Pecos; KIMP Mt. Pleasant; KPAT Pampa; KBOP Pecos; KOLT Quanah; KCNY San Marcos; KSEY Seymour; KEVA Shamrock; KLAN Sherman; KDWT Stamford; KSTV Stephenville; KSST Sulphur Springs; KXOX Sweetwater; KTEM Temple; KITS Texarkana; KTLW Texas City; KGKB Tyler; KVOU Uvalde; KWVC Vernon; KVIC Victoria.

UTAH—KBUB Brigham City; KVNU Logan; KOPP Ogden; KOAL Price; KJAM Vernal.

VERMONT—WSYB Rutland; WTVN St. Johnsbury.

VIRGINIA—WKLV Blackstone; WINA Charlottesville; WKYE Covington; WCVL Culpeper; WEVA Emporia; WFAK Falls Church; WFTR Front Royal; WFA Fredericksburg; WBOB Galax; WVEC Hampton; WREL Lexington; WMEV Marion; WMYA Martinsville; WNVN Norton; WPUV Pulaski; WRAD

(Continued on page 43)



at the lowest cost per thousand in all



advertising. Today, for the fifth consec-



utive year, the strongest line-up of sel-



lers and showmen in radio assures new



advertisers their greatest customer



traffic—on the CBS RADIO NETWORK

COLUMBIA BROADCASTING SYSTEM, RADIO DIVISION

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345

For executives of parent company, Columbia Broadcasting System Inc., see page 65. For executives Television Division, see Telecasting Yearbook.

Officers

Adrian Murphy, *President*
Louis Hausman, *Administrative Vice President*
James M. Seward, *Administrative Vice President*
J. Kelly Smith, *Administrative Vice President*
Herbert V. Akerberg, *Vice President in Charge of Station Relations*
H. Leslie Atlas, *Vice President in Charge of Central Division*
Guy della Cioppa, *Vice President in Charge of Network Programs, Hollywood*
Charles L. Glett, *Vice President in Charge of Network Services, Hollywood*
Lester Gottlieb, *Vice President in Charge of Network Programs*
Arthur Hull Hayes, *Vice President in Charge of San Francisco Office*
John J. Karol, *Vice President in Charge of Network Sales*
William B. Lodge, *Vice President in Charge of Engineering.*

Accounting

Merle Wick, *Comptroller*

Budget

Tom Rollinson, *Director*

Business Affairs, Network Programs

Kenneth L. Yourd, *Director, Business Affairs, Network Programs, New York*
John F. Meyers, *Director, Business Affairs, Network Programs, Hollywood*
W. C. Harrington, *Manager, Music Copyright Division*

Editing

Don Ball, *Director*

General Engineering Department

William B. Lodge, *Vice President in Charge of Engineering*
A. B. Chamberlain, *Chief Engineer*
H. A. Chinn, *Chief Audio Engineer*
J. W. Wright, *Chief Radio Engineer*

Legal

Henry Howard, *Senior Attorney*

Network Programs

Lester Gottlieb, *Vice President Network Programs*
Gerald Mausby, *Manager of Network Broadcasts*
Norman Frank, *Program Supervisor*
James Fassett, *Director of Serious Music*
Charles S. Monroe, *Manager, Program Writing*

Network Sales

John Karol, *Vice President in Charge of Network Sales*
Eldon Hazard, *Sales Manager*
Dudley Faust, *Eastern Sales Manager*
Gilson Gray, *Administrative Manager*
E. E. Hall, *Sales Service Manager*

Chicago Office, 410 Michigan Avenue

Erwin H. Shomo, *Western Manager*
Roger K. Huston, *Assistant Manager*

Detroit Office, Fisher Bldg.

Joseph Spadea, *Manager*

News and Public Affairs

Wells Church, *Director of News and Public Affairs*
Stuart Novins, *Associate Director, Public Affairs*
Helen J. Sioussat, *Director of Talks*
Red Barber, *Counselor on Sports*
John Derr, *Director of Sports*
George Crothers, *Director of Religious Broadcasts*
Theodore Koop, *Associate Director of News and Public Affairs, Washington*
Dallas Townsend, *Director of Special Events*
Lewis Shollenberger, *Director of Special Events, Washington*

Operations

Horace Guillotte, *Director of Operations*
Austin E. Joscelyn, *Director of Operations, Hollywood*
James Sirmons, *Manager of Network Operations*
Davidson Vorhies, *Manager, Technical Operations and Chief Engineer, WCBS*
Hugh Cowham, *Traffic Manager*
Julius Mattfeld, *Director of Music Library*
Lucile Singleton, *Manager of Record and Script Library*

PRESS INFORMATION

George Crandall, *Director of Press Information*
Irving Fein, *Director of Publicity and Exploitation, Hollywood*
Sidney Garfield, *Director of Exploitation*
Michael Boscla, *Executive Assistant to Mr. Crandall*
Edward Reynolds, *Manager, Press Information*
Harry J. Feeney, *Assistant to the Director of Press Information and Trade News Editor*
Anne Harding, *Manager, Service Division*
Raymond Hughes, *Manager, Magazine Division*

CBS RADIO SPOT SALES

Wendell Campbell, *General Sales Manager*
Henry Flynn, *Eastern Sales Manager*
H. A. Carlborg, *Manager, Sales Development*
Richard Hess, *Research Manager*
Guy Cunningham, *Promotion Manager*

Chicago Office, 410 North Michigan Avenue

Gordon F. Hayes, *Western Sales Manager*

Memphis Office, 63 S. Main Street

H. H. Holtshouser, *Sales Manager*

Detroit Office, Fisher Bldg.

Ralph Patt, *Sales Manager*

Los Angeles Office, Columbia Square

Edward Larkin, *Sales Manager*

San Francisco Office, Palace Hotel

Hugh Stump, *Sales Manager*

Research

Harper Carraine, *Director of Research*
Edward Reeve, *Sales and Promotion Research Manager*
Howard Miller, *Manager, Coverage and Marketing Research*
Gerhart Wiebe, *Research Psychologist*

Sales Promotion and Advertising

George Bristol, *Director*
Charles Oppenheim, *Administrative Manager*
Thomas Means, *Director, Promotion Service, CBS-Owned Stations*
Frank Nesbitt, *Director, Network Sales Presentations*
Robert Elliott, *Director, Network Copy*
Louis Dorfman, *Director, Art Division*
Irving Miller, *Director, Art Service, CBS-Owned Station Promotion*
Joseph Tole, *Production Manager*
Edward Kaylen, *Sales Analysis and Special Reports*

Station Administration

Carl J. Burkland, *Director of Station Administration*

Station Relations

Herbert V. Akerberg, *Vice President in Charge of Station Relations*
William A. Schudt, Jr., *National Director*
Edward DeGray, *Station Relations Representative*
Ole Morby, *Western Division Manager, Columbia Square, Los Angeles 28*

CBS, INC., BROADCAST SERVICE DEPARTMENTS

Building Operations and Ticket Division

James Swenson, *Manager of Building Operations*
Jack Page, *Assistant Manager of Building Operations*
Laurette Banks, *Supervisor of Ticket Division*

General Purchasing

John E. Forsander, *Director of Purchases*
Edward Drewes, *Purchasing Agent*

Office Services Department

A. H. Bryant, *Manager*
Maude Stubner, *Supervisor of Program Typing*
Emily Schiener, *Supervisor of Program Transcripts*

Personnel Relations

Robert Kalaidjian, *Director*
Dr. Jack Nelson, *Director of Medical Office*
Charles Burt, *Personnel Administrator*
John Anderson, *Personnel and Labor Research Manager*
Richard Stanley, *Employment Manager*

Photographic

Walter I. Siegal, *Manager*

Reference

William C. Ackerman, *Director*
May Dowell, *Manager, General Information Division*
Agnes Law, *Librarian*
Esther Dobbins, *Manager, Program Information Division*
Dorothy Boyle, *Manager, Program Statistics Division*

CBS-OWNED STATIONS

WCBS and WCBS-FM, 485 Madison Avenue, New York 22

Carl Ward, *General Manager*
Bill Miller, *Sales Manager*
Sam Slate, *Program Manager*
Don Foley, *Promotion Manager*

KCBS and KCBS-FM, Palace Hotel, San Francisco 5

Arthur Hull Hayes, *Vice President in Charge San Francisco Office, General Manager of KCBS and KCBS-FM*
Jules Dundes, *Sales Manager*
Fred Ruegg, *Program Manager*
Evelyn Clark, *Promotion Manager*

KMOX, 401 S. Twelfth Boulevard, St. Louis 2

Eugene Wilkey, *General Manager*
Robert Hyland, *Sales Manager*
Mark Russell, *Program Manager*
C. W. Doebler, *Promotion Manager*

KNX and KNX-FM and Columbia Pacific Network 6121 Sunset Boulevard, Los Angeles 28

William Shaw, *General Manager*
E. W. Buckalew, *Assistant General Manager and Sales Manager*
Robert Sutton, *Program Manager*
Sherril Taylor, *Promotion Manager*

WBBM and WBBM-FM, 410 N. Michigan Avenue, Chicago 11

H. Leslie Atlas, *Vice President in Charge of Central Division, General Manager of WBBM*
E. H. Shomo, *Assistant General Manager and Sales Manager*
C. Gilman Johnston, *Assistant Sales Manager*
Thomas A. Bland, *Program Manager*
C. W. Doebler, *Promotion Manager*

WEEI and WEEI-FM, 182 Tremont Street, Boston 12

Harvey Struthers, *General Manager*
Emmett J. Heerd, Jr., *Sales Manager*
Raymond Girardin, *Program Manager*
Charles Valli, *Promotion Manager*

HOUSEWIFE'S PROTECTIVE LEAGUE PRODUCTIONS

Edward W. Wood, Jr., *General Sales Manager and General Manager, HPL Program Services, Inc.*

COLUMBIA AFFILIATES ADVISORY BOARD

I. R. Lounsberry, WGR, Buffalo, Chairman, representing District No. 2
Arnold Schoen, WPRO, Providence, District No. 1
C. T. Lucy, WRVA, Richmond, Va., District No. 3
Spencer Mitchell, WDAE, Tampa, Fla., District No. 4
Howard Sumerville, WWL, New Orleans, District No. 5
Hulbert Taft, Jr., WKRC, Cincinnati, District No. 6
Harry Burke, KFAB, Omaha, District No. 7
Joseph Bernard, KOMA, Oklahoma City, District No. 8
Clyde Coombs, KROY, Sacramento, District No. 9

MUTUAL BROADCASTING SYSTEM EXECUTIVES and STAFF

1440 Broadway, New York 18, N. Y.

Phone: Pennsylvania 6-9600

Board of Directors

Thomas F. O'Neill, *Chairman*
E. M. Antrim, WGN, Chicago, *Vice-Chairman*
James E. Wallen, MBS, New York, *Secretary and Treasurer*
Willet H. Brown, Don Lee, Hollywood
E. K. Carpenter, WHK, Cleveland, Ohio
Benédic't Gimbel Jr., WIP, Philadelphia
Ward D. Ingram, Don Lee, Hollywood
Frank Schreiber, WGN, Chicago
J. Glen Taylor, General Teleradio, Inc.
Linus Travers, Yankee Network, Boston

Mutual Network Officers

Thomas F. O'Neill, *President*
Adolf N. Hult, *Vice President in charge of Sales*
E. M. Johnson, *Vice President in charge of Station Relations and Engineering*
Robert A. Schmid, *Vice President in charge of Advertising, Public Relations and Research*
Julius F. Seebach, *Vice President in charge of Programs*
James E. Wallen, *Secretary and Treasurer*
George Ruppel, *Controller*
Elisha Goldfarb, *Assistant Secretary*

Departments and Divisions

Thomas F. O'Neill, *President*
James E. Wallen, *Secretary and Treasurer*
Elisha Goldfarb, *Legal Counsel and Assistant Secretary*

Office Management

James E. Wallen, *Secretary and Treasurer*
Adolph Opfinger, *Labor Relations*
Beatrice M. Marschner, *Personnel Director*
Lewis Tower, *Manager of Building Service*
Ruth Hendler, *Purchasing Agent*
Galle Dody, *Supervisor, Central Steno*
Augusta Hall, *Telephone Supervisor*
Sigrid Ramberg, *Supervisor, File and Reception*

Legal Counsel

Keith Masters, Andrew C. Hamilton, Percy H. Russell Jr., of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C. and Chicago
Emmanuel Dannett of McGoldrick, Winn, Dannett & Horwitz, New York
Elisha Goldfarb, MBS, New York

Program

Julius F. Seebach, Jr., *Vice President*
Donald C. Hamilton, *Assistant to Vice President*
Harold Wagner, *Manager of Program Operations*
Dorothy Kemble, *Director of Radio and TV Clearance*

Marion Lennox, *Asst. Director of Radio and TV Clearance*
Herbert C. Rice, *Manager of Commercial Programs*
Robert Simon, *Program Manager*
B. J. Hauser, *Director of Co-op Programs*
Nathan Abramson, *Manager of Entertainment Bureau*
Milton Burgh, *Director of News*
Arthur Feldman, *Director of Special Events*
Paul Jonas, *Director of Sports*
Edwin Otis, *Commercial Program Supervisor*
Dolores Goudsward, *Supervisor of Program Traffic*
Frank Miller, *Night Program Supervisor*

Sales

Adolf N. Hult, *Vice President*
Sidney P. Allen, *Administrative Manager—Network Sales*
John R. Overall, *Eastern Sales Manager*
Virgil Reiter, *Midwestern Sales Manager*
Alma Graef, *Manager of Sales Service*
T. E. Danley, *Manager of Sales Traffic*
Sara Joseph, *Supervisor of Contracts*

Station Relations and Engineering

E. M. Johnson, *Vice President*
Charles Godwin, *Director of Station Relations*
Robert Carpenter, *Eastern Manager*
Roy Danish, *Western Manager*
Robert Kennett, *Southern Manager*
Ruth Jaffe, *Supervisor of Station Traffic*
Jean Engel, *Supervisor of Station Information*
Robert O'Connor, *Chief Plans and Allocation Engineer*
Leslie Learned, *Chief of Engineering Traffic & Operations*
James Chapman, *Supervisor of Engineering Traffic*
Cyrus Samuelson, *Supervisor of Engineering Operations*
Charles Singer, *Chief Engineer*
Henry Lockwood, *Manager of Recording*

Accounting

George Ruppel, *Controller*
Richard Groome, *Asst. Controller—MBS*
Seymour Handy, *Asst. Controller—WOR*

Advertising, Public Relations & Research

Robert A. Schmid, *Vice President*
James S. Tyler, *Director of Advertising*
Harold M. Coulter, *Director of Promotion*
Richard J. Puff, *Director of Research and Planning*
Francis K. Zuzulo, *Director of Public Relations and Press Information*
Arnold Roston, *Art Director*
F. Carleton McVarish, *Manager of Audience Promotion*
Henry Poster, *Manager of Research—MBS*

Frederick Schneier, *Manager of Presentations & Planning*
Jackson Foster, *Manager of Presentation Art & Graphics*
John Stone, *Asst. Art Director*
Nathan Sakolsky, *Production Manager*

Washington

Hollis Seavey, *Director of Washington Operations*
Everett Holles, *White House Correspondent*
Les Higbie, *News Editor*

Chicago

Carroll Marts, *Director of Midwestern Operations*
Virgil Reiter, *Midwestern Sales Manager*
Dorothy Reynolds, *Midwestern Sales Service Manager*
Myrtle Goulet, *Office Manager and Program Traffic*
George Herro, *Promotion and Press Information Representative*

Hollywood

Ned Tollinger, *Coordinator of Programs*
Copp Collins, *Press Information Representative*

Keystone Stations

(Continued from page 40)

Radford; WRIC Richlands; WHLF South Boston; WLPW Suffolk; WNNW Warsaw; WAYB Waynesboro; WINC Winchester; WYVE Wytheville.

WASHINGTON—KXRO Aberdeen; KPUG Bellingham; KELA Centralia; KCLX Colfax; KFDR Grand Coulee; KWLK Longview; KSEM Moses Lake; KGY Olympia; KONP Port Angeles.

WEST VIRGINIA — WHAR Clarksburg; WVOW Logan; WEPW Martinsburg; WEJC Matewan; WMOD Moundsville; WLOH Princeton; WRON Ronceverte; WBRW Welch; WHAW Weston.

WISCONSIN—WATW Ashland; WLDY Ladysmith; WDLB Marshfield; WIGM Medford; WMNE Menomonie; WLIN Merrill; WNAM Neenah WIBU Poynette; WRAC Racine; WOBT Rhinelander; WRCO Richland Center; WSPT Stevens Point; WOKW Sturgeon Bay; WTRW Two Rivers; WTTN Watertown; WAUX Waukesha.

WYOMING—KSPR Casper; KOVE Lander; KPOW Powell; KRAL Rawlins; KVRN Rock Springs; KWYO Sheridan; KVVO Cheyenne.

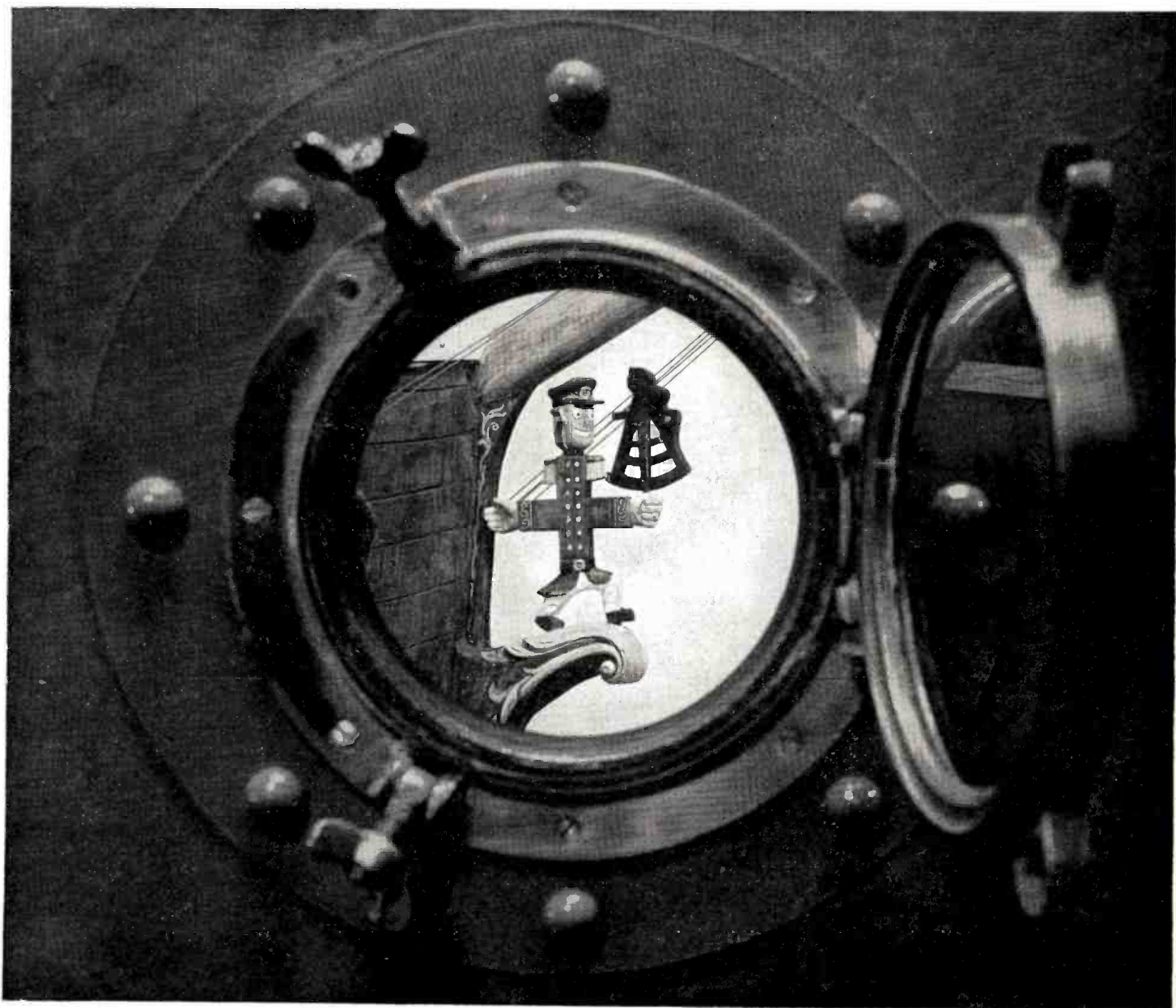
ASSOCIATED STATIONS

(CARRYING KBS COMMERCIALS ON SPECIAL WORKING AGREEMENTS)

CITY 13

KXLR No. Little Rock, Arkansas; KUOA Siloam Springs, Arkansas; WCNT Centralia, Illinois; WDWS Champaign, Illinois; KLIC Monroe, Louisiana; KANE New Iberia, Louisiana; WMIQ Iron Mountain, Michigan; WDMJ Marquette, Michigan; WKNK Muskegon, Michigan; WSOO Sault Ste. Marie, Michigan; WJER Dover, Ohio; WDNE Elkins, West Virginia; WAJR Morgantown, West Virginia.

For clear sailing through all of '53 . . .



calling at all the ports you please
. . . with Mister PLUS and the 560
stations of the MUTUAL network

RADIO CORPORATION OF AMERICA

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y. Tel.: Columbia 5-5900

BOARD OF DIRECTORS

David Sarnoff, Chairman
Walter A. Buck
John T. Cahill
Gano Dunn
Frank M. Folsom
John Hays Hammond Jr.
George L. Harrison

Mrs. Douglas Horton
Harry C. Ingles
Charles B. Jolliffe
Edward F. McGrady
Lewis L. Strauss

OFFICERS

David Sarnoff, Chairman of the Board
Frank M. Folsom, President
Walter A. Buck, Vice President and General Manager, RCA Victor Division
Dr. C. B. Jolliffe, Vice President and Technical Director
Dr. E. W. Engstrom, Vice President in Charge of RCA Laboratories Division
E. C. Anderson, Vice President in Charge of Commercial Department
Meade Brunet, Vice President and Managing Director of RCA International Division
Conway P. Coe, Vice President
Orrin E. Dunlap Jr., Vice President in Charge of Advertising and Publicity
Emanuel Sacks, Vice President
Robert L. Werner, Vice President and General Attorney
Ernest B. Gorin, Vice President and Treasurer
Ronello B. Lewis, Controller
John Q. Cannon, Secretary

Divisions of RCA

RCA LABORATORIES DIVISION

Dr. E. W. Engstrom, Vice President in Charge
Dr. V. K. Zworykin, Vice President and Technical Consultant

RCA VICTOR DIVISION

W. A. Buck, Vice President and General Manager
Charles M. Odorizzi, Operating Vice President

Vice Presidents

J. B. Elliott, Consumer Products
R. A. Seidel, Special Assistant to Vice President and General Manager
L. W. Teegarden, Technical Products
H. G. Baker, Home Instruments
P. A. Barkmeier, Regional Offices
J. S. Carter, Finance
V. deP. Goubeau, Materials
H. R. Maag, Western Manager
R. T. Orth, Tubes
Emanuel Sacks, Records
D. F. Schmit, Engineering
W. W. Watts, Engineering Products
E. M. Tuft, Organization Development
E. D. Foster, Planning

Departmental Directors

A. F. Watters, Personnel
Julius Haber, Public Relations
Frank Sleeter, Plant Engineering

Activity Directors

James M. Toney, Consumer Products Distribution
R. H. Coffin, Consumer Products Advertising
H. M. Winters, Regional Offices
H. V. Somerville, Distribution, Technical Products
Law Department
S. E. Ewing, General Attorney

MANUFACTURING PLANTS

Bloomington, Ind., 1300 So. Rogers Street
Camden, N. J., Front & Cooper Streets
Canonsburg, Pa., Adams Avenue
Cincinnati, Ohio, 5040 Lester Road
Detroit, Mich., 6545 St. Antoine Street
Harrison, N. J., 415 So. Fifth Street
Hollywood, Calif., 1016 N. Sycamore Avenue
Indianapolis, Ind., 501 N. LaSalle Street
Lancaster, Pa., Box 1140, New Holland Pike
Los Angeles, Calif., 11819 West Olympic Blvd.
Marion, Indiana, 3301 S. Adams Street
Monticello, Ind., Box 242, Hanawalt Road
New York, N. Y., 155 E. 24th Street
Hamilton, Ohio
Moorestown, N. J.
Woodbridge, N. J.

RCA SERVICE CO. INC.

Front & Cooper Sts., Camden, N. J.
E. C. Cahill, President

Vice Presidents

P. B. Reed, Government Service
W. L. Jones, Technical Products
J. P. Boksenbom, Consumer Products
D. R. Creato, Law

RCA ESTATE APPLIANCE CORP.

Hamilton, Ohio
R. A. Seidel, Chairman of the Board
C. M. Dunn, President
Gordon Kemp, Vice President and Treasurer
Ellsworth Sims, Vice President, Manufacturing
RCA VICTOR DISTRIBUTING CORP.
666 N. Lake Shore Drive, Chicago 11, Ill.
W. M. Norton, President

GOVERNMENT SERVICE DIVISION

Washington, D. C., 1625 K St. N. W.
Dayton, Ohio, 120 W. 2nd St.

RCA EXHIBITION HALL

40 West 49th Street
New York, New York
H. P. O'Brien, Manager

RCA COMMUNICATIONS INC.

66 Broad Street, New York City
Telephone: Hanover 2-1811
Board of Directors: John T. Cahill, Gano Dunn, Ernest B. Gorin, George L. Harrison, Joseph V. Heffernan, Harry C. Ingles, Charles B. Jolliffe, Edward F. McGrady, Thompson H. Mitchell, David Sarnoff.
Officers: David Sarnoff, Chairman of the Board; Harry C. Ingles, President; Thompson H. Mitchell, Executive Vice President in Charge of Operations;

Harold H. Beverage, Vice President in Charge of Research & Development; Lon A. Cearley, Vice President & Controller; Howard R. Hawkins, Vice President and General Attorney; Chester W. Latimer, Vice President and Chief Technical Consultant; Thomas D. Meola, Vice President in Charge of New York District; David S. Rau, Vice President and Chief Engineer; Sidney W. Sparks, Vice President in Charge of Commercial Activities; Frederick P. Guthrie, Assistant Vice President in Charge of Washington District; Harry E. Austin, Vice President in Charge of Pacific Coast District; Frederick J. Sager, Treasurer and Assistant Secretary; Robert Gilliland, Assistant Treasurer; John Q. Cannon, Secretary; Raymond E. Simonds, Assistant Secretary.

RADIOMARINE CORPORATION OF AMERICA

75 Varick Street, New York City
Telephone: Walker 5-3718
Board of Directors: Ewen C. Anderson, Walter A. Buck, Meade Brunet, John S. Carter, Frank M. Folsom, Vincent deP. Goubeau, George F. Shecklen, W. Walter Watts, Thomas P. Wynkoop, Officers: Frank M. Folsom, Chairman of the Board; Thomas P. Wynkoop, President; George F. Shecklen, Executive Vice President; Bruce W. Dold, Vice President and Controller; William F. Vogt, Vice President and Treasurer; I. F. Byrnes, Vice President in Charge of Engineering; A. J. Costigan, Vice President in Charge of Communications; H. A. Saul, Vice President in Charge of Production; G. P. Aldridge, Vice President in Charge of Sales and Government Contracts; Robert C. Prope, Secretary; Charles A. Carney, Assistant Controller; Charles F. Valentine, Assistant Treasurer and Assistant Secretary; William F. Autenanger, Assistant Secretary; Gerald Gouldrup, Assistant Secretary (for FCC Licenses).

RCA INTERNATIONAL DIVISION

30 Rockefeller Plaza, New York City
Telephone Judson 6-3800
Meade Brunet, Vice President and Managing Director; Merchandising Department, H. C. Edgar, Director; Sales Department, D. P. K. Wood, Director; Operations Department, A. F. Dollar, Director; Law Department, J. J. Benavie, Counsel; License Department, Dr. B. E. Shackelford, Director; Manufacturing and Engineering Services Department, H. G. Stemshorn, Director.

RCA INSTITUTES INC.

350 West 4th Street, New York City
Telephone Watkins 4-7845
Board of Directors: Edward C. Cahill, Orrin E. Dunlap Jr., Gano Dunn, Joseph V. Heffernan, Harry C. Ingles, Charles M. Odorizzi, David Sarnoff, George L. Van Deusen, Thomas P. Wynkoop, Officers: David Sarnoff, Chairman of the Board; George L. Van Deusen, President; George F. Maedel, Vice President and General Superintendent; William F. Vogt, Treasurer; John Q. Cannon, Secretary; Charles F. Valentine, Assistant Treasurer; Robert C. Prope, Assistant Secretary.

GROUP OWNERSHIP

AMERICAN BROADCASTING CO. OWNED AND MANAGED STATIONS—WJZ, WJZ-FM, New York; WENR, WENR-FM, Chicago; KGO, KGO-FM, San Francisco; KECA, KECA-FM, Los Angeles; WXYZ, WXYZ-FM, Detroit. All affiliates of American Broadcasting Co., WJZ-AM-FM, KECA-AM-FM and KGO-AM-FM. Represented by Edward Petry & Co., Inc.; WENR-AM-FM and WXYZ-AM-FM by John Blair & Co.

GEORGE BASIL ANDERSON STATIONS—KJSK-AM-FM, Columbus, Neb.; KJAN, Atlantic, Iowa, and KJRG, Newton, Kan.

ARKTEX STATIONS—KCMC Texarkana, KWFC Hot Springs, and KAMD Camden, all Arkansas. Controlled by Walter Hussman and C. E. Palmer and families.

GENE AUTRY STATIONS—KOOL Phoenix (85% ownership), KOPO Tucson (48%), and requests pending FCC approval for 48% ownership of KNOG Nogales, Ariz., and 51% of KMPC Los Angeles.

CY N. BAHAKEL STATIONS—WKOZ Kosciusko, WABG Greenwood, Miss.; WRIS Roanoke, Va., and WKIN Kingsport, Tenn.

H. M. BITNER STATIONS—WFDF Flint and WFBM Grand Rapids, Mich.; WEOA Evansville and WFBM Indianapolis, Ind.

BOOTH STATIONS—WJLB, WBRI (FM), Detroit; WBBC Flint; WSGW Saginaw, Mich.

BROADCASTING CO. OF THE SOUTH STATIONS (Surety Life Insurance Co.)—WIS, WIS-FM, Columbia; WSPA, WSPA-FM, Spartanburg, both South Carolina; WIST, WIST-FM, Charlotte, N.C.; G. Richard Shatto, general manager, WIS, Columbia, S.C.

BROADCASTING CORP. OF AMERICA—KPRO, KPOR (FM) Riverside; KREO, Indio; KYOR, Blythe, KROP Brawley, all California. William B. Ross, trustee.

BROWN SCHOOLS STATIONS—KOME, Tulsa; KGER, Long Beach, Calif.; KUOA, KUOA-FM, Siloam Springs, Ark. John E. Brown Jr., president; Storm Whaley, executive vice president.

CBS OWNED STATIONS—WCBS, WCBS-FM,

New York; KCBS, KCBS-FM, San Francisco; KMOX, St. Louis; KNX, KNX-FM, Los Angeles; WBBM, WBBM-FM, Chicago; WEEI, WEEI-FM, Boston; WCCO, Minneapolis (53% owned by Midwest Radio-TV, Inc., 47% owned by CBS); WTOP, WTOP-FM, Washington (55% owned by Washington Post, 45% owned by CBS). All affiliates of CBS Radio networks; all represented nationally by CBS Radio Spot Sales.

CLEVELAND PLAIN DEALER STATIONS—WHK, Cleveland; WHKC, Columbus; WKBN, Youngstown (minority interest).

COTTON BELT GROUP—KTFS, Texarkana, Tex.; KDMS, El Dorado, Ark.; KDAS, Malvern, Ark.; WGVN, Greenville, Miss.; KDKD, Clinton, NEW, Kansas City, NEW, Warrensburg, Mo. All owned or controlled by David M. Segal.

PAT M. COURINGTON STATIONS—WGRI, Scottsboro, WCR, Oneonta and WAVU, Albertville, all Alabama.

COVINGTON STATIONS—WCOV, Montgomery; WGW, Selma and WGWD, Gadsden. All in Alabama.

JAMES M. COX STATIONS—WSB, WSB-FM, Atlanta; WIOD, WIOD-FM, Miami; WHIO, WHIO-FM, Dayton. Headquarters: WSB, James M. Cox Jr., vice president; J. Leonard Reinsch, managing director of radio and television.

ED CRANEY STATIONS—KXLF, Butte, Mont.; KXL, Portland, Ore.; KXLY, Spokane, Wash.; KXLJ, Helena, Mont.; KXLQ, Bozeman, Mont.; KXL, Missoula, Mont.; KXLK, Great Falls, Mont.

CROSLEY BROADCASTING CORP. (Division of Avco Mfg. Co.) WLW, WLW(FM), Cincinnati; WINS, New York; WLWB(FM), Dayton, Ohio; WLWF(FM), Columbus, Ohio. James D. Shouse, chairman of the board, Robert E. Dunville, president and general manager.

CURTIS RADIOCASTING CORP. STATIONS—WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; WTMV, East St. Louis, Ill.

LINCOLN DELMAR STATIONS—KXOA Sacramento, KXOC Chico, and KDB Santa Barbara, Calif.

WILLIAM C. FORREST STATIONS—WIBU Poyette; WWCF(FM) Baraboo, and WRDB Reedsburg, all Wisconsin.

FRIENDLY GROUP—WSTV, Steubenville, Ohio; WFFG, Atlantic City; WPIT, Pittsburgh; WBMS, Boston, Mass. and their FM affiliates, John J. Laux, managing director.

GANNETT NEWSPAPERS STATIONS—WHEC, Rochester; WENY, Elmira, N. Y.; WRDL, Olean, N. Y. (minority); WHTT, Hartford; WDN, Danville, Ill. All holdings through newspaper. Headquarters: Rochester, N. Y. Frank E. Tripp, chairman; Paul Miller, executive vice president; Herbert W. Cullcrank, group manager; Lynn N. Bitner, General business manager.

WITHERS GAVIN STATIONS—WJQS, Jackson; WACR, Columbus; WMBC, Macon, and WCOG, Meridian, all in Mississippi.

GENERAL TELERADIO INC. (owned by General Tire & Rubber Co.)—Yankee Network Div.: WNAC Boston; WGTR-FM Worcester; WEAN Providence; WONS Hartford. Don Lee Network Div.: KHJ, KHJ-FM, Los Angeles; KFRC, San Francisco; KGB, San Diego; WOR, Div. WOR, WOR-FM, New York. Thomas F. O'Neil, president, General Teleradio Inc. Linus Travers, vice president-general manager, Yankee Network Div. Willet H. Brown, vice president-general manager, Don Lee Network Div. William H. Fineshriber Jr., vice president-general manager, WOR Div.

GILA BCSTG. CO. STATIONS—KCKY Coolidge, KWJB Globe, KGLU Safford, KVNC Winslow, all Arizona. Lewis F. Long, president.

GOODWILL STATIONS—WJR, Detroit; WGAR, Cleveland; KMPC, Los Angeles. (Stock in WJR publicly held.) Headquarters: Hotel Statler, Cleveland. John F. Patt, president.

GRANITE STATE BROADCASTING CO.—WBKR, WKBR-FM Manchester; N. H.; WTSV, WTSV-FM Claremont, N. H.; WTSL Hanover-Lebanon, N. H. Headquarters: 155 Front St., Manchester. W. J. Barkley, president; H. Scott Kilgore, vice president; W. F. Rust Jr., treasurer.

AGNES JANE REEVES GREER STATIONS—WJER Dover, Ohio; WAJR Morgantown and WDNE Elkins, W. Va.

HEARST STATIONS—WBAL, Baltimore; WISN, WISN-FM Milwaukee; WCAE, WCAE-FM Pittsburgh; KING, KING-FM Seattle (25% ownership). WBAL and WISN, WISN-FM licensed to Hearst Corp. WCAE, WCAE-FM licensed to WCAE Inc. D. L. Provost, vice president and general manager for radio and television, Hearst Corp. Leonard Kapner, president, WCAE Inc.

OSCAR C. HIRSCH STATIONS—WKRO Cairo, Ill.; KFVS Cape Girardeau, Mo.; KFMO Flat River, Mo., and minority interest in KSIM Sikeston, Mo.

(Continued on page 64)

NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York City 20. Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST, NEW YORK

For Executives of RCA see page 46.

BOARD OF DIRECTORS

David Sarnoff, Chairman

Sylvester L. Weaver, Jr., Vice Chairman

John T. Cahill
Charles R. Denny
Gano Dunn
Frank Folsom
George L. Harrison
Mrs. Douglas Horton

OFFICERS

Frank White, President
Charles R. Denny, Vice President
Joseph V. Heffernan, Vice President
John K. Herbert, Vice President
Harry Bannister, Vice President
Charles C. Barry, Vice President
Ted Cott, Vice President
Sydney H. Elges, Vice President
George H. Frey, Vice President
James M. Gaines, Vice President
O. B. Hanson, Vice President
William S. Hedges, Vice President
Harry C. Kopf, Vice President
Edward D. Madden, Vice President
Gustav B. Margraf, Vice President
Frank M. Russell, Vice President
Robert W. Sarnoff, Vice President
Carleton D. Smith, Vice President
John K. West, Vice President
Frederic W. Wile, Jr., Vice President
Joseph A. McDonald, Treasurer
Harry F. McKeon, Controller
John Q. Cannon, Secretary
William A. Williams, Assistant Treasurer

ORGANIZATION UNDER THE FINANCIAL VICE PRESIDENT

Joseph V. Heffernan, Financial Vice President
Samuel Chotzinoff, General Music Director
George D. Matson, Operation Analyst

BUDGET DEPARTMENT

Hamilton Young, Budget Director
Joseph J. Akulonis, Assistant Budget Director
Frederick E. Acker, Director of Capital Appropriations

CONTROLLER'S DEPARTMENT

Harry F. McKeon, Controller
Harold M. Kelly, Assistant Controller
Hugh R. McGeachie, Assistant Controller

INTEGRATED SERVICES DEPARTMENT

William S. Hedges, Vice President in Charge of Integrated Services
Charles G. Hicks, Manager of Radio Recording
Edward M. Lowell, Manager of Building and General Service Department
William B. Miller, Night Executive Officer
Frances Sprague, Chief Librarian
Peter M. Tintle, Manager of Guest Relations Department

LEGAL DEPARTMENT

Gustav B. Margraf, Vice President and General Attorney
Thomas E. Ervin, Assistant General Attorney
John V. Shute, Senior Attorney
Cahill, Gordon, Zachry and Reindel, Counsel

PERSONNEL DEPARTMENT

Ernest de la Ossa, Director of Personnel
Robert R. Tufts, Manager of Organization Planning
Donald A. Rutledge, Employee Relations Manager
Donald H. Mackenzie, New York Personnel Manager

TREASURER'S DEPARTMENT

Joseph A. McDonald, Treasurer
William A. Williams, Assistant Treasurer
Edmund Souhami, Union Relations Coordinator
Ferdinand A. Wankel, Union Relations Coordinator
William D. Bloxham, Manager of Purchasing

ORGANIZATION UNDER THE VICE PRESIDENT IN CHARGE OF NETWORKS

Jack K. Herbert, Vice President in Charge of Networks
David C. Adams, Director of Special Projects

SALES DEPARTMENT

George H. Frey, Vice President and Sales Director
Walter D. Scott, Administrative Sales Manager
John Lanigan, Manager of Eastern Sales Division
Edward R. Hitz, Manager of Central Sales Division
John T. Williams, Manager of Western Sales Division
Frederick N. Dodge, Director of Merchandising

PROGRAM DEPARTMENT

Charles C. Barry, Vice President in Charge of Networks Programs
Thomas A. McAvity, National Program Director
John P. Cleary, Radio Network Program Manager
Thomas McCray, Director Networks Programs—Hollywood
Harold Kemp, Manager of the Talent Office
Merritt W. Barnum, Jr., Manager of New Program Development

Public Affairs Department

Davidson Taylor, Director of Public Affairs
William R. McAndrew, Manager of News and Special Events
Thomas S. Gallery, Manager of Sports
Edward Stanley, Manager of Public Service Programs

PRODUCTION DEPARTMENT

Frederic W. Wile, Jr., Vice President in Charge of Networks Production
Leonard H. Hole, Director of Production

Technical Operations Department

George McElrath, Director of Technical Operations
Frederick G. Knopfke, Manager of Sound Effects
Paul V. Gallant, Manager of Radio Technical Operations

Production Services Department

Fred Shawn, Director of Production Services
James A. Glenn, Manager of Staging Services and Special Effects
Hugh T. Graham, Chief of Production Coordinators
Ernest V. Theiss, Manager of Production Operations

Plant Operations Department

Anthony M. Hennig, Director of Plant Operations
Sol Cornberg, Supervisor of Plant Facilities Development
William Ervin, Supervisor of Studio and Theatre Operations
Thomas Tart, Supervisor of Plant Procedures

Production Controls

J. Robert Myers, Director of Production Controls
Isabel Finnie, Supervisor of Business Office

TV Network Operations—Hollywood

Earl H. Rettig, Director of Finance and Operations

PROMOTION, PLANNING AND DEVELOPMENT DEPARTMENT

Ruddick C. Lawrence, Director of Promotion, Planning and Development

Advertising and Promotion Department

Jacob A. Evans, Director of Advertising and Promotion
James H. Nelson, Advertising Manager
John G. Fuller, Sales Promotion Manager
Fred C. Veit, Manager of Art, Production and Graphics
Frank W. McMahon, Advertising and Copy Coordinator
Gerald Pat Steel, Advertising and Copy Coordinator

Research and Planning Department

Hugh M. Beville, Director of Research and Planning
Dr. Thomas E. Coffin, Manager of Research
James H. Cornell, Manager of Audience Measurement
Barry T. Rumble, Manager of Plans
Allen R. Cooper, Manager of Markets and Media

Development Department

Robert W. McFadyen, Director of Development
Lewis M. Marcy, Project Manager

STATION RELATIONS DEPARTMENT

Harry Bannister, Vice President in Charge of Station Relations
Sheldon B. Hickox, Jr., Director of Station Relations
Thomas E. Knode, Manager of Station Relations
Harry A. Woodman, Manager of Traffic Department

PRESS DEPARTMENT

Sydney H. Elges, Vice President in Charge of Press
Frank Young, Director of Press
Don Bishop, Manager of Program Publicity
William Lauten, Manager of Business Publicity
Norman H. Pader, Manager of Exploitation

CONTROLLER'S DEPARTMENT

Charles J. Cresswell, Controller for the Networks
William V. Sargent, Assistant Controller, Networks
John J. Heywood, Financial Planning Manager
Francis X. O'Shea, Chief Accountant
Edward J. Stegeman, Programming Business Manager

ORGANIZATION UNDER THE VICE PRESIDENT, OWNED & OPERATED STATIONS, STAFF ENGINEERING AND PUBLIC RELATIONS

Charles R. Denny, Vice President for Owned & Operated Stations, Public Relations and Staff Engineering

OWNED & OPERATED STATIONS

James M. Gaines, Vice President for Owned & Operated Stations
Henry T. Sjogren, Controller for Owned & Operated Stations

NATIONAL SPOT SALES

Thomas B. McFadden, Director of National Spot Sales
Richard H. Close, Manager for Represented Stations
William N. Davidson, National Sales Manager for Radio Spot Sales
Caroline Herbert, Sales Service Manager
Harold Shepard, Sales Development Advertising & Promotion Manager

WNBC—WNBC-FM—New York

Ted Cott, Vice President & General Manager
Max E. Buck, Director of Advertising, Sales Promotion and Merchandising
Robert J. Leder, Radio Sales Manager
Richard M. Pack, Director of Programs & Operations
Jack R. Robinson, Community Relations Manager
Steven H. White, Radio Program Manager
Theodore Zaer, Controller

WRC—Washington

Carleton D. Smith, Vice President and General Manager
Robert Adams, Supervisor Advertising and Promotion
Kenneth French, Manager Radio Programs
Arthur D. Hamilton, Controller
James C. Hirsch, Manager Radio Sales
Cassius M. Keller, Director of News & Special Events
John G. Rogers, Chief Engineer

WMAQ—WMAQ-FM—Chicago

Harry C. Kopf, Vice President & General Manager
Leonard Anderson, Manager of Integrated Services Department
Homer R. Heck, Radio Program Manager
Howard C. Luttgens, Engineer in Charge
Rudi N. Neubauer, Manager Radio Local Sales
William B. Ray, Manager of News & Special Events
John F. Whalley, Controller

WTAM—Cleveland

Hamilton Shea, General Manager
Norman Cloutier, Program Director
William P. Dix, Radio Sales Manager
Charles F. Hutaff, Director of Advertising, Promotion & Merchandising
Samuel E. Leonard, Engineer in Charge
John L. McHale, Controller
Frank D. Smith, Program Manager

KNBC—San Francisco

Lloyd E. Yoder, General Manager
Alfred W. Crapsey, Sales Manager
Alphons G. Diederichs, Controller
Curtis D. Peck, Manager of Radio Technical Operations & Integrated Services
John H. Thompson, Manager of News, Special Events, Press, Public Affairs, Education and Agriculture

ENGINEERING DEPARTMENT

O. B. Hanson, Vice President & Chief Engineer
William A. Clarke, Administrative Assistant
Edward R. Cullen, Liaison Engineer
Joseph D'Agostino, Liaison Engineer
Raymond F. Guy, Manager of Radio & Allocations Engineering
George M. Nixon, Manager of Engineering Development
James Wood, Jr., Manager of Technical Services

PUBLIC RELATIONS DEPARTMENT

Edward D. Madden, Vice President & Assistant to the President
Cornelius K. Sullivan, Public Relations Representative
Robert Aaron, Public Relations Representative

Continuity Acceptance Department

Stockton Helfrich, Manager of Continuity Acceptance

Information Department

Anita Barnard, Manager of Information

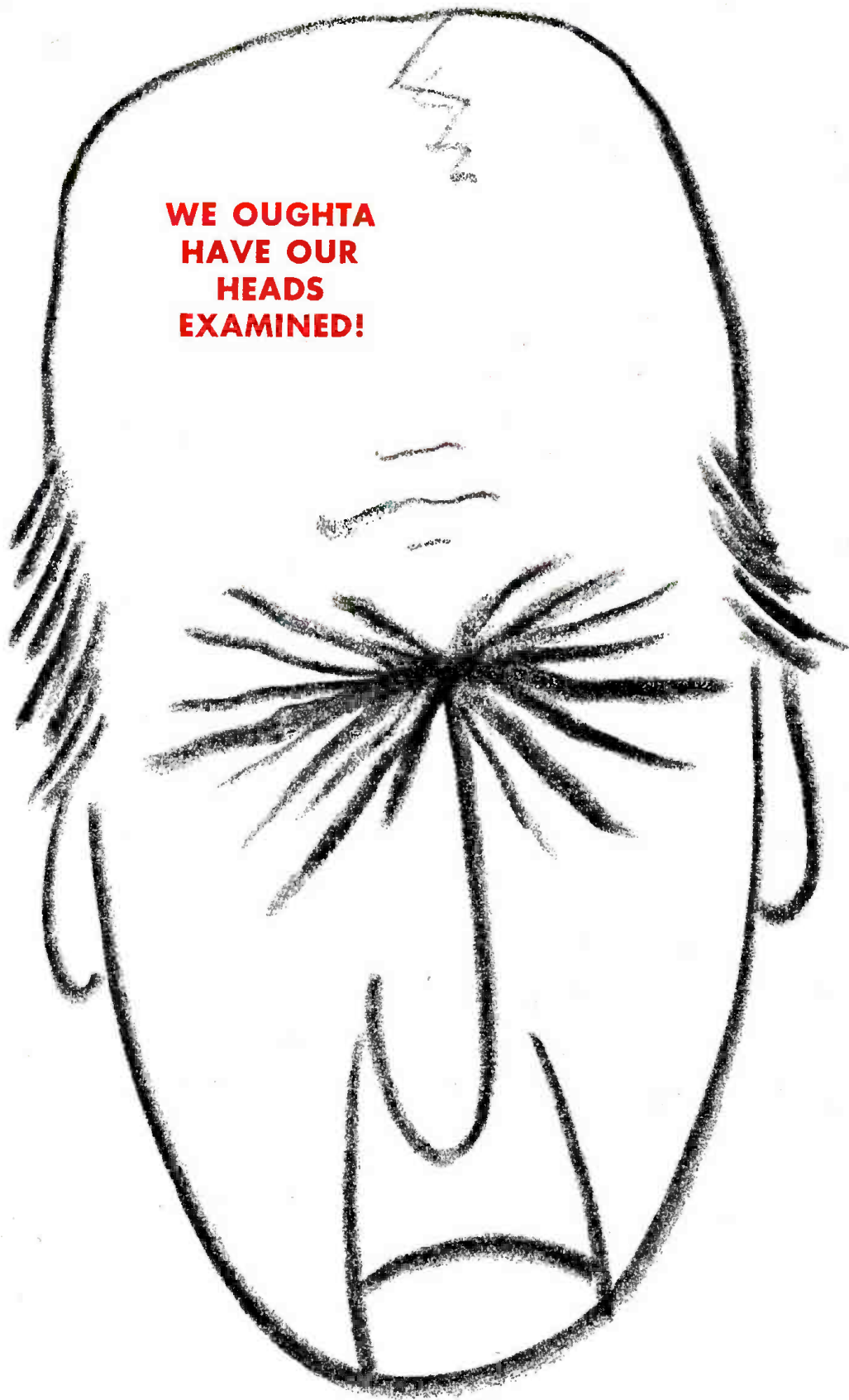
ORGANIZATION OF WASHINGTON AND HOLLYWOOD OFFICES

WASHINGTON OFFICE

Frank M. Russell, Vice President
George Wheeler, Assistant Vice President

HOLLYWOOD OFFICE

John K. West, Vice President
Thomas McCray, Director of Network Program Operations
Earl H. Rettig, Director of Finance and Operations
Lewis S. Frost, Director of Public Relations



**WE OUGHTA
HAVE OUR
HEADS
EXAMINED!**

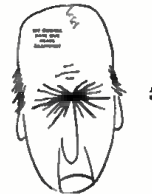
We've actually got the regional coverage of a radio network...

and we haven't told You!



BLAME US

for not telling you that WLW offers complete radio coverage in all the outlying markets . . . *plus* a big bonus audience inside the TV areas!



BLAME US

for not telling you how much less you pay for WLW. Even though our coverage *is* far greater than the total of *all* the stations operating in outlying markets!

But now you know...

In WLW-Land you reach *more* people *more* often and *more effectively* through WLW. And for less money than any other radio station or combination of radio stations!

So, don't skirt television markets in WLW-Land to sink your radio appropriation into smaller outlying stations!

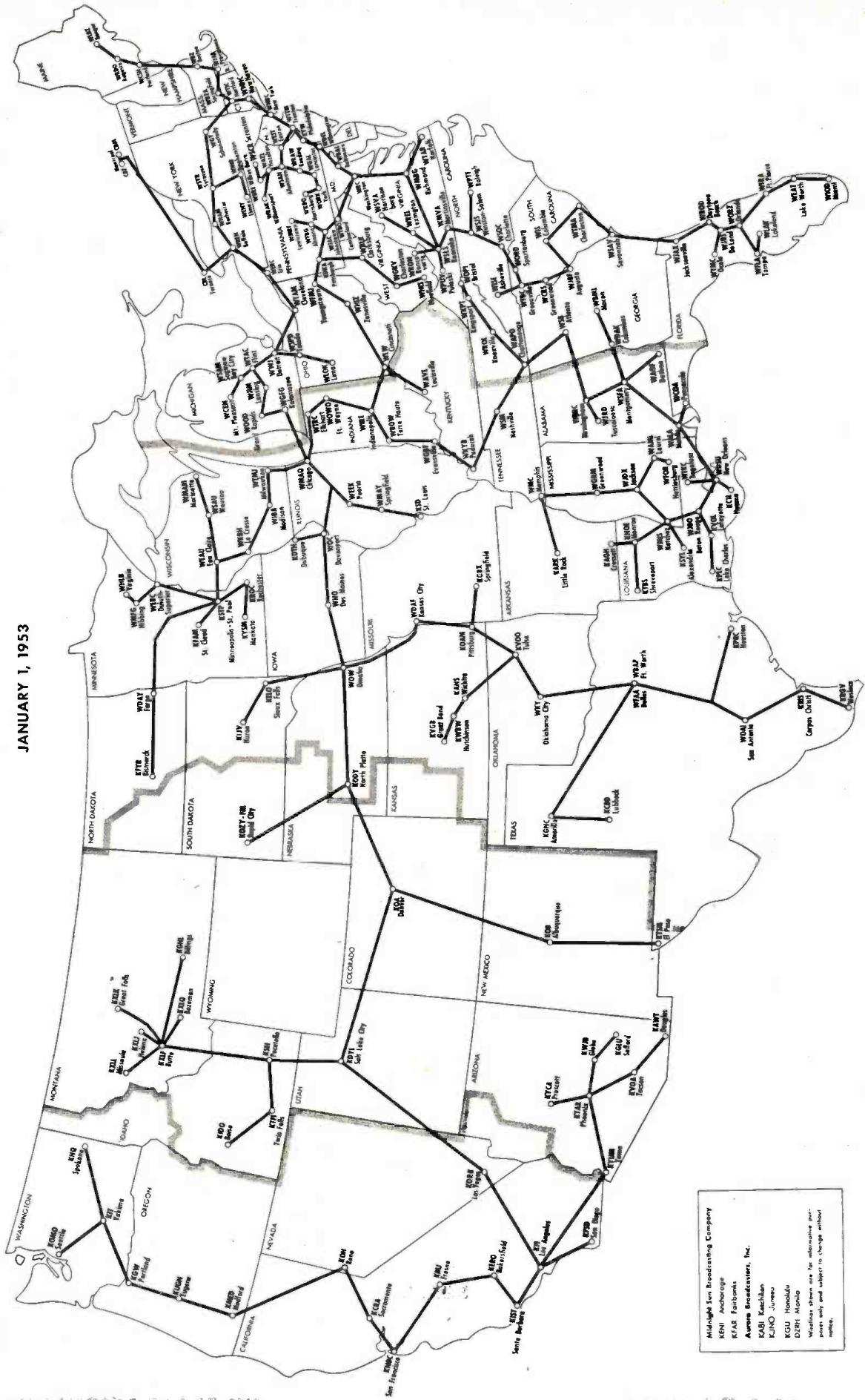
WLW

The Nation's Station

Exclusive Sales Offices: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood.

Radio Network Facilities of the National Broadcasting Company

JANUARY 1, 1953



National Broadcasting Company
 KENI Anchorage
 KFAR Fairbanks
 AWAQ Wasilla
 KABI Ketchikan
 KJNO Juneau
 EGU Eagle
 DZBI Dobson
 Map shows one for information per;
 power only and subject to change without
 notice.

Should an advertising medium accept responsibility for merchandising your campaigns?

The answer is a matter of simple economics . . .

As a business organization, NBC thinks as you must think—in terms of your total advertising effort, and the sales it must produce.

NBC knows that when your business prospers, network radio and television will gain accordingly.

From this philosophy— a unique merchandising service

Because NBC accepts the relationship between its own business health and the value you get from each advertising dollar you spend, it has set up an unusual merchandising service. No other is vaguely comparable.

- 1 It merchandises *all* your advertising, in any media, anywhere.
- 2 It is tailor-made to your individual needs. NBC has no pat solution to fit all problems.
- 3 It is planned at local market levels. Twelve district merchandising managers—operating in the field—and all NBC cooperating affiliated stations are your local agents, to merchandise your campaign.

Specifically, NBC's Merchandising Department will help you get *distribution* in problem areas. It will place *displays*, make *spot checks*

and *surveys*, function as a *troubleshooter*. It will help *train* your salesmen—and those of your *distributors* or *wholesalers*. It is ready at any time to help make your advertising dollar go farther.

NBC Merchandising is *free* to radio-TV advertisers, with such special materials as you may need supplied at cost.

Not only unique but the first in its field

When introduced, NBC Merchandising was the first such service offered in network radio—truly national, and with proved effect.

It helped a proprietary maker sell 233,000 cook books in a special offer, increased sales of a major beer in supermarkets, got better shelf position for a well-known laxative, moved a nationally advertised toothpaste into food stores.

And now, because even powerful TV is more effective when properly merchandised, NBC has extended this same service to television. Another first.

Case histories show how NBC Merchandising can make advertising dollars—in any media—work overtime to produce more sales. We have the evidence. A letter or phone call will bring it to your door.

*How many of these services
can you use? . . .*

—all are based on recent

NBC case histories

SALES INCREASES through working with wholesalers to secure intensive backing, by salesmen, of special drives.

CONTEST HELP by rallying retailers to enthusiastic support of contest. Increased use of point-of-sale material.

PROMOTIONAL SUPPORT through working with distributors to build dealer support.

TRAINING AIDS for sales forces on merchandising the impact of a new show to customers.

GAINING DISTRIBUTION through indoctrination of sales forces in fields new to them.

MERCHANDISING SHORT-TERM CAMPAIGNS by lining up dealer promotional support through zone managers.

ASSISTANCE AT SALES MEETINGS by presentations on the power of a company's advertising program.

FIELD CHECKS to determine the impact of a broadcast at the retail level.

The services already given to NBC advertisers can be equally helpful to you. NBC Merchandising will be glad to develop a tailor-made plan suited to your advertising and sales campaigns.

NATIONAL BROADCASTING COMPANY

a service of Radio Corporation of America

Standard Contract Form

(Recommended by NARTB-AAAA)

STANDARD CONDITIONS Governing Contracts for Spot Broadcasting, Adopted 1946 by National Association of Broad- casters

1. PAYMENT

(a). The advertiser agrees to pay, and the broadcasting station agrees to hold the advertiser solely liable for payment for the broadcasts covered by this contract, unless expressly otherwise agreed in writing.

(b). The advertiser agrees to pay for broadcasts covered by this contract, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this contract; or, when cash discount is allowed but payment date not specified on the face of the contract, on the fifteenth of the month following.

(c). In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

(d). Station's invoices for broadcasts covered by this contract shall be in accordance with the station's log and shall so state on each such invoice, and shall be deemed to be correct unless proved otherwise.

(e). Invoices should be rendered not less than monthly.

(f). Upon request of the agency, affidavits or certifications of performance are to be furnished by the station to the advertiser at the time of billing. Unless requested prior to billing, the request for and the furnishing of such affidavits or certifications shall not act as a condition precedent to the payment or the time of any payment called for hereunder.

(g). The station reserves the right to cancel this contract at any time upon default by the advertiser in the payment of bills, or other material breach on the part of the advertiser of any of the conditions herein; and upon such cancellation all broadcasting done hereunder and not paid shall become immediately due and payable. In case of delinquency in payment, due in the opinion of the station to impaired credit or if the station believes reasonably that the advertiser's credit has been impaired, the station shall have the right to change the requirements as to the terms of payment for further broadcasts under this contract as it may see fit, by giving the advertiser written notice addressed to the advertiser's last known business address.

In the event of a cancellation by reason of a material breach by the advertiser, the advertiser shall pay

to the station, as liquidated damages, a net sum equal to the actual out-of-pocket cost to the station incurred through the cancellation of this contract, together with the amount owing at the earned rate, for broadcasts performed hereunder prior to such cancellation.

(h). In even of a cancellation by reason of a material breach by station, the station shall pay to the advertiser, as liquidated damages, a net sum equal to the actual out-of-pocket cost to the advertiser incurred through cancellation of the contract.

2. TERMINATION AND RENEWAL

(a). This contract may be terminated by either party by giving the other twenty-eight (28) days' prior written notice; provided that no such notice shall be effective until twenty-eight (28) days after start of broadcasts hereunder. It is provided further that this contract insofar as it covers broadcasts of less than five minutes duration, may be terminated by either party giving the other fourteen (14) days' prior written notice, but no such notice shall be effective until fourteen (14) days after the start of broadcasts hereunder. If advertiser so terminates this contract, it will pay station at earned rate according to station's rate card on which this contract is based. If station so terminates this contract, advertiser will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached, advertiser will pay station according to the rates specified herein for all broadcasts previously rendered by station; that is, the advertiser shall have the benefit of the same discounts which the advertiser would have earned had it been allowed to complete the contract. In the event of termination hereunder, neither party shall be liable to the other party otherwise than as specified in this paragraph, and in paragraph 6 hereof.

(b). The broadcast time (or times) covered by this contract may be renewed by advertiser provided there is no interruption in the continuity of the broadcasts, by giving the station twenty-eight (28) days' written notice prior to the expiration of this contract or any extension thereof. It is agreed further that this contract, insofar as it covers broadcasts of less than five minutes duration, provided there is no interruption in the continuity of the broadcasts, may be renewed by advertiser giving the station fourteen (14) days' written notice prior to the expiration of this contract or any extension thereof. Failure to

STANDARD CONTRACT FOR SPOT BROADCASTING (Recommended by NAB-AAAA, 1946)																													
RADIO STATION ADDRESS CITY—STATE																													
AGENCY'S ORDER NO. _____	(Place and Date)																												
AGREEMENT between _____	and _____	Agency	and	_____	(Print station's full letters and corporate title)																								
and "Station" to broadcast radio program of _____			(Advertiser)																										
for (Product): _____			NAME OF PROGRAM: _____																										
LENGTH OF BROADCAST _____	HOUR _____	DAY _____	TIMES PER WEEK _____	TOTAL NO. TIMES _____																									
DATE OF FIRST BROADCAST _____			DATE OF LAST BROADCAST _____																										
PROGRAM MATERIAL ARRANGEMENTS _____																													
COMMERCIAL ANNOUNCEMENTS _____																													
CONTINUITY _____		LIVE TALENT _____		TRANSCRIPTIONS _____																									
ADDITIONAL INSTRUCTIONS _____																													
<table border="1"> <thead> <tr> <th>RATES</th> <th>Net Station Time</th> <th>Talent</th> <th>Live Service</th> <th>Other Charges</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Each Broadcast: \$ _____</td> <td>\$ _____</td> <td>\$ _____</td> <td>\$ _____</td> <td>\$ _____</td> <td>\$ _____ per broadcast</td> </tr> <tr> <td>Per Broadcast: \$ _____</td> <td>\$ _____</td> <td>\$ _____</td> <td>\$ _____</td> <td>\$ _____</td> <td>\$ _____ per contract</td> </tr> <tr> <td>Less Agency Commission _____</td> <td>% of Station Time Charge _____</td> <td>% of Talent Charge _____</td> <td colspan="3"></td> </tr> </tbody> </table>						RATES	Net Station Time	Talent	Live Service	Other Charges	Total	Each Broadcast: \$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____ per broadcast	Per Broadcast: \$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____ per contract	Less Agency Commission _____	% of Station Time Charge _____	% of Talent Charge _____			
RATES	Net Station Time	Talent	Live Service	Other Charges	Total																								
Each Broadcast: \$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____ per broadcast																								
Per Broadcast: \$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____ per contract																								
Less Agency Commission _____	% of Station Time Charge _____	% of Talent Charge _____																											
In return for said service the Agency agrees that PAYMENTS are to be made to the station as follows: _____																													
The first payment to be due _____ 19__																													
WITNESSES our hands and seals the day and date first above written.																													
TO BE SUBMITTED FOR APPROVAL _____			(Correct Legal Name) _____																										
By _____ (Station Representative)			By _____																										
BROADCASTING CO.			Title _____																										
Accepted by _____			Business Address _____																										
Title _____			City _____ State _____																										
(Provisions on reverse side hereof, and attached hereof, if any, are a part hereof.)																													

exercise this option to renew within the time and in the manner provided voids all advertiser's rights to such renewal.

3. INABILITY TO BROADCAST

(a). Should the station, due to public emergency or necessity, legal restrictions, labor disputes, strikes, boycotts, secondary boycotts, Acts of God (whether or not such Acts of God have occurred frequently or habitually or are of a common or seasonal occurrence in the general locality of such broadcasting), or for any other reason, including but not restricted to mechanical breakdowns, beyond the control and without the fault of the station, provided that station has taken reasonable precautions against their recurrence, be unable to broadcast any or a part of any of the advertiser's broadcasts at the time specified, the station shall not be liable to advertiser except to the extent of allowing in such case: One (1), a prorata reduction in the time charges hereunder, or two (2), if an interruption occurs during the commercial announcement portion of any broadcast, a

credit to advertiser in the same proportion to the total station charges which the omitted commercial portion bears to the total commercial portion of the broadcast, it being mutually agreed that station shall credit advertiser on whichever basis is more favorable to advertiser. In the event of such omission, station will, upon advertiser's request, make a suitable courtesy announcement as to such omission. Such omission or interruption shall not affect rates of discount; that is, the advertiser shall have the benefit of the same discount which the advertiser would have earned had it been allowed to complete the broadcasts omitted.

4. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE OR IN THE PUBLIC INTEREST

(a). The station shall have the right to cancel any broadcast or any portion thereof covered by this contract in order to broadcast any program which in its absolute discretion it deems to be of public interest.
(Continued on page 54)

almost

10%

of the
nation's
sales
take place

HERE

in
WJR's
primary
coverage
area



W
J
R

...the **GREAT
VOICE
of the
GREAT
LAKES**

WJR MARKET DATA

(Primary Coverage Area)

		% of U.S. Total
Population.....	12,601,300	8.3
Radio Homes.....	3,784,170	8.1
Retail Sales.....	\$13,613,431,000	9.3
Food Sales.....	\$ 3,266,766,000	9.4
Drug Sales.....	\$ 464,447,000	10.3
Filling Station Sales.....	\$ 739,614,000	10.1
Passenger Car Registrations....	4,116,934	10.2

Almost 10% of the total U. S. (national) sales are made within WJR's primary signal area. Get your share of sales in this rich market. When you set your budgets and plan your schedules, use WJR, the *only single medium* that reaches this entire market **EFFECTIVELY AND ECONOMICALLY!** Contact WJR or your Christal representative today!



Radio—America's Greatest Advertising Medium

WJR, Fisher Building, Detroit 2, Michigan
WJR Eastern Offices: 665 Fifth Avenue, New York 22, N. Y.
Represented nationally by the Henry I. Christal Company
Canadian representatives: Radio Time Sales, (Ontario) Ltd.

Standard Contract

(Continued from page 52)

portance or in the public interest. In any such case the station will notify advertiser in advance, if reasonably possible, but, in any case, within a reasonable time after such broadcast, that the advertiser's broadcast has been cancelled.

(b). In the case of any broadcast cancelled under Paragraph 4(a) above, the advertiser and the station will agree on a satisfactory substitute day and time for the broadcast or, if no such agreement can be reached within a reasonable time, the broadcast will be considered as cancelled without affecting the rates, discounts, or rights provided under this contract, except that the advertiser shall not be required to pay for the cancelled broadcast, unless required by Paragraph 4(c).

(c). In the event of a cancellation of a broadcast of five minutes or more, under Paragraph 4(a): If such a broadcast is displaced by any broadcast of public importance or in the public interest, and a substitute time is not agreed upon as provided in 4(b) above, the station shall pay to the advertiser only the amount represented by the non-cancellable net cost of live talent, incurred by virtue of, and resulting directly from, such cancellation, but which amount shall not exceed the net time charges (gross, less earned time discounts) for the station time involved in the cancellation.

5. TIME RATES

(a). It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date.

(b). All time rates shall be published by the station. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished advertiser if requested in writing so to do.

(c). Except as otherwise agreed to in writing, if this contract is continued, without interruption within the control of the advertiser beyond the time specified herein, the additional broadcasts shall be considered a part of this contract and the same time rate shall apply until any lower rates, prevailing at the time this contract was made, shall have been earned; and then such lower time rate shall apply to the whole contract. This provision shall not, however, cover a broadcast later than one year from the date of the first broadcast.

(d). In the event of revision of station rates or discounts, any continuous broadcasts under this contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts

hereunder for a period of not more than fifty-two (52) weeks from the effective date of such revision.

(e). In the event the advertiser contracts with the station for additional broadcast time, the time rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of fifty-two (52) weeks from the effective date of any revision of station time rates or discounts.

(f). All broadcasts placed with station for the advertiser for consecutive broadcasting within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five (5) minute or longer programs.

6. BROADCASTS

(a). The contract for station time includes the services of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the advertiser with the consent of the station.

(b). Broadcasts prepared by the advertiser are subject to the approval of the station both as to artists and to broadcast content.

(c). If the station has not received material for any broadcast at least 96 hours in advance of broadcast time, the station shall notify the advertiser by collect telegram. Should the station fail to receive material for such broadcast at least 72 hours in advance of broadcast time, the station shall have the right to produce a substitute broadcast, making its regular charges for time and a reasonable charge for talent used, and, unless otherwise instructed by advertiser, announcing the name, address and business of the advertiser.

(d). Except as otherwise hereinafter expressly provided, the advertiser will hold and save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the broadcasts herein provided in the form furnished by the advertiser. The station agrees, however, to hold and save the advertiser harmless against all such liability where the broadcasts are prepared and produced both as to artists and broadcast content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished by the advertiser. Station will hold and save advertiser harmless against all such liability with respect to music on station-built broadcasts. Station will hold and save advertiser harmless against all such liability with respect to music on advertiser-built broadcast,

provided such music has been cleared and approved for broadcasting by a licensor designated by the station. Advertiser will hold and save station harmless against all such liability with respect to music on advertiser-built broadcasts if such music has not been cleared and approved for broadcasting by a licensor designated by the station.

(e). The provisions of Paragraph 6(d) shall survive any cancellation or termination of this contract.

7. GENERAL

(a). This contract is subject to the terms of licenses held by the station and is subject also to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future, including the Rules and Regulations of the Federal Communications Commission made in pursuance of its quasi-legislative powers and its decisions and actions and orders when acting in its quasi-judicial capacity.

(b). This contract, including the rights under it, may not be assigned or transferred without first obtaining the consent of the station in writing; nor may the station be required to broadcast hereunder for the benefit of any other advertiser than the one named on the face of the contract.

(c). The station shall not be required to broadcast hereunder for any other products than the ones named in the contract, without first obtaining the approval of the station so to do in writing.

(d). In dealing with advertisers,

the station shall follow a uniform policy to avoid discrimination.

(e). All requests by the advertiser for the station to receive and handle mail, cables, telegrams or telephone calls, in connection with the broadcasts under this contract, must have the prior approval of the station and, if approved, the said communications will be received and handled at the sole risk of the advertiser, and the advertiser shall reimburse the station for all of the expense incurred by it in connection with the handling of such matters.

(f). Any broadcast material or any other material, information or property of whatever nature or kind, to be received and handled by the station, must have the prior approval of the station and, if approved, will be received and handled at the sole risk of the advertiser, and the advertiser shall reimburse the station for all of the expense incurred by it in connection with the handling of such matters.

(g). The failure of the station or of the advertiser to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

(h). The advertiser agrees that the station may deduct from any period of five minutes or longer not more than thirty seconds for station-break purposes.

Radio & TV Sets Made in 1952

Preliminary Estimate by Radio-Television Mfrs. Assn., covering member and non-member companies.

	Television	Home Radios	Portables	Auto	Clock	Total Radio
January	404,933	288,723	68,433	195,147	80,152	632,455
February	409,337	312,705	72,866	267,779	106,103	759,453
Mar. (5 wks.)	510,561	357,689	99,720	343,314	175,169	975,892
April	322,787	286,164	110,529	275,250	176,003	847,946
May	309,375	288,927	128,351	215,478	115,568	748,344
June (5 wks.)	361,152	297,669	205,186	246,909	124,489	874,253
July	198,921	203,668	81,353	95,220	61,295	441,736
August	397,769	235,728	105,006	94,315	108,753	543,802
Sept. (5 wks.)	755,665	324,786	126,666	230,706	183,496	865,654
October	724,117	314,459	113,552	163,494	180,841	772,346
November* ..	803,347	366,877	139,561	167,118	172,078	845,634
Dec. (6 wks.)**	(preliminary) 801,946	324,175	116,085	306,139	146,309	892,708
Total.....	6,000,001	3,601,770	1,367,308	2,600,869	1,630,276	9,200,223

* Preliminary
** Estimated

*A significant new name
in broadcasting*

MEREDITH

The name MEREDITH and the word SERVICE are synonyms in the magazine world. Because the Meredith Publishing Company publishes *Better Homes & Gardens* and *Successful Farming*—two of the nation's leading magazines, both built on the sound philosophy of serving the American family's ambitions for better homes and a better way of life.

You'll find Meredith stations following that 50-year-old Meredith tradition of *service*, too! A tradition which extends to serving Meredith advertisers, genuinely trying to help them get maximum value from their advertising dollars.



When you see these call letters: It's "A Meredith Station."

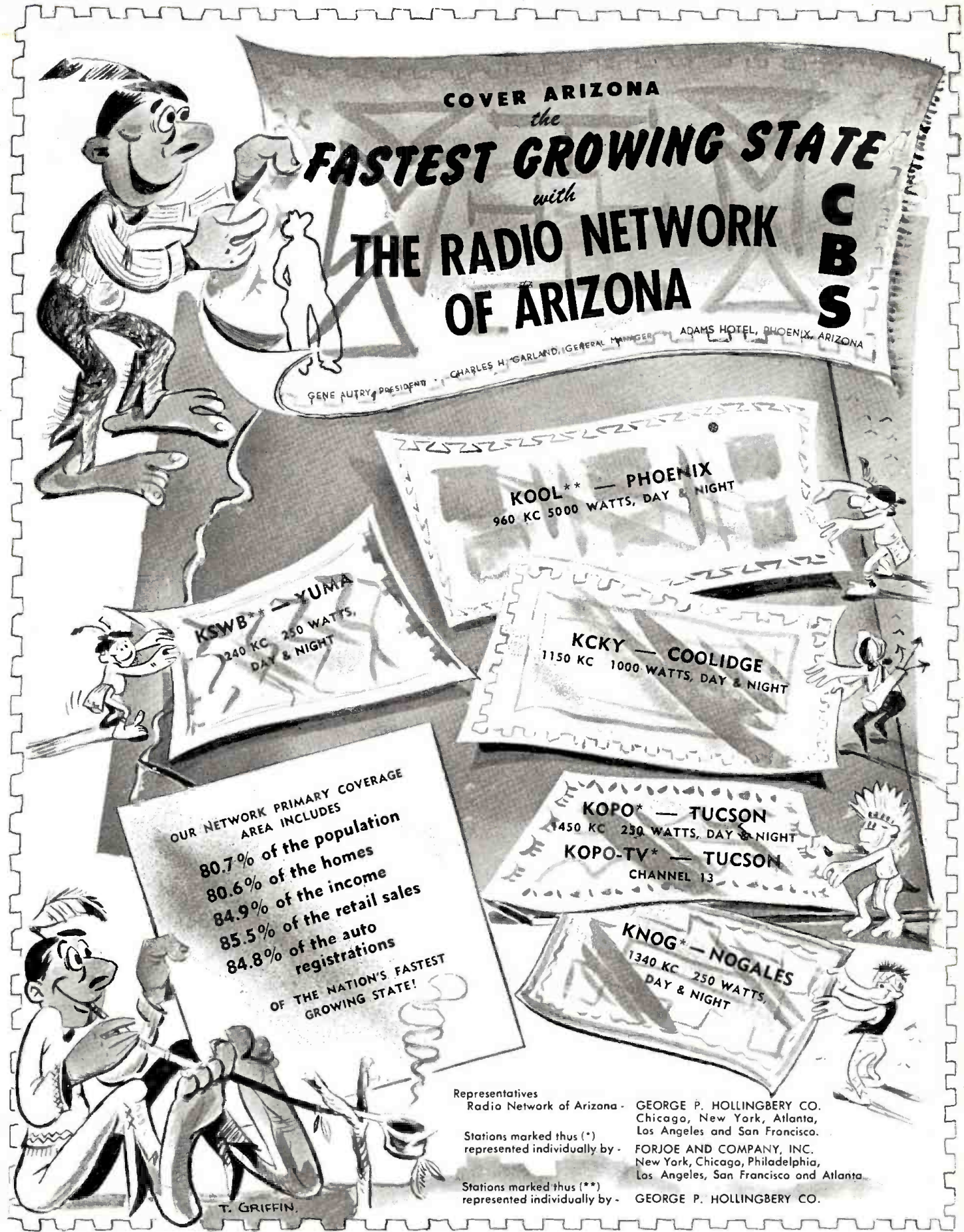
WHEN-TV *Syracuse, N. Y.* WOW *and* WOW-TV *Omaha, Nebr.*

KPHO *and* KPHO-TV *Phoenix, Ariz.*

WHEN-TV, KPHO & KPHO-TV represented by The Katz Agency • WOW represented by John Blair & Co.
WOW-TV represented by Blair-TV, Inc.

Unions and Labor Groups Affecting Radio

Name of Organization	Address and Telephone No.	Executives	Name of Organization	Address and Telephone No.	Executives
AMERICAN FEDERATION OF LABOR (AFL) (Headquarters: 901 Massachusetts Ave., N.W., Washington, D. C. Tel.: NATIONAL 8-3870) Pres.: George Meany			Radio-Television Directors Guild (RTDG) (International Office)	114 E. 52d St. New York 22, N. Y. Tel.: PLaza 9-0949	Dick Mack, Internat'l Pres. Oliver W. Nicoll, 1st Internat'l V.P. Newman Barnett, Nat. Exec. Dir. (New officers not available.)
American Federation of Musicians (AFM) (Headquarters)	570 Lexington Ave. New York City Tel.: PLaza 8-0600	James C. Petrillo, Pres. C. L. Bagley, V.P. Leo Chusmann, Secy. Harry J. Steeper, Treas.	New York Local (Other Offices)	114 E. 52d St. New York 22, N. Y. Tel.: PLaza 9-0875 1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: GRanite 5888 1413 N. Dearborn Pkwy. Chicago 10, Ill. Tel.: DElaware 7-4867 1426 Buhl Bldg. 535 Griswold St. Detroit, 26, Mich. Tel.: WOODward 2-1422 2601 Parkway Philadelphia 30, Pa. Tel.: STEvenson 7-4573 6433 Fairfax Rd. Chevy Chase 15, Md. 1909 Powell Rd. Cleveland Heights 18, Ohio Tel.: YELLOWstone 2-1384	Franklin J. Schaffner, Pres. Ted Bliss, Local Pres. Elizabeth Gould, Exec. Secy. Alan M. Fishburn, Pres. Shields Dierkes, Pres. Boaz Siegel, Exec. Secy.
New York Local 802	570 Lexington Ave. New York City Tel.: PLaza 8-0600	Al Manuti, Pres. Al Knopf, V.P. Charles R. Jucci, Secy. Hy Jaffe, Treas.	CONGRESS OF INDUSTRIAL ORGANIZATIONS (CIO) (Headquarters: 718 Jackson Pl. N.W., Washington, D. C. Tel.: Executive 3-5581) Pres.: Walter Reuther	Lee D. Davis, Pres. Neil McEnroe, Secy.-Treas. Heyward L. Siddons, Pres. Richard L. Borden, Secy.-Treas. John W. Ziegler, Pres. Alan W. Southmayd, Secy.	
Chicago Local 10	175 W. Washington Blvd. Chicago, Ill. Tel.: STate 2-0063	James C. Petrillo, Pres. Edward Bankert, Rec. Secy.	American Newspaper Guild	99 University Pl. New York City Tel.: OREGon 7-1861	Harry Martin, Pres. Ralph B. Nowak, Exec. V.P. William Farson, Secy.-Treas. Joseph Beirne, Pres.
American Federation of Musicians Mutual Protective Assn. Local 47	817 N. Vine St. Hollywood 28, Calif. Tel.: HUDson 2-2161	John Te Groen, Pres. Phil Fischer, V.P. & Radio-TV Rep.	Communication Workers of America (CWA)	1808 Adams Mill Rd. Washington, D. C. Tel.: HUDson 3-9200	George Maher, Natl. Rep.
Associated Actors & Artists of America	45 W. 47th St. New York City Tel.: PLaza 7-7660	Paul Dullzell, Pres.	National Assn. of Broadcast Engineers & Technicians (NABET) (Headquarters) (Other Offices)	80 E. Jackson Blvd. Chicago 9, Ill. Tel.: WABash 2-2462 48 W. 48th St. New York 36, N. Y. Tel.: PLaza 7-3065 6223 Selma Ave. Hollywood 28, Calif. Tel.: Hillside 9311	Tyler Byrne, International Rep. Edwin Stolzenberger, N. Y. Chapter Chrmn. James H. Brown, Legal Counsel & Rep. Robert T. Pennebaker, Hollywood Chapter Chrmn. Howard Newbouer, Rep. Clifford Rothery, S.F. Chapter Chrmn. Timothy J. O'Sullivan, International Rep. Stanley S. Sievers, Chapter Chrmn. Charles F. Abel, Secy. Lloyd C. Smith, Chapter Chrmn.
Organizations Affiliated With AAAA*			INDEPENDENT NON-AFFILIATED UNIONS		
Actors Equity Assn.* (Headquarters)	45 W. 47th St. New York City Tel.: PLaza 7-7660	Ralph Bellamy, Pres. Angus Duncan, Exec. Secy.	American Communications Assn. (ACA)	5 Beekman St. New York City Tel.: CORTland 7-1374	Joseph Selly, Pres. William Bender, V.P. (Atlantic Branch)
(Other Offices)	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: HUDson 2-2334	Charles Meredith, Los Angeles Rep.	Authors League of America (Headquarters)	6 E. 39th St. New York City Tel.: MURray Hill 9-4950	Rex Stout, Pres. Louise Silcox, Exec. Secy. Evelyn Burkey, Asst. Exec. Secy.
American Federation of Television & Radio Artists (AFTRA)	15 W. 44th St. New York 17, N. Y. Tel.: VANDerbilt 6-1810	Knox Manning, Chrmn. Lawrence Tibbett, Co-Chrmn. George Heller, Natl. Exec. Secy.	Radio Writers Guild** (Headquarters) (Other Offices)	6 E. 23d St. New York City Tel.: GRamericy 7-9190 1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: GLadstone 7128	Hector Chevigny, Pres. Philo Higley, V.P. Eastern Reg. Ben Starr, V.P. Western Reg. Michael Davidson, Exec. Secy. Russ Bensley, Pres.
(Other Offices)	6331 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hillside 5125 102 Hubbard St. Chicago, Ill. Tel.: DElaware 7-7017	Claude L. McCue, Western Reg. Dir. Ray Jones, Exec. Secy.	Screen Writers Guild** (SWG)	8782 Sunset Blvd. Los Angeles 46, Calif. Tel.: CREstview 5-1162	Richard Breen, Pres. Valentine Davies, 1st V.P. Ranald MacDougall, 2d V.P. David Dortort, Secy. Donald M. Marshman Jr., Treas. David Livingston, Pres. Jack Paley, Exec. V.P.
American Guild of Musical Artists* (Headquarters) (Other Offices)	276 W. 43rd St. New York City Tel.: LONGacre 5-7508 6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: HUDson 2-2334	Lawrence Tibbett, Pres. Hyman Faine, Exec. Secy.	Distributing Process & Office Workers of America (Formerly United Office & Professional Workers (Dist. 65))	13 Astor Pl. New York City Tel.: OREGon 3-5120	Oliver W. Nicoll, Natl. Chrmn.
America Guild of Variety Artists* (Headquarters)	1897 Broadway New York City Tel.: Circle 6-7130	Bob Hope, Pres. Jackie Bright, 1st V.P. Red Buttons, 2d V.P. Jerry Wayne, Natl. Adm. Secy.	National Assn. of Broadcast Unions & Guilds (NABUG) (Headquarters) (Other Offices)	37 W. 46th St. New York 36, N. Y. Tel.: LUXemburg 2-5130 6331 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hillside 5125 341 Menomonee St. Chicago 11, Ill. Tel.: DElaware 7-7017	Claude L. McCue, Chrmn. H. Walter Thompson, Chrmn. Raymond A. Jones, Secy.-Treas. Dan Thomas, Pres. John Bowman, Bus. Mgr.
(Other Offices)	6758 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hillside 8281	Edward Rio, Western Reg. Dir.	Publicist Guild	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: HEmpstead 6826	
Chorus Equity Assn.*	70-7th Ave. New York City Tel.: Circle 5-6054	Clarence Derwent, Pres. Paul Dullzell, Chrmn. Exec. Comm.			
(End AAAA-affiliated groups)					
Screen Actors Guild (SAG) (Headquarters) (Other Offices)	7046 Hollywood Blvd. Hollywood 28, Calif. Tel.: HOLLYwood 9-7311	Walter Pidgeon, Pres. John L. Dales Jr., Natl. Exec. Secy.			
Local 2	67 W. 44th St. New York 36, N. Y. Tel.: MURray Hill 7-4623	Mrs. Florence Marston, Eastern Rep.			
Local 110	32 W. Randolph St. Chicago, Ill. Central 6-6466	Charles Howard, Bus. Mgr.			
Local 666	188 W. Randolph St. Chicago, Ill. Central 6-4582	Eugene Atkinson, Bus. Mgr.			
Screen Extras Guild	327 S. LaSalle St. Chicago, Ill. WEBster 9-7440	William H. Strafford, Bus. Mgr.			
International Alliance of Theatrical Stage Employes & Moving Picture Operators (IATSE) (Headquarters) (Other Offices)	723 N. Western Ave. Los Angeles 29, Calif. Tel.: HOLLYwood 1-9301 1270 6th Ave. New York City Tel.: Circle 5-4370	Richard Gordon, Pres. H. O'Neill Shanks, Exec. Secy. Richard Walsh, Pres. William Raoul, Secy.-Treas.			
Local 1220	400 N. Michigan Ave. Chicago, Ill. Tel.: SUPerior 7-5244	D. W. Tracy, Pres. J. Scott Milne, Secy. Albert Hardy, International Rep., Bsct. Recording			
Broadcast-Television Recording Engineers Local 45 (IBEW)	1584 Cross-Roads-of-the-World Hollywood 28, Calif. Tel.: GLadstone 3129	George A. Mulkey, International Rep.			
Local 202	450 Harrison St. San Francisco 5, Calif. Tel.: YUKon 2-6752	Jack Dunn, Bus. Mgr.			
Office Employes' International Union Local 174 (OEIU)	7268½ Sunset Blvd. Hollywood 46, Calif. Tel.: GRanite 9178	Leroy Patterson, Local Pres. Max Krug, Bus. Rep.			



COVER ARIZONA
the
FASTEST GROWING STATE
with
**THE RADIO NETWORK
 OF ARIZONA**

CBS

GENE ATRY, PRESIDENT · CHARLES H. GARLAND, GENERAL MANAGER · ADAMS HOTEL, PHOENIX, ARIZONA

KSWB — YUMA**
 240 KC 250 WATTS,
 DAY & NIGHT

KOOL — PHOENIX**
 960 KC 5000 WATTS, DAY & NIGHT

KCKY — COOLIDGE
 1150 KC 1000 WATTS, DAY & NIGHT

KOPO* — TUCSON
 1450 KC 230 WATTS, DAY & NIGHT
KOPO-TV* — TUCSON
 CHANNEL 13

KNOG* — NOGALES
 1340 KC 250 WATTS,
 DAY & NIGHT

OUR NETWORK PRIMARY COVERAGE
 AREA INCLUDES
 80.7% of the population
 80.6% of the homes
 84.9% of the income
 85.5% of the retail sales
 84.8% of the auto
 registrations
 OF THE NATION'S FASTEST
 GROWING STATE!

Representatives
 Radio Network of Arizona · GEORGE P. HOLLINGBERY CO.
 Chicago, New York, Atlanta,
 Los Angeles and San Francisco.
 Stations marked thus (*)
 represented individually by · FORJOE AND COMPANY, INC.
 New York, Chicago, Philadelphia,
 Los Angeles, San Francisco and Atlanta.
 Stations marked thus (**)
 represented individually by · GEORGE P. HOLLINGBERY CO.

T. GRIFFIN.

BROADCAST STATIONS IDENTIFIED WITH NEWSPAPER OWNERSHIP

ALABAMA

WRFS, WRFS-FM, Alexander City—Licensed to Piedmont Service Corp. Publisher of *Alexander City Outlook* is minority stockholder.

WHMA, WHMA-FM, Anniston—Licensed to Anniston Bcstg. Co. Harry M. Ayers, owner of *Anniston Star*, principal stockholders.

WSGN, WSGN-FM, Birmingham—Licensed to the Birmingham News Co., publisher of *Birmingham News*. Birmingham News Co. also owns all capital stock of *The Huntsville Times* Co., licensee of WHBS and WEBS-FM, Huntsville, Ala.; and publisher of *Huntsville Times*.

WEEJ, Brewton—Licensed to Brewton Broadcasting Co., under same ownership as *Brewton Standard*.

WHOS, Decatur—Licensed to Northern Alabama Broadcasting Co. Barrett C. Shelton, 50% owner, publisher of *Decatur Daily*.

WHBS, WHBS-FM, Huntsville—Licensed to Huntsville Times Co., Inc., publisher of *Huntsville Times*. See also WSGN, Birmingham.

WRLD, WRLD-FM, Lanett—Licensed to Valley Broadcasting Co. President J. C. Henderson is publisher or substantial owner of *Lanett Valley Times-News*, *Alexander City Outlook*, *Dadeville Record*.

WABB, WABB-FM, Mobile—Licensed to Mobile Press Register Inc., publishers of *Mobile Press Register*.

WMFC, Monroeville—Licensed to Monroe Broadcasting Co. William M. Stewart and James H. Faulkner, majority stockholder, publishers of weekly *Monroe Journal* and *South Alabamian*. Mr. Faulkner is also publisher of weekly *Baldwin Times*.

WSMA, Montgomery—Licensed to Montgomery Broadcasting Co., Inc.; one-fourth interest owned individually by R. F. Hudson, publisher of *Montgomery Advertiser*.

ARIZONA

KGAN, Kingman—Licensed to J. James Glancy, publisher of *Mohave County Miner*.

KCYA, Tucson—Licensed to Catalina Broadcasting Co.; ownership affiliated with *Tucson Star* and *Citizen*.

ARKANSAS

KFSA, KFSA-FM, Fort Smith—Licensed to Southwestern Publishing Co. (Fort Smith *Times Record* and *Southwest American*). Donald W. Reynolds, owner, also owns *Bartlesville (Okla.) Examiner* and *Enterprise, Okmulgee (Okla.) Times* and *Times Democrat (KHBG), Las Vegas (Nev.) Review Journal, Boulder City (Nev.) Journal*. See also KBRS Springdale, Ark.: KHBG Okmulgee, Okla.

KKAB, Hope—Licensed to the Hope Broadcasting Co. A. H. Washburn, principal owner, is publisher of *Hope Star*.

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co. which is controlled by *Gazette Publishing Co.*, publishers of *Arkansas Gazette*.

KTMS, Little Rock—Licensed to Radio Broadcasting Inc., chief owners identified with the *Times Publishing Co.*, Inc., publishers of *Shreveport (La.) Times (KWKH)*, same ownership as *Monroe (La.) World and News-Star*.

KDRS, Paragould—Licensed to Daily Press Inc., publisher of *Paragould Press*.

KWCB, Searcy—Licensed to White County Broadcasting Co. Inc. Minority stockholder M. P. Jones Jr. is publisher of *Searcy Citizen*.

KBRS Springdale—Licensed to Southwestern Publishing Co. President is Donald W. Reynolds (See KFSA Ft. Smith).

CALIFORNIA

KERN, KERN-FM, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers)*. Also: KMJ Fresno, KBEE (FM) Modesto, KFBK Sacramento, KWG Stockton; KOH Reno.

KXO, El Centro—Licensed to Valradio Inc., 19% of which is owned by Imperial Valley Publishing Co. (*El Centro Morning Post, Imperial Valley Press, Brawley Daily News*); 61% is owned by Paul and Edith Jenkins, and 20% by Mr. and Mrs. Harry Hovey.

KIEM, KRED (FM), Eureka—Licensed to Redwood Broadcasting Co. Inc., substantial minority stock interest owned by Eureka Newspapers Inc., publisher of *Humboldt Times* and *Standard*. See also KUIN Grants Pass, Ore.

The following tabulation, showing newspaper ownership or affiliation of AM and FM broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated. (For TV stations with newspaper ownership, see *Telectesting Yearbook*)

KMJ, KMJ-FM, Fresno—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield).

KNGS, Hanford—Licensed to Earl J. Fenston, publisher of *Hanford Journal* and *Sentinel*. See also KSJV Sanger, Calif.

KLAC, Los Angeles—Licensed to KMTR Radio Corp., owned by Dorothy Schiff, publisher *New York Post*.

KNGS, Hanford—Licensed to Samuel M. and Harriett Beaubaire, owners of the *Hanford Sentinel-Journal*.

KBEE (FM), Modesto—Licensed to McClatchy Broadcasting Co. (See KERN, Bakersfield).

KVON, Napa—Licensed to Napa Broadcasting Co., owned by Luther E. Gibson, publisher of *Vallejo (Calif.) Times-Herald* and *News-Chronicle*.

KLX, KLX-FM, Oakland—Licensed to Tribune Publishing Co.; affiliated with *Oakland Tribune*.

KROW, Oakland—Licensed to KROW Inc., owned by Sheldon F. Sackett, chief owner of *KVAN, Vancouver, Wash.*, owner of *KOOS, Coos Bay, Ore.*, publisher of *Coos Bay Times*.

KOCS, KEDO (FM), Ontario—Licensed to Daily Report Co., same ownership as *Ontario-Upland Report*.

KFBK, KFBK-FM, Sacramento—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield).

KRON-FM, San Francisco—Licensed to Chronicle Publishing Co., publisher of *San Francisco Chronicle*.

KSJV, Sanger—Licensed to Earl J. Fenston, publisher of *Hanford (Calif.) Journal* and *Sentinel*. See KNGS Hanford, Calif.

KSJO, KSJO-FM, San Jose—Licensed to Santa Clara Broadcasting Co. President Patrick H. Peabody is publisher *Gilroy Dispatch, Los Gatos Daily Times*.

KSMO, San Mateo—Licensed to Amphlett Printing Co., publisher, *San Mateo Times & News Leader*.

KTIM, San Rafael—Licensed to Marin Broadcasting Co., owned by *San Rafael Independent-Journal*.

KTMS, Santa Barbara—Licensed to News-Press Publishing Co., publisher of *Santa Barbara News-Press (T. M. Storke, publisher, owns 51% of common stock)*. See KCOY, Santa Maria.

KSCO, Santa Cruz—Licensed to Radio Santa Cruz; Fred D. McPherson Jr., publisher of *Santa Cruz Sentinel News*, is a partner.

KCOY, Santa Maria—Licensed to News Press Publishing Co. See KTMS Santa Barbara.

KSRO, Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with *Santa Rosa Press-Democrat*. Operated independently of newspaper.

KWG, Stockton—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield).

KHUB, Watsonville—Licensed to Patrick H. Peabody, who has 35% interest in *Los Gatos (Calif.) Times*, 40% interest in *Gilroy (Calif.) Dispatch*.

COLORADO

KLMR, Lamar—Licensed to Southeast Colorado Broadcasting Co., Inc. Fred M. Metz, 1/7 owner, owns *Lamar Daily News*.

CONNECTICUT

WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times*; 73.5% of stock owned by the Gannett Newspapers. See WHEC Rochester, N. Y.

WCNX, Middletown—Licensed to Middlesex Broadcasting Co. Middletown Press Publishing Co. (*Middletown Press*) owns 50%.

WICH, Norwich—Licensed to Eastern Connecticut Broadcasting Co. Stockholders Harrison C. Noyes and Clifford C. Oat are co-publishers of *Norwich Bulletin* and *Record*.

WSTC, WSTC-FM, Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of

Stamford Advocate, is president.

WBRV, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *American*.

DELAWARE

WDEL, WDEL-FM, Wilmington—Licensed to WDEL Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc., publisher of *Lancaster New Era* and *Intelligencer Journal*.

DISTRICT OF COLUMBIA

WMAL, WMAL-FM, Washington—Licensed to Evening Star Broadcasting Co., subsidiary of *Washington Star*.

WTOP, WTOP-FM, Washington—Licensed to WTOP Inc. 55% owned by *Washington Post* (45% owned by CBS).

FLORIDA

WNDB, WNDB-FM, Daytona Beach—Licensed to the News-Journal Corp., publisher of *Daytona Beach Journal* and *News*.

WFTL, Ft. Lauderdale—Licensed to the Gore Pub. Co., publishers of *Ft. Lauderdale News*.

WJHP, WJHP-FM, Jacksonville—Licensed to Jacksonville Journal Co., publisher of *Jacksonville Journal*. See WCOA, Pensacola.

WIOD, WIOD-FM, Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned by Miami News Inc., publisher of *Miami News*. See WHIO, Dayton, O., and WSB, Atlanta, Ga.

WQAM, WQAM-FM, Miami—Licensed to Miami Broadcasting Co., owned by Miami Herald Publishing Co., publisher of *Miami Herald* (Knight Newspapers). See WIND, Chicago.

WGBS, WGBS-FM, Miami—Licensed to Storer Broadcasting Co. George B. Storer, president, is also president of *Florida Sun Publishing Co.*, publisher of *Miami Beach Florida Sun*.

WTMC, Ocala—Licensed to Ocala Broadcasting Co., Inc.; affiliate of *Ocala Star-Banner* (*Perry Newspapers*). See WCOA, Pensacola.

WHOO, WHOO-FM, Orlando—Licensed to WHOO Inc. Owned by Edward Lamb Enterprises. Mr. Lamb owns *WTOD* and *WTRT (FM) Toledo, WIKK, Erie, Pa. (Erie Dispatch)*.

WDLF, WDLF-FM, Panama City—Licensed to Panama City Bcstg. Co. Same ownership as *Panama City News-Herald*. See WCOA Pensacola.

WCOA, Pensacola—Licensed to WCOA Inc. John H. Perry estate is publisher of following Florida newspapers: *Pensacola Journal* and *News, Deland Sun-News, Jacksonville Journal (WJHP), Ocala Star-Banner (WTMC), Panama City News-Herald (WDLF), Palm Beach News*, as well as a number of weekly newspapers. Mr. Perry also publishes the *Frankfort (Ky.) State Journal* and is chairman of board of Western Newspaper Union, a newspaper syndicate. See also WJHP Jacksonville, WTMC Ocala, WDLF Panama City.

WTSP, WTSP-FM, St. Petersburg—Licensed to Pinellas Broadcasting Co., 59% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times*.

WJCM, Sebring—Licensed to Clearfield Broadcasters Inc. Same ownership as *Clearfield (Pa.) Progress*. See also WCPA Clearfield, Pa., and WAKU, Latrobe, Pa.

WDAE, WDAE-FM, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.

WFLA, WFLA-FM, Tampa—Licensed to Tribune Co., publisher of *Tampa Tribune*.

GEORGIA

WALB, Albany—Licensed to Herald Publishing Co., publisher of *Albany Herald*.

WGAU, WGAU-FM, Athens—Licensed to J. K. Patrick & Co. Stockholder E. B. Braswell is editor of the *Athens Banner-Herald*.

WAGA, WAGA-FM, Atlanta—See WGBS, Miami, Fla.

WSB, WSB-FM, Atlanta—Licensed to Atlanta Newspapers Inc., publisher of *Atlanta Journal and Constitution* (chief owner, M. Cox Jr., see also WIOD, Miami and WHIO, Dayton, O.).

WHBF, Cartersville—Licensed to W. R. Frier, owner of weekly *Bartow Herald*.

WGBA, WGBA-FM, Columbus—Licensed to Georgia-Alabama Broadcasting Corp. Same ownership as *Columbus Enquirer* and *Ledger and Bradenton (Fla.) Herald*.

WMOC, Covington—Licensed to Covington News Inc., publisher of the weekly *Covington News, Conyers (Ga.) News* and *Barnesville (Ga.) News-Gazette*.

WGLS, Decatur—Licensed to DeKalb Broadcasting Co. Ownership has one-sixth interest in *DeKalb New Era*.

WGIN, WGIN-FM, Gainesville—Licensed to Northeast Georgia Broadcasting Co. Albert S. Hardy, minority stockholder, publishes the *Gainesville News*.

WGGA, Gainesville—Licensed to Blue Ridge Broadcasting Co. Charles Smithgall, publisher *Gainesville Times*, is president and majority stockholder. See also WRGA, Rome, Ga.

WELY, Hartwell—Licensed to Louie L. Morris, partner in weekly *Hartwell Sun*.

WLAG, WLAG-FM, La Grange—Licensed to La Grange Broadcasting Co.; thirty-three and one-third per cent of stock owned by Roy C. Swank, publisher of *La Grange News*.

WNEX, WNEX-FM, Macon—Licensed to Macon Broadcasting Co., 16% held by the Raleigh Publishing Co., publisher of *Macon Telegraph* and *News*.

WMVG, Milledgeville—Licensed to Jere N. Moore, editor, weekly *Union-Recorder*.

WLAQ, Rome—Licensed to News Publishing Co., publisher of *Rome News-Tribune*.

WGA-AM-FM, Rome—Licensed to Rome Bcstg. Corp. Controlling stockholder Charles Smithgall, owner of *Gainesville (Ga.) Times*. See also WGGA, Gainesville, Ga.

WSFT, Thomaston—Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners, weekly *Thomaston Times* and *Free-Press*, owns 40% of station.

WVCF, Vidalia—Licensed to Vidalia Broadcasting Co. R. E. Ledford, 50% owner, is publisher of weekly *Vidalia Advance*.

WAYX, Waycross—Licensed to Jack Williams, publisher, *Waycross Journal-Herald*.

IDAHO

KBIO, Burley—Licensed to KBIO Inc. Owned 86% by Jessica L. Longston, publisher of weekly *Burley Bulletin* and *St. Helens (Ore.) Sentinel Mst.* See also KPUG, Bellingham and KSEM, Moses Lake, Wash.

KCID, Caldwell—Licensed to Caldwell Bcstg. Co. Inc. Station stock is 50% owned individually by stockholders of *Caldwell News-Tribune* Inc., publisher of *Caldwell News-Tribune*. (Application pending before FCC for transfer of control.)

KVNI, Coeur d'Alene—Licensed to Coeur d'Alene Broadcasting Co. Scripps Newspapers Inc., 24% owner, publisher of *Coeur d'Alene Press, Pocatello (Ida.) State Journal, Provo (Utah) Herald, The Dalles (Ore.) Chronicle*. See also KEYV, Pocatello, Ida., and KNEW Spokane, Wash.

KIFI, Idaho Falls—Licensed to Eastern Idaho Bcstg. & Tele. Co. *Idaho Falls Post-Register* is part owner (see KWIK Pocatello).

KARL, Pocatello—Licensed to Radio & Television Broadcasting Co. of Idaho. Scripps Newspapers Inc., 24% owner, publisher of *Pocatello State Journal, Coeur d'Alene (Ida.) Press, Provo (Utah) Herald, The Dalles (Ore.) Chronicle*. See also KVNI Coeur d'Alene, Ida., and KNEW Spokane, Wash.

KWIK, Pocatello—Licensed to Eastern Idaho Broadcasting and Television Co. *Idaho Falls Post-Register* is part owner. See KIFI Idaho Falls.

ILLINOIS

WAVA, Ava—Licensed to Ava Broadcasting Co. Leonard M. Johnson, 50% owner is publisher of weekly *Ava Citizen*.

WBCC, WBCC-FM, Bloomington—Licensed to Bloomington Broadcasting Corp., affiliated with *Daily Pantagraph Co.*, publisher of *Bloomington Pantagraph*.

(Continued on page 60)

U P

1350 radio stations from coast to coast receive from United Press an average of more than 40 news programs and news features every day—in addition to scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

United Press news programs for radio

TYPE	TITLE	MINUTES	DAYS
BASIC NEWS	World News Roundup	15	Weekdays, 7 times; Sun., 6 times
	The World in Brief	15	Weekdays, 14 times; Sun., 11 times
	The World in a Nutshell	15	Weekdays, 7 times; Sun., 6 times;
SPORTS	Speaking of Sports	15	Monday through Saturday
	The Sports Lineup	15	Every day
	The Sports Roundup	15	Twice daily
	Great Moments in Sports	15	Monday through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Woman's World	15	Monday through Saturday
	Mainly for Women	15	Monday through Friday
	Women in the News	15	Monday through Friday
	Your Home	15	Saturday
	Names in the News	15	Monday through Friday
HUMAN INTEREST	Time Out	15	Monday through Friday
	In Your Neighborhood	15	Monday through Saturday
	In Movieland	15	Saturday
	Flashback	15	Monday through Friday
	United Press Almanac	15	Every day
	Do Tell	5	Sunday
	In Their Own Words	15	Sunday
FARMING	Let's Take a Trip	15	Saturday
	On the Farm Front	15	Every day
	Daily Farm Market Survey	15	Monday through Saturday
	Rural Roundup	15	Tuesday through Saturday
COMMENTARY & REVIEW	Today's United Press Commentary	15	Every day
	Korean Story	15	Monday through Friday
	Under the Capitol Dome	5	Monday through Saturday
	United Press War Analysis	5	Monday through Friday
	Highlights of the Week's News	15	Sunday
	This is Washington	15	Sunday
BUSINESS & SCIENCE	United Press Reporting	15	Sunday
	Weekly Business Review	15	Sunday
	Tomorrow's Business	15	Saturday
	Today in Science	15	Monday through Friday
	Calling All Drivers	15	Sunday

Newspaper Ownership

(Continued from page 58)

WBYS, WBYS-FM, Canton—Licensed to Fulton County Broadcasting Co. Same ownership as *Canton Leader*.
WDWS, WDWS-FM, Champaign—Licensed to The Champaign News-Gazette Inc., publisher of *Champaign News-Gazette*.
WAAF, WAAF-FM, Chicago—Licensed to Corn Belt Publishers Inc. (*Drovers Journal* division).
WGN, WGNB (FM), Chicago—Licensed to WGN Inc., 100% subsidiary of the Tribune Co., publisher of *Chicago Tribune*.
WIND, Chicago—Licensed to the Johnson-Kennedy Radio Corp., Knight Newspapers own 42% (*Chicago Daily News*, *Detroit Free Press*, *Akron Beacon Journal* (WAKR), *Miami Herald* (WQAM)).
WJJD, WJJD (FM), Chicago—Licensed to WJJD Inc., owned by Field Enterprises Inc., controlled by Marshall Field, publisher, *Chicago Sun-Times*.
WLS, Chicago—Licensed to Agricultural Broadcasting Co., 100% of stock owned by Prairie Farmer Publishing Co., publisher of *Prairie Farmer*, bi-weekly.
WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspapers). See WHEC Rochester, N. Y.
WSOY, WSOY-FM, Decatur—Licensed to Illinois Broadcasting Co., 100% of stock owned by Decatur Newspapers Inc., publisher of *Decatur Herald and Review*; same ownership as *Champaign-Urbana* (Ill.) *Evening Courier* and others.
WCRA, Effingham—Licensed to the Effingham Bstg. Co. Some stockholders also hold stock in *Effingham News*. See also WRMN Elgin, Ill., and KOBE Las Cruces, N. M.
WRMN, Elgin—Licensed to Elgin Bstg. Co. Ownership identified with *Effingham News*, and *Pekin Times*, both Illinois. See also WCRA Effingham, Ill., and KOBE Las Cruces, N. M.
WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; controlled by *Galesburg Register Mail*.
WLDS, Jacksonville—Licensed to Jacksonville Radio & Television Corp., 90% owned by Jacksonville Journal and Courier Co., publisher of *Jacksonville Journal and Courier*.
WKAN, Kankakee—Licensed to the Kankakee Daily Journal Co., publisher, *Kankakee Daily Journal*.
WLPO, La Salle—Licensed to La Salle County Broadcasting Corp., 100% owned by Peter Miller, publisher of *La Salle News-Tribune*.
WMBD, WMBD-FM, Peoria—Licensed to Peoria Broadcasting Co., majority ownership identified with ownership of *Peoria Journal*.
WGEM, WQDI (FM), Quincy—Licensed to Quincy Broadcasting Co., affiliated with *Quincy Herald Whig*.
WTAD, WTAD-FM, Quincy—Licensed to Lee Broadcasting Inc., affiliated with *KGLO Mason City, Ia.*
WHBF, WHBF-FM, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders own all stock of *Rock Island Argus*.
WROK, WROK-FM, Rockford—Licensed to Rockford Broadcasters Inc. Same ownership as *Rockford Star and Register-Republic*.
WRRS, Waukegan—Licensed to News-Sun Broadcasting Corp., subsidiary of the *Waukegan News-Sun*.
WFRX, West Frankfort—Licensed to Pyramid Radio Broadcasting & Television Co. 20% of stock owned by E. J. Paxton, vice president of Paducah Newspapers. See WKYB Paducah, Ky.

INDIANA

WCNB, WCNB-FM, Connersville—Licensed to News Examiner Co., publisher of *Connersville News-Examiner*.
WTRC, WTRC-FM, Elkhart—Licensed to Truth Publishing Co. Inc., publisher of *Elkhart Truth*.
WGL, Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by News Publishing Co. (*Fort Wayne News-Sentinel*).
WIRE, Indianapolis—Licensed to Indianapolis Broadcasting Inc. 100% of stock owned by Central Newspapers Inc., publisher of *Indianapolis Star and News*, *Muncie Star and Evening Press*, *Huntington Herald-Press*, *Vincennes Sun-Commercial*, *Lebanon Reporter*, all in Indiana; also *Phoenix Republic and Gazette*, Arizona. E. C. Pulliam, president.
WIOU, Kokomo—Licensed to North Central Broadcasting Corp. President Richard Blackledge is also president of *Kokomo Tribune*.

WMRI (FM) Marion—Licensed to Chronicle Publishing Co., Inc., publisher of *Marion Leader-Tribune and Chronicle*.
WCTW (FM), New Castle—Licensed to Courier-Times Inc., publisher of *New Castle Courier-Times*.
WSRK (FM), Shelbyville—Licensed to Shelbyville Radio Inc. Stockholders have interest in *Shelbyville News*. (Application pending before FCC for assignment of license.)
WSBT, South Bend—Licensed to the South Bend Tribune.
WAOV, Vincennes—Licensed to Vincennes Sun Co., publisher of *Vincennes Sun-Commercial* (same ownership as *WIRE*, Indianapolis).
WRSW, WRSW-FM, Warsaw—Licensed to Reub Williams & Sons Inc., publisher of *Warsaw Times-Union*.
WFML (FM), Washington—Licensed to Washington Radio Inc., majority interest held by owner of *Washington* (Ind.) *Herald*.

IOWA

KASI, Ames—Licensed to Ames Broadcasting Co. President W. S. Rupe and Hollis Nordyke, stockholders, own stock in *Ames Tribune*.
KWBG, Boone—Licensed to Boone Broadcasting Co. Stockholders Harold and Mary Garvey control *Boone News-Republican*.
KBUR, Burlington—Licensed to Burlington Broadcasting Co.; 25% of stock owned by controlling interests in the *Burlington Hawk-Eye Gazette*. See KFBI Wichita, Kans.
KCRG, KCRK (FM) Cedar Rapids—Licensed to the Gazette Co., publisher of *Cedar Rapids Gazette*.
KCOG, Centerville—Licensed to Centerville Broadcasting Co. President Robert K. Beck controls *Centerville Iowegian*.
KSWI, KSWI-FM, Council Bluffs—Licensed to the Nonpareil Broadcasting Co., affiliated with the *New Nonpareil Co.*, publisher of the *Council Bluffs Nonpareil*.
KRNT, KRNT-FM, Des Moines—Licensed to Cowles Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register and Tribune*; also publisher of *Minneapolis Tribune* and *Star and Look Magazine*. See WMAX Yankton, S. D.
KDTH, KDTH-FM, Dubuque—Licensed to *Dubuque Telegraph-Herald*.
KFJB, Marshalltown—Licensed to Marshalltown Times-Republican.
KGLO, KGLO-FM, Mason City—Licensed to Lee Radio Inc., affiliated with ownership to WTAD, Quincy, Ill. Lee P. Loomis, president, also publisher of *Mason City Globe-Gazette*.
KSCJ, KSCJ-FM, Sioux City—Licensed to the Perkins Brothers Co. William R. Perkins, president, also is president-publisher of *Sioux City Journal and Journal Tribune*.
KTRI, Sioux City—Licensed to Sioux City Broadcasting Co., whose owners have interests in the *Sioux City Journal-Tribune*.
KJFJ, Webster City—Licensed to Land-O-Corn Broadcasters, owners affiliated with *Freeman Journal*.

KANSAS

KSOK, Arkansas City—Licensed to KSOK Broadcasting Co. Beneficial owner of stock is Stauffer Publications Inc., publisher of *Arkansas City Traveler*, *Pittsburg* (Kans.) *Headlight and Sun* (KSEK), *Shawnee* (Okla.) *News and Star* (KGFJ), *Grand Island* (Neb.) *Independent*, *Maryville* (Mo.) *Forum*, *Topeka* (Kans.) *State Journal*, *Nevada* (Mo.) *Mail*, *York* (Neb.) *News-Times*, *Santa Maria* (Calif.) *Times*, *Pauls Valley* (Okla.) *Democrat*, *Independence* (Mo.) *Examiner*. See also KSEK *Pittsburg*, Kans., and KGFJ *Shawnee*, Okla.
KGFJ, Coffeyville—Licensed to Midwest Broadcasting Co. Same ownership as *Coffeyville Journal*. See KHAS, Hastings, Neb.
KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denious and other stockholders also own *Dodge City Globe*.
KTSW, Emporia—Licensed to The Emporia Broadcasting Co. Inc., majority stockholders also own *Telegram Publishing Co.*, publisher *Garden City Telegram* (KIUL).
KIUL, Garden City—Licensed to the *Telegram Publishing Co.*, publisher of the *Garden City Telegram*. See also KTSW Emporia, Kans.
KVGB, Great Bend—Licensed to KVGB Inc. Same ownership as *Great Bend Tribune* and *Russell* (Kans.) *News*.
KAYS, Hays—Licensed to KAYS Inc., principally owned by *Hays News*.
KCKN, Kansas City—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications Inc., publisher of *Kansas City Kansan* and *Topeka Capital* (WIBW).

KMAN, Manhattan—Licensed to Manhattan Broadcasting Co. Same ownership as *Manhattan-Mercury Chronicle*. See KHAS, Hastings, Neb.
KNEX, McPherson—Licensed to McPherson Broadcasting Co., Stockholder Ken Krehbiel owns *McPherson Republican*.
KLKC, Parsons—Licensed to Community Broadcasting Co. President Clyde M. Reed Jr. is publisher of *Parsons Star*.
KSEK, Pittsburg—Licensed to KSEK Broadcasting Co., owned by Stauffer Publications; also see KSOK Arkansas City, Kan.
KSAL, Salina—Licensed to KSAL Inc., affiliated with ownership of the *Salina Journal*. See KFBI Wichita.
WIBW, Topeka—Licensed to Topeka Broadcasting Assn. Inc., controlled by Capper Publications Inc., publisher of *Topeka Capital*, *Kansas City* (Kans.) *Kansan*. See KCKN, Kansas City.
KFBI, Wichita—Licensed to KFBI Inc. Stockholders include John P. and Sidney Harris of *Hutchinson News-Herald*, *Salina Journal* (KSAL) and *Burlington* (Ia.) *Hawk Eye Gazette* (KBUR), and R. J. Laubengaver of *Salina Tribune*.
KFH, KFH-FM, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Wichita Eagle Inc., publisher of *Wichita Eagle*.
KWBB, Wichita—Licensed to Wichita Beacon Broadcasting Co. Minority stockholders are owners of *Beacon Publishing Co.*, publisher of *Wichita Beacon*.

KENTUCKY

WKCT, Bowling Green—Licensed to Daily News Broadcasting Co., controlled by *Park City News*.
WCNL, Central City—Licensed to Central City-Greenville Broadcasting Co. Owners L. L. and A. E. Stone and R. G. Utley also own weekly *Central City Messenger* and *Times-Argus*.
WCTT, Corbin—Licensed to Corbin Times-Tribune Inc., Publisher Corbin Tribune and *Times* and 50% owner of *Harlan* (Ky.) *Enterprise*.
WFUL, Fulton—Licensed to Ken-Tenn Broadcasting Corp. Robert Paul Westpheling Jr. and wife own 4% of station, publish weekly *Fulton News*.
WKIC, Hazard—Licensed to BMG Broadcasting Co., which owns 75% of *Herald Publishing Co.* (*Hazard Herald*).
WHAS, Louisville—Licensed to WHAS Inc., subsidiary of *Courier-Journal* & *Louisville Times Co.*, publisher of *Louisville Courier-Journal* and *Louisville Times*.
WFMW, WFMW-FM, Madisonville—Licensed to Messenger Broadcasting Co., owned 50% by *Madisonville Messenger*.
WKTM, Mayfield—Licensed to Mayfield Broadcasting Co. President Frank O. Evens owns *Mayfield Messenger*.
WMIK, Middlesboro—Licensed to Cumberland Gap Broadcasting Co. Some stockholders also own stock in *Middlesboro News*.
WOMI, WOMI-FM, Owensboro—Licensed to Owensboro Broadcasting Co., stock owned by principal stockholders of *Owensboro Publishing Co.*, publisher of *Owensboro Messenger and Inquirer*.
WKYB, WKYC (FM), Paducah—Licensed to WKYB Inc. Interlocking ownership with *Paducah Newspapers Inc.*, publisher of *Paducah Sun-Democrat*.
WLSI, Pikeville—Licensed to Cumberland Pub. Co., publisher of *Pikeville Herald*.
WTCV, Whitesburg—Granted to Ky. Va. Bstg. Corp. Mark Webbs Jr., one-third owner, is advertising manager of *Pikeville* (Ky.) *News*.

LOUISIANA

KTRY, Bastrop—Licensed to Morehouse Broadcasting Co. President Nathan Bolton is publisher of weekly *Bastrop Chronicle* and *Morehouse Enterprise*.
WJBO, WRBL (FM), Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; same ownership as *Baton Rouge Advocate* and *State-Times*.
KSIG, Crowley—Licensed to the Acadia Broadcasting Co. Owner Max Thomas is publisher *Crowley Signal* and weekly *Acadian*. (See KJEF, Jennings.)
KJEF, Jennings—Licensed to Jennings Broadcasting Co. President Max Thomas owns *Crowley Signal* and weekly *Acadian*.
KVOL, KVOL-FM, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by *Lafayette Advertiser*.
WTPS, New Orleans—Licensed to Times Picaune Publishing Co., publisher of *New Orleans Times-Picaune* and *States*.
KRUS, Ruston—Licensed to C. E. Faulk Jr., publisher *Ruston Leader*.

KWKH, KWKH-FM, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*; same ownership as *Monroe* (La.) *World and New-Star* (See also KTHS, Little Rock, Ark.)

MAINE

WGUY, WFGUY-FM, Bangor—Licensed to the Guy Gannett Bstg. Services, owned by Guy Gannett Publishing Co., owner of *Portland Press Herald and Express*; *Kennebec Journal*, *Augusta*; and *Waterville Sentinel*.
WGAN, Portland—Licensed to Guy Gannett Broadcasting Services; see WGYU, Bangor.

MARYLAND

WBAL, Baltimore—Licensed to Hearst Corp. Hearst newspapers are *Baltimore News-Post*, *New York Journal-American* and *Mirror*, *Albany* (N.Y.) *Times-Union*, *Boston Record and American*, *Pittsburgh Sun-Telegraph* (WCAE), *Chicago Herald-American*, *Milwaukee Sentinel* (WISN), *Detroit Times*, *San Francisco Examiner* and *Call-Bulletin*, *Los Angeles Examiner* and *Herald-Express*, *San Antonio Light*, *Seattle Post-Intelligencer* (25% ownership in KING). See also WCAE *Pittsburgh*, *WISN Milwaukee* and *KING Seattle*.

MASSACHUSETTS

WHDH, WHDH-FM, Boston—Licensed to Matheson Radio Co., owned by *Boston Herald-Traveler Corp.*, publisher *Boston Herald and Traveler*.
WLAV, WLAV-FM, Boston-Lawrence—Licensed to Hildreth & Rogers Co.; under same ownership as *Eagle-Tribune Publishing Co.*, publisher of *Lawrence Eagle and Tribune*.
WBET, WBET-FM, Brockton—Licensed to Enterprise Pub. Co., publisher, *Brockton Enterprise & Times*.
WSAR, Fall River—Licensed to Fall River Broadcasting Co., owned by *Fall River Herald News Publishing Co.*, publisher of *Fall River Herald News*.
WHA-V, Haverhill—Licensed to Haverhill Gazette Co., publisher of *Haverhill Gazette*.
WHYN, WHYN-FM, Holyoke—Licensed to Hampden Hampshire Corp.; all stock of station owned by owners of *Holyoke Transcript-Telegram* and *Northampton* (Mass.) *Hampshire Gazette*.
WNBH, WNBH (FM), New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Standard Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times*.
WBEC, WBEC-FM, Pittsfield—Licensed to Western Mass. Broadcasting Co., owned by *Berkshire Eagle*.
WPEP, Taunton—Licensed to Silver City Broadcasting Corp. J. Milton Hammond, part owner and general manager, owns the *Catholic Observer* magazine in *Pittsburgh* and several newspapers in *Pittsburgh* area.
WOCB, WOCB-FM, West Yarmouth—Licensed to E. Anthony & Sons Inc., see WNBH New Bedford.
WTAG, WTAG-FM, Worcester—Licensed to WTAG Inc., affiliated with *Worcester Telegram Publishing Co. Inc.*, publisher of *Worcester Telegram and Gazette*.

MICHIGAN

NEW, Albion—Licensed to Calhoun Bstg. Co., Jeddent, 25% stockholder, is half-owner of *Albion Recorder*; James Moses, 25%, is publisher of *Marshall* (Mich.) *Chronicle*; George W. and George T. Campbell, 16.8% and 16.4% stockholders, are part owners of *Owosso* (Mich.) *Argus-Press*.
WELL, Battle Creek—Licensed to Federated Publications Inc., publisher of *Battle Creek Enquirer & News*, *Grand Rapids Herald* and *Lansing State Journal*.
WHFB, WHFB-FM, Benton Harbor—Licensed to Palladium Pub. Co., publisher of *Benton Harbor News-Palladium*, *St. Joseph* (Mich.) *Herald-Press*.
WJBK, WJBK-FM, Detroit—See WGBS, Miami, Fla.
WJLB, WBRI (FM), Detroit—Licensed to Booth Radio & Television Stations Inc. Mr. J. L. Booth personally owns a 3% stock interest in *Booth Newspapers Inc.* (*Grand Rapids Press*, *Flint Journal*, *Muskegon Chronicle*, *Kalamazoo Gazette*, *Saginaw News*, *Bay City Times*, *Jackson Citizen-Patriot*, *Ann Arbor News*). See WBBF *Flint* and WSGW *Saginaw*.
WWJ, WWJ-FM, Detroit—Licensed to Evening News Association, publisher of *Detroit News*.
WDBC, Escanaba—Licensed to Delta Broadcasting Co. The J. P. Norton estate, 45% owner, also controls the *Escanaba Press*.

WBBC, Flint—Licensed to Booth Radio and Television Stations Inc. J. L. Booth, owner, personally has stock in Booth Newspaper Inc. See WJLB, Detroit.

WMQ, Iron Mountain—Licensed to the Iron Mountain-Kingsford Bestg. Co. President Frank J. Russell is publisher of Iron Mountain News.

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co. Inc., wholly owned by the Mining Journal Co. Ltd., publisher Marquette Mining Journal.

WMDN, Midland—Licensed to Rich Publishing House Inc., publisher of Midland News.

WMLN (FM), Mt. Clemens—Licensed to Macomb Publishing Co., publisher of Mt. Clemens Monitor Leader, South Macomb News and Flyer.

WOAP, WOAP-FM, Owosso—Licensed to Owosso Bestg. Co., subsidiary of Argus Press Co., publisher of Owosso Argus Press.

WGSW, Saginaw—Licensed to Booth Radio & Television Stations Inc. (See WJLB Detroit.)

WSOO, Sault Ste. Marie—Licensed to Hiawathaland Broadcasting Co. George A. Osborn, publisher of Sault Ste. Marie News, owns 30%.

MINNESOTA

WEBC, WEBC-FM, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of Superior Telegram; 32% by Northwest Paper Co., 20% by Morgan, Murphy, president of Evening Telegram Co.; 10% by W. C. Bridges, manager of WEBC. Mr. Murphy is also interested in WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WMSC Madison; WEAU Eau Claire, Wis.; KVOL Lafayette, La., and Le Manitowoc (Wis.) Herald-Times, Chippewa Falls (Wis.) Herald-Telegram, Two Rivers (Wis.) Reporter, Virginia (Minn.) Mesabi News and Range Facts, Los Angeles (Calif.) Eagle Rock News-Herald and Highland Park News-Herald, and Lafayette (La.) Daily Advertiser.

WMFG, Hibbing—Licensed to Head of the Lakes Bestg. Co. See WEBC, Duluth.

WCCO, Minneapolis—Licensed to Midwest Radio-Television Inc., 53% owned by Mid Continent Radio-Television Inc., and 47% owned by CBS. Mid Continent is 50% owned by Northwest Publications Co. (Ridder interests), and 50% by Minnesota Tribune Co. Ridder interests own St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald (WDSM Superior, Wis.), New York Staats-Zeitung and Herald, New York Journal of Commerce, Aberdeen (S.D.) American and News (KSDN), Grand Forks (N.D.) Herald (KILQ), San Jose (Calif.) Mercury and News, Long Beach (Calif.) Independent and Press-Telegram, minority interest in Seattle Times. See also WDSM Superior, Wis.; KSDN Aberdeen, S.D.; KILQ Grand Forks, N.D. and WEMP Milwaukee, Wis.

KNJ, New Ulm—Licensed to KNJ Inc., affiliated with New Ulm Journal.

KFAM, KFAM-FM, St. Cloud—Licensed to Times Publishing Co., publisher of St. Cloud Times.

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, KWNO-FM, Winona—Licensed to Winona Radio Service, owned by M. H. White, publisher of Winona Republican-Herald.

MISSISSIPPI

WBEP, Booneville—Licensed to Booneville Broadcasting Co. E. O. Roden, sole owner, controls weekly Walker County Times and Booneville Independent.

WMB, Brookhaven—Licensed to Brookhaven Broadcasting Co. Stockholder Dalton Brady is editor of Brookhaven Leader Times.

WROX, Clarksdale—Licensed to Birney Ines Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.

WCJU, Columbia—Licensed to Lester Williams, editor and publisher of weekly Columbian Progress.

WCBI, Columbus—Licensed to Birney Ines Jr., owner of Columbus Commercial Dispatch. See also WELO, Tupelo; WROX, Clarksdale; WNAG Grenada; WMOX, Meridian, all Miss.

WNAG, Grenada—Licensed to Birney Ines Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI, Columbus, Miss.

WMOX, WMOX-FM, Meridian—Licensed to Birney Ines Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI, Columbus, Miss.

WELQ, Tupelo—Licensed to Birney Ines Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI, Columbus, Miss.

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc. President L. P. Cashman is publisher of the Vicksburg Herald and Post.

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc., controlled by H. J. Walters Jr., publisher of Columbia Tribune.

KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of Hannibal Courier-Post (Lee Syndicate newspaper). See KGLO Mason City, Ia.

KIMO, Independence—Licensed to the Blue Valley Co. Craig Siegfried, general manager and 25% owner, owns the Independence News.

KWOS, KWOS-FM, Jefferson City—Licensed to the Capital Broadcasting Co. R. C. Goshorn, president, is also president of the News Tribune Co., publisher of Jefferson City Capital News and Post-Tribune.

WMBH, WMBH-FM, Joplin—Licensed to Joplin Broadcasting Co., Joplin Globe Publishing Co., publisher of Joplin Globe and News-Herald owns majority of stock.

KCKN, Kansas City—Licensed to the KCKN Broadcasting Co. Owned by Capper Publications Inc., publishers of the Kansas City Kansas and the Topeka Daily Capital. See WIBW, Topeka, Kans.

WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of Kansas City Star and Times.

KBOA, KBOA-FM, Kennett—Licensed to the Kennett Broadcasting Co. General manager, Paul C. Jones, is half owner Dunklin Democrat.

KGXB, Springfield—Licensed to Springfield Broadcasting Co., owned 99% by Springfield Newspapers Inc., publisher of Springfield News and Leader-Press.

KFEQ, St. Joseph—Licensed to KFEQ Inc.; 43% of stock owned by the News Corp., publisher of the St. Joseph News-Press and Gazette.

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of St. Louis Post-Dispatch.

KWK, St. Louis—Licensed to KWK Inc. St. Louis Globe-Democrat is minority stockholder.

MONTANA

KMON, Great Falls—Licensed to the Montana Farmer Broadcasting Corp., affiliated with Montana Farmer Stockman, semi-monthly farm journal, and Great Falls Tribune.

KRJB, Miles City—Licensed to Star Printing Co., publisher of Miles City Star.

NEBRASKA

KFGT, Fremont—Licensed to Walker Newspapers Inc., publisher of Fremont Guide Tribune.

KHAS, Hastings—Licensed to Nebraska Broadcasting Co. Owned by Fred A. and Richard M. Seaton, publishers of Hastings Tribune, Manhattan (Kans.) Mercury-Chronicle (KMAN), Coffeyville (Kans.) Journal (KGGF), Winfield (Kans.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S.D.) Pioneer-Times, Lead (S.D.) Call, Sheridan (Wyo.) Press.

WJAG, Norfolk—Licensed to Huse Pub. Co., publisher of the Norfolk News.

KFAB, Omaha—Licensed to KFAB Broadcasting Co., 50% of stock owned by Sidles Co., 25% of stock owned by Lincoln Nebraska State Journal; 25% of stock owned by Lincoln Star.

WOW, Omaha—Licensed to Meredith Publishing Co., publisher of Better Homes & Gardens and Successful Farming.

NEVADA

KELK, Elko—Licensed to Elko Broadcasting Co. Chris H. Sheerin, 80% owner Elko Free Press is president and 17.86% owner of station.

KOH, Reno—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as Sacramento Bee, Fresno Bee, Modesto Bee, all in California (McClatchy Newspapers). See KERN Bakersfield, Calif.

NEW JERSEY

WJLK, WJLK (FM), Asbury Park—Licensed to Asbury Park Press Inc., publisher of Asbury Park Press.

WFPG, WFPG-FM, Atlantic City—Licensed to Neptune Broadcasting Corp., affiliated with Atlantic City Reporter.

WNJR, WNJR-FM, Newark—Licensed to North Jersey Radio Inc., owned by Newark News.

WPAT, Paterson—Licensed to North Jersey Broadcasting Co., 90% owned by Passaic News.

WTOA (FM) Trenton—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Corp., publisher of Trenton Times.

NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co., 50% owned by Time Inc. (Time, Life, Fortune, etc.) and 50% by Wayne Coy.

KOBE, Las Cruces—Licensed to Mesilla Valley Bestg. Co. Minority stockholders F. F. and J. T. McNaughton are identified with the ownership of Eppingham News and Pekin Times, both Illinois. See also WCRA Eppingham and WMRN Elgin, both Illinois.

NEW YORK

WMBO, WMBO-FM, Auburn—Licensed to Auburn Publishing Co., publisher of Auburn Citizen-Advertiser.

WBEN, WBEN-FM, Buffalo—Licensed to WBEN, Inc. stock owned by same ownership as Buffalo News.

WEER, Buffalo—Licensed to WEER Inc. Owned by Buffalo Courier-Express.

WALK, WALK-FM, Coram—Licensed to Suffolk Broadcasting Co. Owned by W. Kingsland Macy and wife, who also own controlling interest in Suffolk Consolidated Press, publisher of weekly newspapers in Long Island.

WCLJ, WCLJ-FM, Corning—Licensed to Elmira-Corning Broadcasting Corp. Same ownership as Corning Leader. See also WELM Elmira, N. Y.

WELM, Elmira—Licensed to Elmira-Corning Broadcasting Corp. Same ownership as Corning (N.Y.) Leader. See also WCLJ Corning, N. Y.

WENY, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of Elmira Star-Gazette and Advertiser (Gannett Newspapers). See WHEC Rochester, N. Y.

WENE, Endicott-Binghamton—Licensed to Ottoway Stations Inc. Major stockholder James H. Ottoway is president-publisher and controlling stockholder of Empire Newspapers Inc., publisher of Endicott Bulletin and Oneonta (N.Y.) Star (WDO5). See also WDO5 Oneonta, N. Y., and WVOP Stroudsburg, Pa.

WVSC, Glens Falls—Licensed to Great Northern Radio Inc., 50% owned by Glens Falls Post Co., publisher of Glens Falls Post-Star and Times.

WVOS, Liberty—Licensed to Sullivan County Broadcasting Corp. President S. D. Lubin and Commercial Manager H. G. Borwick, stockholders, own Sullivan County News and Liberty News.

WUSJ, WUSJ-FM, Lockport—Licensed to Lockport Union Sun and Journal Inc. publisher of Lockport Union Sun & Journal.

WMSA, WMSA-FM, Massena—Licensed to the Brockway Co. owned and operated by the Watertown (N. Y.) Times. See WYNY Watertown, N. Y.

WEVD, New York—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the Jewish Forward, the newspaper company itself has no interest or control.

WHOM, New York—Licensed to Atlantic Broadcasting Co., subsidiary of Ii Progresso Italo Americano.

WOV, New York—Licensed to Wodaam Corp.; Richard E. O'Dea, majority stockholder, is director and stockholder of the Paterson (N. J.) Call.

WQXR, WQXR-FM, New York—Licensed to the Interstate Broadcasting Co., subsidiary of New York Times.

WHLD, WHLD-FM, Niagara Falls—Licensed to Niagara Falls Gazette Publishing Co., publisher of Niagara Falls Gazette.

WHDL, WHDL-FM, Olean—Licensed to WHDL, Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of Olean Times-Herald. Minority interest owned by Gannett Newspapers. See WHEC Rochester, N. Y.

WDO5, Oneonta—Licensed to Ottoway Stations Inc. Major stockholder James H. Ottoway is president-publisher and controlling stockholder of Empire Newspapers Inc., publisher of Oneonta Star and Endicott (N.Y.) Bulletin (WENE). See also WENE, Endicott, N. Y., and WVOP Stroudsburg, Pa.

WHEC, Rochester—Licensed to WHEC Inc., 86% of stock owned by the Gannett Co. Inc., publisher of Rochester Times-Union and Democrat & Chronicle (Gannett Newspapers). Other Gannett newspapers are Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority) (WEDL), Ogdensburg Journal, Malone Telegraph, Saratoga Springs Saratoga, Massena Observer, Elmira Star-Gazette and Advertiser (WENY), Binghamton Press, all in New York; Hartford (Conn.) Times (WHTT), Plainfield (N. J.) Courier-News, Danville (Ill.) Commercial News (WDAN).

WSYR, WSYR-FM, Syracuse—Licensed to Central New York Broadcasting Corp. Same ownership (S. I. Newhouse) as Syracuse Post-Standard and Herald-Journal, Newark Star-Ledger, Jersey City Journal, Long Island Press and Star Journal, Harrisburg (Pa.) Patriot News, Staten Island (N. Y.) Advance, Portland Oregonian (KGW).

WFLY (FM), Troy—Licensed to the Troy Record Co., publisher of Troy Record and Times-Record.

WRUN, WRUN-FM, Utica—Licensed to Rome Sentinel Co., publisher of Rome (N.Y.) Sentinel.

WYNY, WYNY-FM, Watertown—Licensed to the Brockway Co. owned and operated by the Watertown Times. See WMSA Massena.

WFAS, WFAS-FM, White Plains—Licensed to Westchester Broadcasting Corp. J. Noel Macy and Valentine E. Macy Jr., co-owners, publishers of White Plains Reporter Dispatch, York Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times, all in New York.

NORTH CAROLINA

WGWR, WGWR-FM, Asheboro—Licensed to the Asheboro Broadcasting Co., owners including Roy Cox, publisher Asheboro Courier Tribune, a semi-weekly newspaper.

WWNC, Asheville—Licensed to Asheville Citizen-Times Co., publisher of the Asheville Citizen-Times.

WPNF, Brevard—Licensed to Pisgah Broadcasting Co.; same newspaper ownership association as WBFO Forest City, below.

WBFO, Concord—Licensed to Cabarrus Broadcasting Co. Same ownership as Corbin Tribune.

WDNC, WDNC-FM, Durham—Licensed to the Durham Radio Corp.; 100% owned by the Durham Herald Co., publisher Durham Herald and Sun.

WBBO, WBBO-FM, Forest City—Licensed to Rutherford County Radio Co., Inc., stockholders affiliated with following weekly newspapers: Forest City Courier, Spindale Sun, and Rutherford County News. See WPNF Brevard.

WGBR, WGBR (FM), Goldsboro—Licensed to East Carolina Broadcasting Co. Talbot Patrick, 7 1/2% owner, is publisher of Goldsboro News-Argus and Rock Hill (S. C.) Herald.

WFMV (FM), Greensboro—Licensed to the Greensboro News Co., publisher of the Greensboro News and Record.

WIKY, Hickory—Licensed to Catawba Valley Broadcasting Co., stockholders include Lester C. Gifford, publisher of Hickory Record.

WHPE, WHPE-FM, High Point—Licensed to High Point Enterprise Inc., publisher of High Point Enterprise.

WNAO, WNAO-FM, Raleigh—Licensed to the Raleigh News & Observer Publishing Co., publisher of Raleigh News & Observer.

WCBC, WBCA (FM), Rocky Mount—Licensed to Eastern Carolina Electronics Inc., affiliated with Rocky Mount Telegram.

WREV, WREV-FM, Reidsville—Licensed to Reidsville Broadcasting Co. W. M. and W. M. Oliver Jr., owners, also own stock in Reidsville Review.

WSTP, WSTP-FM, Salisbury—Licensed to Piedmont Broadcasting Co.; 37% of stock owned by Salisbury Post and Post stockholders.

WOHS, WOHS-FM, Shelby—Licensed to the Western Carolina Radio Corp., affiliated with Shelby Star. (See WHCC Waynesville, N. C.)

WHCC, WHCC-FM, Waynesville—Licensed to WHCC Inc. President Holt McPherson, principal owners identified with Shelby Star (see WOHS Shelby).

WSJS, WSJS-FM, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of Winston-Salem Journal and Twin City Sentinel.

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc. 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of Fargo Forum.

KILO, Grand Forks—Licensed to Grand Forks Herald Inc., publisher of Grand Forks Herald which is 80% owned by Ridder Publications. See WCCO, Minneapolis.

OHIO

WAKR, WAKR-FM, Akron—Licensed to Summit Radio Corp., and 45% owned by the Akron Beacon-Journal (Knight Newspapers). See WIND Chicago.

WFAH (FM), Alliance—Licensed to the Review Pub. Co., publisher of Alliance Review.

WICA, WICA-FM, Ashtabula—Licensed to WICA Inc. Same ownership as Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald, all Ohio.

WTRF, WTRF-FM, Bellaire—Licensed to Tri-City Broadcasting Co. Albert & Gordon Dix together own 48% interest in station, and also have interest in Martins Ferry Times, Bellaire Leader and Wooster Record.

(Continued on page 62)

Newspaper Ownership

(Continued from page 61)

WHBC, WHBC-FM, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times (WPAF), and Salem News, all in Ohio; Salisbury (Md.) Times.

WCPO, WCPO-FM, Cincinnati—Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publisher of Cincinnati Post, New York World-Telegram & Sun, Cleveland Press (WEWS), Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel (WNOX), Memphis Commercial Appeal and Press-Scimitar (WMC), Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville (Ind.) Press, See WNOX Knoxville, Tenn. and WMC Memphis, Tenn.

WKRC, WKRC-FM, Cincinnati—Licensed to Radio Cincinnati, Inc., subsidiary of the Cincinnati Times-Star Co., publisher of Cincinnati Times-Star.

WSAL, WSAL-FM, Cincinnati—Licensed to Buckley Broadcasting Co., owned by Storer Broadcasting Co. See WGBS Miami, Fla.

WHK, WHK-FM, Cleveland—Licensed to United Broadcasting Co., controlling interest owned by Forest City Publishing Co., publisher of the Cleveland Plain Dealer and News. See WKBN Youngstown. WHKC Columbus.

WBNS, WELD (FM), Columbus—Licensed to RadioOhio, Inc. Same ownership (Edgar T. Wolfe) as Columbus Dispatch and Ohio State Journal.

WHKC, WHKC-FM, Columbus—Licensed to United Broadcasting Co.; controlling interest owned by The Forest City Publishing Co., publisher of the Cleveland Plain Dealer and News. See WHK Cleveland, and WKBN Youngstown.

WTNS, Coshocton—Licensed to Coshocton Broadcasting Co. Bob, Bill and Bruce Wallace control both licensee and Coshocton Tribune.

WCOL, Columbus—Licensed to Air Trails Inc., owned by Charles Sawyer, publisher of Lancaster (Ohio) Eagle-Gazette and Waverly (O.) Republican Herald-News (weekly). See WIZE Springfield and WING Dayton, Ohio.

WHIO, WHIO-FM, Dayton—Licensed to Miami Valley Broadcasting Corp., same ownership as Dayton News and Journal Herald, Springfield (O.) News and Sun, Miami News (WIOD) and Atlanta Journal and Constitution (WSB) (James M. Cox).

WING, Dayton—Licensed to Great Trails Broadcasting Corp., owned by Charles Sawyer, publisher of Lancaster Eagle-Gazette and Waverly (O.) Republican Herald-News (weekly). See WIZE Springfield and WCOL Columbus.

WJER, Dover—Licensed to Dover Broadcasting Co. Inc. See WAJR Morgantown and WDNE Elkins, W. Va.

WFIN, WFIN-FM, Findlay—Licensed to Findlay Publishing Co., publisher of Findlay Republican Courier.

WGLT, WGLT-FM, Newark—Licensed to the Advocate Printing Co., publisher of Newark Advocate and American Tribune.

WPAY, WPAY-FM, Portsmouth—Licensed to The Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers Inc., publisher of Portsmouth Times, Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News (all in Ohio); and Salisbury Times, Maryland. See WHBC Canton.

WIZE, Springfield—Licensed to Radio Voice of Springfield Inc., controlled by Charles Sawyer, publisher of Lancaster (Ohio) Eagle-Gazette and Waverly (O.) Republican Herald-News (weekly). See WING, Dayton and WCOL, Columbus.

WSPD, WSPD-FM, Toledo—See WGBS Miami, Fla.

WTOD, WTOD (FM), Toledo—Licensed to Unity Corp. Inc., Edward Lamb, president, is publisher, Erie (Pa.) Dispatch (WIKK) and owns WHOO-AM-FM Orlando, Fla.

WVHH, Warren—Licensed to Warren Tribune Radio Station Inc., owned by Tribune Co., publisher of Warren Tribune-Chronicle.

WWST, WWST-FM, Wooster—Licensed to Wooster Republican Printing Co., publisher of the Wooster Record.

WFMJ, WFMJ-FM, Youngstown—Licensed to WFMJ Broadcasting Co., President William F. Maag Jr. is pub-

lisher of Youngstown Vindicator. WKBN, WKBN-FM, Youngstown—Licensed to WKBN Broadcasting Corp., Forest City Publishing Co. (Cleveland Plain Dealer and News) owns 40%. See WHK Cleveland WHKC Columbus.

WHIZ, Zanesville—Licensed to Southeastern Ohio Broadcasting System Inc., majority of stock owned by Zanesville Pub. Co., publisher of Zanesville Times-Recorder and Signal.

OKLAHOMA

KWHW, Altus—Licensed to Altus Broadcasting Co., 50% owned by Altus Times-Democrat.

KVSO, Ardmore—Licensed to John F. Easley, owner of Ardmore Ardmoreite.

KSEO, Durant—Licensed to Democrat Printing Co., publisher Durant Democrat, Durant Weekly News.

KCRC, Enid—Licensed to Enid Radio-Phone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of Enid News and Eagle.

KBIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of Muskogee Phoenix and Times-Democrat.

KTOK, Oklahoma City—Licensed to KTOK Inc., 100% owned by Amarillo Bestg. Co. C. S. Woodson, 25% stockholder of Amarillo Bestg., is owner-publisher of Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Wazahachie Light, all Texas, and Miami (Okla.) News-Record. See also KPDA Amarillo, Tex.

WKV, Oklahoma City—Licensed to WKV Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of Oklahoma City Oklahoma and Times, Farmer-Stockman.

KHBB, Okmulgee—Licensed to Okmulgee Broadcasting Corps., subsidiary of Okmulgee Times. See also KFSA, Fort Smith, Ark.

WBSZ, Ponca City—Licensed to Ponca City Publishing Co., publisher of the Ponca City News.

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. See KSOK Arkansas City, Ark.

KSPI, KSPI-FM, Stillwater—Licensed to Stillwater Pub. Co., publisher Stillwater News-Press.

OREGON

KWIL, KWIL-FM, Albany—Licensed to Central Willamette Broadcasting Co., all stock owned by W. L. Jackson Estate and R. R. Cronise, co-publishers of Albany Democrat-Herald.

KAAT, Astoria—Licensed to Astoria Broadcasting Co., ownership affiliated with Astoria Astorian-Budget.

KOOS, Coos Bay—Licensed to KOOS Inc. Sheldon F. Sackett, owner, is publisher of Coos Bay Times. See KROW, Oakland, Calif.

KERG, Eugene—Licensed to Guard Publishing Co., publisher of Eugene Register-Guard.

KUIN, KGPO (FM), Grants Pass—Licensed to Southern Oregon Bestg. Co., 50% owned by Pres. A. E. Voorhes, of Grants Pass Courier; 50% by Redwood Bestg. Co., operator of KIEM Eureka, Calif. (See KIEM).

KFLW, Klamath Falls—Licensed to Herald Pub. Co., publisher Klamath Falls Herald & News. See KRNR, Roseburg.

KMCM, McMinnville—Licensed to Yamhill Broadcasters Inc. Same ownership as weekly McMinnville Telephone-Register.

KYJC, Medford—Licensed to the Medford Printing Co., publisher Medford Mail Tribune. See KRNR, Roseburg.

KGW, KGW-FM, Portland—Licensed to Pioneer Broadcasters Inc. Controlled by S. I. Newhouse, Jr., member of Newhouse family (Newhouse newspapers), including Portland Oregonian. For other Newhouse newspapers, see WSYR, Syracuse, N. Y.

KPOJ, KPOJ-FM, Portland—Licensed to KPOJ Inc.; stock owned by Portland Oregon Journal.

KRNR, Roseburg—Licensed to The News-Review Co., publisher of Roseburg News-Review. Southern Oregon Publishing Co., which controls the licensee, also owns Klamath Falls Herald & News (KFLW) and 20% interest in Medford Mail Tribune (KYJC).

PENNSYLVANIA

WGPA, WGPA-FM, Bethlehem—Licensed to Bethlehem Globe Pub. Co., publisher Bethlehem Globe-Times.

WCNR, Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., affiliated with the Bloomsburg Press.

WBUT, WBUT-FM, Butler—Licensed to the Eagle Printing Co., publisher Butler Eagle.

WPA, Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of Clearfield Progress.

See also WAKU Latrobe, Pa., and WJCM Sebring, Fla.

WBUX, Doylestown—Licensed to Charles M. Meredith, publisher Quakerstown Free Press.

WCED, WCED-FM, DuBois—Licensed to the Tri-County Bestg. Co. Inc., affiliated with the DuBois Courier Express. See WILK Wilkes-Barre.

WEBC, Easton—Licensed to the Easton Express. Pub. Co., publisher of the Easton Express.

WEST, WEST-FM, Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WIKK, Erie—Licensed to Community Service Broadcasting Co. Owned by Dispatch Inc., publisher of Erie Dispatch. Edward Lamb also owner of WTOD and WTRT (FM), Toledo, O., and WHOO and WHOO-FM Orlando, Fla.

WHGB, Harrisburg—Licensed to Kendrick Bestg. Co. Half-owned by Triangle Publications Inc., publisher of Philadelphia Inquirer and Seventeen magazine and licensee of WFIL-AM-TV Philadelphia.

WHGT, Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WHUN, Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher Huntingdon News.

WJAC, WJAC-FM, Johnstown—Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of Johnstown Democrat and Tribune.

WGAL, WGAL-FM, Lancaster—Licensed to WGAL Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc., publisher of Lancaster Intelligencer Journal and New Era.

WAKU, Latrobe—Licensed to Clearfield Broadcasters Inc.; same ownership as Clearfield (Pa.) Progress. See also WCPA Clearfield, Pa., and WJCM Sebring, Fla.

WMRF, WLTN (FM), Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publisher of Lewistown Sentinel.

WCAU, WCAU-FM, Philadelphia—Licensed to WCAU Inc., owned by Philadelphia Bulletin.

WFL, WFL-FM, Philadelphia—Licensed to Triangle Publications Inc., publisher Philadelphia Inquirer. See also WHGB Harrisburg, Pa.

WCAE, WCAE-FM, Pittsburgh—Licensed to WCAE Inc., owned by Hearst Corp., publisher of Pittsburgh Sun-Telegraph. For other Hearst newspapers see WBAL Baltimore.

WWSW, WWSW-FM, Pittsburgh—Licensed to WWSW Inc. Owned by the Pittsburgh Post-Gazette.

WEEU, WEEU-FM, Reading—Licensed to the Hawley Broadcasting Co., affiliated with Reading Eagle Times.

WRAW, Reading—Licensed to the Reading Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

WGAN, WGAN-FM, Scranton—Licensed to the Scranton Times.

WPIC, WPIC-FM, Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co., publisher of Sharon Herald.

WPPO, Stroudsburg—Licensed to Poccon Broadcasting Inc., James H. Ottoway, majority stockholder, is also president-publisher of Stroudsburg Record. See also WENE, Endicott-Binghamton, N. Y., and WDOS Oneonta, N. Y.

WKOK, WKOK-FM, Sunbury—Licensed to Sunbury Broadcasting Corp., majority ownership identified with Sunbury Item.

WVPA, Williamsport—Licensed to Williamsport Radio Broadcasting Associates Inc. Harry J. W. Klessing, Grit Publishing Co. executive, is president and owns 32%.

WILK, WILK-FM, Wilkes-Barre—Licensed to Wyoming Valley Broadcasting Co. Stockholders in station also own interests in Dubois Courier-Express and Butler Eagle. See WCED DuBois.

WORK, York—Licensed to York Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster.

RHODE ISLAND

WPJB, WPJB-FM, Providence—Licensed to Providence Journal Co., publisher of the Providence Journal-Bulletin.

WWON, WWON-FM, Woonsocket—Licensed to Woonsocket Broadcasting Co. whose principals include stockholders of Woonsocket Call.

SOUTH CAROLINA

WAIM, WCAC (FM), Anderson—Licensed to Wilton E. Hall, owner of Anderson Independent and Mail.

WTMA, WTMA-FM, Charleston—Licensed to Atlantic Coast Broadcasting Co.; affiliated with Charleston News & Courier and Post.

WFBC, WFBC-FM, Greenville—Licensed to Greenville News-Piedmont Co., publisher of Greenville News and Piedmont.

WEAB, Greer—Licensed to Greer Bestg. Co. Partner E. A. Burch is publisher of the weekly Greer Citizen.

WTND, Orangeburg—Licensed to the WTND Inc. Owned by Sims Publishing Co., publisher of Orangeburg Times & Democrat.

WSNW, Seneca—Licensed to Blue Ridge Broadcasting Co., owned by J. A. Gallimore and wife, publishers of weekly Seneca Journal, and Walhalla (S. C.) Keowee Courier.

SOUTH DAKOTA

KSDN, Aberdeen—Licensed to Aberdeen News Co., publishers of the American News (identified with Ridder Publications. For other Ridder newspapers see WCCO Minneapolis.

WNAX, Yankton—Licensed to Cowles Broadcasting Co. See KRNT, Des Moines.

TENNESSEE

WLAR, Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Arterburn, publisher Athens Post-Athletian.

WDSG, Dyersburg—Licensed to State Gazette Broadcasting Co., owned by Dyersburg State Gazette.

WTJS, WTJS-FM, Jackson—Licensed to Sun Publishing Co. Inc., publisher of Jackson Sun.

WETB, Johnson City—Licensed to the East Tennessee Broadcasting Co., ownership interlocks with Press Inc., publishers of Johnson City Press-Chronicle.

WKPT, WKPT-FM, Kingsport—Licensed to Kingsport Broadcasting Co. Identified with ownership of Kingsport Times-News.

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of Scripps-Howard Newspapers (Knoxville News-Sentinel). See WCPO, Cincinnati.

WMC, WMC-FM, Memphis—Licensed to Memphis Publishing Co., publisher of Memphis Commercial Appeal a Scripps-Howard newspaper. See WCPO, Cincinnati.

WMAK, Nashville—Licensed to the Volunteer State Broadcasting Co., Frank Mayborn, president of the Temple Telegram, and the Sherman News, is 75% owner, and president.

WHAL, Shelbyville—Licensed to Shelbyville Broadcasting Co. Same owners as Bedford County News.

TEXAS

KRBC, Abilene—Licensed to Reporter Broadcasting Co.; 64% of stock owned by Eva May Hanks, a principal stockholder in Abilene Reporter-News, Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald, all in Texas. See KBST, Big Spring.

KBKI, Alice—Licensed to Alice Broadcasting Co. President E. G. Lloyd Jr. is stockholder of Alice News.

KVLF, Alpine—Licensed to Big Bend Broadcasters. President Barney Hubbs owns Pecos (Tex.) Enterprise. See KIUN, Pecos, KRIG, Odessa, Tex.

KFDA, KFDA-FM, Amarillo—Licensed to Amarillo Bestg. Co. C. C. Woodson, 25% stockholder, is owner-publisher of Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Wazahachie Light, all Texas, and Miami (Okla.) News-Record. See also KTOK Oklahoma City, Okla.

KGNC, Amarillo—Licensed to Plains Broadcasting Co. 80% of stock owned by Globe News Publishing Co. Inc., publisher of Amarillo News and Globe-Times. Same interests also control Lubbock, Amarilloche, and Journal. See KFYO Lubbock.

KREL, KREL-FM, Baytown—Licensed to Tri-Cities Broadcasting Co. President Robert Matherne is stockholder in Baytown Sun.

KRIC, KRIC-FM, Beaumont—Licensed to Enterprise Co., publishers Beaumont Enterprise and Journal.

KBST, Big Spring—Licensed to the Big Spring Broadcasting Co., affiliated with the Big Spring Herald. See KRBC Abilene.

KFVN, Bonham—Licensed to Bonham Publishing Co., publisher of Bonham Favorite.

KCAR, Clarksville—Licensed to Texo Broadcasting Co. Reagan Hurt, 33 1/2% owner, publisher of weekly *Clarksville Times*.

KMCO, Conroe—Licensed to Montgomery County Broadcasting Co. Stockholder D. C. Norton owns weekly *Conroe Courier*.

KRLD, KRLD-FM, Dallas—Licensed to KRLD Radio Corp.; subsidiary of *Times Herald Printing Co.*, publishers *Dallas Times-Herald*.

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of the *Dallas News*.

KROD, El Paso—Licensed to the Roderick Broadcasting Corp., Dorrance D. Roderick, president, is also majority stockholder of *El Paso Times*.

WBAP, WBAP-FM, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KGAF, Gainesville—Licensed to Gainesville Broadcasting Corp. President Joe M. Leonard is part owner of *Gainesville Register*.

KATL, Houston—Licensed to Texas Broadcasters Inc. Affiliated with *Houston Press* (no interlocking ownership).

KPRC, KPRC-FM, Houston—Licensed to *Houston Post Co.*, publisher of *Houston Post*.

KTRH, KTRH-FM, Houston—Licensed to KTRH Broadcasting Co., subsidiary of *Houston Chronicle Pub. Co.*, publisher of *Houston Chronicle*.

KPET, Lamesa—Licensed to R. O. Parker, R. A. Woodson and W. J. Beckham. Mr. Woodson, 37% owner, is half-owner of *Lamesa Reporter* and 5% owner of *Brownwood Bulletin*.

KLVT, Levelland—Licensed to Herald Broadcasting Co. Forrest Weimhold, owner, also owns *Hockley County Herald (Levelland)*, and *Morton (Tex.) Tribune*.

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co. Same interests publish *Lubbock Avalanche* and *Journal*. See KGNC Amarillo.

KGNB, New Braunfels—Licensed to Comal Broadcasting Co. Charles W. Scruggs, president and 40% stockholder, owns *New Braunfels Herald*.

KRIG, Odessa—Licensed to Oil Center Broadcasting Co., part owned (25%) by Barney Hubbs, chief owner of *Pecos (Tex.) Enterprise*. See KIUN Pecos, KVLV Alpine.

KPDN, Pampa—Licensed to Freedom Newspapers Inc., publisher of *Pampa News*.

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs. Mr. Hubbs is chief owner of *Pecos (Tex.) Enterprise*. See KRIG Odessa, KVLV Alpine.

KGKL, San Angelo—Licensed to KGKL Inc. Ownership affiliated with *San Angelo Standard-Times*.

KTSA, KTSA-FM, San Antonio—Licensed to Sunshine Broadcasting Co., owned by *San Antonio Express* and *News*.

KEVA, Shamrock—Licensed to Shamrock Broadcasting Co. Albert Cooper, 20% stockholder of station, owns 52% of weekly *Shamrock Texan* and *Wheeler Times*.

KXOX, Sweetwater—Licensed to Radio & News Inc. Owned by J. S. McBeath, owner of *Sweetwater Reporter*.

KTEM, KTEM-FM, Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 85% owner, also president and 95% owner of Bell Pub. Co., publisher of *Temple Telegram*.

KCMC, KCMC-FM, Texarkana—Licensed to KCMC Inc., identified with ownership of *Texarkana Gazette* and *News*.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co. R. E. Nichols, 49% owner, is president and editor of *Vernon Record*.

KTBB, Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of *Tyler Courier-Times* and *Telegraph*.

KTRN, Wichita Falls—Licensed to Texoma Broadcasting Co. Owned 50% by *Times Publishing Co.*, publisher of *Wichita Falls Record-News* and *Times*.

UTAH

KLO, Ogden—Licensed by Interstate Broadcasting Corp.; majority stock owned by A. L. Glasman, publisher of *Ogden Standard-Examiner*.

KALL, Salt Lake City—Licensed to Salt Lake City Broadcasting Co., 50% owned by *Telegram Pub. Co.*, subsidiary of *Salt Lake Tribune Publishing Co.*, publisher of *Salt Lake City Tribune* and *Telegram*.

VIRGINIA

WPIK, Alexandria—Licensed to Potomac Broadcasting Corp. C. C. Carlin Jr., publisher of the *Alexandria Gazette*, is stockholder.

WDVA, Danville—Licensed to Virginia-Carolina Broadcasting Co. Publisher of *Danville Register* is stockholder.

WGH, WGH-FM, Newport News—Licensed to Hampton Roads Broadcasting Corp.; 75% of stock owned by Daily Press Inc., publisher of *Newport News Press* and *Times-Herald*; 25% by Edward E. Bishop.

WTAR, WTAR-FM, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of *Norfolk Newspapers Inc.*, publisher of *Norfolk Virginian - Pilot* and *Ledger-Dispatch*.

WRNL, WRNL-FM, Richmond—Licensed to Richmond Newspapers, Inc., publisher of *Richmond Times-Dispatch* and *News Leader*.

WDBJ, WDBJ-FM, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *World-News*.

WASHINGTON

KPUG, Bellingham—Licensed to KPUG Inc., owned 50% by Jessica L. Longston, publisher of weekly *Burley (Ida.) Bulletin* and *St. Helens (Ore.) Sentinel Mist*. See KBIO, Burley, Ida.

KWLK, KWLK-FM, Longview—Licensed to Twin City Broadcasting Corp.; 72% of stock owned by Longview Pub. Co., publisher of *Longview News*.

KSEM, Moses Lake—Licensed to KSEM Inc., owned 56% by Jessica L. Longston, publisher of weekly *Burley (Ida.) Bulletin* and *St. Helens (Ore.) Sentinel Mist*. See KBIO, Burley, Ida.

KONP, Port Angeles—Licensed to Radio Pacific, Inc., subsidiary of *Port Angeles News*.

KING, Seattle—Licensed to KING Bcstg. Co., 25% owned by Hearst Corp., subsidiary of Hearst Newspapers, publisher of *Seattle Post-Intelligencer* and other newspapers. See WBAL Baltimore.

KHQ, Spokane—Licensed to KHQ Inc. Same ownership as *Spokane Chronicle*.

KNEW, Spokane—Licensed to Inland Empire Broadcasting Co. Scripps Newspapers Inc., 24% owner, publisher of *Pocatello (Ida.) State Journal*, *Coeur d'Alene (Ida.) Press*, *Provo (Utah) Herald*, *The Dalles (Ore.) Chronicle*. See also KEYY, Pocatello, Ida., and KVNG, Coeur d'Alene, Ida.

KTNT, KTNT-FM, Tacoma—Licensed to the Tribune Publishing Co., publisher of *Tacoma News-Tribune*.

KVAN, Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Coos Bay Times*, 95% owner of *KOOS*, Coos Bay, and sole owner of *KROW*, Oakland, Calif.

WEST VIRGINIA

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Telegraph* and *Sunset News*.

WDNE, Elkins—Licensed to West Virginia Radio Corp. (See WAJR Morgantown, W. Va., WJER Dover, Ohio).

WMMN, Fairmont—See WGBS, Miami, Fla.

WVVW, WJPE (FM), Fairmont—Licensed to Fairmont Broadcasting Co. J. Patrick Beacom, owner, publishes *Mannington (W. Va.) Times*.

WSAZ Huntington—Licensed to WSAZ Inc., 89% of stock owned by Huntington Publishing Co., publisher of *Huntington Herald-Dispatch* and *Advertiser*.

WLOG, WLOG-FM, Logan—Licensed to Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, partners.

WAJR, WAJR-FM, Morgantown—Licensed to West Virginia Radio Corp. Mrs. A. J. R. Greer, president, owns stock in West Virginia Publishing Co., publishers of *Morgantown Post* and *Dominion News*; *New Martinsville Wetzel Republican*. (See WJER Dover, Ohio, and WDNE Elkins, W. Va.)

WPAR, WPAR-FM, Parkersburg—Licensed to Ohio Valley Broadcasting Corp., owned by News Publishing Co., publishers of the *Intelligencer* and *News-Register*, Wheeling, and other W. Va. newspapers.

WBRW, Welch—Licensed to McDowell Service Co.; ownership includes W. R. Keyser, 25 shares, editor *Welch Daily News*; Clarence H. Frey, 25 shares, publisher, *Logan Banner*.

WWVA, WWVA-FM, Wheeling—See WGBS, Miami, Fla.

WISCONSIN

WATK, Antigo—Licensed to Antigo Broadcasting Co. Artemas F. Berner, 90% owner, is co-publisher of weekly *Antigo Journal*.

WGEZ, Beloit—Licensed to Beloit Broadcasting Co., owned by Sidney H. Bliss and family, owners of *Janesville (Wis.) Gazette*. See WCLO, Janesville, Wis.

WEAU, WEAU-FM, Eau Claire—Licensed to Central Broadcasting Co.; 25% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Leader*; 54 1/2% owned by Morgan Murphy (and wife), publisher of *Superior Telegram*. See WEEC Duluth, Minn.

KFTZ, Fond du Lac—Licensed to KFTZ Broadcasting Co. Same owners as *Fond du Lac Commonwealth Reporter*.

WJPG, WJPG-FM, Green Bay—Licensed to the Green Bay Newspaper Co., publisher of *Green Bay Press Gazette*.

WCLO, WCLO-FM, Janesville—Licensed to Southern Wisconsin Radio Inc., subsidiary of *Gazette Printing Co.*, publisher of *Janesville Gazette*. See also WGEZ, Beloit, Wis.

WKTY, LaCrosse—Licensed to LaCrosse Broadcasting Co., affiliated with *LaCrosse Tribune*.

WIBA, WIBA-FM, Madison—Licensed to Badger Broadcasting Co., Inc.; 88 1/2% owned by the *Capital Times Co.*, publisher of *Madison Capital Times*. Other stockholders and directors include officers of the Wisconsin State Journal Publishing Co., publishers of the *Wisconsin State Journal* (Lee Syndicate). See KGLO, Mason City, Ia.

WISC, WISC-FM, Madison—Licensed to Radio Wisconsin, Inc., controlled by Morgan Murphy, publisher of *Superior (Wis.) Telegram*. See WEEC Duluth, Minn.

WIGM, Medford—Licensed to Radio Station WIGM Inc. Major stockholders Harold R. Murphy and Harvey J. Kitz own *Northshore Publishing Co.*, publisher of weekly *Shorewood Herald* and *Whitefish Bay Herald*, Wis.

WEMP, WEMP, Milwaukee—Licensed to Milwaukee Broadcasting Co. Owned 40% by Mid Continent Radio-Television Inc. Mid Continent is 50% owned by Northwest Publications Co. (Ridder interests). For other Ridder newspapers, see WCCO, Minneapolis.

WISN, WISN-FM, Milwaukee—Licensed to Hearst Corp. Affiliated with *Milwaukee Sentinel*. For other Hearst Newspapers see WBAL Baltimore, Md.

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WPDR, Portage—Licensed to Portage Bcstg. Co. W. T. Comstock, president and 92% stockholder, is general manager and majority stockholder of *Comstock Pub. Co.*, publisher of *Portage Register & Democrat*.

WRJN, WRJN-FM, Racine—Licensed to Racine Broadcasting Corp. Same ownership as *Racine Journal-Times*.

WTCH, Shawano—Licensed to Shawano County Leader Pub. Co., publisher of *Shawano Leader*.

WHBL, WHBL-FM, Sheboygan—Licensed to WHBL Inc. Press Publishing Co., publisher of *Sheboygan Press*, owns 100% of preferred stock.

WOKW, Sturgeon Bay—Licensed to Door County Radio Co. President Sumner J. Harris is publisher of weekly *Door County Advocate*.

WDSM, Superior—Licensed to Ridson Inc., which is owned by Northwest Publications (Ridder Publications Inc.). Affiliated with *Duluth Herald* and *News-Tribune*. For other Ridder publications see WCCO, Minneapolis, Minn.

WFHR, WFHR-FM, Wisconsin Rapids—Licensed to Wm. F. Huffman Radio, Inc. Mrs. Huffman is principal owner *Wisconsin Rapids Tribune Co.*, publishers *Wisconsin Rapids Tribune*.

WYOMING

KVOC, Casper—Licensed to KVOC Broadcasting Co. Affiliated through stockholders with *Casper Tribune-Herald*.

KFBC, Cheyenne—Licensed to Frontier Bcstg. Co.; Ownership affiliated with *Cheyenne Newspapers Inc.*, publishers of the *Wyoming Eagle* and *State Tribune*.

KOVE, Lander—Licensed to Edward J. Breece, publisher of semi-weekly *Wyoming State Journal*.

KRAL, Rawlins—Licensed to Rawlins Broadcasting Co., affiliated with *Rawlins Times*.

ALASKA

KENI, Anchorage—Licensed to Mid-night Sun Bcstg. Co. See KFAR.

KFAR, Fairbanks—Licensed to Mid-night Sun Broadcasting Co.; controlled by the estate of the late A. E. Lathrop, also publisher of the *Fairbanks News-Miner*.

HAWAII

KHBC, Hilo—Licensed to Hawaiian Broadcasting System Ltd. See KGMB Honolulu.

KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock owned by *Honolulu Star-Bulletin*; 56% of stock by Consolidated Amusement Co. Ltd.; 20% by Corp. of the President of the Church of Jesus Christ of Latter Day Saints.

KGU, Honolulu—Licensed to Advertiser Publishing Co. Ltd., publisher of *Honolulu Advertiser*.

KTOH, Lihue—Licensed to Garden Island Publishing Co. Ltd., publisher of *Garden Island* (weekly).

KMVI, Maui—Licensed to Maui Publishing Co., Ltd., publisher of *Maui News*.

Group Ownership

(Continued from page 46)

ROY HOFHEINZ STATIONS — KTHT Houston, KSOK Harlingen, KACE Dallas, all Texas; WILD Birmingham (minority interest).

BIRNEY IMES JR. STATIONS—WCBF Columbus, WMOX, WMOX-FM Meridian, WLEO Tupelo, WNAQ Granada, WROX Clarksdale, all Mississippi.

INLAND RADIO INC. STATIONS—KBKR, Baker, KLEB, LaGrande, and KSRV, Ontario, all in Oregon. Principal owner: Olive B. Cornett, 50%; Lee W. Jacobs, president and part owner. Headquarters: KBKR, Baker, Ore.

JORDAN - GAILLARD - THIELENS STATIONS — WNFY Northport, WXAL Demopolis, WPBB Jackson, and WJBB Haleyville, all Alabama. Owned by W. M. Jordan, T. H. Gaillard Jr. and W. P. Thielens, Thielens.

EDWARD LAMB ENTERPRISES INC.—WHOO-AM-FM Orlando, Fla.; WIOD and WTRT (FM) Toledo, Ohio; WIKK Erie, Pa. Edward Lamb, president; Frank Oswald, vice president. Headquarters: 500 Security Bldg., Toledo, New York Office: Hotel Barclay, Bernard H. Felzer, national sales director.

RICHARD FIELD LEWIS JR. STATIONS—WING and WRFL (FM) Winchester, Va., and WHYL Carlisle, Pa., and 60% of WFLA Fredericksburg, Va.

J. G. LONG STATIONS—KIOX Bay City, KVIC Victoria and KTLW Texas City, all in Texas. (Long Texas Group, a package unit).

JOHN J. LOUIS STATIONS—KTAR, Phoenix, KVOA Tucson, KYUM, YUMA, KYCA, Prescott, all in Arizona. Dick Lewis, general manager.

WENDELL MAYES STATIONS—KBWD Brownwood, KNOW Austin and 50% of KSNY Snyder, all Texas; 25% interest in KTOK Oklahoma City, and KFDA Amarillo, Tex.

MCCAW-KEATING STATIONS — J. Elroy McCaw and John D. Keating own (50% each) KPOA Honolulu and KILA Hilo, Hawaii, and KYA San Francisco. Mr. McCaw also owns KRSC Seattle and KORC Mineral Wells, Tex., half interest in KELA Centralia, Wash.; and minority interests in KYAK Yakima and KALE Richland, Wash., and KLZ Denver.

McCLATCHY BROADCASTING CO. — (Owned by McClatchy Newspapers, publisher of the Sacramento Bee, Fresno Bee, and Modesto Bee): KFBK, KFBK-FM, Sacramento; KMJ, KMJ-FM, Fresno; KWG, Stockton; KERN, KERN-FM, Bakersfield; KBBE (FM), Modesto; KOH, Reno, Nev. Headquarters: 21st & Q Sts., Sacramento 4. President: Eleanor McClatchy.

MCCULLOUGH STATIONS—KHSL, KVCJ (FM), Chico; KYOS, KVME(FM), Merced; KVCV, KVRE(FM), Redding, all California.

MIDNIGHT SUN-AURORA BROADCASTING SYSTEM—KFAR Fairbanks, KENI Anchorage, KJNO Juneau, KABI Ketchikan, all Alaska; Miriam Dickey, president, Midnight Sun Broadcasting Co. Austin G. Cooley, president, Aurora Broadcasters Inc.

MIDWESTERN BROADCASTING CO. STATIONS—(Controlled by Les Biederman) WTCM Traverse City, WATT Cadillac, WATC, Gaylord, WATZ Alpena, and WMBN Petoskey, all in Michigan.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLE, Virginia, Minn.; WEAU, Eau Claire, Wis.; WISC, Madison, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La. Mr. Bridges has interest in WJMC, Rice Lake, Wis.

NBC OWNED AND OPERATED STATIONS — WNBC, WNBC-FM, New York; WRC, WRC-FM, Washington; WMAQ, WMAQ-FM, Chicago; WTAM, WTAM-FM, Cleveland; KNBC, KNBC-FM, San Francisco. All members of NBC network; all represented by NBC Spot Sales.

NUNN STATIONS—WLAP, Lexington, Ky.; WCMI, Ashland, Ky.—Huntington, W. Va.; WBIR, Knoxville, Tenn. Headquarters: Radio Bldg., Lexington, Ky. J. Lindsay Nunn, chairman of the board; Gilmore N. Nunn, president and general manager. Represented nationally by John E. Pearson Co. and The Bolling Co.

JAMES H. OTTAWAY STATIONS—WENE, Binghamton-Endicott, N. Y.; WDO5 Oneonta, N. Y.; WVPO Stroudsburg, Pa.

PAGLIN-RAY STATIONS—WBOK New Orleans, KAOK Lake Charles, WXOK Baton Rouge, all Louisiana. Owned jointly by Jules J. Paglin and Stanley W. Ray.

PEOPLES BROADCASTING STATIONS (Farm Bureau Insurance Co.)—WRFD Worthington, Ohio; WOL-AM-FM Washington, D. C., and request pending FCC approval for purchase of WITM Trenton, N. J.

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMG, Ocala, Fla.; WDLF, Panama City, Fla., and 40% in WNDL Daytona Beach. Mr. Perry died Dec. 4, 1952.

RAHALL STATIONS — WKAP, Allentown, Pa.; WNAR, Norristown, Pa.; WWRN, Beckley, W. Va.; N. Joe Rahall, president.

ADELIN B. RINES STATIONS—WRDO Augusta, WLEZ Bangor, and WCSH Portland, all in Maine.

DEE RIVERS STATIONS — WEAS, Decatur; WJIV, Savannah; WGOV-, WGOV-FM, Valdosta, all in Georgia; KWEM, West Memphis, Ark. E. D. Rivers Jr., owner.

E. D. RIVERS SR. STATIONS—WLBS, Birmingham; WOB5, Jacksonville; WMEI, Miami; WGAA, Cedar-town, Ga. (minority interest).

JAMES RIVERS STATIONS — WMJM, Cordele; WJAZ, Albany; WTHJ, East Point; WACL, Waycross, all in Georgia. Latter two stations are controlled by Mr. Rivers.

CECIL W. ROBERTS STATIONS — KCLO Leavenworth, Kan.; KREI Farmington, Mo.; KNEM Nevada, Mo.; KCHI Chillicothe, Mo., and KCRB Chanute, Kan.

AARON B. ROBINSON STATIONS—WDXE Lawrenceburg, Tenn. (owner); WDXI Jackson, WTPR Paris and WENK Union City, Tenn. (majority stockholder); WMCA Corinth, Miss. (45.84% owner).

ROUNDAVILLE STATIONS — Comprising WBAC Cleveland and WBEJ Elizabethton-Johnson City, Tenn.; WQXI Atlanta, Ga.; WLOU, Louisville, Ky. Available on package basis. Information from R. W. Roundsville, WQXI, Atlanta.

RURAL RADIO NETWORK STATIONS (all FM)—WFNF Wethersfield, WVBT Bristol Center, WVCN De Ruyter, WVCV Cherry Valley, WHVA Poughkeepsie, all New York.

SHELDON F. SACKETT STATIONS—KROW Oakland, Calif.; KVAN Vancouver, Wash.; KOOS Coos Bay, Ore.

CHARLES SAWYER STATIONS — WING Dayton, WCOL Columbus, WIZE Springfield (52%), all Ohio.

SCRIPPS-HOWARD GROUP—Scripps-Howard Radio Inc. is licensee of WCPO-FM Cincinnati, WNOX, Knoxville. Memphis Publishing Co. is licensee of WMC, WMC-FM Memphis, all of which are operated separately. Officials: Jack R. Howard, 230 Park Ave., New York, president; Richard B. Westergaard, vice president and general manager, WNOX; Mortimer C. Watters, vice president and general manager, WCPO, WCPO-FM, Henry W. Slavick is general manager of WMC, WMC-FM.

SEATON STATIONS — KMAN, Manhattan and KGGE, Coffeyville, Kans.; KHAS, Hastings, Neb. Owned by Fred A. and Richard M. Seaton.

STAUFFER PUBLICATIONS STATIONS — KSEK Pittsburg and KSOK Arkansas City, Kan.; KGFF Shawnee, Okla.

STEINMAN STATIONS—WGAL, WGAL-FM, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WEST, WEST-FM Easton, all Pa.; WDEL, WDEL-FM, Wilmington, Del. Headquarters: 8 West King St., Lancaster, Pa. Clair R. McCollough, general manager.

STORER BROADCASTING CO. STATIONS—WJBK, WJBK-FM Detroit; WSPD, WSPD Toledo; WWVA, WWVA-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WAGA, WAGA-FM Atlanta; WGBS, WGBS-FM Miami; WSAI, WSAI-FM Cincinnati. George B. Storer, president; J. Harold Ryan, vice president and treasurer; Lee B. Wallis, executive vice president; Stanton P. Kettler, Southern District vice president; William E. Rine, Central District vice president; John B. Poole, secretary; Glenn G. Boudy, director of engineering. Headquarters: 199 Pierce St., Birmingham, Mich. New York office: 488 Madison Ave. Tom Harker, vice president and national sales director; Arthur C. Schofield, advertising and sales promotion manager. Chicago office: 230 N. Michigan Ave. Robert C. Wood, midwest national sales manager.

TEDESCO STATIONS—WKLJ Sparta, Wis.; WCOW St. Paul, WKLK Cloquet, NEW Hutchinson, all Minn. Headquarters: WCOW St. Paul. Albert S. Tedesco.

TEXAS STATE NETWORK OWNED STATIONS—KFVZ Fort Worth, KABC San Antonio, KRIO McAllen, WACO Waco, all in Texas. Headquarters: Fort Worth. Gene Cagle, president and general manager.

B.F.J. TIMM STATIONS — WMFS Chattanooga, Tenn.; WDNG Douglas, Ga.; WGAA Cedartown, Ga., WLBS Birmingham, Ala. Mr. Timm has controlling interest in all stations except WLBS.

UNITED BROADCASTING CO. — WOOK, WFAN (FM), Washington; WANT, Richmond, Va.; WARK, Hagerstown, Md.; WSID, Baltimore; WINX, Rockville, Md.; WJMO Cleveland, Ohio. Richard Eaton, president. New York office: 507 Fifth Ave. Robert L. Wittig, manager.

UNIVERSAL BROADCASTING CO. — WISH, Indianapolis; WHBU, Anderson; WANE, Ft. Wayne; WHOT, South Bend, all in Indiana. C. Bruce McConnell, president.

UPPER MICHIGAN-WISCONSIN BCSTG CO. — WJMS Ironwood, Mich.; WATW Ashland, Wis.; WIKB Iron River, Mich.

WM. J. WAGNER STATIONS—KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau; KTKN, Ketchikan. KIFW Sitka, and KIBH, Seward, all in Alaska.

WESTINGHOUSE RADIO STATIONS INC.—Operating WBZ, WBZ-FM, Boston; WBZA, WBZA-FM, Springfield, Mass.; WBOS, Boston (International); KDKA, KDKA-FM, Pittsburgh; KYW, KYW-FM, Philadelphia; WOWO, WOWO-FM, Fort Wayne; KEX, KEX-FM, Portland, Ore. A subsidiary of Westinghouse Electric Corp. Headquarters: 1625 K St., N. W., Washington 8, D. C. Telephone: Sterling 0903. Officers: Joseph E. Baudino, vice president and general manager; Eldon Campbell, general sales manager; W. B. McGill, advertising manager; Gordon Hawkins, program and educational director; F. J. Schneider, industrial relations manager; I. C. Ruby, auditor; Ralph N. Harmon, engineering manager; George E. Hagerty, asst. engineering manager; D. A. Myer, technical-field director; John W. Steen, legal representative.

J. W. WOODRUFF STATIONS — WATL Atlanta, WRBL, Columbus, WGCC, Albany, all Georgia.



"There's TNT* on 'CCC"

HARTFORD'S only station

offering **MUSIC** and **NEWS**

all day, every day.

1290 Kilocycles — 500 Watts

Covering the 25th "cream" market in the United States, more than 600,000 high-income buyers. Thousands of Hartford residents work in the huge defense plants in the area. This big payroll is balanced by the large, stable, insurance employment that has helped form the base of Hartford's growth.

**TNT is Time, News, Temperature every fifteen minutes all day, every weekday. It helped us win last year's Variety Showmanship award, attracts many "fractional" listeners.*

COLUMBIA BROADCASTING SYSTEM, INC.
 485 MADISON AVE., NEW YORK 22, N. Y. Telephone: Plaza 1-2345
 (For Executives of CBS, Radio Division, see page 38)

COLUMBIA BROADCASTING SYSTEM, INC.

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

Telephone: Plaza 1-2345

BOARD OF DIRECTORS

Frederick L. Chapman
 Bruce A. Coffin
 Lloyd H. Coffin
 David H. Cogan
 Ralph F. Colin
 James B. Conkling
 J. A. W. Iglehart
 Leon Levy
 Adrian Murphy
 Edward R. Murrow
 Samuel Paley
 William S. Paley
 Dorsey Richardson
 Frank Stanton
 J. L. Van Volkenburg

OFFICERS

William S. Paley, *Chairman of the Board*
 Frank Stanton, *President*
 Bruce A. Coffin, *Vice President*
 Lloyd H. Coffin, *Vice President*
 David H. Cogan, *Vice President*
 James B. Conkling, *Vice President*
 Earl H. Gammons, *Vice President*
 William C. Gittinger, *Vice President*
 Lawrence W. Lowman, *Vice President*
 Howard S. Meighan, *Vice President*
 Adrian Murphy, *Vice President*
 Daniel T. O'Shea, *Vice President*
 Richard S. Salant, *Vice President*
 J. L. Van Volkenburg, *Vice President*
 Julius F. Brauner, *Secretary*
 Samuel R. Dean, *Treasurer*
 Arthur S. Padgett, *General Auditor*
 Edward L. Saxe, *Controller*
 Ned Marr, *Assistant Secretary*
 Herbert C. Hamilton, *Assistant Secretary*

CBS-COLUMBIA INC.

170 53rd St., Brooklyn 32, New York
 Telephone: Hyacinth 2-8000

BOARD OF DIRECTORS

Bruce A. Coffin
 Lloyd H. Coffin
 David H. Cogan
 Samuel R. Dean
 William S. Paley
 Frank Stanton

OFFICERS

Bruce A. Coffin, *Chairman of the Board & Executive Vice President*
 David H. Cogan, *President*
 Mario A. Gardner, *Vice President in Charge of Purchases*
 Leopold M. Kay, *Vice President in Charge of Engineering*
 J. Albert Stobbe, *Vice President in Charge of Operations*
 Allan Strauss, *Vice President in Charge of Export*
 Julius F. Brauner, *Secretary*
 Samuel R. Dean, *Treasurer*
 John Ward, *Controller, Assistant Secretary and Assistant Treasurer*

CBS LABORATORIES DIVISION

OFFICERS

Dr. Peter C. Goldmark, *Vice President in Charge of Engineering Research & Development*

CBS RADIO DIVISION

OFFICERS

Adrian Murphy, *President*
 Louis Hausman, *Administrative Vice President*
 James M. Seward, *Administrative Vice President*
 J. Kelly Smith, *Administrative Vice President*
 H. V. Akerberg, *Vice President in Charge of Station Relations*
 H. Leslie Atlas, *Vice President in Charge of Central Division*
 Guy della Cioppa, *Vice President in Charge of Network Programs—Hollywood*
 Charles L. Glett, *Vice President in Charge of Network Services—Hollywood*
 Lester Gottlieb, *Vice President in Charge of Network Programs*
 Arthur Hull Hayes, *Vice President in Charge of San Francisco Office*
 John Karol, *Vice President in Charge of Network Sales*
 William B. Lodge, *Vice President in Charge of Engineering*

CBS TELEVISION DIVISION

OFFICERS

J. L. Van Volkenburg, *President*
 Harry S. Ackerman, *Vice President in Charge of Network Programs—Hollywood*
 H. V. Akerberg, *Vice President in Charge of Station Relations*
 H. Leslie Atlas, *Vice President in Charge of Central Divisions*
 Frank Falknor, *Vice President in Charge of Operations*
 Charles L. Glett, *Vice President in Charge of Network Services—Hollywood*

W. Spencer Harrison, *Vice President in Charge of Legal and Business Affairs*
 Merle S. Jones, *Vice President in Charge of Stations and General Services*
 William B. Lodge, *Vice President in Charge of Engineering*
 Hubbell Robinson Jr., *Vice President in Charge of Network Programs*
 Fred M. Thrower, *Vice President in Charge of Network Sales*
 William J. Flynn, *Comptroller*

COLUMBIA RECORDS INC.

799 Seventh Ave., New York 19, N. Y.

Telephone: Circle 5-7300

BOARD OF DIRECTORS

Ralph F. Colin
 James B. Conkling
 James H. Hunter
 Goddard Lieberson
 William S. Paley
 Frank Stanton

OFFICERS

James B. Conkling, *President*
 Goddard Lieberson, *Executive Vice President*
 James H. Hunter, *Vice President in Charge of Manufacturing & Engineering*
 A. J. Schrade, *Vice President in Charge of West Coast Operations*
 Paul J. Wexler, *Vice President in Charge of Sales*
 Kenneth E. Raine, *Secretary*
 W. G. Wilkins, *Treasurer*
 Arthur S. Padgett, *General Auditor*

HYTRON RADIO & ELECTRONICS CO.

100 Endicott Street

Danvers, Mass.

Telephone: Danvers 2360

BOARD OF DIRECTORS

Bruce A. Coffin
 Lloyd H. Coffin
 David H. Cogan
 Samuel R. Dean
 Herbert C. Hamilton
 Robert W. Hill
 George P. Mann Jr.
 Daniel T. O'Shea
 Frank Stanton
 Charles F. Stromeyer

OFFICERS

Bruce A. Coffin, *President*
 Lloyd H. Coffin, *Treasurer and Chairman of the Board*
 John Q. Adams, *Vice President in Charge of Sales*
 David H. Cogan, *Vice President*
 Charles F. Stromeyer, *Vice President in Charge of Manufacturing and Engineering*
 Herbert C. Hamilton, *Assistant Treasurer*
 Robert W. Hill, *Clerk and Secretary*

Radio News Service

ASSOCIATED PRESS (Radio)—50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111. Executives: Frank J. Starzel, general manager; Oliver Gramling, assistant general manager for radio; Lloyd Stratton, secretary; John Aspinwall, radio news editor; Howard L. Kany, Washington radio representative.

BRITISH UNITED PRESS LTD.—231 St. James St. W., Montreal, Que. Tel.: Plateau 9947. Phil R. Curran, managing director; Dennis Landry, executive news editor; N. M. MacLeod, assistant general manager and chief correspondent at Ottawa; Fred A. Darrell, chief accountant; Willard D. Eberhart, bureau manager; T. G. McQuaid, radio editor.

INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. Executives: Seymour Berkson, general manager; Barry Faris, editor; Robert W. Brown, business manager; Frank J. Nicht, general sales manager; Robert H. Reid, manager, INS-INP-TV Dept.; John M. Cooper, radio-TV news director (worldwide news, feature scripts, daily and weekly TV newsreels, TV wire service, musical and entertainment film packages for TV, Super-Projectall, spot news and feature photos.)

PRESS ASSOCIATION (Associated Press subsidiary)—50 Rocke-

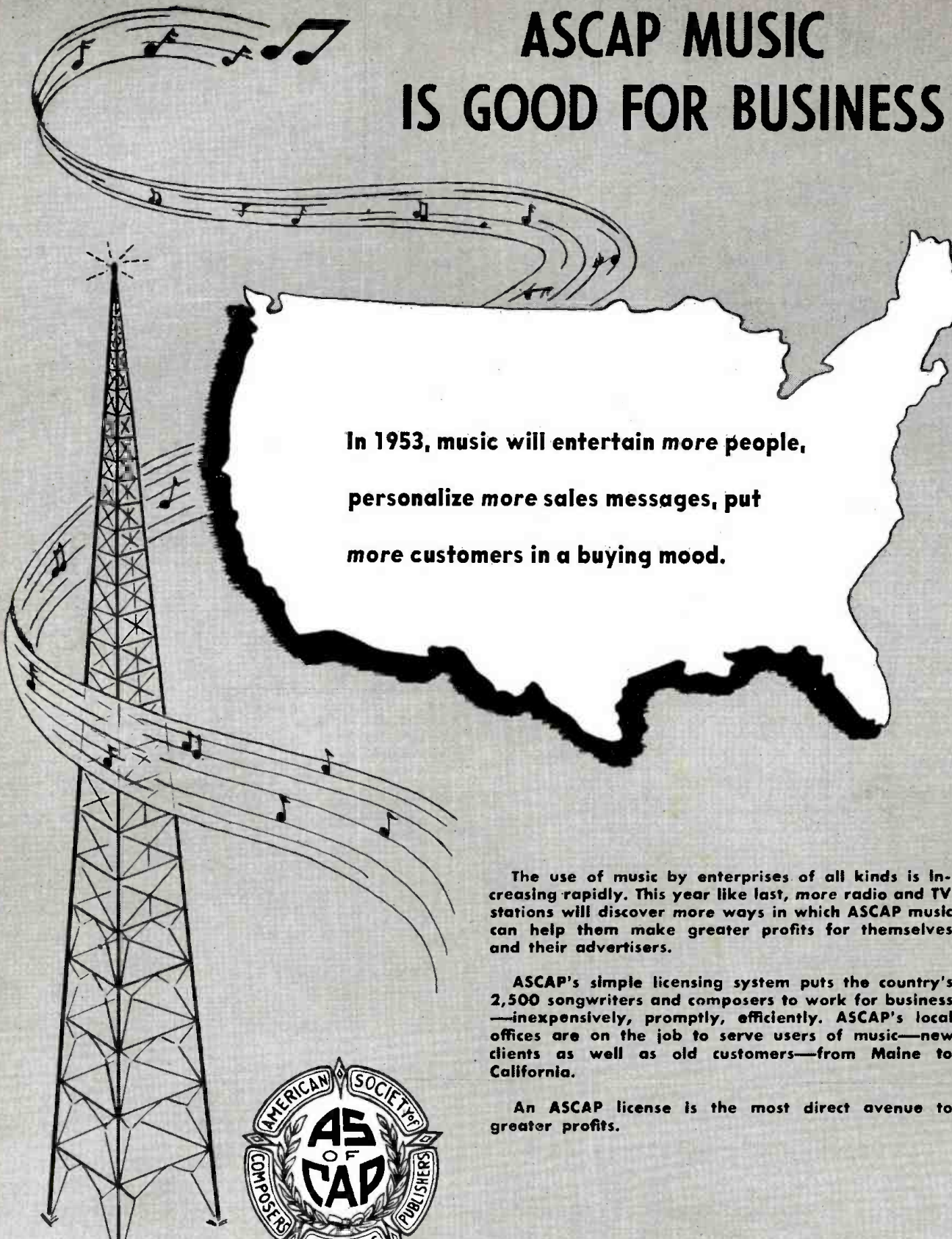
feller Plaza, New York. Tel.: Plaza 7-1111; Frank J. Starzel, president; Oliver Gramling, vice president; Lloyd Stratton, secretary.

PRESS NEWS LIMITED—Subsidiary of Canadian Press, 55 University Ave., Toronto 1, Ont., Tel.: Empire 4-2692; Gillis Purcell, chief executive; Charles Edwards, manager; C. A. Day, treasurer. (worldwide news and features to radio stations by teletype.)

REUTERS LTD. OF LONDON—Times Building, 229 W. 43d St., New York. Tel.: Bryant 9-8558. D. K. Rogers, manager.

UNITED PRESS ASSOCIATIONS—220 E. 42d St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president and general manager; Earl J. Johnson, vice president and general news manager; Jack Bisco, vice president and general business manager; LeRoy Keller, vice president & general sales manager; John J. Madigan, radio news manager; A. F. Harrison, special representative, Washington, D. C. (news, feature scripts, dramatized feature scripts, sports commentaries, business news, research, suggested programs, also television news shows.)

ASCAP MUSIC IS GOOD FOR BUSINESS



**In 1953, music will entertain more people,
personalize more sales messages, put
more customers in a buying mood.**

The use of music by enterprises of all kinds is increasing rapidly. This year like last, more radio and TV stations will discover more ways in which ASCAP music can help them make greater profits for themselves and their advertisers.

ASCAP's simple licensing system puts the country's 2,500 songwriters and composers to work for business—inexpensively, promptly, efficiently. ASCAP's local offices are on the job to serve users of music—new clients as well as old customers—from Maine to California.

An ASCAP license is the most direct avenue to greater profits.



THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE • NEW YORK 22, N. Y.

Directory of AM and FM STATIONS OF THE UNITED STATES

(For complete listing of TV Stations see TELECASTING Yearbook)

ALABAMA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Pres. p; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
ALBERTVILLE							
WAVU 1948	630 500-D	Sand Mt. Bcstg. Co. P. O. Box 250 630	Alabama	Pat M. Courington, o & gm Bob H. Riseling, cm	Mel Evans, pd & sd Robert Finney, fd	Bill Hoffman, ce Jesse Culp, fd	Wid. UP AP G
WAVU-FM 1949	Ch. 286 (B) 105.1mc 4.5kw						
ALEXANDER CITY							
WRFS 1947	1050 1,000-D	Piedmont Service Corp. 12 Main St. 1050	KBS Sears & Ayer	James L. Coley, p Jim Whatley, gm, cm, ce & pmm.	Bob McKinnon, pd, nd & fd	Bill Buchannon, sd Charlene Price, wd	Wid. UP Ray.
WRFS-FM 1949	Chan. 291 (B) 106.1mc 4.6kw						
ANDALUSIA							
WCTA 1946	1340 250	Andalusia Bcstg. Co. Sanford Rd. 1100	MBS, KBS Walker	J. Dige Bishop, exec. vp, gm, & cm Kristine Hardage, pd	Joe Osgatharp, ce & sd Don Cook, pmm	Howell Pebworth, nd & fd Barbara Nicholson, wd	Wid. AP RCA Wid. AP Col.
WCTA-FM 1950	Chan. 251 (B) 98.1mc 10kw						
WLSA (CP)	920 1,000-D	Montezuma Bcstg. Co.					
ANNISTON							
WANA (CP)	1490 250	Anniston Radio Co. % Edwin Estes P. O. Box 937 Gadsden, Ala.					
WHMA 1938	1450 250	Anniston Bcstg. Co. Inc. Radio Bldg. 2380	ABC, Ala. Bcstg. Sears & Ayer	Harry M. Ayers, p Malcolm Street, gm & sd W. Hall Wray, cm	Rosamond Ponder, pd James A. Hudson, ce Frank Burgess, pmm	DeWitt Carmichael, nd Teena Taylor, wd	Wid. UP Col.
WHMA-FM 1947	Chan. 263 (B) 100.5mc 3.65kw						Wid. UP GE
WSPC 1949	1390 5,000-D 1,000-N-DA-N	Model City Bcstg. Co., Inc. Jefferson Davis Hotel 1850	MBS Walker Clayton	W. S. Weatherly, p & gm John M. Orrison, cm Rosebud Waldrop, pd Winfred B. Kennedy, ce	Joseph H. McLeskey Jr., pmm Bill Hagler, nd S. A. Matthews, fd	Bill Mapes, sd Sara F. Jackson, wd	St. AP Col.
ATHENS							
WJMW 1948	1010 250-D	Athens Bcstg. Co. Inc. P. O. Box 386 565	South East., Ala. Net.	Homer F. Dunnivant, p gm & cm	Robert V. Dunnivant, pd, pmm, nd, fd & sd	Wm. G. Mitchell, ce Marjorie Jones, wd	AP G
ATMORE							
WATM 1949	1580 250-D	Southland Bcstg. Co. 59 Post Office 50	South Eastern	Tom C. Miniard, co-o, gm, ce & fd	Gladys L. Ingram, co-o Lillian Miller, cm & wd	Julia E. Miniard, pd Billy McGill, sd & nd	AP RCA
AUBURN							
WAUD 1947	1230 250	Auburn Bcstg. Co. Box 350 1240	ABC	Elmer G. Salter, p, g & cm & sd	Earl P. Andrews, pd, pmm & nd	Ted Bellon, ce O'Neill Frost, fd Barbara Smith, wd	Assoc. AP G
BESSEMER							
WBEO 1950	1450 250	The Bessemer Bcstg. Co. Inc. 1720 Third Ave. 5-5241	Forjoe, Dora- Clayton	J. E. Lanier, p & gm Hal Falter, cm	Bruce Payne Jr., pd Jack Warden, ce	Kenneth Wood, pmm	L-W Ray.
BIRMINGHAM							
WAPI 1922	1070 10,000-D 5,630-N-DA-N	The Television Corp. 701 Protective Life Bldg. 3-8116	CBS CBS Radio Spot Sales	Ed Norton, chmn. of bd Thad Holt, p & treas. Ernest H. Mitchell Jr., bus. m Lionel Baxter, oper m, cm, pd & pmm	James L. Evans, ce Norman S. Hurden, asst. ce Dave Campbell, nd	Clint Blakely, fd Maury Farrell, sd Mimi Dennis, wd	Wid. UP RCA
WAFM (FM) 1947	Ch. 258 (B) 99.5mc 53kw	(WAPI, AM Affiliate)					WE
WAFM-TV 1949		The Television Corp. 701 Protective Life Bldg. 3-8116				(For full information see TELECASTING Yearbook)	
WBRC 1925	960 5,000 DA-N	Birmingham Bcstg. Co. 1727½ 2nd Ave., N. 4-7741	NBC Raymer	Eloise H. Hanna, p G. P. Hamann, gm & tech. dir. H. Callaway, cm	Bob Tamblin, pd John Orr, pmm Don Norman, nd	Jay Kirby, fd Joe Brewer, sd Mary Badham, wd	Cap. AP, INS. RCA
WBRC-TV 1949		Birmingham Bcstg. Co. 1727½ 2nd Ave. N. 4-7741				(For full information see TELECASTING Yearbook)	
WCRT (CP)	1260 1,000-D	Chapman Radio & TV Co.					
WEDR 1949	1220 1000-D	Magic City Bcstg. Co., Inc. 1417 4th Ave., N. 40925	McGillvra	J. L. Doss, p (Mrs.) Leah L. Doss, vp John A. Thompson, secy-treas., g & cm.	(Mrs.) Carolyn Mardis, pd John F. Cram, ce	Walter Anglin, nd Mrs. R. J. Pope, wd	UP Ray.
WILD 1946	1490 250 CP 850kc 5,000-D 1,000-N	Pilot Bcstg. Corp. Essex House 53-4977	MBS H-R Reprs.	George A. Mattison Jr., p Don D. Campbell, gm J. B. Roberts, cm	Charles White McGehee, pd Ray Lowery, ce	Vince Randolph, nd George Bell, sd Mary Sue McMillan, wd	

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-i—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

ALABAMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
BIRMINGHAM (Cont'd)							
WJLD 1942	1400 250	Johnston Bcstg. Co. P. O. Box 5767 54-3466 (WJLD, AM affiliate)	Interstate United Newspapers	George Johnston Jr., p James E. Connolly, gm Bill Borthwick, cm	Jane Martindale, pd Faye Von Tress, pmm & wd	Maurice E. McKinney, ce Bob Umbach, n & sd Duke Rumore, fd	AP Col. AP RCA
WJLN (FM) 1948	Ch. 284 (B) 104.7mc 23kw						
WJLD-TV (CP)		Johnston Bcstg. Co. P. O. Box 5767 54-3466					(For full information see TELECASTING Yearbook)
WLBS 1946	900 1,000-D	WLBS Inc. 216½ N. 21st St. 54-2541	Holman	B. F. J. Timm, p Ed Rayfield, gm	S. H. Strickland, tech. d	Jack Jackson, pd	Col.-G Thes. AP RCA
WSGN 1926	610 5,000-D 1,000-N-DA-N	The Birmingham News Co. P. O. Box 2553 4-3434	ABC Alabama Blair Cummings	Henry P. Johnston, mng. d B. W. Randa, m of gen. sales Herbert Martin Jr., slm	Ray A. Furr, m of sta. ops. Robert D. Williams, pd James Chenoweth, pmm	J. V. Sanderson, ce Gene Proctor, nd Boyd Evans, fd Bill Ward, sd	Thes. AP RCA
WSGN-FM 1947	Chan. 229 (B) 93.7mc 56kw						
WSGN-TV (CP)		The Birmingham News Co. P. O. Box 2553 4-3434					(For full information see TELECASTING Yearbook)
WVOK 1947	690 50,000-D-DA	Voice of Dixie, Inc. P. O. Box 2468 6-2924	Radio Reps.	Iralee W. Benns, p & gm C. M. Brennan, vp W. E. Benns Jr., secy-treas.	Ira Leslie, natl sld, pd & pmm William J. Brennan, cm & ce	Dan Brennan, n, f & sd Ethel Dennis, wd	Cap. UP
..... (CP)	1260 1,000-D	Chapman Radio & TV Co. 725 S. 22nd St.					
BREWTON							
WEBJ 1947	1240 250	Brewton Bcstg. Co. P. O. Box 870 1000	MBS Alabama Dora-Clayton	W. Emmett Brooks, p, gm n & fd Wm. E. Brooks, Jr., vp & sd	Bolling Brooks, cm Charles E. Land, pd R. D. Craig, ce	Ruby M. Lanton, traffic m Mary Moore, wd	Cap., SES. AP G
CARROLLTON							
WRAG 1951	590 1,000-D	Pickins County Bcstg. Co. 2364	KBS	Roth E. Hook, co-o & ptrn. W. E. Farrar, co-o & ptrn.	Winton H. Beaver, g & cm & nd Herb Guthrie, ce	Carl Sauceman, fd Peggy Lowe, pd & wd	UP G
CLANTON							
WKLF 1947	980 1,000-D	Southeastern Bcstg. Co. Inc. 448	KBS Alabama	Dr. J. Kelly Robinson, p Robert B. Taber, gm, cm, pmm, nd & fd	Helen Parrish, pd & wd	Lester Carter, ce Leland Hudson, sd	Wld. AP G
WKLF-FM (CP)	Ch. 265 (A) 100.9mc .37kw	(WKLF, AM Affiliate)					
CULLMAN							
WFMH 1950	1300 1,000-D	The Voice of Cullman 206 Second Ave. E. 910	Alabama	B. C. Eddins, ptrn. & gm	Lon Waters, pd	J. D. Hardeman, fd	Assoc. Thes. AP Ray.
WFMH-FM 1949	Chan. 265 (A) 100.9mc 0.43kw						
WKUL 1946	1340 250	Cullman Bcstg. Co. Box 211 864	MBS, KBS	Hudson C. Millar Jr., p, g & cm	Ralph Mann, pd, pmm, n & sd Arthur Bachmann, ce	Leon Murphree, fd Ellie Miller, wd	UP WE
DECATUR							
WHOS 1948	800 1,000-D	North Alabama Bcstg. Co. 212 Jackson St. 991		Barrett C. Shelton, ptrn. John H. Jones, ptrn.	Louis C. Blizzard, gm, cm & nd Bill Williams, pd	Alvin Millwood, ce Jim Fouts, pmm & fd	Thes., Assoc. UP WE
WHOS-FM 1951	Chan. 223 (B) 92.5mc 7kw						RCA
WMSL 1935	1400 250	Tennessee Valley Bcstg. Co. Bank St. 802	MBS, KBS	Frank Whisenant, p & gm Bob Gleason, pd & pmm	Garlan Sandlin, ce Wayne Sims, sd	Doris Mock, wd	AP G
DEMOPOLIS							
WXAL 1947	1400 250	Demopolis Bcstg. Co. Box 261 400	MBS, KBS	W. M. Jordan, p, gm & ce Henry J. Bley, cm	A. A. Caldwell, pd, pmm & sd	Barry Collins, nd W. L. Mangham, fd Sarah Yarbrough, wd	Wld. AP RCA
DOTHAN							
WAGF 1932	1320 1,000 DA-N	Dothan Bcstg. Co. 204½ E. Main St. 2-9100	NBC McGillvra	Julian C. Smith, gm Fred C. Moseley, cm Arthur Creamer, pd & nd	Lamar Trammell, pmm & sd John T. Hubbard, ce Charles Lawshe, ce Wayne Moseley, nd	Pat Elliott, wd	Wld. AP G
WDIG 1947	1450 250	Houston Bcstrs. 107 E. Adams St. 3-4100	ABC Schepp-Reiner Cummings	Jess Swicegood, o, gm & cm Earl Hutto, pd & sd		Joe Holloway, fd Ethel Lawshe, wd	Thes. UP Ray.
WOOF 1948	560 5,000-D	R. A. Dowling Jr. 110 S. Foster St. 2-560-0	KBS Sears & Ayer	R. A. Dowling Jr., p & pmm	Agatha Barnes, gm Johnny LaCarter, cm	Arthur Gay, pd Royden L. Coss, ce	UP G
ENTERPRISE							
WIRB 1948	1230 250	Wiregrass Bcstg. Co. 30		R. E. James, co-o & gm Ralph M. Stanford, co-o	Fred S. Watson, cm	Eugene E. Vinson, pmm	L-W AP G
EUFULA							
WULA 1948	1240 250	Alabama-Georgia Bcstrs. P. O. Box 301 744	MBS, KBS	E. B. Fussell, co-o & gm J. B. Fussell, co-o	Charles B. Gilmore, sta.m & sd Hugh G. Chastain, pd & ce	Walter E. Freeman, n & fd Sara Bush, wd	UP Col.
FAYETTE							
WWWF 1949	990 1,000-D	Bankhead Bcstg. Co. 23462	KBS Alabama	W. W. Bankhead, p James Reese, gm Hugh Hughes, office m	Jack Black, cm, pd, pmm & nd	Don Moore, ce & sd	UP Col.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

FLORENCE

WJOI 1945	1340 250	Florence Bcstg. Co., Inc. 850 S. Court St. 2608	ABC	Joe T. Van Sandt, p & gm Paul Shannon, ce	Tom York, nd & fd	Don Spry, pd, pmm & sd G
WJOI-FM 1952	Chan. 252(A) 98.3mc .140kw					 GE
WOWL 1945	1240 250	Radio Muscle Shoals, Inc. Box 634 42	KBS Alabama Rambeau Dora- Clayton	Richard B. Biddle, p. gm & nd James L. Garrett, cm	Charles Welsh, pd & sd Lawrence Rohling, ce	Ruth Biddle, pmm Eddie McDougal, fd Evelyn Littlepage, wd AP G

FORT PAYNE

WFPA 1950	1400 250	George A. Gothberg Jr. 102 Gault Ave. 850	Alabama Continental	George A. Gothberg Jr., p. gm, pmm & nd Freeman Samples, cm & fd	Jerry Carr, pd Edward Pierce, ce	Mary Adams, wd Moon Mullins, sd AP Col.
WZOB 1950	1250 1,000-D	Glenn M. Gravitt P. O. Box 255 1096		Glenn M. Gravitt, p & gm John B. Gravitt, cm	Jess R. Moore, ce, n & fd Ted Kirby, sd	Olive A. Plunkett, wd	Thes. UP WE

GADSDEN

WETO 1950	930 1,000-D	Gadsden Radio Co. 722 S. 12th St. 6-9201	McGillvra Dora- Clayton	Edwin H. Estes, co-o & gm Cary L. Graham, co-o	Sam Benton, cm Bill Giddens, pd	C. C. Williamson, ce Mac M. Thomas, pmm	Cap. AP WE
WGAD 1947	1350 5,000-D 1,000-N DA-N	Coosa Bcstg. Co. Inc. Phillipson Bldg. 5641	ABC	Curtis DeLamar, p. gm, pmm & cm Sara D. DeLamar, secy- treas. Halley D. Williams, ce	June DeLamar, pd Ed Reilly, nd Betty McCluney, wd	Boyd Parsons, fd Basil Gilchrist, sd UP WE
WGWD 1947	570 1,000-D	Etowah Bcstrs. Inc. 750 Forrest Ave. 6-6301		Oscar P. Covington, p J. P. Kirby, gm	Curtis Blair, cm Francis Seale, pd	Jerry Bleich, pmm W. G. Anderson, ce	UP G.
WJBY 1927	1240 250	Gadsden Bcstg. Co. Inc. 108 Broad St. 6-3381	NBC Sears & Ayer	B. H. Hopson, p Sterling Brewer, gm & pd	Frank Aderholdt Jr., cm	D. W. Bearden, ce	INS Col.
WJBY-FM 1948	Chan. 279(B) 103.7mc 2.45kw					 Fed.
WTVS (TV) (CP)		Jacob A. Newborn Jr. P.O. Box 1592 Beaumont, Texas					(For full information see TELECASTING Yearbook)

GENEVA

WGEA (CP)	1150 1,000-D	Geneva County Reaper c/o Orson Spivey The Geneva County Reaper		C. W. Scott, ptrn. H. G. Scott, ptrn. A. N. Scott, ptrn.	Orsen Spivey, gm Robert Sidewell, sm & ce	Gene Free, cm	Wld. Col.
--------------	-----------------	---	--	--	--	---------------	--------------

GREENVILLE

WGYV 1948	1400 250	Greenville Bcstg. Box 227 585	ABC, KBS Alabama	W. H. Miller Jr., g & cm Lena S. Harrison, pd	Jim Bell, ce	Nelson Austin, pmm	Wld. AP G
--------------	-------------	-------------------------------------	---------------------	--	--------------	--------------------	-----------------

GUNTERSVILLE

WGSV 1950	1270 1000-D	Guntersville Bcstg. Co. Box 32 4131	KBS Alabama	H. E. Moore, p Edward Z. Carrell, g, c & pmm	Ray McClendon, p, n & sd	Lavelle Jackson, ce & fd Margaret Henderson, wd	Thes. UP Ray.
--------------	----------------	---	----------------	--	-----------------------------	--	---------------------

HALEYVILLE

WJBB 1949	1230 250	Haleyville Bcstg. Co. Highway 5, North 389	MBS Indie	Cletus H. Quick, gm & cm Paul Kelley, ce	Jack McNutt, pd, pmm & nd Oscar Drake, sd	Bob Aderholt, fd Boots Barber, wd	UP RCA
--------------	-------------	--	--------------	---	---	--------------------------------------	-----------

HAMILTON

WERH 1950	970 1,000-D CP: 5,000-D	Marion County Bcstg. Co. 3481	McGillvra	Hugh J. Fite, p & gm Ray L. Hardin, cm, pd & pmm	C. A. Christensen, ce	Johnie Lott, nd & sd	L-W AP Ray.
--------------	-------------------------------	-------------------------------------	-----------	--	-----------------------	----------------------	-------------------

HOMEWOOD

WBHM (CP)	1320 1,000-D	Voice of Homewood c/o D. E. Newman 3022 Prince St. Birmingham, Ala.					
--------------	-----------------	--	--	--	--	--	--

HUNTSVILLE

WBHP 1937	1230 250	W. H. Pollard 5th Ave. 313	MBS, KBS	W. H. Pollard, p, o, gm & cm Kathryn Moore, pd	James Potter, ce	Grady M. Reeves, pmm, nd & sd UP G
WFUN 1946	1450 250	Huntsville Bcstg. Co. Inc. 410 W. Holmes St. 2423	Dixie, Ala. Sears & Ayer	J. B. Falt Jr., p & gm	John Garrison, sec-treas. sm, ce & pd		AP G
WHBS 1947	1550 5,000-D 500-N DA-2	The Huntsville Times Co. Church St. 2345	ABC, Ala. Gill-Keefe & Perna Cummings	Henry P. Johnston, p John F. Neal, gm	William Meeks, pd Victor Bankowski, ce	Fred DiGesù, sd Lucia Lull, wd AP RCA
WHBS-FM 1949	Chan. 236(B) 95.1mc 16kw	P. O. Box 986					

JACKSON

WPBB 1950	1290 1,000-D	Jackson Bcstg. Co. P. O. Box 35	KBS	T. H. Gaillard Jr., p, g & cm			
--------------	-----------------	------------------------------------	-----	----------------------------------	--	--	--

JASPER

WWWB 1946	1240 250	Bankhead Bcstg. Co. Inc. Bankhead-Long Bldg. 23461	KBS	W. W. Bankhead, p James E. Ruse, gm & nd William C. Edgemon, cm	J. L. Sartain Jr., pd & sd David J. Vansandt, ce Dabney Ramseur Jr., pmm	J. C. Bullington, fd Jean Jones, wd Veneta Phillips, sec.	Cap. UP WE
WWWB-FM (CP)	Ch. 273 (B) 102.5 mc 17.5 kw						

LANETT

WRLD 1943	1490 250	Valley Bcstg. Co. Inc. 602 N. Cherry Dr. 2-2771	ABC, KBS McGillvra	J. C. Henderson, p C. Jim Murphy, gm & cm	Aileen H. Love, pd & pmm	Jay H. Lamb, ce	Thes. AP WE
WRLD-FM 1947	Chan. 275(B) 102.9mc 10.2kw						

ALABAMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Trans. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
MARION							
WJAM 1951	1310 1,000-D	Kathleen W. Neeley & Estate of L. M. Neeley Sr. 4881	Southeastern	L. M. Neely Jr. p & gm	Erlie W. Hanna, cm	Julian A. Duncan, ce	Cap. AP G
MOBILE							
WABB 1948	1480 5,000-DA-N	Mobile Press- Register Inc. 304 Government St. 3-1551	ABC, MBS Branham	R. B. Chandler, p W. J. Hearin Jr., evp	Dewey H. Long, gm Carl G. Haug, cm John A. Vroman, pd	Phil Forrest, pmm William H. Murphree, ce	Wld. UP WE
WABB-FM 1948	Ch. 271(B) 102.1mc 51kw						
WALA 1930	1410 5,000-DA-N	Pape Bcstg. Co. Inc. 210 Government St. 3-3758	NBC Headley- Reed	W. O. Pape, p H. K. Martin, gm Al Treadway, cm	Al Holman, pd R. B. Hurley, ce	W. B. Pape, pmm	St. AP RCA
WALA-TV (CP)		Pape Bcstg. Co.		(For full information see TELECASTING Yearbook)			
WKAB 1947	840 1,000-D	Pursley Bcstg. Serv. Box 1306 Riviere DuChien Rd. 7-6345	Forjoe	Louise P. Pursley, co-o Robt. H. Moore, gm J. H. Johnson, cm	M. L. Lemon, pd H. E. Miller, ce James Smith, pmm	Milt Flack, nd Betty Mitchell, wd	AP
WKAB-TV (CP)		Pursley Bcstg. Serv.		(For full information see TELECASTING Yearbook)			
WKRG 1946	710 1,000-D 500-N-DA-N	Giddens & Rester Telegraph Rd. P. O. Box 1184 2-6789	CBS Young	Kenneth R. Giddens, co-o T. J. Rester, co-o Frank Conwell, adm. asst.	F. E. Busby, cm E. K. Chapman, pd & fd Fred E. Couey, ce	Shirley Rester, pmm Dick McMullen, nd & sd Barbara Kaye, wd	L-W AP RCA
WKRG-FM 1947	Chan. 260(B) 99.9mc 3kw						L-W AP WE
WMOZ (CP)	960 1,000-D	St. Stephens Rd. The Gadsden Radio Co.	Pearson	Edwin H. Estes, ptrn. C. L. Graham, ptrn.	Edwin H. Estes, gm	Julius C. Vessels, ce	Col.
MONROEVILLE							
WMFC 1952	1220 250-D	Monroe Bcstg. Co. 1220	Alabama	William M. Stewart, co-o Jimmy Faulkner, co-o	George C. Shurden, g, c & pmm	Chuck Smith, ce & fd Jimmy Quinn, sd Betty Lee Gulsby, wd	Wld. AP RCA
MONTGOMERY							
WAPX 1947	1600 1,000-DA-N	United Bcstg. Co. 116 Catoma St. 3-7569	ABC Walker	T. E. Martin, p & gm Hoke S. Williford, c & pmm	Lonnie Thorpe, pd Owen A. Lehr, ce Art Schaefer, nd	Crawford Rice, fd Dave Manners, sd Mary Smith, wd	St. AP RCA
WBAM (CP)	740 50,000-D DA-1	Deep South Bcstg. Co. 2-3851		William E. Bennis Jr., p William J. Brennan, treas. & gm	Ira Leslie, sm (natl.) Cyril G. Brennan, ce		
WCOV 1938	1240 250	Capitol Bcstg. Co. Exchange Hotel 2-5781	CBS Taylor	Hugh M. Smith, gm Joe Petranka, cm Walter Spiro, pd & sd	W. D. Weatherly, ce O. M. Teate, pmm	Tom Doron, nd Dorothy Armand, wd	UP Col.
WCOV-FM 1948	Ch. 233 (B) 94.5mc 4.1kw						GE
WCOV-TV (CP)		Capitol Bcstg. Co. P. O. Box 1029 2-5781		(For full information see TELECASTING Yearbook)			

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WCOV

MONTGOMERY, ALABAMA

CBS Since 1940

Represented by

THE O. L. TAYLOR COMPANY



MORE LISTENERS

*WCOV HAS BEEN FIRST IN LISTENER RATINGS DURING DAYLITE HOURS IN EVERY SURVEY MADE DURING THE PAST THREE YEARS.

BETTER COVERAGE

WCOV AND WCOV-FM COMBINE TO OFFER THE BEST DAY & NITE COVERAGE OF THE CENTRAL ALABAMA MARKET.

LOWER COST

WCOV'S RATES ARE 25% TO 40% LOWER IN CLASS "A" TIME PERIODS AND 50% TO 65% LOWER IN CLASS "B" TIME PERIODS. WHY PAY MORE FOR LESS?

* CONLAN 1950, 1951, 1952

WJJB 1948	1170 10,000-LS 1,000-N DA-2	Southern Bcstg. Co. Inc. 115½ Commerce St. 3-4471	MBS Weed	Joseph G. Mathews, p				
WMGY 1946	800 1,000-D	Dixie Bcstg. Co. 4 S. Perry St. 2-5245	For Joe Dora- Clayton	Dr. S. D. Suggs, p (Mrs.) Mary Frances Sewell, vp	Thomas W. Sewell, secy- treas., g & cm Dot Conway, pd John Lamar, ce	Hugh Webb, pmm & sd "Red" Ryan, nd Crawford Roquemore, fd	UP G	
WRMA (CP)	950 500-D	Southland Bcstg. Co. 30 N. Lawrence St. 2-1475		Grover Wise, co-o & p	Ralph M. Allgood, co-o, gm, cm & pd	Walter L. Stevenson, ce	Assoc. G	
WSFA 1930	1440 5,000-D 1,000-N DA-N	Montgomery Bcstg. Co., Inc. P. O. Box 1031 8361	NBC Headley- Reed	Howard E. Pill, p & gm David E. Dunn, asst. to p Wm. W. Hunt, loc. sm Julia Looney, natl sm	Lee Gooch, pd Cliff Shelkofsky, ce Alice Mayfield, pmm John Allen Wolf, nd	Wilson Carnes, fd Dick Reid, sd Camille Brown, wd	Wid. AP Cont.	
MUSCLE SHOALS								
WLAY 1933	1450 250	Muscle Shoals Bcstg. Corp. P. O. Box 230 Sheffield, Ala. 1450	MBS Devney	Frank M. Farris Jr., p & o William A. Reeves Jr., gm	George Manush, pd Lynn V. McMoran, ce	James H. Sparks, sd	Wid. AP G	
NORTHPORT								
WNPT 1951	1280 1,000-D	W. Alabama Bcstg. Co., Inc. P. O. Box 181 Tuscaloosa, Ala. Tuscaloosa 3311	Alabama	W. P. Thielens, p T. H. Todd, gm & ce William G. Harris, asst. m & pd	(Mrs.) Ruth Harris, cm James A. Thomson Jr., pmm	Robert W. Jones, nd	L-W AP Col.	
ONEONTA								
WCRL 1952	1570 250-D	Blount County Bcstg. Service Oneonta, Ala. 4871	Alabama	E. Glenn Abercrombie, gm, cm & ce Annette Abercrombie, pd & wd	L. D. Bentley Jr., pmm & fd	Glenn Cornelius, sd	Cap. AP Col.	
OPELIKA								
WJHO 1940	1400 250	Opelika Auburn Bcstg. Co. 1400 Auburn Rd. 712	MBS, KBS Indie	John C. Cooper Jr., gm E. J. Turk, cm	Keith E. Barze, pd Jack Smolton, ce	G. E. Snyder, pmm	Wid., Thes., SES. UP Col.	
OPP								
WAMI (CP)	860 1,000-D	Opp Bcstg. Co., Inc.		H. N. Lee, p	Beri Moore, gm & cm	Robert Page, ce	UP Col.	
PHENIX CITY								
WPNX 1952	1270 1,000-D	Community Bcstg. Co., Inc. 1900 McCann St. 8-8787		Roy M. Greene, p Ted Leeper, evp & gm Lee Bullis, cm	Bob Mann, pd Bill Alford, ce Julian Silver, pmm & sd	Jack Robinson, nd V. R. Greene, fd Faye Bush, wd	AP WE	
PIEDMONT								
WPTD (CP)	1280 1,000-D	Piedmont Radio Sta- tion 6222		C. L. Graham, p & gm Mac M. Thomas, cm	G. Prewitt, pd Gorman Davis, pmm	Col. Julius Vessels, ce	Ray.	
ROANOKE								
WELR 1950	1360 1,000-D	Roanoke Bcstg. Co. 801 N. Main St. 3811-3821		J. W. Buttram, p, gm & cm	Dick Killebrew, pd, pmm, nd & fd	Leverne Foster, ce & sd	UP WE	
RUSSELLVILLE								
WWWR 1949	920 1,000-D	Bankhead Bcstg. Co., Inc. Underwood Rd. 647	KBS Tri-W	Walter W. Bankhead, p Hal Kirby, gm, cm & nd	James E. Reese, mng. ops. J. W. Elliott, pd, ce & sd	Robert High, fd Sarah F. Connor, wd	UP Col.	
SCOTTSBORO								
WCRI 1950	1050 250-D	Pat M. Courington P. O. Box 394 123	Alabama	Pat M. Courington, o & p Eaton P. Govan Jr., gm & cm	Jo Anne Hale, pd & wd James G. Wallace, ce & fd	Charles Pruitt, pmm	Wid. AP G	
WROS 1952	1330 1,000-D	(Mrs.) Rose M. Kirby Scott St.		Rose M. Kirby, ptrn.	Hugh T. Kirby, ptrn.			
SELMA								
WGWC 1946	1340 250	Dallas Bcstrs., Inc. P. O. Box 686 2746	CBS Holman	Oscar Covington, p	John F. Townshend, gm & cm	Calhoun Rutledge, ce	G	
WHBB 1935	1490 250	Selma Bcstg. Co., Inc. 209 Washington St. 1233	NBC, KBS	B. H. Hopson, p Julien Smith Jr., gm & cm	Mrs. Douglas Reynolds, pd	W. D. Powers Jr., ce	Col.	
SYLACAUGA								
WFEB 1945	1340 250	Alabama Bcstg. Co., Inc. 527 N. Broadway 2-3281	MBS, KBS Alabama	E. E. Forbes Sr., p George W. Carr, gm, cm, pd, pmm & sd	Maurice Estes, ce Conrad Pickren, nd & fd	Helen Carter, wd	UP	
WMLS 1948	1290 1,000-D	Marble City Bcstg. Co., Inc. 11½ W. 2nd St. 2-4354		Curtis O. Liles, p & gm M. W. McEwen, cm	Robert M. Duck, pd & pmm	John F. Norris, ce	AP Ray.	
TALLADEGA								
WHTB 1945	1230 250	Voice of Talladega Inc. P. O. Box 974 2205	MBS, KBS Alabama	R. A. Davidson, p & gm, sd Myron T. Snoddy, cm	Betty Holmes, pd	Frank Haynes Jr., nd & ce	Wid. AP Col.	
TROY								
WTBF 1947	1490 250	Troy Bcstg. Corp. College Dr. 980-981	MBS, KBS Alabama South- eastern	J. Roy Crow, p Jess L. Jordan, gm	Robert Tolbert, cm Joe Gilchrist, ce	Ace Dudley, sd	Wid. AP WE	
TUSCALOOSA								
WJRD 1936	1150 5,000-D 1,000-N-DA-N	Mrs. Wilhelmina Doss 2216½ Broad St. 4464	NBC Rambeau Dora- Clayton	(Mrs.) Wilhelmina Doss, o Gene Tibbett, sm	Roy McAllister, pd & sd Idalia Hollingsworth, traffic m	David Livingston, ce	Wid. UP G	
WTBC 1946	1230 250	Tuscaloosa Bcstg. Co. City Hall Bldg.	MBS Sears & Ayer	Bert Bank, ptrn. & gm Lamar Brouscomb, ptrn.				
WTBC-FM (CP)	Ch. 239 (B) 95.7 mc 17.5 kw							
TUSKEGEE								
WTUS 1952	580 500-D	Radio Tuskegee Inc. 580	KBS	J. L. Youngblood, p	J. A. Bowers, gm, cm & pmm	James P. Rodgers, pd, ce & nd	UP RCA	

ARIZONA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
BISBEE KSUN 1933	1230 250	Carleton W. Morris Drawer C Lowell 9	MBS Don Lee Ariz. Net Blair	Carleton W. Morris, p & o Arlo Woolery, g & cm Ray Heigesen, pd	Louis Sabo, ce Leo Bernard, pmm	Lou Evans, nd John Harris, fd Wld. SES. UP
CLIFTON KCLF 1950	1400 250	Saguaro Bestg. Co. Box 528 320	ABC KBS Best	Chet Darwin, p & cm	Pat Goolsby, gm & pd, nd Verne McKinley, ce	Assoc. Thes. UP Col.
COOLIDGE KCKY 1948	1150 1,000 DA-N	Gila Bestg. Co. Inc. Roosevelt & Main Sts. 4451	Radio Net. of Ariz. CBS Forjoe	Louis F. Long, p William F. Parady, gm Jim Brookbank, cm, sd	Jim Murdock, pd, nd Earl Hickman, ce	Wallace Williams, pmm Bea Bryce, wd SES., L-W UP WE
DOUGLAS KAWT 1946	1450 250	Carleton W. Morris Box 1118 173	NBC, Ariz. Bcstg. Raymer	Carleton W. Morris, p Glenn B. Webber, gm & cm	(Mrs.) Ann Huxtable, pd Sy Winch, ce	Rand Garret, sd Carole Beasley, wd Cap., Mac. AP, UP WE
FLAGSTAFF KCLS 1950	1340 250	Saunders' Bestg. Co. Hghwy. 89 S. 946 & 37	MBS, Don Lee, Ariz. Net.	Charles J. Saunders, o, gm & cm Charles L. McNeill, ce & nd	Dorothy Saunders, pd Carolee Ek, wd	Dave Brown, sd Bill Brechen, fd Ray.
KGPH 1950	1230 250	Frontier Bestg. Co. Inc Weatherford Hotel 51	ABC Forjoe	A. S. Holm, gm & nd E. C. Phillippi, cm	Mary Jane Phillippi, pmm, pd. & wd	A. J. Gardiner, ce Mark Sapp, sd Cap. AP GE
GLOBE KWJB 1938	1240 250	Gila Bestg. Co. Inc. Globe-Miami Highway 41	NBC Ariz. Bcstg. Raymer	Willard Shoecraft, gm & pmm	Eric L. Manola, cm & pd	Thes. AP
KINGMAN KGAN 1949	1230 250	J. J. Glancy Box 1208 Blue 462	ABC	J. J. Glancy, o & gm	William Hinkle, ce	RCA
MESA KITL 1946	1310 1,000-D 500-N DA-N	Harkins Bestg. Inc. P. O. Box 885 5737		Dwight Harkins, gm Lorenzo Lisonbee, cm Jack Harris, pd	Dick Gilbert, pmm Ben Smith, ce & nd Don Engler, sd	Don Lewis, fd Marg Curtis, wd St. UP G. St. UP Col.
KTYL-FM 1950	Ch. 284 (A) 104.7mc 50kw					

Data collected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

COVERING ARIZONA'S

BILLBOARD

DOLLAR MARKET

Visitors and residents will spend more than \$1,000,000,000 in Arizona this year.

KOY

KOY with its 5,000 watts non-directional on 550 kc. plus its affiliated Arizona Network stations can deliver this market more effectively and more economically than any other medium. Ask any John Blair man.



The Arizona Network

MUTUAL
DON LEE

KTUC
KSUN
KYMA

PHOENIX - 550 kc.
TUCSON - 1400 kc.
BISBEE - 1230 kc.
YUMA - 1400 kc.

A NEW BILLION DOLLAR MARKET

ARIZONA RANKS **1st**
 IN *Percentage* GAIN IN
 POPULATION IN THE U.S.A.

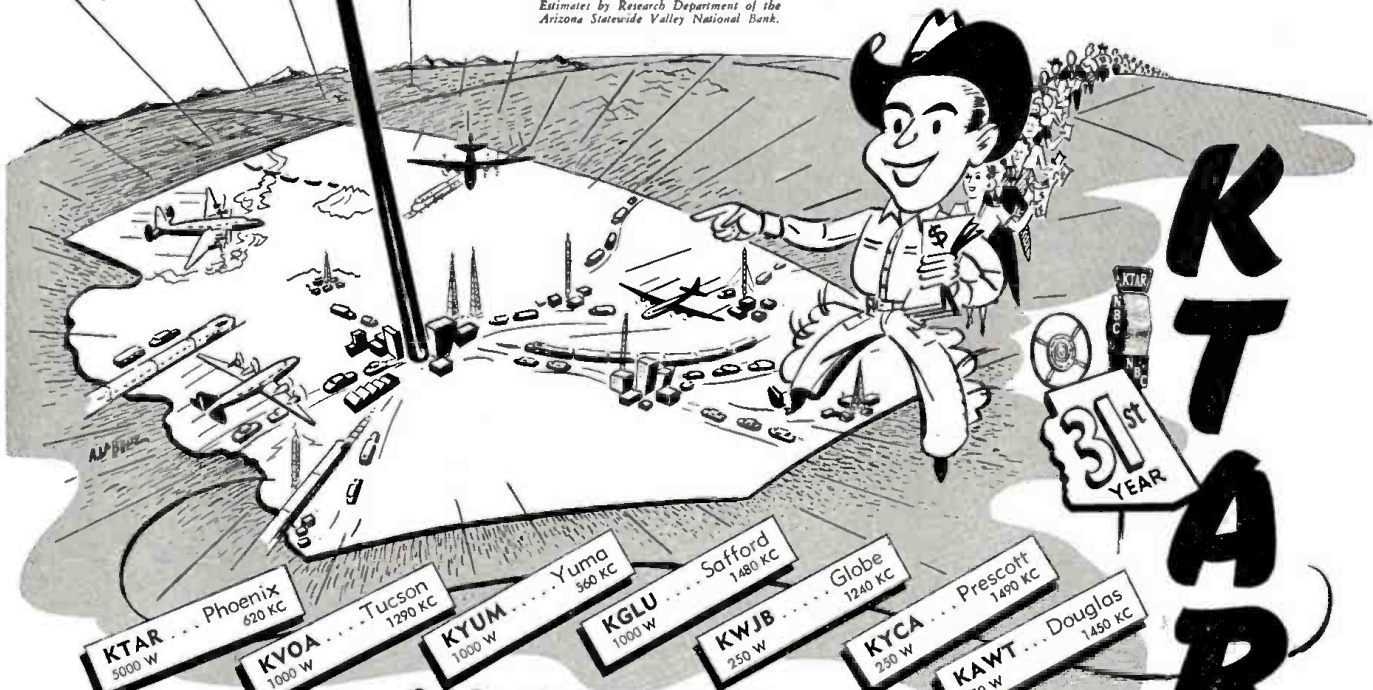
70% Increase in Population

1940 Census 499,261
 1952 Est. 850,000

ARIZONA RETAIL SALES CONTINUE UPWARD REACHING THE \$1,000,000,000 MARK THIS YEAR--A GAIN OF 10% OVER LAST YEAR!

Arizona is the GOLD SPOT of Western Markets

Estimates by Research Department of the Arizona Statewide Valley National Bank.



- KTAR . . . Phoenix 5000 W
- KYOA . . . Tucson 1000 W
- KYUM . . . Yuma 1000 W
- KGLU . . . Safford 1000 W
- KWJB . . . Globe 250 W
- KYCA . . . Prescott 250 W
- KAWT . . . Douglas 250 W
- 620 KC
- 1290 KC
- 360 KC
- 1480 KC
- 1240 KC
- 1490 KC
- 1450 KC

Affiliated Stations of the
NATIONAL BROADCASTING Co. and the ARIZONA BROADCASTING SYSTEM

Representative **PAUL H. RAYMER CO.** NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • SAN FRANCISCO • BOSTON • MEMPHIS PHOENIX, ARIZONA

ARIZONANS' CHOICE FOR *Good* LISTENING!

ARIZONA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
NOGALES						
KNOG 1948	1340 250	Border Bcstg. Co. Inc. 770	CBS O'Connell	Robert Marcus, p Samuel Marcus, vp & gm	Ben Greenhaw, ce	Wid. UP WE
PHOENIX						
KIFN 1949	860 250-D	Western Bcstg. Co. Inc. 1975 S. Central Ave. Alpine 3-8155	Oakes	Frank Redfield, gm John Redfield, cm	Joe Alvarado, pd Ed Pool, ce	SES. UP G.
KOOL 1947	960 5,000-DA-N	Maricopa Bcsters. Inc. Adams Hotel of Ariz. Alpine 8-6421	CBS Radio Net. of Ariz. Hollingbery	Gene Autry, p & o Charles Garland, gm William Connelly, cm Miles Reed, pd	Thomas Kelland, pmm & asst. m. Miles Shepherd, ce Homer Lane, fd	Frank Pollack, nd Warren Chandler, sd Dee Junker, wd RCA
KOY 1922	550 5,000-D 1,000-N	KOY Bcstg. Co. 840 N. Central Ave. Alpine 4-4144	MBS, Don Lee Ariz. Net. Blair	John L. Hogg, p & cm Albert Johnson, m, pmm Jack Williams, pd	William Lester, pdm Cliff Miller, ce Bill Close, sd	Paul Gribben, nd Ernie Douglas, fd Wid. UP WE
KPHO 1943	910 5,000 DA-N	Meredith Eng. Co. 831 N. First Ave. Alpine 4-7367	ABC Petry	E. T. Meredith, p Payson Hall, radio-TV d Howard Stalaker, asst. radio-TV d Richard B. Rawls, gm	Chas. F. Montano, cm Francis (Bud) Murphy, pd	George L. McClanathan, ce Lee Kerry, pmm AP WE
KPHO-TV 1949		Meredith Eng. Co. 631 N. First Ave. Alpine 4-7387		(For full information see TELECASTING Yearbook)		
KRIZ 1950	1230 250	Howard M. Loeb 2345 Westward Blvd. Alpine 4-8436	Burn-Smith	Howard M. Loeb, p & gm Sheldon Engel, cm Bill Lewis, pd & nd	James Groll, ce Guy DiAngelis, pmm	Ray Odom, sd Madeline Wise, wd UP GE
KRUX 1947	1340 250	Radio Arizona Inc. 1441 N. First St.				
KTAR 1922	620 5000 DA-N	KTAR Bcstg. Co. 711 Heard Bldg. Alpine 4-4161	NBC Ariz. Bcstg. Raymer	John J. Louis, chmn. of bd. Richard O. Lewis, p & gm	E. W. (Bill) Harvey, vp & cm Rol Laughner, pd & fd Bob Pollard, pmm	A. C. Anderson, vp & ce Jenny Scott, wd John Snow, nd John Harrington, sd Thes., St. Cap., AP WE
PRESCOTT						
KYCA 1940	1490 250	Southwest Bcstg. Co. P. O. Box 1631 244	NBC. Ariz. Bcstg. Raymer	Harold Ritter, p, gm & cm Hollis Hill, pd George Eitel, ce	Larry Kent, pmm Wayne Rollins, sd & wd	Cap., Thes. AP RCA
SAFFORD						
KGLU 1938	1480 1,000	Gila Bcstg. Co. 520 Main St. 15	NBC Ariz. Bcstg. Raymer	Louis F. Long, p Paul Merrill, gm Edward E. Furman, cm & pmm	Lester McBride, pd & fd Russ Wonnacutt, nd	Jeff Lapping, ce Bob Godek, sp Bonita McBride, wd AP, UP WE
TUCSON						
KCNA 1947	580 5,000-D 500-N-DA-N	Catalina Bcstg. Co. Box 2348 2-4664	ABC Hollingbery	Erskine Caldwell, p Wayne Sanders, gm Harry Chambers, cm	Bill Rider Jr., pd & sd Tom Epperson, ce R. O. Black, pmm	Jim Maize, fd Shirley Phillips, wd Wally Lindbergh, nd AP G.
KCNA-TV (CP)		Catalina Bcstg. Co. Box 2348 2-4664		(For full information see TELECASTING Yearbook)		
KOPO 1947	1450 250	Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431	CBS Radio Net. of Ariz. Forjoe	Gene Autry, o E. S. Mittendorf, gm S. J. Kossack Jr., cm	Cliff Stillinger, pd Verne Cimmiyotti, ce Jane Abbott, pmm Richard Wheat, nd	Bernie Perlin, sd Joe Crystall, fd Virginia Benoit, wd Jerry O'Brien, asst. m AP Ray
KOPO-TV (CP)		Old Pueblo Bcstg. Co. 115 W. Drachman 4-0431		(For full information see TELECASTING Yearbook)		
KTKT 1949	1490 250	Thomas J. Wallace 500 W. Elm 4-1777		Thomas J. Wallace, o	Thomas J. Wallace Jr., ce	Hilary Mienzer, wd SES. G.
KTUC 1929	1400 250	Tucson Bcstg. Co. 900 E. Broadway 2-3344	MBS Ariz. Net. Blair	Lee Little, p, gm, & pmm Mac Matheson, cm Cliff Livingston, ce	Stan Norman, pd & sd George Bradley, slm	Fred Finney, nd Hilde Clark, wd Wid., SES. UP WE
KVOA 1929	1290 1,000	Arizona Bcstg. Co. 48 E. Broadway P. O. Box 2911 3-2555	NBC Ariz. Bcstg. Raymer	R. B. Williams, p & gm Harper M. Phillips, bus. m John C. Underwood Jr., cm	Ben L. Slack Jr., pd Ray H. Holsclaw, ce George T. Callison, nd	Harold W. Gras Jr., sd Kathryn Kay, wd Cap. Thes. RCA
KVOA-TV (CP)		Arizona Bcstg. Co. P. O. Box 2911 3-2555		(For full information see TELECASTING Yearbook)		
WINSLOW						
KVNC 1952	1010 1,000-D 500-N-DA-2	Gila Bcstg. Co. P. O. Box 373 1010	Ariz. Bcstg. Raymer	L. F. Long, p O. E. (Ed) Whelan, gm John R. Schooley, cm	Lew Lowry, pd Lyman Streeter, ce Nelson Weirick, pmm	Ralph Anderson, nd Guy Christian, sd Dee Richards, wd Thes., St. Wid. AP, INS WE
YUMA						
KSWB 1952	1240 250	Southwestern Bcstg. Co. P. O. Box 1430 3-8341	CBS	James F. Cox, gm & cm	Don Peltz, ce	
KYMA 1950	1400 250	KYMA Inc. P. O. Box 671 3-7841	MBS Ariz. Net. Blair	Bill Lindsey, p & gm Leo A. Newsome, cm Bob Vache, pd, nd & sd	Dave Roach, ce Gary Hays, pmm	Dixie Pate, wd Grant Lee, fd Wid. UP WE
KYUM 1940	560 1000 DA-N	Yuma Bcstg. Co. 1901 1st St. 3-3305	NBC Ariz. Bcstg. Raymer	R. N. Campbell, p Ray C. Smucker, gm Roy Jorgensen, cm Russ Siner, pd	Leavenworth Wheeler, ce Bob Hansen, pmm Glenn Edwards, nd	Pat Carrick, sd Matty Power, wd Fred Peiger, fd Thes., St. AP, UP, INS WE

ARKANSAS

ARKADELPHIA						
KVRC 1947	1240 250	Arkadelphia Bcstg. 506 Main St. 789	MBS, KBS Best	Cecil W. Cupp Sr. p John Moore, gm & cm	W. F. Deaton, pd & pmm Ray Burns, ce	John Riggie, nd, fd & sd AP RCA
BATESVILLE						
KBTA 1950	1340 250	White River Valley Bcstg. Inc. P.O. Box 255 1112	MBS, KBS, Arkansas Razorback	Jared E. Trevathan, p W. A. West, vp J. F. Higginbottom, secty-treas.	Robt. R. Blair, cm, pmm & sd J. Andrew Wright, ce	Bill Clark, nd Thes. AP RCA
BENTON						
KBBA (CP)	690 250-D	Benton Bcstg Service % W. R. Tuck Jr.	911 W. Main St. Magnolia, Ark.			

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

BLYTHEVILLE

KLCN 1922	900 1,000-D CP: 910	Harold L. Sudbury Sudbury Bldg. 2093 Pearson	Harold L. Sudbury, p, g & cm Carl Frame, pd	Marion Skinner, ce J. T. Sudbury, pmm	Don Whitney, fd AP G
KLCN-FM 1948	Chan. 241(B) 96.1mc 21kw						

CAMDEN

KAMD 1946	1450 250	Camden Radio Inc. S. California St. 6-5091	MBS, KBS, Ark. & Razorback	Walter Hussman, p Frank O. Myers, gm Donald Cathey, cm	D. C. Hunter, ce Cal Carter, pd, pmm, nd & sd	Bill Bates, fd Freda Carter, wd	Assoc. AP RCA
KPLN (CP)	1370 1,000-D	Leo Howard					

CONWAY

KCON 1950	1230 250	Conway Bcstg. Co. 903½ Front St. 189	Razorback	James E. Clayton, p, gm, cm & nd Muriel Cobb, pd	Herman G. Stermer, ce Charles Bulce, pmm E. W. Bauer, fd	Grant Hazelwood, sd Rita Hicks, wd	Wid., SES UP Col.
--------------	-------------	--	--------------------	--	--	---------------------------------------	-------------------------

CROSSETT

KAGH 1951	1340 250	Julian Haas 900 Main St. 750	NBC, KBS	Julian Haas, p & gm Al Shirey, pd & nd	Harry Bohm, ce	Jim Horn, sd AP Ray.
--------------	-------------	------------------------------------	-------------------	---	----------------	--------------	---------------------

EL DORADO

KDMS 1950	1290 1,000-D	KDMS Inc. Randolph Hotel 3-9190	Cotton Belt Devney	David M. Segal, p	Virgil Stone, studio d & sd E. Perdue, pmm	E. C. Grensham, ce	L-W UP Col.
KELD 1935	1400 250	Radio Enterprises Inc. 208 N. Washington 3-6128	ABC, Razorback, Ark. Continental	W. N. McKinney, p & gm J. R. Duerson, c & pmm Dot Pondrom, pd	John Long, ce Ed Hall, nd Bill Darland, fd	Jim Elamon, sd Sarah McLarty, wd	Assoc. AP Col.

FAYETTEVILLE

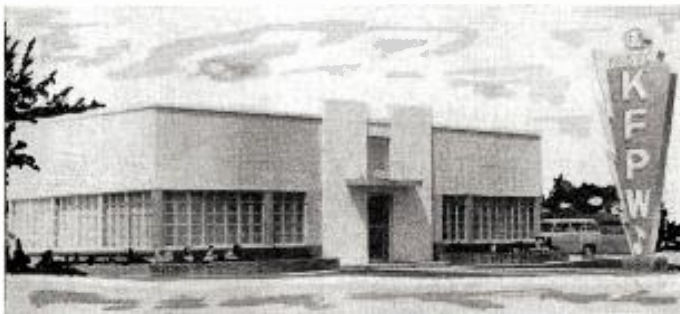
KGRH 1946	1450 250	Fayetteville Bcstg. Co. Inc. 922 N. Leverett 862	MBS, Ark. Razorback Walker	Hayden McIlroy, p Fred J. Stevenson, gm Edwin G. Gideon, c & pmm	Wallie Ingalls, pd & sd Harold R. Lindsey, ce	Richard W. Evans, nd Mary Ingalls, wd AP G.
--------------	-------------	---	----------------------------------	---	--	--	-------------------

FORREST CITY

KXJK 1949	950 1,000-D	Forrest City Bcstg. Co. National Bank Bldg. 950	KBS, Ark., Razorback	William Fogg, p & gm James Pearson, cm	Lloyd Denney, pd & fd W. L. Smith Jr., ce	Larry Parker, nd	Wid. AP G.
--------------	----------------	--	----------------------------------	---	--	------------------	------------------

FORT SMITH

KFPW 1930	1230 250	Tulsa Bcstg. Co. 2321 N. Albert Pike Rd. 4105	CBS Avery- Knodel	John Griffin, p John Esau, vp & gm James P. Walker, sm L. A. Blust, cm	Harlan Judkins, pd Paul McCaslin, ce George Ketcham, pmm	Pat Garner, nd Joe Roppolo, sd Dorothy Gibson, wd	L-W UP WE
KFPW-FM 1947	Chan. 235(B) 94.9mc 14kw						



★ *Serving* **YOU**
FROM OUR NEW, MODERN
RADIO CENTER

KFPW

The VOICE that SELLS in FORT SMITH
MULTIMILLION-DOLLAR SHOPPING CENTER of WESTERN ARKANSAS

● **AVERY-KNODEL, Inc.**
National Representative
JOHN ESAU—Vice Pres.-Gen. Mgr.
L. A. BLUST—Gen. Sales Mgr.
J. P. WALKER—Station Manager

THE KFPW MARKET	
POPULATION	202,000
RETAIL SALES	\$131,334,000
NET EFFECTIVE BUYING INCOME	\$150,072,000



KFPW CBS RADIO
IN
FORT SMITH
AFFILIATED with KTUL, Tulsa—KOMA, Oklahoma City

ARKANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp & vp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Trans. Lib. Library, News Service Transmitter
FORT SMITH (Cont'd)						
KFSA 1947	950 1,000-D 500-N-DA-N	Southwestern Pub. Co. 920 Rogers Ave. 2-9126	ABC, Ark., Razorback Pearson	Donald W. Reynolds, p H. Weldon Stamps, g & cm	Jerry Winner, pd, pmm & wd Pat Porta, fd Robt. W. Platt Jr., ce	AP Col.
KFSA-FM 1948	Ch. 296(A) 107.1mc 0.32kw					GE
KFSA-TV (CP)		Southwestern Pub. Co.			(For full information see TELECASTING Yearbook)	
KWHN 1947	1320 5,000-DA-N	KWHN Bcstg. Co. Inc. Radio Center 8967	MBS Western Rambeau	H. S. Nakdimen, secy- treas. Parkman R. Feezor, sta. d & cm	Glenn O'Neal, pd, pmm & nd Lumarion Sumner, wd Bruce Dennis, ce	AP WE
HARRISON						
KHOZ 1946	1240 250	Harrison Bcstg. Corp. Radio City Addition 1240	MBS, KBS	Bob Wheeler, chief o & gm Mel Lynn, cm Bruce Washburn, pd	Fred Ward, ce Leon Shaddox, nd, fd & sd	Lillian Bell, wd Thes. UP G.
HELENA						
KFFA 1941	1360 1,000 DA-N	Helena Bcstg. Co. 215 York St. 4-2361	MBS, KBS Razorback Ark. Continental	Sam W. Anderson, o & gm Byron Kearnby, Jr., cm Leon Little, pd	Earl Hodges, ce Marion Sherrod, pmm Bill Holland, nd	Cecil Scaife, sd Katherine Kiser, wd Wld. AP G.
HOPE						
KXAR 1947	1490 250	Hope Bcstg. Co. Highway 29, North 7-3601	MBS, KBS	A. H. Washburn, p L. B. Tooley, gm & ce	Wes Ninemire, cm Carroll Wynn, pd	Florence Tooley, wd AP Col.
HOT SPRINGS						
KBHS 1952	590 1,000-D	Resort Bcstg. Co. Inc. 113 Third St. 388		I. A. Cain, p Marvin Hull, gm & cm	Osmond Pence, pd Clint Norman, ce	Wld. UP G.
KBLO (CP)	1470 1,000-D	National Park Bcstg. Co. 1011 Central Ave. Hot Springs Bcstg. Co. % R. L. Harrison Radio Station KCRV Caruthersville, Mo.	Pearson	Robert S. Bieloh, gm & cm	Bill Bailey, pd & nd Robert G. King, ce	Ival Bieloh, wd SES. AP G.
KRCH (CP)	1270 1,000-D					
KWFC 1941	1340 250	Spa Bcstg. Co. Malco Music Hall Bldg. 412	MBS	W. E. Hussman, p Patt McDonald, gm C. J. Dickson, cm	Jack Ridgeway, pd & sd Dalton Sanders, ce Ernest Watson, pmm	Walter Ebel, nd Joyce Cook, wd Thes. AP Col.
JONESBORO						
KBTM 1930	1230 250	Regional Bcstg. Co. KBTM Bldg. 5597	MBS, KBS	Jay P. Beard, p & gm B. C. Hargreaves cm (local)	Veda Beard, pd Cecil Clark, ce	Dave Epstein, pmm Clarence Adams, nd & fd Hugh Frizzell, sd Wld. AP G.
KBTM-FM 1948	Chan. 270(B) 101.9mc 8kw					
KNEA 1950	970 1,000-D	Radio Jonesboro Inc. Hotel Noble 8381	Razorback Gill-Keefe & Perna	R. H. Halbert, p Dick Crane, vp & gm Harold Gregson, cm & fd	Neal Bunn, pd & nd Wesley Bell, ce Charles Quinton, pmm	Paul Barnett, sd Kay Norman, wd Assoc. UP RCA
LITTLE ROCK						
KARK 1928	920 5,000-DA-N	Arkansas Radio & Equip. Co. 112 E. Capital Ave. LD 99	NBC Arkansas South Central Petry	T. H. Barton, chmn. of bd. T. K. Barton, gm A. C. Dowden, cm & pmm	Dan L. Winn, ce Robert Kemp, nd Robert L. Bulce, fd	Wilson Hurst, sd Dorothy Sims, wd Wld. AP, UP RCA
KETV(TV) (CP)		Great Plains Televi- sion Properties Inc. 4 W. 85th St. New York 19, N. Y.			(For full information see TELECASTING Yearbook)	
KGHI 1927	1250 1,000-D 500-N-DA-N	KGHI Bcstg. Service 308½ W. Third 27-9186	ABC Hollingbery	A. L. Chilton, ptrn. L. H. Chilton, ptrn. S. C. Vinsonhaier, ptrn. & gm	Kerm't Richardson, cm (Mrs.) Barbara Amsler, pd & wd Al Pickworth, sd	V. O. Vandusen, ce Ray.
KLRA 1927	1010 10,000-D 5,000-N-DA-N	Arkansas Bcstg. Co. Inc. P. O. Box 550 2-5427	CBS Taylor	J. N. Heskell, p W. V. Hutt, gm Oscar Alagood, slm (local)	Harris Owen, pd K. F. Tracy, ce Robert Hicks, pmm	Mark Weaver, nd John R. Holmes, fd George Moore, sd St. AP, UP RCA
KRTV(TV) (CP)		Little Rock Tele- casters P. O. Box 420 Wichita Falls, Tex.			(For full information see TELECASTING Yearbook)	
KTHS 1924	1090 50,000-DA-N	Radio Bcstg. Inc. KTHS Bldg.	Branham	W. H. Bronson, p B. G. Robertson, gm	Jack Wolever, pd	Cecil Sutt, ce L-W RCA
KVLC 1948	1050 1,000-D	Southwestern Bcstg. Co. Southern Natl. Ins. Bldg. 5-5321	Radio Reps	R. M. Saxon, p Glen H. Robertson, gm James A. Gatens, cm	Frederick H. Schmutz, pd & nd Dale Mahurin, ce Charles Simms, fd	Bob Lawrence, sd Dorothy Wimberly, wd Assoc. UP G.
KXLR 1946	1150 5,000-D 1,000-N-DA-N	Arkansas Airwaves Co. 217 E. Third St. 2-2155	MBS Razorback Pearson	John F. Wells, p Emil J. Pouzar, gm Melton Lancaster, cm	Roy Nichols, pd Earl Butler, ce Bobbie Forster, nd & wd	Bob Fulton, sd Thes. UP G.
MAGNOLIA						
KVMA 1948	630 1,000-D	Magnolia Bcstg. Co. 212 N. Jefferson 630	MBS, KBS Arkansas Razorback Pearson	Dr. Joe F. Rushton, p	William M. Bigley, gm	Ray Wells, ce Wld. AP Ray.
MALVERN						
KDAS 1951	1420 1,000-D	Malvern Bcstg. Co. Young Insurance Bldg. 1584		David M. Segal, p Robert Choate, sm Ed Niehay, cm, nd & sd	Pat Lightfoot, pd & wd John Williams, ce	Rex Parnell, fd Wld. UP G.
KGRO (CP)	1380 1,000-D	Malvern Bcstg. Co. 321 School St.				

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *N*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

McGEHEE

KVSA 1220
(CP) 1,000-D

S. E. Arkansas Bcstrs.
Inc.
P. O. Box 1220

Abbott F. Kinney, p & gm

Capitol
AP
Gates

MENA

KENA 1450
1950 250

R. B. Bell
S. Reene St.
878

MBS, KBS
.....

R. B. Bell, p
Bernice Bell, pd

O. D. Frederick, ce
Claud Hill, nd

Mary Lou Carter, wd

St.
UP
Col.

MORRILTON

KVOM 800
(CP) 250-D

Morrilton Bcstg. Co.
% C. R. Horne
Radio Station KXRJ
Russellville, Ark.

MOUNTAIN HOME

(CP) 1490
250

Mtn. Home Bcstg.
Corp.

NEWPORT

KNBV 1280
1949 1,000-D

Newport Bcstg. Co.
P.O. Box 218
749

Arkansas
Razorback
.....

Harold Sudbury, p
Ray Dexter, gm & sd
Gene Howe, cm & nd

Anson Clark, ce

Mary Ellen McDonald, wd

UP
RCA

OSCEOLA

KOSE 880
1949 1,000-D

Osceola Bcstg. Corp.
P.O. Box 311
860

KBS
Arkansas
Continental

H. F. Ohlendorf, p
Ted Woods, gm

Betty Woods, cm
Hobson Daws, pd

H. M. Jones, ce

Wid.
AP
RCA

PARAGOULD

KDRS 1480
1947 250

Daily Press Inc.
P.O. Box 491
627

KBS
Arkansas
Razorback
.....

Ted Rand, p
Doyne F. Bateman, m
T. M. Self, bus. m

Wilma Wheelis, pd & wd
Ted Porter, ce
Russell Schwamb, nd

George Kirby, fd
Charles Stark, sd

AP
G.

PINE BLUFF

KCLA 1400
1947 250

Radio Eng. Service
2900 W. 28th St.
1900

.....
Ken Kesterson, gm

Ken Kesterson, gm

Clyde Martin cm

Charles Penix, pd

L-W
AP
G.

KOTN 1480
1934 250

Universal Bcstg. Corp.
505½ Main St.
721

MBS, KBS
Arkansas
.....

B. J. Parrish, p, gm, cm
& ce
Joe L. Wallace (local) cm

Lois Palmer, pd & wd
R. W. Etter, pmm

Wendell Atchison, sd

Thes.
AP
RCA

POCAHONTAS

KPOC 1420
1950 1,000-D

Pocahontas Radio Inc.
P.O. Box 250
500

Adrian L. White, gm &
pmm
Hiram Mayo, cm
Bill Nicholson, pd & sd

Ken Kennedy, ce
Jack Wilson, nd & wd

Roy Forrester, fd

Wid.
UP
G.

KPOC-FM Chan. 249
1952 97.7mc
0.390kw



● As a boy, James Watt noted the power of steam rising from a teakettle's spout and went on to become world-famous as an inventor. The term "Watt" to indicate power derives from his name.

Nobody Yet Ever Tuned In a Watt—

We should know . . . we have 10,000 of them going out every day . . . pushing our signal all over Arkansas.

The folks in Arkansas don't know one watt from another . . . but they do know what station brings them—

- CBS Radio programs
- Johnnie Holmes, Farm Reporter
- The Barnyard Frolic and other top Western entertainers
- Merry-Go-Round and other top-rated DJ shows
- and a host of other programs

They further know what station has the only full-time News Department, with Mark Weaver, Gene Goss and Randy Gover to keep them posted on events.

Local and national advertisers feel the same way about it. They bought more time in 1952 on KLRA than ever before in history!

●
For the complete
KLRA story, ask
any O. L. Taylor
office
●

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA

LITTLE ROCK

ARKANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
RUSSELLVILLE						
KXRJ 1947	1490 250	Valley Bcstrs. Inc. 299	MBS Razorback	C. R. Horne, p & gm L. L. Bryan, cm & sd	William C. McKenney, pd & ce Morris Leming, nd & fd Don Sammons, pmm	AP Ray.
SEARCY						
KSCY (CP) 1951	1450 250	Edith Wood Sweezy % Arkansas Recorder 215 E. Third St. Little Rock, Ark.				
KWCB 1951	1300 1,000-D	White County Bcstg. Co. Inc. P.O. Box 95 1281	KBS	Carl N. Dodd, p & gm Homer M. Harris, pd & ce	Don P. Jones, slm John Argo, sd	SES., Thes. AP G.
SILOAM SPRINGS						
KUOA 1923	1290 5,000-D	KUOA Inc. Siloam Springs, Ark. 777	MBS Arkansas Razorback Western	John E. Brown Sr., p Storm Whaley, gm, cm & nd	Ralph Kennedy, pd Cecil Smith, ce	Thes. UP WE
KUOA-FM 1923	Chan. 289(B) 105.7mc 2.6kw					GE
SPRINGDALE						
KBRS 1949	1340 250	Southwestern Pub. Co. 920 Rogers St. 2-2011	ABC Pearson	Donald W. Reynolds, p Roy J. Bowman, gm & cm Jerry D. Bidle, pd	R. L. Stocklos, ce Weldon Stamps, supv. d	Pete Harkins, nd AP G.
STUTTGART						
KWAK 1948	1240 250	Stuttgart Bcstg. Co. 1818 S. Buerkle St.	MBS, KBS	Beloit Taylor, p Melvin P. Spann, gm	June Spann, pd	Frank Newbery, ce St., Wid. UP G.
TEXARKANA						
KOSY 1951	790 1,000-D 500-DA-N	Gateway Bcstg. Co. P.O. Box 1318 22-3771	MBS Pearson	Dr. W. Decker Smith, ptnr. A. L. Davis, ptnr. Tom Dillahunty, gm	Herman Cecil Peter C. Tripp, pd Charles Mathis, ce	Bill Mitchell, fd Tom Sansing, sd Carol Nethery, wd Thes., Cap. AP G.
WALNUT RIDGE						
KRLW 1951	1320 1,000-D	Southern College P.O. Box 67 980	Best	Dr. H. E. Williams, p Jim Hall, cm	J. Paul Huddleston, pd & nd Leonard Ringle, ce	Bill Thornton, sd Bonnie Miles, wd
WEST MEMPHIS						
KWEM 1947	990 1,000-D	KWEM, Inc. P.O. Box 855 463	Forjoe	E. D. Rivers Jr., p J. E. Nobles, gm Spencer Bedsole, cm	William Riley, pd Edward Beck, ce Matty Brescia, pmm & sd	Thomas Roane, nd Richard Stuart, fd Patricia Raymond, wd UP G.

CALIFORNIA

ALTURAS						
KCNO 1951	570 1,000-D	CONR Inc. P.O. Box 207 2531	Forjoe Biddick	Rowland H. Dow, p, pd & pmm	Philip N. Good, vp, gm, cm & fd Ralph W. Powers, ce	Margaret E. Miller, nd Bessie M. Dow, wd St., SES., Cap. UP G.
AUBURN						
KDIA 1950	1490 250	Charles E. Halstead P.O. Box 992 1078	KBS Ayres	Charles E. Halstead Jr., p, gm & ce	Mrs. Charles Halstead wd	G.
AVALON						
KBIG 1952	740 10,000-D-DA	John Poole 8540 Sunset Blvd. (Los Angeles) Hempstead 3205	Meeker	John H. Poole, o, gm & ce Donald Callen, m Robert J. McAndrews, cm & pmm	Alan Lissner, pd & nd Cliff Gill, oper. m Stu Wilson, pdm	Larry Burrell, sd Sam Margolin, e in chg. (Hollywood) Judson Edwards, e in chg. (Avalon) Cap. UP G.
BAKERSFIELD						
KAFY 1946	550 1,000-DA-1	Bakersfield Bcstg. Co. 2013 Chester Ave. 4-6421	MBS, Don Lee Grant	George B. Crome, p Sheldon Anderson, gm Naum Healy, cm & sm	Jim McBride, pd Ted Froming, ce Helen Smythe, pmm	Fred Percy, nd & sd Jim Garner, fd Mary Gregg, wd Cap. UP Col.
KBIS 1950	970 1,000 DA-2	Marmat Bcstg. Co. 957 Oak St. 4-6093	Oakes	Hal Brown, p & gm Franklin H. Wilbur, cm & pmm	Bob Elias, pd, nd & sd James L. Mattly, ce Pat Patterson, fd	Grace Watkins, wd Assoc. SES. AP Col.
KMAR(FM) 1950	Chan. 223 (B) 92.5mc 4.7kw	(KBIS, AM Affiliate)				
KERN 1938	1410 1,000	McClatchy Bcstg. Co. Elks Bldg. 8-8431	CBS McClatchy Raymer	Eleanor McClatchy, p Walter L. Baziuk, m	Verne Shatto, ce Phil Waterhouse, nd	Sidney Cox, fd Cap. AP
KERN-FM 1948	Chan. 231 (B) 94.1mc 9.8kw					GE
KERO 1946	1230 250	Kern County Bcstrs. Inc. 1420 Truxton Ave. 4-4548	NBC Avery-Knodel	Gene DeYoung, p & gm Ed Urner, cm	Kenneth Croes, prog. m John Tomerlin, pmm	Clayton Nichols, nd Rod O'Hara, sd Wid. UP RCA
KPMC 1933	1560 1,000	Pioneer Mercantile Co. 307 E. 21st St. 8-8157	ABC Hollingbery	Frank G. Schamblin, p Leo A. Schamblin, gm C. C. Sturm, cm & pd	Leo P. Jarvis, ce Paul Biermann, pmm & nd	Art Mason, fd & sd Eleanor Strauss, wd Thes. UP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

THE TALE OF TOPS IN RADIO in

ARKANSAS

CALIFORNIA

OKLAHOMA

KGER

LONG BEACH

LONG BEACH Ranks . . .

40th in Population

30th in Home Furnishing Sales

37th in Automotive Store Sales

35th in Drug Store Sales

39th in Total Retail Sales

TOPS . . .

In Power

*Long Beach's
Most Powerful Station

TOPS . . .

In Listeners

*Most Listened to
Long Beach
Station

KUOA

SILOAM SPRINGS

POPULATION 240,000

FAMILIES 70,000

RADIO FAMILIES 60,000

RETAIL SALES \$145,000,000

FARM INCOME \$90,000,000

TOPS . . .

In Coverage

*Northwest Arkansas'
Most Powerful Station

TOPS . . .

In Popularity

*Celebrating 30 Years
on the Air

KOME

TULSA

POPULATION 810,000

FAMILIES 250,000

RADIO FAMILIES 225,000

RETAIL SALES \$750,000,000

SALES PER
HOUSEHOLD \$3,000.00

TOPS . . .

In Sports

*Tulsa Oilers
Oklahoma Sooners
University of Tulsa
Basketball

TOPS . . .

In Power

*Oklahoma's Most
Powerful
Independent Station

5000 WATTS EACH

Greater Coverage of Three Great Markets

THE STATIONS OF THE AMERICAN HOME

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
BANNING						
KPAS 1947	1490 250	Pass Bcstg. Co. 4425 W. Ramsey St. 515	Porter	Kenneth C. Colburn, p H. W. Wilson, gm Jack Colon, cm & nd	Mary B. Wilson, pd William R. Biggs, ce Jim Faulk, sd	Chris McAllister, wd Thes. AP Ray.
BARSTOW						
KWTC 1947	1230 250	Mojave Valley Bcstg. Inc. P. O. Box 697 4001	Cooke	W. T. Brown, p Harry White, gm & cm	James Harvey, pd, asst. m & nd	Don Alberts, ce Wid. UP WE
BERKELEY						
*KPFA(FM) 1949	Chan. 231 (B) 94.1mc 52kw	Pacifica Foundation 2207 Shattuck Ave. Ashberry 3-6767		Lewis Hill, exec. d Richard Moore, station d. William Triest, pd	Bruce Harris, ce Wallace Hamilton, pub. affairs	Americo Chiarito, mus. d INS GE
KRE 1923	1400 250	Central Calif. Bcstrs. Inc. 601 Ashby Ave. Ashberry 3-7715		Arthur Westlund, p & gm Don Hambly, cm Les Avery, pd		AP WE
KRE-FM 1949	Chan. 275 (B) 102.9mc 9.9kw					
BISHOP						
KIBS (CP) 1946	1230 250	Inyo Bcstg. Co. Route 1, Box 28 4411		James R. Oliver, co-o, gm, pd S. A. Cisler, co-o	R. S. Deming, cm & sd Evelyn Bandhauer, wd	John Ashworth, ce Russ Matthew, nd & pmm Cap. UP G.
BLYTHE						
KYOR 1948	1450 250	Bcstg. Corp. of America Box 668 2231	ABC & Calif. Rural Pearson	Paul Nelson, gm Glen Sines, cm Bill Donahoe, pd	Bill Blaisey, ce Charles Bigler, sd Marie Jannes, wd	
BRAWLEY						
KROP 1946	1300 1,000-D 500-N	Bcstg. Corp. of America P. O. Box 238 1300	ABC & Calif. Rural Pearson	W. B. Ross, trustee	Fred E. Carr gm Nuell Benton, pd	John Chandler, sm & cm
BURBANK						
KBLA 1952	1490 250	Bcstrs. of Burbank 11516 Oxnard St. N. Hollywood, Calif. Sunset 2-1195		Gordon A. Rogers, p & sd Robert S. Marshall, gm & pmm	Robert Skiles, pd, ce & nd	Mildred Carr, wd L-W UP WE
CALEXICO						
KICO 1947	1490 250	Charles R. Love P. O. Box 786 918	O'Connell Cooke	Charles R. Love, p W. A. Geddes, gm	Don Gillette, gm James Cain, ce	Bill Smith, sd AP Ray.
CHICO						
KHSL 1935	1290 5,000 DA-N	Golden Empire Bcstg. Co. 336 Broadway 237	MBS, Don Lee Grant	Mrs. Hugh McClung, p M. F. Woodling, gm J. A. Pero, cm	Ed Parker, pd Russell Pope, ce Martin Jacobson, pmm	Thomas Nelson, nd Boyd Crawford, fd Henry Hanna, sd Dottie Locke, wd St. UP RCA
KVCI(FM) 1947	Chan. 266 (A) 101.1mc 9.8kw	(KHSL, AM Affiliate)				
KXOC 1949	1150 5,000 DA-N	KXOC Inc. Radio Lane 1013	CBS Pearson, Western Radio	Lincoln Dellar, p Donald J. Quinn, vp, gm & cm	Neil McIntyre, pd, nd & fd E. W. Berger, ce	Wm. E. Pope, pmm & sd Marieanne Stutz, wd UP Col.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated, FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KCNO LAND IS PROSPEROUS

The per family share in the whopping big retail sales is \$4,450.00

Half these folks are reached by no other daily advertising medio.

OREGON	CALIFORNIA	NEVADA
54,912 People	68,486 People	22,546, People
17,027 Families	21,202 Homes	6,790 Homes
16,553 Radio Homes	20,641 Radio Homes	6,491 Radio Homes
\$83,810,000 Retail Sales	\$80,576,000 Retail Sales	\$36,521,000 Retail Sales

KCNO's listeners are first in median income ... in California ... in Oregon ... in Nevada

This adds up to 145,944 people in 43,735 Radio homes with \$200,907,000 in annual retail sales.

(All Figures are for Primary area)

(Almost \$100,000,000 in form income in 1951). KCNO land leads the west in production of BEEF, POTATOES, ALSIKE and HENJCHEN BARLEY.

A mighty 1000 Watts on 570 kc daytime

KCNO
Alturas, California

Represented
Nationally
by
FORJOE

**93,531 PEOPLE IN
17 PACIFIC COAST
MARKETS WERE
ASKED...**



*Were you listening
to the radio when
the phone rang?*

What program, please?

What station, please?

They replied:

DAYTIME, 9 a.m. to 6 p.m., Mon. thru Fri.

DON LEE	32 firsts out of 36 quarter hours
ABC	4 firsts
CBS	NO firsts
NBC	NO firsts

EVENING, Sunday thru Saturday, 6 to 10 p.m.

DON LEE	40 firsts out of 56 half hours
ABC	5 firsts
CBS	7 firsts
NBC	5 firsts

SATURDAY, 12 noon to 6 p.m.

DON LEE	11 firsts out of 12 half hours
ABC	1 first
CBS	NO firsts
NBC	NO firsts

SUNDAY, 12 noon to 6 p.m.

DON LEE	8 firsts out of 12 half hours
ABC	1 first
CBS	3 firsts
NBC	NO firsts

Before you buy *any* media on the Pacific Coast, be sure to read *all* of Don Lee's survey booklet, "Pacific Coast Ears Prefer LOCAL Voices."

If you do not have a copy, simply call or write your Don Lee or John Blair representative.

1313 North Vine Street
Hollywood 28, California

1000 Van Ness Avenue
San Francisco 9, California


Represented Nationally by **JOHN BLAIR & COMPANY**
NEW YORK • CHICAGO • ST. LOUIS • DETROIT • DALLAS



CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter
COALINGA KBMX 1950	1470 500-D	Pleasant Valley Radio Co. P. O. Box 715 136	Benjamin M. Bowman, p Rea B. Bowman, gm	D. I. Daniels, ce Faye M. Bowman, wd L-W, SES. UP G.
CORONA KBUC 1948	1370 1,000-D 500-N-DA-N	Radion Bcstg. Inc. Corona, Calif. 1370	McGillivra	E. J. Bucknum, p & gm Charles Eubanks, cm Cliff Miller, pd George A. Farmer, ce	Charles Ferguson, pmm Mary A. Bucknum, asst. m Peg Hendrick, wd UP GE
CRESCENT CITY KCRE 1950	1400 250	Del Norte Bcstg. Co. P. O. Box 248 3061	Robt. E. Grey, p, co-o, gm & pd Bill Endicott, asst. m Dr. John K. Perry, co-o	Peggy Burke, cm & nd Howard E. Plaschka, ce Jerry Clausen, fd & sd Dorothy Williams, wd St., SES. AP GE
CULVER CITY KMG(M) FM 1948	Chan. 254 98.7mc 49kw	Metro-Goldwyn-Mayer Studios Inc. MGM Studios Texas 0331	Wm. F. McCrystal, gm	
DELANO KCHJ 1951	1010 1,000-D	Charles H. Johnes Cty. Line Rd. at Melcher 8676	Charles H. Johnes, p, gm & ce Jean G. Johnes, pd	SES. UP
DINUBA KRDU 1946	1240 250	Radio Dinuba Co. P. O. Box 157 500	Egon Hofer, p & gm Dave Hofer, Jr., vp Harold Sparks, pd	Russell Friend, tech. d Jim Bailey, sd AP
EL CENTRO KXO 1927	1230 250	Valradio Inc. P. O. Box 140 1100	MBS, Don Lee Raymer	Paul A. Jenkins, p Richard T. Sampson, gm & ce Belle Hovey, cm	Bob Weaver, pd, fd & sd Doug Fishel, pmm Norm Germani, nd Mary Francisco, wd Cap., SES. UP RCA
EUREKA KHUM 1947	1240 250	Carroll R. Hauser Vance Hotel Hillside 2-5744	ABC, CBS Pearson, Western Radio	Carroll R. Hauser, p & gm Frank M. Smith, cm, fd & sd Verne Emmerson, pd & pmm	Dean Elliott, ce Lee Norton, nd Winnie Shiphan, wd Cap. AP Col.
KIEM 1933	1480 5,000 DA-1	Redwood Bcstg. Co. Inc. E at Sixth 3-1821	MBS, Don Lee Blair	Wm. B. Smullin, p & gm Don Telford, cm Paul Corbin, pd	Bob Stach, pmm Newton Steward, nd Eddie Arnold, fd Harry Howard, sd Mary Lou Stuart, wd Wild. UP WE
FORT BRAGG KDAC 1948	1230 250	Mendocino Coast Bcstg. Co. P. O. Box 616 3251	United Pacific Forjoe	Edward A. Mertle, o Craig N. Smith, gm & ce Charles R. Hemphill, cm	AP Col.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



CAPTURED

Over 50%* of the total Radio Sets in use in fabulous Imperial Valley, "The Garden Spot of the Nation" with a total income last year of \$125 Million Dollars.

The Family
STATION
for Imperial Valley

K X O

EL CENTRO, CALIFORNIA

Paul H. Raymer Co., Inc.

*Based on
Conlan, Crossley
and Ward Surveys

FRESNO

KARM 1938	1430 5,000-DA-1	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	ABC Petry	Hattie Harm, p Clyde F. Coombs, gm	Edward Ropolo, pd Elbert Dean, ce	Eldora Roth Cooney, pmm Hap Haggard, nd	St. AP & INS RCA
KARM-FM 1948	Chan. 270 (B) 101.9mc 7.4kw						GE
KFRE 1936	940 50,000 DA-2	California Inland Bestg. Co. T. W. Patterson Bldg. 4-5001	CBS Avery- Knodel	Paul R. Bartlett, p & gm Keith L. Mealey, d of enrg. & asst. m	Frank D. Woody, cm	Ed. J. Frech, pd Wally Erickson, nd & fd	Wid. UP GE
KRFM(FM) 1947	Chan. 229 (B) 93.7mc 70kw	(KFRE, AM Affiliate)					
KGST 1949	1600 1,000-D	Delle Bestg. Co. Farmers Market 6-6526	Forjoe	Morris Mindel, cm & sd Jeanne Bachner, pd & wd	Bob Fisher, nd	Bob Love, fd	UP Col.
KMJ 1925	580 5,000	McClatchy Bestg. Co. 1515 Van Ness Ave. 3-6277	NBC Rayner	Eleanor McClatchy, p William S. Sanford, gm Coyle Chambers, cm	Joseph Tomes, pd Ramsey Elliot, pmm William Wallace, ce	Joseph Drilling, nd & sd Edward Sturgeon, fd	Assoc. AP, UP RCA
KMJ-FM 1949	Chan. 250 (B) 97.9mc 7.3kw						
KMJ-TV 1952		McClatchy Bestg. Co. 1515 Van Ness Ave. 3-6277		(For full information see TELECASTING Yearbook)			
KYNO 1947	1300 1,000 DA-2	Schuler, Chenault, Anderson and Williamson P. O. Box 407 2-4163	MBS, Don Lee Hollingbery	Robert S. Schuler, p Gene Chenault, gm Les Daggett, cm	Leo Goldman, pd Bert Williamson, ce	Ed Piston, nd	Thes. UP Ray.

GLENDALE

KIEV 1933	870 250-D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133		David H. Cannon, p	Cal Cannon, gm	Charles N. Whitten Jr., ce	UP WE
KUTE(FM) 1952	Chan. 270 (B) 101.9mc 11.6kw	Robert P. Adams P. O. Box 729 Citrus 4-1414		R. P. Adams, p & ce			Fed.

HANFORD

KNGS 1948	620 1,000 DA-N	Hanford Bestg. Co. P. O. Box 620 620	O'Connell	Samuel M. Beaubaire, p	Don C. Reeves, gm & ce	Lloyd Chappel, pd	St. UP, INS Ray.
---------------------	-------------------	--	-----------	------------------------	------------------------	-------------------	------------------------

HOLLYWOOD (See Los Angeles Listing)

INDIO

KREO 1946	1400 250	Bestg. Corp. of America P. O. Box 707 7-3403	ABC Pearson	Lyle Shuman, gm Vicent Palmer, cm Norma Wilson, pd & wd	Clifford Lantz, ce Margaret Rogers, nd Dwight Drum, fd	Bill Williams, sd	Ray.
---------------------	-------------	---	----------------	---	--	-------------------	------

KIEM KRED

5000 AM WATTS 4600 FM

PROGRAMS — LISTENER PREFERENCE — POWER —

**CHANNEL 3—TV
APPLIED FOR!!**

... your client gets all three, plus solid promotional effort when you add KIEM-KRED FM to his schedule.

KIEM listeners (110,000 people) believe and trust the station which has served them since 1933.

Modern plant manned by 28 professional radio people to help your campaign make cash registers ring!!

**Write for your living souvenir
of the Redwoods—FREE**



"Voice of Redwoods"



AFFILIATED WITH MUTUAL DON LEE BROADCASTING SYSTEM

**SERVING
NORTHERN CALIFORNIA
and
SOUTHERN OREGON
SINCE 1933**

**PHONE HILLSIDE 3-1621,
EUREKA, CALIFORNIA
1480 KC**

**ASK
JOHN BLAIR!**

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
LANCASTER							
KAVL 1950	1340 250	Antelope Bcstg. Co. Inc. P. O. Box 1192 1000	Western Radio	Whitford B. Carter, p & gm Herbert L. Comstock, cm	Jim Turner, pd James B. French, ce Robert Hawkins, nd	Ray Cloud, fd Ray McFarland, sd Wilma Lewis, wd	Wld., SES. UP RCA
LODI							
KCVR 1946	1570 1,000-D	Central Valley Radio P. O. Box 600 8-0628	Ayers	Herbert W. Brown, co-o, gm, pmm & nd David A. Brown, co-o Howard Berry, cm	Marlene Faszler, pd	George Sampson, ce	UP Ray.
LONG BEACH							
KFOX 1924	1280 1,000	Nichols & Warinner, Inc. 220 E. Anaheim 672-81	Burn-Smith	Hal G. Nichols, p, gm & pd	Lawrence W. McDowell, cm & ce	Robert Lamb, pmm	L-W, Wld. UP WE
KFOX-FM 1951	Chan. 272 (A) 102.3mc 1kw						
KGER 1926	1390 5,000-DA-N	John Brown Schools of Calif. 3745 Atlantic Ave. 40-7907		Dr. John E. Brown, p Storm Whaley, gm Clinton H. Fowler, cm & pd	Luther H. Crumbaugh, ce Finis Bell, nd Maj. Harry L. Bateson, fd	Robt. Klosterman, sd Irene Cook, wd	Thes. AP RCA
KNOB(FM) 1949	Chan. 276 (A) 103.1mc .32kw	The Cerritos Bcstg. Co. 1120 Pine Ave. 8-5519		Ray Torian, gm, cm & pd	Andy Sorensen, asst. pd		Ray.
LOS ANGELES							
KECA 1929	790 5,000 DA-N	American Bcstg. Co. 1539 N. Vine St. Hudson 2-3141	ABC	William Phillipson, d of W. div. (ABC) Amos Baron, gm Matt Barr, slm	Dresser Dahlstead, pd C. Merwin Travis, pmm	Phillip Caldwell, ce	L-W AP, UP RCA
KECA-FM 1948	Chan. 238 (B) 95.5mc 3.8kw						
KECA-TV 1949		American Bcstg. Co. 4151 Prospect St. Normandy 3-3311		(For full information see TELECASTING Yearbook)			
KFAC 1929	1330 5,000-DA-N	Los Angeles Bcstg. Co. Inc. 645 S. Mariposa Ave. Dunkirk 4-1231	Bolling	E. L. Cord, o Calvin J. Smith, p, gm & cm	Howard Rhines, pd Ron Oakley, ce	Morton Levine, pmm Dick Joy, nd	Assoc. AP RCA
KFAC-FM 1948	Chan. 282 (B) 104.3mc 8.8kw						
KFI 1922	640 50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Dunkirk 2-2121	NBC Christal	Earle C. Anthony, p & gm Charles E. Hamilton, sup. sls. & prog.	Pat Kelly, pd Ron Manders, pmm H. L. Blatterman, co-ce	Curtis W. Mason, co-ce Pat Bishop, nd Nelson McIninch, fd	Wld., Cap. AP, UP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.

FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KARM

Fresno, California

ABC's Station for Central California

Represented Nationally by

EDWARD PETRY & CO., Inc. New York — Chicago — Detroit — St. Louis — Los Angeles — San Francisco — Dallas

*KFSG 1924	1150 2,500-D 1,000-N S-KRKD	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Dunkirk 9-1141	Dr. Rolf K. McPherson, p M. D. Buchen, gm & pd	Donald K. Horton, ce	Oval Wylie, pmm	WE
KFVD 1925	1020 5,000 L-KDKA	Standard Bcstg. Co. 338 S. Western Ave. Dunkirk 8-2345	McGillvra	J. Frank Burke, p Frank Burke, Jr., gm Vern A. Lindblade, cm	Carl Brewster, pd - Leonard Reeves, ce George Sanders, nd	Violet Schram, wd AP, UP Ray.
KFWB 1925	980 5,000	KFWB Bcstg. Corp. 6419 Hollywood Blvd. Hempstead 5151	Branham	Harry Matzlish, o, p & gm Sydney Gaynor, cm Dan Russell, pd	Harry Myers, ce Sydney Yallen, pmm Al Gordon, nd	Mark Scott, sd AP, UP
KFWB-FM 1948		Union Bcstg. Corp. 6419 Hollywood Blvd. Hempstead 5151		Harry Matzlish, p & gm	Sydney Gaynor, cm Sydney Yallen, pd	Robert Brooking, ce
KGFJ 1926	1230 250	Ben S. McGlashan 6314 Sunset Blvd. Hillside 0201		Ben S. McGlashan, o Thelma Kirchner, gm & cm	Homer Obuchon, ce	Juanita Buresh, traf. m Assoc. UP WE
KHJ 1922	930 5,000	Don Lee Bcstg. System 1313 N. Vine St. Hudson 2-2133	MBS Don Lee Blair	Willett H. Brown, p Ward D. Ingram, evp. Norman Boggs, vp chg. sis.	A. J. LaFrano, pd H. H. Sonnenburg, pmm Robert E. Arne, ce	Bud Coulson, pub. rel. d Les MaWhinney, nd & fd Norma Young, wd Wld. AP. INS WE
KHJ-FM	Chan. 266 (B) 101.1mc, 16.8kw					
KHJ-TV 1951		General Teleradio Inc. 1313 Vine St. N, Hudson 2-2133		(For full information see TELECASTING Yearbook)		
KLAC 1948	570 5,000-D 1,000-N	KMTR Radio Corp. 1000 Cahuenga Hudson 2-7311	Young	(Mrs.) Dorothy Schiff, o M. W. Hall, p Don Feddersen, evp & gm	Jack Mulligan, slm Charles C. Craig, pd R. W. Conner, d of enrg.	Ed Lyon, nd Sam Balter, sd UP, AP RCA
KLAC-TV 1948		KMTR Radio Corp. 1000 Cahuenga Hudson 2-7311		(See Culver City listing)		
KMGM(FM) 1948	Chan. 254 (B) 98.7mc, 49 kw					
KMPC 1927	710 50,000-D 10,000-N DA-N	KMPC. The Station of the Stars Inc. 599 Sunset Blvd. Hollywood 9-5341	H-R Reps.	Robt. O. Reynolds, vp & gm Loyd C. Sigmon, vp, asst. gm, & ce	Mark L. Haas, vp & pd John E. Baird, pub. affairs d Charles H. Cowling, slm	James McCulla, nd Bob Kelley, sd Charles L. Stone, fd UP, AP RCA
KNBH(TV) 1949		National Bcstg. Co. Sunset & Vine Hollywood 9-6161		(For full information see TELECASTING Yearbook)		
KNX 1924	1070 50,000	Columbia Bcstg. System 6121 Hollywood Blvd. Hollywood 9-1212	CBS. Columbia Pacific Radio CBS Radio Spot Sales	William D. Shaw, gm Edwin W. Buckalew, asst. gm, chg. sls. Robert P. Sutton, pd	Les Bowman, ce Sherril W. Taylor, pmm Alan Axtell, asst. gen. slm	Jack Beck, nd Robert Wilson, fd Tom Harmon, sd UP, AP RCA
KNX-FM 1948	Chan. 226 (A) 93.1mc, 59kw					
KNXT(TV) 1951		Columbia Bcstg. System Inc. 1313 N. Vine St. Hollywood 9-1212		(For full information see TELECASTING Yearbook)		
KPIK (TV) (CP)		John Poole 6540 Sunset Blvd. Hempstead 3205		(For full information see TELECASTING Yearbook)		

Here's Our

CONCERT PITCH

A LOYAL, RESPONSIVE AUDIENCE

GOOD MUSIC

GOOD BUSINESS

Lowest Cost Per 1000 In Southern California

KfAC

Represented Nationally by
THE BOLLING CO.

The Music Station

645 S. MARIPOSA
LOS ANGELES 5, CALIFORNIA

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
LOS ANGELES (Cont'd)							
KPOL 1952	1540 5,000-D	Coast Radio Bcstg. Corp. 5087 Huntington Drive N. Capitol 1-6101	Hugh R. Murchison, p Charles Hughes, gm & cm Larry Dysart, pd	Floyd W. Hall, ce Jack Stanley, nd	Lee Geroni, wd Al Johns, sd AP G.
KRKD 1927	1150 5,000-D 1,000-N S-KFSG	Radio Bcstrs. Inc. 541 S. Spring St. Tucker 7111	Ned Connor, gm & cm Charles A. Clifton, pd & sd	Willis O. Freitag, ce	Phil Brooks, nd	SES., Wid. AP, INS RCA
KRKD-FM 1949	Chan. 242 (B) 98.3mc 15kw	Radio Bcstrs. Inc. 312 Spring Arcade Bldg. Tucker 7111 WE
KSRT(FM) (CP)	Chan. 230(B) 83.9mc 6.4kw	Don C. Martin 1633 N. Cherokee Hudson 2-3281	Walter M. Bradish, ce Don C. Martin, p & gm	James L. Fitch, pd	Hal Kornell, nd	Ses. AP REL
KTLA(TV) 1947	Paramount Television Productions, Inc. 5451 Marathon St. Hollywood 9-3181	(For full information see TELECASTING Yearbook)			
KTTV(TV) 1949	KTTV Inc. 5746 Sunset Blvd. Hudson 2-7111	(For full information see TELECASTING Yearbook)			
*KUSC(FM) 1946	91.5mc 3.9kw	U. of So. Calif. 3515 University Ave. Richmond 2311	NAEB	William H. Sener, gm	Ivan Campbell, pd	John Newton, ce	McGregor UP WE
*KUSC (TV (CP)	University of S. California			
MARYSVILLE							
KMYC 1940	1410 1,000-DA-1	Marysville-Yuba City Bcstrs. Inc. P. O. Box 631 2-2396	MBS. Don Lee Grant	Horace E. Thomas, p Joe D. Carroll, gm, cm & sd Bill Stuckaloff, pd	Loyd McQueary, ce John Mayer, pmm & nd Al Powell, fd	Lois Carroll, wd	Wid. AP WE
KMYC-FM 1947	Chan. 261 (B) 99.9mc 4.9kw			
MERCED							
KYOS 1936	1480 5,000 DA-N	Merced Bcstg. Co. P. O. Box 717 1430	MBS. Don Lee Grant	Mrs. Hugh McClung, p Charles H. Kinsley Jr., sm & sd A. J. Krisik, cm	Hugh Murray, pd & fd Malcolm Beavers, ce E. M. Blakesley, pmm	Richard Watry, nd Joan Gould, wd	St. UP RCA
KVME(FM) 1948	Chan. 248 (B) 97.5mc 3.9kw	(KYOS, AM Affiliate)			
MODESTO							
KBEE(FM) 1948	Chan. 277 (B) 103.3mc 11.5kw	McClatchy Bcstg. Co. 14th & Eye Sts. 2-2061	Raymer	Eleanor McClatchy, p	J. B. Hancock, ce	Cap., Assoc. UP RCA
KBOX 1951	970 1,000 DA-2	Stanislaus County Bcstrs. Inc. 1507 Tenth St. 3-7756	Oakes	Milton L. Hibdon, p, gm & cm Roy Storey, pd & nd	Andy White, pmm Maurice Hill, fd	Beth West, wd	L-W AP Col.
KMOD 1950	1360 1,000 DA-N	Radio Modesto Inc. P. O. Box 941 2-1051	ABC Meeker, Moore, Western Radio	John H. Schacht, p & gm Judson Sturtevant, cm	Gene D'Accardo, pd, nd & sd	Ralph Herbert, pmm Charley Packard, fd Mary diFant, wd	Wid. AP GE
KTRB 1933	860 10,000-D 1,000-N-DA-2	KTRB Bcstg. Co. Inc. P. O. Box 593 3-0737	Grant	Wm. H. Bates Jr., p, gm & ce Lee Roddy, cm Don E. Lapan, pd & pmm	Chas. McEwen, nd Leonard Anderson, fd Phil Barber, sd	Hilda Higbee, wd	St., Cole UP, INS, GE
KTRB-FM 1949	Chan. 281 (B) 104.1mc 4.7kw			
MONTEREY							
KMBY 1949	1240 250	Monterey Radio-Tel. Co. Hotel San Carlos 2-4541	Grant	Kenyon Brown, p		
KXXXL 1952	630 500-D	S. A. Cisler P. O. Box 1070	S. A. Cisler, p	James Oliver, gm	Thes., St. Mac. AP Ray.
MT. SHASTA							
KWSD 1947	1340 250	Shasta Cascade Bcstg. Corp. E. Alma St. 2124	Western Radio Continental	Arthur Adler, co-o & gm David H. Rees, co-o & sm	Iola Huntingdon, pd	Donald F. Keys, ce	Thes. AP RCA
NAPA							
KVON 1947	1440 500 DA-1	Napa Bcstg. Co. P. O. Box 427 6-2023	Forjoe Western Radio	Luther E. Gibson, p Elmer Gibson, sm & cm Jack Daugherty, pd & nd	David Wortman, ce Dave Beronio, sd	Martha Walker, wd	Wid. UP Col.
NEEDLES							
KSFE 1952	1340 250	Needles Bcstg. Co. P. O. Box C-2 1234	KBS West Coast, Continental	B. J. Fitzpatrick, pnr., co-m & cm	L. A. Newsome, Jr., pnr., co-m & pd	Albert Lincoln, ce	Thes. INS RCA
OAKLAND							
KLX 1922	910 1,000 CP: 5,000-DA-1	Tribune Building Co. Tribune Tower Glencourt 1-0660	J. R. Knowland Jr., p Milton L. Levy, gm	Jerry Morton, pd Roswell S. Smith, ce	John K. Chapel, nd Anne Truax, wd	Thes., St. AP WE
KLX-FM(B) 1948	Chan. 267 (B) 101.3mc 20kw			
KROW 1925	960 1,000	KROW Inc. 464 19th St. Twinoaks 3-9600	Raymer	Sheldon F. Sackett, p J. G. Paltridge, gm Russ Coughlan, pd	Jack Grant, slm Harry Bartholomei, ce Ray A. Yeager, asst. pd	Don Arlett, publ. d Jim Young, nd & fd Vern Louden, sd Wanda Ramey, wd	St. AP, UP Col.
KWHR 1921	1310 1,000	Warner Bros. 327 22nd St. Higate 4-1212	Forjoe	S. W. Warner, p & gm F. Wellington Morse, sm	Jeane Fisher, pd	Paul Gregg, ce UP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Automobile
for easy Radio Listening

★ IN AMERICA'S LARGEST
AUTOMOBILE RADIO MARKET
and
2nd LARGEST RETAIL MARKET

KFWB

leads

ALL INDEPENDENTS*

LOS ANGELES HAS MORE
AUTOMOBILE RADIOS
than the following cities have
radio homes:

DALLAS, MIAMI, NEW
HAVEN, OMAHA, SALT LAKE
CITY, PROVIDENCE, TREN-
TON, SYRACUSE, SPRING-
FIELD, ILL. . . .

. . . and the greatest num-
ber of them tune to . . .

KFWB

980 on your dial

* PULSE 1952 OUT-OF-HOME LISTENING SURVEY

NATIONALLY REPRESENTED BY THE BRANHAM COMPANY

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Exec. up evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
ONTARIO							
KOCS 1947	1510 250-D	The Daily Report Co. 222 B St. E. 6-2754	O'Connell	Jerene A. Harnish, p Marjorie Rogers, sm	R. H. Rogers, ce	Joe Kinser, sd	Cap., SES UP GE
KEDO(FM)	Chan. 228 (A) 93.5mc 0.31kw	(KOCS, AM Affiliate)					
OROVILLE							
KMOR 1948	1340 250	Oroville Bcstrs. Inc. P. O. Box 1032 1340	Ayers	Herb D. Olson, gm & cm Larry Campen, ops. d	Bill Talbitzer, pmm & sd	Harry Grafe, nd	Thes. UP RCA
PALM SPRINGS							
KCMJ 1946	1340 250	Palm Springs Bcstg. Co. P. O. Box KK 2253	CBS O'Connell, Western Radio	Joseph E. Gamble, p & gm	James Hadlock, pd	Robert Harblson, ce (Miss) Phil Stone, nd	Thes. AP
KPAL (CP)	1450 250	Desert Radio & TV Co. 174 N. Palm Caynon Dr.					
PALO ALTO							
KIBE 1949	1220 250-D	J. B. Rhodes 498 University Ave. Davenport 2-5055		J. B. Rhodes, p Jay B. Rhodes, Jr., gm Arnold Vezzani, cm	Robert Seaman, pd Walter Coleman, ce	Don Klein, sd	St. AP
PASADENA							
KALI 1950	1430 1,000-D-DA	Consolidated Bcstg. Co 758 E. Colorado St. Ryan 1-7148	Oakes	Henry Fritzen, p, gm & pd	Chester Erickson, cm	Harvey Fritch, ce Ray Everhard, nd & sd	Assoc. UP RCA
*KPPC 1924	1240 100 SH	Pasadena Presbyterian Church 54 N. Madison Sycamore 3-2191		Dr. Ganse Little, p	Leon Hall, gm & pd	Fred W. Volken, ce	Col.
KWKW 1942	1300 1,000 DA-N	Southern Calif. Bcstg. Co. 800 Sierra Madre Villa Ryan 1-6744	Forjoe	Marshall S. Neal, p Wm. J. Beaton, gm & cm Bill Garr, pd & nd	Paul W. Spargo, ce Claire Hughes, pmm & wd Gordon Baker Lloyd, fd	Andy James, sd	UP RCA
KWKW-FM 1947	Chan. 252 (A) 93.3mc 0.33kw						
KXLA 1942	1110 10,000 DA-2	Pacific Coast Bcstg. Co 1401 S. Oak Knoll Ave. Ryan 1-6991		Loyal K. King, p & gm Carl Saunders, pd & nd	Dr. LeRoy Smith, fd Lou Stevens, sd	Marian Atkinson, wd	GE Wld. AP WE
PASO ROBLES							
KPRL 1946	1230 250	Bernard & Dale J. Schwartz 32nd & Oak Sts. 204	MBS, KBS, Don Lee Grant	Dale J. Schwartz, ptrn., gm & ce Bernard Schwartz, ptrn., cm, pd, nd & sd	Henry May, fd	Dorothy Schwartz, wd	AP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally by

AVERY-KNODEL, Inc. New York — Chicago — San Francisco — Los Angeles — Atlanta — Dallas

PETALUMA

KAFP 1950	1490 250	Warner Bros. Hotel Petaluma 2-2729	Western Radio	S. W. Warner, co-o Eugene Warner, co-o Wellington Morse, gm	Howard Heggum, cm (Miss) Jackie Lane, pd & wd Ted Kennessey, sm & sd	John Spears, nd Jack Goforth, fd	Wid., Cap. UP G.
--------------	-------------	--	------------------	---	---	-------------------------------------	------------------------

PITTSBURG

KECC 1949	990 1,000 DA-N	KECC Inc. 235 Railroad Ave. 2-2984	Grant	Mel D. Marshall, gm J. C. MacFarland, cm	H. L. Markall, pd & sd M. R. Scott, ce	George Y. Spelvin, pmm L. S. Gilman, nd	Wid., L-W UP WE
--------------	-------------------	--	-------	---	---	--	-----------------------

POMONA

KPMO 1947	1600 500	Valley Bcstg. Co. 1240 E. Holt Lycoming 2-1293		Dean H. Wickstrom. ptrn., gm, cm & ce	Warner J. Sorenson, ptrn.	Florence E. Wickstrom. pd	UP Ray.
--------------	-------------	--	--	--	---------------------------	------------------------------	------------

PORTERVILLE

KTIP 1947	1450 250	J. F. Tighe Necombe at Grand 1450	Cooke	Frank R. Brown, gm, cm & pd Allan Weaver, ce & sd Don Falconer, pmm	Ken Clifford, nd Bill Luddy, fd	Alta Corbin, wd	Thes. UP Ray.
--------------	-------------	---	-------	--	------------------------------------	-----------------	---------------------

RED BLUFF

KBLF 1946	1490 250	Hal K. Shade Tremont Hotel 880	Moore	Hal K. Shade, o Bill Baumgarten, gm Gary Morano, cm & sd	Pat Krocaw, pd Ned Hutchinson, pmm Paul Boer, ce	Don Reickling, ce Don Smith, fd Jane Harter, wd	Cap. UP G.
--------------	-------------	--------------------------------------	-------	--	--	---	------------------

REDDING

KVCV 1939	600 1,000 DA-1	Golden Empire Bcstg. Co. P. O. Box 511 1646	MBS. Don Lee Grant	(Mrs.) Hugh McClung, p Fred M. Stuelpnagel, gm H. E. McCarty, cm	Lyle Mathys, pd Russell Pope, ce Robert Hoskins, pmm & fd	Charles Castor, nd Ted Dooley, sd Fran Bruce, wd	St. UP RCA
--------------	-------------------	--	--------------------------	--	--	--	------------------

KVRE(FM) Chan. 280 (A)
1949 103.9mc
1kw

(KVCV, AM Affiliate)

RIDGECREST

KIWL (CP)	1240 250	Indian Wells Bcstg. Co P. O. Box 252					
--------------	-------------	---	--	--	--	--	--

RIVERSIDE

KPRO 1941	1440 1,000	Bcstg. Corp. of America 3401 Russel St. 6290	Calif. Net. Pearson	W. B. Ross, trustee Fred E. Carr, gm Richard B. Sprott, sm & cm	Virginia Blackman, pd & wd Eric Munro, ce Lyle Shuman, nd	Bill Tompkins, fd George Corneal, sd	AP Col.
--------------	---------------	---	------------------------	--	--	---	------------

KPOR (FM) Chan. 248 (B)
1946 97.5mc
81.6kw

(KPRO, AM Affiliate)

SACRAMENTO

KCRA 1945	1320 5,000-D 1,000-N DA-2	KCRA Inc. 1010 11th St. Gilbert 2-0758	NBC Meeker	Ewing C. Kelly, p & gm Howard J. Smiley, sm John J. Kehoe, cm Bob Roberts, pd	W. Herbert Hartman, ce Irma Davis, pmm	Mal McIntyre, nd Bill Conlin, sd	Wid. UP WE
--------------	---------------------------------	--	---------------	--	---	-------------------------------------	------------------

KCRA-FM Chan. 241 (B)
1947 96.1mc
11kw

GE

KCRA NIGHTTIME CIRCULATION INCREASES 44 ⁴⁴/₁₀₀ %

Dr. Baker's SAMS Survey credits KCRA with a Nighttime increase of 23,369 radio families, when compared with his 1949 BMB. Standard Audit says KCRA Daytime coverage increased by 14,985.

NIELSEN NIGHTTIME KCRA CIRCULATION 91,360?

Total Weekly Audience	1949	1952	1952
	BMB	SAMS	Nielsen
DAYTIME	49,830	64,815	84,090
NIGHTTIME	52,630	75,999	91,360

If you are CONFUSED, how do you think the "Glib-Tongued" boys in the Sales Department feel? You might as well get ready for a "Field Day". There's a can of MID-NITE OIL for your new 1953 slide rule on the way.

Ask your Meeker Representative for your free supply of MID-NITE OIL.

KCRA

LUCKY 13 Two-Oh!

SACRAMENTO, CALIFORNIA



CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
SACRAMENTO (Con't)						
KFBK 1922	1530 50,000-DA-1	McClatchy Bcstg. Co. 703 Eye St. Gilbert 3-1745	ABC Raymer	Eleanor McClatchy, o Keith B. Collins Perry Nelson, cm Harry Warren, pd	Louise Schultz, ppm Stam Sronce, ce Victor Blanks, nd	Ray Rogers, fd Tony Koester, sd Jeanne De Vivier, wd Thes. AP, UP
KFBK-FM 1947	Chan. 245 (B) 96.9mc 3.2kw					
KGMS 1952	1380 1,000-D-DA	Capitol Radio Enterprises Hotel Senator Hudson 1-3133	Grant	Irving J. Schwartz, ptrn. & gm William S. George, ptrn. & cm	Jack F. Matranga, ptrn. & pd Richard Hinz, ce	Robert Dyer, nd Steve George, sd Cap. AP Col.
KROY 1937	1240 250	KROY Inc. Hotel Sacramento Gilbert 3-2525	CBS, Columbia Pacific Avery- Knodel	C. L. McCarthy, gm Joseph E. Hinman, cm & asst. m	John Z. Ickes, pd & fd William J. Karpisek, ce	Henry Thornley, nd & sd Assoc., UP INS RCA
KXOA 1945	1470 1,000 DA-1	Sacramento Bcstrs. Inc. P. O. Box 94 Hickory 9-3576	MBS, Don Lee Pearson	Lincoln Deller, p Robert W. Dumm, gm	Dean Seaton, pd & sd E. W. Berger, ce	Jules Housman, nd Beth Shelby, wd St. UP Ray.
KXOA-FM 1948	Chan. 300 (A) 107.9mc 13kw					GE
SALINAS						
KSBW 1947	1380 1,000 DA-1	Salinas Bcstg. Corp. P. O. Box 1651 8071	MBS, Don Lee Burn- Smith, Western Radio	John Cohan, p & gm W. M. Oates, cm Herb Hanes, ce	Jim Robinson, pmm Virgil Mitchell, nd	Don Wells, sd Cap. AP RCA
SAN BERNARDINO						
KCSB 1948	1390 500 DA-N	F. P. D'Angelo 770 Mill St. 8-2245	Forjoe	F. P. D'Angelo, o & gm Chuck Bennett, sm & sd Jim Tracewell, ce & asst. m	Ed Lytle, slm Ed Mundy Jr., pd, traf. & prod. m Bert Claudy, nd	Walt Abbott, fd Thes., SES. AP WE
KFXM 1929	590 1,000 DA-2	Lee Bros. Bcstg. Corp. 512 5th St. 4761	MBS, Don Lee Blair	J. Clifford Lee, p E. W. Lee, vp & gm Donald Cummings, cm	Gene Lee, pd George Ewing, ce Paul H. Martin, pmm & natl. slm	Phil Stewart, nd Howard Baichly, fd Howard Bailey, sd Wid. UP RCA
KITO 1947	1290 5,000-DA-2	KITO Inc. 589 Fourth St. 7807	ABC Hollingbery	J. J. Flanagan, p & gm Arnold Benum, cm Fred Reinhardt, pd, pmm, fd & sd	Dick Klitzing, ce Bob Van Roy, nd	Marjorie Sharpe, wd Cap. UP RCA
KITO-TV (CP)		KITO Inc. 589 Fourth St. 7807		(For full information see TELECASTING Yearbook)		
KRNO 1948	1240 250	Western Empire Bcstrs. Inc. 990 Colton Ave. 8-2771	Cooke	Van C. Newkirk, p Norman H. Rogers, gm James W. Gerrard, cm	Charles Palmer, pd & nd George W. Brock, ce John Staples, pmm	Donald Fedigan, fd AP RCA
SAN BRUNO						
KSBR(FM) 1946	Chan. 263 (A) 100.5mc 250kw	Radio Diablo, Inc. 798 San Mateo Ave. Juno 8-1212		Orrin H. Brown, p & gm		St.
SAN BRUNO MT.						
KNBC-FM		(See San Francisco listing)				
SAN DIEGO						
KCBQ 1946	1170 5,000-D 1,000-N-DA-N	Charles E. Salik Hotel Manor P. O. Box 1629 Jackson 4101	ABC Avery- Knodel	Charles E. Salik, p & gm Graham H. Moore, cm Harry Mitchell, pd	Charles J. Sherburne, ce Billye Margaret Tomlin- son, pmm Lorena B. James, bus. m	John Halvorson, nd Howard Keddie, fd Bob Regan, sd Izetta Jewel, wd L-W UP RCA
KFMB 1941	550 1,000-DA-1	Kennedy Bcstg. Co. 1405 Fifth Ave. Main 2114	CBS Branham	John A. Kennedy, p Howard L. Chernoff, gm Hobby Myers, sm	Jerry Lee Pecht, pd Thornton W. Chew, ce Lisle F. Shoemaker, pmm	Ray Wilson, nd Molly Morse, wd Cap., SES. AP, UP GE
KFMB-TV 1949		Kennedy Bcstg. Co. 1405 Fifth Ave. Main 2114		(For full information see TELECASTING Yearbook)		
KFSD 1926	600 5,000-DA-1	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC Raymer	Thomas E. Sharp, p	John C. Merino, gm	Leroy Bellwood, ce Wid. INS RCA
KFSD-FM 1948	Chan. 231 (B) 94.1mc 33kw					
KGB 1927	1360 1,000	Don Lee Bcstg. Co. 1017 First Ave. Franklin 6151	MBS Blair	Willet H. Brown, p Marion R. Harris, gm Matt Long, pd	Joe Kline, ce	Johnnie Black, nd AP, UP Col.
KSDO 1947	1130 5,000-D 1,000-N-DA-2	San Diego Bcstg. Co. 1029 Second Ave. Main 2041	Stubbins, Bolling, Pearson	Jack Heintz, vp & gm Norman Kay, cm Wilson Edwards, asst. m	Vern Milton, pd & ce	Sonia Duzant, pmm AP, UP WH
KSON 1947	1240 250	Fred Rabell & Dorothy Johnson 630 F St. Franklin 5175	Forjoe	Fred Rabell, p & gm Dorothy Johnson, sm Richard Fanning, cm Frank Colpitts, pd & pmm	Norman Burwell, ce Seymour Francis, nd	Dorothy Puckner, wd Assoc. AP RCA
SAN FERNANDO						
KGIL 1947	1260 1,000 DA-1	San Fernando Valley Bcstg. Co. 4919 Van Nuys Blvd. Sherman Oaks, Calif. State 4-6291		F. J. Smalley, Jr., p & gm Howard P. Gray, cm	Gene Morgan, pd	Jay Rice, ce Cap. AP
SAN FRANCISCO						
KCBS 1912	740 50,000 DA-2	CBS Inc. of Calif. Palace Hotel Yukon 2-7000	CBS, Columbia Pacific CBS Radio Sales	Frank Stanton, (CBS) p Arthur H. Hayes, (CBS) vp & gm Jules Dundes, d of sl & adv. Fred Ruegg, pd	Alan Cornack, ce Evelyn Clark, pmm William Cullenward, d of press info	William Nietfeld, nd Gordon Roth, fd Carroll Hansen, sd Jane Todd, wd SES. AP, UP, INS GE
KCBS-FM 1948	Chan. 279 (B) 103.7mc 44kw					

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



Top Coverage

...for bigger Western sales!



NBC's hard-hitting team of radio stations scores sales every time it carries the ball for you!

When your advertising message is put in play by the NBC Pacific Coast Network, it reaches a bigger western audience than any other network... or any other medium of advertising.

And at lower costs-per-thousand than any competitive network!

An estimated 30 billion dollars will be spent

by consumers on the Pacific Coast in 1953! Kick off your west coast advertising campaign on NBC Radio and get your share! NBC's extra lift will send your sales soaring over your 1953 goal.

Consult your local NBC Sales Office for full details on availabilities.



**WESTERN NETWORK
NATIONAL BROADCASTING COMPANY**

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

CALIFORNIA—(Continued)

City Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
SAN FRANCISCO (Cont'd)						
KDFC(FM) 1948	Chan. 271 (B) 102.1mc 33kw	Sundial Bcstg. Corp. 369 Pine St. Yukon 2-6271	William R. Crocker, p Edward Davis, gm & pd	Peter A. Cuneo, cm Hartley J. Richards, ce	Wid. WE Wid. AP, UP WE Assoc. Cap., St. AP, INS
KFRC 1926	610 5,000	General Teleradio Inc. 1000 Van Ness Ave. Prospect 6-0500	MBS, Don Lee Blair	William D. Pabst, gm Merwyn McCabe, cm Mel Venter, pd	Ernest G. Underwood, ce Robert Templeton, pmm & sd	Al Berglund, nd
KGO 1924	810 50,000-DA-1	American Bcstg. Co. 420 Taylor St. Graystone 4-6565	ABC Petry	Robert Kintner, (ABC) p Paul Scheiner, cm	Vic Reed, pd & nd A. E. Evans, ce	Gordon Grannis, pmm Bill Adams, fd
KGO-FM 1947	Chan. 291 (A) 106.1mc 50kw	Vincent Francis, gm	David Sacks, cm	Bloyce Wright, pd
KGO-TV 1949	(For full information see TELECASTING Yearbook)		
KJBS 1924	1100 1,000 L-WTAM	KJBS Bcstrs. 1470 Pine St. Ordway 3-4148	H-R Reprs.	E. P. Franklin, gm Stanley G. Breyer, cm Charles F. Pendleton, pd, pmm & nd	Roger Roberts, ce	Ruth Thompson, wd
KNBC 1922	680 50,000	National Bcstg. Co. 420 Taylor St. Graystone 4-8700	NBC NBC Spot Sales	Joseph H. McConnell, (NBC) p Lloyd E. Yoder, gm Alfred W. Crapsey, slm	George Greaves, asst. gm & pd Curtis D. Peck, radio tech. oper. m Dern Moxely, adv. & pm supr.	John H. Thompson, n, sp. events, press & tr m Henry Schacht, fd Ira Blue, sd Dorothy Rankin, wd
KNBC-FM 1949	Chan. 259 (B) 99.7mc 45kw	National Bcstg. Co. 420 Taylor St. Juniper 5-9393
KPIX(TV) 1948	KPIX Inc. 2655 Van Ness Ave. Prospect 6-5100	(For full information see TELECASTING Yearbook)		
KPOO (CP)	1010 1,000-D	Grant R. Wrathall Rt. 2, Box 260 Aptos, Calif. 3352	Grant R. Wrathall, p	RCA
KRON(FM) 1948	Chan. 243 (A) 96.5mc 44kw	The Chronicle Publ. Co. 901 Mission St. Garfield 1-1100	Charles Thieriot, gm Norman Louvau, cm	Lansing Bailey, pd	R. A. Isberg, ce
KRON-TV 1949	Chronicle Publ. Co. 901 Mission St. Garfield 1-1100	(For full information see TELECASTING Yearbook)		
KSAN 1929	1450 250	Golden Gate Bcstg. Corp. 1355 Market St. Market 1-8171	Western Radio	S. H. Patterson, p Lee Mikesell, gm & cm Clint Sherwood, pd & pmm	Norwood Patterson, ce Frank Arthur, nd & sd	Susan Alex, wd
KSFO 1925	560 5,000-D 1,000-N	The Assoc. Bcstrs. Inc. 2655 Van Ness Ave. Prospect 6-5100	Headley- Reed	Wesley I. Dumm, p Philip G. Lasky, evp Franklin Dumm, secy-treas.	Alan L. Torbet, gm Gary Garland, cm Robert Hansen, pd	A. E. Towne, d of e Gene DeAlessi, pmm Faye Stewart, wd
KKKX(FM) 1947	Chan. 247 (B) 97.3mc 10kw	Electronic Service Corp. 1000 27th Ave. Atwater 8-0510 (KEAR, AM Affiliate)	S. A. Cisler, p Ray Barnett, cm	Robert Bolby, pd	D. F. Mariska, ce
KYA 1925	1260 5,000-D 1,000-N	Radio Station KYA Inc. Fairmont Hotel Douglas 2-2536	Clark	J. Elroy McCaw, p H. E. Fearnhead, gm Ken Hildebrandt, cm	Paul Beck, ce Harrison Wooley, pmm Les Keiter, sd	Katherine Kerry, wd
SANGER						
KSJV 1947	900 1,000-D	John H. Poole P. O. Box 247 2501	O'Connell Ayres	John H. Poole, o David C. Camp, gm	Robert Klein, cm Walter K. Novell, pd	Russel C. Friend, ce
SAN JOSE						
KEEN 1947	1370 1,000 DA-1	United Bcstg. Co. Hotel DeAnza Cypress 4-0344	Grant	George Mardikian, p Floyd Farr, vp & gm George Snell, sec-treas. & pd	Bob Blum, cm & sd Willis Green, ce Liv Lanning, pmm	Bill Chaney, nd Ken Wilhelm, fd Jean Martin, wd
KLOK 1946	1170 5,000-D 1,000-N DA-N	Valley Bcstg. Co. P. O. Box 967 Cypress 3-3445	Pearson	E. L. Barker, p & gm R. E. Ryan, cm Ruth Poindexter, pd	Billy G. Cunningham, ce Robert Custer, nd	Jane Towne, wd
KSJO 1946	1590 1,000-D 500-N-DA-N	Santa Clara Bcstg. Co. P. O. Box 995 Cypress 3-8030	Young	Patrick H. Peabody, p Charles F. Mallory, vp & gm	Norman Paul, pd & nd Earle Russell, slm & pmm	Charles Ginsburg, ce Hal H. Hoffman, natl. slm
KSJO-FM 1947	Chan. 237 (A) 95.3mc 1kw
KRRX 1948	1500 1,000 DA-1	San Jose Bcstg. Co. P. O. Box 167 Cypress 2-5080	Western Moore	Joseph E. Levitt, p & o Gordon Graham, cm	Frank G. Kilpatrick, pd & nd	Frank Glass, ce Helen Conley, wd
SAN LUIS OBISPO						
KATY 1949	1340 250	KATY, Sweetheart of San Luis Obispo P. O. Box 700 3171	ABC Western	John R. Rider, ptrn. Morden R. Buck, ptrn. Don Macleod, gm	R. J. Kircher, cm Chap Rollins, pd & sd S. G. Freshour, ce	R. W. Bailey, pmm D. T. Bowden, nd Marjorie Wildman, wd
KVEC 1937	920 1,000-D 500-N	The Valley Electric Co 851 Higuera St. 1100	MBS, KBS, Don Lee Grant	Christina M. Jacobson, p Les Hecker, gm Jack Wasson, cm	Ted Warner, pd & nd Oscar Wilson, ce Robert S. Wilton, pmm	William Mead, fd Hugh Harling, sd Jane Rust, wd
SAN MATEO						
KEAR 1947	1550 1,000 DA-N	Bay Radio Inc. 3 W. 37th Ave. Fireside 5-4837	Good Music Bcstrs.	Stephen A. Cisler, p George C. Atkinson Jr., vp & gm Ray Barnett, cm	Douglas Pledger, pd	D. F. Mariska, ce
KVSM 1946	1050 250-D CP: 1,000-D	Hugh H. Smith Jr. 279 Baldwin Ave. Diamond 4-2541	Walker	Hugh H. Smith, o	Gilbert L. Bond, gm	Merwyn F. Planting, ce Barbara Allen, wd
SAN RAFAEL						
KTIM 1947	1510 1,000-D	Marin Bcstg. Co. Inc. 1117 Fifth Ave. Glenwood 3-6880	Roy A. Brown, p Hugh Turner, gm	Ralph DeWall, cm & sd David Bringham, pd, nd & fd	Paul Shapel, ce Kitty Oppenheimer, wd

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

SANTA ANA

KVOE 1926	1480 1,000 DA-1	The Voice of the Orange Empire Inc., Ltd. 105 E. 5th St. Kimberley 3-8321	MBS, Don Lee Pearson	Ernest L. Spencer, p & gm Donn Spencer, cm Deane S. Long, sm	Stanley G. Guenther, ce Jack Boston, pmm & nd Marshall Dewey, pd	Bob Gleeson, sd	Mac., Cap. UP RCA
KVOE-FM 1949	Chan. 244 (B) 96.7mc 1kw						GE

SANTA BARBARA

KDB 1921	1490 250	Lincoln Dellar Radio Square 4131	MBS Western, Pearson	Lincoln Dellar, p & o J. W. Benes, m Fred Hall, pd	Bob Carter, ce	Lou Stumpo, sd	UP WE	
KIST 1946	1340 250	Radio KIST Inc. Balboa Bldg. 3981	NBC Hollingbery	Harry C. Butcher, p & gm James Blomfield, cm Mary Ann Casey, pd & wd	Raymond Kubly, ce Michael J. McKeogh, pmm Roy Howard, nd	Bob Jones, sd	Thes. UP RCA	
KTMS 1937	1250 1,000 DA-1	News Press Publ. Co. Box 1049 De LeGuerra Plaza 3911	ABC 101 Net Raymer	T. M. Storke, p C. A. Storke, vp Al Aibinger, m & cm	E. A. Sprague, pd Leo DeConnick, ce Cliff Badger, pmm	Ford Warner, nd Tom Kleveland, fd Pat Dayton, wd	SES. AP RCA	
KEYT(TV) (CP)		Santa Barbara Bcstg. & Television Corp. P.O. Box 157		(For full information see TELECASTING Yearbook)				

SANTA CATALINA ISLAND

KBIG 1952	740 10,000-D DA	John H. Poole Bcstg. Co.	(See Avalon)
--------------	--------------------	-----------------------------	--------------

SANTA CRUZ

KDON 1935	1460 5,000 DA-1	Charles Blackwood Grant P.O. Box 1490 Salinas, Calif. 2-0294	Forjoe	Charles Blackwood Grant, o & gm Ann E. Knowlton, cm Omer N. Wright, ce	Orel Phillips, pd & nd James H. Deering, sd	Irene Sweet, wd	Wld., Cap. UP
KSCO 1947	1080 1,000-D 500-N-DA-N	Radio Santa Cruz P. O. Box 1080 1080		Charles V. Berlin, mng. ptrn., cm pd & ce	Johnny Lamb, sd	Marge McKeon, wd	St., Thes. AP RCA

SANTA MARIA

KCOY 1947	1400 250	News-Press Publ. Co. 114 W. Cook St. 5-2644	ABC 101 Net Raymer	William A. Cook, gm Louise Haggood, pd	John D. Clowes Jr., ce Warren Quade, nd	Tom Nobles, sd & fd Mae Lapp, wd	SES. AP, PN Ray.
KSMA 1945	1240 250	John I. Groom- James Hagerman 510 W. Morrison 5-2582	O'Connell	John I. Groom, co-o James Hagerman, co-o	Anthony Kent, pd & fd Gale Brady, ce	Nancy Sando, wd	Wld. UP RCA

SANTA MONICA

KOWL 1947	1580 5,000-D	KOWL Inc. Pico at Ocean Exbrook 46781	Clark, Dodson	Arthur H. Croghan, p, gm & cm	Paul Snider, pd	Robert Dye, ce	WE
--------------	-----------------	---	------------------	----------------------------------	-----------------	----------------	----

SAN FRANCISCO'S MOST AGGRESSIVE SALES TEAM

- | | | |
|---|--|---|
| <p>GEORGE RUGE,
KYA KOFFEE KLUB
<i>"Gets 'em out of bed"</i></p> <p>JIMMIE DOLAN SHOW
<i>"Their Western
Friend"</i></p> | <p>BERT WINN
CAR - TUNES
<i>"Gets Motorists Home Safely"</i></p> <p>LES MALLOY
YOUR MAN SUNDAY
<i>"Brings 'em Music They Love"</i></p> <p>HARRISON WOOLEY
HERE'S SHOW BIZ
<i>"Takes 'em Back Stage"</i></p> | <p>MARK SHEELER SHOW
<i>"Tickles their
Funny-bone"</i></p> <p>LES KEITER
<i>"Takes 'em out to
the ballgame"</i></p> |
|---|--|---|

KYA 1260 KC's **SAN FRANCISCO**

Covering Northern California's 3,000,000 People

CALIFORNIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
SANTA PAULA						
KSPA 1948	1400 250	Santa Paula Bcstrs. Inc. 940	KBS O'Connell	C. Harvey Haas, p, gm & ce Chas. Martin, cm & pmm	Harvey Loomis, pd Rudi Marini, nd & sd	Carrie Lane, wd Wid. AP Col.
SANTA ROSA						
KSRO 1937	1350 1,000-DA-1	Finley Bestg. Co. Box 570 110	Grant	Mrs. Ruth E. Finley, p Charles P. Scott, gm, cm & pmm Al Pearson, pd & nd	Verne Hasset, ce & asst. m Dan Galvin, sd	Harriet Barnes, wd RCA
SONORA						
KROG 1949	1450 250	Ken Randolph P. O. Box 998 426	KBS	Ken Randolph, o & gm Jack Kreutz, ce	William P. Keasbey, nd Kenneth Wing, sd	LaVerne Randolph, wd St. SES. AP Ray.
STOCKTON						
KGDM 1926	1140 5,000-DA-N	E. F. Peffer 519 E. Market 4-4551	CBS Blair	E. F. Peffer, p E. Smith, gm & cm M. Humphreys, pd	J. Tyron Kelley, ce Bill Hill, nd Bel Lange, fd	Irv Schwartz, sd Elsie Flower, wd A. Stover, pmm Wid. UP WH
KGDM-FM 1946	Chan. 225 (B) 92.9mc 1.4kw					
KSTN 1949	1420 1,000-DA-1	San Joaquin Bestg. Co Clark Hotel 4-7338	Hollingbery	D. M. Greene, gm Ellis Lind, pd	Carl McGee, ce Al Allen, nd	Frank Marfin, sd UP, INS Col. Thes. AP
KWG 1921	1230 250	McClatchy Bestg. Co. 612 E. Market St. 5-5728	ABC McClatchy Raymer	Eleanor McClatchy, p Dave Harris, gm	James E. Longe, pd	Frank Nesmith, ce
KXOB 1947	1280 1,000-DA-N	KXOB Inc. Hotel Stockton 47313	MBS, Don Lee Avery- Knodel Western	Clem J. Randau, p & gm Grant Pollock, sm & cm Homer Van Derwerker, pd	James Johnson, ce Ford Warner, nd	Robert O'Brien, sd UP Ray.
SUSANVILLE						
KSUE 1948	1240 250	Nolan Hollowell & James E. McKahan KSUE Bldg. 2020	Moore	Nolan Hollowell, ptrn., & gm James E. McKahan, ptrn. Leslie E. McLarrin, slm & sd	Dale M. Dwelley, pd Harold C. Houston, ce & fd	Carlton Currie, nd Gwen W. Waltz, wd St. Cap. UP
TAFT						
TKTR 1948	1310 500-D	Taft Bestg. Co. P. O. Box WW 5-3101	KBS, United Pacific	Kenneth Aitken, p, gm, pd & ce	Earle Greer, cm Jack Smith, nd	George Tschumy Jr., sd UP
TULARE						
KCOK 1945	1270 1,000 DA-N	Herman Anderson Estate P. O. Box 119 6-2866	MBS, Don Lee Grant	Sheldon Anderson, gm Stanley S. Simpson, cm J. Alan Rinehart, sm	Bob Lee, pd & sd Don Ferguson, ce Jean Hixson, pmm	Guy Bryant, nd Dick Scudder, fd Lenore Rinehart, wd UP
TURLOCK						
KTUR 1949	1380 1,000-DA-N	Turlock Bestg. Corp. Quincy Rd. 4-3430 & 4-5827	KBS O'Connell	W. N. Lindskoog, p H. Ansell McMillen, gm & cm	S. E. Simmons, pd	Maxon B. Sayre, ce UP Ray.
UKIAH						
KUKI 1950	1400 250	Bartley T. Sims P. O. Box 638 1400	Moore, Western	Bartley T. Sims, p & gm Louie DuMoulin, cm John Oliveira, pd	Marguerite Sims, pmm Stanley Ryno, ce Jack Hasling, nd	John Franklin, fd Phillip Trine, sd Ann Morgan, wd St. AP RCA
VALLEJO						
KGWV 1947	1190 250-D	Calif.-Nevada Bestg. Co. 3287 Sonoma Blvd. 8-8944	Moore	H. Q. Joucken, ptrn. David McKay, ptrn. & gm Ralph W. Stillings, pd & cm	Wm. L. Roberts, ce Hal Engebretson, nd & sd	Olive Fowles, wd UP
VENTURA						
KVEN 1948	1450 250	Coast Ventura Co. P. O. Box 1611 646 San Pedro St. Miller 3-8875	Western	Harry M. Engel, p & gm Sid Held, cm Dana Marble, pd, nd & asst. m	Roy Winkelmann, slm Donald C. Brown, ce Ed Walden, fd	Bob Perry, sd Jane Smith, wd UP Col.
KVVC 1948	1590 1,000 DA-1	KVVC, The Voice of Ventura County P. O. Box 1411 Miller 3-6185	Grant	William H. Haupt, p Karl A. Rembe, gm Roy C. Winkelmann, cm & pmm	Richard Zook, pd Charles A. Farmer, ce Dave Sanders, sd	Ellen Winkelmann, wd INS RCA
VICTORVILLE						
KVRV (CP)	960 5,000-D	Francisco Rental Co.				
VISALIA						
KONG 1946	1400 250	Tulare County Bestg. Co. P. O. Box 1589 45811	Forjoe	Knox LaRue, p & gm John Haslam, cm Mac Starkey, pd	Arnold C. Werner, ce	Mike Kermeyer, sd AP
WASCO						
KWSO 1950	1050 1,000-D	Maple Leaf Bestg. Co. Box 366 2145		E. J. Peters, p Theo. G. Heinrichs, gm Bob Bann, pd	Elward Robertson, ce Norman Berg, nd	Don Rodewald, sd L-W, SES. UP Col.
WATSONVILLE						
KHUB 1937	1340 250	Patrick H. Peabody Atkinson Lane 4-5641	Hoffman	Patrick H. Peabody, p Hal E. Chase, gm Don Smith, pd & fd	James Howard, ce Ford Warner, nd	Dale Phillips, sd Mary L. Banovac, wd L-W AP GE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

YREKA

KSYC 1947	1490 250	Siskiyou County Bcstg. Co. Lawrence Lane 624 Moore	E. G. Millbourn, p D. C. Holfinger, gm	Jack A. Mitchell, sm William R. Maginnis, ce	Keith Vidler, slm	Wid. AP RCA
--------------	-------------	---	----------------	---	---	-------------------	-------------------

YUBA CITY

KUBA 1947	1600 1,000-D 500-N DA-N	Peachbowl Bcstrs. Inc. Hotel Marysville Marysville, Calif. 3-7309 Ayres	C. V. Ullom, p Roger R. Hunt, gm Lloyd H. Klemp, cm	Ric Ryan, pd & wd John Rolih, ce Don Brown, pmm	Hedley Hall, nd Lonnie Simmons, sd	Thes. AP G.
--------------	-------------------------------	--	----------------	---	---	---------------------------------------	-------------------

COLORADO

ALAMOSA

KGIW 1929	1450 250	E. L. Allen P.O. Box 179 26	Columbine Intermountain	E. L. Allen, p D. L. Allen, gm	Lola Ortega, pd & wd C. W. Brokaw, ce	C. L. Dynes, pmm Elbert Chapman, sd	Ses. UP G.
--------------	-------------	-----------------------------------	----------------------------	-----------------------------------	--	--	------------------

BOULDER

KBOL 1947	1490 250	Boulder Radio KBOL Inc. 1617 Pearl St. 1490	Columbine Intermountain H-R Reprs.	Herb Hollister, p Russel Shaffer, gm & pd Gene Palm, cm	Ralph Miller, ce Bob Butz, nd	Earl Hicks, sd Mary Beth Padfield, wd	Thes., St. UP Col.
--------------	-------------	--	--	---	----------------------------------	--	--------------------------

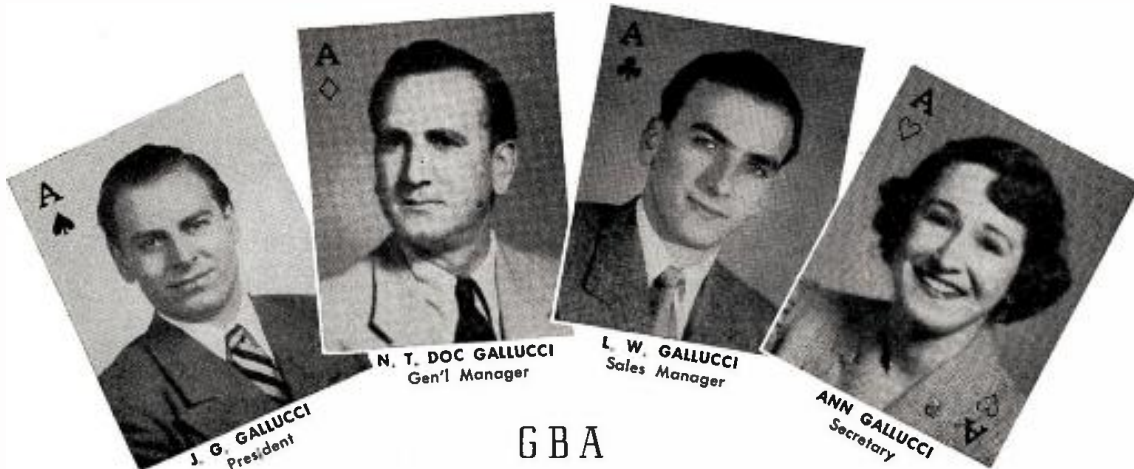
CANON CITY

KRLN 1947	1400 250	Royal Gorge Bcstrs. Inc. 1615 Central Ave. 1100	KBS Columbine Intermountain	Raymond M. Beckner, p & gm	Denver Wells, ce	 UP
--------------	-------------	--	-----------------------------------	-------------------------------	------------------	--	----------------------

COLORADO SPRINGS

KKTV(TV) 1952		TV Colorado Inc. Exchange National Bank Bldg.		(For full information see TELECASTING Yearbook)			
KRDO 1947	1240 250	Pikes Peak Bcstg. Co. Alta Vista Hotel Main 1125	Columbine Intermountain McGillvra	Joe Rohrer, p & gm, pmm Harry Hoth, cm Paul Crozier, bus m	Jean Gitz, pd & wd Bob Fitzmorris, ce	Wes Bradley, nd Bob Burghart, sd	L-W, St., Thes. AP RCA
KRDO-TV (CP)		Pikes Peak Bcstg. Co. Alta Vista Hotel 116 N. Cascade Ave.		(For full information see TELECASTING Yearbook)			
KVOR 1924	1300 1,000	Voice of the Rockies Inc. Exchange National Bank Bldg. Main 278	CBS Hollingbery	James D. Russell, p & gm Isabelle McClung, sm & pd	Cozine Strang, ce Ralph Conner, pmm Bob Smith, sd	Hal Bumpus, nd & fd Jo Ann Rowe, wd	Wid. Assoc. UP RCA

"FOUR OF A KIND" IS HARD TO BEAT!



**GBA
PRODUCTIONS**

And when they're all *aces*, the blue chips are yours! Deal yourself this winning combination! America's largest radio special feature sales organization, The Gallucci Brothers and Associates, specialize in a package promotion, complete from sales to copy, which means EXTRA business, EXTRA income for your station. Contact:

727 MERIDEN ROAD, WATERBURY, CONNECTICUT • WEST OF THE ROCKIES: P.O. BOX 1224, DENVER, COLORADO

COLORADO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
				Owner o; Pres. p; Exec. vp avp; Sales Mgr. sm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;		
CRAIG							
KRAI 1948	1230 250	Northwestern Colo. Bcstg. Co. 707	KBS Columbine Intermountain	George Cory, o, gm & ce Dale G. Moore, m & sd	Bill Finch, cm & pmm Elizabeth Conroy, pd	Glenda Davis, nd & wd	Cap. UP G.
DENVER							
KBTV (TV) 1952		Colorado TV Corp. 1100 California St. Taber 6836		(For full information see TELECASTING Yearbook)			
KDEN (TV) 1952		Empire Coll Co. % 85 Beechwood Ave. New Rochelle, N. Y.		(For full information see TELECASTING Yearbook)			
KFEL 1923	950 5,000-DA-1	Eugene P. O'Fallon Inc. Albany Hotel Alpine 4681	MBS Blair	Gene O'Fallon, m Frank Bishop, d John McEniry, nat. & local slm.	Dale Morgan, pd Eugene P. O'Fallon Jr., pmm	Rhean Cunningham, act. ce Jack Fitzpatrick, nd & sd Gus Swanson, fd	Assoc. INS WH
KFEL-FM 1951	Chan. 247(A) 97.3 mc 23.5 kw	Belmont 3-0777 Eugene P. O'Fallon 546 Lincoln St. Alpine 4681		(For full information see TELECASTING Yearbook)			
KGMC 1952	1220 1,000-D	Radio Station KGMC 3355 S. Broadway, Englewood Sunset 1-4481		[See Englewood Listing]			
KIRV (TV) (CP) 1952		Mountain States TV Co. 1520 Clarkson St. Aladdin Radio & TV Inc. 17th & Lincoln Sts. Main 4271		(For full information see TELECASTING Yearbook)			
KLZ 1922	560 5,000-DA-1	Aladdin Radio & TV Inc. 17th & Lincoln Sts. Main 4271	CBS Katz	Hugh B. Terry, p Berry Long, cm Lee Fondren, nat. slm Charles Roberts, pd	Harvey Wehrman, ce Larry Rambeau, pmm Sheldon Peterson, nd	Carl Herzman, fd Larry Varnell, sd Maxine Mulvey, wd	St., Cap., Wid., AP, INS RCA
KLZ-FM 1949	Chan. 231(B) 94.1 mc 5.2 kw	KMYR Bcstg. Co. 422 Security Life Bldg. Main 4161	Intermountain Columbine Forjoe	F. W. Meyer, p & gm Edwin Koepke, cm A. G. Meyer, sm	Lowell Switzer, pd Walter Wilson, ce	Gene Amole, pmm & nd Bill Reed, sd	WE Wid. AP WE
KOA 1924	850 50,000	Metropolitan TV Inc. 1625 California St. Main 6211	NBC Petry	William Grant, p Don Searle, vp & gm Duncan A. McCall, cm	Earle C. Ferguson, pd Robert H. Owen, ce C. M. Penley, pmm	William R. Day, nd & sd Don Peach, fd Lora Price, wd	Thes. AP, UP, INS, GE
KOA-FM 1948	Chan. 239(B) 95.7 mc 23.5 kw	Pillar of Fire 1845 Champa St. Tabor 3733		Arthur K. White, p & gm Kathleen M. White, co-m	L. Ray Sharpe, pd	Paul H. Schissler, ce	RCA
*KPOF 1928	910 5000-D 1000-N	Radio Station KTLN Inc. Park Lane Hotel Race 4636	Radio Reps.	Leonard Coe, p John L. Buchanan, gm Dean Jarvis, cm	Jack Helling, pd O. E. Kelly, ce Jim Buchanan, pmm	Kaytee Ellen, wd Rich Froemke, nd & sd	Cap. UP G.
KTLN 1948	1150 1,000-D	Colorado Radio Corp. 1022 Midland Savings Bldg. Tabor 2291	ABC Free & Peter	W. D. Pyle, p & co-e T. C. Ekrem, gm & co-e	Con Hecker, cm V. W. Corbett, pd	B. H. Stanton, pmm	Assoc., L-W UP RCA
KVOD 1925	630 5,000 DA-1	San Juan Bcstg. Co. P.O. Box 799 117	MBS, Western Intermountain Holman	M. L. Cummins, p R. E. O'Brien, gm Ken Gray, cm	Don Husted, pd & sd Roger Rambeau, ce Lee O'Brien, pmm & wd	Tracey Snelling, nd Lindsey Beckey, fd	Wid., Thes., SES, UP G.
DURANGO							
KIUP 1935	930 1,000-DA-N	San Juan Bcstg. Co. P.O. Box 799 117	MBS, Western Intermountain Holman	M. L. Cummins, p R. E. O'Brien, gm Ken Gray, cm	Don Husted, pd & sd Roger Rambeau, ce Lee O'Brien, pmm & wd	Tracey Snelling, nd Lindsey Beckey, fd	Wid., Thes., SES, UP G.
ENGLEWOOD							
[Denver]							
KGMC 1951	1220 1,000-D	Radio Station KGMC 3355 S. Broadway Sunset 1-4481		Grady F. Maples, co-o, nd & sd	R. B. McAlister, co-o, pd & pmm J. Kenneth Brothers, cm	David F. White Jr., ce Cherrellyn Wood, wd	UP Gates
FORT COLLINS							
KCOL 1947	1410 1,000 DA-N	The Northern Colorado Bcstg. Co. 1600 La Porte 2600	Columbine Intermountain H-R Rep.	Herb Hollister, p Ellis Atteberry, gm Bob McClary, cm	Hollis Hoff, pd & nd Cecile Whitechurch, ce Solon Gray, fd	Bill Hansen, sd Mona Atteberry, wd	Thes. UP Col.
FORT MORGAN							
KFTM 1949	1260 500-D	Morgan County Bcstg. Co. Box 431 1000	KBS Columbine	Robert H. Dolph, p & gm Donnell K. Smith, cm	E. Joyce Repp, pd Richard Oldfield, ce	Helen Cudworth, nd & wd Mac McGraw, sd	Cap. UP G.
GLENWOOD SPRINGS							
KGLN 1950	1340 250	KGLN, Inc. Silver Spruce Lodge 777	MBS Western Slope Holman	Rex G. Howell, p Jerry Fitch, evp & gm	Gene Curtis, pd, pmm, fd & sd	Carl Q. Anderson, ce Marcia Fitch, wd	UP G.
GRAND JUNCTION							
KEXO 1948	1230 250	Voice of Western Colorado Inc. 2508 North Ave. 1230	Columbine Oakes	D. Spencer Grow, p Abbott Tessman, gm & cm Robert Collins, pd	Lloyd Wilson, ce Mildred Fuller, pmm Bill Orr, nd	Jim Eicher, fd Ward Goodrich, sd Connie Clark, wd	Thes., Wid., Cap., INS Ray.
KFXJ 1926	920 1,000-D 500-N	Western Slope Bcstg. Co. Inc. P.O. Box 30 1300	MBS Western Slope Holman	Rex Howell, p, o & gm E. Anson Thomas, sm & pmm	Peg Thomas, pd Bob Lebsack, ce Reed Hixson, nd	Bill Warner, fd Ed Lewis, sd June Lee, wd	L-W UP GE
GREELEY							
KFKA 1921	1310 1,000 DA-N	Midwestern Radio Corp. 620 8th Ave. 450	Holman	William G. Stewart, cm & pmm	Jack Redus, pd Harry Brewer, ce Joe Young, nd	H. E. Green, fd Sue Mosier, wd	Thes., SES, Cole UP WE
KYOU 1948	1450 250	Meroco Bcstg. Co. 2424 6th Ave. 3275	KBS Columbine McGillivra	Elwood H. Meyer, p & gm Glen Stutzman, pd	John T. Roscoe, ce	Reggie Shirk, office m	Wid. AP WE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

LaJUNTA

KBNZ 1937	1400 250	Otero Bcstg. Co. Radio Bldg. 42	MBS, KBS Intermountain Clark	R. D. Gerken, p, gm, cm	Jean C. Gerken, pd & wd Charles Barclay, ce	Jay Novak, sd UP G.
--------------	-------------	---------------------------------------	------------------------------------	-------------------------	--	---------------	-------------------

LAMAR

KLMR 1949	1340 250	Southeast Col. Bcstg. Co. P.O. Box 632 804	MBS Columbine Continental	Ralph Eaton, p Everett Shupe, gm & pmm Dennis Behan, cm & sd	Kae Roe, pd Roy Nogrady, ce, nd & fd	Claire Behan, wd	Wid. AP GE
--------------	-------------	---	---------------------------------	--	---	------------------	------------------

LEADVILLE

KLVC 1952	1230 250	Leadville's Top of the Nation Station Inc. 520 W. 6th 70	KBS Columbine Clark	Vir N. James, p Don Stephens, gm	Flora Stephens, pd	Don Youmans, ce	Wid. INS G.
--------------	-------------	---	---------------------------	-------------------------------------	--------------------	-----------------	-------------------

LONGMONT

KLMO 1949	1050 250-D	Longmont Bcstg. Co. Inc. 301 Main St. 1050	KBS Continental	Jack P. Dubberly, p & gm Jack Stirling, cm	Richard Boyll, pd Walter Robinson, ce	Ed Collette, fd Mynra Miller, wd	L-W UP G.
--------------	---------------	---	--------------------	---	--	-------------------------------------	-----------------

MONTROSE

KUBC 1947	1260 1,000-D 500-N DA-N	Uncompahgre Bcstg. Co. P.O. Box 279 199	KBS Intermountain Columbine	F. J. Hartman, p George Cory, gm Bob Haie, cm, pmm & sd	Laura Colliver, pd & nd Charles Chaney, ce	Lorraine Kretschman, wd	Cap. UP WE
--------------	-------------------------------	--	-----------------------------------	---	---	-------------------------	------------------

PUEBLO

KCSJ 1947	590 1,000 DA-N	Star Bcstg. Co. 211 W. 5th St. 8522	MBS Columbine Intermountain Avery-Knodel	Douglas D. Kahle, co-o & gm Robert L. Clinton, cm Larry Gordon, pd & pmm	Dale Redlingshafer, ce Cliff Hendrix, nd & fd Bill Paxton, sd	Esther Witt, wd	Thes. AP WE
--------------	-------------------	---	---	---	---	-----------------	-------------------

(For full information see TELECASTING Yearbook)

KCSJ-TV (CP)		Star Bcstg. Co. 211 W. 5th St. 8522					
KDZA 1947	1230 250	Pueblo Radio Co. Inc. 3011 Elizabeth St. 1255		Dee B. Crouch, p, gm, pd & pmm Barry Tucker, cm	Jack Lundquist, ce Charles Lerch, nd	Ted Payne, sd Mary Smith, wd	L-W AP G.

(For full information see TELECASTING Yearbook)

KDZA-TV (CP)		Pueblo Radio Co. Inc. 3011 Elizabeth					
KGHF 1928	1350 5,000-D 1,000-N DA-N	Colorado Bcstg. Co. Inc. P.O. Box 293 3877	ABC Gill-Keefe & Perna	Gifford Phillips, p Robert D. Ellis, gm William Mahoney, cm	Bill Bruce, pd & pmm Howard McGill, sm Willis Shanks, ce	Bob D. Thompson, nd Irwin M. Cunningham, fd	Wid., SES. UP G.

SALIDA

KVRH 1948	1340 250	Vir N. James Salida, Colo. 30	KBS Columbine Intermountain Clark	Vir N. James, p, gm & cm Cio B. James, pd & wd	Philip H. Parmelee ce Jerry Sachs, nd & fd	Lee Shuford, sd INS RCA
--------------	-------------	-------------------------------------	--	---	---	-----------------	---------------------

STERLING

KGEK 1925	1230 250-D	Elmer G. Beehler Fleming Rd. 679	Elmer G. Beehler, p, gm, fd & ce	Alvin Ross, cm, pd, nd & sd		Mac., Cole UP G.
--------------	---------------	--	-------	-------------------------------------	--------------------------------	--	------------------------

TRINIDAD

KCRT 1949	1240 250	KCRT Inc. P.O. Box 772 338	MBS, KBS Columbine Intermountain Indie	Cal Perley, gm & cm Pete Runz, pd	Earnest M. Cooper, ce John O'Connor, nd & sd	Mildred Cooper, wd	Wid., L-W UP G.
--------------	-------------	----------------------------------	---	--------------------------------------	---	--------------------	-----------------------



there isn't time to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency time buyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

BROADCASTING • TELECASTING is the only journal that gives everybody concerned with radio and television the fullest coverage of everything new, everything significant, everything affecting radio-TV and the allied arts. And BROADCASTING • TELECASTING is covering this beat now for more than 22 years.

Annual subscription to BROADCASTING • TELECASTING including the 1953 BROADCASTING and TELECASTING YEARBOOKS—\$11.00.

CONNECTICUT

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
BRIDGEPORT							
WICC 1926	600 1000-D-DA-1 500-N	Bridgeport Bcstg. 114 State St. 5-4144	MBS, Yankee Young	Philip Merryman, p & gm Manning Slater, cm & sd Bob Crane, pd	Ralph Winquist, ce Jay Hofer, pmm	Jim Elliott, nd Jane Quinn, wd	Thes. AP Ray.
WICC-TV (CP)	Chan. 43	So. Connecticut & Long Island Television Co. 114 State St.		(For full information see TELECASTING Yearbook)			
WNAB 1941	1450 250	WNAB, Inc. 991 Broad St. 3-3112	ABC, Conn. State Net. Rambeau Bannan	Harold Thomas, p, gm & ce Ray Colonari, cm	Jack Dahlby, pd & nd Grace Kaltenback, pmm	Bob Ritzert, sd	UP Col.
WSJL(TV) (CP)		Harry L. Liftig 40 Platt St. Ansonia, Conn.		(For full information see TELECASTING Yearbook)			
BRISTOL							
WBIS 1948	1440 500-D	Bristol Bcstg. Corp. 183 Main St. 9265		Frederick W. Beach, p Cal B. Kolby, gm & cm	Bob Gillespie, pd & nd Richard L. Ricci, ce	Amleto Ciccarelli, pmm Sally Easton, wd	UP G.
DANBURY							
WLAD 1947	800 250-D	Berkshire Bcstg. Corp. 207 Main St. 8-3565	Rambeau	John P. Previdi, p Sol Robinson, gm, cm & pmm Ann Rundle, pd	H. Elizabeth Williams, Asst. m Rudolf Cehak, ce Paul Baker, sd	Frank Comer, nd LeRoy Chapman, fd Deanne Berry, wd	Wid., SES. AP
HARTFORD							
WCCC 1947	1230 500-D	Greater Hartford Bcstg. Co. 338 Asylum St. 5-6048	Indie Kettel- Carter	William Savitt, p & o Alex Buchan, sm Max Savitt, treas.	John Rameika, ce	Walt McGowan, nd	UP GE
WDRG 1922	1360 5,000-DA-1	Conn. Bcstg. Co. 750 Main St. 7-1188	CBS Raymer	Franklin M. Doolittle, p Walter B. Haase, gm	William F. Malo, cm & pmm Harvey H. Olson, prog. m & nd	Henry M. Broderick, Jr. ce Russ Naughton, fd	UP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WELI

YOU CAN'T
SELL
NEW HAVEN
WITHOUT
WELI

Tested and Proven

New Haven's First Station

FACILITIES	In the middle of the dial at 960 with power of 1000 watts. Established basic ABC network affiliation. Plus top local personalities combine to produce top ratings.
COVERAGE	WELI is the dominant radio voice of New England's 3rd largest market with a metropolitan population of 556,200 and a total of 155,270 radio homes.
RATINGS	WELI delivers absolute top ratings over all stations in this market. Ask us for latest surveys.
COST/1000	In 40 rated daytime periods the WELI cost per thousand based on an open minute rate of \$10.00 broke down to \$.034.

AN H. C. WILDER STATION

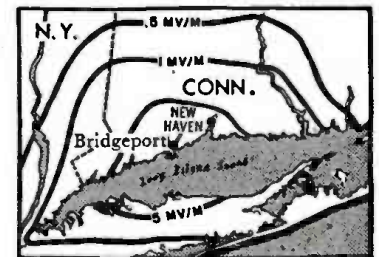
WELI NEW HAVEN, CONN. 1000W 960KC. ABC H-R REPRESENTED



why
WICC
is tops
 in the
RICH
BRIDGEPORT
NEW HAVEN
MARKET*

- **WICC Promotion**
 Contest produced largest movie house for '52
- **WICC Merchandising**
 Complete Sponsor Identification.
- **WICC Personalities**
 Wallie Dunlap, (left) area's highest-rated afternoon deejay.
 (2:30-5, Mon.-Fri.)

 Bob Crane, (right) pulls 65% share of audience.
 (6-9 AM, Mon.-Sat.)



* For confirmation of above claim, refer to New Haven Pulse, Jan. '52 and Bridgeport Hooper, March '52.

REPRESENTED NATIONALLY BY
ADAM YOUNG, JR.

CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp Sales Mgr. slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	Coml. Mgr. cm; Crea. Fatterson, nd Helen Morris, wd	
HARTFORD—(Continued)							
WDRC-FM 1939	Ch. 229 (B) 93.7mc 7kw						REL
WONS 1935	1410 5,000-DA-2	General Teleradio Inc. 54 Pratt St. 7-9131	MBS, Yankee H-R Reps.	Edward N. Palen, co-gm & pd	Frank McGivern, co-gm & cm Alan Henry, pd	Rogers B. Holt, ce Crean Fatterson, nd Helen Morris, wd	Assoc. UP WH
WTHT 1936	1230 250	The Hartford Times Inc. 555 Asylum St. 2-0237	ABC, Conn. State Everett- McKinney Bannan	Glover De Laney, gm Richard K. Blackburn, asst m & tech. d	Leonard Schoenfeld, cm Mitchell Betters, pd Charles Masini, ce	Sereno Gammell, nd Una King, wd	AP RCA
WTIC 1925	1080 50,000 DA-N	The Travelers Bcstg. Service Corp. 26 Grove St. 5-0801	NBC, New Eng. Weed	Paul Morency, vp & gm Walter Johnson, asst. gm & slm Irwin Cowper, asst. slm	Leonard J. Patricelli, pm Herman D. Taylor, ce Bernard Mullins, dir. pub. rel. Tom Eaton, nd	Frank Atwood, fd Bob Steele, sd Jean Colbert, wd	L-W, SES AP, INS WH
WTIC-FM 1940	Chan. 243 (B) 96.5mc 8kw						REL
MERIDEN							
WMMW 1947	1470 1,000-D	Silver City Crystal Co. 8½ W. Main St. 5-5747	Rambeau	Carl A. Schultz, p Gus Kruttschnitt, gm	Leo Finn, pd	John Roache, ce Dorothy Dunbar, wd	UP
WMMW-FM 1947	Chan. 239 (B) 95.7mc 7kw						G.
MIDDLETOWN							
WCNX 1948	1150 500-D	The Middlesex Bcstg. Co. 480 Main St. 7-2565	Devney	Richard J. O'Brien, p William J. O'Brien Jr., gm Harold R. Nelson, sta. m	Lan Gordon, cm Louis J. Brooks, pmm Kenneth Bishop, ce	John Drake, nd Phil Dean, fd William Glynn, sd Dorothy Coleman, wd	Thes. UP Ray.
NEW BRITAIN							
WHAY 1949	910 5,000-DA-2	Central Conn. Bcstg. 22 Grove Hill Baldwin 3-2721	Conn. State Young Bannan	Aldo DeDominicis, p Leo Borin, gm Tom Meade, cm	Peter Stoner, pd Bill Turner, off. m Hillis Holt, ce	Dick Fague, nd George Ehrlich, sd Betty Kimball, wd	L-W UP RCA
WKNB 1946	840 1,000-D	New Britain Bcstg. Co. 213 Main St. Baldwin 3-3603	Forjoe	Julian Gross, p Peter B. Kenney, gm Dave Scott, cm	Wm. H. Ray, sec. Robert Andrews, pd Erwin Needles, pmm	Sam Edsall, ce Robert Pease, nd Betty Pattee, wd	Wid. AP Ray
WKNB-TV (CP)		New Britain Bcstg. Co. 213 Main St. Baldwin 3-3603		(For full information see TELECASTING Yearbook)			
NEW HAVEN							
WAVZ 1947	1260 1,000-D	The WAVZ Bcstg. Corp. 152 Temple St. Spruce 7-4761		Victor W. Knuth, p Daniel W. Kops, vp & gm Richard J. Monahan, cm	Richard Miller, pd Ralph Carrano, ce Jack Nelson, pmm	George Phillips, nd Faith D. Clark, wd	AP Ray.
WELI 1935	960 1,000 DA-N	Connecticut Radio Foundation Inc. 221 Orange St. University 5-1133	ABC H-R Reps.	Harry C. Wilder, p Richard W. Davis, gm Edwin H. Schweitzer, cm	Charles H. Wright, pd Fred King, ce Rudy Frank, pmm	Robert S. McKernan, nd Jeanne Porter, wd	L-W UP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WCNX

M I D D L E T O W N , C O N N E C T I C U T

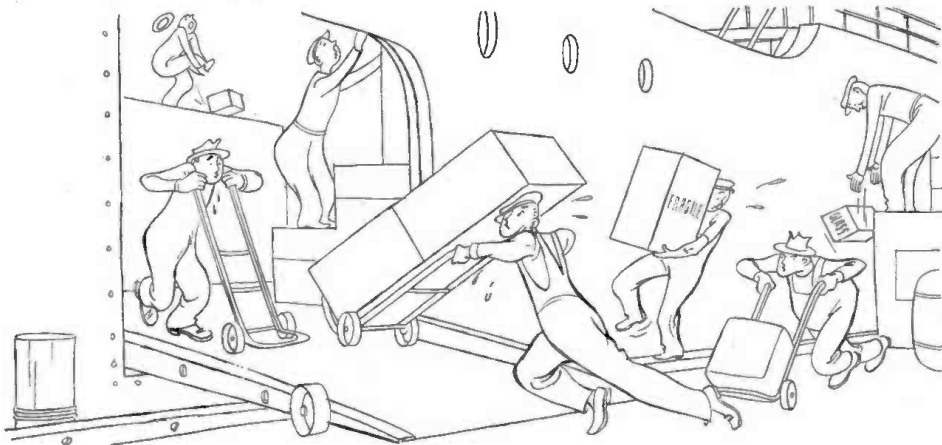
The Station that promotes the sponsor and saturates the rich Connecticut River Valley Market

**1150 KC
500
WATTS**

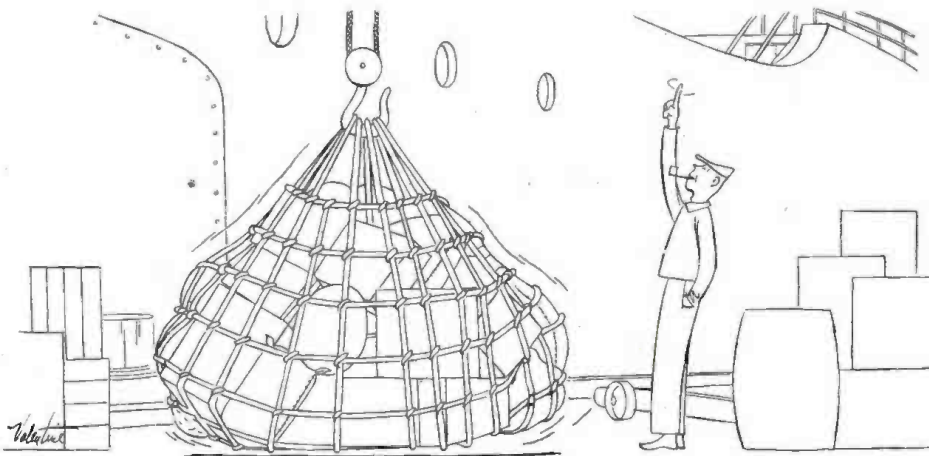
WCNX can help you sell your products to the hundreds of thousands of residents of this rich Central Connecticut Valley. A recent Conlan Survey of the listening habits of the residents of the area proves our point!

Telephone NOW for availabilities on WCNX, Middletown 7-2565 COLLECT!

**Rep. by
ED
DEVNEY**



There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

CONNECTICUT—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
NEW HAVEN—(Continued)						
WIB(FM) 1947	Chan. 264 (B) 100.7mc 7.6kw	(WELI, AM affiliate)		Sol D. Chain, gm		Michael Leipner, pd & ce GE Wld. AP, INS Col.
WNHC 1944	1340 250	The Elm City Bcstg. Corp. 1110 Chapel St. Spruce 7-3611	NBC. Conn. State Katz	Patrick J. Goode, p Edward D. Taddel, exec. vp Aldo DeDominicis, secy.-treas. & gm	J. Vincent Callanan, cm Edward C. Obrist, m Walter A. Nielson, pd	Vincent DeLaurentis, ce James W. Evans, pmm W. Rockwell Clark, nd
WHNC-FM 1948	Chan. 256 (A) 99.1mc 19.5kw					GE
WNHC-TV 1948		The Elm City Bcstg. Corp. 1110 Chapel St. Spruce 7-3611		(For full information see TELECASTING Yearbook)		GE
NEW LONDON						
WNLC 1936	1490 250	Thames Bcstg. Corp. 261 State St. 2-4355	MBS. Yankee, Conn. Net.	Gerald J. Morey, p, gm & ce Leo E. Keegan, cm & pmm	Nelson Brown, asst. prog. m David Connors, nd	Patricia Killeen, fd James Mccanney, sd Mary Jane Koebbe, wd
NORWALK						
WNLK 1948	1350 500-DA-N	Norwalk Bcstg. Co., Inc. Main & Wall St. 8-5566	Rambeau	James Stolcz, p, gm & cm John M. Naylor, pd & pmm	Nicholas Yeloway, ce John Ferguson, nd	James Kirwan, sd Beulah Bestor, wd Wld., SES. UP Ray.
NORWICH						
WICH 1948	1400 250	Eastern Conn. Bcstg. Co. Box 629 7-1613		John Deme, p & gm Richard Reed, loc. slm	Alexander Dubenetsky, ce	Ed Leonard, nd & sd Wld. UP Ray.
PUTNAM						
(CP)	1350 500-D	Israel Putnam Bcstg. Co. 42 Main St.		Roland A. Gayette, p		
STAMFORD						
WSTC 1941	1400 250	The Western Conn. Bcstg. Co. 270 Atlantic St. 4-7575	ABC. Conn. State Everett-McKinney O'Connell	Kingsley Gillespie, p Jullan Schwartz, gm & nd	Frank Delfino, pd Frederick W. Muckenhoupt, ce	Harry Downie, sd L-W UP RCA
WSTC-FM 1947	Chan. 244 (A) 96.7mc 0.65kw					
TORRINGTON						
WLCR 1947	990 1,000-D	Litchfield County Radio Corp. 23 Main St. 4173	Sears & Ayer	C. O. Scott, p & gm Hugh Franklin, pd	Alfred Pallokat, ce Joe Storm, pmm	Ray Atherton, fd Tom Maxwell, sd Lillian Ludium, wd Wld. UP
WTOR 1947	1490 250	Torrington Bcstg. Co. 93 Perkins St. 4181	ABC. Conn. State Rambeau	Harold Thomas, p Edmund Waller, gm	John J. Morris, cm Richard Kilbourn, pd & pmm	Arthur Marcus, ce Al Vestro, sd Gertrude Poniatoski, wd AP G.
WATERBURY						
WATR 1934	1320 1,000-DA-1	WATR Co., Inc. 440 Meadow St. 5-1121	ABC. Conn. State Rambeau	Harold Thomas, p S. R. Elman, gm & cm Wallace King, pd	Russel Jensen, ce Wallace F. Gordon, pmm Joseph C. Callan, nd	Al Vestro, sd Miriam Hurburt, wd UP Col.
WATR-TV (CP)		WATR Co. Inc. 440 Meadow St. 5-1121		(For full information see TELECASTING Yearbook)		
WBRY 1934	1590 5,000 DA-1	American-Republican Inc. 136 Grand St. 3-1125	CBS. Nutmeg, North-eastern Avery-Knodel, Kettell-Carter	William J. Pape, p J. Maxim Ryder, gm Harry A. Devorken, cm	Walter O. Howard, pd Frank B. Hales, ce Bob Holczer, pmm	E. Christy Erk, nd Robert Stewart, fd John A. Cluney, sd Grace Galvin, wd Wld. AP RCA
WWCO 1946	1240 250	The Mattatuck Bcstg. Co. 119 W. Main St. 4-5141	MBS. Yankee McGillvra	William G. Wells, p Gustave Nathan, cm Robert C. Crager, pd	John Carragan, ce A. Phillip Corvo, pmm	Jake Rieger, sd Jane Webster, wd AP Col.
DELAWARE						
DOVER						
WDOV 1948	1410 1,000-D	Delaware State Capital Bcstg. Co. 5816		C. F. Freed, o & p William S. Freed, vp & cm	Mildred Carroll, gm & wd Benned Brownell, ce	Hank White, sd Wld. AP G.
GEORGETOWN						
WJWL 1951	900 1,000-D	Rollins Bcstg. Inc. DuPont Highway 2567	KBS	John W. Rollins, p O. Wayne Rollins, vp Norman Glenn, gm	Bill Jaeger, pd Edward Marzoa, ce	Kenneth Shelton, sd Thes. AP GE
WJWL-FM 1951	Chan. 268 (B) 101.5mc 8.2kw					
MILFORD						
WKSB (CP)	1280 250-D	Kent-Sussex Bcstg. Co.				
WILMINGTON						
WAMS 1948	1380 1,000 DA-1	Wilmington Tri-State Bcstg. Co. Inc. 321 Delaware Ave. 4-8C82	MBS Hollingbery	Frank S. Carrow, p Edwin A. McKeon, gm Wm S. Ewing, cm	Tim Crow, nd Henry Cook, pmm	Perley Tribou, ce Don Matthewson, nd & sd
WDEL 1923	1150 5,000-DA-2	WDEL Inc. 10th & King Sts. 7268	NBC Meeker	Clair R. McCollough, Sta. Exec. J. Gorman Walsh, Sta. m.	J. Robt. Gulick, gen. slm Harvey C. Smith, pd Dick Aydelotte, pmm	J. E. Mathiot, tech. d. Wld. UP
WDEL-FM 1950	Chan. 227 (B) 93.7mc 20kw					
WDEL-TV 1949		WDEL Inc. 10th & King Sts. 7268		(For full information see TELECASTING Yearbook)		
WILM 1922	1450 250	Delaware Bcstg. Co. 920 King St. 4-7771	ABC Bolling	Ewing Hawkins, p, gm & cm Warren Keyser, pd	H. E. Kennedy, ce Margerie Price, pmm & wd	H. Thernal, nd R. Kelley, sd R. Bair, fd Wld. UP WE
WTUX 1947	1290 500-D	Port Frere Bcstg. Co. 1326 Market St. 5-8821	Forjoe	Gordon K. MacIntosh, p Howard R. Robinson, gm Julian A. Todd, cm	William Gehlert, pd Wayne Neuhaus, ce Marvin Burak, pmm	Don Courtley, nd Roland Twigg, sd Justina Spagnolo, wd Thes. AP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 8.



**MAKES EVERY
DOLLAR
RING THE BELL!**

WNHC

NBC in New Haven

AM - FM - TV

New England's first complete broadcasting service

In the compact, rich market of New Haven, Connecticut, the clear, crisp voice of WNHC-Radio is heard all over town. Snappy local programs of music, news and community events, and top NBC features keep New Haveners tuned to WNHC.

Low rates and high-gear merchandising make the advertising dollars ring the bell again and again in New Haven — *once* — when your message is aired, *again* — when your product is displayed, and *finally* when the cash registers chime the successful conclusion of a job well done.

represented nationally by Katz

DISTRICT OF COLUMBIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Tran- Library, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
WASHINGTON							
WARL-AM-FM		(See Arlington, Va. listing)					
WASH(FM) 1945	Chan. 246 (B) 97.1mc 15kw	Everett L. Dillard 1319 F St., N.W. District 7-1356	MBS, Continental	Everett L. Dillard, o James Gustafson, slm	William R. Cerri, pd Eugene Jurasinski, ce	Doris Kepner, prog. sec. R. E. Best, traf. m & pmm	RCA
WBUZ(FM) 1948	Ch. 244(A) 96.7mc 0.44kw	Chesapeake Bcstg. Co. Inc. 4421 Southern Ave. S.E. Jordan 8-1300		L. L. Altmann, p & gm	Walter C. Ward, sm & ce		G.
WCFM(FM) 1948	Chan. 258 (B) 99.5mc 20kw	Cooperative Bcstg. Assn. 1120-A Connecticut Ave. Republic 7-3688	Biddick Continental	Wallace J. Campbell, p	(Mrs.) Jean Putnam, actg. gm	David Garwin, cm	Assoc., Wld. Fed.
WEAM		(See Arlington, Va. listing)					
WFAQ		(See Falls Church, Va. listing)					
WGAY-AM-FM		(See Silver Spring, Md. listing)					

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WGMS

the Good Music Station

BROADCASTING
Magazine
TELECASTING

NATIONAL PRESS BLDG.
WASHINGTON 4 D C

October 27, 1952

MR. TAISHOFF
Editor & Publisher

Mr. M. Robert Rogers
Vice President—General Manager
Radio Station WGMS
Washington's Good Music Station*

Dear Bob:

That was a wonderfully magnanimous note
on our ad pull. And it's going into
our Joy Book.

Many thanks, Mister. It was beyond the
usual call.

*It could also mean
We Get More Sales

Sincerely,
Sol Taishoff

“could also mean”

We Get More Sales”

With thanks to Sol Taishoff,
Editor and Publisher, Broadcasting Magazine
for his gracious interest and ingenuity.

M. Robert Rogers
Vice Pres. Gen. Mgr.

WGMS Washington, D.C.
AM-FM
Member Good Music Broadcasters
% WQXR New York City

WGMS 570
1947 1,000-D

The Good Music
Station Inc.
1125 Vermont Ave.
Executive 3-8676

Morris Rodman, p
M: Robert Rogers, gm &
cm

Pierson Underwood, pd
Nick Chaconas, ce
Norman Evans, pdm

Anne Blair, wd

AP
Col.

WGMS-FM Chan. 278 (B)
1948 103.5mc
20kw

WINX (See Rockville, Md. listing)

WMAL 630
1925 5,000 DA-1

The Evening Star ABC
Bcstg. Co. Katz
4461 Connecticut Ave.
Kellogg 7-1100

S. H. Kauffman, p
K. H. Berkeley, vp & gm
Charles L. Kelly, assist.
gm

George Jonscher, slm
Frank Harvey, ce
William Neel, nd

James Gibbons, sd
Ruth Crane, wd
E. H. Meeks, pmm

SES.
AP
RCA

WMAL-FM Chan. 297 (B)
1948 107.3mc
20kw

WMAL-TV
1947 The Evening Star
Bcstg. Co.
4461 Connecticut Ave.
Kellogg 7-1100

(For full information see TELECASTING Yearbook)

WOL 1450
1924 250

Peoples Bcstg. Corp.
1000 Connecticut Ave.
Metropolitan 8-0010

Murray Lincoln, p
Herbert E. Evans, gm
Ben E. Wilbur, sm

Sidney W. Slaphey, cm
George W. Campbell, pd
Harold Reed, ce

Sam Kaufman, sd
Eugene Berger, nd

SES.
AP, UP
WE

WOL-FM Chan. 266 (B)
1946 98.7mc
20kw

you get that
**PERSONAL-ITY
TOUCH...**

... in Washington
the nation's 9th market
where
family income
tops U. S.
by 40%*

*SALES MANAGEMENT'S MAY 10, 1952 SURVEY
OF BUYING POWER.

MISS RUTH ANNE



MILTON Q. FORD



JERRY STRONG



JIM GIBBONS



RUTH CRANE



SHERMAN BUTLER



... and where WMAL-AM-FM-TV
tops the city's average
in spot participation programs
featuring popular LOCAL personalities.

- Their personal endorsement gives you that BONUS acceptance your product needs for maximum sales results.
- Be sure to get your share of that extra \$1891.00 per annum* the average Washington family earns.
- Let WMAL's PERSONAL-ITY TOUCH "touch off" NEW SALES for YOU! Call or wire The Katz Agency, Inc. or WMAL SALES Department.

WMAL **AM FM** **TV**

THE EVENING STAR STATION IN WASHINGTON, D. C.

DISTRICT OF COLUMBIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
WOOK 1940	1340 250	United Bcstg. Co. 8th & I Sts., N.W. Republic 7-8000		Richard Eaton, p, gm, & cm	Arthur A. Snowberger, ce, pd & sd	Eugene Miller, pmm & fd UP RCA
<i>WFAN(FM)</i> 1945	Chan. 262 (B) 100.3mc 20kw	(See Alexandria, Va. listing)				
WPIK WRC 1923	980 5,000 DA-N	National Bcstg. Co. Wardman Park Hotel Adams 4-5400	NBC Sales	Joseph H. McConnell, p Frank M. Russell, vp in chg. of Wash. off. Eugene Juster, gm	James Hirsch, cm Kenneth French, pd John Rodgers, ce Arthur Barriault, nd	Fritz Balzer, music d Nancy Osgood, wd Arthur Bergman, sd Robert Adams, pmm AP, UP INS RCA
WRC-FM 1947	Chan. 230 (B) 93.9mc 20kw					
WNBW(TV) 1947		National Bcstg. Co. Inc. Wardman Park Hotel Adams 4-5400		(For full information see TELECASTING Yearbook)		
WTOP 1932	1500 50,000-DA-2	WTOP Inc. Warner Bldg. Metropolitan 8-3200	CBS CBS Radio Spot Sales	John S. Hayes, p & gm Larry Richardson, asst. to p George Hartford, cm	Lloyd Dennis, vp chg. prog. Clyde Hunt, vp chg. eng. Granville Klink, ce Ted Koop, nd	Cody Pfanstiehl, pmm Claude Mahoney, fd Arch MacDonald, sd Elinor Lee, wd Cap. AP, UP, INS WE
WTOP-FM 1942	Chan. 243 (B) 96.3mc 20kw			(For full information see TELECASTING Yearbook)		
WTOP-TV 1950		WTOP Inc. Warner Bldg. Metropolitan 8-3200		(For full information see TELECASTING Yearbook)		
WTTG(TV) 1947		Allen B. DuMont Labs. Raleigh Hotel Sterling 3-5300		(For full information see TELECASTING Yearbook)		
WUST- AM-FM		(See Bethesda, Md. listing)				
WWDC 1941	1260 5,000-DA-1	Capital Bcstg. Co. 1627 K St., N.W. Sterling 3-3800	MBS Blair	Joseph Katz, p Ben Strouse, gm Herman M. Paris, cm	Norman Reed, pd Ross H. Beville, ce	Irving Lichtenstein, pmm Bob Wolff, sd Hazel Markel, wd St., L-W Thes. AP, UP WE
WWDC-FM 1946	Chan. 266 (B) 101.1mc 20kw		For Joe			

FLORIDA

BARTOW						
WBAW (CP)	1480 1,000-D	William Avera Wynne, c/o WEED Rocky Mount, N. C.		Wm. A. Wynne, o		
BELLE GLADE						
WSWN 1947	900 1,000-D	Seminole Bcstg. Co. Box 8 2063 - 2064		Dr. Robert G. Nelson, p (Mrs.) Mary M. Foy, gm Marvin Smith, slm	Don Day, pd Eva Johnson, traffic m	S. S. Clemans, ce Bill Eggleston, fd Thes., Wld., SES UP G
BRANTON						
WTRL 1947	1490 250	Trail Bcstg. Corp. Municipal Pier 31531	Best	H. D. McClelland, p Howard A. Donahoe, exec. vp	George M. Manning, cm Carl Van Sittert, pd	Marlen J. Hager, Sr., ce & sd Wld. AP G
CHATTAHOOCHEE						
WKDO (CP)	1380 500-D	Tiger River Corp. c/o Harold E. Bergman Chamber of Commerce Chattahoochee, Fla.		Le Roy Lowder, p August F. Reincke, gm	Nicholas Virgilio, pd	J. W. Bauknight, ce L-W INS RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

1340 ON YOUR DIAL

THE AMAZING STORY OF WOOK!

A UBC STATION

In Washington they say look to WOOK and everything is double okay

They Know

WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

WOOK has more listeners during the key daytime periods selected than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

Here's the Proof

The most talked about station in the nation! Continually SOLD OUT because of audience, market, sales and results. WOOK, the UBC voice of the nation's Capital City, broadcasts to the more than 1,474,200 people with more than 1,631,634,000 dollars to spend in the greater Washington area . . . and through brilliant programming reaches the loyal *plus audience* of 339,066 Negroes with more than 375,000,000 retail dollars to spend!

WOOK, Washington's FIRST Independent station, has more listeners than any of the nine other Washington area independents during the entire twenty-four hour period surveyed by The Pulse, Incorporated!

WOOK, Washington's FIRST Independent station, has more listeners during the key periods than the *combined* listening audience of any other two Independent stations in the Washington area! This report by The Pulse, Incorporated!

WOOK—WASHINGTON'S FIRST INDEPENDENT STATION

ASK BOB WITTIG AT UBC'S N. Y. OFFICE—MURRAY HILL 7-4758

or UBC, 8th & Eye Sts., N. W., Washington, D. C.

CLEARWATER

WTAN 1948	1340 250	Clearwater Radio Bcstrs. Inc. Box 1109 3-3084	KBS McGillvra	Otis E. Pruitt, p H. Dennison Parker, gm Frank L. Parker, cm	L. H. Falconnier, pd John M. Callan, ce	Robt. Weatherly, sd	Wid. UP Col.
--------------	-------------	--	------------------	--	--	---------------------	--------------------

COCOA

WKKO 1952	860 250-D	Brevard Bcstg. Co. Box 387		Emerson W. Browne, gm	Carl G. Collins, Jr., pd	Davis E. Wilson, ce	UP G
--------------	--------------	-------------------------------	--	-----------------------	--------------------------	---------------------	---------

CORAL GABLES

WTTT 1949	1490 250	Atlantic Shores Bcstg. Inc. 350 Aragon Ave. 83-4663		David H. Freedman, gm			
WVCG 1948	1070 1,000-D	Peninsular Bcstg. Corp. 223 Aragon Ave. 48-74-11		George W. Thorpe, p & gm T. H. McCallie, cm Robert S. Stevens, pd	Daniel McMillin, ce Bob Hildreth, nd	Mel Singer, sd Barbara Binns, wd	Assoc. AP RCA

CRESTVIEW

WCNU 1948	1010 1,000-D	Gulfshores Bcstg. Co. Box 518 3511	KBS, Florida Alabama	D. G. O'Neal, p & ptr. H. French Brown, secy- treas. & ptr. Sam F. Townsend, gm	Charles C. O'Neal, cm Vernon C. Cooper, pd James T. Whitaker, ce	Thomas E. Williford, sd Betty Kennedy, wd	Wid., SES AP G
--------------	-----------------	--	-------------------------	--	--	--	----------------------

DAYTONA BEACH

WMFJ 1935	1450 250	W. Wright Esch 444 N. Beach St. 6491-3	ABC McGillvra	W. Wright Esch, o Ray Clancy, sm	John S. Pitts, cm Mildred Mullins, pd	W. K. Ellenwood, ce	SES UP
WNDB 1948	1150 1,000 DA-N	News-Journal Corp. 128 Orange Ave. 2-0531	Perry	Jerry Stone, gm & pmm R. Y. Huffman, cm	Wm. R. Steadman, pd F. A. Scott, ce	Howard Kahn, nd Ross Hancock, sd	Wid. AP GE
WNDB-FM 1947	Chan. 233 (B) 94.5mc 8.5kw						
WROD 1947	1340 250	Daytona Beach Bcstg. Corp. Box 991 4626	NBC Best	E. J. Sperry, p, g & pmm Norman Lemstrom, cm	R. C. Fellows, pd	Lee Menard, ce	Cap. UP Col.

DeLAND

WJBS 1948	1490 250	Stetson University Box 808 1490	NBC	J. Ollie Edmunds, p C. L. Menser, gm & pd	Robert Walton, cm Donald Hall, ce	Sam Mansfield, sd	Thes. AP Col.
--------------	-------------	---------------------------------------	-----	--	--------------------------------------	-------------------	---------------------

FT. LAUDERDALE

WRBD 1950	1580 250-D	Broward Bcstg. P. O. Box 78 22563	KBS Best	L. C. Judd, p Robert W. Standart, gm Charles Gravett, cm	Elliott McCauley, pd William Latham, ce Henry Kinney, nd	George Taylor, f & sd Winnie Kinney, wd	St. UP WE
WITV (TV) (CP)		Gerico Investment Co. c/o Radio Station WRBD P. O. Box 78		(For full information see TELECASTING Yearbook)			
WFTL 1946	1400 250	Gore Publishing Co. P. O. Box 131 32511	Sears & Ayer	J. W. Dickey, p R. L. Bowles, g & cm	Jack Swart, pd Richard Nonthey, ce Orville Reveille, nd	Mack Ansbaugh, sd	L-W, Wid. AP Col.
WFTL-TV (CP)		Gore Publ. Co. P. O. Box 131 3-2511		(For full information see TELECASTING Yearbook)			

VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

**JOSEPH HERSHEY MCGILLVRA, INC.
NATIONAL REPRESENTATIVES**

**ROBERT S. KELLER
AGENCY COORDINATOR**

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representa- tive	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. up evj; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
FT. MYERS							
WINK 1939	1240 250	Ft. Myers Bcstg. Co. P. O. Box 1072 4-1341	CBS, KBS Florida Cooke	Arthur McBride, ptrn. Daniel Sherby, ptrn. A. J. Bauer, gm, pd & nd	D. Harlacher, cm J. Lacy, ce	F. Nodine, sd A. Fuller, wd	AP RCA
WMYR 1952	1410 1,000-D	Robt. Hecksher 33 East Hanson St. 5-1175			Robert Hecksher, o	Kenneth M. Parke, cm	L-W UP G
FORT PIERCE							
WARN (CP)	1330 1,000-D	Hurricane Bcstg. Service			Murray Tillman, gm	Lee Lively, pd	
WIRA 1948	1400 250	Indian River Bcstg. Co. P. O. Box 1401 1400	MBS, NBC	Douglas Silver, p, gm & nd Kingsley Butt, cm	Marjorie B. Silver, pd & wd James Sowinski, ce	Anne Wilder, fd Bill Strickland, sd	Wld. UP G
FORT WALTON							
WFTW (CP)	1260 1,000-D	Vacationland Bcstg. Co. 121 W. Pine Ave. Crestview, Fla.		W. R. Powell, p	H. H. Harris Jr., vp	D. G. O'Neal Jr., sec., treas.	
GAINESVILLE							
WGGG 1948	1230 250	Alachua County Bcstg. Co. 1230 Waldo Rd. 5791	ABC, KBS Best	R. M. Chamberlin, p, gm & ce L. E. Mims, cm Pierre Bejano, pd Gariand Powell, d	Scott Sutton, nd George Combs, fd	Stan Reich, sd Thelma Roberts, wd	Wld. AP
WRUF 1928	850 5,000 DA-N	University of Florida University Campus 3261, ext. 468	MBS Burn-Smith	Ray Dantzler, asst. d John Donovan, cm Roberts C. Smith, pd	Albert P. Schwarz, bus. m Jim Montgomery, pmm Garvin Combs, ce Bill Coleman, nd	Bob Leach, ch. announ. Clyde Beale, fd Otis Boggs, sd Odessa Eddy, wd	L-W AP RCA
WRUF-FM 1949	Chan. 281 (B) 104.5mc 12kw						
HOLLYWOOD							
WHWD (CP)	1320 500-D	Circle Bcstg. Co. U. S. Route 441 & 7th Ave.		R. G. Tanner, Jr., p Vernon McCarthy, g, cm & fd	Lee Under, treas. Buck Kinnaird, pd, pmm,	Martin Miller, ce	Cap. UP G
JACKSONVILLE							
WIVY 1948	1050 1,000-D	Edw. J. Oberle Springrove Ave. 4-7722	Clark	Edw. J. Oberle, p & gm Arman Reinke, cm Dick Webb, pd	James Stephens, ce & nd Stanley Beaton, pmm Earl McRae, fd	Fred Rahaim, sd Martha Hayes, wd	INS REL
WIVY-FM 1952	Chan. 229 (B) 93.7 mc 2.45kw						
WJAX 1925	930 5,000 DA-N	City of Jacksonville No. 1 Bcst. Place 4-1681	NBC Blair. Cummings	John T. Hopkins, III, gm & ce	J. W. Douglas, cm	Marion Trowell, pd & pmm	Thes. AP WE
WJAX-FM 1948	Chan. 236 (A) 95.1mc 11.5kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**FIRST
IN LISTENER PREFERENCE
IN
FABULOUS FLORIDA'S
FIRST
CITY OF YEAR-ROUND SALES, AND
FIRST
IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA**

W - J - A - X

930 kc — 5,000 watts

W - J - A - X - F M

95.1 mc

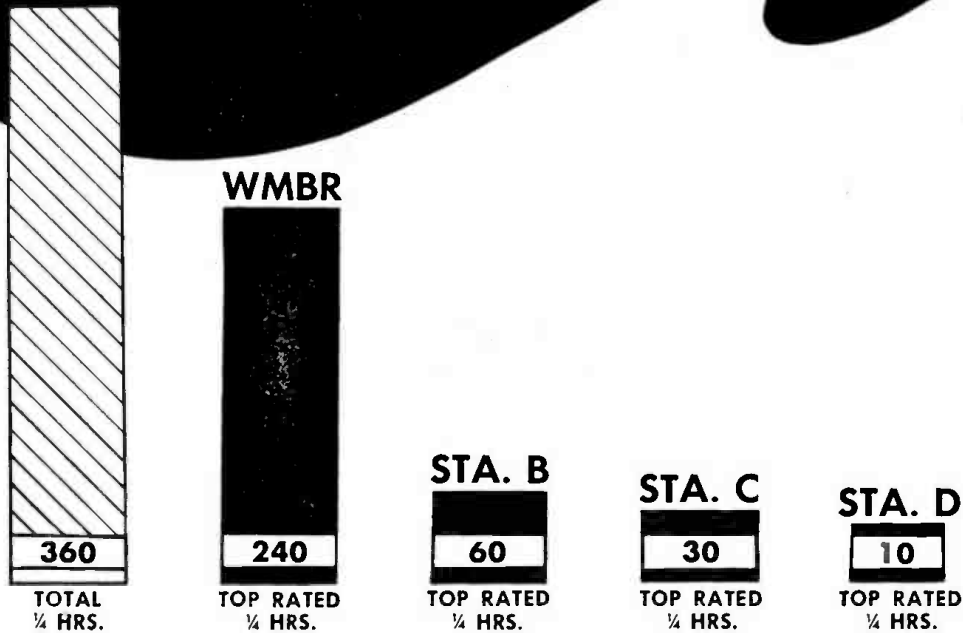
JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

John T. Hopkins III, Manager

AN NBC AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS



The November Jacksonville Pulse rates WMBR FIRST in 240 quarter-hours from 6:00 AM to Midnight, Monday through Friday. Four times better than any competitor and twice as good as 7 competitors combined.

WMBR Leads Morning, Afternoon and Night.

Jacksonville Florida
 Represented By **VERY-KNODEL, Inc.**

WMBR
5,000 Watts • CBS

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
JACKSONVILLE—(Continued)							
WJHP 1952	1320 5,000 DA-N	The Jacksonville Journal Co. 500 Laura St. 4-7711	MBS Perry	John H. Perry, Jr. p Milford A. Reynolds, gm	Beecher Hayford, ce Fred Schilling, sd	Alice Withee, wd	L-W AP RCA
WJHP-FM 1948	Chan. 245 (B) 96.9mc 32kw						
WMBR 1934	1460 5,000-DA-N	Florida Bestg. Co. 605 S. Main St. 9-4475	CBS Avery-Knodel	Frank King, p, g & cm Jack Newsom, pd Charles M. Stone, Natl. slm	Larry Scarborough, pmm & nd Ernest B. Vordermark, ce	Harry I. Talbert, sd	Wid. UP Col.
WMBR-FM 1949	Chan. 241 (B) 96.1mc 63kw						
WMBR-TV 1949		Florida Bestg. Co. 605 S. Main St. 9-4475		(For full information see TELECASTING Yearbook)			
WOBS 1948	1360 1,000-D	Southern Radio & Equipment Co. 1036 Mary St. 98-3411	Forjoe	E. D. Rivers, Sr., p Carmen Macri, secy-treas. John A. Boling, gm & sd	Riley McQuage, cm Jack L. Harrell, pd & nd Guy L. Crumpley, pmm & fd	William F. Askew, ce Wyoelene Rivers, wd G
WPDQ 1942	800 5,000 DA-N	Jacksonville Bestg. Corp. Gulf Life Bldg. 4-4421	ABC Taylor	James R. Stockton, p Robert R. Feagin, gm Kenneth E. Small, cm Charles Edwards, pd	Gordon Pierce, pmm James Donovan, ce Hugh Batey, nd	Howard Clark, fd Al Dunaway, sd Anne Daly, wd UP RCA
WRHC 1950	1400 250	WRHC, Inc. 247 Margaret St. 6-0461		Harold S. Cohn, p Willard Fraker, g & cm Freda Sanders, pd	Frank D. Thies, ce Harold S. Cohn Jr., pub ser. d Al Keirse, nd	R. S. Jones, fd L. D. Morgan, sd Elsie J. Cohn, wd	L-W RCA
JACKSONVILLE BEACH							
WJVB 1947	1010 250-D CP: 1,000-D	Jacksonville Beach Bestg. Co. P. O. Box 127 5-3674	KBS Best	J. Lyle Williams, Jr., p & gm James M. Bryant, cm	Ted Booth, pd Daniel M. Long, ce	Bill Williams, sd Mary Mason, wd AP Ray.
KEY WEST							
WKWF 1945	1600 500	John M. Spottswood P. O. Box 891 2-3333	MBS	John M. Spottswood, p, g & cm	Mary S. Spottswood, pd	Charles R. Lowe, ce	St. RCA
LAKE CITY							
WDSR 1946	1340 250	Deep South Radio-ways 126 N. Marion St. 525		Alfred H. Temple, p, g, cm, n & fd Alma H. Temple, pd & wd	Richard E. Dyer, ce	George Douglas, sd	Assoc. UP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

THE **T O P** STATIONS

"Top of Peninsular" FLORIDA

when—

THINKING
EST
ELL
RY

OUR
UR
UR

PRODUCTION
OWER
EOPLE
ACKAGE

WGGG (ABC)
Gainesville

WRHC (IND.)
Jacksonville

WJVB (IND.)
Jacksonville Beach

WDSR (IND.)
Lake City

WLBE (MBS)
Leesburg

WSBB (IND.)
New Smyrna Beach

WTMC (NBC)
Ocala

WWPF (ABC)
Palatka

WFOY (CBS)
St. Augustine

COVERAGE & MARKET DATA

POPULATION (1950 Census) 724,037

RADIO HOMES (Broadcasting) 176,294

RETAIL SALES (1951 Sales Management) \$688,135,000

SPOT ANNOUNCEMENT RATE

9 STATIONS	\$22.50	NO DISCOUNT
1 AFFADAVIT	1 BILLING	1 CLEARANCE

BUY FLORIDA'S T O P GROUP FOR ONLY \$22.50 A SPOT

For further details write:

T-O-P
P. O. Box 2467
Jacksonville 3, Fla.

or contact any member station

LAKELAND

WLAK 1936	1430 1,000	Lakeland Bcstg. Corp. P. O. Box 1211 2127	NBC Pearson	S. O. Ward, p, g & pmm Powell Adams, cm	Mary Whistle, pd	William P. Lee, asst. m & ce	Assoc. UP RCA Csp. AP G
WONN 1949	1230 250	Coastal Bcstg. Co. Lake Hunter Drive P. O. Box 2038 5117	MBS Cooke	Robert S. Taylor, p, g & pmm Thomas R. Barber, cm Ted Covington, pd & nd	Duane F. McConnell, bus. m & ce Graham S. Mela, fd	Bill Snyder, sd Gloria Revels, wd	

LAKE WALES

WIPC 1951	1280 1,000-D	Imperial Polk Bcstg Corp. P. O. Box 712 2-9831	KBS	Sarkes Tarzian, p S. W. Keen, vp G. Max Kimbrel, gm & ce	Dick Marsh, cm Joan Kimbrel, pd & wd	Jim Southern, nd Dick Hunt, fd	Wid. AP G
--------------	-----------------	--	-----	--	---	-----------------------------------	-----------------

LAKE WORTH

WEAT 1948	1490 250	(See West Palm Beach, Fla., listing.)					
--------------	-------------	---------------------------------------	--	--	--	--	--

LEESBURG

WLBE 1949	790 1,000 DA-1	Paul A. & Wendell F. Husebo P. O. Box 297 552	MBS Best	Paul A. Husebo, p Wendell F. Husebo, g & cm	Richard R. Coleman, pd J. Allen Brimmer, ce	Wayne Scott, nd Bill Reedy, sd	Wid/ UP Col.
--------------	-------------------	---	-------------	--	--	-----------------------------------	--------------------

LIVE OAK

WNER 1949	1450 250	Live Oak Bcstg. Co. P. O. Box 655 1450 - 499	KBS, Fla. State	Norman O. Protsman, g & cm Faith M. Protsman, pd	Clarence S. Parker, ce & sd	John Lee Alford, fd	UP RCA
--------------	-------------	--	--------------------	---	-----------------------------	---------------------	-----------

MARIANNA

WTYS 1948	1340 250	John H. Phipps P. O. Box 565 650	KBS Cummings	John H. Phipps, p	L. Herschel Graves, gm Guy Hamilton, m	Berta Hamilton, pd Wm. A. Snowden, ce
--------------	-------------	--	-----------------	-------------------	---	--	-------------------------

MELBOURNE

WMMB 1948	1240 250	Melbourne Bcstg. Corp. Front St. 574	MBS Best	Henry Dravneek, p A. V. Catterton, gm Victoria Martin, adv. m	Beverly Fleming, adv. m Barbara Bancroft, pd	Alan Mills, ce	SES UP Col.
--------------	-------------	--	-------------	---	---	----------------	-------------------

MIAMI

WFEC 1949	1220 250-D	David Haber 350 N.E. 71st St. 89-7534		David Haber, p Herbert Schorr, g & cm	Robert Lyons, sm & pd William Reeder, ce	Louise Sanford, wd UP WE
--------------	---------------	---	--	--	---	--------------------	-------------------

WGBS 1939	710 50,000-D 10,000-N DA-2	Storer Bcstg. Co. 1605 Biscayne Blvd. 9-2401	CBS Katz	George B. Storer, p Miller N. Babcock, gm Francis J. Riordan, cm	Ewald Kockritz, pd & pmm Edward C. Lockwood, ce Robert Bingham, nd	George Chamberlin, fd Stan Ornest, sd Jane Butler, wd	L-W UP, INS WE
--------------	----------------------------------	--	-------------	--	--	---	----------------------

WGBS-FM 1952	Chan. 242 (A) 96.3mc 1.5kw						
-----------------	----------------------------------	--	--	--	--	--	--

WINZ 1946	940 50,000-D 10,000-N DA-2	Hollywood Bcstg. System Biscayne Terrace Hotel 82-6641	Raymer	Rex Rand, p & gm B. Neary, cm & pmm Denny Kirwin, pd & sd	James Sawyer, ce	Lyn Lockwood, wd AP, INS RCA
--------------	----------------------------------	--	--------	---	------------------	------------------	-------------------------

WIOD 1926	610 5,000 DA-2	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC Hollingbery	Daniel J. Mahoney, p James M. LeGate, gm Robert L. Fidler, cm	Scott Bishop, pd Milton C. Scott, ce Martha Henriquez, pmm	Gene Strul, nd Morris McLemore, sd Billie O'Day, wd	Thes. AP, UP, INS WE RCA
--------------	-------------------	---	--------------------	---	--	---	--------------------------------------

WIOD-FM 1946	Chan. 247 (A) 97.3mc 15kw						
-----------------	---------------------------------	--	--	--	--	--	--

WMIE 1948	1190 10,000-D 5,000-N-DA-2	Sun Coast Bcstg. Corp. Everglades Hotel 3-5556	Pearson Dora- Clayton	E. D. Rivers, Sr., p Jim Macri, gm Kurt Meer, cm	Cy Russell, pd Russ Bennett, ce Ben Schreiber, pmm	Bill Cudabac, nd Ruth Vanderbusch, wd	Assoc. AP RCA
--------------	----------------------------------	--	-----------------------------	--	--	--	---------------------

WQAM 1920	560 5,000-D 1,000-N	Miami Bcstg. Co. DuPont Bldg. 2-6121	ABC Blair, Cummings	John S. Knight, p Owen F. Uridge, gm	Don Fischer, pd Gene Rider, ce	Gordon Shaw, nd Marshall Parsons, sd	Wid. AP GE
--------------	---------------------------	--	---------------------------	---	-----------------------------------	---	------------------

WQAM-FM 1946	Chan. 235 (B) 94.9mc 3.2kw						
-----------------	----------------------------------	--	--	--	--	--	--

WTVJ (TV) 1949		Southern Radio & Television Equipment Co. 318 N. Miami Ave. 82-6671		(For full information see TELECASTING Yearbook)			
-------------------	--	---	--	---	--	--	--

WWPB 1947	1450 250	Paul Brake 414 SW 2nd Ave. 3-7405	KBS Walker	Paul Brake, o & m M. L. Carter, asst. m & pd Bernie Neary, cm	Fred Brabant, ce Bert Johnson, pmm Noah Tyler, nd	Cal Carter, fd Sunny Hirsch, sd Joan Barrett, wd AP WE WH
--------------	-------------	---	---------------	---	---	--	-------------------------

WWPB-FM 1948	Chan. 268 (B) 101.5mc 8.5kw						
-----------------	-----------------------------------	--	--	--	--	--	--

MIAMI BEACH

WKAT 1937	1360 5,000-D 1,000-N	WKAT, Inc. 1759 Bay Rd. 5-5711	MBS Headley- Reed	A. Frank Katzentine, p & o John I. Prosser, gm & pd Walter Callahan, cm	Arthur P. Smith, Jr., ce John Price, nd	Robert Evans, sd	Cole, St. UP WE
--------------	----------------------------	--------------------------------------	-------------------------	---	--	------------------	-----------------------

WKAT-FM 1947	Chan. 226 (B) 93.1mc 285kw						Wid. L-W
-----------------	----------------------------------	--	--	--	--	--	----------

WLRD-FM 1948	Chan. 230 (B) 93.9mc 13kw	Mercantile Bcstg. Co. 420 Lincoln Rd. 58-6334	Indie	Alan H. Rosenman, o, gm & ce	Marshall Jay Simmons, cm		WE
-----------------	---------------------------------	---	-------	---------------------------------	-----------------------------	--	----

WMBM 1947	800 1,000-D	Biscayne Bcstg. Co. MacArthur Causeway 5-5586		Kenneth S. Keyes, Sr., p Buddy E. Starcher, g & cm	Arnold C. Kaufman, pd, pmm & nd Charles Hartwick, ce	Charles Haley, fd Elenor Bingham, wd	St. UP Col.
--------------	----------------	---	--	---	--	---	-------------------

NEW SMYRNA BEACH

WSBB 1951	1230 100	Beach Bcstg. Co. New Smyrna Hotel 760		Walter T. Slattery, g & cm	James D. King, pd	Roland Jordan, ce	Thes. UP Tem.
--------------	-------------	---	--	----------------------------	-------------------	-------------------	---------------------

OCALA

WTMC 1939	1290 1,000 DA-N	Ocala Bcstg. Co. Inc. 14 S. Magnolia St. MArion 2-4127	NBC Perry	John H. Perry, Jr., p Thomas S. Gilchrist, Jr., g & cm	James B. Smith, pd, pmm, n & fd W. P. Callahan, ce	Ken Brown, sd Ruth Brumball, wd	L-W AP Col.
--------------	--------------------	--	--------------	--	--	------------------------------------	-------------------

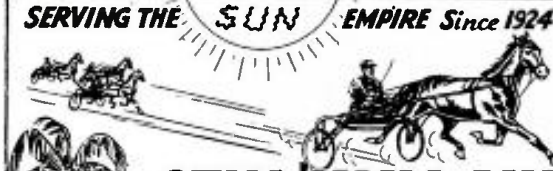
FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
ORLANDO						
WDBO 1924	580 5,000 DA-N	Orlando Bcstg. Co. Inc. 30 S. Ivanhoe Blvd. E. P. O. Box 3707 6181	CBS Blair, Cummings	Harold P. Danforth, p & gm W. G. McBride, sls. d Rosalind Boggs, pd	J. E. Yarbrough, ce Carter Scofield, n & fd Don McAllister, sd Bill Berry, wd	Assoc., Thes., Wid. AP, UP
WDBO-FM 1949	Chan. 222 (B) 92.3mc 34kw					WE
WHOO 1947	990 10,000-D 5,000-N DA-N	WHOO, Inc. Fort Gatlin Hotel Eldg. 2-0773	ABC Avery- Knodel	Edward Lamb, p Carl F. Hallberg, g & cm	Dan Daniel, pd, n & sd Don E. Compton, ce	St. AP RCA
WHOO-FM 1948	Chan. 243 (B) 96.5mc 59kw					Fed.
WLOF 1940	950 5,000 DA-N	Hazlewood, Inc. P. O. Box 1991	MBS	Wm. J. Sears, p John Thorwald, exec. vp & gm Walter C. Shea, secy-treas. Donn R. Colee, cm	John Hugh, pd Freda M. Hilton, prom. d W. Dodd Daniel, ce Forrest Clark, nd	John Freeman, nd Bob Kilgore, fd R. B. Smith, sd Mrs. Ruth Donahue, wd
WORZ 1947	740 1,000 DA-2	Central Fla. Bcstg. Co. 790 N. Orange Ave. 2-2451	NBC Weed	Mrs. Naomi T. Murrell, p Eugene D. Hill, vp & gm Winston L. Clark, cm	Chas. Hunt, pd Wm. Miller, ce Georgia McCarty, pmm	Wm. Switzer, n & fd Chuck Fuller, sd Phoebe Miller, wd
WORZ-FM 1952	Chan. 262 (B) 100.3mc 16.5kw					RCA
PALATKA						
WWPF 1947	800 250-D	Palatka Bcstg. Co. 900 River St. 354	ABC	J. E. Massey, ptrn. L. C. McCall, ptrn., gm & ce Herb Young, cm	Johnny W. Gillis, pd Bob James, pmm & sd	George Duck, fd Evelyn Longworth, wd
PALM BEACH						
WWPG 1941	1340 250	Palm Beach Bcstg. Corp. 3000 S. Ocean Blvd. 2-1515		Charles E. Davis, o, g & cm	Florence Hicks, pd	Clyde Walkden, ce
WWPG-FM 1946	Chan. 250 (B) 97.9mc 22kw					Fed.
PANAMA CITY						
WDLP 1940	590 1,000 DA-N	Panama City Bcstg. Co. West Beach Drive	MBS, KBS Florida Perry	John H. Perry Jr., p C. B. Kelley, gm Byron Hayford, asst. gm & cm	John Thomas, pd Calvin Howrigan, ce	Don Brookins, nd Frank Pericola, sd
WDLP-FM 1951	Chan. 255 (B) 98.9mc 5kw					L-W AP Ray
WPCF 1949	1400 250	Bay County Bcstg. Co. 300 E. 15th St. 6176		E. L. DuKate, n & gm		

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.

FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

SERVING THE SUN EMPIRE Since 1924



WDBO

580K.C. 5000 WATTS WDBO-FM 92.3 MCS 34000 WATTS

STILL WAY AHEAD! *Central Florida's Pioneer Radio Station*

1951 Retail Sales in the 21 WDBO counties totaled \$616,908,000*. WDBO has approximately 19,000 more daytime families and 17,000 more nighttime families who listen regularly (6 or 7 days or nights a week) than the other 3 Orlando stations combined**. Hooper Radio Audience index—morning 44.0, afternoon 48.9, evening 41.2***. No increase in WDBO rates since 1946.

* 1952 Sales Management

** Last BMB Report

*** C. E. Hooper—Oct.-Nov. 1951

WDBO, ORLANDO, FLORIDA—National Representatives, BLAIR, CUMMINGS

PENSACOLA

WBSR 1946	1450 250	WBSR, Inc. WBSR Bldg. 6173	CBS Taylor	Patt McDonald, p Don Lynch, vp & gm	Boris Mitchell, cm & sd Jay Reagan, pd	Glenn Nichols, ce	Wid. AP	
WCOA 1926	1370 5,000 DA-N	WCOA, Inc. 118 E. Interendencia 4111	NBC Perry	John H. Perry Jr., p J. Halliday Veal, gm & nd I. F. Welch, cm & fd	Russ. Hirsch, pd Winnie Smith, pmm H. L. Heath, ce	Dan Griffith, sd Clarine Porter, wd	L-W AP RCA	
WEAR 1947	1230 250	Gulfport Bcstg. Co. Inc. 2nd & Hyer Sts. 8-4449	ABC, MBS Pearson	Mel Wheeler, p, g & cm Dick Darby, pd & nd	Jim Smith, ce Agnes Fisher, pmm	Dick Nickelson, sd Taris Savel, wd	Thes., Assoc. AP G	
.....(TV) (CP)		Southland Television Inc.	(For full information see TELECASTING Yearbook)					

PLANT CITY

WPLA 1949	1570 250-D	W. A. Smith Hopewell Rd. 528	KBS Best	W. A. Smith, p George Friend, g & cm Frankie Blackwelder, pd	James Derrick, ce, sd & wd James M. Shumway, pmm	Joseph T. Wilson, nd Stan Hendricks, fd	Cole UP
--------------	---------------	------------------------------------	-------------	--	--	--	------------

QUINCY

WCNH 1948	1230 250	Quincy Bcstg. Corp. 300	MBS Best	A. B. Letson, p, o, gm & ce Jerry Melvin, c & pmm	Dewey C. Newton, pd Lee Herbert, nd	Jim Kirk, f & sd Betty Barnes, wd	Thes. UP WE
--------------	-------------	----------------------------	-------------	--	--	--------------------------------------	-------------------

ST. AUGUSTINE

WFOY 1936	1240 250	Fountain of Youth Bcstg. Co. Magnolia Ave. 1622	CBS, Florida Avery- Knodel	Mrs. J. C. Bell, p John E. Bernhard, Jr., exec. vp, g & cm & nd	Frankie C. Walker, secy- treas., pd & pmm Ernest Raistrick, ce	Bob Herrington, fd Jullan Fant, sd Alberta Dillin, wd	Wid. UP Col.
--------------	-------------	--	----------------------------------	---	--	---	--------------------

ST. PETERSBURG

WPIN 1947	680 1,000-D	Fla. West Coast Bcstrs. Inc. Royal Palm Hotel 7-0511	Indie Sales	Dr. Charles L. Farrington, p Arthur Mundorff, g & cm James Carley, pd	Manly St. Jean, ce Bob Clayton, fd	Bill Wright, sd Syd Shrode, wd AP G	
WSUN 1926	620 5,000 DA-N	City of St. Petersburg Recreation Pier 7-4747	ABC Weed	George D. Robinson, gm Vera New, cm	Louis J. Link, pd	Jeff Moshier, sd	Assoc. UP RCA	
WSUN-TV (CP)		City of St. Petersburg P. O. Box 240	(For full information see TELECASTING Yearbook)					
WTSP 1939	1380 5,000 DA-N	Pinellas Bcstg. Co. Times Bldg. 7-8108	MBS H-R Reprs	Nelson P. Poynter, p F. J. Kelley, vp & gm L. L. Wildman, cm	Jack Faulkner, pd & pmm W. D. Mangold, ce Bill Watts, nd	Bob Bonifay, sd Beth McNelly, wd	Wid., Cap. UP, INS RCA	
WTSP-FM 1948	Chan. 273 (B) 102.5mc 37kw						WE	

SANFORD

WTRR 1947	1400 250	Myron A. Reck P. O. Box 1541 999	KBS Best	Myron A. Reck, p, g & pmm Roy D. Green, cm	J. Marion Harman, Sr., pd, n & wd James S. Williamson, Jr., ce	Ralph Spotts, fd James W. Fields, sd UP Col.
--------------	-------------	--	-------------	--	---	---	---------------------

SARASOTA

WKXY 1949	1540 1,000-D	Sarasota Bcstg. Co. P. O. Box 2431 Ringling 66-651	KBS Best	A. G. Fernandez, p	Howard Ermisch, pd & sd	Robert Kohlmeier, ce	L-W AP G
WSPB 1939	1450 250	WSPB, Inc. P. O. Box 1110 Ringling 6-8811	CBS Pearson	Robt. C. Jones, Jr., p John B. Browning, g & pmm J. McCarthy Miller, cm	David C. Hale, pd James E. Grant, ce	Dean Fleischman, sd Dottie Mead, wd	Wid., Thes. UP RCA

SEBRING

WJCM 1950	1340 250	Clearfield Bcstrs. Inc. Box 233 81-811	MBS, KBS	W. K. Ulerich, p W. J. Thomas, gm Jonas Termin, sm & pd	Al Frank, asst. m & sd Robert Goshorn, ce	Emma Lou Richards, n & wd	St. UP Ray.
--------------	-------------	--	----------	---	--	------------------------------	-------------------

TALLAHASSEE

WTAL 1935	1270 5,000 DA-N	John H. Phipps P. O. Box 989 2-1270	CBS Blair	John H. Phipps, p L. Herschel Graves, gm	Joseph E. Hosford, pd William Snowden, ce	Bob Delaney, nd Peggy Flynn, wd	Wid. AP RCA
WTAL-FM	Chan. 280 (A) 103.9mc 0.72kw						
WTNT 1946	1450 250	Tallahassee Appliance Corp. Hotel Duval 2-1450	ABC Clark Dora- Clayton	Frank W. Pepper, p Frank W. Hazelton, vp, g & cm	Charles L. Clifton, ce Theo. E. Sommerkamp, nd	Jack Edger, sd Heien Hulick, wd	Thes. UP G



TAMPA

WALT 1946	1110 1,000-D	Tampa Bcstg. Co. 401 W. Tyler St. 2-7921	Pearson	W. Walter Tison, p, g, cm & pmm C. W. Geer, pd	J. B. Tison, ce Sandy Geer, nd Bob Martin, fd	Bill MacKechnie, sd June M. Tison, wd	L-W AP RCA
WDAE 1922	1250 5,000 DA-1	Tampa Times Co. 114 N. Franklin St. 2-2911	CBS Katz	David E. Smiley, p L. Spencer Mitchell, g & cm	Kenneth W. Skelton, pd, pmm & nd William Pharr Moore, ce	Mark E. Swingley, fd Sol J. Fleischman, sd Kay Dowst, wd	Assoc. UP GE
WDAE-FM 1947	Chan. 264 (B) 100.7mc 65kw						

FLORIDA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	Trans. Li- brary, News Service Transmitter
TAMPA (Cont'd)						
WFBK 1950	1590 1,000-D	Hillsboro Bcstg. Co. 1521 E. Broadway Ave. 4-4177	KBS	E. P. Martin, ptrn. & p Elmo B. Kitts, ptrn. & ce	Alpha Martin, ptrn. & vp James Willson, pd & nd	KBS INS Col.
WFLA 1941	970 5,000 DA-N	Tampa Tribune Co. 312 Morgan St. 2-4747	NBC Blair, Cummings	J. C. Council, p George W. Harvey, gm Paul Jones, pd	Tom Mathews, pmm Jo Mitchell, ce Sam Lattimer, nd	Thes., L-W UP RCA WH
WFLA-FM 1948	Chan. 227 (B) 93.3mc 53kw					
WBBO 1948	1050 250-D	Sulphur Springs Bcstrs. Inc. 11011 Fla. Ave. 33-2251		Harold A. Dunlap, p & gm Cyrus King, cm	Ellen Sauls, pd Martin Bannister, ce	AP G
TARPON SPRINGS						
WBOY (CP)	1470 5,000-D	WBOY, Inc. P. O. Box 868 WBOY Bldg. Route No. 19		Amherst H. Turner, g & pmm Roe Potter Turner, cm	Gail D. Griner, ce Ken Scott, pdm	Erie Parker, nd Harry Jack Pisapia, fd UP, AP G
WEST PALM BEACH						
WEAT 1948	1490 250	James Robert Meacham P. O. Box 791 Lake Worth L. W. 4422	NBC Walker	James Robert Meacham, p. g & pmm Clifford H. Glick, cm	Bill Gordon, pd & nd Andrew Kelcher, ce	Aino Carlson, wd Cap. AP Ray.
WIRK 1947	1290 1,000 DA-2 CP: 5,000-D 1,000-N-DA-N	Ken Sell, Inc. 715 South Flagler Lr. 21744	MBS, Fidelity Cooke	Joseph S. Field, Jr., p, g & cm James C. Steele, Jr., pd & pmm	William P. Heitzman, ce Pat McGuinness, nd Jack McCormack, fd	Rome J. Hartman, sd Bernadine Webster, wd Assoc. INS Col.
WIRK-TV (CP)		Ken Sell Inc. 715 South Flagler Dr. 21744			(For full information see TELECASTING Yearbook)	
WJNO 1936	1230 250	WJNO, Inc. 1500 N. Flagler 2-3638	CBS, Fla., Liberty Meeker	George H. Buck, o Hustin V. McMillan, gm Vern Crawford, pd	Warren Spencer, ce Bob Hawkey, n & sd	Dave Webster, fd Ann Wharton, wd Wid. UP RCA
WINTER HAVEN						
WSIR 1947	1490 250	Citrus Belt Bcstrs. Inc. MBS 865 W. Lake Howard Dr. S.W. 31-313	MBS	Frederick L. Allman, p Lawrence A. Rollins, gm & nd	Earl E. Sturgeon, cm Richard Eyrich, pd	L. Orden Craig, ce UP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Main Street? ...or the Market!

• Sure! WFLA covers "Main Street" — does a superb job in Tampa. But that's only a small percentage of its audience.


WFLA reaches out — into busy cities like St. Petersburg, into the resort communities along the Gulf Coast, and deep into Florida's richest, most heavily populated trade area.

Within a radius of 50 miles of WFLA are 29% of Florida's families, 26% of Florida's population, and

24% of Florida's retail sales. A total of 1,055,785 people live within 100 miles of Tampa.


WFLA gives you big market coverage, as well as "Main Street" . . . provides a diversified audience of homemakers, farmers, citrus growers, cattle raisers, industrialists, and vacationists in one of America's fastest growing markets.

When you buy Tampa, buy the Tampa trade area. Buy WFLA!



The Tampa Tribune Stations • AM and FM

National Representative JOHN BLAIR & CO. • Southeastern Representative HARRY E. CUMMINGS, Jacksonville, Fla.




AGRICULTURE

BUSINESS

INDUSTRY

RECREATION



GEORGIA

ALBANY

WALB 1941	1590 1,000 DA-N	Herald Publ. Co. Leesburg Rd. 1590 & 1591	MBS Burn-Smith	James H. Gray, p Tommy R. Stillwagon, gm	Mildred N. Huie, cm Jack Mayer, pd Ben R. Wills, ce	William Bowick, Jr., pmm J. D. Davis, fd Arthur Magee, sd	Wld. AP Ray.
WGPC 1933	1450 250	Albany Bcstg. Co. New Albany Hotel 1370	CBS, Georgia Hollingbery	J. W. Woodruff, p & exec. m L. M. George, sm, cm & pmm	W. H. Flint, pd & sd	R. A. Carlton, ce Bill Fowler, fd	Assoc. UP WE
WJAZ 1952	1050 250-D	Southeastern Bcstg. System North Slappy Dr. 1670		James S. Rivers, p James O'Donald sm	George Burton Jr., cm Charlie Read, pd	James McGehee, ce Virginia Mizeck, wd	UP G

AMERICUS

WDEC 1947	1230 250	Americus Bcstg. Co. Windsor Ave. 3681-2	MBS Continental Dora- Clayton	James R. Blair, p Charles C. Smith, gm, cm, pd & nd	John L. Rivard, ce Dewey Stone, fd	June E. Senecal, wd	Wld. AP Ray.
--------------	-------------	---	--	---	---------------------------------------	---------------------	--------------------

ATHENS

WGAU 1938	1340 250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS, KBS	C. A. Rowland, p R. Lewis Doster, gm, cm & pmm	Mary L. Betts, pd	Bill Evans, ce & sd AP Col.
WGAU-FM 1948	Chan. 258 (B) 99.5mc 4.4kw					 GE
WRFC 1948	960 1,000-D 500-N DA-N	Radio Athens, Inc. 279½ N. Lumpkin St. 446		L. H. Christian, p & gm C. A. McClure, cm Mary Anne Martin, pd & wd	L. D. Drewery, ce Ed Thilenius, pmm & sd	H. Randolph Holder, nd Ronnie Stephens, fd	Assoc. UP

ATLANTA

WAGA 1937	590 5,000 DA-N	Storer Bcstg. Co. 1018 W. Peachtree St., NW Vernon 3553	CBS Katz	George B. Storer, p Glenn C. Jackson, mgng. d Claude Frazier, cm	Don Naylor, pd Hugo Bondy, ce Para Lee Brock, pmm	Dale Clark, nd & fd Jim Woods, sd Helen Parris, wd	Thes. AP WH
WAGA-FM 1948	Chan. 277 (B) 103.3mc 44kw						
WAGA-TV 1949		Storer Bcstg. Co. 1018 W. Peachtree St., NW Vernon 3553					

(For full information see TELECASTING Yearbook)



MR.
ATLANTA

**YOU GET ALL 3
ON WGST**

A B C

ATLANTA

5,000 Watts

920 KC

- C** —assures coverage of the 36 counties in Atlanta's retail trade zone.
- P** —means the best in locally produced and net programs from ABC. Shows geared to the likes of Atlanta listeners.
- M** —guarantees top drawer merchandising support to jobbers, chain and independent retail outlets.

WGST

National rep.
JOHN BLAIR
in southeast
JAMES S. AYERS

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
ATLANTA (Cont'd)							
WATL 1931	1380 5,000 DA-N	Atlanta Bcstg. Co. Henry Grady Bldg. Alpine 1515		J. W. Woodruff Sr., p Stan Raymond, cm, pd & sd	G. C. Livingston Jr., ce Paul Wynn, nd	Beth Simmons, wd UP WE	
WATL-FM 1948	Chan. 248 (B) 97.5mc 44kw						
WBGE 1947	1340 250	General Bcstg. Co. Inc. Georgian Terrace Hotel Vernon 1194	Indie Sales, Oakes	Robt. N. Pinkerton, p & Harvey S. Langham, sm Rod Davidson, pd	Frank A. Browne, cm Robt. J. McGarity, pd Howard Parrish Jr., ce	Alice Bell, wd AP GE	
WBGE-FM 1947	Chan. 238 (B) 95.5mc 1.85kw						
WEAS 1947	1010 10,000-D	(See Decatur listing)					
WERD 1949	860 1,000-D	Radio Atlanta Inc. 27½ Auburn Ave., NE Lamar 0666	Interstate United Newspapers	J. B. Blayton Sr., p J. B. Blayton Jr., gm	Robert H. Brisendine, pd & nd Wm. F. Kennedy, ce	Mrs. Freddye Henderson, wd WE	
WGST 1923	920 5,000-D 1,000-N	Georgia Institute of Technology Forsyth Bldg. Walnut 8441	ABC Blair, Ayers	Frank M. Spratlin, chmn. John Fulton, gm & cm	Jack Kelley, pd, nd, sd & fd Ben Akerman, ce	Paul Sanford, pmm Dean Dickens, wd AP RCA	
WGST-FM 1949	Chan. 236 (B) 94.1mc 68kw						
WLTW (TV) 1951		Broadcasting Inc. 15 Forsyth St., SW Cypress 6878		(For full information see TELECASTING Yearbook)			
WQXI 1948	790 5,000-D 1,000-N DA-N	Robt. W. Rounsaville Peachtree Rd. at Mathieson Dr., NE Cherokee 2196	MBS Hollingbery	Robt. W. Rounsaville, o Don Mitchell, cm & sm Robt. A. Corley, pd	Elton B. Chick, ce Paul B. Cram, tech d Herb Harris, nd	Guy Tiller, sd Barbara Candler, wd Cap. UP RCA	
WSB 1922	750 50,000	Atlanta Newspapers Inc. 10 Forsyth St., NW Elgin 6711	NBC Petry	J. M. Cox Jr., vp Leonard Reinsch, mng. d. John M. Outler Jr., gm	Frank Gaither, m Elmo Ellis, nd Vincent Piano, pmm	C. F. Daugherty, ce Walter Paschall, nd Std., Wid. AP, UP WE	
WSB-FM 1948	Chan. 253 (B) 98.5mc 52kw			Frank Gaither, cm & pd	R. A. Holbrook, asst. ce RCA	
WSB-TV 1948		Atlanta Newspapers Inc. 10 Forsyth St., NW Elgin 6711		(For full information see TELECASTING Yearbook)			
AUGUSTA							
WAUG 1951	1050 250-D	Garden City Bcstg. Co. Bon Air Hotel 3-4441		Melvin Purvis, ptrn. Geo. Nicholson, ptrn. Chester Jones, ptrn.	T. L. Morgan, gm Gordon Anderson, sls. m	Robert White, pd James W. Faulkner, ce Cap. AP Ray.	
WAUG-FM 1952	Chan. 289 (B) 105.7mc 9.2kw						
WBBQ 1947	1340 250	Savannah Valley Bcstg. Co. 515 15th St. 4-8441	MBS, Hickory Hill Net. GALS Walker	Geo. G. Weiss, p John W. Watkins, gm & cm Ed Dunbar, pd	Marvin Tarpley, ce Phil Harrison, exec. asst. John Lyon, pmm & nd	Bill Riddle, sd Mickey Watkins, wd AP G	
WGAC 1940	580 5,000-D 1,000-N-DA-N	Twin States Bcstg. Co. 2,2692	ABC Avery- Knodel	A. D. Willard Jr., p & gm Donald MacDonald, vp Martin E. White, lcl, cm	Warren Hites, pd John P. Jopling, ce John L. Barnes, nd	J. W. Chambers, fd Jack Francis, sd Joyce Hayward, wd Thes. UP RCA	
WJBF 1945	1230 250	Georgia-Carolina Bcstg. Co. WJBF Bldg. 4-2421	NBC Hollingbery	J. B. Fuqua, p & gm D. M. Kelly Jr., sm Steve Manderson, cm	Fred Kea, pd & pmm	Ernest Swint, ce UP Ray.	
WRDW 1930	1480 5,000 DA-N	Radio Augusta Inc. Elzth & Broad Sts. 2-8805		Grover C. Maxwell, p Allen M. Woodall, evp Harry L. Jernigan, vp	W. Ray Ringson, gm & pmm M. C. Gregory, cm Richard Warner, pd	Rabun F. Bobo, ce Richard Warner, nd Raymond Culpepper, fd Bob Ruckle, sd Wid. AP RCA	
BAINBRIDGE							
WMGR 1946	1490 250	Decatur Bcstg. Co. 777	MBS, KBS	Thomas R. Hanssen, gm, ce & sd Charles W. Dowdy, cm	Joe Hill, pd Toby Dowdy, pmm	Ray Read Jr., nd Marion Monk, fd Wid. AP G	
BRUNSWICK							
WGIG 1949	1460 1,000 DA-N	Brunswick Bcstg. Corp. 1514 Union St. 2714	ABC GALS McGillvra	Hugh K. Tollison, gm John Lane, cm	John Harmon, pd & sd Herman Lange, ce	Marvin Massey, pmm Caroline Stuckey, wd Cap. AP G	
WMOG 1940	1490 250	Coastal Bcstg. Co. Inc. P. O. Box 572 1500		(Mrs.) Alma King, p			
CAIRO							
WGRA 1950	1300 1,000-D CP: 790	Grady-Mitchell Bcstg. Co. Bainbridge Rd. 439	ABC, KBS, GALS Indie Sales	Ed Stevens, p Jim Honey, gm & cm Sara Crew, pd	Iimar Strang, ce Mary Ellen Schafer, pmm Glenn Pelham, nd	John Gilmore, sd Mrs. W. T. Schafer, wd St. UP Col.	
CALHOUN							
WCGA (CP)	900 1,000-D	Gordon County Bcstg. Co. P. O. Box 312 West Point, Georgia					
CARROLLTON							
WLBB 1947	1100 250-D	Carroll Bcstg. Co. P. O. Box 116 880 & 981	KBS GALS	Thos. K. Vassy, p & gm Hiram Bray, cm & pmm	Charles M. Anglely, pd Chessley Hooper, ce	Dick Pettet, nd Wid. UP Ray.	

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

CARTERSVILLE	WBHF 1946	1450 1460	W. R. Frier 1200	MBS, KBS	W. R. Frier, p & gm	Martha Sullins, pd	H. E. Bridges, ce	L-W UP G
CEDARTOWN	WGAA 1941	1340 250	Timm Inc. 777	Dora- Clayton	B. F. J. Timm, p George Lund, gm, cm & pmm	Fred Webb, pd & nd Ken McNaron, ce, fd & sd	Sue Stone, wd	Cap. AP RCA
COLUMBUS	WDAK 1943	1340 250	Radio Columbus Inc. Martin Bldg. 5447	NBC Headley- Reed	Allen M. Woodall, p Miles H. Ferguson, sm & pmm W. S. Massie, cm	Joe Byars, pd Max F. Harper, ce Bill Henry, nd	Jim Harding, sd Louise Morris, wd	Wld. AP RCA
	WGBA 1947	1460 1,000 DA-1	Georgia-Alabama Bcstg. Corp. 1213½ Broadway 3-3603	ABC, MBS Branham	A. H. Chapman, p Walter M. Windsor, gm & pmm Albert H. Haack Jr., asst. m & cm	William L. Gramer, pd William R. Atkinson, ce	Glen Broughman, nd Ralph Burgess, sd June Hardoway, wd	Thes. L-W UP RCA
	WGBA-FM 1946	Chan. 236 (B) 95.1mc 15.5kw					 Col.
	WRBL 1928	1420 5,000 DA-N	Columbus Bcstg. Co. 1350 13th Ave. 2-0601	CBS Hollingbery	J. W. Woodruff Jr., exec. m George A. Gingell, sm & prod. d	B. E. Johnson, cm Ridley Bell, pd & pmm Joseph A. Gamble, ce	George Theeringer, nd & sd Ronnie Evans, fd Nora Brennan, wd	Assoc. UP, INS WE
	WRBL-FM 1946	Chan. 227 (B) 93.3mc 46.2kw						GE
CORDELE	WMJM 1940	1490 250	Southeastern Bcstg. System 20 Ave. & B St. 666	MBS, KBS, GALS	James S. Rivers, p William E. Blizard Jr., gm, pmm, sd, fd & wd	Bryant Lane, pd & nd Vernon Cameron, ce	O. G. Cooper Jr., slmn UP RCA
CORNELIA	WCOP (CP)	1450 250	Habersham Bcstg. Co. c/o Herbert B. Kimzey	ABC	Herbert B. Kimzey, p	Jack Bradley, gm, pd & ce John Jacobs Jr., cm		AP G
COVINGTON	WMOC 1946	1430 1,000-D	The Covington News Inc. 114-122 Pace St. 3401	GALS	A. Belmont Dennis, p W. Thomas Hay, gm Cliff Jenkins, cm & pd	S. G. Turner, pmm, nd & sd Wm. Dickson, ce	Leo Mallard, fd	Wld., SES UP Col.
DALTON	WBLJ 1940	1230 250	Dalton Bcstg. Corp. 111 S. Pentz St. 1180	MBS, KBS, GALS	H. C. Kenemer, p William E. Davies, gm Olin H. Kenemer, cm	John S. Andrews, ce James I. Clark, nd	Hulon W. Coburn, sd	Thes. UP G

WRDW

AUGUSTA, GA.

Covers

GEORGIA'S 2ND MARKET

(Nation's 92nd!)

★ 208,200 population

★ \$137,813,000

RETAIL SALES

All Figures From Sales Management May 10, 1952

WRDW is the station that most Augusta people listen to most in this rich, rapidly growing market that has no television for 160 miles. These thousands of radio listeners are sold on the Hooper-high CBS and local programs of Augusta's first station . . . WRDW.

The Augusta Market is Growing!

It's growing, even as you read this. The increase of nearby Camp Gordon, the AEC's new H-Bomb plant, and many other varied industries and businesses this rich area is attracting have combined to make a pattern of spectacular, permanent growth. Population has increased 111% since January 1, 1948.

The figures tell the Augusta market story:

Population	208,200
Bank Deposits	\$341,821,278
Retail Sales	137,813,000
Food	32,312,000
Gen'l. Mdse.	21,450,000
Automotive	25,975,000
Home Furnishings	7,106,000
Drug	3,689,000

Represented by Headley-Reed Co.

WRDW

CBS Radio

5000 Watts

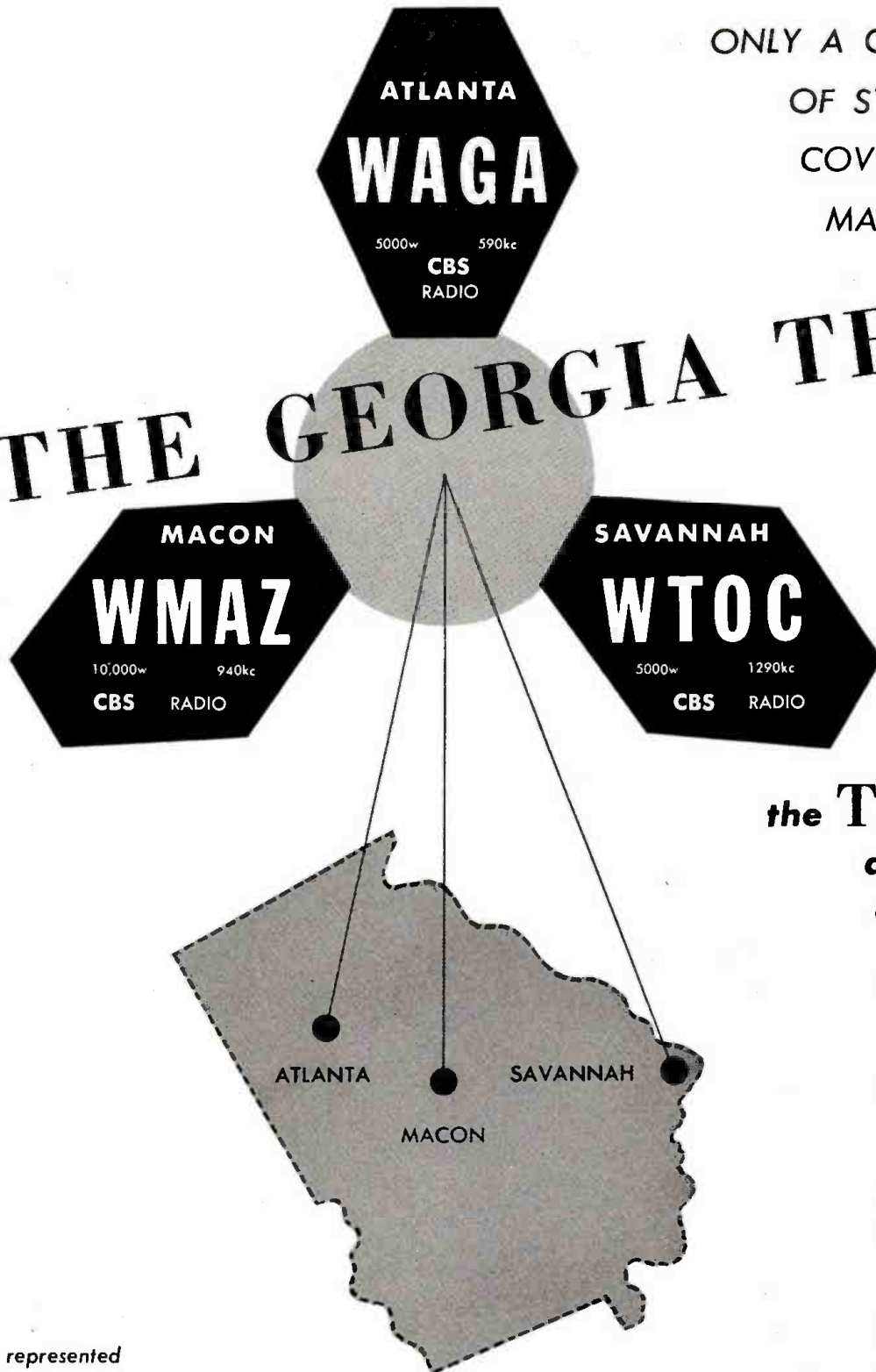
GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;		
DAWSON							
WDWD 1948	990 1,000-D	Dawson Bcstg. Co. 416	ABC, KBS Indie Sales	Ed Stevens, p W. C. Woodall Jr., gm Owen Parnacott, cm	Mrs. Clyde Wall Jr., pd Joseph Stephens, ce	Wayne Foster, nd & sd Tex Beverly, fd	UP Col. RCA
WDWD-FM 1951	Chan. 266 (B) 101.1mc 11.6kw						
DECATUR							
WEAS 1947	1010 10,000-D	WEAS Inc. 217 W. Ponce de Leon Ave. Dearborn 2521	Forjoe Stars Inc.	E. D. Rivers Jr., p W. H. Keller Jr., vp & gm Warren Roberts, sm John Barlett, cm	Ned Lukens, pd Les Gradick, Jr., ce Kurt Alexander, nd & sd	Jack Moore, pmm Channing Cope, fd Martha Johnson, wd	INS RCA
WGLS 1949	970 1,000-D	DeKalb Bcstg. Co. Box 403 546 N. McDonough St. Crescent 6471		Guy W. Rutland Sr., p Sam W. Kane, gm Al Ciraldo, cm, pd, pmm & sd	Sam Dillard, act. ce Tom Nolan, nd	Jim Wesley, fd	St. UP G
DOUGLAS							
WDMG 1947	860 1,000-D	WDMG Inc. P. O. Box 590 564	Dora- Clayton	B. F. J. Timm, p Mary M. Jarrard, gm	Edward Lund, pd	Stanley H. Strickland, ce	Wid. UP
DUBLIN							
WMLT 1945	1340 250	Dublin Bcstg. Co. Franklin St. 871	MBS, KBS, GALS Continental	George T. Morris, p W. Newton Morris, gm	(Mrs.) Sarah Orr Williams, cm W. C. Courson, pd	Lawrence L. Henry, Sr., ce	Wid. AP G
EAST POINT							
WTJH 1949	1280 5,000-D	James S. & Doris R. Rivers Dodson Drive Franklin 1473	KBS	James S. Rivers, p William B. Hill, gm Robert V. Rogers, cm	Thomas J. Loe, pd William J. Hill, III, ce	William P. Cooper, pmm Claude Jones, fd	UP Ray.
ELBERTON							
WSGC 1946	1400 250	Elberton Bcstg. Co. Elberton		Melvin C. Gorman, m			
FITZGERALD							
WBHB 1946	1240 250	Ben Hill Bcstg. Corp. 601 W. Roanoke Dr. 2077	MBS, KBS	Otto Griner, p Al H. Evans, gm, cm & pmm	Charles E. Player, ce & pd	Ben Langella, sd	Wid. AP G
FORT VALLEY							
WFFM 1951	1150 1,000-D	Peach Belt Bcstg. Co. Roberta Rd. 84	KBS	Ed Stevens, p Jim Honey, gm Hugh Birdsong, m & sd	Kenneth Flynt, cm Connie Hall, pd & wd Charlie Parrish, ce	Lee Matis, nd Joe Grayson, fd	UP Col.
GAINESVILLE							
WDUN 1949	1400 250	Northeast Ga. Bcstg. Co. 217½ S. Main St. 2341	ABC, GALS Indie Sales	John W. Jacobs Jr., gm Doris Smith, cm	Joe Franklin, pd Les Brooks, ce	Jay Still, nd	Wid. AP GE
WDUN-FM 1949	Chan. 280 (A) 103.9mc 0.3kw						
WGGA 1941	1240 250 CP: 550 5,000-D 500 N DA-N	Blue Ridge Bcstg. Co. Times Bldg. 1600	MBS, KBS	Charles Smithgall, p & pmm James E. Bailey, gm & cm Billy Kinsey, pd	Keith Brown, ce James Hartley, prod. m Sylvan Meyer, nd	George Porter, fd Robert Schwab, sd Kay Alford, wd	UP RCA
GRIFFIN							
WKEU 1933	1450 250	Radio Station WKEU P. O. Box 155 Macon Rd. 5507	MBS, KBS	A. W. Marshall Jr., p & gm John J. Wheeler, cm & pmm	James R. O'Donnell, pd	William F. Westmoreland, ce	L-W AP G
WRHT (CP)	1320 1,000-D	Griffin Bcstg. System 9451		R. H. Thompson Sr., p & gm	Jim Ricks, cm	Charles Tucker, ce	Wid. UP G
HARTWELL							
WKLY 1947	980 1,000-D	Louie L. Morris P. O. Box 189 71		Louie L. Morris, p Max G. Pfander, evp Burch T. Griffin, cm	Joe B. Wilder, asst. m, pmm, nd & fd Broadus McLane, ce	Georg Page, sd Virginia Bailey, wd	Cap., Wid. UP G
HAWKINSVILLE							
WCEH 1952	610 500-D	Tri-County Bcstg. Co. P. O. Box 184		R. T. Ragan, p H. T. Griffin, vp	Dallam R. Jackson, secy.-treas.	Paul E. Reid, gm	Wid. UP G
JESUP							
WBGR 1949	1370 1,000-D	W. Glenn Thomas Sr. P. O. Box 147 2444	KBS, GALS Dora- Clayton	W. Glenn Thomas Sr., p George Thompson, sm, cm & sd	Dennis Brown, pd, pmm & nd Arthur L. Manning, ce	James Clegg, fd (Mrs.) Pansy W. Surrency, wd	Cap. UP Ray.
LaGRANGE							
WLAG 1941	1240 250	LaGrange Bcstg. Co. 305-307 E. Broome St. 3505	MBS, KBS Indie Sales Dora- Clayton	Roy C. Swank, p Edwin Mullinax, gm, cm & sd John Boggess, pd	J. M. McKay, ce Faye Scarborough, pmm & wd	Joe Hawkins, fd Henry East, nd	Wid. UP G
WLAG-FM 1943	Chan. 281 (B) 104.1mc 2.45kw						Assoc.
WTRP (CP)	620 500-D	Chattahooche Bcstg. Co. Ltd. Hammett Bldg.		Byron H. Hurst, ptrn. & gm Ralph C. Freeman, ptrn. Cecil Crew, ptrn.	J. R. Oglesby, cm & fd Jim Martin, pd & sd Ray Relihan, ce	Frank Cordell, pmm George Pettett, nd Dorothy Johnston, wd	Thes. AP G.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. —Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

ONLY A COMBINATION
OF STATIONS CAN
COVER GEORGIA'S
MAJOR MARKETS

THE GEORGIA TRIO



the **TRIO** offers
advertisers at
one low cost:

- CONCENTRATED
COVERAGE
-
- MERCHANDISING
ASSISTANCE
-
- LISTENER LOYALTY
BUILT BY LOCAL
PROGRAMMING
-
- DEALER LOYALTIES

in **3** major markets

represented
individually and
as a group by

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

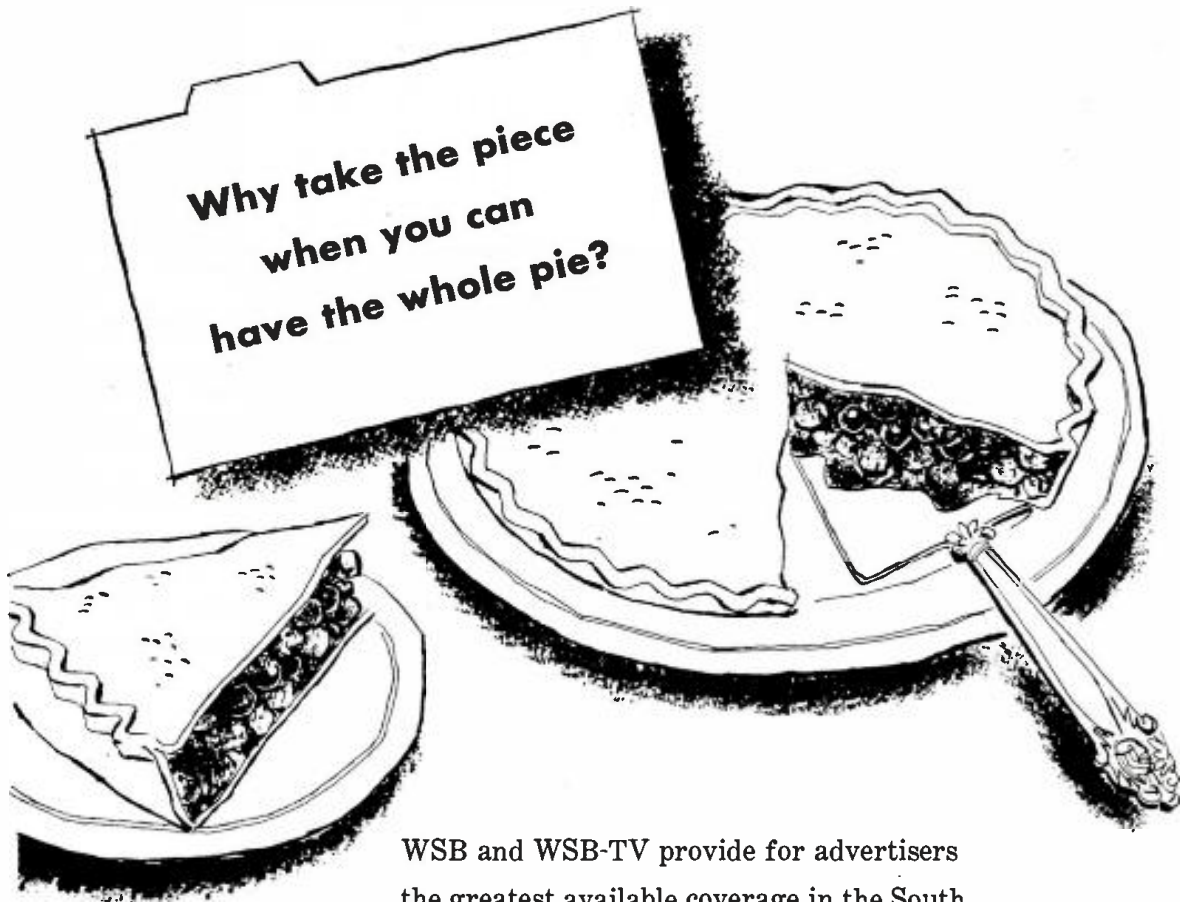
GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Trans. Library, News Service Transmitter
MACON						
WBML 1940	1240 250	Middle Georgia Bcstg. Co. 230 Second St. 3-3454	NBC	E. G. McKenzie, p Allen M. Woodall, evp E. F. MacLeod, gm	Geo. W. Patton, cm H. S. Goodrich, ce Otis Hughes Jr., nd	Bob Spiller, sd Jacki Dodge, wd Wid. AP RCA
WBML-FM 1949	Chan. 264 (B) 100.7mc 15kw					
WIBB 1948	1280 1,000-D	Peach State Bcstg. Co. Inc. Professional Bldg. 2-2505	Walker CBS Katz	Thomas H. Maxwell, p, gm & ce	Donald C. Frost, cm	Gordon Price, pd UP Ray.
WMAZ 1922	940 10,000 DA-2	Southeastern Bcstg. Co. Bankers Insurance Bldg. 2-7373		Geo. P. Rankin, p & ce Wilton E. Cobb, gm Frank Crowther, cm & pd	E. G. Pendleton, pmm Albert Sanders, sis. m Ben Chatfield, nd	Herb Johnson, fd Herb Kassner, sd Helen Farmer Popejoy, wd L-W UP RCA
WMAZ-FM 1946	Chan. 256 (B) 99.1mc 18.6kw					
WNEX 1948	1400 250	Macon Bcstg. Co. Bibb Bldg. 5-3301	ABC, MBS Branham	Edward M. Lowe, p Alfred Lowe, gm Marion Bragg, cm	Billie Edwards, pd Charles A. Walker, ce E. G. Stroberg, bus. m.	Robt. R. Savage, nd & sd Jack Owens, fd Margaret Stephens, wd Thes. AP WE
WNEX-FM 1948	Chan. 245 (B) 96.9mc 41kw					
MARIETTA						
WFOM 1946	1230 250	Radio Sta. WFOM S. Cobb Dr. 8-3396		Fred B. Wilson, p Albert L. Jones, gm John Williams, cm & nd	Alice Bliss, pd & wd Chuck Strauss, ce	Channing Cope, fd Red Sparks, sd UP Ray.
MILLEDGEVILLE						
WMVG 1946	1450 250	Jere N. Moore 250	MBS, KBS, GALS	Jere N. Moore, p Michael T. Landy, gm	Josephine Ragsdale, pd Robbie O. Hattaway, ce	Bill Bloodworth, nd Cap. UP G
MOULTRIE						
WMGA 1939	1400 250	John F. Pidcock 999	ABC, KBS, GALS Everett-McKinney	John F. Pidcock, o & gm	Roy F. Zess, cm	Homer Sloan, ce Bob Lenihan, fd UP RCA
NEWMAN						
WCOH 1947	1400 250	Newnan Bcstg. Co. P. O. Box 581 1400	MBS Hunter	D. T. Manget, p James O. Hardin, gm, cm, pd, nd & fd	Walter O. Welch, ce Johnny Brown, sd	Lillian Davis, wd Wid. AP Col. RCA
WCOH-FM 1952	Chan. 244 (B) 96.7mc 0.33kw					
ROME						
WLAQ 1947	1410 1,000 DA-N	News Pub. Co. 209 Broad St. 7767	ABC	Mrs. Burgett H. Mooney Sr., p B. H. Mooney Jr., vp James F. Mann, vp	Lee Moury, gm & sd Martha Daniel, cm Dan Scott, ce	Elizabeth Hardin, pd Ivan Hoge, nd Delmas Franklin, fd Wid. AP
WRGA 1929	1470 5,000-DA-N	Rome Bcstg. Corp. 501 Broad St. 2-2411	MBS, KBS Walker, Dora-Clayton	Charles Smithgall, o Mather Payne, p & gm Lamar B. Talley, cm	James Roberts, pd R. A. Starr, ce Cap Hicks, nd	Albert Kirby, fd Cecil Kerce, sd Kitty Alford, wd L-W UP WH
WRGA-FM 1946	Chan. 293 (B) 106.5mc 1.15kw					
WROM 1946	710 1,000-D	Coosa Valley Radio Co. 121 1/2 Broad St. 2-0853	Southern	Dean Covington, p Edward McKay, gm Charles Doss, cm, pd & sd	Thos. Robertson, ce Blair Jesse, prod. m & nd Avery Means, pmm	Clyde Varner, fd Dorothy McKay, wd AP Ray. GE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

STATION	SHARE OF AUDIENCE	
WIBB	22.0	<div style="border: 2px solid black; padding: 10px; transform: rotate(-15deg); opacity: 0.8;"> <p>Highest rating of any independent station in the United States in cities of equal or smaller size, both morning and afternoon, according to Hooper Unaffiliated Stations Index (March - April 1952)</p> </div>
STATION "B"	7.4	
STATION "C"	14.5	
STATION "D"	55.2	

According to HOOPER RATINGS for Macon April, 1952—12 Noon to 6:00 P.M. Macon **WIBB** Georgia



WSB and WSB-TV provide for advertisers the greatest available coverage in the South. In every survey ever made in Atlanta by any recognized authority these stations have been dominant firsts. In this booming Southland prodigious sales appetites are being satisfied. If you are interested in big portions your effort warrants the strongest advertising support you can obtain.

wsb | **wsb-tv**

The Voice of the South | 50,000 Watts, Channel 2

Affiliated with The Atlanta Journal and Constitution. Represented by Edw. Petry & Co. Inc.

GEORGIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
SAVANNAH							
WCCP 1946	1450 250	Dixie Bcstg. Co. P. O. Box 943 2-4182	MBS Walker	Carter C. Peterson, p & gm Weldon Herrin, sm & cm William E. Moats, ce	Charles Beresford, pd Charles J. Lipton, sls. pmm Jesse Mooney, publ. d	John Johnson, nd Chuck Ford, fd Al Jennings, sd	St. UP G
WDAR 1946	1400 250	WDAR Inc. 34 E. Bryan St. 3-8807		H. Blair Minick, p & gm			
WFRP 1946	1230 250	Georgia Bcstg. Co. 219 E. Charlton St. 3-9642	ABC, GALS Everett- McKinney Ayers	John F. Pidcock, p, gm & pd John G. Williams, cm & pmm	James M. Wilder, ce & fd Larry Shields, nd	Dick Hull, sd Addine M. Leitch, wd	AP Ray.
WJIV 1950	900 1,000-D	WJIV Inc. 128 W. Taylor St. 47264	Forjoe, Stars	E. D. Rivers Jr., p W. H. Keller Jr., vp Jimmie Woods, gm Abram H. Eisenman, cm	Larry Picus, pd Robert Rivers, ce Frank Freeman, pmm	D. Nisbet Brown, nd Mel Mixon, fd Wm. Palote, sd Beth Angela Watson, wd	AP Ray.
WSAV 1939	630 5,000 DA-N	WSAV Inc. Liberty National Bank Bldg. 3-0234	NBC Blair	Harben Daniel, p & gm Donald K. Jones, cm Robert Shipley, pd & nd	Meredith E. Thompson, ce Susan Perry, pmm Douglas Strohbeh, fd	Dorothy Harris, wd Clarence Garnes, sd	Thes. AP RCA
WSAV-FM 1947	Chan. 262 (B) 100.3mc 15.5kw						
WTOC 1929	1290 5,000 DA-N	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS, Ga. Trio Katz	Wm. T. Knight Jr., p, treas. & gm S. P. Driscoll, vp F. Schley Knight, vp	Ben Williams, cm Kyle E. Goodman, ce Dwight J. Bruce, pmm & fd	Wm. D. Randall, nd W. O. King, sd Ruth M. Goodman, wd	L-W UP RCA
WTOC-FM 1946	Chan. 247 (B) 97.3mc 5kw						GE
STATESBORO							
WWNS 1947	1490 250	Statesboro Bcstg. Co. P. O. Box 146 502	MBS, KBS, GALS	R. H. Thompson Sr., p & gm	Jim Watson, cm, pd, pmm, nd, fd & sd	Charles Tucker, ce Mrs. Ernest Brannen, wd	Wid. UP Ray.
SUMMERVILLE							
WGTA 1950	950 1,000-D	Tri-State Bcstg. Co. Inc. Holland Rd. 296	GALS	E. C. Pesterfield, p & co-o William B. Farrar, co-o secy.-treas., gm	Lawrence Keown, pd & nd	Charles M. Lowry Jr., ce	Cap. UP GE
SWAINSBORO							
WJAT 1950	800 1,000-D	Jack A. & Nancy M. Thompson P. O. Box 371 2011		Jack A. Thompson, gm Jack Wiseley, sm & ce Sal Beaumont, pd	Cliff Hunnicutt, nd Bill Polk, fd	Joe Beaumont, sd Jane Butler, wd	Cap. L-W UP G
WJAT-FM 1951	Chan. 269 (A) 101.7mc .97kw						Col.
THOMASTON							
WSFT 1947	1220 250-D	Thomaston Bcstg. Co. P. O. Box 689 2187	MBS, KBS, GALS	J. B. Hardy, p S. J. Carswell, secy.- treas. & gm	C. D. Thames, cm Bill Heale, pd R. D. Wharton, ce	Jeff Davis, nd & sd Johnny Williams, fd Lillian Turner, wd	Wid. AP GE
THOMASVILLE							
WKTG 1947	730 1,000-D	Southern Bcstg. System Inc. Bank of Thomas Co. Bldg. 1501 & 1502	Clark	W. F. Scott Jr., p & gm L. T. Porter, cm Bruce Singleton, ce	Mrs. Ray Anderson, nd Roger Mansfield, sd	Mary Jean Chalkley, office m	Wid., Thes. AP Ray.
WPAX 1934	1240 250	H. Wimpy 117 Remington Ave. 909		H. Wimpy, p & gm	Al Feinberg, cm	James Poole, ce	Cap. UP G
THOMSON							
WTWA 1948	1240 250	Hickory Hill Bcstg. Co. Inc. 215 Lumpkin St. 777	MBS, KBS Hickory Hill	Edgar Kobak, o Edgar H. Kobak, gm cm, pd, pmm, nd, fd & sd	Edward W. Williams Jr., ce	Joyce Hayward, wd	Wid. UP RCA
TIFTON							
WWGS 1947	1340 250	Tifton Bcstg. Corp. Graham Bldg. 921	MBS, GALS Clark	W. A. Graham, p James E. Graham, vp, gm & cm	Carl Wendel, asst. m Ed Pebbles, pd	Wendell C. Roberts, ce	Cap. UP WE
TOCCOA							
WLET 1941	1420 1,000-D	R. G. LeTourneau 423 Prather Bridge Rd. 544	MBS, KBS Clark	R. G. LeTourneau, p Virgie E. Craig, gm	Roy E. Gaines, cm & nd	C. H. Sutton, ce Charles Gaines, pd, pmm & sd	Thes. UP GE
WLET-FM 1948	Chan. 291 (B) 106.1mc 7.3kw						
VALDOSTA							
WGAJ 1951	910 5,000 DA-N	Valdosta Bcstg. Co. 116 W. Hill Ave. 910	ABC Pearson	George B. Cook, p & gm N. U. Peiler, ce	Betty McCraney, nd Ernest Green, fd	Willard Belote, sd Anne McKay, wd	Thes. AP WH
WGOV 1940	950 5,000-D 1,000-N-DA-2	WGOV Inc. Daniel-Ashley Hotel 1420	MBS Forjoe, Stars	E. D. Rivers Jr., p William H. Keller Jr., vp A. B. Smith, gm & cm	Jack Jackson, pd Lester Q. Hall, ce Vince Randolph, pmm & sd	Ben Porter, nd Betty Friis, wd Channing Cope, fd	UP Ray.
WGOV-FM 1948	Chan. 223 (B) 92.5mc 7kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

VIDALIA

WVOP 1946	970 1,000-D	Vidalia Bcstg. Co. P. O. Box 391 327	MBS, KBS Continental	H. Cleveland Gilreath, bus. m, gm & cm Bob Smith, pd	Loren Dorrough, ce Baxter Morris, pmm & fd R. E. Ledford, nd	Ruby Bryant, office m & wd Charles Rollison, sd	UP Ray.
--------------	----------------	--	-------------------------	--	--	---	------------

WAYCROSS

WACL 1951	570 1,000-D	Teletronics Inc. Memorial Dr. 3068	Southeastern	James S. Rivers, p & gm Robert C. Lay, m J. Lamar Goldwire, cm	Lloyd E. McKinney, ce Paul T. Hayes, nd Ken Rogers, mus. d	Robert R. MacKey, sd Neil Bates Penland, wd	L-W AP Col.
WAYX 1936	1230 250	Jack Williams 1800 Carswell Ave. 965	MBS, KBS, GALS Holman	Jack Williams, o John J. Tobola, m & cm Charles Witt, pd	Curtis Frazier, ce Betty Davis, pmm Dean Bragg, nd	Malcolm Thomas, fd Tommy Edwards, sd Geraldine Fields, wd	Wid., Cap. UP RCA

WEST POINT

WRLD 1944	1490 250	(See Lanett, Ala. listing)					
WRLD-FM 1948	Chan. 275 (B) 102.3mc 10.2kw	(See Lanett, Ala. listing)					

WINDER

WIMO 1952	1300 1,000-D	Winder-Monroe Bcstg. Co. 4631		W. C. Woodall Jr., p C. H. Grider, gm & cm	R. A. Jones, pd, pmm & nd W. R. Powell, ce & sd	Betty Jo Beckman, wd	UP G
--------------	-----------------	-------------------------------------	--	---	---	----------------------	---------

IDAHO

BLACKFOOT

KBLL 1951	1490 250	William I. Palmer Yellowstone Highway 780	William I. Palmer, p Carl A. Winther, gm Reed Monson, cm & sd	Evangeline R. Winther, pd & wd	Donald Clark, ce	AP WE
--------------	-------------	---	-------	---	-----------------------------------	------------------	----------

BOISE

KDSH 1947	950 5,000 DA-N	Boise Valley Broadcasters Inc. 311 N. 10th St. 3-2511	CBS, Beehive Free & Peters	Westerman Whillock, p & gm Earl Glade Jr., cm, pd & pmm	James A. Johntz, Jr., ce Charles Platt, nd Bill Gratton, fd	Al Bodney, sd Anne Schofield, wd	L-W UP WH
KGEM 1946	1140 10,000 DA-1	Idaho Bcstg. & TV. Co. 5801 Cassia 4-3511	ABC, KBS Hollingbery	Frank C. Carman, p Milo J. Petersen, gm Lou Clemens, cm	Del Lundbom, pd Manson McClure, ce Harold Ford, pmm	Bill Taylor, nd Don Bish, fd Ted Randall, sd	Wid. UP
KIDO 1928	630 5,000 DA-2	KIDO, Inc. Chamber of Commerce Bldg. 709 Idaho St. 2-4611	NBC Blair	Georgia M. Davidson, p Walter E. Wagstaff, vp & gm	Hugh Shelley, cm Jack Link, pd, pmm & fd	Harold Toedtemeier, ce Wiff Janssen, nd & sd	Thes. UP RCA
KIDO-TV (CP)		KIDO Inc.		(For full information see TELECASTING Yearbook)			

BURLEY

KBIO 1948	1230 250	KBIO Inc. P.O. Box 461 10	ABC, Rocky Mt. Cooke	Jessica L. Longston, p K. Clark, gm, nd & fd	George MacDonald, cm & sd Roy A. Lamont, pd & pmm	Donald R. Lockwood, ce Mitzie Grasteit, wd	Wid. UP WE
--------------	-------------	---------------------------------	----------------------------	---	--	---	------------------

CALDWELL

KCID 1947	1490 250	Caldwell Bcstg. Co. Inc. P.O. Box 1052 9-7444	Clair B. Hull, p, cm, pmm & fd	F. H. Booton, gm, pd & nd Dick Lewis, ce	Don Quigley, sd Martha Hull, wd	UP RCA
--------------	-------------	--	-------	-----------------------------------	---	------------------------------------	-----------

COEUR D'ALENE

KVNI 1946	1240 250	Coeur d'Alene Bcstg. Co. Blackwell Island 1250	MBS Wash.-Idaho	Burl C. Hagadone, p & gm Wayne E. Olsen, sm & cm	Bernard V. Merriman, pd, pmm, nd & fd Vince Hoffart, ce	Bob Hough, sd Barbara Earin, wd	Cap. RCA
--------------	-------------	---	-----------------------------	---	---	------------------------------------	----------------------

IDAHO FALLS

KID 1928	590 5,000-D 1,000-N DA-N	Idaho Radio Corp. Corner Park & C Sts. 4	CBS Bonneville	A. W. Schweider, p C. N. Layne, gm Leonard Wasden, cm	Roy Southwick, pd & pmm Carroll Secrist, ce	Claude Cain, sd	UP RCA
KIFI 1946	1400 250	Eastern Idaho Bcstg. & TV Co. P.O. 581 N. Yellowstone Hwy. 1054	ABC, MBS Intermountain Avery- Knodel	J. M. Brady, p & gm John Taylor, sm Hal Simmons, pd & nd	George Stone, ce Wayne Davis, pmm & fd	Keith Clarke, sd Lynn Lee, wd	St. AP G.

LEWISTON

KLER (CP)	740 250-D	Cole E. Wylie					
KRLC 1935	1350 1,000 DA-N	H. E. Studebaker Lewis-Clark Hotel 3-1551	MBS Don Lee Weed	H. E. Studebaker, p Donald A. Thomas, gm	A. Thomas Decker, asst. m. William Dodel, pd Gene Wilson, ce	Jack Clifford, nd Al Wallace, sd Ann Tussing, wd	Thes., Assoc. UP RCA

MOSCOW

KRPL 1947	1400 250	Interstate Radio, Inc. P.O. Box 386 2283	KBS Interstate Biddick	T. R. Farrier, p Bert McAllister, gm W. L. Hopkins, cm	H. D. Young, ce Gale Mix, sd	Ruth McAllister, wd	SES. AP
--------------	-------------	--	------------------------------	--	---------------------------------	---------------------	---------------------

NAMPA

KFXD 1930	580 5,000 DA-I	Frank E. Hurt & Son Inc. Box 891 6-4611	MBS, Inter- mountain Avery- Knodel	Edward P. Hurt, p & gm E. E. Coleman, vp	Doyle H. Cain, cm & sd Shrl Black, pd	Gilbert M. Rose, ce	Cap. AP G.
--------------	-------------------	--	---	---	--	---------------------	------------------

IDAHO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	Trans. Li- brary, News Service Transmitter
POCATELLO						
KJRL 1946	1240 250	Radio & Television Bcstg. Co. of Idaho 1140 Yellowstone Ave. 1240	CBS, Beehive Western Radio Sales Moore	Burl C. Hagadone, p & gm Roger L. Hagadone, sm, cm & pmm	Dick Wright, pd Julian Dennis, ce Bob Paulos, nd	Vinc Anselmo, sd Jo Overpeck, wd Cap. Col.
KSEI 1926	930 5,000 DA-N	Radio Service Corp. Hotel Whitman P.O. Box 31 4000	NBC Weed	O. P. Soule, p Henry H. Fletcher, gm & cm	Ruth A. Fletcher, pd Ellis W. Call, ce	Olive M. Leeney, pmm Jim Tyne, nd, fd & sd St. L-W, Thes. UP RCA
KSEI-FM 1947	Chan. 243 (B) 96.5 mc 1.8 kw					
KWIK 1946	1440 1,000 DA-1	Eastern Idaho Bcstg. & Television Co. Bannock Hotel 3400	ABC, MBS. Intermountain Avery- Knodel	James M. Brady, p Charles Crabtree, gm Don W. Burden, cm	Earl Bingham, pd & pmm Del Williams, ce Dave Thomas, nd	Steve Shepard, sd Norma Adamson, wd Wld. AP
PRESTON						
KPST 1948	1340 250	Voice of the Rockies, Inc. P.O. Box 192 600	KBS	R. Leon Smith, p Rulon Dunn, gm	M. S. Stocking, cm & wd D. A. Nash Jr., ce & sd	Leo Hawkes, treas. Assoc. Col.
REXBURG						
KRXX 1951	1230 250	Snake River Radio & TV Co. Inc. 455 S. 2nd St. E. P.O. Box 301 700	Dr. M. F. Rigby, p Howard R. Chapman, gm & ce	Merrill L. Skinner, cm & sd James G. Clawson, pd	Doris Chapman, wd Cap. Thes. AP G.
KRXX-FM 1951	Chan. 229 (B) 93.7 mc 16.5 kw					
SANDPOINT						
KSPT 1949	1400 250	Bauer Bcstg. Co. Sandpoint 555	KBS Biddick	Norman E. Bauer, p, gm, cm & sd	Bill Banks, pd & nd Wm. R. Frey, ce & fd	Ione Bauer, pmm & wd St. UP WE
TWIN FALLS						
KEEP 1946	1450 250	Radio Sales Corp. P.O. Box 511 3002	CBS Bonneville	Arch L. Madsen, co-o D. Spencer Grow, co-o George Nickson, vp & gm	Paul Droubay, pd pmm & nd Eugene Larson, ce Holly Houfburg, fd	Don Miller, sd Sandra Salmon, wd Wld. UP Col.
KLIX 1946	1310 1,000 DA-2	So. Idaho Bcstg. & TV Co. Elizabeth Blvd. 2820	ABC, MBS Avery- Knodel Moore	Frank C. McIntyre, vp & gm Juneau H. Shinn, cm Donald K. Allen, pd	Lloyd James, ce Robert Weggeland, pmm Bob Brashear, nd	Holland Houfburg, fd Joe Clements, sd Mary Lee Seidner, wd AP
KTFI 1928	1270 5,000-LS 1,000-N	Radio Bcstg. Corp. 241 Main Ave. W. 2400	NBC Weed Keating	O. P. Soule, p Florence M. Gardner, gm Kenneth W. Montgomery, cm	Lenore Parker, pd & pmm Marvin Hartley, ce	Bonnie Baird, nd Fred Maltz, sd L-W, St. UP RCA
KTFI-FM 1947	Ch. 259 (B) 99.7 mc 3 kw					
WALLACE (Kellogg)						
KWAL 1938	620 1,000 DA-N	Silver Bcstg. Co. Box 930, Wallace, Ida. 8-2111	MBS Holman	Dr. J. R. Binyon, p R. G. Binyon, gm & pmm	George Shreve, cm, nd & sd Camille Binyon, pd	Bert Daugherty, ce J. Cantrell, fd & wd Wld. AP GE
WEISER						
KWEI 1948	1240 250	Inland Bcstg. Co. Box 791 700	KBS	Frank S. Gwilliam, p Mervin V. Ling, gm & fd	Rosann Gibbs, pd & wd Ed C. Miller, ce & nd	S. B. Hale, sd Cap. AP WE
ILLINOIS						
ALTON						
WOKZ 1948	1570 1,000-D	WOKZ Inc. Hotel Stratford 35506	Sears & Ayer	Edward A. Wheeler, p Wm. R. Tedrick, gm & cm Clyde Wiseman, pd & sd	Cletus L. Kennedy, ce Allan Riehl, pmm & nd	Fern Randall, wd St. UP Col.
WOKZ-FM 1948	Ch. 260 (B) 99.9mc 9.1kw					
AURORA						
WMRO 1938	1280 250-D	Martin R. O'Brien 184 S. River St. 4215	Martin O'Brien, o & m Vincent G. Cofey, cm J. M. Doran, pd	John R. Kitner, ce Jim O'Brien, pmm & nd Bill Randall, fd	Bob Lauer, sd L-W INS RCA
AVA						
WAVA 1951	1580 250-D	Leonard M. & Leonard F. Johnson P. O. Box 18 3311	Leonard M. Johnson, gm, cm Leonard F. Johnson, pd & fd	Julian Emlen, ce Art Smith, sd Phil Richardson, nd	Raymond J. Steele, pmm Catherine Johnson, wd SES. UP G
BELLEVILLE						
WIBV 1947	1060 250-D	Belleville Bcstg. Co. 2100 W. Main St. 5000	Holman	John Lewis, p Paul O. Godt, gm Clarence Keller, cm & pmm	William Bailey, pd Marvin Moelrring, ce Robert Husky, nd	Ted Beinert, fd Gene Hogan, sd AP G
WTVI (TV) (CP)		Signal Hill Telecasting Corp.		(For full information see TELECASTING Yearbook)		

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

BLOOMINGTON

WJBC 1924	1230 250	Bloomington Bestg. Corp. 209 E. Washington St. 5281	ABC Rambeau	Loring C. Merwin, p Warner C. Tidemann, gm Harry B. Swift, cm	John R. Carden, pd Fred L. Bailey, ce Joseph M. Bunting, secy.- treas.	Keith Bright, nd Gus Grebe, sd	Thes., Wid. UP RCA
--------------	-------------	---	----------------	---	---	-----------------------------------	--------------------------

WJBC-FM Ch. 268 (B)
1947 101.5mc
15.5kw

CAIRO

WKRO 1942	1490 250	Oscar C. Hirsch P. O. Box 311 1490	MBS Pearson	Oscar C. Hirsch, p	Merrill C. Currier, gm & cm	E. Sandow Myers, nd Col.
--------------	-------------	--	----------------	--------------------	-----------------------------	---------------------	---------------

CANTON

WBYS 1947	1560 250-D	Fulton Co. Bestg. Co. E. Linn Limits 1877	KBS	H. R. Winsor, p	Dale S. Phares, evp & o		Wid. AP G
--------------	---------------	---	-----	-----------------	-------------------------	--	-----------------

WBYS-FM Chan. 265 (A)
1948 100.9mc
0.65kw

CARBONDALE

WCIL 1946	1020 1,000-D	So. Illinois Bestg. 219 W. Main St. 167		Paul F. McRoy, p, gm, pd & ce Walter C. Schafer, cm Bob Veach, nd	Roy Freeman, fd Ralph Wain, sd	Betty Caraway, wd	Thes. AP Col.
--------------	-----------------	---	--	--	-----------------------------------	-------------------	---------------------

CARMI

WROY 1948	1460 1,000-D	Carmi Bestg. Co. 101 S. Walnut St. 4161	KBS Sears & Ayer	Roy Clippinger, p Roderick W. Cartier, gm	Bill Baker, pd & fd Gene McLin, ce Dick Berry, nd	Ellen Fernandes, wd	L-W, SES. UP Col.
--------------	-----------------	---	---------------------	--	---	---------------------	-------------------------

WROY-FM Ch. 247 (B)
1950 97.3mc
11kw

CARTHAGE

WCAZ 1921	890 1,000-D	Superior Bestg. Service 502 Wabash Ave. 520		Zola N. Compton, p			
--------------	----------------	---	--	--------------------	--	--	--

CENTRALIA

WCNT 1946	1210 1,000-D	Southern Ill. Bestg. Corp. 5151	KBS	C. W. Rodgers, p Merle G. Rogers, gm & cm Ken Scott, pd	Dwight R. North, ce Jack K. Holt, nd Bill O'Donnell, sd	Shirley Bieser, wd	St. UP G
--------------	-----------------	------------------------------------	-----	---	---	--------------------	----------------

WCNT-FM Ch. 243 (B)
1948 96.5mc
3kw

CHAMPAIGN

WDWS 1937	1400 250	Champaign News Gazette Inc. 48 Main St. 61855	CBS Meeker	Helen M. Stevick, p J. A. McDermott, gm	Marc Howard, sm	Robert Schenke, ce	Wid. UP GE
--------------	-------------	--	---------------	--	-----------------	--------------------	------------------

WDWS-FM Ch. 248 (B)
1949 97.5mc
27kw

CHICAGO

WAAF 1922	950 1,000-D	Corn Belt Publishers Inc. (Drivers Journal Division) LaSalle-Wacker Bldg. Randolph 61832	Burn-Smith	Ward A. Neff, p W. E. Hutchinson, gm Thomas L. Davis, cm	Bill Bauer, pd Carl W. Ulrich, ce Donald Cronberg, pmm	Dick Winters, nd Ray Grandle, sd Margaret M. LeBeau, wd	St. UP RCA
--------------	----------------	---	------------	--	--	---	------------------

WAAF-FM Ch. 230 (B)
1950 93.9mc
28kw

WAIT 1941	820 5,000-D	Radio Station WAIT 75 E. Wacker Dr. Franklin 20660	Young	Gene T. Dyer, p	Earl Withrow, gm	E. W. Jacker, ce	St. UP
--------------	----------------	--	-------	-----------------	------------------	------------------	--------------------

WBBM 1923	780 50,000	Columbia Bestg. System Inc. 410 N. Michigan Ave. Whitehall 4-6000	CBS CBS Radio Spot Sales	Frank Stanton, p CBS H. Leslie Atlass, vp & gm E. H. Shomo, asst. gm & slm. Kenneth B. Craig, exec. asst. to gm C. Gilman Johnston, cm	Al Bland, pd C. W. Doebler, pmm J. F. Novy, ce	Julian Bentley, nd Harry Campbell, fd John Harrington, sd	Assoc. AP, UP WH
--------------	---------------	---	--------------------------------	--	--	---	------------------------

WBBM-FM Chan. 246 (B)
1940 97.1mc
13kw

WBIK (FM) 1947	Chan. 242 (B) 96.3mc 19.1kw	Balaban & Katz Corp. 190 N. State St. Randolph 6-8210		John H. Mitchell, gm	Harry Coons, pd	Bill Kusak, ce	GE
-------------------	-----------------------------------	---	--	----------------------	-----------------	----------------	----

Springfield, Illinois

W C V S AND WCVS-FM

SPRINGFIELD'S FIRST IN PROMOTION AND MERCHANDISING

(Proven by 8 National Contest Awards)

Affiliated with ABC and MBS



Sears & Ayer - Nat'l. Reps.

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Trans. Library, News Service Transmitter
CHICAGO—(Cont'd)						
X WBKB (TV) 1943		Balaban & Katz Corp. 190 N. State St. Randolph 6-8210 (See Zion listing)		(For full information see TELECASTING Yearbook)		
WCBD 1947	820 5,000-SH					
WCFB 1926	1,000 50,000 DA-2	Chicago Fed. of Labor 666 Lake Shore Dr. Mohawk 4-2400	ABC Bolling	Arthur R. Harre, p & gm Marty Hogan, cm	Robert Platt, pd Charles E. Willett, ce	Victor Barnes, nd Joe Boland, sd St. UP RCA
WCRW 1926	1240 100-SH	Clinton R. White 2758 Pine Grove Ave. Eastgate 7-6860		Clinton R. White, o & ce	J. A. White, gm	Vince Garrity, sd
WEDC 1926	1240 250 SH	Emil Denemark, Inc. 3860 W. Ogden Ave. Crawford 74100		Emil Denemark, p Frank J. Kotnour, gm & cm Bill Mack, pd, pmm, nd & fd	Ansel Wayne Smith, ce Dick Harley, sd	Nina Czuwara, wd UP RCA
X WEFM (FM) 1940	Ch. 258(B) 99.5 mc 30kw	Zenith Radio Corp. 6001 Dickens Ave. Berkshire 7-7500		Cmndr. E. M. McDonald Jr., p Ted Leitzell, gm	Violet Kmety, pd Ross Utter, ce	SES, Thes Zenith
X WENR 1923	890 50,000 ST-WLS	American Bestg. Co. Inc. 20 N. Wacker Dr. Andover 3-0800	ABC Blair, Petry	John Norton, gm Edward J. Lynch, sm Burr Lee, pd	Jim Duffy, pmm Ed Horstman, ce	Con O'Dea, nd & sd AP, UP RCA
WENR-FM 1948	Chan. 234 (B) 94.7mc 25kw			(For full information see TELECASTING Yearbook)		
X WENR-TV 1948		American Bestg. Co. Inc. 20 N. Wacker Dr. Andover 3-0800				
*WFJL (FM) 1949	Ch. 226 (B) 93.1mc 29kw	Lewis College of Science & Tech. 75 E. Wacker Dr. Financial 6-2121		Most Rev. B. J. Sheil, D.D., p	Jerry Keefe, gm & pd	Dave Levine, ce UP, AP GE
WFMT (FM) 1951	Chan. 290 (B) 105.9mc 25kw	Gale Bestg. Inc. 4000 Washington Blvd. Nevada 2-2240		Bernard Jacobs, p & o	Rita Jacobs, pd	GE
WGES 1924	1390 5,000 DA-2	Radio Station WGES 2708 Washington Blvd. Sacramento 2-1700		John A. Dyer, gm Elizabeth M. Hinzman, cm Herbert Rudolph, pd	William A. Shunk, ce	K. P. Freda, pmm Assoc. UP WE
X WGN 1924	720 50,000	WGN Inc. 441 N. Michigan Ave. Superior 7-0100	MBS Hollingbery	Col. Robt. R. McCormick, p Frank P. Schreiber, gm Wm. A. McGuineas, cm	Bruce Dennis, pd Carl J. Meyers, d of enrg. Charles A. Wilson, sls prom mgr.	Robert F. Hurlleigh, nd Norman Kraeft, fd Jack Brickhouse, sd St. AP, UP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



**Radio reaches and sells more people at
far lower cost than any other medium.**



... and WGN reaches more homes per week than any other Chicago station* ... one reason why more grocery and drug advertisers buy WGN than any other major station in the second largest market in the nation!

*BMB ... Study No. 2

*A Clear Channel Station ...
Serving the Middle West*
MBS



**Chicago 11
Illinois
50,000 Watts
720
On Your Dial**



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street



WMAQ

Master Sales Station

Again and again, happy WMAQ clients report sales increases for their products and services through advertising on Chicago's master radio station. One of the more recent of these is Mr. Irvin Swartzberg, president of the REALEMON-PURITAN COMPANY of Chicago, who credits much of the 187 per cent increase in REALEMON sales during summer 1952 over summer 1951 to sponsorship of the GEORGE STONE-NEWS program on WMAQ.

Mr. Swartzberg says:

"It should be interesting for you to know that at the close of our summer season, when we terminated practically all other radio and TV commitments because of our temporary lack of raw fruit, the George Stone WMAQ Show was . . . continued, because we felt it had been doing such a good job in this market."

"The many favorable comments which we constantly receive from our customers and friends has made us feel that this is one of the best liked and most listened to news shows in Chicago radio."

Yes, Some Spots Are Better Than Others

and in Chicago radio those spots are on...



NBC
RADIO

REPRESENTED BY NBC SPOT SALES



WMAQ
CHICAGO

ILLINOIS—(Continued)

City	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
CHICAGO (Cont'd)							
WGNB(FM) 1941	Ch. 254 (B) 98.7mc 35kw	(WGN, AM affiliate)					
WGN-TV 1948		WGN Inc. 441 N. Michigan Ave. Superior 7-0100		(For full information see TELECASTING Yearbook)			
WHFC 1928	1450 250	WHFC Inc. 3350 S. Kedzie Townhall 3-6305					
WEHS(FM) 1941	Chan. 250 (A) 99.7mc 21kw	(WHFC, AM affiliate)					
WIND 1927	560 5,000 DA-2	Johnson-Kennedy Radio Corp. 400 N. Michigan Ave. Whitehall 4-2170	Avery-Knodel	Ralph L. Atlas, p & gm John T. Carey, cm H. Leslie Atlas, Jr., pd	Kenneth C. Shirk, ce Walter L. Rubens, Jr., pmm Bennet O. Scott, loc. slm	James Dale, nd Bert Wilson, sd	St. AP, UP RCA
WJJD 1934	1160 50,000 DA-1 L-KSL	WJJD Inc. 230 N. Michigan State 2-5466		Marshall Field, p Frederick G. Harm, gm Robert W. Ward, cm	Peter Moon, pd Walter F. Myers, ce Richard McNeeley, pmm & nd	Burt Sherwood, fd Bob Elson, sd Rosemary Wayne, nd	Thes., Wid. St., Cap. UP RCA
WFMF (FM) 1947	Ch. 262 (A) 100.3mc 33kw	(WJJD, AM affiliate)					
WLS 1924	890 50,000 ST-WENR	Agricultural Bcstg. Co. 1230 W. Washington Blvd. Monroe 6-9700	ABC Blair	James E. Edwards, p Glenn Snyder, gm Charles M. Freeman, cm	Harold Safford, pd & nd Thomas Rowe, ce Warren W. Middleton, pmm	Arthur C. Page, fd	WH St. AP, UP RCA
WMAQ 1922	670 50,000	National Bcstg. Co. Merchandise Mart. Superior 7-8300	NBC NBC Spot Sales	Joseph H. McConnell, [NBC] p Harry C. Kopf, vp & gm Rudi Neubauer, slm	Homer Heck, prog. m Howard C. Lutgens, ce John M. Keys, pmm	William Ray, nd Everett Mitchell, fd John Erp, sd	Thes. AP, UP, INS WH
WMAQ-FM 1948	Ch. 266 (B) 101.1mc 24kw						
WMBI 1928	1110 5,000-D	The Moody Bible Institute of Chicago 153 Institute Pl. Michigan 2-1570		H. C. Crowell, evp R. L. Constable, gm Robert H. Parsons, pd	A. P. Frye, ce John Raymond, pmm	Walter Carlson, nd Mrs. Frances Youngren, nd	RCA Wid. UP RCA
WMBI 1949	Ch. 238 (A) 95.5mc 42kw						
WNBQ (TV) 1948		National Bcstg. Co. Merchandise Mart Superior 7-8300		(For full information see TELECASTING Yearbook)			
WSBC 1925	1240 250-SH	Radio Station WSBC 2400 W. Madison St. Monroe 6-9060	Forjoe	Robert O. Miller, gm & pd	Julius Miller, cm	Mary V. Baker, wd	SES. UP GE
CHICAGO HEIGHTS							
WCHI(FM) 1950	Ch. 240 (A) 95.9mc 0.255kw	C. H. Bcstg. Co. 164 E. 23 St. Skyline 5-7448		Anthony Santucci, p, gm & ce	Henry Bruns, cm & pd		GE
CLINTON							
WHOW 1947	1520 1,000-D	Cornbelt Bcstg. Co. 401½ S. Side Square 305	Abe Lincoln Network Holman	F. R. Livesay, p Rolland O. Looper, vp, gm & ce Jim Williams, cm	Frank Jennings, secy.- treas. & pd Bill Ward, nd & sd	John Barton, fd	RCA
DANVILLE							
WDAN 1938	1490 250	Northwestern Pub. Co. 1500 N. Washington Ave. 1700	CBS Everett- McKinney	Robert J. Burow, gm, cm & pmm Honore E. Ronan, pd, wd & nd	T. G. Magin, ce	Max Shaffer, fd & sd	Thes. AP RCA
WDAN-TV (CP)		Northwestern Pub. Co. 1500 N. Washington Ave. 1700		(For full information see TELECASTING Yearbook)			
DECATUR							
WDZ 1921	1050 1,000-D	WDZ Bcstg. Co. 265 S. Park St. 3-9744	Free & Peters	Charles C. Caley, p Frank C. Schroeder, Jr., gm Howard G. Bill, cm	William F. Miller, pd A. James Ebel, ce Wick Evans, nd	Jack Wood, fd Mike Siman, sd Julia Boughter, wd	Wid., Thes. UP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NOW OVER 100,000 POPULATION*

ROCKFORD, ILLINOIS

Home of More Than 400 Manufacturing Plants
best test city in the mid-west

A SINGLE STATION MARKET

* Special census (Nov. 1952) reports 104,453 population

FOR DETAILS — ASK H-R REPS., INC., — OR CALL, WIRE OR WRITE — BETTY THRO — WROK



WSOY 1925	1340 250	Ill. Bcstg. Co. Rt. 48 at N. Jasper St. 5371	CBS Weed	F. W. Schaub, p Merrill Lindsay, gm Charles F. Bruce, cm & pmm	Jay H. Giles, pd & sd Allan Doyle, ce Al Rowe, nd	Jack Carson, fd Carol Tuschhoff, wd	L-W, Cap. AP G
WSOY-FM 1946	Ch. 271 (B) 102.1mc 31.2kw					 RCA
WTVP(TV) (CP)		Prairie TV Co. 250 N. Water St.		(For full information see TELECASTING Yearbook)			
DEKALB WLBK 1947	1380 500-D	DeKalb Radio Studios Inc. 153½ N. 3rd St. 2677		George Spitz, p R. C. Brown, gm & fd Ted Beauchamp, pd	Robert Senne, ce Don Ulery, sd	Lois Montgomery Still, wd	Cap. AP
DIXON WSDR 1949	1240 100	(See Sterling listing)					
EAST ST. LOUIS WTMV 1935	1490 250	On the Air Inc. Hotel Broadview 5th & Broadway Upton 4-4390	Sears & Ayer	Frank J. Prendergast, gm & cm Elmer Willrich, slm	Dan Stengel, pd Erle White, ce Edwin League, bus. m	Gene Clayton, nd Neil Norman, sd	SES. UP RCA
WTMV-FM 1949	Ch. 273 (B) 102.5mc 55kw						
EFFINGHAM WCRA 1947	1090 250-D	Effingham Bcstg. Co. 110 N. Banker St. 1090	KBS	Joseph McNaughton, p Jack Armel, gm, cm, pmm & fd Curt Bradley, pd	Geo. Kregotis, ce	Zona B. Davis, nd	Cap. UP G
ELGIN WRMN 1949	1410 500-D	Elgin Bcstg. Co. 157 Division St. 7700 & 7701	McGillvra	Joseph McNaughton, p & gm Dick Sutter, cm George J. Merker, pd, ce & fd	Phyllis Warner, nd Dave Nelson, sd	Fern Samples, wd	L-W UP
ELMWOOD PARK WLEY(FM) 1947	Chan. 296 (A) 107.1mc 0.95kw	Elmwood Park Bcstg. 2526 N. Harlem Ave. Turedo 9-1133		Zeb Zarneck, p & gm Bob Brandt, cm	Walter Corvine, pd John L. Lopatha, ce	Tony Rosso, asst. pd	SES GE
EVANSTON WEAW(FM) 1947	Ch. 288 (B) 105.1mc 36kw	Northshore Bcstg. Co. 2425 Main University 4-4606 & Ambassador 2-1128 (WOKZ Alton, Ill., AM affiliate)	Sears & Ayer	Edw. A. Wheeler, p, gm & cm	Jeanne Bertrand, pd	Jack Buckley, ce	Wid. Col.
WNMP 1947	1590 1,000-D	Evanston Bcstg. Co. 2201 Oakton St. Greenleaf 5-1590		Fred S. Newton, p Angus D. Pfaff, gm & cm	Albert Griffin, ce	Lee P. Mehlig, pdm	Cap. INS
FREEPORT WFJS(FM) (CP)	Chan. 273 102.5mc 9kw	Stephenson Corp. 217 W. Exchange					
WFRL 1947	1570 1,000-D	Freeport Bcstg. Co. 9 N. Chicago Ave. State 436 & 437	Sears & Ayer	Vincent S. Barker, p, gm & ce	Dave Taylor, cm	Ralph Reynolds, pd AP
GALESBURG WGIL 1938	1400 250	Galesburg Bcstg. Co. Hill Arcade Bldg. 4626	Midwest Rambeau	Mrs. O. N. Custer, p Robert W. Frudeger, gm Roger L. Hoffman, cm	Cy Nelson, pd Howard Frederick, ce George F. Thoma, dir. of advng.	William Reitman, nd Arnold Kemp, fd	Cap. AP Col.
HARRISBURG WEBQ 1923	1240 250	Harrisburg Bcstg. Co. 100 E. Poplar St. 28	KBS	Ingles M. Taylor, gm & cm Dorlice Turner, pd	Elmer Gladson, ce Ken Hamilton, pmm & sd Jack Wiedeman, nd	Eddie Wise, fd Norma Slaton, wd UP WE Fed.
WEBQ-FM 1947	Ch. 260 (B) 99.9mc 4.2kw						
HERRIN WJPF 1940	1340 250	O. W. Lyerla P. O. Box 179 381 & 382	MBS, KBS Pearson	Orville W. Lyerla, p Chas. R. Cook, gm & cm Ben E. Orf, ce	Fred Simmons, lcl slm & pmm	Jack McCluskey, sd	L-W UP RCA
JACKSONVILLE WLDS 1941	1180 1,000-D	Jacksonville Radio & Television Bcstg. Corp. Illinois Theatre Bldg. 1180		Robert A. Fay, p R. Karl Baker, vp, gm, cm & pmm William L. Fay, secy.- treas.	T. J. Fairburn, pd & nd G. J. Cassens, ce E. H. Garlich, fd	Barney Lewis, sd Joan Caldwell, wd	Thes. AP G
WLDS-FM 1941	Ch. 263 (B) 100.5mc 9.0kw						
JOLIET WJOL 1929	1340 250	Joliet Bcstg. Co. 601 Walnut St. 4761	Holman	Calvin Wilson, p Joseph J. Garvey, gm & cm Elleen Caron, pd	Lester DeCosta, ce Marion Warner, pmm Glenn Logan, nd	Robert Philbin, sd Lois Zarley, wd	Thes. UP
KANKAKEE WKAN 1946	1320 1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave. 3-6633		Leslie C. Small, p Burrell L. Small, gm Bruce Brown, sm	Orren Allain, pd & sd Richard Eckels, ce	Ted Parker, nd	Wid. AP Ray.
KEWANEE WKEI 1952	1450 100	Kee Bcstg. Co. 207 Baker Bldg. 4471		E. D. Scandrett, p, gm & ce			L-W AP Col.
LA GRANGE WTAQ 1950	1300 500-D	LaGrange Bcstg. Co. Hi-Way No. 66 & East Ave. 8250		R. G. Salter, co-o, gm & ce C. F. Sebastian, co-o W. A. Murphy, co-o	Ralph Faucher, cm & sd	Larry Crail, nd Col.
LASALLE WLPO 1947	1220 250-D	LaSalle County Bcstg. Co. P. O. Box 215 3100		Peter Miller, p William Holm, gm & cm Dwight B. Olson, pd	Lawrence McCann, ce Laverne Waltman, nd James Bruns, fd	Frank Keyes, sd Betty Oberto, wd	Thes. AP G
LINCOLN WPRC 1951	1370 500-D	Prairie Radio Corp. P. O. Box 37 1370	KBS Rambeau	Ray F. Knochel, p & gm John H. Deal, vp & pmm Lee N. Hamm, vp	Saunders A. Devine, cm William Brady, pd Donald E. Thompson, ce	James E. Crowell, nd Earle Layman, fd & sd Marian A. Gordon, wd	L-W AP Col.
LITCHFIELD WSMI 1950	1540 1,000-D	Mid-Illinois Bcstg. Co. Box 72 100	KBS	Hayward L. Talley, p, gm & fd Ralph T. Day, Jr., ce Clark Whitman, pmm	Jack Funk, nd Ed Johnson, sd	Evelyn Smith, wd AP RCA

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
MACOMB WKAI 1947	1510 250-D	Macomb Bestg. Co. 113½ E. Carroll St. 1350		William E. Schons, p & gm Gene Larson, cm & fd M. L. Schulz, pd & pnm	Allan Kaplan, ce Caryl Carstens, nd	Phil Cole, sd Carol Kennedy, wd	L-W UP G
MARION WGGH 1949	1150 500-D	Marion Bestg. Co. P. O. Box 288 824	Sears & Ayer	George W. Dodd, p Jim Duncan, gm & pd Warren J. Thompson, cm	Orville D. Jackson, ce Merle Emery, nd	Don Wesley, fd & sd	Assoc. AP G
MATTOON WLBH 1946	1170 250-D	Mattoon Bestg. Co. 17th & Broadway Ave. 6464	Abe Lincoln Holman	J. R. Livesay, p & gm Ken Wooddell, cm & sd Bob Guess, pd & nd	Dwain Bower, pmm Ray Livesay, ce Al Pigg, fd	Phyllis Knight, wd	St. AP Ray.
WLBH-FM 1949	Ch. 245 (B) 96.9mc 23kw						G.
METROPOLIS WMOK 1951	920 500-D	Fort Massac Bestg. Co. Nat'l State Bank Bldg. 8421	KBS Indie	James H. Firmin, gm & cm James R. Wetherington, Jr., pd & pmm Stephen C. Wolf, ce	Odell Korte, nd Gilbert Webb, fd Skip Erwin, sd	Dixie Smith, wd	Thes. UP G
MOLINE WQUA 1946	1230 250	Quad City Bestg. Corp. Radio Center 4-6727	CBS Hollingbery	Dalton LeMasurier, p G. La Verne Flambo, gm & cm	Benne Alter, pd Louise Murphy, pmm & wd Harold Higby, ce	William Mason, nd Gene Osborn, sd	Cap. AP Col.
MT. CARMEL WVMC 1948	1360 500-D	James R. Brewer & Stephen P. Bellinger P. O. Box 184 1360	KBS	James R. Brewer, co-o Steve Bellinger, co-o, gm & sd Vernon R. Nunn, asst. m	Gil Wallace, pd Eugene D. Garrett, ce Evelyn Meier, nd & wd	Harold Richardson, fd	UP G
MT. VERNON WMIX 1947	940 1,000-D	Mt. Vernon Radio & TV Co. 121 N. 9th St. 3500	Pearson	John R. Mitchell, p James E. Muse, gm, cm & pmm Jim Purser, pd & sd	Gerald L. Stout, ce	John E. Cramer, nd	L-W AP WE
WMIX-FM 1946	Chan. 231 (B) 94.1mc 15.2kw						GE
OAK PARK WOPA 1950	1490 250	Village Bestg. Co. 408 S. Oak Park Ave. Village 8-5760	McGillvra	William L. Klein, p Egmont Sonderling, gm Joseph Burkhart, cm	Martin Bouhan, pd Bryan Wright, ce Paul Tee, nd	Wayne Osborne, sd Esther Kindness, wd	Assoc. UP Ray.
WOPA-FM 1950	Chan. 272 (A) 102.3mc 1kw						RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. S—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**DAYTIME
CIRCULATION
71,190 RADIO
FAMILIES***

WMAY

Springfield's NBC Station

**NIGHT-TIME
CIRCULATION
62,130 RADIO
FAMILIES***

**OFFERS THE MOST THOROUGH COVERAGE OF
THE SPRINGFIELD TRADING AREA
ILLINOIS' SECOND MARKET!**

**THE SALES ROUTE TO
25 CENTRAL AND SOUTHERN ILLINOIS COUNTIES**

* A. C. Nielsen Company 1952 study, based on 4-week cumulative coverage

AFFILIATE

WMAY

SPRINGFIELD, ILLINOIS

970 Kilocycles 1000 Watts Day 500 Watts Night

Represented by The John E. Pearson Company

AFFILIATE

OLNEY WVLN 1947	740 250-D	Olney Bcstg. Co. 302½ E. Main St. 935	KBS Holman	Marshall H. Poole, p & gm Albert L. McKeelfresh, cm Albert J. DeBarr, pd, nd & sd	Paul Hartsey, ce Al Arthur, fd	Ellen Nelson, wd	SES., St. AP Col.
OTTAWA WCMY 1952	1430 500-D	Carl H. Meyer P. O. Box 687 551	Sears & Ayer	Carl H. Meyer, p & gm			SES. UP G
PARIS WPRS 1951	1440 500-D	Paris Bcstg. Corp. 3-1440	KBS	Adial C. Ferguson Jr., p, gm, cm & pmm	Carl E. Sunkel, pd	William E. Hunt, ce AP G CAP RCA
PEKIN WSIV 1946	1140 1,000-D	Pekin Bcstg. Co. Inc. 15 S. Capitol 3400		W. Kenneth Patterson, p, gm & ce James T. Butler, cm Robert R. Snow, pd	George C. Udry, pmm Phil Strand, nd Fearn Wilson, fd	Stu Armstrong, sd Lee Herrick, wd AP G
PEORIA WEEK 1947	1350 1,000 DA-2	W. Central Bcstg. Co. Commercial National Bank Bldg. 3-3688	NBC Headley- Reed	Sen. Robt. S. Kerr, p Fred C. Mueller, gm William Flynn, cm	Robert Burton, pd William Oakley, pmm Wayne Lovely, ce	Robert Arthur, nd Chick Hearn, sd	Wid. AP G
WEEK-TV (CP)		W. Central Bcstg. Co. Commercial National Bank Bldg. 3-3688		(For full information see TELECASTING Yearbook)			
WIRL 1948	1290 5,000 DA-2	Illinois Valley Bcstg. Co. 115 N. Jefferson 4-9239	ABC, MBS Avery- Knodel	Timothy Swain, p Tom Gavin, gm Joe Faulkner, cm	Paul C. Brines, pd Lloyd K. Harvey, pmm Rudy T. Luukinen, ce	Tom Connor, nd Phil Phillips, fd Bill King, sd	Assoc. UP WH
WMBD 1927	1470 5,000 DA-2	Peoria Bcstg. Co. 212 S. Jefferson St. 6-0711	CBS Free & Peters	Charles C. Caley, p & gm Marvin H. Hult, natl, slm John Leslie, pd	Robert M. Riley Jr., pmm A. James Ebel, ce R. Brooks Watson, nd	Emil Bill, fd Johnnye Rayburn, sd Florence Luedeke, wd	Thes. AP, UP Ray. WE UP G Cole INS Ray.
WMBD-FM 1947	Chan. 223 (B) 92.5 mc 16 kw						
WPEO 1950	1020 1,000-D	TV & Radio Peoria Inc. 225 Main St. 4-9249		William E. Ware, p John R. Livingston, gm Wally Engelhardt, cm	Gordon Joyner, pd Les Rau, pmm	Dick Herm, fd UP G Cole INS Ray.
WTVH 1952	1590 1,000 DA-2	Hilltop Bcstg. Co. 406 Fayette Bldg. 6-8771	Sears & Ayer	Hugh R. Norman, p O. H. Duewall, gm Dorris Duewall, cm	George Norman, pd & pmm Walter F. Kean, ce Robert Maki, nd	William Gregory, fd Richard DeFay, sd Mrs. O. H. Duewall, wd UP G Cole INS Ray.
WTVH-TV (CP)		Hilltop Bcstg. Co. 406 Fayette Bldg. 6-8771		(For full information see TELECASTING Yearbook)			
QUINCY WGEM 1948	1440 1,000 DA-2	Quincy Bcstg. Co. Hotel Quincy 6840	ABC Walker	T. C. Oakley, p Joseph S. Bonansinga, gm Glen Morton, cm	Paul J. McClelland, pd & sd Edmund J. Derhake, ce Robert Hoyt, nd	Lee Jones, fd Mary Harvey, wd	Wid. UP G
WQDI(FM) 1947	Chan. 286 (B) 105.1mc 8.9kw	(WGEM, AM affiliate)					
WTAD 1926	930 5,000-D 1,000-N DA-N	Lee Bcstg. Inc. W. C. U. Bldg. 6200	CBS Weed	Lee P. Loomis, p Walter Rothchild, gm Lloyd Loers, loc. cm	Merritt Milligan, pd John Phillips, pmm Urlin Whitman, ce	Don Nicholson, nd Dick Faler, fd Bill Crews, sd	St. AP, UP G RCA
WTAD-FM 1948	Chan. 253 (B) 99.5mc 53kw						
ROCKFORD WROK 1923	1440 1,000-D 500-N	Winnebago Newspapers Inc. Newstower 2-6821	ABC H-R Reps.	E. K. Todd, p Walter M. Koessler, gm John J. Dixon, cm	Maurice P. Owens, pd & sd Maurice Nelson, ce Betty L. Thro, pmm	Bob Edell, nd Don Bowton, fd Florence Shugars, wd	Thes. AP RCA
WROK-FM 1949	Chan. 248 (B) 97.5mc 16kw						
WTVO(TV) (CP)		Winnebago Television Corp. 190 N. State St. Chicago		(For full information see TELECASTING Yearbook)			

To Help your LOCAL Dealer
In Lake County's Rich Market

Use

1,000
watts

W K R S

1220
on your
dial

WAUKEGAN, ILLINOIS

Lake County's ONLY Radio Station

REPRESENTED BY

JOSEPH HERSHEY MCGILLVRA

ILLINOIS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
ROCK ISLAND							
WHBF 1925	1270 5,000 DA-N	Rock Island Bcstg. Co. 231 18th St. Telco Bldg. 6-5441	ABC Avery- Knodel	Ben H. Potter, p Leslie C. Johnson, gm Maurice Corken, cm	Forest W. Cooke, pd (Miss) Fern Hawks, pmm Robert J. Sinnett, ce	Wm. Ellison, nd Wm. Lohmeier, sd	Wld. UP Col. WE
WHBF-FM 1950	Chan. 255 (B) 98.9 mc 37 kw						
WHBF-TV 1950		Rock Island Bcstg. Co. Telco Bldg. 6-5441		(For full information see TELECASTING Yearbook)			
ST. CHARLES							
WEXI (FM) 1949	Chan. 292 (A) 106.3mc 0.25kw	Greater Illinois Bcstg. P. O. Box 269 2963					
SPRINGFIELD							
WCVS 1926	1450 250	WCBS Inc. 523 E. Capitol Ave. 5855	ABC, MBS Sears & Ayer	Harold L. Dewing, p C. W. Needl, gm, cm & pmm	John C. Geil, pd Richard L. Ashenfelter, ce James Mitchell, nd & sd	Kenneth Spengler, fd Mary Dilley, wd	Wld. AP RCA
WCVS-FM 1947	Chan. 275 (B) 102.9mc 25kw						
WMAY 1950	970 1,000-D 500-N DA-2	Lincoln Bcstg. Co. Inc. 711 Myers Bldg. 6963	NBC Pearson	Gordon Sherman, p, gm & cm Syl Binkin, pd Mel Feldman, ce	Mel Kampe, pmm Pat Fredericks, fd Bernie Waterman, sd	Peggy Irving, wd	Thes. UP RCA
WTAX 1930	1240 250	WTAX Inc. Hghwy. 66 & E. Cook 2-4441	CBS Weed	O. J. Keller, p & gm O. J. Keller Jr., cm John W. Midgley, pd	E. C. Swaringen, ce Bill Miller, pmm Glen Farrington, nd	Spizz Singer, fd Shelby Harbison, sd LaVerne Best, wd	L-W AP RCA
WTAX-FM 1948	Chan. 279 (B) 103.7mc 6.7kw						
STERLING							
WSDR 1949	1240 100	Blackhawk Bcstg. Co. 218 1st Ave. Main 3400		Sam Bartlett, p, gm & fd Lillian Bartlett, cm Edward K. Fisher, ce	Johnny Rohwer, pd Eddie Dee, nd John Ferris, sd	Mary Ferris, wd	L-W, Cap. UP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

<h1 style="margin: 0;">THESE FACTUAL DATA* WILL HELP YOU BUY THE QUAD-CITY MARKET</h1>		<p style="text-align: center;">A PREFERRED MARKET AMONG THE 162 STANDARD METROPOLITAN AREAS</p>
<h2 style="margin: 0;">82ND</h2>	<h2 style="margin: 0;">IN POPULATION</h2>	<p>THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas—on a recognized reliable basis—Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)</p> <p>To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF Radio.</p>
<h2 style="margin: 0;">74TH</h2>	<h2 style="margin: 0;">IN RETAIL SALES</h2>	
<h2 style="margin: 0;">67TH</h2>	<h2 style="margin: 0;">IN BUYING POWER</h2>	
<h2 style="margin: 0;">11TH</h2>	<h2 style="margin: 0;">IN EFFECTIVE BUYING INCOME per CAPITA</h2>	

* Copyright 1952. Sales Management Survey of Buying Power.

Enter Quad-Citian homes through the Front Door with

Quad-Cities' favorite

WHBF

AM
FM
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

TAYLORVILLE

WTIM 1951	1410 1,000-D-DA	Moyer Bcstg. Co. 1410	Sears & Ayer	Russell Armentrout, co-o Roger Moyer, co-o Keith Moyer, gm, cm & pmm	James C. Hilderbrand, pd & sd Tom Mathis, ce	Jo Morton, wd	St., Thes. G
--------------	--------------------	--------------------------	--------------	---	--	---------------	-----------------

URBANA

WILL 1922	580 5,000-D-DA	University of Illinois 1010 S. Wright 7-6611	NAEB Tape	George D. Stoddard, p Frank E. Schooley, gm Harold E. Hill, pd	Dee Sennett, pmm John R. Brugger, ce Don Brown, nd	Jack Murray, fd Elzer Marx, sd Jessie Heathman, wd	Assoc., Cap AP, UP RCA
WKID 1948	1580 250-D	Sterling Bcstg. Co. P. O. Box 192 7-5431	McGillvra	Robert E. J. Snyder, ptrn. & cm Gene W. Phillippe, ptrn. & pd Jack R. Baum, ce	Dick Ingram, pmm Hal Nettleship, nd & sd Dick Williams, fd	Barbara Reidel, wd	UP G
WKID-FM 1948	Chan. 277 (A) 103.3mc 2.4kw						

WAUKEGAN

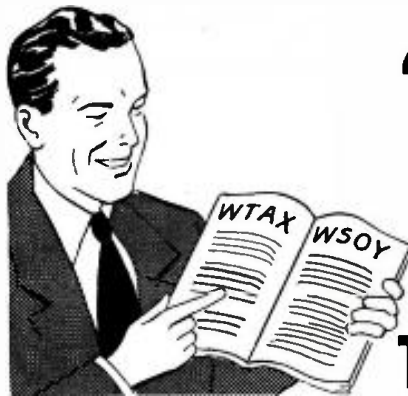
WKRS 1949	1220 1,000-D-DA	The News-Sun Bcstg. Co. P. O. Box 500 Delta 6-7900		F. Ward Just, p	Joseph E. Kirby, gm		Thes. AP G
--------------	--------------------	---	--	-----------------	---------------------	--	------------------

WEST FRANKFORT

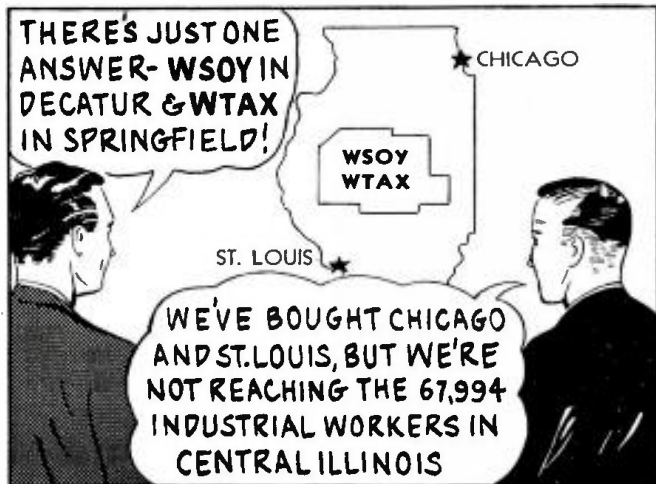
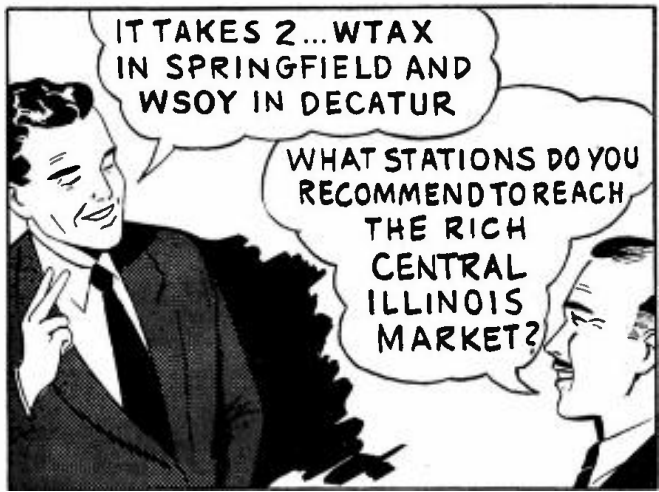
WFRK 1951	1300 1,000-D	Pyramid Radio Bcstg. & TV Co. Inc. 1300	Indie Sales	Dr. Guy W. Lambert, p Frank A. Browne, gm	Robert Peel, pd	Thomas E. Barnett, ce	Thes. UP G
--------------	-----------------	---	-------------	--	-----------------	-----------------------	------------------

ZION

WCBD 1947	820 5,000-SH	Michael J. Mintern 2714 Enoch Ave. 521		M. J. Mintern, mng. d	Carl Q. Lee, cm		
--------------	-----------------	--	--	-----------------------	-----------------	--	--



**No
More
"Problems"
for
Terence
the
Time Buyer!**



WTAX in Springfield and WSOY in Decatur cover the largest market in Illinois outside of Chicago. This market cannot be effectively reached by either Chicago or St. Louis stations — it requires WSOY and WTAX to sell this rich market. You have a popula-

tion of 875,200 with a total annual retail sales of \$912,925,000 48,160 farm families have an average annual income of \$13,701. You can reach this major market at APPROXIMATELY ONE-HALF the cost of any other major market in the U. S.

WTAX

CBS RADIO AFFILIATE
SPRINGFIELD

Represented by Weed & Co.

WSOY

CBS RADIO AFFILIATE
DECATUR

INDIANA

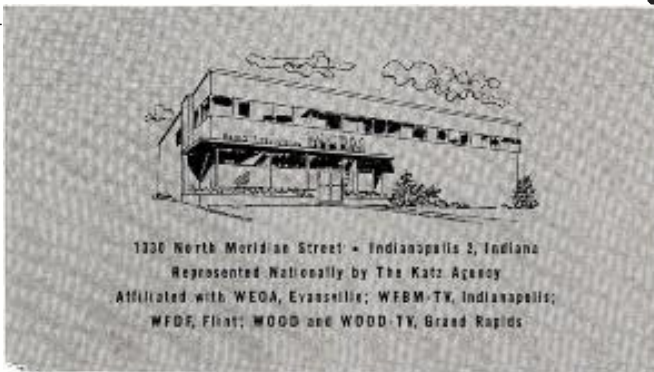
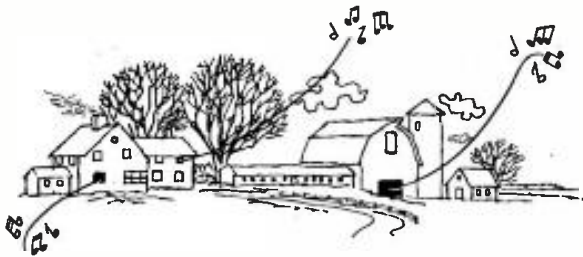
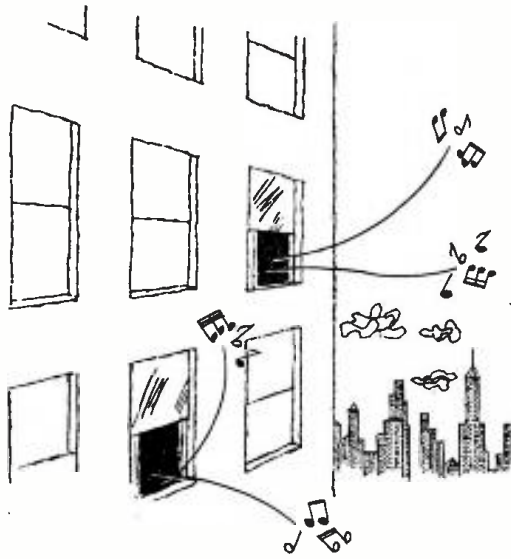
Executive Abbreviations

Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

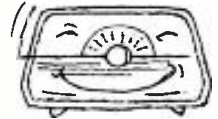
Tran- Lib-
smit- ry, News
ter Service
Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Tran- Lib- smit- ry, News ter Service Transmitter
ANDERSON						
WCBC 1947	1470 1,000-D	Civic Bcstg. Corp. 204 Tower Bldg. 3-5321		Paul E. Billheimer, p Mel H. Krehbiel, gm & cm Cedric Harger, pd	Curtis Gordon, ce John J. Garrett Sr., treas. Jim Raines, nd & sd	Sharlene Reid, wd AP Col.
WHBU 1923	1240 250	Anderson Bcstg. Corp. 640 Citizens Bank Bldg. 7791	ABC, CBS Bolling	C. Bruce McConnell, p John R. Atkinson, gm	L. M. Shroyer, ce Maury Kirk, nd	Chuck Bailey, sd Thes. AP G
BEDFORD						
WBIW 1948	1340 250	Radio Bedford Inc. P. O. Box 169 4421	MBS Grant	William C. Smith Jr., p & gm Louis E. Gaines, cm Claude Parsons, pd	Carl J. Finger, ce Noah Miller, nd John Naimo, sd	Abbie Heitger, wd L-W AP Col.
BLOOMINGTON						
WFIU (FM) 1950	Chan. 279 103.7mc 33kw	Trustees of Indiana U. Indiana U. 6811, ext. 240	NAEB	Elmer G. Sulzer, gm George Willeford, pd Sarkes Tarzian, ce	Jerrold Sandler, prod. d George C. Johnson, educ. d Mark D. Munn, continuity	Leo Loftus, nd Assoc., SES. UP GE
WTTS 1949	1370 5,000-D 500-N-DA-2	Sarkes Tarzian Inc. 535 S. Walnut St. 2-3366	ABC Meeker	Sarkes Tarzian, p Glenn Van Horn, gm Ray Bartlett, slm	George Fleetwood, pd Gerald Dyer, ce	Joe Trimboli, nd Maurice Latimer, sd Wid. AP Ray., RCA
WTTV (TV) 1949		Sarkes Tarzian Inc. E. Hillside Dr. 2-1407		(For full information see TELECASTING Yearbook)		
BOONVILLE						
WBNL 1950	1540 250-D	Boonville Bcstg. Co. Lynville Rd. 980	KBS	H. C. Sanders, co-o, g & cm, ce Norman Hall, co-o, asst. m, pd, pmm & sd	C. K. Kleinlein, nd Leroy Drake, fd	Gerry Sanders, wd Owen Guthrie, slm Cole UP G
COLUMBUS						
WCSI 1950	1010 250-D	Syndicate Theatres Inc. 427 Third St. 3397	Rambeau	Joseph Fineran, p Dick Jewell, gm Ernie Kerns, pd	Philip Hurlbut, ce Bob Doll, pmm Charlie Powell, nd & fd	Bob Westemeier, sd Gladys Noiting, wd Assoc., Thes. AP WE Fed.
WCSI-FM 1947	Chan. 229 93.7mc 71kw					
CONNERSVILLE						
WCNB 1948	1580 250-D	News-Examiner Co. 406 Central Ave. 1950	Gill-Keefe & Perna	George S. Tatman, p & secy. Emmett M. Jackson, gm & cm	Ralph T. Underwood, pd & sd James C. Wulliman, ce	Joanne Geis, wd Wid. UP GE
WCNB-FM 1947	Chan. 262 (B) 100.3mc 10kw					
ELKHART						
WTRC 1931	1340 250	Truth Pub. Co. 116 S. Second St. 3-1960	NBC Pearson	Donald McFall, gm Jerry Maloney, pd	Lester Zellmer, ce Mary Ann Whitman, pmm Phillip Haines, nd	Eldy Lundquist, sd Helen Carroll, wd UP RCA Fed.
WTRC-FM 1947	Chan. 264 (B) 100.7mc 33kw					
EVANSVILLE						
WEOA 1946	1400 250	WFBS Inc. 24 N. W. Third St. 4-9215	CBS Katz	Harry M. Bitner Jr., p Don Menke, gm & cm William Fall, pd	William Schultz, ce Carolyn Bosse, pmm & wd F. Courtney Smith, nd	Dick Anderson, sd L-W INS RCA
WGBF 1923	1280 5,000-D 1,000-N DA-N	On The Air Inc. 1001 Diamond Ave. 2-1171	NBC Weed	Martin L. Leich, gm (Mrs.) Pat Roper, pd Erwin P. Schoeny, ce	Del Greenwood, pmm Fred Rollison, nd Marvin Bates, sd	Peggy Pressley, wd UP Col.
WMLL(FM) 1941	Chan. 233 (B) 94.5mc 25kw	(WGBF, AM affiliate)				
WIKY 1947	820 250-D	South Central Bcstg. Corp. P. O. Box 148 4-8284	Pearson	John A. Engelbrecht, p, gm, cm, pd & pmm	George F. Stoltz, ce Don Sherwood, nd	Lynn Stone, sd Thes., Cap. AP Col.
WIKY-FM 1948	Chan. 281 (B) 104.1mc 19kw					
WJPS 1948	1330 5,000-D 1,000-N DA-2	WJPS Inc. 206 Main St. 5-2221	ABC Hollingbery	Robert S. Davis, p Robert J. McIntosh, gm Jack McLean, cm & sd	Verne Paule, pd James Jared, ce Clara Henry, bus. m	Geo. C. Compton, nd Charles L. Muller, fd Marilou Maddox, pmm & wd St., Wid. AP Fed.
FT. WAYNE						
WANE 1948	1450 250	Radio Ft. Wayne Inc. 1205 Ft. Wayne Bank Bldg. Anthony 6212	CBS Bolling	C. Bruce McConnell, p Charles E. Kennedy, sm Merlin Smith, loc. cm	Robert Hill, pd & sd Wm. Wallace Warren, ce Glenn Elliott, pmm	Doug Hadley, nd Jan Hendryks, wd St. AP
WGL 1924	1250 1,000-DA-2	News-Sentinel Bcstg. Co. 201 W. Jefferson St. Eastbrook 3366	ABC Headley-Reed	Helene R. Foellinger, o Pierre Boucheron, gm, vp & secy. Henry Page, vp & treas.	Merrill C. Johnson, cm Norman Widenhofer, pd & fd Donald Holzapel, ce	Richard Katt, pmm Len Davis, sd Mary McDonald, wd L-W UP RCA
WKJG 1947	1380 5,000-DA-2	Northeastern Ind. Bcstg. Co. 220 E. Jefferson St. Anthony 2295	MBS Raymer	Clarence L. Schust, p Edward G. Thoms, gm Carl B. Evans, cm	Calo Mahlock, pd Hilliard Gates, asst. m & sd	Wayne Rothgeb, fd Wid. UP RCA
WKJG-FM 1948	Chan. 291 (B) 106.1mc 30kw					
WOWO 1928	1190 10,000	Westinghouse Radio Stations Inc. 124 W. Washington Blvd. 2136	NBC Free & Peters	J. E. Baudino, gm Carl W. Vandagriff, sm Paul E. Mills, cm	Bruce H. Ratts, ce Jess L. Hadsell, pmm	Bob Carlin, nd Jay Gould, fd Ernie Ashley, sd Thes. UP
WOWO-FM 1941	Chan. 241 (B) 96.1mc 16.5kw					
GARY						
WGRY 1950	1370 500-D	WGRY Inc. Lake Hotel 5-5151	Indie Sales	G. Melvin Whitney, p & ce Bob Ross Smith, gm, cm & pmm	Dan McHugh, pd & sd Bill Miller, nd & fd	Betty Baxter, wd SES. UP RCA
WWCA 1949	1270 1,000-DA-1	Lake Bcstg. Co. 578 Broadway 9171		Dee O. Coe, p & gm Joe Fife, cm & pmm Todd Branson, pd & sd	Victor Voss, ce Ted Thorne, nd E. Huddleston, fd	Stacey Evans, wd AP Col.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. —Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



today
WFBM
Indianapolis
 delivers more
 for your money



today . . . more
city folks + suburbanites + farmers

have radios than ever before

7,350 MORE radio homes in one county only.

(Marion county in which Indianapolis is located)

*1949
165,950
 Radio Families

**1952
173,300
 Radio Families

All over WFBM's coverage area the radio-home figure has increased in county after county. BUT WFBM's rate has not increased. This means a PLUS—a BONUS in radio homes for you . . . a more-for-your-money buy in this rich Indiana market.

Put your advertising dollars to work where they can earn MORE. Include WFBM, Indianapolis, in your next schedule and get the PLUS-VALUE of Indiana's First Station.

*BMB STATION AUDIENCE REPORT
 **NIELSON COVERAGE SERVICE

INDIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
HAMMOND							
WJOB 1928	1230 250	South Shore Bcstg. Co. 449 State St. Sheffield 9400	McGillvra	R. C. Adair, p & gm Ed Rozhon. cm Bill Wobus, pd	Jess Peters, ce John Gibbs, nd Jerry Mitchell, fd	Hugh Hill, sd Leona Manis, wd	UP Ray.
WJIZ (FM) 1948	Chan. 222 92.3mc 10kw	(WJOB, AM affiliate)					
INDIANAPOLIS							
WFBM 1924	1260 5,000 DA-N	WFBM Inc. 1330 N. Meridian Lincoln 8506	CBS Katz	Harry W. Bitner Jr., p & gm William F. Kiley, cm Frank O. Sharp, pd	Harold Holland, ce David F. Milligan, pmm Gilbert Forbes, nd	Roger Gustafson, sd Harry Martin, fd	AP, INS
WFBM-TV 1949		WFBM Inc. 1330 N. Meridian St. Lincoln 8506		(For full information see TELECASTING Yearbook)			
WIBC 1938	1070 50,000-D 10,000-N-DA-2	WIBC Inc. 30 W. Washington St. Lincoln 2305	MBS Blair	R. M. Fairbanks, p & gm Gilbert I. Berry, cm William L. Dean, pd & pmm	Robert W. Minton, ce M. H. Geiger, secy.-treas. Gordon Graham, nd	Dix Harper, fd William F. Fox Jr., sd Alice Bayne, wd	SES. Cole, Thes. AP, UP RCA Wld. AP, UP RCA
WIRE 1924	1430 5,000-DA-N	Indianapolis Bcstg. Inc. 307 N. Penn. St. Plaza 1541	NBC Free & Peters	Eugene C. Pulliam, p & gm Willard C. Worcester, vp & gm Daniel C. Park, cm	M. Wayland Fullington, pd Eugene E. Alden, ce Donald Bruce, day nd	Tom Carnegie, sd Paula Karr, wd Allen Jeffries, night nd	Thes. AP RCA
WISH 1941	1310 5,000-D 1,000-N-DA-N	Universal Bcstg. Co. 1140 N. Meridian Plaza 4595	ABC Bolling	C. Bruce McConnell, p Robert B. McConnell, gm & evp William H. Spencer, cm & sm	William H. Frosch, pd Stokes Gresham Jr., ce Reid Chapman, pmm Gene Allison, fd	Luke Walton, sd Catherine Daniels, wd	Thes. AP RCA
WXLW 1948	1590 1,000-D	Radio Indianapolis Inc. 3003 Kessler Blvd. Hickery 6494	Pearson	Lyman S. Ayres, p Robert D. Enoch, gm & cm Greg Smith, pd	Bert Goetzing, ce John Randall, nd	Charles Brockman, sd	Cap. UP RCA
JASPER							
WITZ 1948	990 1,000-D	Jasper on the Air Inc. Hwy. 45 South 678		G. E. Metzger, p F. A. Higgins, gm	Dennis J. Keller, cm Pat Freson, pd	Joe Salvi, pmm James Young, ce	Wld. UP
KOKOMO							
WIOU 1948	1350 1,000 DA-2	N. Central Indiana Bcstg. Corp. Radio Center 6194	CBS Weed	Richard Blackledge, p John Carl Jeffrey, vp, gm & cm William Randolph Cox, pd	Chester Rector, ce Robt. Bruner, nd Bill Hitt, fd	William Pipher sd	Thes. AP GE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

PEOPLE BUY...

THE THOUSANDS OF PRODUCTS
ADVERTISED ON WIRE!

WIRE doesn't want to sell time.

WIRE wants to sell your products to those thousands who buy—not only to its tremendous listening audience, year in and year out, but also to the 25,000 persons who annually attend "S'Prize Party" to see and sample the sponsor's products on display.



These are REAL LIVE PEOPLE—people who buy. They are just a few "thousands" of the EXTRAS you get when you buy WIRE.

No other station in the Indianapolis Market offers so many EXTRAS as WIRE—Indianapolis—5,000 Watts—Primary NBC

NATIONALLY REPRESENTED BY FREE and PETERS, Inc.

LAFAYETTE									
WASK 1942	1450 250	WFAM Inc. McCarty Lane Box 849 2-4300	MBS Rambeau	O. E. Richardson, p E. R. Herkner Richard W. Long, pd	Harry C. Garba, ce Harry Bradley, nd & sd	Jane Ransom, wd Earl Richardson, fd		UP Ray.	
WFAM(FM) 1948	Chan. 236 (B) 95.1mc 12kw	(WASK, AM affiliate)							
WFAM-TV (CP)		WFAM Inc. McCarty Lane Box 849 2-4300							(For full information see TELECASTING Yearbook)
LA PORTE									
WLOI 1948	1540 250-D	LaPorte Bcstg. Co. Rumely Hotel 3734		Hoyt Scott, p & sm				Cap. AP	
LEBANON									
WINL(FM) 1951	Chan. 296 (A) 107.1mc 0.59kw	Lebanon Bcstg. Co. 117 South Lebanon St. 17		Percy M. McGhee, p				Thes. INS RCA	
LINTON									
WBTO (CP)	1800 500-D	The Linton Bcstg. Co. c/o WBNL Boonville, Ind.		Henry C. Sanders, o					
LOGANSPORT									
WSAL 1949	1230 250	Logansport Bcstg. Corp. P. O. Box 399 4261	MBS	John C. Cotner, p Raymond W. Baker, gm & cm	Ira G. MacCormack, Jr., pd, fd & pmm Earl Nelson, ce	Dick Jackson, sd		Assoc. AP RCA	
MADISON									
WORX(FM) 1951	Chan. 244 (A) 96.7mc 0.35kw	Knight-Cutler System R. R. 4, Telegraph Hill 962		Frances Knight, o & gm Charles N. Cutler, o & ce Dodd Gorman, cm	Earl Weis, pd Graham Taylor, nd Leo Waltz, fd	Bill Johnson, sd Nancy Cleveland, wd		SES., Thes. UP G	
MARION									
WBAT 1947	1400 250	Marion Radio Corp. Marion, Ind. 5500		John Henry Bone, p, g & cm					
WMRI(FM) 1949	Chan. 295 (B) 106.9mc 34kw	Chronicle Publ. Co. 610 S. Adams St. 4509		Gardner Thomas, p Robert A. Brennan, gm	Roscoe Johnson, cm Don McKeellar, pd	Howard Mahoney, ce		Thes. WH	
MICHIGAN CITY									
WIMS 1947	1420 1,000-D 500-N-DA-N	Northern Ind. Bcstrs. Inc. 415 Franklin St. 5-5245	Rambeau	William N. Udell, p & gm Al Halus & Robt. K. Beel, cm	Richard S. Olson, pd Robert J. Schilling, ce Jean R. LaGrange, pmm	John H. Gleason, nd Stu McDonnell, fd Paul Schroeder & Howard Murdock, sd		UP Ray.	
WIMS-FM 1949	Chan. 228 93.5mc 1kw								
MUNCIE									
WLBC 1926	1340 250	Tri-City Radio Corp. Radio Center 4403	CBS Holman. Walker	D. A. Burton, p & sd W. F. Craig, vp, c & pmm	Lee Allerton, pd & fd M. M. Crain, ce	F. M. Hinshaw, nd Patricia Schaffer, wd		St. AP GE	
WLBC-TV (CP)		Tri-City Radio Corp. P. O. Box 271 4403							(For full information see TELECASTING Yearbook)
WMUN (FM) 1947	Chan. 281 (B) 104.1mc 7.4kw	(WLBC, AM affiliate)							
NEW ALBANY									
WLRP 1949	1570 1,000-D	Ohio Valley Bcstg. Inc. P. O. Box 285 1570 Clifton Ave. 4-2235		Roy L. Hickox, p & gm Milton Lamm, cm Keith L. Reising, pd	Eugene A. Fischer, ce Joe Gillum, pmm Joe Piggott, nd, sd & fd	Rita Loesch, wd		L-W UP Ray.	
NEW CASTLE									
WCTW(FM) 1947	Chan. 273 (B) 102.5mc 4kw	Courier-Times Inc. 202½ S. 14 St. 2600	Hoosier Scheerer	Scott B. Chambers, p & gm Howard White, cm Stanley Bock, pd	William P. Grant, ce	Ewin D. Ogborne, sm		Wld., Cap. AP GE	
PORTLAND									
WPGW 1951	1440 500-D DA	Glenn West P. O. Box 608 1094		Glenn West, o, gm, cm pmm & ce Ron Miller, pd	Harold K. Rippey, fd Kester D. Pollock, sd	Eldrew Cissell, nd Mrs. Glenn West, wd		Wld., SES. UP G	
PRINCETON									
WRAY 1950	1250 1,000-D	M. R. Lankford P. O. Box 38 1250	KBS Indie Sales	M. R. Lankford, p Bryan Davidson, gm, pd & sd D. T. Critchfield, sis rep	Harold Bass, ce Ray Harry, pmm, nd & fd	Peggy Ingue, wd		St. AP G	
RICHMOND									
WKBV 1926	1490 250	Central Bcstg. Corp. 25 S. 9 St. 2-1156	ABC Meecker	Allan McCrea, p Lester G. Spencer, gm Roland L. Nusbaum, cm	C. L. Mitchell, pd Lou Duning, ce Spencer Danes, sd	Geneta Kern, wd Cedric & Mary Miller, fd		Thes., SES UP G	
SALEM									
WSLM (CP)	1220 250-D	Don H. Martin 306 Caleb St. 700	KBS	Don H. Martin, o, gm Kes Pollack, m Herb Adams, cm	George Fleetwood, pd Darrell Dixon, ce	Simon Spurgeon, nd B. L. Godfrey, sd Pauline Trotter, wd		Thes. Mac AP G	
SEYMOUR									
WJCD 1949	1390 500-D	Dr. A. C. Baker 1534 Ewing St. 1212	KBS	A. C. Baker, p & gm Bob Shippee, cm	Roger W. Bradley, pd Arnold Haun, ce	Johnny Otte, sd		Wld. AP G	
SHELBYVILLE									
WSRK(FM) 1952	Chan. 267 (B) 101.3mc 5kw	Bernard M. Dabney Jr. 125 E. Washington St. 1108		Bernard M. Dabney Jr., p, co, cm	Wayne Harris, pd Dale B. Blackwell, ce	Nicki Jordan, wd William Bernard, sd Blake Tabor, fd		Wld., SES. UP GE	
SOUTH BEND									
WHOT 1944	1490 250	South Bend Bcstg. Corp St. Joseph & Monroe Sts. 7-1566	ABC Bolling	C. Bruce McConnell, p Robt. B. McConnell, gm C. J. Pajakowski, cm	Jack Douglas, pd Ira D. Kealy, ce Jack Melloy, nd	Frank Crosiar, sm & sd Mrs. J. B. Riley, wd		Assoc. AP G	
WJVA 1947	1580 250-D	St. Joseph Valley Bcstg. Corp. 206 S. Main Mishawaka, Ind. Mishawaka 5-8620	KBS Burn-Smith	F. R. Householder, p & gm Charlie Sharpless, cm & fd	Vince Doyle, pd, sd & nd Francis Bock, ce	Owen Lackey Jr., pmm Catherine Griffin, wd		UP Col.	
WSBT 1922	960 5,000 DA-2	South Bend Tribune 223 W. Colfax Ave. 3-6161	CBS Raymer	F. A. Miller, p R. H. Swintz, gm N. B. Welch, cm	R. J. Drain, pd W. A. Sweitzer, pmm Arthur O'Neal, ce Joe Boland, sd	G. R. Houser, nd Bill Johnson, fd Eleanor Moore, wd		St., Thes. UP RCA	
WSBT-TV (CP)		South Bend Tribune 223 W. Colfax Ave. 3-6161							(For full information see TELECASTING Yearbook)
TELL CITY									
WTCJ 1948	1230 250	James R. Brewer Tell City 740		James R. Brewer, o & m					

INDIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Lib- rary, News Service Transmitter
TERRE HAUTE						
WBOW 1927	1230 250	Banks of the Wabash Inc. 303 S. 6th St. Crawford 5034	NBC Weed	Alvin Eades, p Wm. F. Rippetoe, gm & cm Harry Frey, pd	Howard Stewart, ce Madeline Barry, pmm Howard Stevens, nd	Darl Wible, sd Wanda Campbell, wd Thes. AP, UP
WBOW-FM 1947	Chan. 266 (B) 101.1mc 20kw					
WTHI 1948	1480 1,000 DA-2	Wabash Valley Bcstg. Corp. 120 S. 7th St. Crawford 9481	CBS Bolling	Anton Hulman Jr., p Joseph M. Higgins, gm Richard M. Forbes, cm	Ben Falber Jr., pd Louis A. Froeb, pmm Don Petit, ce	Ed Gress, nd Gregg Callahan, fd Dave Martin, sd Helen Ryan, wd Wid., L-W UP RCA
WTHI-FM 1948	Chan. 260 (A) 99.9mc 7.2kw					
VINCENNES						
WAOV 1940	1450 250	Vincennes Sun Co. Grand Hotel 787	MBS Free & Peters	Eugene C. Pulliam, p Tom Peden, gm & cm Dick Shaughnessy, pd	Ralph Baldwin, chief tech. Roy Stanley, pmm Austin Edmondson Sr., nd	Hal Roche, sd Dorothy Wilkes, wd Wid. UP WE
WARSAW						
WKAM 1949	1220 250-D	Kosciusko Bcstg. Corp. Warsaw, Ind. 65	KBS Holman	J. W. Autenrieth Jr., p & gm	Howard Wheelock, ce	Doris Knight, wd AP
WRSW 1952	1480 500 DA-2	Reub Williams & Sons Inc. Times Bldg. 155	Hoosier	R. B. Williams, p C. Reuben Williams, gm & nd W. Mollenhour, cm & bus. m	Robt. Richmond, pd Fred Gresso, ce Jack Essenberg, pmm	Milo Clase, fd & sd L-W, Cap., Wid. UP Col. WE
WRSW-FM 1948	Chan. 297 (B) 107.3mc 36kw					
WASHINGTON						
WFML(FM) 1948	Chan. 293 (B) 106.5mc 14kw	Washington Radio Inc. 615 SE 11th St. 1810		Robert E. Williams, gm William Shilkett, cm	Joseph Edwards, pd Paul Davis, ce	Emily Osman, wd Bert Moore, fd Cap. AP GE
WEST LAFAYETTE						
*WBAA 1922	920 5,000-LS 1,000-N DA-N	Purdue University 92-2385		James S. Miles, gm John Henderson, act. m	John DeCamp, pdm & sd Ralph R. Townsley, ce	Horace Tyler, fd Mary Alice Crosson, wd Assoc., SES, UP Col.
IOWA						
AMES						
KASI 1948	1430 1,000-D	Ames Bcstg. Co. 328½ Main St. 3460	KBS Midwest Continental	W. S. Rupe, p A. A. Skinner, gm & cm R. B. Tillerson, pd	Doyle Kelso, ce Dean Albert, nd A. C. Anderson, fd	Ann Walters, wd Thes. UP Ray.
*WOI 1922	640 5,000-D	Iowa State College 2500, Ext. 281	NAEB Tape	Richard B. Hull, gm Richard Vogl, pd Ray Giese, oprs. m	Louie L. Lewis, ce James Schwartz, nd Dale Williams, fd & sd Carl Klaus, fd	Martha Wilkin, wd Wid. St. AP, UP RCA
WOI-TV 1950		Iowa State College 2500, Ext. 281		(For full information see TELECASTING Yearbook)		
ATLANTIC						
KJAN 1950	1220 250-D	Geo. Basil Anderson Atlantic 1717	KBS Biddick, Continental	Geo. Basil Anderson, p Ken Stobaugh, gm	Bob Falk, ce	H. A. Preston, nd & sd Wid. SES. AP G
BOONE						
*KFGQ 1927	1280 250-D	Boone Biblical College				
KFGQ-FM 1950	Ch. 237 (A) 99.3mc 0.31kw					
KWBG 1950	1590 1,000-LS 500-N-DA-N	Boone Bcstg. Co. P. O. Box 36 1590	Tall Corn Pearson	Harold L. Fisher, p Paul E. Millen, gm & pd	Bob Erickson, cm & sd Dan Garretson, ce	Signe Shaler, nd & wd Wid., Thes. UP, INS GE
BURLINGTON						
KBUR 1941	1490 250	Burlington Bcstg. Co. National Bank Bldg. 680	ABC, Missouri Taylor	G. B. McDermott, p & gm David H. Steinle, cm Dick Mosen, pd & nd	Jack Gallino, ce Grant Marshall, pmm & sd Carl Klaus, fd	Jane Brooks, wd St. AP RCA
CARROLL						
KCIM 1950	1380 1,000 DA-2	Collison Bros. 520 N. Adams 3586-7	Tall Corn Pearson	Lynn Bickett, gm Warren Stout, cm	Dale Barton, pd, fd & sd Gene Reiff, ce	Mrs. Dorothy Clark, nd L-W, Thes. INS RCA
CEDAR RAPIDS						
KCRG 1947	1600 5,000 DA-N	The Gazette Co. 104 First St. SW 4-4194	MBS Burn-Smith	Joseph F. Hladky Jr., vp & secy. Fred W. Wagenvoord, gm Wade S. Patterson, loc. slm	Ralph R. Willey, pd Kenneth Pendleton, ce Edna A. Herbst, pm & publ. d	Dick Yoakam, nd Rex Conn, fd Bob Brooks, sd Wid. AP, INS Col.
KCRK(FM) 1947	Chan. 245 (B) 96.9mc 50kw	(KCRG, AM affiliate)				
KPIG 1950	1450 250	Cedar Rapids Bcstg. Cedar Rapids 3-8265	Tall Corn Pearson	Allen H. Embury, o vp & sd Gene Carson, cm	Jordan Jacks, pd James Duryed, ce	Bob Davis, nd Cap. UP Col.
WMT 1922	600 5,000 DA-N	American Bcstg. Stations Inc. Paramount Theatre Bldg. 6127	CBS Katz	Mrs. Helen S. Mark, o & evp Wm. B. Dolph, o & evp Wm. B. Quarton, gm Lew Van Nostrand, cm	Douglas B. Grant, prog. m George P. Hixenbaugh, ce Leo F. Cole, pmm Dick Cheverton, nd	Chuck Worcester, fd Tait Cummins, sd Helen Roberts, wd L-W, Thes. AP, UP, INS RCA
CENTERVILLE						
KCOG 1949	1400 100	Centerville Bcstg. Co. 1910 S. Main 131 & 407	KBS McGillvra	Robert K. Beck, p Al M. Farber, gm & cm Margaret Ashby, pd & nd	Robert J. Reimers, ce & sd	Warren Langfitt, fd L-W AP RCA
CHARLES CITY						
KCHA 1949	1580 250-D	Inland Bcstg. Corp. 300½ North Main 787	KBS, Upper Midwest McGillvra	Dean Hollingsworth, p Charles E. Wright, gm & pmm Vern Harvey, cm	Doris La Bounty, pd Loren Koesling, ce Milford Reed, fd	Vern Bromberg, sd Dorothy McFarland, wd UP Col.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

To a time buyer
with
no
time
on
his
hands



Y

OUR CROWDED DAY

consists of crowded hours . . . and if the day isn't long enough you crowd some night hours. All day long you run into characters talking off the tops of their heads, throwing it on the table for what it's worth, willing to pool their brains, thinking out loud, but who won't buy it. When you get the bugs ironed out after suitable woodshedding, the ball is back in court, money-wise, and you're tuned in on the right antenna. But before plans are finalized, the thing comes unwrapped and, copy-wise, has to be updated. It figures.

No matter how many gimmicks there are in the hopper, you don't need a survey to prove that a day has only so many hours. That troubles us too—we also have little time on our hands.

But we don't overlook anybody who wants to listen—even the folks who work while you sleep. Without radio, life can be lonely for truckers, cops, firemen, milkmen, doctors—and scores of other all-night workers. For them we stay on the air from midnight to morning six days a week, broadcasting road reports, news, weather, music, commercials, and good will.

We figure night workers get lonely and lonely people *listen*. (Have to—to keep from getting lonelier.) Stands to reason they listen *closely*, too. No interruptions. That's why the small hours are choice hours for reaching a predominantly male audience in Eastern Iowa—just as all other hours are fine for reaching a third of a million families who listen to WMT every week.

Please spot-check us anytime. Or tune in on our antenna via our national reps, The Katz Agency.



5000 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library, News Service Transmitter		
CHEROKEE							
KCHE 1952	1440 500-D	Cherokee Bcstg. Co. 218½ W. Main St. 51		Russell A. Hickmon, gm & cm	Charles Reznikov, pd & pmm	Sterling H. Heil, ce	Thes. AP Col.
CLINTON							
KROS 1941	1340 250	Clinton Bcstg. Corp. 248 Fifth Ave. S. 448	MBS, Tall Corn Pearson	William S. Jacobsen, p Bernard M. Jacobsen, gm Darline Gordon, cm	Ralph Stoeckel, pd Gerald A. Parker, ce Lee White, nd	Don Ballinger, fd Henry Dihlmann, sd Gwen Johnson, wd	Thes. UP Col. RCA
<i>KROS-FM</i> 1948	<i>Chan. 242 (B)</i> 96.1mc 13kw						
COUNCIL BLUFFS							
KSWI 1947	1560 500-D	Nonpareil Bcstg. Co. 120 Council Bluffs Savings Bank 4041		Robert R. O'Brien, p gm & cm	Harold Hughes, sm	Harry C. Stutzman, ce	Assoc. Thes. AP Col. GE
<i>KSWI-FM</i> 1947	<i>Chan. 241 (B)</i> 96.1mc 9.6kw						
CRESTON							
KSIB 1946	1520 1,000-D	Southwest Bcstg. Co. Creston 55	KBS, Tall Corn Pearson	Arthur Horning, p E. M. Horning, gm & cm Jack Mills, pd & nd	Paul Ransom, slm Arnold E. Wilson, ce	Les Wright, fd Dutch Horning, sd Dorothy Lindley, wd	Thes. INS Ray.
DAVENPORT							
KFMA 1952	1580 250-D	KFMA Bcstg. Co. 415 Perry St. 6-4407		A. D. Peirce, p & gm Frank Frost, cm	Wayne Mack, nd & fd Doris Hanner, pmm	L. W. Andrews, ce	Cap. UP RCA
KSTT 1946	1170 1,000 DA-2	Davenport Bcstg. Co. Inc. 324 Main St. 6-2541	MBS Sears & Ayer	Hugh R. Norman, p Jerry Dunphy, gm Neil C. Conklin, cm	Warren Anderson, pdm A. M. McGregor, ce	Milo Hamilton, sd Lois Snively, wd	McG. UP Col.
WOC 1922	1420 5,000 DA-2	Tri-City Bcstg. Co. 1002 Brady St. 3-3661	NBC Free & Peters	Col. B. J. Palmer, p Ernest Sanders, m D. D. Palmer, vp & treas.	Ralph Evans, evp Wm. D. Wagner, secy. Fred A. Reed, asst. m & sls. pmm	Chas. Freburg, pd Paul Arvidson, ce	L-W, Thes UP Col. RCA
<i>WOC-FM</i> 1948	<i>Chan. 279 (B)</i> 103.7mc 47kw						
<i>WOC-TV</i> 1949		Central Bcstg. Co. 805 Brady St. 3-3661					
(For full information see TELECASTING Yearbook)							
DECORAH							
KDEC 1947	1240 250 S-KWLC	Scenic Bcstg. Co. State Rd. 1240	MBS, Tall Corn Pearson	Verne Koenig, p, co-m & pd	Kenneth Bjerke, co-m, cm & sd	Arnold Zaruba, ce H. Erdmann, nd	Assoc. AP G
*KWLC 1926	1240 250 S-KDEC	Luther College Decorah 687		Lee Eitzen, d	Dan Kvaase, nd	Anita Flint, wd	G
DES MOINES							
KCBC 1947	1390 1,000 DA-1	Majestic Bcstg. Co. 2323 Grand Ave. 4-3151	Forjoe	Karl Peters, p Rollo H. Bergeson, gm, cm & pmm	Robert W. Dawson, pd	Robert S. Brown, ce	INS
KIOA 1947	940 1,000-D 5,000-N DA-2	Independent Bcstg. Co. 10th & Mulberry 2-9191	MBS AM Radio Sales	Ralph L. Atlas, p H. W. Cassill, gm Lee Harris, pd	Lloyd Amoo, ce R. J. Nash, fd Bob Elston, sd	Betty Wells, wd	Wid. UP, INS RCA
KRNT 1935	1350 5,000 DA-N	Cowles Bcstg. Co. 715 Locust 3-2111	CBS Katz	Gardner Cowles, p Robert Dillon, sm Paul Elliott, cm	Richard Covey, pd Joe Hudgens, pmm Charles Quentin, ce	C. N. Duncan, asst. ce Russ VanDyke, nd Al Couppee, sd	Stan. AP, UP RCA Wh.
<i>KRNT-FM</i> 1952	<i>Ch. 283 (B)</i> 104.5mc 50kw						
KSO 1922	1460 5,000-DA-N	Murphy Bcstg. Co. 800 Farm Bur. Bldg. 3-0571	ABC Petry	Kingsley H. Murphy, p S. H. McGovern, gm & cm	Bill C. Baldwin, pd & pmm F. E. Bartlett, ce	Gene Shumate, sd Maefloyd Shumate, wd Glenn Goodwin, nd	Cap. AP RCA
<i>KSO-FM</i> 1948	<i>Chan. 247</i> 97.3mc 15.5kw						
KWDM 1948	1150 1,000 DA-2	Des Moines Bcstg. Corp. 407 5th Ave. 2-8363		George W. Webber, p & cm Robert L. Webber, gm Edith L. Webber, pd & wd	Al Triggs, pmm & sd Werner Schwarz, ce, Truman Walrod, nd		Assoc. Cole SES INS Ray.
WHO 1924	1040 50,000	Central Bcstg. Co. 914 Walnut St. 3-7147	NBC Free & Peters	Col. B. J. Palmer, p D. D. Palmer, vp & treas. Ralph Evans, evp Paul A. Loyet, vp & res. m	Wilfred W. Wood, asst. res. m Wm. D. Wagner, secy. Harold Fulton, slm Jack Kerrigan, pd	Reed E. Snyder, ce Jack D. Shelley, nd	SES, Thes. AP, UP, INS WH
<i>WHO-FM</i> 1948	<i>Chan. 262(B)</i> 100.3mc 400kw						
DUBUQUE							
KDTH 1941	1370 1,000	Telegraph Herald 8th & Bluff Sts. 3-7351	NBC Tall Corn Pearson	F. W. Woodward, p K. S. Gordon, gm Al Newburg, h, cm	Arnie B. Stierman, pd G. McAlece, pmm & sd R. I. Hancock, ce	George Freund, nd J. N. Pierce, wd	Assoc., Wid. AP
<i>KDTH-FM</i> 1947	<i>Chan. 263 (A)</i> 100.5mc 45kw						
WDBQ 1933	1490 250	Dubuque Bcstg. Co. 505 Main St. 3-8241	ABC, MBS Meeker	James D. Carpenter, p & gm Harry Hatzenbuehler, cm	Gleason Kistler, pd & fd Donald Heim, ce	Robert Carpenter, pmm John Husak, sd Vaughn Gayman, nd	Thes. UP RCA
<i>WDBQ-FM</i> 1948	<i>Chan. 277</i> 103.3mc 15kw						
ESTERVILLE							
KLIL 1952	1340 100	Esterville Bcstg. Co. Box 173		Wm. E. Schons, p & gm Robert Sterenborg, cm & sd	Marvin Schuly, pd & pmm Gene Randolph, ce	Patsey Mouritsen, nd Marion Fournier, wd	L-W, SES AP Col.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

RADIO—10.4 HOURS

Radio — 10.4 hrs. per day



Television — 2.6 hrs. per day



Daily Newspapers — 1.2 hrs. per day



Magazines — 0.79 hrs. per day



Weekly Newspapers — 0.17 hrs. per day

Iowa's 806,000 families spend more than **TWICE** as much time with **RADIO** as with all other media **COMBINED!**

and **WHO** continues to be Iowa's **BEST ADVERTISING BUY!**

Send for the **FACTS TODAY!**

These facts are taken from the 1952 Iowa Radio-Television Audience Survey conducted by Dr. F. L. Whan of Wichita University, and his staff. The new Survey again proves that radio is by all odds Iowa's best advertising value . . . and that *WHO* continues to be Iowa's best advertising buy!



+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

IOWA (Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
FORT DODGE							
KVFD 1939	1400 250	Northwest Bcstg. Co. Warden Bldg. Walnut 3761	MBS Tall Corn Pearson	Edward Ereen, p & gm Lester E. Person, cm Drexel Peterson, pd & fd	David Sinclair, ce Johnny Green, sd Ken Peterson, nd	Mary Rankin, wd	L-W UP, INS RCA
KFMY (FM) 1947	Chan. 274 (B) 102.7mc 10kw						
FORT MADISON							
KXGI 1948	1360 500-D	KXGI, Inc. Marquette Bldg. 1380	Clark	Wm. E. Walker, p Greg Rouleau, gm Dick Moore, cm & pmm	Dick Lawrence, pd & sd Wallace Werz, ce Durward Early, nd	Ted Lan, fd Tish Cook, wd	L-W AP Ray.
IOWA CITY							
KXIC 1948	800 1,000-D DA	Johnson County Bcstg. Corp. 108½ E. Washington St. 8-1181	KBS Rambeau	Gene Claussen, g, cm & sd F. M. Broders, pd Elliott Full, ce	Rex Whitesell, pmm Bob Shafer, nd	Irv Duddleson, fd Naomi Welty, wd	Wid., Cap. UP, INS Col.
*WSUI 1919	910 5,000 DA-1	State Univ. of Iowa Iowa City 8-0511		Carl H. Menzer, gm Richard Setterberg, pd	S. J. Ebert, ce	Arthur Barnes, nd	Thes. AP RCA
KEOKUK							
KOKX 1948	1310 1,000-D 500-N DA-2	Keokuk Bcstg. Co. 4 So. 5th St. 235		H. W. Stadler, p Herb Nelson, g, c & pmm Virgil Fortner, pd	James L. Mott, ce Harley Melton, nd George Lasley, fd	Chet Andrews, sd Kay Gredell, wd	Wid., Cap. AP G
KOKX-FM 1948	Chan. 274 (B) 102.7mc 3.7kw						
MARSHALLTOWN							
KFJB 1923	1230 250	Marshall Electric Co. 133 E. Main St. 3361	MBS Tall Corn Pearson	John Norris, p Wm. P. White, gm Wm. C. Doll, cm	Allan N. Schrock, pd & pmm Herbert G. Anderson, ce Bob Billman, n & fd	Dales Smith, sd Virginia Knop, wd	Thes. UP RCA
MASON CITY							
KGLO 1937	1300 5000 DA-N	Lee Radio, Inc. 12½ 2nd St., N. E. 2800	CBS Weed	Lee P. Loomis, p Herbert R. Ohrt, evp & gm Charles D. Hilton, cm Walter Rothschild, natl. slm.	Roger Sawyer, ce Donald Harrer, pmm Wm. G. Suter, pd & sd	Ken Kew, nd Al Heinz, fd Ann Good, wd	Wid. AP, UP RCA
KGLO-FM 1948	Chan. 266 (B) 101.1mc 16kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, some patterns day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



This Is the Quint-Cities

Five cities, with three bridges carrying 10-million automobiles a year, and binding the Illinois side to the Iowa side in ONE COMMERCIAL Unit . . .

THIS IS A MANUFACTURING CENTER . . .
56th largest in the nation; 54,000 industrial workers . . . and the location of such big names as International Harvester, John Deere, J. I. Case, Alcoa, Bendix Aviation—and the Rock Island Arsenal . . .

THIS IS AN AGRICULTURAL CENTER . . .
six of the nation's seven largest hog-raising

counties are located within a 60-mile radius of the Quint-Cities . . .

THIS IS A THRIVING RETAIL CENTER . . .
240,250 people with an annual effective buying income of \$451-Million . . . \$1,877 per capita . . . 31.9% above the national per capita. These people spend \$274-Million in Quint-City retail outlets annually . . . \$1,140 per capita . . . 17% above the national per capita average.

HERE IS A MAJOR MARKET . . . the largest between Minneapolis and St. Louis, between Chicago and Omaha . . .

It is the centric point of an even larger market . . . all knit into one BIG CUSTOMER for your product or services by Radio Station WOC. For complete information about this 31-year old station . . . which has delivered the Quint-Cities' favorite radio listening since 1922 . . . SEE YOUR NEAREST F & P man.

Col. B. J. Palmer, president
Ernest C. Sanders, manager

NBC Affiliate
5000W - 1420 KC
DAVENPORT,
IOWA

Free & Peters, Inc.
Exclusive National
Reps.



DEVELOP YOUR SALES IN KANSAS



FIRST



Remember that the economic life of Kansas revolves around the FARM. Directly or indirectly, the welfare of the majority of village, town, and even city dwellers, is dependent on AGRICULTURE.

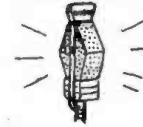
All these people earn their bread and butter by supplying the FARMER'S needs or selling the distributing products of the FARM.

SECOND



For peak sales you must reach the FARMER and his family. They're as important as the Detroit auto worker or the Pittsburgh steel worker. Your local dealers know this. They focus THEIR sales efforts on these First Families of Agriculture. They'll move more merchandise for you if your advertising pre-sells the FARMER.

THIRD



You can do the fastest, most thorough job of selling the Kansas farmer by using the station he listens to most—WIBW.* We have the ear of the farmer and his family from sunrise to midnight because WIBW is the FARM Station of Kansas and adjoining states. We always have been. We always will be.

MARKET FACTS YOU SHOULD KNOW

Last year, the gross income of each Kansas farm was \$8,313.00**

Ever since our founding in 1924, farm and small town listeners have depended on WIBW for market reports, crop conditions, weather, news, and the last word in advanced farming practices.

Ownership of power machinery hits all time high . . . helps jump Kansas farm income to \$1,069,775,000.00†

Person to person selling is the key to fast results for WIBW advertisers. Listeners in four states know our entertainers and announcers by their first names—flock to see them in personal appearances—act on their recommendations.

* Kansas Radio Audience '52

** Consumer Markets '52-3

† Sales Management '52

Last year, WIBW listeners sent us letters enclosing \$205,062.71 for direct purchases or premium redemption — averaging over \$1.00 for every piece of mail. That's confidence! THAT'S REAL ACTION!

Compare the sales potential of the WIBW market with any "high income" industrial area where most of the family income must be set aside for exorbitant rents and skyrocketing living costs. Most Kansas farm families pay no rent. They live off the land. They have a higher per-capita spendable income. These are our listeners. They buy WIBW-advertised merchandise in preference to other brands. Let us prove it for you . . . with INCREASED SALES FOR YOUR PRODUCT.

WIBW

Serving and Selling
"THE MAGIC CIRCLE"

Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



C
B
S
RADIO
KANSAS

Rep. Capner Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

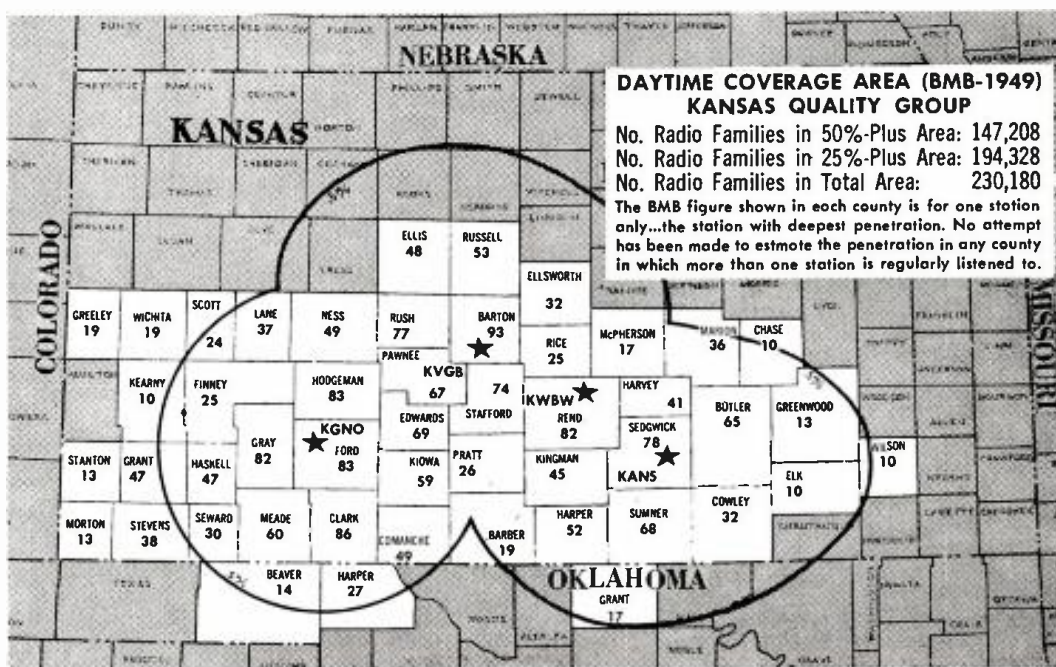
KANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
TOPEKA							
KJAY 1949	1440 5,000-D 1,000-N DA-2	S. H. Patterson 908 Kansas Ave. 3-1336	Forjoe	S. H. Patterson, p Norwood J. Patterson, sta. d	Wilber Upchurch, gm Roy Vernon, pd	Gale A. Totten, ce Jack Dale, sd	INS G
KTOP 1947	1490 250	Charles B. Axton 214 W. 6th St. 4-3444	MBS Pearson	Bailey Axton, p & gm Allan Curnutt, cm	Jack W. Ostrode, pd Willard H. Peterson, ce	Bob Ballard, sd Marie McKinney, wd & asst. m	Assoc. AP Col.
WIBW 1926	580 5,000 DA-N ST-KSAC	Topeka Bcstg. Assn. 1035 Topeka Blvd. 3-2377	CBS Capper	H. S. Blake, p Ben Ludy, gm Hilton Hodges, cm	Maude Carlson, pd Allan Young, pmm	Lewis Dickensheets, ce Wes Seyler, fd	L-W, St. AP, UP RCA
WREN 1927	1250 5,000 DA-N ST-KFKU	WREN Bcstg. Co. 411 W. 10th St. 2-0505	ABC Weed	Aif M. Landon, p Fred L. Conger, cm & pmm	Max Falkenstein, prog. m & sd Frank Jones, nd & fd	Dottie Paige, wd	Wid. UP WH
WICHITA							
KAKE 1947	1240 250	KAKE Bcstg. Co. Inc. 420 W. Douglas 4-9369	MBS Radio Reps.	Jack Todd, vp & gm Martin Bass, cm	Graeme Fletcher, pd & nd Harold H. Newby, ce	Bill Young, sd	Wid. AP RCA
KANS 1936	1480 5,000-D 1,000-N DA-2	Taylor Radio & Television Corp. 1015 N. Broadway 4-2387	NBC Taylor	O. L. (Ted) Taylor, p Archie J. Taylor, gm Dudley Tichenor, cm	Justin Bradshaw, pd Russell L. Lowe, pmm Max Miller, ce	George Gow, nd Vernon Reed, fd Dave Wilson, sd	Assoc. AP, UP Col.
KFBI 1923	1070 10,000-D 1,000-N DA-N	KFBI Inc. 200 E. First St. 2-1447	ABC Avery- Knode	Howard Lane, p Hale Bondurant, gm & cm Clarence Sewell, slm	George Wells, pd B. J. Price, pmm K. W. Pyle, ce	Bob Gadberry, nd Lester Weatherwax, fd Jack Campbell, sd	Wid. AP RCA
KFH 1922	1330 5,000-DA-N	The Radio Station KFBI Co. KFBI Bldg. 2-4491	CBS Petry	John Rigby, p M. M. Murdock, evp Frank V. Webb, vp & gm	Thomas P. Bashaw, pd Virgil G. Hinshaw, ce Dick Gavitt, nd	Bruce Behymer, fd Hal O'Halloran, sd Ethel Jane King, wd	Cap. AP, UP WE
KFH-FM 1948	Chan. 262 (B) 100.3mc 10.5kw						GE
KWBB 1951	1410 1,000 DA-2	Wichita Beacon Bcstg. P. O. Box 486 7-1265	Pearson	Louis Levand, p John M. Hall, gm John Merrell, cm	Chick Martin, pd & fd Ralph McClellan, ce Kerm Trimble, nd	Bob Mays, sd Virginia Welch, wd	Cap. Thes. AP GE
KENTUCKY							
ASHLAND							
WCMI 1934	1340 250	Ashland Bcstg. Co. 120 20th St. P. O. Box 949 3010	CBS Pearson	Gilmore N. Nunn, p Charles C. Warren, gm W. R. Martin, asst. m & pmm	George Marshall, pd & nd Clarence W. Weaver, ce Rudy Perez, fd	Bettye Allen, wd Dick Martin, sd	Wid., Thes. SES. UP RCA
WCMI-FM 1948	Chan. 229 (B) 93.7mc 4.4kw						WE
WPTV(TV) (CP)		Polan Industries 321 8th St. P. O. Box 1720 Huntington, W. Va.					WE
(For full information see TELECASTING Yearbook)							
BOWLING GREEN							
WKCT 1947	930 1,000-LS 500-N DA-N	Daily News Bcstg. Co. P. O. Box 727 4325	ABC McGillvra	J. Ray Gaines, p Alvis H. Temple, gm, cm & pmm Jack Eversole, pd	Haro Durham, co-eng. Jack Hendricks, co-eng. James Topmiller, nd	(Mrs.) Audrey Jackson, wd	Thes. UP G
WLBJ 1940	1410 5,000-D 1,000-N DA-2	Bowling Green Bcstg. Co. Fairview Ave. 3212-3	MBS Burn-Smith	Ken D. Given, p & gm Bob Proctor, cm & sd Bill Stamps, pd	Bill Kuznitsof, pmm Rondall Miller, ce Bartley Hagerman, nd	Jim Jones, fd Helen Griffin, wd Georgia Bates, secy.	Wid. AP G
WLBJ-FM 1948	Chan. 266 (B) 101.1mc 8.6kw						GE
CAMPBELLSVILLE							
WLCK 1951	1450 250	Taylor Bcstg. Co. Inc. P. O. Box 248 380		Redman Turner, p & gm Lindsey Harden, cm	Dean Harden, pd J. B. Crawley, ce & asst. m	Doris Holt, wd	Cole, L-W UP G
WTCO 1948	1150 1,000-D	So. Central Kentucky Bcstg. Co. 203 E. Main St. 250		H. T. Parrott, p James Shacklette, secy.- treas., gm & pd	Frank Hayden, cm & sd Howard Barrett, ce	Hank Murry, nd Elwanda Miller, wd	Wid., SES. UP G
COLUMBIA							
WAIN 1951	1270 1,000-D	Tri-County Radio Bcstg. 1270 Wain St. 4111	KBS	S. C. Bybee, p, gm & fd Lanier Burchett, cm & pmm Oris Gowen, pd	Lewis Owens, ce & sd Dishman C. Mullins, nd	Martha Tupman, wd	Thes., Mac. UP G
CORBIN							
WCTT 1947	680 1,000 DA-N	Corbin Times-Tribune Inc. Corbin 1071	MBS, KBS	J. Springer Robinson, p John L. Crawford, gm S. G. Hembree, cm & pmm	Kenneth Z. Turner, pd Russell Henson, ce & nd Archie Wyatt, sd	Ruth Mauney, wd	Wid. AP G
COVINGTON							
WZIP 1947	1050 250-D	WZIP Inc. 6th & Madison Juniper 5300	KBS	Arthur L. Ellerman, p, gm & cm Edwin C. Toleman, pd & ce Walter Rehbaum, nd	Ralph Lawson, sd Raymond L. Scott, fd	Carmen G. Ellerman, wd	AP RCA
CUMBERLAND							
WCFM 1951	1490 250	Blanfox Radio Co. Inc. Brown St. 260	KBS, MBS	R. B. Helms, p Murry Woroner, sm, cm, ce & nd	Jay Barlow, asst. m, pd & sd	Jean Estep, wd	Thes. UP Col.
DANVILLE							
WHIR 1947	1230 250	Commonwealth Bcstg. P. O. Box 234 1230	KBS Holman	W. T. Isaac, p & cm	David B. Highbaugh, pd, nd & fd	Henry C. Lovell, ce	Wid. UP Col.
ELIZABETHTOWN							
WIEL 1950	1400 250	Elizabethtown Bcstg. Co. 5151-5152	KBS	Dee Huddleston, gm, nd fd & sd	Thomas Moore Baldwin, ce	Fran Hicks, wd	Assoc. UP Col.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

In 1953 . . .
 for more Effective . . .
 more Economical Sales
 in the Great Kansas Market

USE THE KANSAS QUALITY GROUP



KANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter
GREAT BEND					
KVGB 1937	1590 5,000 DA-N	KVGB Inc. 2103 Forest 4317	NBC Pearson	Helen T. Coogan, p Grover C. Cobb, vp & gm Sherwood R. Parks, asst. m	Ray Beals, pd Chester Wallack, ce Bill Jarvis, sd & slm Jim Heaton, nd Thes. AP Ray.
HAYS					
KAYS 1948	1400 250	KAYS Inc. 2450 Hall St. 4-2578	KBS	Frank Motz, p Bob Schmidt, gm & cm	Jim Ayres, pd & fd Glen Barnett, ce & nd Bud Ryan, pmm Betty Schumaker, wd Bob Jenkins, sd Thes., L-W AP RCA
HUTCHINSON					
KWBW 1935	1450 250	Nations Center Bcstg. Co. P. O. Box 1028 5202	NBC, Kansas Walker (Weed in April)	Bess Marsh Wyse, p Harold E. King, gm & cm Jack Fallon, pd, fd & pmm	James Riley, ce Bob Evans, nd Walter Spitz, sd Lois Mattison, wd Wid. AP Col.
KWBW-FM 1946	Chan. 226 (B) 93.1mc 1.5kw			 GE
KWHK 1948	1260 1,000-D 500-N DA-2	KWHK Bcstg. Co. Inc. 18 W. 5 St. 3100	Everett- McKinney	Vern Minor, gm	Gren Darling, cm M. H. Clary, ce Jack Lynch, sd AP G
INDEPENDENCE					
KIND 1947	1010 250-D	Central Bcstg. Inc. Professional Bldg. 1010	KBS	J. Nelson Rupard, p	Grace Glass, cm James L. Teats, ce AP GE
JUNCTION CITY					
KJCK 1949	1420 1,000-D	Ralph L. Weir Jr. 724 N. Washington St. 1477	KBS	Ralph L. Weir Jr., o & gm Jim Platt, cm & pmm	Ken Thomas, pm John Webb, ce Bob Snyder, nd John Chaltas, fd Dean Curfman, sd Shirley Webster, wd World UP Col.
KANSAS CITY					
KCKN 1925	1340 250	KCKN Bcstg. Co. 300 Waltham Bldg. Victor 3884	Capper	W. A. Bailey, p Ben Ludy, gm Joe Story, cm	George Stump, pd Max Williams, tech. sup. Eric Tainter, nd Lewis Dickensheets, ce St., L-W AP, UP RCA
LAWRENCE					
*KFKU 1924	1250 5,000 DA-N ST-WREN	University of Kansas 2700, Ext. 382	NAEB Tape	Franklin D. Murphy, p Edwin Browne, d	Mildred Seaman, pd R. P. Stringham, ce Donnasue Boe, wd Merle Harmon, nd & sd Assoc. AP, UP
KLWN 1951	1320 500-D	Lawrence Bcstrs. Inc. 3431		Arden Booth, gm & fd Larry Cotton, cm	Ed. Hundley, pd & sd Hal Carlson, ce Bette Booth, wd L-W, Thes. UP WE
LEAVENWORTH					
KCLO 1948	1410 500-D	Midwest Bcstg. System 418½ Cherokee 3620	Best	Cecil W. Roberts, p William Whitlock, gm & cm	Chet Kozak, pd & nd David L. Reed, ce Francis Johnson, wd L-W UP Col.
LIBERAL					
KSCB 1948	1270 1,000-D	Seward County Bcstg. Co. Inc. E. 8th St. 3891		Aif M. Landon, p Leon S. Salathiel, gm	Roy Pearce, cm Larry Filkins, pd Wayne Pash, ce Bill Scott, sd L-W UP Col.
MANHATTAN					
KMAN 1950	1350 500-D	Manhattan Bcstg. Co. 114 N. 4th St. 4451		Fred A. Seaton, p Ray L. Kozak, gm W. S. Friday, cm & pmm	Sam Blessing, pd & fd Herbert Lavin, ce Marv Houtz, sd Ann Friday, wd RCA & SES. AP G
*KSAC 1924	580 5,000-D 500-N ST-WIBW	Kansas State College 5661, ext. 219	NAEB Tape	James A. McCain, p L. L. Longdorf, gm	Bernard P. Holbert, ce Paul DeWeese, nd Robert Hilgendorf, fd & sd AP RCA
KSAC-TV (CP)		Kansas State College 5661, ext. 219		(For full information see TELECASTING Yearbook)	
McPHERSON					
KNEK 1949	1540 250-D	K. R. Krehbiel 1540	KBS	Evart Mills, p Hank Dais, gm	Robert Perkins, cm Claude Hughes, ce Chuck Gerber, nd Royce Baerg, sd Thes. AP G
NEWTON					
KJRG (CP)	950 500-D	Geo. B. Anderson P. O. Box 460 Columbus, Neb.		George B. Anderson, o & p Robert Kent, gm	
OTTAWA					
KOFO 1949	1220 250-D	Ottawa Bcstg. Co. 20th & S. Main 1045		James N. Jobs, ptrn & Herbert M. Jobs, ptrn, pmm, nd, fd & sd	Thomas F. Ruble, cm Daniel W. Coltrane, pd & ce Jimmy Cameron, sd Cap., L-W UP G
PARSONS					
KLKC 1948	1540 250-D	Community Bcstg. Co. Inc. 1904 Broadway 4050	Magic Circle	Clyde M. Reed, Jr., p	Raeburn D. Drenner, gm, cm, pd, pmm, nd & sd James Peters, ce Thes., Assoc. AP Col.
PITTSBURG					
KOAM 1937	860 10,000-D 5,000-N-DA-N	Pittsburgh Bcstg. Co. Inc. P. O. Box 603 2165	NBC Pearson	E. V. Baxter, p	R. E. Wade, gm Leo Stafford, ce Louis Martin, nd AP WH
KSEK 1947	1340 250	KSEK Bcstg. Co. Inc. P. O. Box 610 742	Magic Circle Cooke	Oscar Stauffer, p Thad M. Sandstrom, gm Dale S. Heimers, cm	George Meese, pd Paul Winders, ce John Hendry, nd Rush Evans, sd James Sturdevant, fd Joan White, wd Thes. AP GE
PRATT					
KWSK 1952	1570 250-D	Pratt Bcstg. Co. P. O. Box 385			
SALINA					
KSAL 1937	1150 5,000 DA-N	KSAL Inc. 201 W. Iron Ave. 3701	MBS Pearson	Robert J. Laubengayer, p Ray V. Jensen, m Alfred Thompson, pd	Donald Englehardt, ce U. D. Slater, fd DeVere Nelson, sd L-W, St. AP WE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KRIB 1948	1490 250	Mason City Bcstg. Co. 5 Second St., S.W. 5400	MBS, Tall Corn Pearson	Louis, Abbott, George & Wm. B. Wolf, co-o Joseph S. Simon, gm & pmm Edward Lamson, cm	Bob Cavanaugh, p, n & fd Richard J. Kelley, ce	Tom O'Connor, sd Mary Jane Anderson, wd	Thes. AP
KSMN 1948	1010 1,000-D	Mohawk Bcstg. Co. 5 W. State 5420	Lawson	Robert M. Carson, p & gm Norman W. Rice, cm Milten H. Cohen, p & fd	Hubert J. Marshall, ce	Joe Cooper, nd	Assoc. UP G
MUSCATINE							
KWPC 1947	860 250-D	Muscataine Bcstg. Co. Mulberry & Houser Sts. 860	KBS, Tall Corn Pearson	George J. Volger, g & cm Marian Templeman, pd & wd Earl Lewis, ce	Jim Ryan, n & sd	John Williamson, fd	Wid., Assoc. UP Col.
KWPC-FM 1948	Chan. 259 (B) 99.7mc 9.7kw						
OELWEIN							
KOEL 1950	950 500-DA-1	Northeast Iowa Radio Corp. 4½ W. Charles St. 120	Tall Corn Pearson	Art G. Schneider, p W. J. Teich, gm Don McKee, cm Ed Jenkins, pd	Burt Murphy, ce Len Bjella, pmm Dick Petrick, nd	Paul Ruse, fd Bob Zimmerman, sd Claire Miller, wd	Thes., SES L-W
OSKALOOSA							
KBOE 1950	740 250-D	Oskaloosa Bcstg. Co., Inc. P. O. Box 273 301	McGillvra	E. G. Wenrick, p Ken Kilmer, gm Glen Stanley, cm	Robert Moore, ce Lew Hudson, nd	Roberta Burns, wd	Thes. AP Col.
OTTUMWA							
KBIZ 1941	1240 250	KBIZ, Inc. 2513 N. Court Rd. 5600	MBS	James J. Conroy, p Alice E. Fisher, secy.- treas. & nd Berg Allison, m Larry Shepard, pd & sd	Loyd Hanson, ce	Maxine Leidendeker, wd	Wid. AP Col.
RED OAK							
KRAO (CP)	1800 500-D	Red Oak Corp.					
SHENANDOAH							
KFNF 1924	920 1,000-D 500-N	Capital Bcstg. Co. 1302	MBS Pearson	C. J. Abbott, p C. Earl Williams, gm Clair Gross, cm & sd	Earl Blakesley, pd Franz Cherney, ce	Wip Robinson, nd	Wid. SES. AP, INS Col.
KMA 1925	960 5,000 DA-N	May Bcstg. Co. 192	ABC Avery- Knodel	Edward W. May, p Owen Saddler, evp & gm A. J. Koelker, asst. m Howard O. Peterson, vp ch. sls.	Warren Nielson, pd R. J. Schroeder, ce Harold Arkoff, pmm	Ralph Childs, n & sd Merrill Langitt, fd Doris Murphy, wd	Cap., SES. Thes. AP, UP RCA
SIoux CITY							
KCOM 1949	620 1,000 DA-2	KCOM Bcstg. Co. 620 Insurance Exchange Bldg. 8-0628	Tall Corn Pearson	Dietrich Dirks, p & gm Sheldon Singer, c & pmm Gene Bouchier, pd	Alvin Smith, ce Millar Miller, nd Hap Burgess, fd	Gene Sherman, sd Pat Lathrop, wd	St. UP Ray.
KSCJ 1927	1360 5,000 DA-N	Perkins Bros. Co. 415 Douglas St. 5-7993	ABC Hollingbery	W. R. Perkins, p Eugene Flaherty, m & cm Elizabeth Sammons, pd	Jean Harraday, pmm	Ernest Kruger, ce	Wid., L-W SES. AP G
KSCJ-FM 1947	Chan. 235 (A) 94.9mc 12kw						
KTRI 1938	1470 5,000 DA-2	Sioux City Bcstg. Co. 212 Commerce Bldg. 8-0185	MBS Taylor	John C. Kelly, p E. J. Huber, g & cm Lennon Kelly, pmm Glendale Larsen, ce	Bob Hansen, pd & nd Verner Nelson, fd	Wayne Gentry, sd	Thes. UP RCA
KVTV(TV) (CP)		Cowles Bcstg. Co. Frances Bldg.					
KWTV(TV) (CP)		Great Plains Television Properties 4 West 58th St. New York 19, N. Y.					
SPENCER							
KICD 1941	1240 250	Iowa Great Lakes Bcstg. Co. P. O. Box 631 1240	MBS Pearson	Ben B. Sanders, p, g & cm	Mason Dixon, pd & sd	Eldon Kanago, ce	Assoc., St. AP, UP Col.
STORM LAKE							
KAYL 1948	990 250-D	Cornbelt Bcstg. Co. 804½ Lake Ave. 1490	Lawson	O. J. Grau, p J. I. McCord, gm & cmm	Paul R. Benson, pd Howard Carlson, ce	Bob Graham, nd Ralph Vogel, fd Chuck Ney, sd	Stan., Cap., Wed. AP G
KAYL-FM 1950	Ch. 268 (B) 101.5mc 8.9kw						
WATERLOO							
KBOK 1946	1090 1,000-D	Waterloo Bcstg. Co. 620½ Lafayette St. 6851	McGillvra	John M. Printup, gm	Archie Erickson, ce		UP
KWWL 1947	1330 5,000-D 1,000-N DA-2	Black Hawk Bcstg. Co. Hotel Russell Lamson 4405	MBS Headley- Reed	Ralph J. McElroy, p & gm Donald E. Inman, cm Warren Mead, pd	Raymond C. Starr, pmm James H. Butts, ce Edwin L. Falk, n & fd	Clare Rampton, sd Ellen Moore, wd	AP Col.
KXEL 1942	1540 50,000 DA-N	Josh Higgins Bcstg. Co. Insurance Bldg. 3-3371	ABC Avery- Knodel	Joe DuMond, p & gm A. J. DuMond, cm Emilyn Owen, pd	Donald E. Kassner, ce Grant Price, nd Dallas McGinnis, fd	Gene Osborn, sd Irene DuMond, wd	SES. INS WH
KXEL-FM 1947	Ch. 289 105.7mc 8.5kw						
WEBSTER CITY							
KJFJ 1950	1570 250-D	Land O'Corn Bcstrs. 1500		C. V. Warren, p Wayne J. Hatchett, gm cm & pmm G. D. Warland, pd, nd & fd	Wayne Oleson, ce Rae Curtis, sd	Norma Mathews, wd	Cap., Thes. AP WE

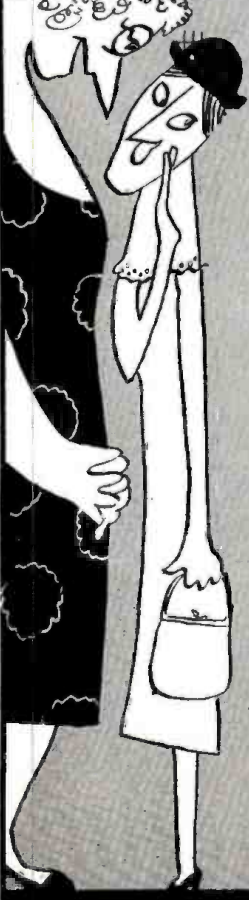
KANSAS

ARKANSAS CITY							
KSOK 1947 (CP:1000-D) (100-N)	1280 1,000-D	The KSOK Bcstg. Co. Inc. P. O. Box 455 2666		Oscar S. Stauffer, p C. Thompson, gm	C. E. Archer, cm Richard Moore, pd	Edward Howe, ce Richard Moore, nd	L-W AP Ray.
ATCHISON							
KARE 1939	1470 1,000-DA-1	Griffith-Buening Bcstg. Co. Fifth & Kansas 2477	KBS	James M. Griffith, ptrn. & fd Paul H. Buening, ptrn. Robert S. Nelson, cm & nd	James R. Shaddock, ce	Bill Ervin, sd	St. AP Col.

KANSAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
CHANUTE KCRB 1952	1460 1,000-D	Cecil W. Roberts Plummer & Beech Sts. 434	KBS Conwell	Cecil W. Roberts, o Jerrell Henry, gm & ce Les Brecht, sls m	Dorothy Henry, pd & wd	UP Col.	
COFFEYVILLE KGGF 1930	690 10,000-D 5,000-N DA-2	The Midwest Bcstg. Co. Inc. 1843	ABC Weed	Richard M. Seaton, p Robert L. Pratt, gm & pmm E. B. Spoonamore, cm	Richard S. Embody, pd J. S. Jaminet, ce Victor Lindsey, nd	Wld. AP WH	
COLBY KXXX 1947	790 5,000-D	Western Plains Bcstg. Co. Inc. 380 W. 4th St. 790	H-R Reps.	Don Searle, p Ed. Mason, vp & m Wm. A. Martin, cm	Q. McCredie, pmm V. L. Lynch, ce	Thes., SES. UP Col.	
CONCORDIA KFRM 1948	550 5,000-D DA	Midland Bcstg. Co. KMBC Building Kansas City, Mo. Harrison 2650	CBS Free & Peters	Arthur B. Church, p George J. Higgins, vp & mgng. d Arthur B. Church Jr., adm. asst.	Roderick B. Cupp, pd C. E. Moler, ce Harold W. Storm, pmm	John Farmer, nd Phil Evans, fd Sam Molen, sd	L-W AP, UP RCA
DODGE CITY KGNO 1930	1370 5,000-D 1,000-N-DA-N	Dodge City Bcstg. Co. 705 Second 1370	Hagg	J. C. Denious, p wendell Elliott, gm Herschel Holland, pd	Frank Miller, act. ce Stanley Gribble, nd & sd	Gail Hamilton, fd Frances Elliott, wd	Wld. G
EMPORIA KTSW 1939	1400 250	Emporia Bcstg. Co. Inc. Sodens Grove 3540	MBS, KBS Gill Keefe & Perna	G. F. Reed, co-o R. B. Reed, co-o Max B. Bicknell, gm & nd	John Wilks, cm Robert Krekelberg, pd Everett Thompkins, ce Morgan Kramm, fd	Robert Palmer, sd Lona McNutt, wd	Wld., Thes. AP Col.
GARDEN CITY K GAR 1949	1050 1,000-D	Ark-Valley Bcstg. Co. Inc. Box 878 3041	Holman	Dr. H. C. Sartorius, p E. D. Harvey, gm & cm	Marjorie M. Nickum, pd & pmm	Robert Breeding, ce	Assoc. UP G
GIUL 1935	1240 250	Telegram Publishing Co. Inc. 4581	MBS, KBS	Robert B. Reed, p Robert Wells, gm Douglas Hough, cm	Tony Jewell, pd, fd & sd Ann Conrad, pmm & wd Gene Conjurske, ce	Wes Cook, nd	Wld. AP G
GOODLAND KWGB 1947	730 1,000-D	James E. Blair Goodland, Kans. 331		James E. Blair, o & gm	Bert Blair, cm	Lyle Fick, ce	Cap., Cole UP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



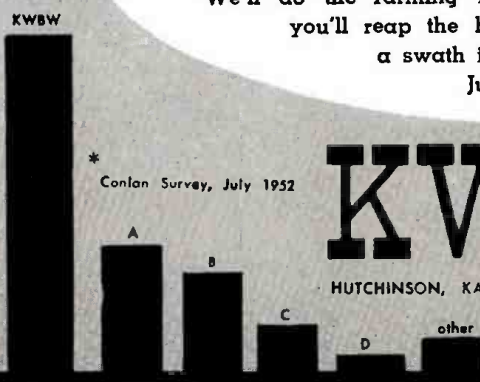
She spends more time with **KWBW** than she does with her husband....

The lady in question does spend more time with us than she does with her husband. That's what lady listeners think of radio and especially KWBW radio—where more people listen more often than listen to the next three stations combined.*

The fast growing market of Hutchinson has been one of "Sales Management's" 200 high spot cities during 1952. It's first in Kansas farm income. We'll do the farming in the area of 141,004 citizens—but you'll reap the harvest. And you'll cut quite a swath in the competition, too.

Just ask Weed.

* Conlan Survey, July 1952



In Hutchinson KWBW Has More Listeners Than the Next 3 Stations Combined

KWBW

Owner BESS WYSE
Manager HAL KING

HUTCHINSON, KANSAS. REPRESENTED BY WEED & COMPANY

KENTUCKY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter	
				Owner o; Pres. p; Exec. up evp; Sues Mgr. slm; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;		
FRANKFORT								
WFKY 1946	1490 250	Frankfort Bcstg. Co. Kentucky Ave. Ext. 4-8281	MBS, KBS Burn-Smith	Ken Hart, p, gm & cm Richard Goddard, ce, nd & sd	Bob Beasley, pd & fd	Mary Flynn, wd	Wid. UP WE	
FULTON								
WFUL 1951	1270 1,000-D	Ken-Tenn Bcstg. Corp. P. O. Box 482 1270		Dr. R. W. Bushart, p Jack A. Dill, gm, pd & sd John Latham, cm	Eugene Moore, ce & fd Art Brauner, nd	Edith Moore, wd	Thes. UP G	
GLASGOW								
WKAY 1946	1490 250	Glasgow Bcstg. Co. 2141		Caroline Biggers, pd	C. H. Hulse Jr., ce Freeman Cherry, fd	Opal Cherry, wd	SES. UP WE	
HARLAN								
WHLN 1941	1230 250	Blanfox Radio Co., Inc. 625	MBS, KBS Burn-Smith	R. B. Helms, co-o & gm J. Francke Fox, co-o & ce	James Morgan, cm Neil Bradford, pd	Lois Barthell, traffic m Cawood Ledford, sd	Thes. UP G	
HAZARD								
WKIC 1947	1340 250	BMG Bcstg. Corp. Peoples Bank Bldg. 720	MBS, KBS	Fred B. Bullard, p Richard H. Goodlette, secy.-treas. & gm	Chas. W. Metcalf, vp, pd & nd Bob Mansfield, cm & sd	Norma J. Strong, pmm Marvin E. Young, ce	Wid. AP Col.	
HENDERSON								
WEHT(TV) (CP)		Ohio Valley Television Co. Route 3, Henderson		(For full information see TELECASTING Yearbook)				
WSON 1941	860 500-D	Henderson Bcstg. Co. Route No. 3 Zion Rd. 3923	MBS, KBS Meeker	H. S. Lackey, p, gm, cm & nd Martin E. Schaeffer, pd	Robt. M. Cleveland, ce & fd Dorothy McCormick, pmm & wd	Chas. A. Blake, sd	Wid. UP G	
WSON-FM 1946	Chan. 258 99.5mc 20kw						Fed.	
HOPKINSVILLE								
WHOP 1940	1230 250	Hopkinsville Bcstg. Co. Cadiz Rd. 1025	CBS Meeker	F. Ernest Lackey, p & gm Katherine G. Peden, cm Margaret Wyatt, pd & pmm	Leo Y. Wilson, ce & sd James Pasteur, nd & fd	Bonnie B. Lackey, wd	Thes. UP	
WHOP-FM 1948	Chan. 254 (B) 98.7mc 8.8kw						GE	
LEXINGTON								
WLAP 1922	630 5,000-D 1,000-N-DA-2	American Bcstg. Corp. Radio Bldg. 3-2727	ABC Pearson	Gilmore N. Nunn, p J. E. Willis, vp & gm Miller A. Welch, asst. m	Henry Allin, pd Joe C. DeLong, pmm Henry C. Locklar, ce	Sue Ann Fenimore, nd J. B. Faulconer, sd Bette Maxwell, wd	Wid. UP WE	
WLAP-FM 1950	Chan. 233 (B) 94.5mc 4.6kw							
WLEX 1946	1300 1,000 DA-N	Central Ky. Bcstg. Co. Campbell House 3-0433	KBS Forjoe	J. D. Gay Jr., p H. G. Bell, secy.-treas.	J. L. Brownell Sr., gm & cm J. L. Brownell Jr., pd	William Yount, ce	L-W, Mac. AP WE	
WVLK 1947	590 1,000 DA-1	Bluegrass Bcstg. Co. Inc. Phoenix Hotel 2-7177	MBS Burn-Smith	Garvde D. Kincaid, p Donald J. Horton, vp & gm Ted Grizzard, secy. & sta. d	Lynn E. Knox, cm O. C. Halyard Jr., pd & fd Paul Dunbar, ce	George T. Webb, pmm Charles R. Shueffett, nd Claude Sullivan, sd Mimi Chandler, wd	Thes. AP G	
LOUISVILLE								
WAVE 1933	970 5,000 DA-1	WAVE Inc. 334 E. Broadway Wabash 2201	NBC Free & Peters	George W. Norton Jr., p Nathan Lord, gm LaVell Waltman, cm	James Caldwell, pd Charles W. Hill, pmm Wilbur Hudson, ce	Hugh Sutton, nd Ed Kallay, sd	St. Thes. AP	
WAVE-TV 1948		WAVE Inc. 334 E. Broadway Wabash 2201		(For full information see TELECASTING Yearbook)				
WGRC 1936	790 5,000-LS 1,000-N DA-2	Northside Bcstg. Co. Kentucky Home Life Bldg. Wabash 8871	Walker	J. Porter Smith, p Charles L. Harris, gm Tom Underwood, cm & pmm	Ward Hatcher, pd W. J. Morrison, ce Jack Donnell, nd	Jerry East, fd Gerald Brown, sd Agnes Burke, wd	L-W UP Fed.	
WHAS 1922	840 50,000	WHAS Inc. 525 W. Broadway Wabash 2211	CBS Christal	Barry Bingham, p Victor A. Sholis, gm Neil Cline, asst. gm	Samuel H. Gifford, pd John Fouts, slm Orrin W. Towner, ce	Richard Oberlin, nd Burnis Arnold, fd Jim Finegan, sd	L-W AP WE	
WHAS-TV 1950		WHAS Inc. 525 W. Broadway Wabash 2211		(For full information see TELECASTING Yearbook)				
WINN 1940	1240 250	Kentucky Bcstg. Corp. Earle Hotel Wabash 5148	KBS Taylor	Harry McTigue, p & gm Glenn Snyder, vp Oldham Clarke, secy.	Jesse Chambers, treas. Chas. Schacht, cm George Patridge, pd & nd	Melvin Scarsdale, ce Helen Roberts, pmm James McIntyre, sd UP Col.	
WKLO 1948	1080 5,000-D 1,000-N DA-2	Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441	ABC Blair	Emanuel Levi, p Joe Eaton, gm Russell J. Pirkey, cm	Mary Louise Moore, pd D. C. Summerford, ce Jean Cios, nd	Charles Farmer, fd Mark Halleck, sd Kay Lowe, wd UP WE	
WKLO-TV (CP)		Mid-America Bcstg. Corp. Henry Clay Hotel Clay 4441		(For full information see TELECASTING Yearbook)				
WKYW 1947	900 1,000-D	Radio Kentucky Inc. 431 W. Jefferson St. Clay 4811	Burn-Smith	F. Eugene Sandford, p & treas. E. E. S. Weldon, vp & sm Robert W. Rounsaville, o & gm	H. Parker Smith, cm Harry Lockhart, pd	Clovis Sadler, ce S. A. Cisler Jr., vp opers.	Cap., St. AP WE	
WLOU 1948	1350 1,000-D	Robert W. Rounsaville 3149 S. Third St. Calhoun 3580	Forjoe Dora-Clayton	William R. Wagner, sm Johnny Martin, pd	Lee Smith, cm Paul B. Cram, tech. d Steve Dawson, ce	Arthur McCoo, nd Jack Gibson, fd Helen Stout, wd AP	
MADISONVILLE								
WFMW 1950	730 250-D	Messenger Bcstg. Co. Inc. Main & Center Sts. 1885	KBS Continental	Edgar Arnold Sr., p H. W. Wells, gm & fd Elmer L. Kelley, cm, sd & pmm	Richard T. Harris, pd Evers Mick, ce Edgar Arnold Jr., nd	Helen Murphey, wd Carl L. Merredith, mus. d	Cap., St. Thes. UP G RCA	
WFMW-FM 1948	Chan. 230 (B) 93.9mc 2.35kw							
MAYFIELD								
WKTM 1946	1050 1,000-D	Mayfield Bcstg. Co. Inc. W. Broadway 46	KBS Sears & Ayer	Wayne R. Morgan, gm	Joe H. McNeilly, pd, nd & sd	Jos. M. Hargrove, ce Hallie Vandergriff, wd	Thes. UP G	
WNGO 1947	1320 1,000-D	West Kentucky Bcstg. Co. 1597		H. M. Suthard, p T. E. Brewer, gm Carl Leigh, cm	Otis L. Davis, pd & fd Ben Dixon, ce Bob Lee, pmm, nd & sd	Betty Steinfeld, wd	Cap. AP G	

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



**"Take a memo about
RADIO in KENTUCKY!"**

The Louisville trading area is still by far the most important market in Kentucky. By far. With 5,000 watts, WAVE covers this area *thoroughly*—without competing with dozens of other Kentucky and Indiana radio stations which are naturally popular in their own cities.

Result: WAVE gives you top-notch coverage—at lowest cost.

55.3% of Kentucky's retail sales are made in WAVE's daytime area—and you need *several* other

stations to get the remaining 44.7%.

In addition to the Kentucky area, WAVE gets an important chunk of Southern Indiana, with another quarter billion dollars in effective buying income.

WAVE-area audience in "family-hour-per-week" gives the amazing total of 5,142,000 hours a week devoted to radio! That's many more hours than are devoted to TV—310.7% more hours than to newspapers.

5000 WATTS



NBC



**WAVE
LOUISVILLE**



Free & Peters, Inc., *Exclusive National Representatives*

**Go where
there's growth . . .
Go WHAS!**

WHAS-Radio, with its 50,000 watt, 1A clear-channel signal, serves all of Kentuckiana . . . one of America's fastest growing markets. The WHAS audience is unmatched by any station or group of stations in the entire area.*

**Benson & Benson Diary Study*



Represented nationally by
Henry I. Christal Co., New York, Chicago.



Represented nationally by
Harrington, Righter & Parsons, Inc.
New York, Chicago, San Francisco.

*Associated with the
COURIER-JOURNAL & LOUISVILLE TIMES*

*VICTOR A. SHOLIS, Director
NEIL D. CLINE, Assistant Director*

**AND NOW A NEW
TELEVISION
MARKET . . .**

A whole new television market has been opened up for WHAS-TV advertisers. As the first in Kentucky to go to maximum power, WHAS-TV brings a great new market within the reach of television.

KENTUCKY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Trans. Library, News Service Transmitter	
MAYSVILLE							
WFTM 1948	1240 250	Standard Tobacco Co. Inc. 626 Forest Ave. 1400	MBS	Charles P. Larke, co-o J. M. Finch Jr., co-o John W. Betts, gm	Horace Simpson, cm Gen. A. Waters, pd Harvey L. Cross, ce	Wayne Bell, nd J. Scott True, fd Earl D. Jones, sd Dorothy Wood, wd	Wid. UP G
MIDDLESBORO							
WMIK 1948	560 500-D	Cumberland Gap Bcstg. Co. N. 19th St. 980	KBS Holman	Dr. U. G. Brummett, p H. Webster Taylor, gm Maurice K. Henry, cm	William H. Baker, pd & nd Talmadge England, ce	Halene Green, wd	Thes. UP G
MURRAY							
WNBS 1948	1340 250	Murray Bcstg. Co. Inc. P. O. Box 546 1340		H. T. Waldrop, o & p Ed Griffin, m	Troy Glidwell, cm, pd & sd	Otis Cohoon, ce AP WE
NEWPORT							
WNOP 1948	740 1,000-D-DA	Tri-City Bcstg. Co. 606 Monmouth St. Juniper 7100		James G. Lang, p Ann Rolfe Lang, gm Ralph D. Nunn, pd & nd	Joshua Bortz, ce Robert Wels, sd	Rosemary Martin, wd UP Ray.
OWENSBORO							
WOMI 1938	1490 250	Owensboro Bcstg. Co. Byers Ave. & Livermore Rd. 3-1558	MBS Burn-Smith	Lawrence W. Hager, p Hugh O. Potter, gm, cm, pmm & nd	Cliffordean Potter, pd & Harold I. Peters, ce	William Armstrong, sd	Thes. AP RCA
WOMI-FM 1948	Chan. 223 (B) 92.5mc 60kw						GE
WVJS 1947	1420 1,000-DA-2	Owensboro on the Air Inc. 324 Allen St. 3-3521	Rambeau	Vincent J. Steele, p Malcolm Greep, vp & gm John T. Rutledge, asst. gm & cm	Lawrence W. Adams, pd & nd Leola C. Hayden, pmm Earl Jagoe, ce	Chas. C. Steele, prod. d Irene May, wd LeRoy Woodward, sd	Wid. UP GE
WVJS-FM 1948	Chan. 241 96.1mc 45kw						
PADUCAH							
WKYB 1948	570 1,000-D 500-N-DA-2	WKYB Inc. 504 Kentucky Ave. 2-1678	NBC Pearson	E. J. Paxton Jr., p & gm Sam Livingston, cm	Joe Knight, pd, nd & fd C. G. Sims, ce	Pat Paxton, wd	Wid. AP RCA
WKYC(FM) 1947	Chan. 227 (B) 93.3mc 31kw	(WKYB, AM affiliate)					
WPAD 1930	1450 250	Paducah Bcstg. Co. Inc. 4th & Broadway 2-8231	CBS Meeker	Pierce E. Lackey, p Prewitt Lackey, gm Linn Wolff, cm	Ray Mofield, asst. gm, pmm, nd, fd & sd U. C. Morris, ce	Martha Ward, wd	L-W UP G
WPAD-FM 1946	Chan. 245 (B) 96.9mc 17kw					 Fed.
PAINTSVILLE							
WSIP 1949	1490 250	Big Sandy Bcstg. Co. Meade Bldg. 1196	MBS	Ted Arnold Silvert, ptrn. & gm Escom Chandler, ptrn.	Eugene Baldrige, ce Robert L. Marsh, nd	Bill Barker, fd	Thes. UP Ray.
PIKEVILLE							
WLSI 1949	900 1,000-D	Cumberland Pub. Co. 456		W. J. Ward, p Roy E. Alexander, gm, cm, & pmm	Stewart O'dell, pd & nd Guy Ferrell, ce	Harry Ladas, fd & sd Edna Mae Aders, wd	L-W UP G
WPKE 1949	1240 250	East Kentucky Bcstg. Corp. 1280	MBS, KBS Continental	Clyde Childers Jr., p C. Edward Damron, gm & cm	Al Kahn, pd, pmm & sd Edwin Meek, ce	George Hale, nd Imogene Owens, wd	SES. AP RCA
PRESTONSBURG							
WPRT 1952	960 1,000-D	Kentucky Mt. Bcstg. Co.		D. C. Stephens, p Rex Osborne, gm & pmm	Edwin P. Healy, ce	Mrs. D. C. Stephens, wd	Mac. UP Col.
WKRF (CP)	1270 1,000-D	Elkhorn Bcstg. Corp.					
PRINCETON							
WPKY 1950	1580 250-D	Princeton Bcstg. Co. U. S. Hwy. No. 62 2072	MBS, KBS	Leslie Goodaker, o & m James H. Johnson, cm	Mrs. Leslie Goodaker, pd Marvin Mahoney, ce	Gid S. Poole, sd AP G
SOMERSET							
WSFC 1947	1240 250	Southeastern Bcstg. Co. P. O. Box 526 1240	MBS Colton	Mike Layman, p & gm Don Orwin, cm	John A. Hartnett, pd Ralph F. Denton, ce	Robert J. Haney, sd	Wid. UP G
VANCLEVE							
WMTC 1948	730 1,000-D	Kentucky Mountain Holiness Assn. Vancleve 3		Dr. Lela G. McConnell, p Wilfred Fisher, gm & cm	Violet Pearson, pd & wd Kenneth Ampaugh, ce	Louis Bouck, pdm & nd Arlyn Moore, fd & sd	Wid. AP Ray.
WHITESBURG							
WTCW (CP)	920 1,000-D	Ky.-Va. Bcstg. Corp. 2742		Charles F. Trivette, p	Kenneth J. Crosthwait, vp, gm, pd & pmm	 UP G

LOUISIANA

ABBEVILLE							
KROF 1948	960 1,000-D	Abbeville Bcstg. Service Inc. P. O. Box 620 960		George P. Martin, secy.- treas., gm & ce	Ebba Lou Martin, pd		Wid. WE
ALEXANDRIA							
KALB 1935	580 5,000-D 1,000-N-DA-N	Alex. Bcstg. Co. Inc. 6th at Washington 3-2543	ABC Louisiana Weed	Walter H. Allen, p Willard L. Cobb, gm Walter Melson, cm T. B. Lanford, secy.-treas.	Alex Marchand, pd Vivian Close, pmm & wd Jesse R. Sexton, ce (Mrs.) Zulma O'Quinn, nd	Eugene Miller, fd Dave Chapman, sd	Wid., Mac. AP, UP RCA
KALB-FM 1948	Ch. 245 (A) 96.9mc 11kw						
KSYL 1947	970 1,000 DA-N	KSYL Inc. Hiway 71 at Bolton Ave. 6611	NBC Everett- McKinney	Milton Fox, p & co-o, cm Harold Wheelahan, vp & co-o Virgil G. Evans, gm	Bruce Rainey, pd Terrie Shute Raye, pmm & wd Thomas Marhefka, ce	Tom Journeay, n & fd Dick Biondi, sd	L-W AP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

BASTROP KTRY 1948	730 250-D	Morehouse Bcstg. Co. 217 S. Washington 1400	KBS	Nathan Bolton, ptrn. A. R. McCleary, ptrn. Bill Davis, gm	G. I. Johnson, cm Carl Livingston, p & nd S. E. Eckhardt, ce	Bettye Beasley, wd	Wid., Assoc UP G
BATON ROUGE WAFB 1948	1460 5,000-D 1,000-N-DA-N	Modern Bcstg. Co. Guaranty Income Life Bldg. 4-8571	MBS	Tom E. Gibbens, vp & gm Dick Cousins, pmm	Don Allan, ce John Ferguson, n & sd	Gordon London, fd	AP RCA Thes. AP
WAFB-FM 1948	Ch. 282 (B) 104.3mc 3kw	Modern Bcstg. Co. of Baton Rouge Inc. Guaranty Income Life Bldg. 4-8571					
WAFB-TV (CP)							
WIBR 1948	1300 1,000-DA-2	Community Bcstg. Co. P. O. Box 1226 4-9493	Walker	G. T. Owen, co-o Owen W. Ware, co-o Robert Earle, gm	Roger Davison, cm Scott W. Erwin, pd	E. E. Case, ce John Coburn, sd	L-W, St. UP Col.
WJBO 1934	1150 5,000 DA-1	Baton Rouge Bcstg. 444 Florida St. 2-5271	NBC Louisiana Hollingbery	Douglas L. Manship, p J. Roy Dabadie, vp & gm Charles C. Garvey, slm	Ralph Sims, pd & pmm Vernon E. Dudley, ce Charles P. Manship Jr., secy.-treas.	Robert H. Scarce, n & sd Margaret Welsh, wd	Wid. AP, UP RCA WE
WBRL(FM) 1941	Ch. 251 (A) 94.1mc 7.6kw	(WJBO, AM affiliate)					
WLCS 1946	910 1,000-DA-1	Air Waves Inc. 204 North St. 2-4411	ABC Rambeau	R. F. Cangelosi, p Earl H. Smith, vp & gm Lamar Simmons, cm	Mark O'Brien, pd Ed Van Valkenburg, ce Tony Billingham, nd	Jerry Breaux, sd Helen Macey Jennings, wd	Assoc. AP, INS G
WLCS-FM 1948	Ch. 286 (B) 101.1mc 9.68kw						
WXOK (CP)	1280 1,000-D	Capital City Bcstg. Co.		William C. Moss, co-o Dorothy Moss Siegelin, co-o	John H. Knight, cm Bernard Behrendt, pd	Donald Quave, ce	Wid. AP
TV (CP)		Capital Television & Bcstg. Co. 204 E. 6th St. Erie, Pa.					
BOGALUSA WIKC 1947	1490 250	Enterprise Publ. Co. 605 N. Rio Grande St. 1490		Curt Siegelin, gm			
CROWLEY KSIG 1947	1450 250	Acadia Bcstg. Co. 101 N. Parkerson Ave. 1450	Louisiana	Maxwell J. Thomas, p B. Hillman Bailey, Jr., gm Edmond M. Keim, cm & sd	Louis M. Basso, Jr., co-pd Daniel E. Rogers, co-pd G. L. Newman Jr., ce	Alden C. Sonnier, nd Lee Sumner, fd Loycia Aguillard, wd AP G
DeRIDDER KDLA 1951	1010 1,000-D	Sabine Bcstg. Co. P. O. Box 46 7600	KBS	Cyril W. Reddoch, p & co-o & gm John B. McCrary, co-o Ralph L. Hooks, cm	Ted Thompson, pd Klien Evans, ce Edmond Jones, traffic m & sd	William Lynch, nd Roy Burnett, fd UP G
EUNICE KEUN 1952	1490 250	Tri-Parish Bcstg. Co. Box 789 3041		Vincent Riehl, p John A. Chauvin, gm	Chris Duplechain, cm Roger Duhon, pd	Billy Bland, ce Ella Granger, wd	Wid. AP Collins
HAMMOND WIHL 1947	730 250-D CP: 1400 250	Cefalu Radio Station 205 1/2 E. Thomas St. 960	KBS	Nick Cefalu, p & co-o Anthony Cefalu, co-o J. K. Ferris, g & cm	George Bonnell, p, n & sd & pmm Jacob R. Webb, ce	(Mrs.) Alice Terry, traffic m AP G

(For full information see TELECASTING Yearbook)

(For full information see TELECASTING Yearbook)

dynamic progress . . .

. . . that's what you like about the South's

Baton Rouge

The market's rapid growth is attested by these facts:

- Retail Sales: up 597% in the last decade
- Population: up 257% in the last decade
- Housing units: up 101% in the last 12 years
- Effective buying income, family (1951): \$6,079
- Value of industrial expansion now in progress: \$176,655,483.

Serving a retail trading zone of 316,539 persons, Baton Rouge typifies the South's industrial and agricultural growth. In addition to the concentration of petroleum, chemical, and 200 other diversified industries, Baton Rouge is the state capital, the home of Louisiana State University, and, although 240 miles inland, an important deep water port—the 16th in the nation.

To expand your sales in this expanding area, use WJBO, the powerhouse station of Baton Rouge.

NBC's 5,000 watt affiliate in Baton Rouge, La.



AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE
FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY CO.

LOUISIANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter	
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.				
HOUMA KCIL 1946	1490 250	Charles Wilbur Lamar Jr. P. O. Box 1031 6828	NBC	Charles Wilbur Lamar Jr., p Frank E. King, Jr., gm Raymond A. Saadi, cm	Phyllis R. Davis, pd Samuel A. Eaton, pmm Lee E. Emmons, ce	Earl Herron, nd Mack Russo, f & sd Pat Saadi, wd	Wid., SES. AP G	
JENNINGS KJEF 1950	1290 500-DA-N	Jennings Bcstg. Co. Inc. 1521 Lake Arthur Ave. 1155		Max Thomas, sd Clovis L. Bailey, gm Jerry Dugas, cm	Al Viguerie, pd Paul Lejeune, pmm Ed Barton, ce	Jackie Todd Bertrand, traffic & office m, wd Howard Hoag, sd	UP G	
LAFAYETTE KLFY 1950	1420 1,000-D 500-N-DA-N	Camellia Bcstg. Co. Inc. Simcoe & Bienville Sts. 8-9494	MBS Rambeau	Paul H. De Clouet, p W. A. Patton, gm & sd John H. Selleck, p & nd	J. W. Corcoran, pmm W. H. Bland, Jr., ce Garland Bonin, fd	(Mrs.) Mildred Bland, wd	Cap., Wid. UP GE	
KVOL 1935	1330 1,000-DA-N	Evangeline Bcstg. Co. P. O. Box 1070 5-6426	NBC Meeker	George H. Thomas, gm Evan H. Hughes, m, prog. m, & nd Donald E. Metz, p & sd	Tom Pears, cm Louis P. Pilcher, ce Al Terry, fd	Rowena Castille, wd	L-W AP Col.	
KVOL-FM 1949	Ch. 241 (B) 96.1mc 15kw					 RCA	
LAKE CHARLES KAOK 1947	1400 250	KAOK, Inc. P. O. Box 1399 6-7541	MBS Forjoe	Jules J. Paglin, p Tom Gresham, co-m & pmm Roy Rhodes, co-m & pd Sara M. Anderson, o & mgng, d John L. Vath, p & gm	Stanley W. Ray Jr., sta. d Levance Carson, ce Don Paevey, nd	Sam Tarleton, sd Rose Weimar, wd	Assoc. UP Ray.	
KLOU 1947	1580 1,000-DA-1	The Pelican Bcstg. Co. Inc. 203 W. Clarence St. 6-7277	CBS Louisiana Pearson	T. B. Lanford, p David Wilson, gm Pelham E. Mills Jr., cm	Sidney H. Morse, pd & sd Ernest J. Vincent, ce	Keith Rush, n & fd Annelle H. Bulechek, wd	Thes. AP	
KPLC 1935	1470 5,000-D 1,000-N DA-N	Calcasieu Bcstg. Co. Majestic Hotel 2713	NBC Louisiana Weed	Robert E. Weimar, pd Robert Thompson, pmm A. B. Craft, Jr., ce	Jim Cathey, nd John H. Allen, sd Eleanor Wagner, wd		Wid. AP, UP RCA	
—(TV) (CP)		Southland Telecasters P. O. Box 30 Baton Rouge, La.		(For full information see TELECASTING Yearbook)				
MINDEN KAPK 1952	1240 100	Parish Bcstg. Corp. Lakeshore Dr. 1985		Anita P. Kirsch, p Ven F. Marshall, gm, n & sd	Paul Howard, cm Laura Dial, pd & pmm	Joel E. Wharton, ce	UP Col.	
MONROE KLIC 1950	1230 250	Dr. Frank P. Cerniglia Strauss Bldg. 3-4617	MBS	Dr. Frank P. Cerniglia, p & gm Ray Whitworth, cm	John Lacy, pd Eddie Langill, pmm	Lonnie Licata, ce	Cap. UP Col.	

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



WDSU DEVELOPS *More* OUTSTANDING SALES SUCCESSES!

- Yes . . . here in New Orleans, WDSU has once again demonstrated its power to produce greater sales for dollar wise clients.
- Here are the facts: to determine the advertising effectiveness of WDSU, completely separate and individual tests were conducted by four of New Orleans' leading retail stores.* Each store selected its own test item among which were brunch coats, television sets, cotton piece goods and women's hosiery. For the tests, an equal advertising budget was allotted to both WDSU and to a competing medium.
- In each store, an impartial survey group—Advertising Research Bureau, Inc.—interviewed customers who had been attracted by the advertising. Results of these individual surveys revealed that WDSU attracted from 12.5% to 27.4% more people to the stores than the competing medium. And in total dollar volume—WDSU's radio customers spent from 17.6% to 23.1% more than did customers of the competing medium.
- If your sales picture is in the "dark room"—dollar for dollar—WDSU can "develop" greater sales for you in the "Billion Dollar New Orleans Market".

*(We'll gladly send you complete details upon request.)



KMLB 1930	1440 5,000-D 1,000-DA-N	Liners Bcstg. Station P. O. Box 1723 7161	ABC Taylor	Mrs. Robert Gaston, p Charles Frice, vp, g & cm, nd	James Plaisance, pd Charles Morn, pmm O. L. Morgan, ce	Dallas Wales, fd Laurence Gibbs, sd Ibbie Elliget, wd	Thes. AP G
KMLB-FM 1947	Ch. 281 (A) 104.1mc 17kw						G
KNOE 1944	1390 5,000-DA-N	James A. Noe Sr. Barnhardt Bldg. 8155	NBC H-R Reps.	James A. Noe Sr., p Paul H. Goldman, gm & cm (Mrs.) Ann Bernhard, treas.	Irving Zeidman, asst. m, p n & sd Jack Ratliff, ce	Jack Smith, fd Beth Breese, wd	L-W AP RCA
KNOE-TV (CP)		James A. Noe Sr. Barnhardt Bldg. 8155			(For full information see TELECASTING Yearbook)		
---(TV) (CP)		Delta Television Inc. 3078 Desiard St.			(For full information see TELECASTING Yearbook)		
NATCHITOCHE							
KWCJ 1947	1450 250	Natchitoches Bcstg. Co. P. O. Box 232 2353		Dr. Wm. H. Pierson, p			
NEW IBERIA							
KANE 1946	1240 250	New Iberia Bcstg. Co. P. O. Box 383 965	ABC	Mrs. George H. Thomas ptnr. & gm Dierrell Hamm, m Johnny Stafford, cm	Donald Bonin, p, n & sd A. Hall Allen, pmm Merle Case, ce	Kearney Escagne, fd Harriet Prosper, wd	Cap. AP Col.
KVIM 1951	1360 1,000-D	Paul Cochran P. O. Box 50 2121		Paul Cochran, p John Coco, gm Alice Lee, pd	Jay Burnett, pmm Linton D. Hargreaves, ce Lynn Hargreaves, nd	Ned Guilbeau, fd Jim Wynn, sd	Assoc. UP WE
NEW ORLEANS							
WBOK 1951	800 1,000-D-DA	WBOK, Inc. 505 Baronne St. Tulane 5363	Forjoe	Jules J. Paglin, p Stanley W. Ray, Jr., gm Fred Schwarz, cm	Edward Prendergast, pd & asst. m Warren Gilpin, ce Earl Dauls, nd	Ed Bishop, fd Betty Lyons, wd	UP G
WDSU 1923	1280 5,000-DA-1	WDSU Bcstg. Corp. 520 Royal St. Tulane 4371	NBC Louisiana Blair	Edgar B. Stern Jr., p Robert D. Swezey, gm Lester E. Kabacoff, secy.- treas. Stanley Holiday, op, mgr	A. Louis Read, vp & cm William Ellwell, pd Tom Hicks, prog. m Guy Batson, nd	Lindsey Riddle, ce Marion Annenberg, pmm Joseph C. Beal, pdm Mel Leavitt, sd Mary Francis Morgan, wd	Wld., Cap. AP, UP RCA
WDSU-FM 1949	Ch. 287 (B) 105.3mc 17kw						GE
WDSU-TV 1948				(For full information see TELECASTING Yearbook)			
WJBW 1926	1230 250	Louise C. Carlson Cizall Bldg. 3488	Rambeau	(Mrs.) Louise C. Carlson, p, o. & gm Edward C. Carlson, asst. m Jim Landry, pd Mary Lyle, secy.	Harry Nigocia, pmm F. J. Recely, ce John Nichols, nd	I. Delp, fd M. Mullins, sd J. Till, wd	AP GE
WJMR 1946	990 250-D	Supreme Bcstg. Co. Jung Hotel Canal 0356		Chester F. Owens, p James E. Gordon, vp & gm	George A. Mayoral, evp Patrick J. Shannon, sm	Tom Abbott, pd	
WRCM (FM) 1946	Chan. 246 (B) 97.1mc 61kw	(WJMR, AM Affiliate)					
WMRY 1950	600 500-D	Southland Bcstg. Co. 2107 Dryades St. Tulane 4841		Lester Kamin, p Mort Silverman, g & cm Larry McKinley, p, n & sd	Ruth Banks Hoffman, pmm Samuel Perkins, ce John Revisore, loc. slm	Laura Lane, wd June Carter, exec. asst.	UP Col.
WNOE 1922	1090 50,000-D 5,000-N DA-2	James A. Noe St. Charles Hotel Raymond 0423	MBS Headley- Reed	James A. Noe, p, o Benton Paschall, gm Paul Beville, cm N. L. Carter, p	Beverly Brown, pd Eldon Durand, pmm Ray Boyd, tech. d H. W. Wheelahan, gm	A. J. Bourgeois, ce Larry Wilson, nd Jimmy Steele, sd	St., SES AP RCA
WSMB 1925	1350 5,000 DA-N	WSMB Inc. Maison Blanche Bldg. Magnolia 5921					
WSMB-FM 1948	Chan. 274 (B) 102.7mc 17kw						
WTTX 1950	1450 250	Royal Bcstg. Corp. 624 Canal St. Canal 7259		Patrick J. Shannon, g & pmm	James Brown, p & nd	Morris E. Jones, ce	Cap. UP G
WTPS 1948	940 1,000-D 500-N DA-N	The Times-Picayune 615 Howard Ave. Canal 5561	Branham	John F. Tims, p H. F. Wehrmann, gm	J. R. O'Mealle, cm Robert Smith, pd	Martin Burke, pmm George W. DeBlieux, ce	Assoc. WE
WWEZ 1947	690 5,000 DA-2	WWEZ Radio Inc. New Orleans Hotel Canal 3521	Hollingbery	A. J. Chilton, p J. A. Oswald, gm	Ken Elliott, pd	Harrison C. Mondy, ce	UP WH
WWL 1922	870 50,000 DA-1	Loyola University Roosevelt Hotel Raymond 2194	CBS	Rev. W. Patrick Donnelly S. J., p W. H. Summerville, gm Larry Baird, cm	Ed Hoerner, pd Ray Liuzza, pmm J. D. Bloom, ce	Don Lewis, nd George Shannon, fd Bill Brengle, sd Jill Jackson, wd	AP, UP RCA
OAKDALE							
KREH (CP)	900 250-D	Louisiana Bcstg. P. O. Box 371		C. W. Reddick, co-o Klien Evans, co-o & ce	Ralph L. Hooks, gm	Ben Hallberg, n & sd	Cap. UP Gates
OPELOUSAS							
KSLO 1947	1230 250	KSLO Bcstg. Co. N. Court St. 2633	ABC, KBS Louisiana Sears & Ayer	W. E. Jones, p & gm J. R. Womack, cm	Wandell Allegood, pd Richard M. Cole, ce	Floyd J. Cormier, n & fd Jeffery David Jr., sd	Wld. UP WE
RUSTON							
KRUS 1947	1490 250	Clarence E. Faulk Jr. 105 East N. Railroad Ave. 1490	MBS, KBS	Clarence E. Faulk Jr., p Kenneth L. Whitaker, gm	William S. Carter, pd	James L. Span, ce	UP Col.
SHREVEPORT							
KCIJ 1950	980 5,000-D	Southland Bcstg. Co. 205 Milam St. 4-6681	Young	Lester Kamin, p John H. Pace, gm & cm	L. H. Brandao, pd, nd & sd Mitchell Hodges, pmm	N. L. Keys, ce	UP Col.
KENT 1947	1550 1,000-D 500-N-DA-N	Frank H. Ford 311 Milam Bldg. 3-3681	MBS Walker	Frank H. Ford, p & gm Frank H. Ford Jr., cm Michael A. Roppolo, p & nd	Bill Monroe, pmm L. J. Carlson, ce	Bill Rutledge, fd Al Donaldson, sd	St. AP Ray.
KRMD 1928	1340 250	Radio Station KRMD New Jefferson Hotel 6171	ABC Weed	T. B. Lansford, p Glenn V. Wilson, gm	Elizabeth V. Alford, pd William L. Switzer, sd	E. R. Bernstein Jr., sd Carl W. Goulden, ce	Wld., Cap. St. AP
KRMD-FM 1951	Chan. 266 (B) 101.1mc 11.5kw						
KTBS 1922	710 10,000-D 5,000-N DA-2	KTBS Inc. 312 E. Kings Hghwy. 7-3644	NBC Petry	E. Newton Wray, p & gm George D. Wray Jr., vp & publ. rel. d Charles W. Wray, secy.- treas.	Charles F. Whitesides, Jr., cm Deane R. Flett, pd Carol Vinson, publ., pmm, merchdng. m C. H. Maddox, ce	Maurie Wayne, nd Jack Timmons, fd Jim Citty, sd Mildred Tippet, wd	Assoc. AP, UP RCA
KTBS-FM (CP)	Ch. 243 (B) 96.5mc 14kw						
KWKH 1925	1130 50,000 DA-N	International Bcstg. Inc. Commercial Bldg. 2-8711	CBS Branham	William H. Bronson, p Henry B. Clay, evp & gm Fred A. Watkins Jr., cm	Horace Logan, pd James T. Briggs, pmm W. E. Antony, tech. dir O. S. Droke, ce	James S. vanSickle, nd Frank Page, pd Jack Timmons, fd	L-W AP, UP RCA
KWKH-FM 1948	Ch. 233 (B) 94.5mc 13.5kw						WH

MAINE

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
AUGUSTA							
WFAU 1946	1340 250	Twin City Bcstg. Co. Inc. 160 Bangor Street 3-3878	MBS, Yankee, Forjoe, Borgatti	Faust Couture, p Norman G. Gallant, gm Floyd F. Smiley, cm & sd	Willard H. Blaisdell, pd & ce Robert Andrews, nd	Catherine Rice, wd	St., Wid. AP Ray.
WRDO 1932	1400 250	WRDO Inc. 175 Water St. 3-4735	NBC New England Maine Bcstg. Weed, Bannan	Adeline B. Rines, p Jack S. Atwood, gm & pmm	Donald K. Powers, cm & sd Leslie Hubley, pd Harold T. Dinsmore, ce	Dan Kelly, nd Linwood Brofee, fd Jean Murray, wd	Thes. UP RCA
BANGOR							
WABI 1924	910 5,000 DA-N	Community Bcstg. Service 57 State St. 6446	ABC, MBS, Pine Tree Everett-McKinney Kettell-Carter	Horace Hildreth, p & co-o Murray Carpenter, gm, co-o & treas.	Lee Gorman, cm Dick Bronson, pd Walter Dickson, ce	Bob Patten, nd Paul Dugas, sd	Wid. AP
WGUY 1947	1230 250	Guy Gannett Bcstg. Services P. O. Box 732 7354	CBS Avery-Knodel Foster	Guy P. Gannett, p C. E. Gatchell, vp & gm Laurence H. Stubbs, vp Roger C. Williams, vp	S. G. Henderson Jr., m Robt. Carrigan, sim Clifford E. Reynolds, pm & pmm	Lauris P. MacGowan, tech. sup. Roger W. Hodgkins, ce Elizabeth Kihlmire, wd	SES, UP GE
WGUY-FM 1947	Chan. 226 (A) 93.1mc 10.8kw						
WLBZ 1926	620 5,000 DA-N	Maine Bcstg. Co. 100 Main St. 6023	NBC New England Maine Bcstg. Weed, Bannan	Adeline Rines, p Edward E. Guernsey, gm Irving S. Hunter, pd	John Wibby, ce George Chapman, pmm Bill Mincher, nd	Eddie Owen, sd Jake Brofee, fd	Thes. UP WE
BIDDEFORD							
WIDE 1948	1400 250	Biddeford Bcstg. Corp. 234 Main St. 4-4566	MBS Yankee Devney	Arthur A. Deters, p, gm & ce	Carl Swanson, sd	Chris Drivas, asst. m & wd	UP Gates
HOULTON							
WABM 1950	1340 250	Aroostook Bcstg Corp. 1340 N. Rd. 2257-8	KBS, MBS Maine	Harry E. Umphrey, p Harold D. Glidden, gm Ted Coffin, sm, cm, pd & fd	R. W. MacIntosh, ce Eben Currie, nd	Dewey Dewitt, sd Rita Junkins, wd	Thes. AP RCA
LEWISTON							
WCOU 1938	1240 250	Twin City Bcstg. Co. Inc. 223 Lisbon St. 4-6921	MBS, Yankee Forjoe	Faust Couture, p John Libby, gm, pmm, & sd	Oscar Normand, cm Herbert Fontaine, pd Donald Mason, ce	Jack Karmen, nd Harold Alberghini, fd Roselle Coury, wd	St., SES., Wid. AP RCA
WCOU-FM 1948	Chan. 230 (B) 93.9mc 13.7kw						
WLAM 1947	1470 5,000 DA-N	Lewiston-Auburn Bcstg. Corp. 129 Lisbon St. 4-5401	ABC Everett-McKinney Kettell-Carter	Elden H. Shute Jr., p Frank S. Hoy, gm	Gerald T. Higgins, cm & pmm F. Parker Hoy, pd & nd	Leslie Hall, ce Norman McKinstry, traffic m Sonia Forgue, wd	WH Thes. AP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

BUY 5000 WATT

W L A M

ABC NETWORK "MAINE'S VOICE OF PROGRESS"

1st IN SHARE OF AUDIENCE

MORNINGS

8:00 a.m. to 12 Noon
43.1%

AFTERNOONS

12 Noon to 6:00 p.m.
43.0%

EVENINGS

6:00 p.m. to 8:00 p.m.
40.9%

Represented Nationally
by **Everett-McKinney, Inc.**

C. E. HOOPER, INC. Survey

LEWISTON-AUBURN, ME., FEB., MAR., APR. 1951

Represented
in New England by
Kettell-Carter

PORTLAND

WCSH 1925	970 5,000-DA-N	Congress Square Hotel Co. 157 High St. 2-0181	NBC, New England. Maine Bcstg. Weed, Bannan	Adeline B. Rines, p William H. Rines, mng. d Albert W. Smith, cm Arthur Owens, pd	Daniel H. Smith, tech. dir. Linwood T. Pitman, pmm & asst. m Philip N. Johnson, nd	Linwood H. Brofee, fd J. D. MacWilliams, sd Agnes Gibbs, wd	Thes. AP, UP RCA
WGAN 1938	560 5,000-DA-1	Guy Gannett Bcstg. Services 390 Congress St. P. O. Box 1731 2-7423	CBS Avery- Knodel Foster	Guy P. Gannett, p Laurence H. Stubbs, vp Roger C. Williams, vp	C. E. Gatchell, vp & gm Richard E. Bates, slm Francis H. Farnum Jr., pgm & pmm	Roger W. Hodgkins, ce Worthen C. Cornish, sd Jane Porter, wd	SES. AP, UP RCA
WPOR 1946	1490 250	Oliver Bcstg. Corp. Chapman Bldg. 3-8111	ABC, MBS Yankee Everett- McKinney	Harold H. Meyer, p & gm William J. Mullen, cm	Raymond Mercier, pd Roger Perry, ce	Blake Ellis, nd Ralph Fenno, sd Martha Standish, wd AP GE

PRESQUE ISLE

WAGM 1931	1450 250	Aroostook Bcstg. Corp. 180 State St. West 8821	MBS, KBS Yankee	Harry E. Umphrey, p Harold D. Glidden, gm F. J. Craig, cm	Dick Marshall, pd & fd Lester E. Hughes, ce	Dick Meyer, nd Dewey Dewitt, sd Virginia Rackliff, wd	Thes. AP
--------------	-------------	--	-----------------------	---	--	---	-------------

ROCKLAND

WRKD 1952	1460 250	Knox Bcstg. Co. 496 Main St. 74-K	ABC, New England Everett- McKinney Kettell- Carter	Carleton D. Brown, p Paul R. Huber, gm & sd Sherman Rutter, cm	Frank Knight, pd & fd Don Winslow, ce	Robert Mayo, nd Margaret Hanks, wd UP Ray.
--------------	-------------	---	---	--	--	---------------------------------------	---------------------

RUMFORD

WRUM (CP)	1450 250	Rumford Pub. Co.					
--------------	-------------	------------------	--	--	--	--	--

WATERVILLE

WTVL 1946	1490 250	Kennebec Bcstg. Co. 36 Silver St. 2700	ABC, New England Everett- McKinney Kettell- Carter	Carleton D. Brown, p & gm Harold L. Vigue, cm	Alvo Martin Jr., pd, pmm & nd Don Sutherland, ce	Hugh Rowlandson, sd Bette Leslie, wd Kendrick Chase, fd AP RCA
--------------	-------------	--	---	---	--	---	--------------------

AMERICAN BROADCASTING COMPANY

YANKEE NETWORK

MUTUAL BROADCASTING SYSTEM

*Portland's
favorite
station*



*ask
anyone!*

REP. EVERETT-McKINNEY, INC.

HAL MEYER, PRESIDENT

MARYLAND

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library, News Service Transmitter		
ANNAPOLIS							
WANN 1947	1190 1,000-D	Annapolis Bcstg. Corp. P. O. Box 749 2500		Morris H. Blum, p & gm Arthur P. Dietz, ce	Ray.		
WASL 1946	810 250-D	The Chesapeake Radio P. O. Box 1551 9211		Robert L. Blalock, p & gm John Drew, pd & fd C. W. Taylor, cm Jos. H. Griscom, ce	Wld. AP Col. Thes. AP GE		
WNAV 1949	1430 1,000-DA-N	Capital Bcstg. Co. P. O. Box 829 2639	KBS McGilvra	Albert H. MacCarthy, p Earl L. Boyles, gm	Norman Bergholm, cm & nd Arnold Setzer, ce John Hanly, pdm Carl Stephen, sd	WH	
WNAV-FM 1948	Chan. 256 (B) 99.1mc 16.6kw		Store Radio				
BALTIMORE							
WAAM (TV)		WAAM, Inc. 3725 Malden Ave. Mohawk 7600		(For full information see TELECASTING Yearbook)			
WBAL 1925	1090 50,000-DA-N	The Hearst Corp. 2610 N. Charles St. Hopkins 3000	NBC Petry	Charles B. McCabe, vp & exec. dir. D. L. Provost, vp & gm John T. Wilner, vp in chg. eng. Leslie H. Peard, Jr., sm	Freeman W. Cardall, bus. m Arnold Wilkes, pub. affairs d Victor F. Campbell, pd William N. Rock, prog. m	J. M. Kennedy, slm Thomas J. White, Jr., n & pub. m William C. Bareham, ce Mollie Martin, wd Conway Robinson, fd	AP, UP INS WE
WBAL-TV		The Hearst Corp. 2610 N. Charles St. Hopkins 3000		(For full information see TELECASTING Yearbook)			
WBMD 1947	750 1,000-D	Key Bcstg. Corp. 879 Park Ave. Mulberry 7095	McGilvra	George E. Hull, p H. Shelton Earp, Jr., gm	Thomas O'Connor, pd & fd Russell H. Morgan, ce	Vince Bagli, sd Polly Dorsey, wd	AP RCA Wld. AP WH
WCAO 1922	600 5,000 DA-1	The Monumental Radio Co. 1102 N. Charles St. Mulberry 0600	CBS Raymer	L. Waters Milbourne, p & gm George L. Filling, pd	Robert M. Richmond, cm & pmm Martin L. Jones, ce	William F. Conhurst, nd Bettie McCall, wd	Wld. AP WH
WCAO-FM 1948	Chan. 274 (B) 102.7mc 20kw						
WCBM 1924	680 10,000-D 5,000-N-DA-2	Baltimore Bcstg. Corp. North & Harford Aves. Belmont 8400	MBS Taylor	John Elmer, p & cm George H. Roeder, gm	Charles A. Roeder, pd & nd G. Porter Houston, ce	John MacLean, sd Newell Warner, fd Myrth Riefner, wd W. Bert Hanauer, pd William Q. Ranft, ce John M. Alderson, nd	L-W AP, INS RCA Wld. AP, UP RCA
WFBR 1922	1300 5,000-DA-1	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC Blair	Robt. S. Maslin, p John E. Surrick, vp & gm Robt. S. Maslin, Jr., vp, sec. & d of pub.	J. H. L. Trautfelter, vp & treas. William S. Pirie, Jr., sls. d		
WITH 1941	1230 250	Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808	Forjoe	Thomas G. Tinsley, Jr., p & gm	Robt. C. Embry, cm Nedra Berryman, pd	James S. Duff, ce Chuck Thompson, sd	St. AP WE
WITH-FM 1943	Chan. 282 (A) 104.3mc 20kw						
WITH-TV (CP)		Maryland Bcstg. Co. 7 E. Lexington St. Lexington 7808		(For full information see TELECASTING Yearbook)			
WMAR-TV		The A. S. Abell Co. Charles & Redwood Mulberry 5670		(For full information see TELECASTING Yearbook)			
WSID 1947	1010 1,000-D	The United Bcstg. Co. 912 N. Charles St. Saratoga 8250		Richard Eaton, p & nd	Albert Lanphear, vp, gm & cm	Helen Wherley, pd Lee Reckling, ce	UP
WWIN 1951	1400 250	Belvedere Bcstg. Co. 5740 Reisterstown Rd. Mohawk 4400	Indie	Thomas F. McNulty, p Lenore Feldman, gm	Bentley Stecher, slm Chester Kiser, pd	Joseph Sporney, ce Ralph Pennewell, sd	Assoc. AP WE
WWIN-FM 1948	Chan. 234 (B) 94.7mc 20kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 8.

In

Baltimore's

Metropolitan Area, 1st in sales in Md.

IT'S

WSID that gets the bid Baltimore's Favorite Independent

WSID has more listeners during the entire afternoon period than the **COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.**

In Baltimore **WSID** has more listeners per dollar cost than any other independent station.

U

B

C

CBS

In

Hagerstown,

Capital of Western Maryland

2nd in sales in Md.

IT'S WARK-CBS that leads the entire area

'Mark WARK' on your list

Auxiliary Studio, Waynesboro, Pa.

Leads any **TWO** other stations in listening audience according to all surveys available.

For more listeners and more value

Call UBC, 912 N. Charles St. Baltimore, Saratoga 8250 or 507 Fifth Ave., N. Y. City, Murray Hill 7-4758

YOU GET MORE

COVERAGE

38,000 Square Miles! 496,810 Radio families!

WHEN YOU BUY

RADIO BALTIMORE

WBAL

50,000 Watts • NBC in Maryland



Nationally Represented by
EDWARD PETRY & CO.

MARYLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
BETHESDA							
WUST 1951	1120 250-D	Broadcast Management Inc. 1343 U St. N.W. Washington, D. C. Hobart 2-0011	Metropolitan	Harold E. Sheffers, p & gm Leslie Smith, cm Carl Robinson, pd & pmm	Roy Snyder, nd Tom Blanks, ce	Frances White, wd Hal Jackson, sd	UP Collins
<i>WUST-FM</i> 1951	Chan. 292 (A) 106.3mc 500w						
BRADBURY HEIGHTS							
<i>WBUZ-FM</i> 1948	Chan. 244 (A) 96.7mc 0.42kw	(See Washington D. C. Listing)					
CAMBRIDGE							
WCEM 1947	1240 100	The Shore Bcstg. Co. The Pines 1580	MBS Eastern Shore	John W. Downing, p Charles J. Truitt, vp W. L. Allen, vp	Thomas H. Maquire, gm & cm Avery W. Hall, secy.-treas.	Ed Brigham, pd Jerrold Merritt, ce	Wid. AP Col.
CUMBERLAND							
WCUM 1948	1490 250	The Tower Realty Co. Williams Rd. & City Line 5400	CBS ForJoe	Karl F. Steinmann, p Malcolm A. Campbell, Jr., gm & sd	Roy H. Knotts, cm Paul Custer, ce Eldred Steinmann, pmm	Bill Criswell, nd Russ Reynolds, fd	Thes. AP RCA
<i>WCUM-FM</i> 1948	Chan. 275 (A) 102.9mc 1kw						
WDYK 1949	1230 250	Western Md. Bcstg. Co. 450 Byrd Ave. 5001	ABC, MBS Radio Reprs.	Richard A. Raese, p James M. Martinson, gm Floyd V. Cozad, cm	Robert R. Calvert, pd George Sokol, Jr., ce	Russell H. Ward, pmm & nd Loman B. Riley, sd	St. UP Col.
WTBO 1928	1450 250	Maryland Radio Corp. 31 Frederick St. 299	NBC Branham	Charles E. Smith, p & gm Don Jarvis, cm Michael Hurst, pd & sd	Malcolm Jones, pmm Phillip Melone, ce Robert Rosamond, fd	M. Virginia Rosenbaum, wd	Wid. UP WE
FREDERICK							
WFMD 1936	930 1,000 DA-N	Monocacy Bcstg. Co. 1626-1627	CBS	Laurence Leonard, p Alan W. Long, gm & cm Evelyn Leonard, vp	Howard C. Fisher, ce Lewis L. Carter, pd	Howard F. Streeter, sd Mary M. Long, wd	AP RCA
<i>WFMD-FM</i> 1947	Chan. 260 (B) 99.9 2kw						
WFMD-TV (CP)		Monocacy Bcstg. Co. 1626-1627		(For full information see TELECASTING Yearbook)			
HAGERSTOWN							
WARK 1946	1490 250	United Bcstg. Co. of Western Md. 128 S. Prospect St. 4500	CBS United	Richard Eaton, p & nd Albert R. Lanphear, vp	Samuel E. Phillips, Jr., g & cm Hunter Reams, pd & fd	Betty Bupp, pmm	UP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

TODAY, AS 10 YEARS AGO, INDUSTRY LEADERS SAY:

WBOC

ONE OF AMERICA'S FINER RADIO STATIONS

At RADIO PARK, SALISBURY, MD.

OUT-OF-TOWN STUDIOS: SEAFORD, DEL., POCOMOKE CITY, MD.

SHARE OF AUDIENCE
(Mon. thru Fri. Average)
Source: J. A. Ward, Inc.
9 AM - 12 Noon 69.5%
12 Noon - 6 PM 71.6%
6 PM - 10 PM 72.0%

MARKET DATA
Source: Sales Management
Population 301,700
Radio Homes 82,500
Retail Sales \$333,484,000

AT THE CENTER OF THE STORIED DEL-MAR-VA PENINSULA

John W. Downing, President
Charles J. Truitt, Gen. Mgr.

National Representatives:
Burn-Smith Co., Inc.

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
WNAC 1922	1260 5,000 DA-N	General Teleradio Inc. Yankee Division 21 Brookline Ave. Commonwealth 6-0800	MBS Yankee H-R Reps	Tom O'Neil, p Linus Travers, exec. vp & gm George Steffy, vp	Tom Bateson, cm Dave Cox, pd George Hallberg, sls. pmm Phyllis Doherty, pub. d	I. B. Robinson, ce Leland Bickford, nd Les Smith, sd Louise Morgan, wd	UP, INS Rev. WE
WNAC-FM 1948	Chan. 253 (B) 98.5mc 20kw						
WNAC-TV 1948							
WORLD 1950	950 5,000-D	Pilgrim Bcstg. Co. 92 State St. Lafayette 3-4000	Bolling	Joseph A. Dunn, p Arthur E. Haley, gm & cm Norm Prescott, pd	Pauline Haddad, pmm John Parker, ce Claire Crawford, asst. slm	Richard Jordan, nd & sd	AP Ray.
BROCKTON							
WBET 1946	990 1,000-D CP: 1460 1,000 DA-N	Enterprise Publ. Co. 60 Main St. Brockton 7062	Colton, Bannan	Charles A. Fuller, gm & sm Earle G. Clement, cm Kenneth A. Wheeler, pd	Mark L. MacAdam, tech. d Kenneth G. Dalton, nd Freddie Dalton, wd	Walter Dunbar, sd Stanley Berry, td	SES. & Thes. AP Col.
WBET-FM 1948	Chan. 249 (A) 97.7mc 0.8kw						GE
BROOKLINE							
WVOM 1948	1600 5,000 DA-1	The Boston Bcstg. Corp. 1 Harvard St. Beacon 2-5650	Polish Rosary McGillvra	Benjamin Bartzoff, gm	Jerome Bartzoff, ce		UP Ray.
CAMBRIDGE							
WTAO 1948	740 250-D	Middlesex Bcstg. Corp. 439 Concord Ave. Elliot 4-0500		Frank Lyman Jr., p Frederic S. Bailey, gm	Ed Penney, pd Norman Graham, ce	Kay Bullard, traffic m	
WXHR (FM) 1947	Chan. 45 (B) 96.9mc 5kw	(WATO, AM affiliate)	Continental	John Thornton, gm & cm Mary Ann Bowles, pd			
FALL RIVER							
WALE 1948	1400 250	Narragansett Bcstg. Co. 374 Central St. 4-1400	MBS, Yankee gm Walker Kettell-Carter	George L. Sisson Jr., p & gm Madeleine Hamel, bus. m & wd	Ann Kenney, traffic m Roland Berube, ce	James Arkison, nd & sd Lincoln Pratt, fd	UP Ray.
WSAR 1921	1480 5,000 DA-2	The Fall River Bcstg. Corp. Academy Bldg. 7-9477	ABC Headley-Reed Bannan	Frank W. Miller, p Melvin Lahr, treas. & gm Neil Sullivan, cm	Angus Bailey, pd John Crowley, pmm John Pavao, ce	Bill O'Brien, sd Joe Welch, nd	Thes. UP WH
WSEE (TV) (CP)		New England TV Co. Inc. 514 Industrial Trust Bldg. Providence, R. I. Gaspee 1-1858					(For full information see TELECASTING Yearbook)

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

the measure of a magazine

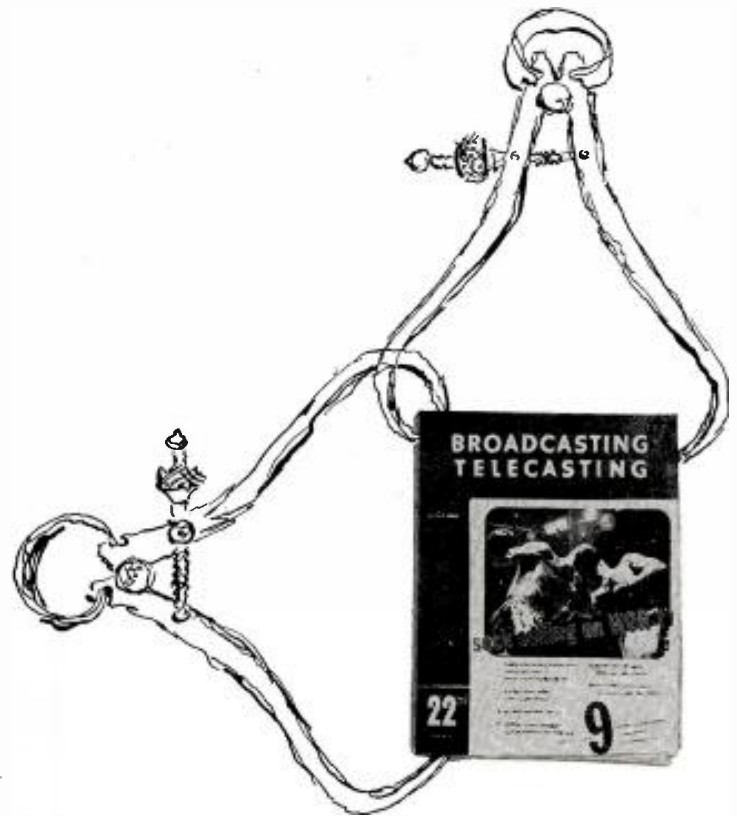
IS READERSHIP

not just in gross numbers of which BROADCASTING • TELECASTING has more than any book in the business—more agencies, more advertisers. But in active, alert, receptive readers who depend on the book's man-sized news content. You know they're readers because they buy the magazine.

Only all-paid circulation can guarantee your advertising isn't talking to itself. The non-reader eliminates himself by non-renewal. And only all-paid circulation guarantees your money's worth of the "right" readers.

BROADCASTING • TELECASTING

delivers "right" readers (16,000 all paid)—including all of the nation's agencies and advertisers who control the bulk of the nation's network and national spot business.



The **KEN** and **CAROLYN** **KITCHEN PROGRAM**



**Reaches New England's
TWO BILLION DOLLAR MARKET**

7 KEY STATIONS

BOSTON	ABC	WLAW
PORTLAND	CBS	WGAN
BANGOR	CBS	WGUY
WORCESTER	CBS	WTAG
SPRINGFIELD	ABC	WSPR
PROVIDENCE	ABC	WPJB
HARTFORD	ABC	WTHT

MERCHANDISING COVERAGE AREA—
2,385,420 RADIO FAMILIES.

FOOD SALES—\$2,097,578,000

FULL TIME MERCHANDISING STAFF.

TIE-IN NEWSPAPER PROMOTION
WITH NEW ENGLAND'S LEADING
FOOD CHAINS.

*Food advertisers have invested over \$3,000,000 in this great
New England Food Program in the past twelve years.*

JAMES E. MURLEY, *Producer*

for further details, call:

The O. L. TAYLOR COMPANY

exclusive national representatives

of

THE KEN and CAROLYN KITCHEN PROGRAM

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Libr- ary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
FITCHBURG							
WEIM 1941	1280 1,000-DA-N	WEIM Fitchburg Inc. 717 Main St. 3-3766	MBS Yankee Walker Kettell- Carter	Henry G. Molina Jr., p Lewis F. Sargent, gm James Chalmers, cm & sd	David Rodman, pd Theodore Kallin, ce Leslie Levinson, nd	Walter Viewig, fd Dorothy McKittrick, wd	AP GE
WFGM 1952	1580 1,000-D	Wachusett Bestg. Corp. 455 Main St. 3-4897	Devney, Bannan	Ansel E. Gridley, p, gm & cm	Tal Hood, p	Donald L. Coleman, Jr., ce	INS Ray.
FRAMINGHAM							
WKOX 1947	1190 1,000-D	WKOX Inc. Mount Wayte Ave. 7409	Kettell- Carter	Richard E. Adams, gm	Wm. Sherman, pd Francis W. Bartol, ce	Jim Robbins, nd Bill Sherman, sd Nancy Anderson, wd	Wld. UP Ray.
GARDNER							
WJOB 1946	1490 250	Gardner Bestg. Green St. 1490	ABC, KBR Bolling	Wm. H. Rust, p Al Maffie, gm Gordon Wiley, ce	Ed Johnson, nd Joe Richard, fd Jack McDermott, sd	Connie Stackpole, wd	AP GE
GREENFIELD							
WHAI 1938	1240 250	John W. Haigis 354 Main St. 4301	MBS, Yankee Walker Bannan	John W. Haigis, p John W. Haigis, Jr., gm Horace W. Nichols, cm	Ira I. Hewey, pd & sd Thomas J. Kelly, pmm Leland F. Wheeler, ce	Graydon H. Spragg, nd Woodridge B. Brown, fd (Mrs.) June Greene, wd	Wld AP Col. REL
WHAI-FM 1948	Chan. 252 (A) 98.3mc 1kw						
HAVERHILL							
HAVV 1947	1490 250	Haverhill Gazette Co. 30 How St. 4-4733	Kettell- Carter	John T. Russ, p & gm Robert I. Kimel, sm	John J. Kirby, cm Kenneth D. Ash, pd	Theodore Ferus, ce Eileen Kneeland, wd	UP Ray.
HOLYOKE							
WHYN 1941	560 1,000 DA-1	Hampden-Hampshire Corp. 180 High St. 8238	MBS, Yankee Branham, Bannan	Charles N. DeRose, gm	Patrick J. Montague, cm	A. Paley, ce	L-W UP RCA GE
WHYN-FM 1948	Chan. 261 (B) 93.1mc 3.2 kw						
WHYN-TV (CP)		Hampden-Hampshire Corp. 180 High St. 8238					
WREB 1950	930 500-D	Valley Bestg. Co. 232 High St. 2-3296		Sigward O. Holmes, p John J. Broderick, gm & cm Anthony DeMarco, treas.	Gerald Loughman, pd Arthur Beaton, ce	Charles West, nd Danny Moreau, fd Florence Warren, wd	Assoc. SES. AP G

(For full information see TELECASTING Yearbook)

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. —Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

HOMETOWN, USA

1953 IS THE 200TH ANNIVERSARY YEAR OF THE INCORPORATION OF THE TOWN OF GREENFIELD. WHAI INVITES YOU TO THE CELEBRATION JUNE 10-14, 1953. YOU WILL NEVER SEE A BETTER.

IN 1953, WHAI CELEBRATES

ITS 15TH BIRTHDAY OF AM AND THE 5TH BIRTHDAY OF FM. COME TO SEE US, TOO, OR FIND OUT ABOUT US FROM BANNAN IN BOSTON, OR THE WALKER COMPANY IN NEW YORK. A FINE STATION IN A FINE COMMUNITY.

WHAI

GREENFIELD,
MASSACHUSETTS

LAWRENCE

WCCM 800 The Lawrence Bcstg. Indie Sales Geo. H. Jaspert, p, gm & ce Ernest H. LaBranche, pd William S. Morrissey, fd
1947 1,000-D Co. Daniel B. Ruggles III, cm & sd Jack Labrie, nd Christine Cartwright, wd
278 Essex St. 3-7171

LOWELL

WCAP 880 Northeast Radio Inc. Rambeau, Isreal Cohen, p Gerald F. Cronin, sm & cm Theodore Cohen, ce
1951 1,000-D 243 Central St. Kettell- Wm. J. Warren, gm Ugo San Antonio, pd Reg Cox, nd
4-0404 Carter John Carney, sd John Carney, sd
WLLH 1400 Merrimac Bcstg. Co. MBS, Yankee Gerald Harrison, p Tom Clayton, pd & sd Fred Simmons, nd
1934 250 Kearney Square Dana W. Fitzgerald, gm A. G. Michaels, ce Ann Bradford, wd
8715
WLLH-FM Chan. 258 (B) WLLH 99.5mc 12.2kw

LYNN

WLYN 1360 Puritan Bcst. Service Indie Sales Theodore Feinstein, p Milton Jaffee, pmm Bob McLean, nd
1947 1000-D Inc. Hank Forbes, gm, cm & pd Russell Bassett, ce
7 Willow St. 5-8200
WLYN-FM Chan. 288 (A) WLYN 105.5mc 0.52kw

MEDFORD

WHIL 1430 Conant Bcstg. Co. Inc. Sherwood J. Tarlow, p & Dave Maynard, pd & nd Arthur Stamler, sd
1952 500-D 99 Revere Beach Pkwy. gm Sal Fulchino, ce Peg Stuart, wd
Mystic 8-2250 Joseph Kruger, cm

NEW BEDFORD

WBSM 1230 Bay State Bcstg. Co. Bolling Joseph P. Duchaine, p Robert L. Adams, pd Chris Clark, sd
1949 100 Pope's Island Otto F. A. Arnold, gm Brownell Brightman, ce Harriet Hall, wd
3-1787 Richard Evans, cm Frederick Jerome, nd
WBSM-FM Chan. 247 (B) WBSM 97.3mc 2.5kw
WNBH 1340 E. Anthony & Sons, Inc. MBS, Yankee Basil Brewer, vp & treas. James E. Gleason, pd & sd Robert Sayre, nd
1921 250 432 County St. Walker, J. Thomas Mathers, m David Dodd, ce Betty Barton, wd
8-5228 Bannan
WFMR(FM) Chan. 251 (B) (WNBH, AM affiliate) WFMR 94.1mc 20kw
1946
WNBH-TV E. Anthony & Sons, Inc. (For full information see TELECASTING Yearbook)
(CP) 432 County St. 8-5228

NORTH ADAMS

WMNB 1230 Northern Berkshire Bcstg. Co. Inc. McGillvra J. Gordon Keyworth, p Irvin L. Littlefield, chief Bernard Bullett, sd
1947 250 486 Curran Hgwy. 1230 gm & cm William R. Lawson, pd Courtlandt Nicholl, n & gm
WNAW 860 Cecil F. Clifton Mrs. Cecil F. Clifton, o Carman S. Tubby, pd Calvin Curtis, ce Assoc., Cole
1949 250-D 20 State St. 860 Dick Brown, fd UP RCA

NORTHAMPTON

WHMP 1400 Pioneer Valley Bcstg. Borgatti John H. Williams, p Joseph Fennessey, pd Harold Schumacher, ce
1950 250 Co. Alexander W. Milne, gm & cm
78 Main St. 4275

PAXTON

WTGR (FM) Chan. 258 (B) General Teleradio Inc. Forjoe William O'Neil, p William R. Sweeney, gm Robert A. Reynolds, ce
1949 99.1mc 5kw Yankee Division Star Route 4125 Worcester, Mass. Worcester 2-3713
Worcester

PITTSFIELD

WBEC 1490 Western Mass. Bcstg. ABC, New England Lawrence K. Miller, p Walton T. Ayer, ce John Lyons, sd
1947 250 Co. 30 Eagle St. 8292 W. Wendell Budrow, gm Ed Farrell Jr., nd Alice O'Meara, wd
Kettell-Carter Robert Henaberry, pd Dana Jones, fd
WBEC-FM Chan. 232 (A) WBEC 94.3mc 1kw
1948
WBK 1340 Greylock Bcstg. Co. MBS, Yankee Leou Podolsky, p Richard Bolander, pd Leon Beeler, nd
1938 250 8 Bank Row Walker, John T. Parsons, gm Ted Holmes, pmm & fd Dan Healy, sd
2-1553 Borgatti Norman Simpson, cm Leonard Lavendol, ce Isabel Parker, wd

QUINCY

WJDA 1300 South Shore Bcstg. Co. Joseph H. Tobin, p & gm Charles Glass, pd Bob Gallagher, sd
1947 1,000-D 29 Brackett St. James D. Asher, treas. & cm Fred Lane, ce Bill Edwards, nd Ida Newman, wd
Mayflower 9-1300

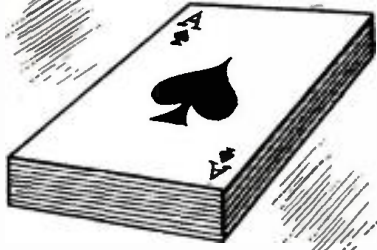
SALEM

WESX 1230 N. Shore Bcstg. Co. William C. Asher, gm & cm Harry L. Bixbee, Jr., ce Tom Lester, sd
1939 250 49 Washington St. Duane A. Hatch, pd Albert O. Belknap, nd Jane Taylor, wd
5670

MASSACHUSETTS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
SPRINGFIELD							
WACE 1946	730 1,000-D	Regional Bcstg. Co. Hotel Bridgway 6-1323	Kettell- Carter Indie Sales.	Ralph J. Robinson, gm & cm	Chas. J. O'Malley, pd & sd	Henry R. Glinka, ce	AP RCA
WBZA 1924	1030 1,000	Westinghouse Radio Stations Inc. Hotel Kimball 6-8336	NBC New England Free & Peters	J. E. Baudino, vp W. C. Swartley, sm C. M. Meehan, sim	Avner Rakov, pm W. H. Hauser, ce	C. S. Young, asst. sm John G. Still Jr., pmm F. Whitmarsh, nd Malcolm McCormack, fd	WE
WBZA-FM 1942	Chan. 246 (B) 97.1mc 3.2kw						
WJKO 1949	1600 5,000-DA	Springfield Bcstg. Co. 137 State St. 2-7487	Gill, Keefe & Perna	E. G. Hewinson, Sr., p & cm	C. M. Manitsas, gm, pd & ce	Joseph Dobbs, nd (Mrs.) G. Baacke, wd	UP
WJKO-FM 1943	Chan. 270 (B) 101.9mc 10kw						RCA
WMAS 1932	1450 250	WMAS Inc. 101 West St. 7-1414	CBS Petry	Gerald Harrison, p Robert Donahue, gm Robert M. Feldman, cm	Paul Peltier, pmm John Michnovez, ce Noah LaMountain, nd	Zack Land, sd Mae Brown, wd	Assoc. UP RCA
WMAS-FM 1947	Chan. 234 (B) 94.7mc 3.2kw						WE
WSPR 1936	1270 1,000-DA-2	WSPR Inc. 63 Chestnut St. 6-2757	ABC Hollingbery, Bannan	Alan C. Tindal, p James H. Ferguson, Jr., cm Wayne H. Latham, pd & nd	Kristian Solberg, treas. George R. Townsend, ce	Howard S. Keefe, pmm Herb Carneal, sd	L-W AP
WSPR-FM 1949	Chan. 250 (B) 97.9mc 13kw						RCA
WWLP(TV) (CP)		Springfield Television Bcstg. Corp. 1387 Main St.					(For full information see TELECASTING Yearbook)
TAUNTON							
WPEP 1949	1570 1,000-D	Silver City Bcstg. 174 Broadway 4-7528		J. Marshall McGregor, ptr., p & gm J. Milton Hammond, treas. & ptrn.	Joseph G. Quill, sm & pd Ed. Stawniak, cm Lawrence Prado, ce	Edward Litchfield, nd & sd Jane Lawrence, wd	L-W G
WALTHAM							
WCRB 1948	1330 1,000-D	Charles River Bcstg. Co. 834 Main St. 5-7080	Bannan	Theodore Jones, p & gm	David B. Tucker, pd	James Bonney, ce Martin Tall, nd	UP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



TOP

CARD



ACE SETS
THE PACE IN
SPRINGFIELD

TOP

CARD



Regional Broadcasting Company
SPRINGFIELD • CHICOPEE • HOLYOKE
MASSACHUSETTS

7 3 0 K C

1 0 0 0 W A T T S

WARE							
1948	1250 1,000-D	Central Bcstg. Co. East St. 1250	Radio Reps., Borgatti	John B. Poor, p Thomas M. Colton, gm & pd	Howard L. Chase, cm Joe Bigda, ce	Chuck Williams, nd Vern Jones, sd	L-W AP Ray.
WEST SPRINGFIELD							
1949	1490 250	Telecolor Corp. 34 Sylvan St. 9-4768	Walker, Borgatti	Lawrence A. Reilly, p & gm Holland D. Cameron, cm	James L. Spates, pd & oper. m	Harry Robator, nd Harris Bond, sd	Wid. INS G
WEST YARMOUTH							
1940	1240 250	E. Anthony & Sons, Inc. South Sea Ave. Hyannis 502	MBS, Yankee Walker, Bannan	Basil Brewer, p Paul W. Stiles, gm & cm	Joyce Johnson, pd Frank L. Lynch, ce	Edgar H. Semprini Jr., nd & sd Blanche Robinson, wd RCA
1948	Chan. 232 (A) 94.3mc 1kw						
WORCESTER							
1931	1440 5,000 DA-1	WAAB Inc. 34 Mechanic St. 2-5611	ABC Everett- McKinney Bannan	George F. Wilson, p & gm George J. Kapel, cm Don C. Stevens, pd	Felix Bonvouloir, ce George Webber, pmm	Robert Nims, nd Mary Cahill, office m AP RCA
1949	Ch. 256 (B) 99.1mc 5kw	General Teleradio Yankee Division					
1946	1230 250	New England Bcstg. Co. Park Bldg. 507 Main St. 6-4672	Bolling	Paul C. Lytle, p & bus. m John J. Hurley, treas. & gm	Edward T. McCann, Jr., cm Vernon P. Wilson, ce Andrew F. Hickey Jr., nd	Jeanne Connelly, wd Bill Harrington, sd UP Ray.
1925	1310 1,000 DA-1	Radio Worcester Inc. 65 Elm St. 5-3101	MBS, Yankee Headley- Reed Kettell- Carter	C. Geo. Taylor, p Robt. T. Engles, vp Kenneth M. Cooper, gm	Thomas M. Donlin, cm Richard D. Smith, pd & sd Carroll Philbrook, ce	Gunnar Anderson, pmm Clark Slocum, nd Pappy Howard, fd AP RCA
1924	580 5,000-DA-2	WTAG Inc. 18 Franklin St. 5-4321	CBS Raymer	Robert W. Booth, vp & gm Herbert L. Kruger, gm Bernie La Plante, sl, pm, d	Robert J. Brown, cm A. J. Brissette, pdm & prog. m	Andrew C. Fuller, publ. & pmm Elliot A. Browning, ce	Assoc., Wid. AP RCA GE
1940	Chan. 241 (B) 96.1mc 10kw						

IN THE DECK !

IN YOUR FILE !

NEW YORK
INDIE SALES, Inc.
BOSTON
KETTELL-CARTER

*Ace Voice of ...
Western Massachusetts*

MICHIGAN

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; From. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library, News Service Transmitter		
ADRIAN							
WABJ 1946	1500 250-D CP: 1490 250	James Gerity, Jr. Treat Rd. 9000	Holman	James Gerity, Jr., chief o O. W. Myers, gm David Norton, cm	Larry Payne, pd & nd Elwood Brown, ce Don Dean, fd	Keith Roper, sd Aileen Lindbert, wd	Cap. UP G
ALBION							
WALM 1952	1540 250-D	Calhoun Bcstg. Co. Hawes Bldg. 6120		J. C. Bedient, p M. H. Wirth, gm	Lewis Shroyer, m & pd	Clare Brown, ce	Thes. UP RCA
ALMA							
WFYC 1945	1280 1,000-D	WFYC Inc. Alma, Mich. 95	Great Lakes	L. R. Kamperman, p Robert W. Cessna, vp, gm & pmm Ray Beckwith, cm	Dave Sommerville, pd, nd & sd Harold Frisby, ce	Bruce Rigg, fd Lillian Curtiss, wd	Wid., L-W UP Ray.
ALPENA							
WATZ 1946	1450 250	Midwestern Bcstg. Co. 1049	MBS, KBS Bunyan Holman	Les Biederman, p	Drew McClay, gm		AP WE
ANN ARBOR							
WHRV 1947	1600 1,000-DA-1	Huron Valley Bcstrs. Inc. P. O. Box 608 2-4573	ABC Walker	J. F. Hopkins, p S. J. Filipiak, gm J. H. Hopkins, cm	Richard Harner, pd J. W. Allen, ce Otis Hardy, nd	Bill Fleming, sd Ceceila Ward, wd	Wid., AP WE
WPAG 1945	1050 1,000-D	Washtenaw Bcstg. Co. Inc. 3rd Floor Hutzel Bldg. 2-5517	McGillvra	Arthur E. Greene, p & secy. Edward F. Baughn, vp & treas. Roger Shepard, pd	Kenneth MacDonald, cm Donald Bowditch, ce Peter W. Denzer, nd	Howard Heath, fd Robt. P. Ufer, sd	St. AP WE
WPAG-FM 1947	Chan. 254 (B) 98.7mc 2.2kw						REL
WPAG-TV (CP)		Washtenaw Bcstg. Co. Hutzel Bldg. 2-5517		(For full information see TELECASTING Yearbook)			
BAD AXE							
WLEW 1950	1540 250-D	Port Huron Bcstg. Co. 935 S. Van Dyke Rd. 1010	Great Lakes Gill, Keefe & Perna	John F. Wismer, gm James Muehlenbeck, sm	Richard Estell, pd & nd	Donald Cloutier, ce	St. UP RCA
BATTLE CREEK							
WBCK 1946	930 1,000 DA-2	Mich. Bcstg. Co. Security Nat'l Bank Bldg. 3-5555	MBS Burn-Smith	Robert H. Holmes, p & gm F. K. Doyle, cm E. F. Cahill, pd	Robert A. Willbur, ce Robt. Merklein, nd Lyman Kiel, sd	Dorothy Abbanat, wd	Wid. UP RCA
WBCK-TV (CP)		Mich. Bcstg. Co. Security Nat'l Bank Bldg. 3-5555		(For full information see TELECASTING Yearbook)			
WBKZ (TV) (CP)		W. S. Butterfield Theatres Inc. 1492 Natl. Bank Bldg. Detroit 28, Mich.		(For full information see TELECASTING Yearbook)			
WELL 1925	1400 250	Federated Publications Inc. Mich. Natl. Bank Bldg. 7173	ABC McGillvra	D. E. Jayne, gm E. P. Mills Jr., cm	F. F. Owen, pd	Earl J. Stone, ce	AP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WELL

BATTLE CREEK

Battle Creek's top-rated station

and the best buy because . . .

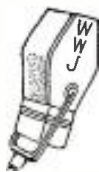
- 27 years of making friends — and sales
- Covers retail trading area of 198,299
- Affiliated with American Bcstg. Company

Represented nationally by

JOSEPH HERSHEY MCGILLVRA, INC. ★ 250W • 1400

WELL WELL-FM

*The
busiest
stations
in America's
automotive
center*



Today there are 1 1/2-million radio homes and 1/2-million auto radios in

the Detroit market. Best way to reach them, day and night, is through WWJ. For 32 years, it's the station Detroiters have looked to for the best in programs, and advertisers for the best in results. *At lowest cost, too!* WWJ costs less than the average cost-per-thousand for radio time in Detroit . . . *14.5% less according to Pulse ratings!* To get your share of the 4-billion dollars retail business done in Detroit, employ Detroit's first radio station . . . WWJ.



Shortest distance between your visual sales message and the 800,000 TV-sets in Detroit is through WWJ-TV, first TV station in Michigan. *Proof?* Whenever Detroit's 3 TV stations telecast the same event . . . conventions, elections, speeches, sports . . . ratings give WWJ-TV a greater audience than both other stations combined! *More proof?* Throughout the year, WWJ-TV carries most of the top-rated weekly shows! *Still more proof?* WWJ-TV is the busiest station in television. Besides its 10 hours of NBC network shows, WWJ-TV often exceeds 19 live shows in 7 hours of local programming daily in its new building, containing the largest and finest facilities in America!

WWJ . . . AM . . . FM . . . TV

BASIC NBC Affiliate

AM—950 KC
5000 WATTS

FM—97.1 MC

CHANNEL 4

THE WORLD'S FIRST RADIO STATION . . . Owned and Operated by THE DETROIT NEWS . . . National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
BAY CITY						
WBCM 1925	1440 1,000-D 500-N	Bay Bestg. Co. Inc. 100 Center Ave. 7551	ABC Hollingbery	Harley D. Peet, p H. A. Giesel, gm & cm Charles E. Anthony, pd	Ralph H. Carpenter, ce Frank J. Walsh, nd & sd Edward Vallender, fd	JoAnn Bammel, wd Wid. UP WE
WBCM-FM 1946	Chan. 241 (B) 96.1mc 41kw					
WGRO 1949	1260 500-D	Gerity Bestg. Co. 4451 Wheeler Rd. 3-1260	Sears & Ayer	James Gerity Jr., p Harley M. West, Jr., m	Phil Sanford, pd Edward T. Dillon, ce	Melda Lynn, wd AP
BENTON HARBOR						
WHFB 1947	1060 1,000-D	Palladium Pub. Co. Benton Harbor 5-2113	Holman	Stanley R. Banyon, p Willard J. Banyon, vp J. P. Scherer, gm	Ted Vernasco, cm Munson Robinson, ce Ed Backus, nd	Ray Mittan, sd Peg Million, wd Wid. AP RCA
WHFB-FM 1947	Chan. 260 (B) 99.9mc 9.23kw					
BIG RAPIDS						
WERN (CP)	1460 500-D	Paul A. Brandt 648		Paul A. Brandt, o	Spencer Denison, gm, cm	L-W, Ses. AP Gates
CADILLAC						
WATT 1945	1240 250	Midwestern Bestg. Co. P. O. Box 219 1270	KBS, MBS Bunyan Holman	Les Biederman, p Art Nynus, m	Merritt L. Chandler, slm	Bill Kiker, ce Ses. AP
COLDWATER						
WTVB 1939	1590 5,000-D 500-N DA-2	Twin Valley Bcstrs. Inc. P. O. Box 32 1230	Southern Mich. McGillvra	George Hosek, p E. Harold Munn Jr., gm & ce Frank Tefft Jr., cm	James C. Macklem, asst. m Martin Creal, fd Warren Franklin, sd	Peggy Knauss, wd Thes., Wid. AP G
WTVB-FM 1950	Ch. 252 (A) 98.3mc 0.31kw					RCA
DETROIT						
CKLW (Windsor, Ont.) 1932	800 50,000 DA-1	Western Ontario Bestg. Co. 3300 Guardian Bldg. Woodward 1-7200	MBS Young All-Canada	J. E. Campeau, p & gm E. W. Wardell, cm S. C. Ritchie, pd A. R. Gloster, pmm	W. J. Carter, ce C. E. Gunn, asst. slm Val Clare, nd Austin Grant, fd	Art Laing, sd Myrtle Labbitt & Mary Morgan, wd Thes. INS, BUP RCA
CKLW-FM 1949	Ch. 230 (A) 93.9mc 0.25kw					
WCAR 1939	1130 1,000-D (CP) 50,000-LS 10,000-N DA-2			(see Pontiac listing)		
WDET (FM) 1952	Chan. 270 (B) 101.9mc 52kw	Wayne University 5063 Cass St. Temple 1-4441	NAEB Tape	Dr. Paul D. Rickard, gm	Lee S. Dreyfus, pd	Robert F. Schlorff, ce Cap. GE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



Gives Advertisers the

LOWEST RATE

GREATEST COVERAGE at **the**

of any Major Station in the

DETROIT AREA

50,000 WATTS

800 KC.

Guardian Bldg. Detroit,

Adam J. Young, Jr. Inc.
National Rep.

J. E. Campeau
President

MUTUAL



**THE
NEW**

WJBK

is ON ITS WAY

10,000 WATTS IN '53!

Biggest year ever in 1953! Biggest in power . . . 10,000 watts days, 5,000 watts nights! Biggest in audience . . . a million new listeners added to WJBK's loyal following. Biggest in results . . . greater sales pull in an even larger segment of the dynamic Detroit market. Get more sales . . . greatest return per radio dollar spent on the New WJBK, "The Station With a Million Friends".

**THE
NEW**

WJBK *Detroit*

A STORER STATION

TOPS in MUSIC, NEWS and SPORTS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

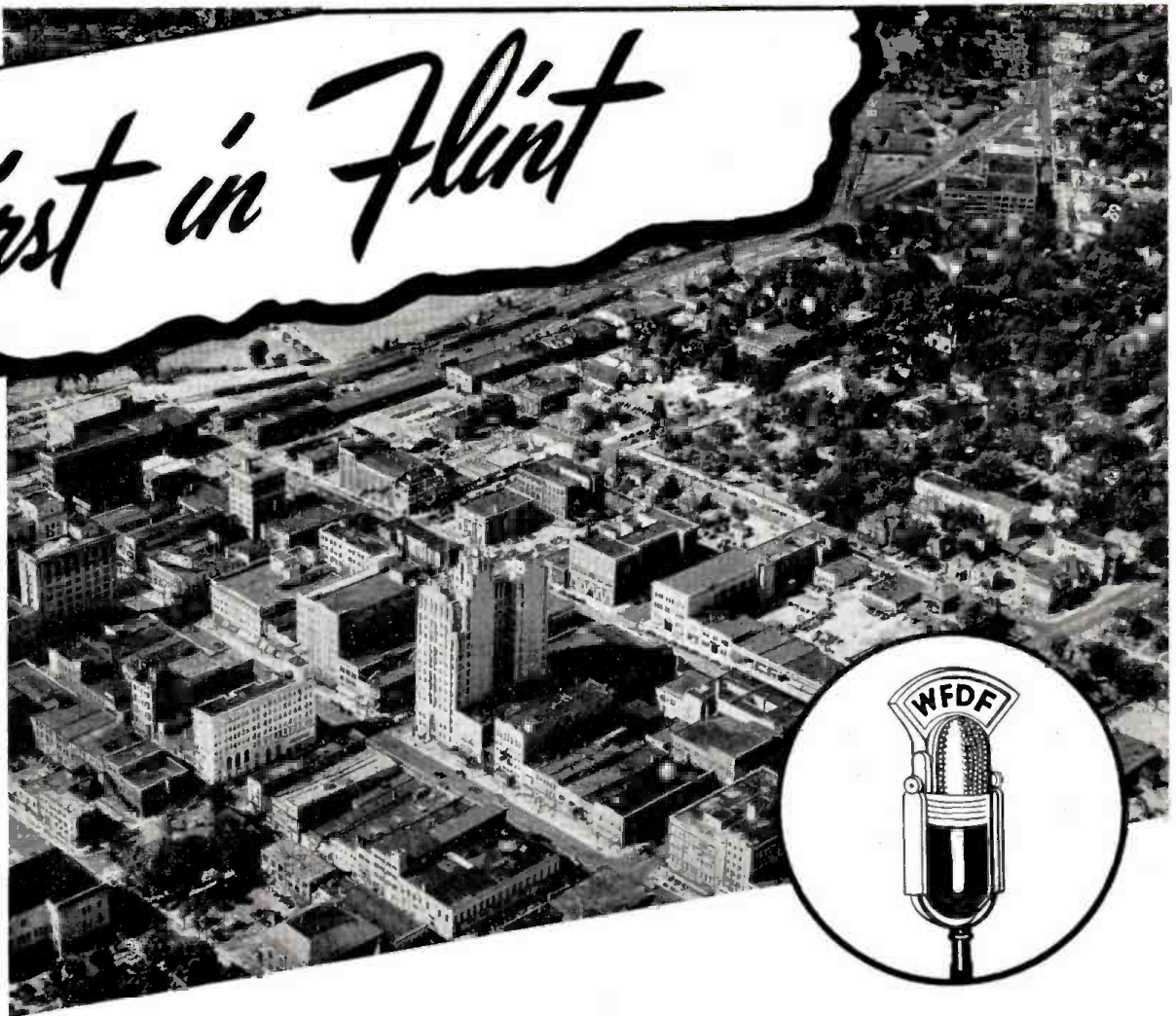
Represented Nationally by THE KATZ AGENCY

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
WJBK 1926	1490 250 CP: 1500 10,000-D 5,000-N-DA-2	Storer Bcstg. Co. 500 Temple Ave. 3-7900	Katz	George B. Storer, p Gayle V. Grubb, vp & gm Harry Lipson, cm	Richard Fischer, pd Peter Storer, pmm Paul Frincke, ce	Al Nagler, sd AP, INS RCA	
WJBK-FM 1947	Ch. 226 (B) 93.1mc 30kw					WE	
WJBK-TV 1948		Storer Bcstg. Co. 500 Temple Ave. Temple 3-7900		(For full information see TELECASTING Yearbook)			
WJLB 1925	1400 250	Booth Radio & TV Stations Inc. 3100 Broderick Tower Woodward 5-2000 (WJLB, AM affiliate)	Forjoe	John L. Booth, mngn. d E. E. Nyy, m E. V. Hay, cm	Geo. R. Kendall, pd E. H. Clark, ce Richard Pavey, nd	Bill Carnett, sd Leontine Keane, wd Wid. AP	
WBRI (FM) 1941	Chan. 250 (B) 97.9mc 3.3kw						
WJR 1927	760 50,000	WJR, The Goodwill Station Inc. Fisher Bldg. Trinity 5-4440	CBS, Christal Radio Time Sales	John F. Patt, p Worth Kramer, vp & gm Wm. G. Siebert, secy.-treas.	George F. Leydorf, vp & ce George Cushing, vp Elmer O. Wayne, slm	Franklin Mitchell, pd James H. Quello, pub. rel. & adv. d Norman White, prod. d Wid., Thes. AP, UP, INS WE	
WJR-FM 1948	Chan. 242 (B) 96.3mc 24kw						
WKMH 1946	1310 5,000-D 1,000-N-DA-2	WKMH Inc. WKMH Bldg. Tiffany 6-8500	Mich. Bcstg. Headley-Reed	Fred A. Knorr, p & gm George M. Miller, vp & cm Jerrold Martin, vp & ce	Verna Borsodi, pd Clare Linn, prod. chief Richard Buller, nd	Terry Washburn, fd Frank Sims, sd L-W UP, INS RCA	
WKMH-FM 1950	Ch. 262 (B) 100.3mc 7.7kw						
WLDM (FM) 1949	Chan. 238 (B) 95.5mc 20kw	Lincoln Bcstg. Co. 15401 W. Ten Mile Rd. Jordan 4-5835		Harold I. Tanner, p & gm John A. Ross, secy.-treas.	Russell H. Matson, cm Frank Gaal, pd	Jerome F. Steadley, ce Thes., Wld., St., Assoc. REL	
WWJ 1920	950 5,000 DA-N	The Evening News 615 W. Lafayette Woodward 2-2000	NBC Hollingbery	Edwin K. Wheeler, gm Don DeGroot, sm	Charles Penman, pdm & prog. m Jim Eberle, d. pub. affairs Edgar J. Love, gm. of engrg.	Wendell Parmelee, nat. slm Tom MacMahon, nd John Merrifield, fd Thes., L-W AP, UP WE	
WWJ-FM 1941	Ch. 248 (B) 97.1mc 48kw						
WWJ-TV 1947		The Evening News 622 W. Lafayette Woodward 2-2000		(For full information see TELECASTING Yearbook)			
WXYZ 1925	1270 5,000 DA-N	WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321	ABC, Mich. Radio Blair	James G. Riddell, p & gm Harold S. Christian, cm Phil Brestoff, pd	Charles Kocher, ce William E. Morgan, adv. & pmm Harold L. Neal, asst. slm	Tom A'Hearne, nd Don Wattrick, sd Edythe Fern Melrose, wd St. AP, INS RCA	
WXYZ-FM 1948	Chan. 266 (B) 101.1mc 30kw						
WXYZ-TV 1948		WXYZ Inc. 1700 Mutual Bldg. Woodward 3-8321		(For full information see TELECASTING Yearbook)			
EAST LANSING							
*WKAR 1922	870 5,000-D	Mich. State College 8-1511, ext. 488	NAEB Tape	Robert J. Coleman, gm Lawrence Frymire, pd Norris E. Grover, ce	James Adams, nd Howard Haas, fd	Robert Shakleton, sd Mary Collopy, wd Thes., SES. AP WE	
WKAR-TV 1952		Mich. State College 8-1511, ext. 488		(For full information see TELECASTING Yearbook)			
ESCANABA							
WDBC 1941	680 1,000 DA-2	Delta Bcstg. Co. P. O. Box 419 3190 & 3191	MBS Walker	George D. Lindenthal, gm Frank J. Lindenthal, bus. m Robert E. Wagner, pd, pmm & sd	Jack Foster, ce J. W. Hagerman, nd	M. W. Strasser, fd Thes. UP RCA	
WESK (CP) 1940	1490 250	M & M Bcstg. Co. Radio Park Marinette, Wisc.					
FLINT							
WBBC 1947	1330 1,000 DA-2	Booth Radio & TV Stations Inc. 3076 E. Bristol Rd. 9-8886	MBS Weed	John L. Booth, p W. Gerald Schroeder, gm & cm G. E. Ryan, ce Alelaide L. Carrell, o	J. Rush, nd & fd Ed Berryman, sd	Maude Beagle, wd Wid. AP Col.	
WCLC 1952	1470 1,000 DA-1	Adelaide L. Carrell 1823 Utica Ave. Tulsa, Okla.					
WCTV(TV) (CP) 1922	910 1,000 DA-1	Trans-American Television Corp. Garland at First Ave. 2-7158	ABC Katz	Harry M. Bitner, p Lester W. Lindow, gm Elmer A. Knopf, pd & nd	Gerald Wolpert, ce Marvin Levey, sls pmm Jack Lewin, nd	Dan Hunter, sd Thelma Grinbarg, wd St., Thes. AP RCA	
WFUM (FM) (CP) 1946	Ch. 296(A) 107.1mc 0.4kw	Regents of the U. of Michigan					
WMRP 1946	1510 250-D	Methodist Radio Parish 3217 Lapeer 3-5112	KBS Best	William H. Morford, gm Richard Carter, cm	Homer Blumerich, ce Clif Martin, nd	Ron Teuber, sd St. UP Tem. L-W UP RCA	
WTAC 1946	600 1,000-D 500-N-DA-1	Trendle-Campbell Bcstg. Co. 740 S. Saginaw St. 2-1136	NBC Raymer	George W. Trendle, p H. Allen Campbell, gm J. R. McKinley, cm	Laurence Arnold, pd Frank Folsom, ce Betty Wilcox, pmm	Oscar Huff, nd Leon McNew, sd	
WTAC-TV (CP) 1946		Trendle-Campbell Bcstg. Co. 740 S. Saginaw St. 2-1136		(For full information see TELECASTING Yearbook)			
GAYLORD							
WATC 1950	900 1,000-D	Midwestern Bcstg. Co. Paul Bunyan Bldg. Traverse City Traverse City 2700	Paul Bunyan Holman	Les Biederman, p Mitch Gordon, gm	Gerald Crittenden, cm Ken Haven, pd	Wm. Kiker, ce Bob Durrett, nd Dusty Rhodes, sd St. AP G	

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

First in Flint



The largest General Motors plant city in the world . . . that's busy, bustling, "FABULOUS FLINT" . . . the home of Buick, Fisher Body, and AC Spark-plug Divisions of General Motors and with two of Chevrolet's largest plants as well.

But Flint is still growing! A \$30,000,000 civic expansion program is providing new schools, hospitals, water supply system, bridges, wider streets and an improved airport and park system. Thus Flint keeps in step with the expanding industrial program that is adding 5,400,000 MORE square feet of manufacturing space to Flint factories.

And WFDF IS FIRST IN FLINT . . . first in a GROWING market where 18.5% more people are spending three times more than they did ten years ago . . . FIRST in an ACTIVE market where more than \$315,000,000. changes hands every year . . . and FIRST in a RICH market where wages are 32.4% higher than the national average.

. . . tell YOUR sales story over WFDF and make SURE of a share in the RICH FLINT MARKET.

N B C I N F L I N T

WFDF 910 KILOCYCLES
FLINT, MICHIGAN

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis
—WEOA Evansville

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. bp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;		
GRAND RAPIDS							
<i>WFRS(FM)</i> 1949	Ch. 223(B) 92.5mc 10.5kw	Grand Rapids Bcstg.					
WFUR 1947	1570 1,000-D	Furniture City Bcstg. Corp. 399 Garfield Ave. SW Glendale 6-9541	Best	William Kuiper, p & gm Henry J. Swierenga, cm	Henry G. Bosch, pd John D. Timmer, ce	Roy W. Marsh, traffic m Gordon Kibby, nd	Assoc. UP Ray.
WGRD 1947	1410 1,000-D	Music Bcstg. Co. 35 Lafayette N. E. 9-4111		Paul F. Eichhorn, p & gm R. Thompson Mable, pd	Richard Groenevelt, ce Thomas Van Tol, nd & fd	John R. Speer, copy chief	St. AP WE
WJEF 1945	1230 250	Fetzer Bcstg. Co. Pantlind Hotel Glendale 6-8512	CBS Avery- Knodel	John E. Fetzer, p & gm Carl E. Lee, adm. asst. Martin Giaino, sm & slm	Bruce Glycadgis, tech. sup. Don Hoylman, nd Carleton W. Collin, fd	Boyd Harvey, sd Jane Ann Hoylman, wd Dr. Willis F. Dunbar, pub. affairs	Thes. AP RCA
<i>WJEF-FM</i> 1951	Ch. 229 (B) 93.7mc 115kw						
WLAV 1940	1340 250	Versuis Radio & TV Corp. 6 Fountain St., NE Glendale 6-5461	ABC Pearson	Leonard A. Vershuis, p Hy M. Steed, vp, g & cm Bob Kirby, pd & nd	Lee G. Stevens, ce Joannc Randall, traffic m & wd Gene Peterson, sd	C. L. Mullen, secy.	St. UP RCA
<i>WLAV-FM</i> 1946	Chan. 245 (B) 96.9mc 3kw						
WOOD 1924	1300 5,000 DA-N	Grandwood Bcstg. Co. 1408 G. R. Natl. Bank Bldg. 9-4125	NBC Katz	H. M. Bitner, p Willard Schroeder, gm & cm Franklin G. Sisson, pd	David Hoyle, pmm Louis Bergenroth, ce Robert Runyon, nd	Dick Henry, fd Bob Smith, sd Carol Duvall, wd	Fed. Wld. AP RCA
WOOD-TV 1951		Grandwood Bcstg. Co. 1408 G. R. Natl. Bank Bldg. 9-4125		(For full information see TELECASTING Yearbook)			
HOLLAND							
WHTC 1948	1450 250	Holland Bcstg. Co. 5 E. 8th St. 9482	Best	W. A. Butler, p Sandy Meek, gm & cm Larry Collins, pd & nd	John Klungle, ce Robt. S. Greenhoe, sd	Mary Emma Young, wd	Thes., Wld. L-W AP Col.
HOUGHTON							
WHDF 1929	1400 250	Upper Michigan Bcstg. Co. Douglass Hotel one	MBS Walker	George L. Burgan, o & ce Albert W. Payne, gm & cm	Earl Norden, pd, nd & pmm	Peter Fausone, sd	Wld. AP Cont.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

ROYAL OAK-DETROIT

WEXL

ROYAL OAK
DETROIT, MICHIGAN

... where radio reaches just four-tenths
of 1% less than everybody*

Nowhere else in Michigan (and perhaps in the U.S.) can radio boast of 99.6% coverage . . . just 4/10ths of 1% less than everybody.

WEXL had more than a little to do with this record since the record was achieved in its domain. For 27 years WEXL has tested audience reactions and firmed up a programming of intense interest to the community of Royal Oak and Detroit.

WEXL's 856,640 radio homes are an important chunk of your Detroit and Michigan coverage. Underscore your sales by including WEXL. Gill-Keefe & Perna will gladly tell you more.

* Thanks to KNX Los Angeles, where radio reaches just 7% less than everybody.

**Wayne
Oakland
Macomb
Counties**
(WOMC . . . our FM affiliate)

Jacob B. Sparks, Pres. & Gen. Mgr. Gordon A. Sparks, Sec'y-Treas. & Mgr. Garnet G. Sparks, V.P. & Ch. Eng.

FOR 27 YEARS MICHIGAN'S OLDEST INDEPENDENT SERVING 856,640 RADIO HOMES

GILL-KEEFE-PERNA, INC.
NATIONAL REPRESENTATIVES

IONIA									
WION (CP)	1430 500-D	Ionia Bcstg. Co. 3529 Cumberland Rd. Berkeley, Mich.	Best	Monroe MacPherson, p Al LaGutre, gm	William M. MacPherson, pd	J. I. Grove, ce		Thes. AP	
IRON MOUNTAIN									
WMIQ 1947	1450 250	Iron-Mountain- Kingsford Bcstg. Co. 211 E. Ludington St. 2031		Frank J. Russell Jr., p				
IRON RIVER									
WKIB 1949	1230 250	WKIB Inc. 234 W. Genesee St. 102	MBS, KBS Upper Midwest Walker	Henry H. Frailing, p J. F. Kauper, gm, cm & pmm E. A. Kaari, ce	R. E. Sorensen, pd & nd Len Johnson, fd & sd	Ann Casloff, wd		Thes. G	
IRON WOOD									
WJMS 1931	630 1,000 DA-N	Upper Mich.-Wis. Bcstg. Co. 124 E. McLeod Ave. 20	MBS Walker	William L. Johnson, p Donald R. Hoover, gm	Laura Johnson, pd Arne Dahlbacka, ce	Bob Olson, nd & sd Rose Isaac, wd		Thes. UP Col.	
ISHPEMING									
WJPD 1947	1240 250	Ishpeeming Bcstg. Co. Jenks Block 1892	KBS Bunyan Upper Midwest	James P. Deegan, p, gm & cm Paul C. Crowley, pd, fd & sd	Carl E. Tupala, pmm & nd Bernard R. Maloney, ce	Lois Ruth Holmgren, wd		Wid. AP Ray.	
JACKSON									
WIBM 1927	1450 250	WIBM Inc. 2511 Kibby Rd. 6121	ABC Forjoe Holman	Herman Radner, o Roy Radner, p Wm. Cizek, sm	Jack Underwood, pd Bill Hall, pmm Charles Wirtanen, ce	Fred Sackrider, fd		L-W AP RCA	
WIBM-FM 1948	Ch. 222 (B) 92.3mc 16kw								
WIBM-TV (CP)		WIBM Inc. 2511 Kibby Rd. 6121		(For full information see TELECASTING Yearbook)					
WKHM 1951	970 1,000-DA-2	Jackson Bcstg. & TV Corp. 441 Wildwood 4-7181	MBS Michigan Headley- Reed	Fred A. Knorr, p Walter Patterson, mgng. d Robert Wright, cm	Robert Thaw, pd Paul Wright, ce Ron Milton, nd	Bess Wright, wd		Wid. UP WE	
KALAMAZOO									
WKMI 1947	1360 1,000-DA-N	Howard Steere 301 State Theatre Bldg. 4-0111 Howard Steere 301 State Theatre Bldg. 4-0111	ABC, NBC H-R Reps.	Howard D. Steere, p Emil J. Popke, Jr., gm	Carl Stephens, ce Lillian Breed, traffic m	Richard Stedman, sd Ann Lieberman, wd		St. UP Ray.	
WKMI-TV (CP)				(For full information see TELECASTING Yearbook)					
WKZO 1923	590 5,000 DA-N	Fetzer Bcstg. Co. 124 W. Michigan Ave. 3-1223	CBS Avery- Knodel	John E. Fetzer, p & gm Carl E. Lee, adm. asst. Otis T. Gaston, acct. exec.	John W. O'Harrow, sis serv d Harry E. Travis, pd Arthur E. Covell, trans. tech. sup.	Francis L. Morse, studio Sup. Frank Benesh, nd Carleton W. Collin, fd		Thes. AP RCA	
WKZO-TV 1950		Fetzer Bcstg. Co. 124 W. Michigan Ave.		(For full information see TELECASTING Yearbook)					
LANSING									
WILS 1947	1320 5,000-D 1,000-N DA-2	Lansing Bcstg. Co. 407-11 N. Washington Ave. 2-1635	Taylor	W. A. Pomeroy, p & gm John C. Pomeroy, asst. m & ce Walter Dennis, cm	Alex Dillingham, pd Walt Braeger, pmm John Maters, nd	Hap Hourigan, fd Dave Froh, sd Janet Allen, wd		L-W, Cap. AP RCA	
WJIM 1934	1240 250	WJIM Inc. Bank of Lansing Bldg.	ABC, NBC Michigan H-R Reps.	Harold F. Gross, p Howard K. Finch, gm & pd	Charles Wallace, ce	Marion Stutes, nd		Wid., St. UP RCA	
WJIM-TV		WJIM Inc. Bank of Lansing Bldg. 2-1333		(For full information see TELECASTING Yearbook)					
LAPEER									
*WMPG 1926	1230 250 SH	The Liberty Street Gospel Church of Lapeer 455J.		Frank S. Hemingway, p, gm	Hollis F. Hayes, ce				
LUDINGTON									
WKLA 1944	1450 250	Raymond A. Plank Ludington Bcstg. Co. E. Ludington Ave. 842	ABC, KBS Burn-Smith	Raymond A. Plank, p, gm & ce Jerry Breen, cm & pmm	Tom Matthews, pd, nd & sd Don Hack, fd	Fay Hull, wd	 UP WH	
MANISTEE									
WMTE 1951	1340 250	Manistee Radio Corp. Radio Rd. 1340	Best	E. J. Powell, vp & gm Edward Owens, cm	John A. Sullivan, pd Tony Carroll, ce	Cris Emunson, wd		L-W AP G	
MARINE CITY									
WSDC 1951	1590 1,000-D-DA	Radio St. Clair 5300 Marine City Hgwy. 3471		Jerry W. Coughlin, p John Bell, gm & sd Irving H. Kempner, cm	Stanley Heinemann, pd & pmm Robert Burr, ce Jim Sullivan, nd	George Cowan, fd	 INS Ray.	
MARQUETTE									
WDMJ 1931	1320 1,000 DA-N	Lake Superior Bcstg. Mining Journal Bldg. 616	MBS, KBS Northern	Leo G. Brott, gm Robert J. Luke, cm Eldon W. Wallace, pd & nd	Howard E. Swanson, pmm & fd Gordon H. Brozek, ce	Robert Wallenstein, sd		Thes. UP G	
MENOMINEE									
WMAW 1952	1340 100	Green Bay Bcstg. Co. P. O. Box 148 Green Bay, Wisc.	ABC						
MIDLAND									
WMDN 1948	1490 250	Rich Publ. House Inc. Midland, Mich. 4000		Phil T. Rich, p	J. A. Sturgeon, gm	Peter Wolf, ce		L-W, Thes. AP G	
MT. CLEMENS									
WMLN (FM) 1947	Chan. 292 (A) 106.3mc 0.34kw	Macomb Publ. Co. 67 Cas. Ave. 3-1501	Continental	Paul W. McKee, p	Mark T. McKee Jr., gm	Wilburn A. Schattler, ce	 UP GE	
MT. PLEASANT									
WCEN 1949	1150 1,000-D 500-N DA-N	Paul A. Brandt 112½ E. Broadway 33-171		Paul A. Brandt, p Bob Clayton, gm	James Bailey, pd & nd Ron Wilson, sd	Gilbert Roberts, ce Gertrude Dimpel, wd		St., SES. AP G	

MICHIGAN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
MUSKEGON						
WKBZ 1926	850 1,000 DA-2 (CP) 5,000-D 1,000-N DA-2	Ashbacker Radio Corp. 432 Apple Ave. 26-051	ABC Meeker	Arch Shawd, p & gm Robert Johnson, pd	William Bennett, pmm George Krivitzky, ce	Martin Whalen, nd Jack Roach, sd Kenneth Pendelton, tech. d
WKBZ-FM 1948	Chan. 225 (B) 98.9mc 4.7kw					
WKNK 1949	1600 5,000 DA-N	Nicholas W. Kuris Federal Square 32-126	MBS Best	Nicholas W. Kuris, p & gm John S. Bell, gm, sd	Henry Veenstra, cm, pmm Evelyn Johnson, pd	Perd Reynolds, ce Paul Elliott, nd, fd
WMUS 1946	1090 1,000-D	Greater Muskegon Bcstg. Inc. 517 W. Giles Rd. 4-1672	Holman	Dalton C. Hille, gm, cm, & nd	William Wickstrom, pd & sd	Sam Lombardi, ce
.....TV (CP)		Versluis Radio & Television Inc.				
OWOSSO						
WOAP 1946	1080 250-D	Owosso Bcstg. Co. 2301 N. Shiawassee 980	McGillvra	J. E. Campbell, p M. H. Wirth, gm Merrill Walker, m, pd & nd	Clem Sellers, pmm Maynard Carson, ce Joe Kinosky, fd	Ray Smith, sd Jill Hightower, wd
WOAP-FM 1949	Chan. 276 (A) 103.1mc, 1kw					
PETOSKEY						
WMBN 1946	1340 250	Midwestern Bcstg. Co.	MBS, KBS Bunyan Holman	Les Beiderman, p	Ralph Pierson, gm Merton Carter, slm	Johnny Cossens, pd
PONTIAC						
WCAR 1939	1130 1,000-D CP: Detroit 50,000-D 10,000-N DA-2	WCAR Inc. 2146 Telegraph Rd. Federal 3-7141		H. Y. Levinson, p & gm Wayne N. Cook, vp & ce	Frank F. Firschild, vp & pd	William G. Lenhard, cm
WCAR-FM 1948	Chan. 258 (B) 99.5mc 20kw					
PORT HURON						
WHLS 1938	1450 250	Port Huron Bcstg. Co. 932 Military St. 2-8536	MBS Gill, Keefe & Perna	John F. Wismer, gm & cm Ernest O. Ferriby, pd	George Carroll, ce R. A. Whitford, nd	L. A. Patterson, fd Ned S. Hubbell, sd
WTHH 1947	1380 1,000 DA-1	Times Herald Co. 903 Sixth St. 5171	ABC Weed	Louis A. Weil, p William L. Weil, gm Gaylord H. Forbes, cm	Richard Sommerville, pd & nd Walter Parry, co-c Kenneth Kunze, co-c	Alice M. Anderson, asst. m Ed Forbes, fd Ed Senyczko, sd
ROGERS CITY						
WHAK 1949	960 1,000-D CP: 5,000-D	Rogers City Bcstg. Co. Rogers City 175		Harvey A. Klann, p, gm & ce Albert Klann, cm & pmm	Dick Welsch, nd Jack Brown, fd	Ward Mayrand, sd Dolores Klann, wd
ROYAL OAK						
WEXL 1926	1340 250	Royal Oak Bcstg. Co. 212 W. Sixth St. Lincoln 4-2200	Gill, Keefe & Perna	J. B. Sparks, p & gm Gordon A. Sparks, cm pd & nd	Ernest Holder, slm Garnet G. Sparks, ce	Bob Terry, sd
WOMC(FM) 1948	Chan. 282 (B) 104.3mc 18kw	(WEXL, AM affiliate)				

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WLEW 7HLS

SOLD

as a package
to cover all
Michigan's Thumb

A COMBINATION THAT PUTS POWER WHERE THE POPULATION IS

WHLS WHLS the Primary Voice of the Blue Water Area for Over 14 Years

	Radio Families	Retail Sales 1950
St Clair	30,500	100,584,000
Sanilac	9,105	20,465,250
Lapeer	7,875	21,935,250
Macomb	52,440	150,565,000
Oakland	59,000	190,687,500

WHLS The Only Primary Radio Signal in the Thumb

	Radio Families	Retail Sales 1950
Huron	11,790	32,642,000
Sanilac	12,140	27,287,000
Tuscola	39,600	33,377,000
Lapeer	2,625	7,311,750

PORT HURON
In a rich industrial and urban area where 165,000 shop regularly in the center of Eastern Michigan's vacationland at the site of the Blue Water International Bridge — gateway to Canada and the eastern United States. A city famous for vacations and conventions. A city of diversified industry with abundant power located on the world's busiest waterway.

BAD AXE
A prosperous Community which receives no primary radio signal from any station in Northeastern Michigan. Huron County and the "Thumb" of Michigan are one of the State's richest Agricultural areas — famous for its Farms, the production of Beans and Sugar Beets and a growing Cattle industry.

225,075 Radio Families. *This Combination* 1952 Pulse Survey Available. \$584,855,750 in Retail Stores

GILL-KEEFE-PERNA, INC. — NATIONAL REPRESENTATIVES

New York Chicago Los Angeles San Francisco

MICHIGAN SPOT SALES — MICHIGAN STATE REPRESENTATIVE

15001 Michigan Ave.
Dearborn, Michigan — Tel: Tiffany 48500

SAGINAW

WKNX 1947	1210 1,000-D	Lake Huron Bcstg. Corp. 221 S. Washington Ave. 3-4471	Gill, Keefe & Perna	William J. Edwards, p & gm Alvin M. Bentley, vp Howard H. Wolfe, sm & fd	Robert Dyer, pd Henry Scott, pmm Max W. Thomas, ce	Britton Temby, nd Bill Seaman, sd Ida Clayton, wd	UP Ray.
WKNX-TV (CP)		Lake Huron Bcstg. Corp. 221 S. Washington Ave. 3-4471		(For full information see TELECASTING Yearbook)			
WSAM 1940	1400 250	Saginaw Bcstg. Co. 2435 Holland Ave. 2-8181	NBC Headley-Reed	Milton L. Greenebaum, p & gm	Raymond G. Ulbrich, asst. in, sd & pd	Harold McCullen, ce Harry Smith, nd	St. AP RCA
WSAM-FM 1947	Chan. 251 (B) 98.1mc 1.7kw						
WSGW 1950	790 1,000 DA-2	Booth Radio & TV Stations Inc. 400 Mason Bldg. 3-4456	MBS Pearson	John L. Booth, p Robert W. Phillips, gm & cm Frederick Krell, pd	Harold Volz Jr., ce Frank Wells, nd Don Andrews, fd	Dusty Rhodes, sd Marilyn Baldwin, wd	Thes. AP WE
SAULT STE. MARIE							
WSOO 1940	1230 250-D 100-N	Hiawathaland Bcstg. Co. 208 Ashmun St. 3000	ABC. Northern	Stanley R. Pratt, p & gm Richard Y. Burnett, sm & cm Edward L. Krieger, pd, pmm & fd	Wm. F. Morris, ce Bruce Martyn, nd	Homer W. Foster, sd Vera Hotton, wd	Thes., Ses. AP RCA
STURGIS							
WSTR 1951	1460 500-D	WSTR Inc. So. Nottawa Rd. 1199	KBS, So. Mich. McGillivra	E. Harold Munn, Jr., gm Charles R. Palmquist Jr., sm, cm & sd	Charles L. Jones, pd Jean Hart, asst. sm Paul M. Winchester, ce	William S. Miller, nd & fd Rama Pierson, wd	Thes., Wld AP RCA
TRAVERSE CITY							
WTCM 1941	1400 250	Midwestern Bcstg. Co. Paul Bunyan Bldg. 2700	MBS, KBS Bunyan Holman	Les Beiderman, gm			

MINNESOTA

ALBANY							
KASM 1950	1150 500-D	Stearns County Bcstg. Co. 1150	KBS Continental	W. H. Blattner, p Urban J. Keppers, gm Roland Lawnsbury, cm	Celestine Hanauksa, pd & wd Clyde Weivoda, ce	John Nugent, pmm & sd Clifford Matzdorf, nd & fd	L-W UP G
ALBERT LEA							
KATE 1937	1450 250	Albert Lea-Austin Bcstg. Co. Inc. 332 S. Broadway 2338	ABC, Southern Minnesota Meeker	Bennett O. Knudson, p E. A. Van Alstyne Jr., gm Kenneth Peterson, cm	Robert Holt, ce Marie Prosser, n & wd	Cliff Cairns, fd Dave Pickard, sd	Thes., SES. UP Col.
ALEXANDRIA							
KXRA 1949	1490 250	Alexandria Bcstg. Corp. 1000	Lawson	R. C. Brown, gm Everette Walters, cm Kenneth Bechtel, pd	Kenneth Olson, ce Wayne Moody, n & sd	Kenneth Tessmer, fd Frances Anderson, wd	Thes. Col.
AUSTIN							
KAUS 1948	1480 1,000-DA-2	Cedar Valley Bcstg. Co. 405-A N. Main St. 8838	MBS Pearson	Harry Smith, p L. L. McCurnin, g & cm	T. T. Steensland, pd & nd Ken Soderberg, pmm	Glen Klein, ce Roland Dain, sd	Wld. AP GE

IN ANSWER TO THE QUESTION: *

WHAT RADIO STATION DO YOU LISTEN TO MOST IN YOUR HOUSE?

MORE PEOPLE IN SAGINAW-BAYCITY SAID

"WSAM"

THAN ANY OTHER STATION!

For the Best Programs—With The Most Listeners—At The Least Cost!

CHOOSE

WSAM

RADIO BUILDING

SAGINAW, MICHIGAN

NATIONAL REPRESENTATIVE—HEADLEY-REED

SAGINAW'S FIRST STATION!

NBC AFFILIATE for NORTHEASTERN MICHIGAN

A M + F M

* Details of this survey, made by a prominent Detroit advertising agency, are available upon request.



MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representa- tive	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
BEMIDJI							
KBUN 1948	1450 250	Butler Bcstg. Co. Inc. 419½ Beltrami Ave. 1900	MBS, KBS Upper Minn. Lawson	Edward W. Butler, p. g. c & pmm & sd	Gwenyth Butler, pd & wd Delwin Grage, ce	SES. UP RCA	
BRAINERD							
KLIZ 1948	1400 250	Brainerd Bcstg. Co. 2700 E. Oak St. 2853-2854	MBS, Upper Midwest Walker	Ed Tom O'Brien, p & gm Earl R. Johnsen, s & cm Mrs. Lucille Grosse, pd	James Peterson, ce Mrs. Miriam Hylland, pmm & wd	Alver Leighton, nd & sd Charles Peterson, fd	Cap. AF G.
BRECKENRIDGE							
KBMW 1948	1450 250	Interstate Bcstg. Corp. P. O. Box 249 25587	Upper Midwest Lawson	Kline Bower, p Robert H. Printup, g & pmm	Geo. Kaufman, cm & sd Clayton Kulseth, pd Grant Unkenholz, ce	Dick Johnson, nd Harold Grant, fd Gerry Ralston, wd	St. UP Col.
CLOQUET							
WKLK 1950	1230 250	Cloquet Bcstg. Co. 124½ Ave. C 1450	KBS	Albert S. Tedesco, p Darrel Fox, vp & gm Richard A. Rall, cm	Marlene Beauchene, pd Darrel Gander, ce Beverly Norgren, pmm & wd	Burt Oien, nd Carl Ash, fd Nancy Anderson, fd	L-W UP Col.
CROOKSTON							
KROX 1948	1260 1,000-D 500-N DA-N	Crookston Bcstg. Co. Eagle's Bldg. 1050	KBS, Upper Midwest Cook, Grant, Lawson	Wm. J. Kiewel, p & gm Garfield Fox, vp & cm Jerome A. Dahlberg, pd & secy	Earl Handyside, ce Fred Norman, pmm Erling R. Melbye, slm	Cornelia Knocbar, nd Carl Ash, fd Evelyn Baustian, wd	Thes., Wld. UP Ray.
DETROIT LAKES							
KDLM 1951	1360 1,000-D	Detroit Lakes Bcstg. Corp. 1360 Richwood Rd. 1100 Lawson	R. C. Brown, p Gordon Hutton, gm	Phil Solberg, cm Charlotte Mansur, pd & wd	S. Rasmussen, ce Roger Awsumb, nd	Wld. AP G.
DULUTH							
WFTV(TV) (CP)		Great Plains TV Properties Inc. 4 W 58th St. New York 19, N. Y.				(For full information see TELECASTING Yearbook)	
KDAL 1936	610 5,000-DA-N	Red River Bcstg. Co. 218 Bradley Bldg. 2-2628	CBS Avery- Knodel	Dalton Le Masurier, p & gm Odin S. Ramsland, cm Jack Gordon, pd	Robert Dettman, ce Dale Cowie, pmm William Krueger, nd	Mark Thompson, fd Don Dahl, sd Elezabeth Brown, wd	L-W AF RCA
WEBC 1924	1320 5,000-DA-N	Head of the Lakes Bcstg. Co. WEBC Bldg. 2-2873	NBC Arrowhead, Bulmer, Johnson Hollingbery	Morgan Murphy, p Walter C. Bridges, gm Clifford J. Lue, cm	Earl Henton, pd & pmm Norman F. Gill, ce Garth Germond, nd	D. T. Grussendorf, fd Hal Searls, sd Elgie Carter, wd	Wld., SES. UP
WEBC-FM (CP)	Ch. 222(B) 92.3mc 64kw						
WREX 1948	1080 10,000-D 5,000-N-DA-2	Lake Superior Bcstg. 213 E. Superior St. 7-2911	MBS Forjoe, Lawson	Herschel Fryberger, o Robert J. Rich, gm	Dennis Murphy, pd & sd Cliff Erkilla, ce	Elizabeth Smith, pmm Loren Paynter, nd UP RCA
EVELETH							
WEVE 1947	1340 250	Carl Bloomquist 1340	MBS, Upper Midwest Lawson	Carl Bloomquist, p Arthur F. Nelson, gm	Robert Daniels, pd Joe Cerar, ce	Al Williams, sd Celia Beglich, wd	St. Col.
FAIRMONT							
KSUM 1948	1370 1,000 DA-2	Fairmont Bcstg. Co. 306 N. Park St. 1370	MBS Rambeau, Lawson	Leo J. Seifert, p Frank W. Endersbe, g & cm	Robert Colburn, pd Lawrence Lawson, ce Jack Vollrath, nd	Dick Mahar, sd Annabel Webb, wd	Thes. AF RCA
FARIBAULT							
KDHL 1948	920 1,000 DA-2	KDHL Bcstg. Co. 213 Central Ave. 2312	Independent, Upper Midwest Lawson	Herbert Lee, ptrn., Palmer Dragsten, ptrn. & cm	John E. Hyde Jr., ptrn. & ce Francis Robbins, nd	Tom Bachrach, sd Mera Ballis Frydenlund, wd	Cap. AF Ray.

Data corrected to Dec. 8, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna,
 same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night.
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 8.

K R O C
K A T E
K Y S M

*Concentrated Coverage of the
Fabulous Farmlands of*
SOUTHERN MINNESOTA

IN THIS 32-COUNTY MARKET:

POPULATION _____	774,100
RADIO HOMES _____	211,350
RETAIL SALES _____	\$856,245,000
FARM INCOME _____	\$772,032,000
INCOME PER FARM _____	\$ 11,705

Sell Southern Minnesota from the
"inside" with the area's favorite
stations.

Southern Minnesota Network

KROC (NBC)
ROCHESTER

KATE (ABC)
ALBERT LEA

KYSM (NBC)
MANKATO

National Representatives: ROBERT MEEKER ASSOCIATES

Regional Representatives: BULMER & JOHNSON

FERGUS FALLS

KGDE 1926	1250 1,000-D 500-N-DA-N	Fergus Radio Corp. Lincoln Ave. W. 3986	MBS, Great Northern Walker	Harold L. Dell, exec. dir. Don. L. Albertson, sm	Frederick T. Dell, asst. m Harold E. Allen, ce	Peggy Jo Albertson, wd	AP Col.
--------------	-------------------------------	---	----------------------------------	---	---	------------------------	------------

GRAND RAPIDS

KBZY 1948	1490 250	Itasca Bcstg. Co. 198	MBS	Robert D. Kennedy, p, g & cm	Bud Germ, pd & pmm Ross Fesenmeyer, ce	Bill Lane, sd	Col.
--------------	-------------	--------------------------	-----	---------------------------------	---	---------------	------

HIBBING

WMFG 1935	1240 250	Head of the Lakes Bcstg. Co. 3-7531	NBC Arrowhead, Hollingbery, Bulmer & Johnson	Morgan Murphy, p Walter C. Bridges, gm Oscar H. Peterson, cm	Ruth E. Coe, pd, pmm & wd Norman Gill, ce	G. W. Jonson, nd Bud Johnson, sd J. J. McCann, fd	Wid., SES. UP Col.
--------------	-------------	---	--	--	---	---	--------------------------

HUTCHINSON

(CP)	1260 1,000-D	McLeod County Bcstg. Co. 741 E. Geranium St. St. Paul 6, Minn.		Victor J. Tedesco, p			
------	-----------------	---	--	----------------------	--	--	--

LITTLE FALLS

KLTF 1950	960 500-D	Little Falls Bcstg. Co. 105 1/2 E. Broadway 387	KBS	John H. Lemme, p & fd Wayne L. King, gm, n & sd	Sumner H. Sabean Jr., pd Gordon O. Lommen, ce	Jeanette Warner, wd	L-W UP Col.
--------------	--------------	---	-----	---	---	---------------------	-------------------

MANKATO

KTOE 1950	1420 5,000-D 1,000-N-DA-N	Minnesota Valley Bcstg. Co. 4537	ABC, Dairyland Pearson	H. W. Linder, p Don Linder, gm	Willard Smith, cm Wayne Will, pd & fd	Wayne Grant, n & sd	Cole UP G.
KYSM 1938	1230 250	F. B. Clements & Co. 101 N. Second St. 4873	NBC Northwest, Southern, Minn. Meeker, Bulmer & Johnson	John F. Meagher, g & cm Bob Gardner, pd Bob De Haven, pmm	Jim Houts, ce Don Hastings, nd Jim Hill, fd	Chuck Pasek, sd Mildred Flohr, wd	Thes. AP RCA
KYSM-FM 1948	Ch. 278 (B) 103.5mc 47kw						GE

MARSHALL

KMHL 1946	1400 250	Harry Willard Linder KMHL Bldg. 2282	ABC Pearson	Harry W. Linder, o	Gilmore F. Frayseth, gm	Russell Nelson, ce	UP Ray.
--------------	-------------	--	----------------	--------------------	-------------------------	--------------------	------------

MINNEAPOLIS-ST. PAUL

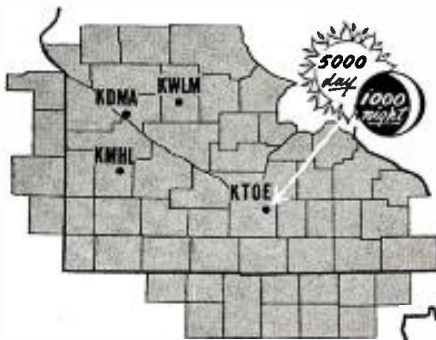
KEYD 1948	1440 5,000-D	Family Bcstg. Corp. 18 N. Ninth Lincoln 8451	Rambeau	Henry Klages, p Lee L. Whiting, gm	Ray Tenpenny, asst. gm Harry Zimmerman, pd	Harvey V. Headen, ce Fred Vant Hull, sd	St. AP RCA
KSTP 1928	1500 50,000-DA-2	KSTP Inc. 3415 University Ave. Prior 2717	NBC Northwest Petry	Stanley E. Hubbard, p & gm K. M. Hance, vp	Karl A. Plain, slm Joseph Kahnke, ce Joseph C. Cook, pmm	C. Brooks Henderson, pd & nd Jack Horner, sd	Wid., Thes. AP, UP
KSTP-TV 1948		KSTP, Inc. 3415 University Ave. Prior 2717					

(For full information see TELECASTING Yearbook)

THE Linder STATIONS

in MINNESOTA'S billion-dollar farm area...

reach more people.....cover more homes



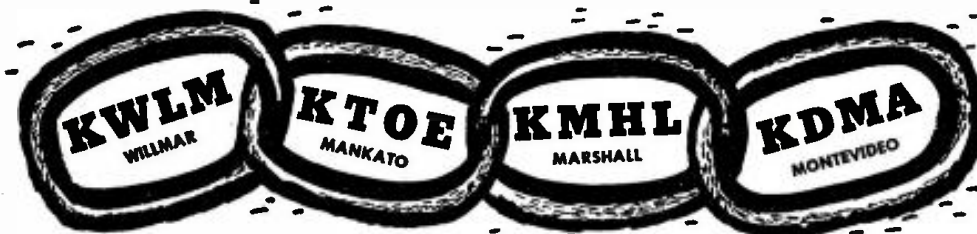
REPRESENTED BY
JOHN E. PEARSON CO.

Countries Covered by Linder Stations	1,229,000	Countries Covered by Linder Stations	360,941
Cities of Saint Paul & Minneapolis	827,900	Cities of Saint Paul & Minneapolis	257,010

than there are in both Minneapolis & St. Paul!
(and no TV)

The Linder Group of stations covers 48.8% of the farm population, households and radio homes—23% of Minnesota's total population. Their area has 59.5% of the total farm income and 27.8% of the state's total retail sales. Big audiences mean big sales in this prosperous area of the Linder Group of stations.

Available individually or in combination. Ideal for test campaigns.



HARRY W. LINDER
THE Linder STATIONS
WILLMAR, MINNESOTA

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	Prom. Mgr. pmm; Prod. Mgr. pdm;	
MINNEAPOLIS-ST. PAUL—(Cont'd)							
*KTIS 1949	900 1,000-D	Northwestern Schools 50 Willow St. Lincoln 3244	Loren F. Bridges, gm	Clarence LaBonte, ce		SES UP WE
*KTIS-FM 1949	Ch. 253 (B) 91.5mc 5.3kw						
*KUOM 1922	770 5,000-D	University of Minnesota Main 8177	James L. Morrill, p Burton Paulu, gm	Northrop Dawson Jr., pd Berten A. Holmberg, ce	Ray Christensen, nd Ray Wolf, fd UP RCA
WCCO 1924	830 50,000	Midwest Radio- Television Inc. 625 2nd Ave. S. Main 1202	CBS CBS Radio Spot Sales	Larry Haeg, gm Phil Lewis, cm Bob McKinsey, pd	J. J. Beloungy, ce Fred Heywood, pmm	Jim Bormann, nd Maynard Speece, fd L-W AP, UP, INS WE
WCCO-TV 1949		Midwest Radio-Tele- vision Inc.		(For full information see TELECASTING Yearbook)			
WDGY 1923	1130 50,000-D 25,000-N DA-2	Twin Cities Bcstg Co. Nicollet Hotel Bridgeport 2271 Avery- Knodel	Clarence T. Hagman, p & gm Samuel N. Nemer, cm	Don O'Brien, pd & sd Kenneth Olson & Kenneth Larson, supers.	Dean Sherman, fd Vera Keefe, wd AP WH
WL0L 1940	1330 5,000 DA-1	Independent Bcstg. Co 1730 Hennepin Ave. Atlantic 0406	MBS AM Radio Sales, Meeker	Ralph L. Atlass, p Marvin L. Rosene, gm Wayne Williams, cm	Boyd W. Lawlor, pd & pmm	Dick Enroth, sd Barbara Bayne, wd UP RCA
WMIN 1936	1460 250	WMIN Bcstg. Co. 538 Hamm Bldg. Garfield 1361 Forjoe	N. L. Bentson, p & cm Frank M. Devaney, gm	Norman Page, pd & nd Harry Settergren, pmm	Warren Fritze, ce Hal Newell, sd AP WE Fed.
WMIN-FM 1944	Ch. 253 (B) 99.5mc 16kw						
WPBC 1949	980 500-D	People's Bcstg. Co. 1133 Stinson Blvd. Granville 4356	William V. Stewart, p, g & pmm	Merle Forland, cm Becky Ann Stewart, pd & wd	Leroy C. Mhyre, ce Jack Hastings, nd L-W UP Col.
WTCN 1934	1280 5,000-D 1,000-N	Minnesota Television Public Service Corp. 50 S. 8th St. Lincoln 0552	ABC Free & Peters	Edward G. Smith, gm Kendall M. Light, cm Judy Bryson, pd & wd	Myron Fleming, ce Nancy Seibel, pmm	John Ford, nd Bill Daley, sd Assoc. AP, UP WE
WTCN-FM 1951	Ch. 246 (B) 97.1mc 11kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

MORE LOCAL ACCOUNTS THAN ANY OTHER TWIN CITY STATION!

and the reason is: results!

WCOW is a powerful new voice in the Twin Cities, specializing in Western and Old-Time music, news on the hour, and direct reports from the South St. Paul livestock market. Blanketing both the metropolitan area and a big share of the wealthy Southern Minnesota farm market, WCOW's big audiences have resulted in scores of "contented advertisers." One program alone—"Radio Ranch," pulls over 1,000 letters a month. Before you buy any Twin Cities station, get the full facts on low-cost, far-reaching WCOW—the new voice in the Twin Cities that will never give you a "bum steer!"



"The Twin Cities Exclusive
Western and
Old-Time Music Station"

WCOW

Phone or write
VIC TEDESCO Nat'l Sales Mgr.
8th & Wabasha, St. Paul . . . Werner Bldg., South St. Paul

ST. PAUL · SOUTH ST. PAUL · 5,000 WATTS

**Why did
WCCO Radio
get more
Advertising Dollars
from more
Advertisers
in 1952?**

**... because no
other medium or
combination of media
in the Northwest can
match WCCO's
low cost**

WCCO

CBS affiliate

MINNEAPOLIS - ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

**Radio
830 KC**

MINNESOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Library, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
MONTEVIDEO							
KDMA 1951	1450 100	Midwest Bcstg. Corp. 125	ABC, Dairyland Pearson	Harry W. Linder, p & gm Dell McLachlan, pd	Richard Berkman, ce	James Wood, pmm
MOORHEAD							
KVOX 1937	1340 250	KVOX Bcstg. Co. Inc. Frederick Martin Hotel 3-1522	MBS, Great Northern Walker	E. J. McKellar, p Manny Marget, gm & sd	Dale Howard, pd Robert L. Owens, cm & nd	Don Geiken, ce Howard Gurney, pmm	Wid. UP WE
NEW ULM							
KNUJ 1949	860 1,000-D	KNUJ Inc. 304½ N. Minn. St. 905	Walter K. Mickelson, p Jack H. Duncan, gm & ce	Bernie Young, nd Bob Christianson, fd	Herb Schaper, sd	Wid., L-W AP G
NORTHFIELD							
*WCAL 1918	770 5,000-D ST-KUOM	St. Olaf College 500	Milford C. Jensen, gm & ce James V. Anderson, pd	Martin Hegland, pmm James Ranheim, nd Stan Satre, fd	Rolf Charlston, sd Evangeline Olson, wd
OWATONNA							
KOBK 1950	1390 500-D	Owatonna Bcstg. Co. P. O. Box 350 2359	KBS	Myles H. Johns, p, c & pmm	Ted Nelson, gm, pd & nd Dick Hoeksema, sd	Johnnie Jurgenson, wd	L-W UP Col.
RED WING							
KAAA 1949	1250 1,000-D	Red Wing Bcstg. Co. 3512	Fred C. Clarke, p & ce	Maxine Jacobs, gm	Peter Lyman, pd & nd	Assoc., Cap. AP G
ROCHESTER							
KROC 1935	1340 250	So. Minn Bcstg. Co. 100 1st Ave. Bldg. 3924	NBC, So. Minn., Northwest Meeker, Bulmer & Johnson	Mrs. Gregory Gentling, p G. David Gentling, g & cm Cal Smith, sm & pd	Robert Cross, ce Warren Miller, pmm Ray Thompson, nd	Jerry Boyum, fd Bernie Lusk, sd May Miller, wd UP Col.
ST. CLOUD							
KFAM 1938	1450 250	Times Publ. Co. Weber Bldg. 3330	NBC Northwest Pearson	Frederick C. Schilpin, gm	John F. Green, cm & pmm	Thes. AP RCA
KFAM-FM 1948	Chan. 284 (B) 104.7mc 50kw
WJON 1950	1240 250	Granite City Bcstg. Co. St. Cloud Hotel 1240	ABC, Indpdt. Rambeau, Bulmer & Johnson	Max H. Lavine, p W. C. Porsow, gm Paul T. Zahorik, cm	Wallace McBriar Jr., pd & nd Carl Wilford, ce	Herm Schneider, pmm Dick Stotz, sd	Wid. UP G.
SOUTH ST. PAUL							
WCOW 1951	1590 5,000-D	South St. Paul Bcstg. Co. 208 3rd Ave., N. LaSalle 1371 Upper Mississippi	Antonio Tedesco, o Albert Tedesco, gm John MacNight, cm Don Doty, pd	Bob Muchow, ce Jim Hobbins, pmm Ralph Smith, nd	Burt Olson, fd Arne Peterson, sd Faye Christenson, wd	SES. UP G.
STILLWATER							
WSHB 1949	1220 250 D-DA-N	St. Croix Bcstg. Co. 126 Main 46 & 47 Cooke	Wm. F. Johns, p Richard K. Power, gm	James H. McLaughlin, cm, n & sd Roger Erickson, pd & fd	Elmer Christenson, ce Dewey Campbell, pmm Anita Albrecht, wd	L-W UP GE
THIEF RIVER FALLS							
KTRF 1947	1230 250	Henry K. Arneson P. O. Box 69 13 & 14 Bulmer & Johnson	Henry K. Arneson, o Donald L. Olson, gm & nd Mrs. Alverda Noel, pd	Henry J. Bothman, ce John Dunicliff, fd	Doug Tegteimier, sd Lois Udstrand, wd	L-W, Wid. UP G.
VIRGINIA							
WHLB 1936	1400 250	Head of the Lakes Bcstg. Co. 2000	NBC, Ar- rowhead, Northwest Hollingbery	Morgan Murphy, p W. C. Bridges, gm Harold J. Parise, m	Harry Wills, pd & nd Norman Gill, ce	Alys Mae McBride, wd Mundo DeYoannes, sd	Wid., SES. UP Col.
WADENA							
KWAD 1948	920 1,000 DA-N	Assoc. Bcstrs. Inc. 1st Nat'l Bank Bldg. 920	MBS Bulmer & Johnson	C. V. Phillips, p Carl E. Holt, g & cm	Jim Buchan, pd, n & sd	Milton La Due, ce	Wid. UP G.
WILLMAR							
KWLM 1940	1340 250	Lakeland Bcstg. Co. 1340	Dairyland Pearson	Harry W. Linder, p & gm	John C. Lynch, cm James A. Martinson, pd	Francois Peterson, ce Irene Peters, wd
WINONA							
KWNO 1938	1230 250	Winona Radio Service 216 Center St. 3314	ABC, Dairyland Pearson	Maxwell H. White, p Ken Marsh, gm H. Rod Hurd, cm	Lewis Denes, ce David Moffitt, pmm	Gordon Holte, nd Charles Williams, sd	St. AP RCA
KWNO-FM 1948	Ch. 248 (B) 97.5mc 18.5kw GE
WORTHINGTON							
KWOA 1947	730 1,000-D	Worthington Bcstg. Co. Hotel Thompson 2-7301 Bulmer & Johnson	R. W. Olson, p Ralph E. Shepard, gm Arne Karhu, cm	Ty Mack, pd & nd C. W. Knapp, ce Mervin Gardner, fd	Myron Heuer, sd Tiny Taylor, wd	L-W, Thes. UP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

MISSISSIPPI

ABERDEEN	WMFA 1952	1240 250	Prairie Bcstg. Co. Darracott Rd. 1050	Mid South	T. A. Richardson, p Hal Benson, gm & sd J. M. Verges, pd & fd	Elizabeth Bradley, pmm A. R. Garrett, ce	Fred Faught, nd Lucille Peacock, wd	L-W UP G
BATESVILLE	WBTE (CP)	1290 1,000-D	Panola Bcstg. Co. P. O. Box 247		Travis A. Palmer, co-o	Harold B. McCarley, co-o & gm	James E. Hartness, co-o	Thes. AP G
BILOXI	WLOX 1948	1490 250	WLOX Bcstg. Co. Buena Vista Hotel 5581	MBS Rambeau	J. S. Love Jr., p Ray Butterfield, gm & sd Thomas B. Majure, cm & ce	Hugh Smith, pd Richard Kettering, pmm.	Suzanne Lee, nd Susan Grant, wd	St. UP WE
	WVMI 1950	570 1,000-D	Radio Associates Inc. P. O. Box 152 6961	Natl. Time Sales, Dora- Clayton	Odes E. Robinson, p, gm & cm Chauncey T. Hinman, asst. m	Robert D. Campbell, pd, nd, fd, sd Sylvia Bentz, pmm, wd	Robert Bassett, ce	L-W, Thes. UP Col.
BOONEVILLE	WBIP 1950	1400 250	E. O. Roden Highway 45 So. 678	KBS Continental	E. O. Roden, p & gm Keith Wroten, cm, sm & ce	Betty Box, pd Nolan Walden, pmm & nd Jimmie Morgan, fd	Irwin Feldman, sd Wynz Gardner, wd UP G
BROOKHAVEN	WJMB 1948	1340 250	Brookhaven Bcstg. Co. Inc. W. Chicasaw St. 1298	MBS Continental	Tullius Brady, p & gm	W. M. Jones, asst. m, cm & pd	Larry H. Young Jr., ce	Wld. AP G
CANTON	WDOB (CP)	1370 500-D	Madison County Bcstg. Co. 998-J		J. D. Bishop, co J. T. Ownery, co Anna Dee Davis, co	Robert L. Statham, gm & ce		Thes. UP RCA
CENTREVILLE	WGLC 1951	1580 250-D	Southern Bcstg. Co. 4001	KBS	Alvin Sansing, p & gm Paul Simpkins, cm, pd, pmm & nd	Aubrey Felder, ce, fd, sd Milton Plitt, acct. exec.	Clara Simpkins, wd	Cap. UP
CLARKSDALE	WROX 1943	1450 250	Birney Imes Jr. 257 Delta Ave. 1566	MBS, KBS Mid South	Birney Imes Jr., p P. B. Hinman, gm	Helen Sugg, cm & wd Sara Cowart, pmm & nd C. D. Graves, ce	Dorothy Harris, fd Jack Cristil, sd	Thes. AP RCA
CLEVELAND	WCLD 1949	1490 250	Cleveland Bcstg. Co. 990		Lowry Tims, p Fred T. Rand, gm	Raymond A. Curtis, p & nd Tetlow Johnson, sd	Richard Bullock, ce Willena McGarry, wd AP Col.
COLUMBIA	WCJU 1946	1450 250	WCJU Inc. S. Main St. 755	MBS	Lester Williams, p Charles Newman, sm	Bill Barrett, pd	Ray Tolar, ce	Wld. AP G
COLUMBUS	WACR 1950	1050 250-D	Miss. Bcstg. Co. Inc. WACR Bldg. 768		Withers Gavin, p & gm			St. UP
	WCHI 1940	1340 250	Birney Imes Jr. Columbus 1430	Mid-South McGillvra	Birney Imes Jr., p Bob McRaney, gm	J. W. Estherton, cm Martha Puckett, pd	Tom McFerrin, ce Chris Everson, nd Dick Crago, sd	Thes. AP RCA
CORINTH	WCMA 1946	1230 250	Corinth Bcstg. Co. Inc. Ray Bldg. 5575	MBS Burn-Smith	Aaron B. Robinson, p & vp John E. Bell, gm	Joe P. VanDyke, cm Thomas T. Weaver, pd James D. Anderson, ce	Al Young, nd Fred L. Dillon, sd	Wld. UP WE
GREENVILLE	WGVM 1948	1260 1,000-D	Cotton Belt Bcstg. Corp. of Miss. 118 So. Broadway 4559	Cotton Belt Devney, Melville	David M. Segal, p & gm Edward M. Guss, gm & cm Wallace D. Hoy, pd, fd & sd	Jack Baruth, pmm, nd Welton H. Jetton, ce	Letitia R. Boyles, wd	L-W UP Col.
	WJPR 1939	1330 1,000-D 500-N-DA-N	Radio Services Co. 107 So. Poplar St. 9040	MBS, KBS Mississippi Sears & Ayer	Emmet H. McMurry, gm Frank W. Baldwin, cm	Thomas Tiller, pd Dorothy Brooke, pmm	Percy Kuhn, ce	Wld. AP G
GREENWOOD	WABG 1950	960 1,000-D 500-N-DA-N	Greenwood Bcstg. Co. Inc. P. O. Box 414 3010	ABC McGillvra	Cy N. Bahakel, p & gm	Tom Reardon, m & cm	Wayne A. Oliver, ce	Wld. AP Col.
	WGRM 1937	1240 250	P. K. Ewing Walnut St. 1900	NBC, KBS	P. K. Ewing, p	F. C. Ewing, gm	Don Neil, cm UP
GRENADA	WNAG 1949	1400 250	Birney Imes Jr. Barwin Hotel 1490	MBS, KBS Mid South	Birney Imes Jr., o	Bob McRaney, gm Monroe Looney, sm & cm	Bernard H. Loebe, ce RCA
GULFPORT	WGCM .1929	1240 250	WGCM Bcstg. Co. Hewes-Martin Bldg. 1110	ABC, KBS Mississippi Sears & Ayer	Hugh O. Jones, p & gm C. E. Vann, asst. m, pd	(Mrs.) O. L. Owens, cm Jack Starr, pm & nd	Charles T. Hook, ce	Wld. AP RCA Wld. AP WE
	WGCM-FM 1948	Ch. 268 (B) 101.5mc 3kw						
HATTIESBURG	WFOR 1925	1400 250	Forrest Bcstg. Co. Inc. 302 Hemphill St. 1866	NBC, KBS Rebel Hollingbery	C. J. Wright, p Charles J. Wright Jr., gm	E. M. Jenkins, cm David L. Waite, pd, nd & sd	B. B. McLemore, ce UP
	WRFM (FM) 1949	Ch. 250 (B) 97.9mc 2.5kw	(WFOR, AM affiliate)					UP RCA AP G
	WESY 1948	1230 250	Hub City Bcstg. Co. Inc. P. O. Box 1008 3180	ABC Rambeau	Charles W. Holt, p Connie I. Holt, sm William R. England, cm	Bob Pattillo, pd, nd Charles Sharpling, ce	Bruce Gilmore, fd Bill Veidt, sd
HAZELHURST	WMDC (CP)	1220 250-D	Southwestern Bcstg. Co. of Miss. P. O. Box 604 McComb, Miss.					
JACKSON	WJDX 1929	620 5,000-D 1,000-N	Lamar Life Insurance Co. P. O. Box 2171 3-7476	NBC Rebel Hollingbery	Wiley P. Harris, gm	Frank Gentry, cm Howard Langfitt, pd	Percy G. Root, ce	Cap., Wld. UP
	WJDX-FM 1948	Ch. 275 (B) 102.9mc 50kw			Robert R. Smathers, cl		 WE

MISSISSIPPI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
JACKSON—(Cont'd)						
WJQS 1947	1400 250	Miss. Bcstg. Co. Inc. Edwards Hotel 3-9681		Withers Gavin, p, gm		St. UP
WJTV (TV) (CP)		Miss. Publishers Assn. P. O. Box 427		(For full information see TELECASTING Yearbook)		
WJKN 1945	1450 250	Jackson Bcstg. Co. P. O. Box 786 2-6673	Forjoe	James T. Ownby, p & gm	 RCA
WRBC 1947	1300 5,000-D 1,000-N-DA-N	Rebel Bcstg. Co. 125 S. Lamar St. 5-1562	MBS Branham	J. W. Carlier, gm & cm	Forrest Cox, pd, nd & fd G. G. Benson, ce	Percy Powers, Jr., sd Marjorie Lee, wd Assoc. AP Ray.
WSLI 1938	930 5,000-DA-N	Standard Life Bcstg. Co. P. O. Box 1847 3-2788	ABC Weed	W. R. Newman, p L. M. Sepaugh, gm F. E. Wilkerson Jr., cm	B. K. Smith, pd & pmm C. R. Perkins, ce Jerry Kieth, nd	Jin Neal, fd Lyman Hellums, sd Dorothy Dawley, wd Wid. AP RCA
KOSCIUSKO						
WKOZ 1947	1340 250	Kosciusko Bcstg. Co. P. O. Box 392 782	ABC, KBS McGillvra	Cy N. Bahakel, p & gm	Mims Boswell Jr., cm & pd	W. A. Oliver, ce Wid. AP Col.
LAUREL						
WAML 1932	1340 250	New Laurel Radio Stations Inc. 442 8th Ave. 5601	NBC, KBS Rebel Hollingbery	Harold M. Matison, p Granville Walters, gm & pmm M. M. Caver, cm	Stan Walters, pd & sd Clyne Graves, ce Ed Breland, nd	Paul Carlisle, fd Patty Overstreet, wd Wid. AP Ray.
WLAU 1946	1490 250	Southland Bcstg. Co. 437 N. Magnolia St. 7227	ABC, MBS McGillvra	Chalmers T. McCallum, p & co (Mrs.) Norma H. Leggett, secy.-treas., gm & co W. E. Jones, cm	Dave Kane, pd & nd James M. Hilbun, ce Joseph L. Williams, office m	Woodie Hosey, fd Carroll Jackson, sd Dorothy Hearne, wd UP WE
LOUISVILLE						
(CP)	1270 1,000-D	Louisville Bcstg. Corp. P. O. Box 111				
MACON						
WMBC 1947	1400 250	Miss. Bcstg. Co. Inc. WMBC Bldg. 310	Mississippi	Withers Gavin, p, gm	 UP
McCOMB						
WAPF 1948	1010 250-D	Southwestern Bcstg. Co. Hotel Pike 1884	KBS	Louis Alford, p Mack Smith, secy.-treas. Phillip Brady, sm & ce	Boyd Ridgway, cm Karl Austin, pd Otis Parker, pmm	James Hemphill, nd Aubrey Felder, fd Matt Goodall, sd L-W, Wid. UP RCA
WAPF-FM 1952	Ch. 261 (A) 100.1mc .27kw				 GE
WSKB 1952	1250 5,000-D 500-N-DA-N	Lester Williams McColgan Hotel 2080	ABC	Lester Williams, p Jack Sanders, gm Wayne Walker, cm	Mel Bernam, pd, nd Herb Taylor, pmm & fd Robert Louis Sanders, ce	Bill Barrett, sd Cap. AP
MERIDIAN						
WCOC 1926	910 5,000-D 1000-N	Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714	Mississippi	Withers Gavin, p, gm	 St. UP
WCOC-TV (CP)		Miss. Bcstg. Co. Inc. Threefoot Bldg. 7714		(For full information see TELECASTING Yearbook)		
WMOX 1946	1240 250	Birney Imes Jr. 2-0171	MBS, KBS Mid South	Birney Imes Jr., p Bob McRaney, gm	Joseph W. Carson, sm Ed Holladay, cm & pd Robert K. Wall, ce	Donnie Evans, wd Ruth O'Steen, traffic m Thes. AP RCA
WMOX-FM 1948	Ch. 253 (B) 98.5mc 3.4kw				 SES. INS WE
WTOK 1946	1450 250	Meridian Bcstg. Co. Citizens Natl. Bank Bldg. 3-1441	ABC Rebel Headley- Reed	Robert F. Wright, p & gm William B. Crooks, cm	Cecil Germany, pd & pmm Joe H. Saxon, ce	George Shannon, nd & sd SES. INS WE
NATCHEZ						
WMIS 1941	1240 250	Natchez Bcstg. Co. P. O. Box 330 8211		P. K. Ewing, p	 UP GE
WNAT 1949	1450 250	Old South Bcstg. Co. Inc. Eola Hotel 4821	ABC Mississippi	(Mrs.) Laurie Ratcliffe, p Paul Schilling, gm & cm Alice Rushing, office m & wd	Eddie Phelan, pd & fd Herb Taylor, pmm Jack Thornhill, ce	John Hollingsworth, nd Elwood Kresal, sd UP GE
PASCAGOULA						
WPMP 1951	1580 250-D	Crest Bcstg. Co. Inc. P. O. Box 348 83	KBS Mississippi	Wm. R. Guest Jr., p & pmm Felix Adams Jr., sm & cm	Donovan Murphy, ce & nd M. P. Lewis, fd	Lee C. Smith, sd Opal Adams, wd Wid., Cap. UP WE
PHILADELPHIA						
WHOC 1948	1490 250	William Howard Cole Beacon St. Extension 740	KBS	William H. Cole, p, gm & cm	Mrs. W. H. Cole, pd & wd Cap. UP Col.
PICAYUNE						
WRJW 1949	1320 5,000-D	Moseley Brothers Ritz Bldg. 510	KBS	W. L. Moseley, ptrn. R. E. Moseley, ptrn. Jimmie Willson, gm, cm & nd	Archie Rishing, pd & ce E. C. Mills, fd	Maxie Steavens, sd Louise Willson, wd AP RCA
STARKVILLE						
WSSO 1948	1230 250	Starkville Bcstg. Co. 1230	KBS Mid South	Joe Phillips, gm, cm, pmm & ce	Martha L. Pearson, pd, nd & wd	Leo Anderson, fd & sd Cap. AP WE
TUPELO						
WELO 1944	1480 250	Tupelo Bcstg. Co. 212 S. Spring St. 1400	MBS, KBS Mid South	Birney Imes Jr., o Bob Evans, gm	Ernest Bowen Jr., cm Ed Cleary, pd & sd LeRoy Green, ce	Jim Craigen, nd Red Purnell, fd Cap., Thes. AP RCA
VICKSBURG						
WQBC 1931	1420 1,000-D 500-N	Delta Bcstg. Co. Post-Herald Bldg. 312	MBS, KBS Sears & Ayer	L. P. Cashman, p Mary-Van Cashman, gm	L. L. Miller, cm Charlotte Kahn, pd & wd	Waverley Conway, ce Cap. AP RCA
WVIM 1948	1490 250	Radio Mississippi Inc. Jefferson Davis Hotel 1920	Indie Sales Dora-Clayton	James T. Ownby, p Frank Hollifield, gm & cm	Frank Hains, pd, pmm Harold Townsend, ce	Ted Lawrence, nd & sd Thes. UP
WEST POINT						
WROB 1947	1450 250	Bob McRaney Sr. WROB Bldg. 807		Bob McRaney Sr., p & gm	Hugh W. Shankle, cm & pd	George Corkren, ce WE
YAZOO CITY						
WAZF 1947	1230 250	WAZF Inc. 321½ S. Main St. 1300	MBS, KBS Mississippi	Guy Corley, p & gm Al Lyons, cm Fred Rand, pd & sd	John M. Walker, pmm Don Flinspach, ce Dave Corley, nd	Tom Roane, fd Margaret Reeves, wd UP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

MISSOURI

ALTON								
KALM (CP)	1290 1,000-D	Robert F. Neathery P. O. Box 448 West Plains, Mo.		Robert F. Neathery, o				
BOONVILLE								
KBVL (CP)	1370 1,000-D	William R. Tedrick		William R. Tedrick, o & p				
CAPE GIRARDEAU								
KFVS 1925	960 1,000-D 500-N DA-N	Hirsch Bcstg. Co. 5-5511	MBS Pearson	Oscar C. Hirsch, p & gm	Ralph L. Hirsch, cm	Dorothy March, pd		UP
KGMO 1952	1220 250-D	Cape County Bcstg. Co. 46 N. Henderson 3943		Richard C. Brandt, co-o & gm Wm. C. Brandt, co-o & pd	Robert L. Schultz, cm David Kaempfer, nd, fd	Wm. M. Bryan, co-o & ce John J. Parker, sd		
CARTHAGE								
KDMO 1947	1490 250	Carthage Bcstg. Co. 1201 E. Chestnut 2648	KBS Magic Circle, Southwest Mo.	L. C. McKenney, ptrn., gm & fd J. J. Daly, ptrn. & gen. slm	Leon Crocker, pd George Province, ce Robert Young, pmm & nd	Jim King, sd Edith Snyder, wd		Cap. AP G
KICK 1949	1340 250	Kickapoo Prairie Bcstg. Co., Inc. 610 College St. 4-1561	MBS, Southwest Mo. McGillvra	Floyd W. Jones, p L. C. McKenney, g & cm Welcome Stanton, asst. m & pd	Doris Henderson, pmm & wd Charles Grayston, ce	Richard Hainline, nd Bob Lee, sd		St. UP G
CARTHAGESVILLE								
KCRV 1950	1370 1,000-D	Pemiscot Bcstg. Co. 106 W. 3rd St. 985		J. E. Taylor, ptrn. Harry Levin, ptrn. Robert L. Harrison, ptrn., g & pmm	Al Simmons, cm Harry Moreland, pd, fd & sd Earl Neal, ce	Jim Brasfield, nd Peggy Finger, wd		Wid., Thes. UP G
CHARLESTON								
KCHR (FM) 1951	Ch. 269(A) 101.7mc 45kw	So. Mo. Bcstg. Co.						
CHILLICOTHE								
KCHI 1950	1010 250-D	Cecil W. Roberts 1920	KBS Best, Conwell	Cecil W. Roberts, o Howard G. Rion, gm & nd	R. Wayne Cox, cm, pd & fd Don O'Brian, ce	Richard Irving, pmm Ray Saale, sd		UP G
CLAYTON								
*KFUO 1924	850 5,000-D	The Lutheran Church- Mo. Synod 210 N. Broadway St. Louis, Mo. Chestnut 8001		Herman H. Hohenstein, D. D., d The Rev. Elmer J. Knoernschild, pdm	E. F. Schoenleber, d of music Larry N. Strahan, office m	A. H. Wiese, ce		Assoc. UP WE
KFUO-FM 1947	Chan. 256 99.1mc 6.72kw							
CLINTON								
KDKD 1951	1280 1,000-D	Clinton Bcstg. Co., Inc. P. O. Box 113 233	KBS Devney	David M. Segal, p Lee E. Baker, gm	B. E. Brown, c & pmm J. C. Potts, pd, n, f & sd	M. Branson Landon, ce		Wid. UP Col.
COLUMBIA								
KFRU 1925	1400 250	KFRU, Inc. Hwy. 40E at Jct. 63 4141	ABC	H. J. Waters, Jr., p Mahlon R. Aldridge, g, pmm & sd	Felix J. LeGrand, cm Shirley Bauderer, pd	Robert Haigh, ce Shirley Mason, wd		L-W, Wid. AP GE



TOP INDEPENDENT IN



THE NATION'S 9th MARKET

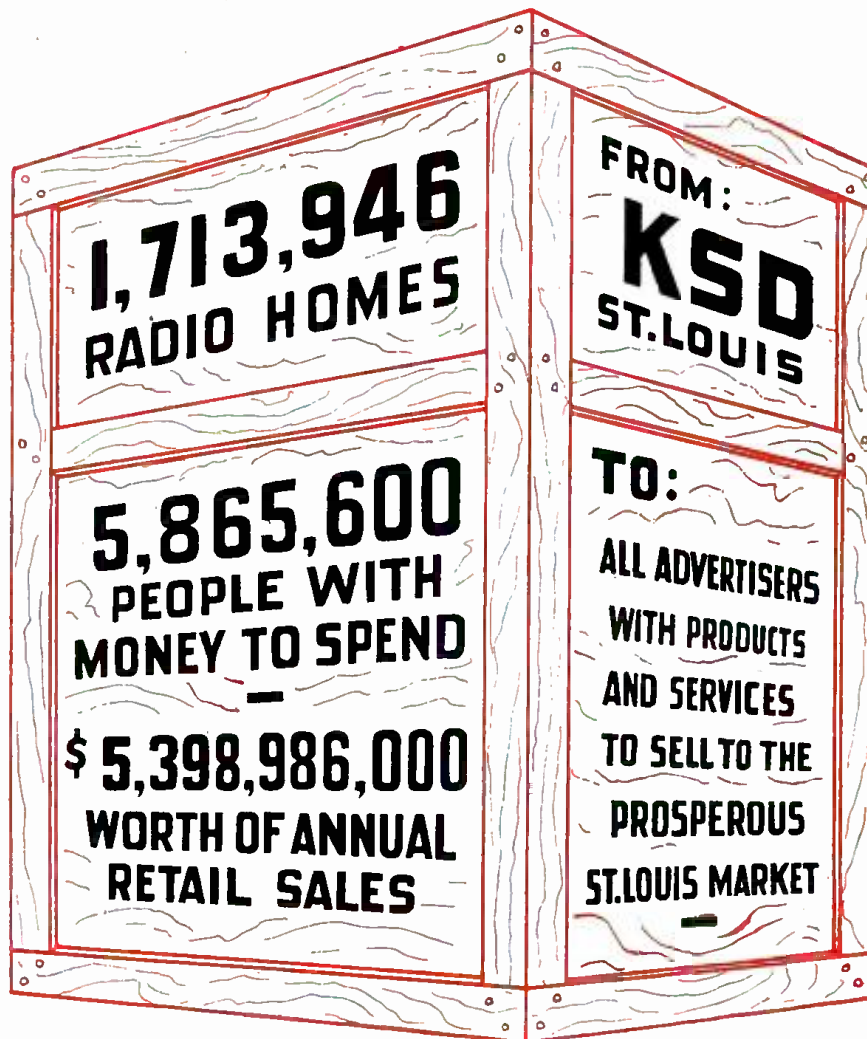
Represented by THE BOLLING COMPANY

MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner or Sales Mgr. sm;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
FARMINGTON							
KREI 1947	1350 1,000-D	Cecil W. Roberts Burks & Webster Sts. 710	KBS Best	Cecil W. Roberts, p F. P. Graves, gm	James L. Strader, cm H. C. Halle, pd	Wm. Westbrook, ce	UP G
FESTUS							
KJCF 1951	1010 250-D	Jefferson County Radio & TV Co. North Mill St. 91	KBS	Donald M. Donze, p & gm	Russell Seals, Jr., ce		RCA UP
FLAT RIVER							
KFMO 1947	1240 250	Lead Belt Bcstg. Co. 1000	MBS Pearson	Oscar C. Hirsch, p James F. Collins, g, cm & nd	Gilbert Collins, ce Earl L. Whitener, pmm	Virginia Collins, pd & wd	UP Col.
FULTON							
KPAL 1950	900 1,000-D	Missouri Central Bcstrs. Palace Hotel 1400-1401		Robert W. Nickles, co-o, gm & ce Roger P. Fox, co-o & pd	L. Reed Holt, cm Brooks Ann Cole, nd	Forrest Wallace, sd Orpha G. Nickles, wd	St. UP Col.
HANNIBAL							
KHMO 1941	1070 5,000-D 1,000-N DA-2	Courier Post Publishing Co. 102½ S. Main 3450	MBS Pearson	E. L. Sparks, secy.-treas. Wayne W. Cribb, g & pmm P. H. Cunningham, cm	Gene Hoenes, pd Benjamin Parrish, ce William Stiles, nd	Pat Harvey, fd Al Alexander, sd	Thes. AP WE
INDEPENDENCE							
KIMO 1947	1510 1,000-D	Blue Valley Co. 310 N. Osage Clifton 9615		Craig Siegfried, ptrn., g, cm & pmm Harry L. Becker, pd & sm	Eldon Ryan, ce Walter Burks, nd Harold Ensley, sd	Mark Foster, sd Dorothy Flanders, wd	AP G
JEFFERSON CITY							
KWOS 1937	1240 250	Capital Bcstg. Co. 210 Monroe 6-3137	MBS, KBS Sears & Ayer	R. C. Goshorn, p Catherine Roer, g, c & pmm	Ralph Rose, pd	Leroy Hackmann, ce	Thes. AP
KWOS-FM	Chan. 253 (A) 1948 98.5mc, 9.2kw						
JOPLIN							
KFSB 1948	1310 5,000-D 1,000-N DA-N	Four States Bcstrs. Inc. 1025 Main 1310	Meeker	Harry Easley, p W. H. Clark, vp & gm Ed Johnson, pd	Ralph Meador, ce James Randall, nd Leonard Brown, fd	Don Gross, sd Faye Seiller, wd	Wid. UP G
KSWM 1946	1230 250	Air Time, Inc. 1928 W. 13th St. 7260	CBS Rambau	Austin A. Harrison, p, gm & ce John D. Whitt, cm	Ronald R. Robson, pd, pmm & sd	Kenneth Crowe, nd	UP G
WMBH 1925	1450 250	Joplin Bcstg. Co. Frisco Bldg. 330-33	MBS Sears & Ayer	D. J. Poynor, p & gm M. E. Dunn, cm Golda Shaunce, pd	Jack P. Langford, ce Lee George, nd	W. W. Grigsby, sd Maxine DeVaney, wd	Thes. AP Col.
WMBH-FM	Chan. 241 (B) 1948 96.1mc 70kw						
KANSAS CITY							
KCKN 1925	1340 250			(See Kansas City, Kans., listing)			
KCMO 1938	810 50,000-D 10,000-N DA-N	KCMO Bcstg. Co. 125 E. 31st St. Jefferson 6789	ABC Katz	Tom L. Evans, p E. K. Hartenbower, gm C. E. Breazeal, asst. m R. W. Evans, cm	S. B. Tremble, pd Karl Troeglen, ce F. C. Strawn, pmm Jim Monroe, nd	C. W. Jackson, fd Tony Williams, sd Anne Hayes, wd	Thes., Assoc. AP RCA
KCMO-FM	Chan. 235(B) 1948 94.9mc, 56kw						
KPRM 1947				(See Concordia, Kan., listing)			
KMBC 1921	980 5,000 DA-N	Midland Bcstg. Co. KMBC Bldg., 11th & Central Harrison 2650	CBS Free & Peters	Arthur B. Church, p George J. Higgins, mgng.d & vp in chg. sls. Arthur B. Church Jr., adm. asst. Roderick B. Cupp, pd Edward H. Pate, gm Richard Pitts, cm	Harold W. Storm, prom. d C. E. Moler, ce John Farmer, nd	Phil Evans, fd Sam Molen, sd Bea Johnson, wd	Wid. AP, UP WE
KPRS 1952	1590 1,000 D	Twin City Adv. Agency 2814 E. 23d St. Humbolt 3100		Edward H. Pate, gm Richard Pitts, cm	Eugenia Pate, pd Andrew R. Carter, ce	Dave Butler, nd Tommy Berry, wd	AP RCA
WDAF 1922	610 5,000	The Kansas City Star 3030 Summit St. Harrison 1200	NBC Christal	H. Dean Fitzer, mgng. d V. S. Batton, m E. Manne Russo, cm	Harry Kaufman, pd Julian J. Harris, asst. m Joseph A. Flaherty, ce	Randall Jessee, n & sd Roderick Turnbull, fd Martha Spalding, wd	St., Thes. AP RCA
WDAF-TV 1949		The Kansas City Star 3030 Summit St. Harrison 1200		(For full information see TELECASTING Yearbook)			
WHB 1922	710 10,000-D 5,000-N DA-1	WHB Bcstg. Co. 9th & Grand Harrison 1161	MBS Blair	Donald D. Davis, p & cm John F. Cash, vp John T. Schilling, gm	Dick Smith, pd & nd Henry Goldenberg, ce Dwight Davis, pmm	Bruce Grant, fd Larry Ray, sd Sandra Lea, wd	Assoc. AP RCA
(CP)	1380 1,000-D	David M. Segal 409½ State Line Ave. Texarkana, Tex.					
KENNETT							
KBOA 1947	830 1,000-D	Kennett Bcstg. Corp. 8-4616		Paul C. Jones, p & gm Charles H. Harrison, sm & sd Joe Bankhead, cm	John T. Reeder, pd Robert H. Conner, ce	Johnny Mack, n & fd Suetta Ray, wd	Cap. AP G
KBOA-FM	Chan. 255 (B) 1948 98.9mc, 6.9kw						
KIRKSVILLE							
KIRX 1947	1450 250	North Missouri Bcstg. KIRX Bldg. 5-3781	KBS	Samuel R. Burk, p, g & cm Warren Hewitt, pd, f & sd	Charles Porter, ce	Robert S. Herrin, nd	Thes. AP G
LEBANON							
KLWT 1948	1230 250	Lebanon Bcstg. Co. 221 East Commercial St. 1015	MBS	Robert C. Fields, p O. R. Wright, gm Jack Sellers, cm	Tom Miller, pd & nd Ken Corbett, pmm	E. L. Hendry, ce	L-W UP
MARSHALL							
KMMO 1949	1300 1,000-D	KMMO, Inc. 40 and 41	KBS	J. M. Silvey, p Harold Douglas, g & cm Fred Linder, pd	Bill Williams, ce Roger Atkinson, nd Dud Cason, fd	Austin Booth, sd Bettie Baldwin, wd	Thes. UP G
MARYVILLE							
KNIM (CP)	1580 250-D	Maryville Radio & Television, Inc. P. O. Box 278 730	KBS	Dr. R. W. Wilson, p Jack Lloyd, gm, pd & nd	Skeet Preston, cm & sd	Arnold Wilson, ce	AP G
MEXICO							
KXEO 1948	1340 250	Audrain Bcstg. Corp. 1725 E. Liberty 2340-41	MBS	John A. Badaracco, p W. Earl Dougherty, g, c, pmm, pd & fd	Robert B. Bruner, ce Margaret Hunt, n & wd	Kirby Allen, sd	Wid. AP WE
MOBERLY							
KNCM 1950	1230 250	Jerrell A. Shepherd Highway 63, S., Box 396 1600	Conwell	Jerrell A. Shepherd, p & gm John O. Conwell, cm	James M. Lipsey, pd T. J. Carr, ce	Dale Low, nd John Peterson, sd	Thes., L-W AP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**THE
PRIZE*
PACKAGE
OF THE
ST. LOUIS
MARKET**



**KSD has the LARGEST daytime
half-millivolt coverage area of
any radio station in ST. LOUIS!*

KSD

**5000 WATTS ON 550 KC
DAY AND NIGHT**

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.


NBC NETWORK • AP NEWS • TELEVISION AFFILIATE: KSD-TV

MISSOURI—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	Transc. Library, News Service Transmitter
MONETT						
KRMO 1950	890 250-D	Carthage Bcstg. Co. 990	KBS, Magic Circle, Southwest Mo.	L. C. McKenney, ptrn. & gm J. J. Daly, ptrn. & gen. slm.	Floyd Stewart, m, pd & pmm Marion Pilant, cm George Province, ce	Victor Cox, n & sd Jack Allen, fd Carolyn Crane, wd AP G
NEVADA						
KNEM 1949	1240 250	Cecil W. Roberts 13	KBS, Magic Circle Conwell	Cecil W. Roberts, p Duane W. Hoisington, g, cm & ce	Bob McKune, pd, pmm & sd John Beydler, nd	Jim McCall, fd SES., Cap. UP G
OSAGE BEACH						
KRMS 1952	1150 1,000 D	Robert M. Smith		Robert M. Smith, p Ed Gardiner, gm	Wally Clark, ce Hal Martin, nd	M. T. Gardiner, pd L-W AP Collins
POPLAR BLUFF						
KWOC 1938	930 1,000-LS 500-N DA-2	Poplar Bluff Bcstg. Co. Mac Building 3922	KBS Pearson	A. L. McCarthy, p Jerry Higley, gm & pd	Clarence O. Gray, cm Don M. Lindenton, ce	Ed Sandling, pmm E. E. Carr, sd Wid., SES. UP G.
KWOC-FM 1948	Chan. 233 (B) 94.5mc 16kw					
ROLLA						
KTTR 1947	1490 250	"Show-Me" Bcstg. Co. Box 567 380	KBS	Luther W. Martin, p, gm & nd	Wilson C. Burkhead, pd & fd Martin M. Mitchum, ce	Ken Wilkins, sd Roxy Rhodes, wd Wid. AP
SEDALIA						
KDRO 1939	1490 250	Milton J. Hinlein 2100 W. Broadway 4004	MBS. KBS Forjoe	Milton J. Hinlein, p Herbert W. Brandes, gm & nd	James F. Glenn, cm & sd Robert J. Smith, ce	Nola Witte, wd UP RCA
KDRO-FM 1949	Chan. 259 (B) 99.7mc 15kw					
(CP)	1050 1,000-D	Yates Bcstg. Co. 702 Rich St. Slater, Mo.				
SIKESTON						
KSIM 1948	1400 250	Sikeston Community Bcstg. Co. Highway 60 West 1		Richard Watkins, gm & cm	 AP Col.
STE. GENEVIEVE						
KSGM 1947	980 500 DA-N	Donze Enterprises, Inc. 410 Merchant St. 580	KBS	Elmo L. Donze, p, g, c & pmm, pd	Murel L. Rose, ce Jim Schott, fd	Betty J. Donze, wd UP Col.
ST. JOSEPH						
KFEQ 1923	680 5,000 DA-2	KFEQ, Inc. KFEQ Bldg. 3-2528	MBS Headley- Reed	Barton Pitts, o & gm Glenn G. Griswold, cm E. Carleton Schirmer, pd (For full information see TELECASTING Yearbook)	J. Wesley Koch, ce J. Ted Branson, pmm Ralph Combs, nd	Harold J. Schmitz, fd Bob Russell, sd Wid. AP Col.
KFEQ-TV (CP)		KFEQ, Inc. KFEQ Bldg. 3-2528				
KRES 1946	1550 5,000 DA-N	Missouri Valley Bcstg. 113 So. 7th St. 4-6346	Forjoe	B. L. Kaufman, p Robert S. Hix, exec. vp & gm	Wm. A. Vaughn, pd Harry Teegarden, ce Joe Kramer, nd	Jack Gowing, fd Don Hanley, sd Thes. AP G
ST. LOUIS						
KMOX 1925	1120 50,000	Columbia Bcstg. System Inc. 401 South 12th Central 8240	CBS CBS Radio Spot Sales	Gene Wilkey, gm Robt. T. Hyland, Jr., cm Mark Russell, pd	John Curry, pmm Harry Harvey, ce Rex Davis, nd	Ted Mangner, fd Robt. Burnes, sd Assoc. AP, UP WH
KSD 1922	550 5,000 DA-N	Pulitzer Pub. Co. 1111 Olive St. Main 1111	NBC Free & Peters	Joseph Pulitzer, p George M. Burbach, gm Edward W. Hamlin, cm (For full information see TELECASTING Yearbook)	Harold Grams, pd David Paternak, pmm J. E. Risk, co-ce	Pete Yarger, co-ce AP, UP RCA
KSD-TV 1947		Pulitzer Pub. Co. 1111 Olive St. Main 1111				
KSTL 1948	690 1,000-D	Radio St. Louis, Inc. 6 N. Seventh St. Main 0600		William E. Ware, p & gm William A. Knight, cm James D. Neiswander, slm	Dick J. Kasten, asst. m Tony Glenn, pd Edward B. Bench, Jr., ce	Dolores J. Ryan, pmm Robert J. Sheehan, nd Dave Dixon, sd Cap. UP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

from
poll
to
poll



..... The little men who conduct the nation's polls have had many busy days. They polled agencies and advertisers in 1936. And they polled every year right up to today.

..... In every one—and the surveys were fathered by stations, representatives, transcription companies and networks—**BROADCASTING • TELECASTING** was first. First in every category . . . whether news, usefulness, accuracy or advertising dependability.

ask Procter & Gamble

and Ernie,
the Hamburger
King

Procter & Gamble is the biggest advertiser in America.

Last year they spent over \$18,000,000 in radio. Like the National Biscuit Company, Liggett & Myers and many other of America's largest advertisers, *they invested more money in radio than in any other medium.*

Ernie, the Hamburger King, of 118 Pike Street, Seattle, is one of the smaller advertisers in America. Last year Ernie spent approximately \$7,000 in radio. Like countless other local merchants from coast to coast, *he invested more money in radio than in any other medium.*

Sales results? P&G had the biggest year in its history. So did Ernie. (In fact, Ernie's sales climbed to an average of 1,200 hamburgers a day.)

The truth is that at both the national and local level, radio offers economy and flexibility that *no* other medium can touch. And do you realize how much the radio-listening population has *grown*? Today there are 105,300,000 radio sets in the U. S. A. Virtually *every* home is a *radio* home—and over half of them have *two or more sets*.

The average American now spends more time with radio than with magazines, TV and newspapers combined.

Beyond question, the smartest buys in all advertising are being made in radio. And they're being made *right now*.



**Broadcast
Advertising
Bureau, Inc.**

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

*A Sure Sign
of a
Good Thing...*

The KMBC-KFRM Leader in the GREAT



Today, the Heart of America farmer is the world's best informed farmer! The accompanying graphs forcefully portray one of the major reasons why this is true. The dependence and wide preference that rural and urban listeners have for KMBC-KFRM personalities and farm service programs are again revealed in the 1952 personal interview survey made at the State Fairs in Missouri and Kansas and at the American Royal in Kansas City. In this year's survey, 2478 interviews with listeners from 140 counties in the Kansas City Primary Trade Area were made to produce dramatic proof of KMBC-KFRM dominance.



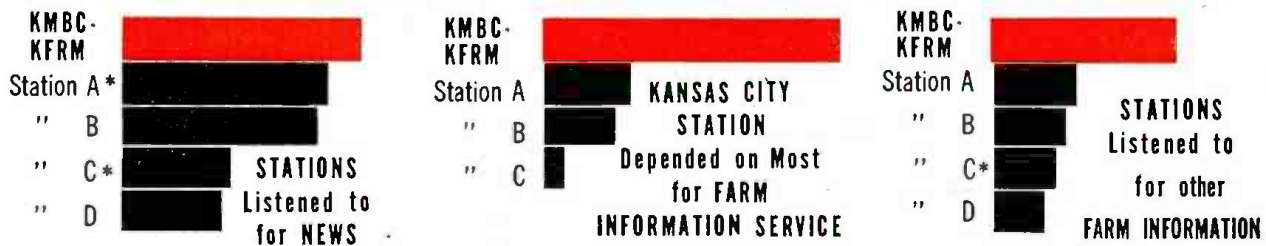
The **KMBC** -
of **KANSAS CITY**
GBS RADIO FOR THE

Team remains Undisputed KANSAS CITY Primary Trade Area!

The KMBC-KFRM Team Ranking, as Compared with the Other Leading Stations Is Illustrated Graphically:



The Team Leads the Field by a wide margin in all categories:



*Kansas City Stations

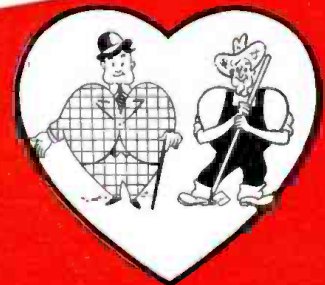
Year after year, the KMBC-KFRM Team shows up with the same outstanding record in all categories. Get in touch with KMBC-KFRM, Kansas City, or Free & Peters, for The Team's *entire* story. Ask for the complete breakdown of the 1952 Survey and for the "Kansas City Market Story" — facts about the rich Heart of America. KMBC-KFRM over-all programming, the finest in broadcast facilities and all-out promotion, each contributes to Team dominance. You will find

the details extremely interesting and a clear view of KMBC-KFRM as the most economical and successful sales medium for the Kansas City Primary Trade Area.

KMBC-KFRM leadership is a sure sign of a good thing, but more important, a *good* sign of a *sure* thing — and another confirmation of the fact that to sell the Whole Heart of America Wholeheartedly, it's the KMBC-KFRM Team!

KFRM Team

KANSAS FARM STATION
 HEART OF AMERICA



MISSOURI—(Continued)

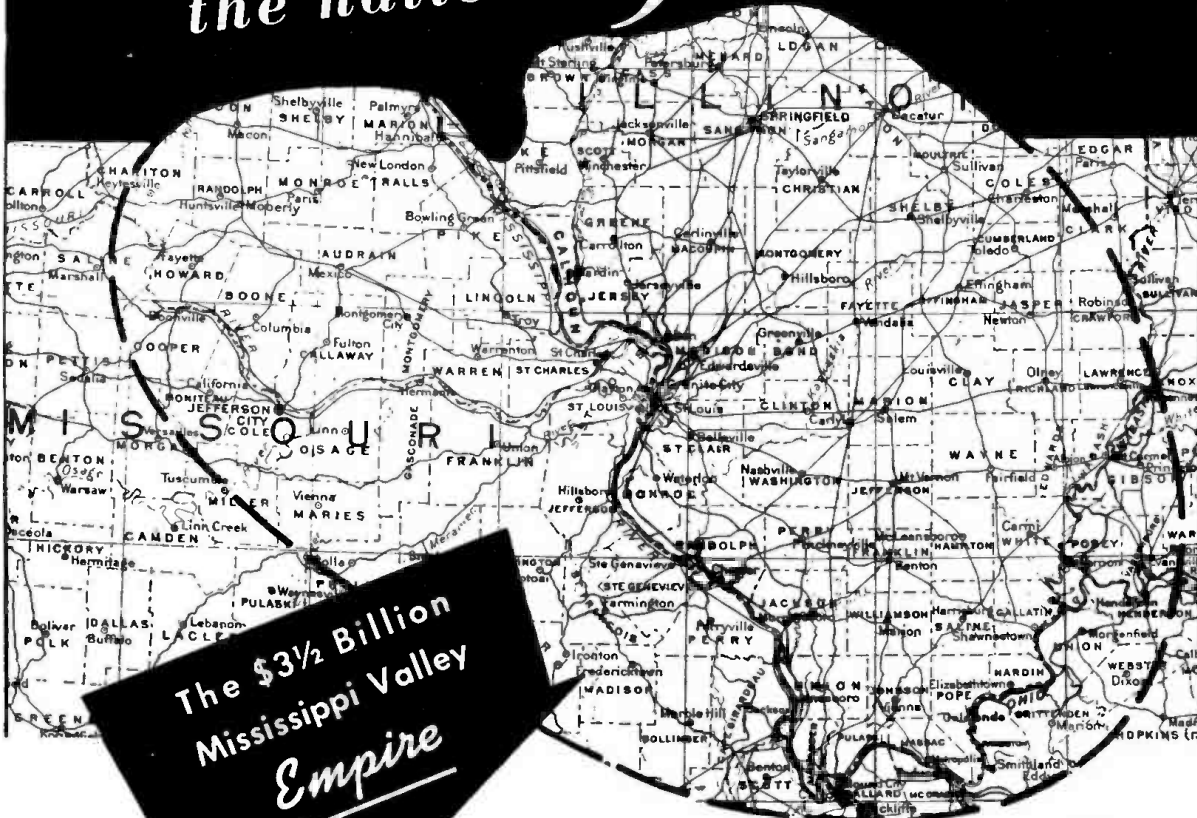
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's-Dir. nd, fd, sd, wd.	Executive Abbreviations John W. Tinnea, pd & asst. sta. d N. J. Zehr, ce Leslie P. Ware, sta d George R. Wood, pd E. M. Muschany, prod d Arthur Rekart, ce Foster Brown, pmm Lambert Kaiman, pd Joseph A. Volk, ce Stephen Popp, asst. ce Marilyn Rohan, pmm John Carr, nd Dennis White, ce Dudley Morris, pmm Wendel Smith, pd Wm. F. Curry, ce Fritz Bauer, ce Bill Bailey, pmm Floyd M. Sullivan, nd Loyd Evans, fd Vern Hawkins, sd	Transc. Li- brary, News Service Transmitter	
ST. LOUIS—(Cont'd)							
KWK 1927	1380 5,000 DA-N	KWK Inc. 12th & Cole St. Main 9100	MBS Katz	Robert T. Convey, p & gm Ray E. Dady, vp & sta d V. E. Carmichael, vp & cm	John W. Tinnea, pd & asst. sta. d N. J. Zehr, ce	Fred J. Mueller, pmm Jack Griffin, nd	AP, Reuters WE
KXLW 1947	1320 1,000 DA-N	St. Louis County Bcstg. Co. 8135 Forsyth Blvd. Delmar 1320	Bolling	John W. Kluge, co-o Marcus Austad, co-o	Leslie P. Ware, sta d George R. Wood, pd	W. E. St. Vrain, ce	L-W AP G
KXOK 1938	630 5,000 DA-2	KXOK, Inc. 12th & Delmar St. Chestnut 6000	ABC Blair	Elzey Roberts, p C. L. Thomas, gm V. N. Springgate, cm	E. M. Muschany, prod d Arthur Rekart, ce Foster Brown, pmm	Bruce Barrington, nd Charlie Stookey, fd France Laux, sd	ST. AP, UP WE
KXOK-FM 1947	Chan. 229 (A) 93.7mc 7kw						
WEW 1920	770 1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	Gill-Keefe & Perna	George A. Volz, gm Ray Karpowicz, cm	Lambert Kaiman, pd Joseph A. Volk, ce	Louise Munsch, wd	Assoc. UP
WIL 1922	1430 5,000 DA-N	Missouri Bcstg. Corp. Hotel Chase Rosedale 6200	Pearson	L. A. Benson, p & gm R. M. Hetherington, cm Edward M. Galloway, pd Nick Pagliara, ntl sis m	Stephen Popp, asst. ce Marilyn Rohan, pmm John Carr, nd	Harry Caray, sd Geraldine Waldman, wd	L-W AP G
SPRINGFIELD							
KGBX 1928	1260 5,000	Springfield Bcstg. Co. 665 Boonville Ave. 42822	NBC Hollingbery	T. W. Duvall, p J. Gordon Wardell, gm Carl Fox, pd	Dennis White, ce Dudley Morris, pmm	Richard Stracke, nd John McNab, sd	AP
KTTS 1942	1400 250	Independent Bcstg. Co. Chamber of Commerce Bldg. 2-7474	CBS Sears & Ayer	J. H. G. Cooper, p G. Pearson Ward, gm	Wendel Smith, pd Wm. F. Curry, ce	Bill Bowers, nd Bill Maynard, sd	Wid. AP RCA
KTTS-FM 1946	Chan. 234 (B) 94.7mc 11.3kw						
KTTS-TV (CP)		Independent Bcstg. Co. Chamber of Commerce Bldg. 2-7474					
KWTO 1933	560 5,000 DA-N	Ozarks Bcstg. Co. 606 St. Louis Street 2-4422	ABC Pearson	Ralph D. Foster, p & gm Leslie L. Kennon, asst. m C. Arthur Johnson, vp & treas. Lou Black, pd	Fritz Bauer, ce Bill Bailey, pmm Floyd M. Sullivan, nd	Loyd Evans, fd Vern Hawkins, sd	L-W UP RCA
(For full information see TELECASTING Yearbook)							
WARRENSBURG							
(CP)	1450 250	Clinton Bcstg. Co. P. O. Box 1260 Texarkana, Tex.		David M. Segal, o			
WARRENTON							
KWRE 1949	730 500-D	W. T. Zimmerman 398	KBS Continental Conwell	W. T. Zimmerman, p & gm Leo Waters, cm Don Clem, pd	Robert Roberts, ce & sd Murray Phillips, nd	Fern Sands, wd King Engle, fd	Thes. UP G
WEST PLAINS							
KWPM 1947	1450 250	Robert F. Neathery Abe Taylor Blvd. 700-888		Robert F. Neathery, p, gm & ce Mrs. Fritze W. Dixon, cm	John Billingsley, pd Orville Barton, nd	A. Stricklen, sd	St. AP G
KWPM-FM 1951	Chan. 247 (B) 97.3mc 1.15kw						
MONTANA							
ANACONDA							
KANA 1946	1230 250 CP: 920 1,000 DA-N	Mosby's Inc. 136	Gill-Keefe & Perna	A. J. Mosby, p & gm	E. G. Rinn, cm & ce	Helen M. Ryan, pd T. K. Ryan, sd	L-W UP Ray.
BILLINGS							
KBMY 1946	1240 250	Billings Bcstg. Co. P. O. Box 2124 3-3838	MBS Intermountain	Rockwood Brown, p Ken Nybo, gm	Leroy Swecker, cm Charles G. duBois, pd & pmm Ed Yocum, gm	T. A. Hildebrand, ce	Cap., Asso. AP G
KGHL 1928	790 5,000 DA-N	Northwestern Auto Supply Co. Fifth & N. Broadway 2-2222		Walter E. Schott, p Harrison O. Asch, vp			
KOOK 1951	970 5,000 DA-N	The Montana Network, Inc. 7002 S. Billings Blvd. 9-5970	CBS Hollingbery	C. L. Crist, p J. Carter Johnson, vp	V. V. Clark, gm Jerry Moen, cm Ed Peiss, pd & sd	Grant French, ce Cliff Ewing, nd Eileed Riedl, wd	Thes. AP
BOZEMAN							
KBMN 1950	1230 250	Penn Engineering Co. P. O. Box 691 2105	Gill-Keefe & Perna	Mrs. Lura B. Penwell, p G. Norman Penwell, gm	Dan Snyder, cm & pd Ed Kolman, ce	Ralph Evans, nd & fd Larry Binder, sd Gerry Snyder, wd	Assoc. UP WE
KXLQ 1939	1450 250	KRBM Broadcasters, P. O. Box 345 1420	NBC Z-Net. Walker	Ed Craney, p Ernest A. Neath, gm	T. H. Peterson, cm Howard C. McDonald, pd	James M. Gidley, pmm Jack Provis, ce	L-W AP, UP RCA
BUTTE							
KBOW 1947	1490 250	Copper City Radio Co. 720 Yale Ave. 7429		Frank Reardon, p			
KOPR 1948	550 1,000 DA-N	Copper Bcstg. Co. Finlen Hotel 6546	ABC, MBS Intermountain Avery-Knodel	Frank C. Carman, p Ed Cooney, gm	George Chance, cm Jim Harrold, pd	James Foster, ce	Wid. UP G
KXLF 1929	1370 5,000	KGIR, Inc. 2-2344	NBC, Z-Net. Pacific Northwest Walker Moore	E. B. Craney, p Arne E. Anzjon, g & cm	Paul Hatton, pd & nd Vern Totten, pmm	W. J. Provis, ce	Mac. St. AP, UP Hilliard
GLENDIVE							
KXGN 1948	1400 250	Lewis Wiles Moore South Pearson Ave. 122		Lewis Wiles Moore, p Daniel C. Palen, gm	Maurice Martin, cm & sd Jacqueline Bartram, pd	Donald J. Powers, ce Betty Wetzel, wd	Cap. UP Col.
GREAT FALLS							
KFBB 1922	1310 5,000 DA-N	Buttrety Bcstg. Inc. First Nat'l. Bank Bldg. 4377	CBS Weed	J. P. Wilkins, p & gm	William H. Mathews, pd	Wilbur Myhre, ce	Wid. UP WE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KXOK

Thoroughly **COVERS** and **SELLS**

the nation's **9th** market



**The \$3 1/2 Billion
Mississippi Valley
Empire**

DAYTIME 0.5 MV/M CONTOUR FOR
KXOK 630KC 5KW

MARKET STATISTICS

Total Population	4,058,744
Total Families	1,216,868
Total Radio Homes	1,162,418
Total Retail Sales	\$3,811,093,817
Total Food Sales	\$917,282,767
Total Drug Sales	\$120,370,500
Total Farm Population	664,594
Total Farm Homes	187,884
Total Farm Radio Homes	175,360

(Source: 1952-53 Consumer Markets)

KXOK delivers intense coverage of the rich Mississippi Valley Empire—a richly diversified industrial and agricultural area in Missouri and Southern Illinois where these millions live, earn and spend.

Families throughout the area go for *KXOK* programming, because *KXOK* programs are based on excellent ABC network features plus leading local personalities.

KXOK top programs and dominant coverage of the nation's 9th market assure the advertiser full audience penetration of the important St. Louis market.

PLUS a big *KXOK* "Plus"—merchandising and promotional aids that help sell your program and product, and insure result-getting impact for your messages on *KXOK*.

CHECK TODAY with your closest John Blair man or with *KXOK* for more details. Write, wire, phone for availabilities that can sell for you.

KXOK

ST. LOUIS' ABC STATION
12th and Delmar • Chestnut 6000

MONTANA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Trans. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
GREAT FALLS—(Cont'd)							
KMON 1948	580 5,000 DA-N	Montana Farmer Bcstg. Tribune Bldg. 4382	ABC, MBS Intermoun- tain Avery- Knodel	Alexander Warden, p Robert H. Warner, gm	Frank W. Kaull, cm Mel Hallock, pd, nd & fd	Gene B. Bunker, trans. sup. Herb Hunter, sd Shirlee Graybill, wd	L-W AP RCA
KXKL 1947	1400 250	Great Falls Bcstg. Co. Park Hotel 2-2453	NBC Z-Net, Pacific Northwest Walker	Barclay Craighead, p	L. L. Frayling, g & cm	Eugene Kukkola, pd, pmm & ce	UP G
HAVRE							
KOJM 1947	610 1,000 DA-2	North Montana Bcstg. Co. P. O. Box 70 1097	MBS Intermoun- tain Avery- Knodel, Cooke	O. R. Rubie, p Charlotte H. Brader, gm Lyle Leeds, cm	James Saenger, pd & nd Carl Lawrence, pmm George Bauer, ce	Bruce Twereil, sd Maida McCartney, wd	Cap. UP WE
HELENA							
KCAP 1949	1340 250	Lewis & Clark Bcstg. Corp. 1705 Jerome Pl. 4030	MBS, KBS Intermoun- tain Avery- Knodel	Dr. James M. Flinn, p K. O. MacPherson, gm	Charles Sullivan, cm Pat Lee, pd	Dean Mack, ce	Assoc. UP WE
KXLJ 1937	1240 250	Peoples Forum of the Air 1306 Eleventh Ave. 1240	NBC Z-Net, Walker	A. T. Hibbard, p Barclay Craighead, gm & nd	Carl Argabrite, cm Gene Hogan, pd	Fred Clark, pmm Ralph Gassler, ce	AP, UP RCA
KALISPELL							
KGEZ 1927	600 1,000 DA-2	Donald C. Treloar 7 Main St. 4331		Donald C. Treloar, p, g & cm Norm Fisher, pd & nd Robert Bennett, pmm	Paul Johnson, ce Glenn Millhouse, fd	Larry Dietz, sd Jean Fitzwater, wd	St., Wld. UP Col.
LEWISTOWN							
KXLO 1947	1230 250	W. G. Kelly E. Main St. 1210	MBS Intermoun- tain	W. G. Kelly, p	Marlin T. Obie, gm	David L. Sather, ce	Wld. UP WE
LIBBY							
KLCB 1950	1230 250	Lincoln County Bcstrs. Inc. P. O. Box 636 410		Oliver C. Coburn, p & gm Mary Elizabeth Coburn, pd & wd	William R. McCoy, ce	Daniel Combest, nd	Mac., SES. UP
LIVINGSTON							
KPRK 1947	1340 250	Yellowstone Amusement Co. P. O. Box 691 1000	MBS Intermoun- tain Avery- Knodel	P. B. McAdam, p & gm Jack Hinman, cm, pmm & sd	Gerald Tyo, pd Ed Woods, ce	N. Kolence, nd Mim Skogestad, wd	Wld. UP G
MILES CITY							
KRJJ 1941	1340 250	Star Printing Co. Inc. 13 N. 6th St. 1340	KBS, MBS Intermoun- tain Avery- Knodel	Ian A. Elliot, p, ce & nd Fred B. Hunnes, cm	Earl L. Dahlstrom, pd Thomas Biedrzycki, pmm & sd	Kurt Forslund, fd Gayle Sweedland, wd	L-W UP RCA
MISSOULA							
KGVO 1931	1290 5,000 DA-1	Mosby's Inc. Radio Central Bldg. 2155	CBS Gill-Keefe & Perna	A. J. Mosby, p & gm Roy Vance, cm Don Bradley, pd	Robert Ritz, ce Cyrus Noe, nd M. E. Dixon, fd	Cletus Smith, sd Joan Haines, wd	L-W UP RCA
KXLL 1948	1450 250	Western Montana Assoc. P. O. Box 1503 4114	NBC Z-Net, Pacific Northwest Walker	Pat M. Goodover, p & gm	R. J. Gillis, cm W. J. Strothman, pd	John Campbell, pmm & sd	AP, UP RCA
SHELBY							
KIVI 1946	1230 250	Tri County Radio Corp. 560	MBS Intermoun- tain Cooke	John J. Hurley, p John Lyon, g & cm Dick Brattin, pd	Georgia Knickerbocker, pmm George Potter, ce Ellis Sconyers, nd & sd	Ruth Larson, wd Robert Boochee, fd	UP WE
SIDNEY							
KGCX 1928	1480 5,000 DA-1	E. E. Krebsbach 109 S. Central 408	MBS Great Northern Lawson	E. E. Krebsbach, p & gm Keith Krebsbach, cm Clair Krebsbach, pd	O. H. Halvorson, ce Ken Dornan, nd	Gene Coombes, fd Rob Roderick, sd	Cap. AP, UP RCA

NEBRASKA

ALLIANCE							
KCOW 1949	1400 250	Sandhills Bcstg. Corp. P. O. Box 391 1300 McGillvra	Hans Jagers, p Gene Ackerley, gm & pd	James L. Thomas, cm Edward N. Davenport, ce Erving Jensen, prog. asst.	Frank Whitley, nd George Vogel, sd Martha Boyer, wd	Wld. UP G.
BEATRICE							
KWBE 1949	1450 250	Blue Valley Bcstg. Co. Inc. 112½ N. Sixth St. 1245	MBS, Nebraska Gill, Keefe & Perna	Merle Jones, p Gordon C. (Bud) Pentz, gm & slm Larry Pribyl, pd, bus. m, nd & fd	Wilbur Emerson, ce Marge McGavren, pmm & wd Bill Boyce, asst. slm	Glen Bohlen, sd Jim Robinson, sd	Thes., Cole AP WE
BROKEN BOW							
KCNI 1949	1280 1,000-D	Custer County Bcstg. Co. Box 561 611	Nebraska	Bud Crawford, p, gm & ce	Georgia A. Crawford, cm, pd & wd	Al Pyatt, pmm & sd Scott Insley, nd UP Col.
COLUMBUS							
KJSK 1948	900 1,000-D	Geo. Basil Anderson P.O. Box 460 5154	KBS Continental & Biddick	Geo. Basil Anderson, p & gm Milo Kincaid, cm	Florence Anderson, pd	Max Reeves, ce, fd Bob Kent, nd & sd	Thes. Wld., SES. AP G.
FREMONT							
KFGT 1947	1340 100	Walker Newspapers Inc. 118 E. 5th St. 1060	MBS	Lester A. Walker, p & gm	Kenneth D. Headrick, sm & pd	Russel W. Weber, nd Ernestine Smiger, wd	Cap. AP G.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, some pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

GRAND ISLAND

KMMJ 1925	750 1,000-D	Town & Farm Co. Inc Division at Cedar 703	ABC H-R Reps.	Don Searle, p Bill Martin, vp & gm Rex Lathen, reg. sim	Ed Meyer, pd U. L. Lynch, ce Quinten McCredie, pmm	George Kister, nd & fd Nay Deines, sd Helen Clark, wd Don Campbell, ce	Thes. AP Col. AP G.
KRGI (CP)	1430 1,000 DA-N	Grand Island Bcstg. Co. 315 S. Locust 5181		Wick M. Heath, gm	Ray L. Kozak, cm		

HASTINGS

KHAS 1940	1230 250	Nebraska Bcstg. Co. Tribune Bldg. 2-5101	MBS Gill-Keefe & Perna	Fred A. Seaton, p Duane L. Watts, g & cm, ce	Lloyd Thomas, pd, pmm, n & fd Robert Morey, sd	Maurine Nelson, wd	Thes. INS RCA
--------------	-------------	--	------------------------------	--	--	--------------------	---------------------

KEARNEY

KGFV 1930	1340 250	Central Nebr. Bcstg. Corp. Federal Annex Bldg. 2-3541	MBS, KBS, Nebr. Holman	John W. Yaeger, Jr., p & gm Lyle Richardson, cm & sd	Ellen Selah, pd & wd Jack B. Lewis, ce	Don Sherrill, nd Bob Schnuelle, fd	Wid. UP Col.
--------------	-------------	--	------------------------------	--	---	---------------------------------------	--------------------

LEXINGTON

KRVN 1951	1010 25,00-D-DA	Nebr. Rural Radio Assoc. Inc. 104 W. 8th St. 716	Jay Person, p Max Brown, gm	Dan Bellus, cm Gary Schroeder, pd	Bob Bitner, ce Art Pendray, fd	St. AP RCA
--------------	--------------------	---	-------	--------------------------------	--------------------------------------	-----------------------------------	------------------

LINCOLN

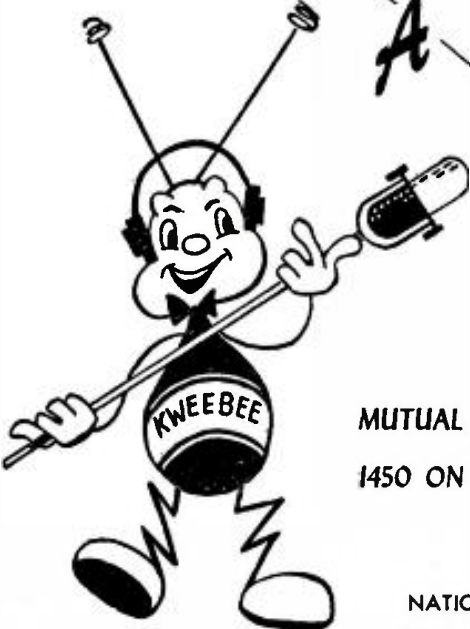
KFOR 1923	1240 250	Cornbelt Bcstg. Corp. 636 Stuart Bldg. 2-6965	ABC Petry	James Stuart, p & o George X. Smith, vp, gm & cm	George T. Bastian, evp Ken Greenwood, pd, pmm & sd	Chas. W. Winkler, ce Ken Wayman, nd Lydia Nekuda, wd	St. & Cap. AP
KFOR-TV (CP)		Cornbelt Bcstg Co. 636 Stuart Bldg. 2-6965		(For full information see TELECASTING Yearbook)			
KLMS 1949	1480 1,000 DA-2	Lincoln Bcstg. Corp. 130 N. 16th St. 2-7579 Indie Sales	Howard A. Shuman, p J. Russell Joynt, gm	Frank Stubbs, cm Charles Johnson, pd	H. D. Brandt, ce Robert Taylor, nd Jerry Granger, sd	Assoc. UP RCA
KOLN 1947	1400 250	Cornhusker Radio & TV Corp. P. O. Box 987 2-7218	MBS., Nebr. Pearson	E. M. O'Shea, p Harold E. Anderson, gm & vp Otis H. Segler, cm	William E. Lucas, pd Marvin Korinek, ce Paul Jensen, prod. d	William Morris, pmm Byron Krasne, nd Bud Shaner, sd Elsie Sanderson, wd	Wid. AP WE
KOLN-TV (CP)		Cornhusker Radio & Television Corp. P.O. Box 987 2-7218		(For full information see TELECASTING Yearbook)			

McCOOK

KBRL 1947	1450 250	The McCook Bcstg. Co. HiWay 83 at "J" St. 1450	MBS., Nebr. Gill, Keefe & Perna	LeRoy W. Lenwell, p, gm & ce Gil Mitchell, pd	Bob Morris, sd	Ginny Trail, n ed. & wd AP G.
--------------	-------------	--	---------------------------------------	---	----------------	-------------------------	-------------------

NORFOLK

WJAG 1922	780 1,000-D L-WBBM	Huse Publ. Co. 6th & Norfolk Ave. 20 Walker	Gene Huse, p Robert E. Thomas, gm Fritz Asmus, cm	Vernon Stedry, slm Glen Hixson, pd & sd Frank Wiedenbach, ce	Evans Meier, pmm Wayne Wells, nd & fd	St. AP G.
--------------	--------------------------	--	-----------------	---	--	--	-----------------



A "pitch" that hits "home" everytime

Hits the Farm and City Home
in the Rich Blue Valley. . . .

MUTUAL BROADCASTING SYSTEM
1450 ON EVERYBODY'S DIAL. . . .

NATIONAL REPRESENTATIVE—
GILL - KEEFE AND PERNA
654 MADISON AVE., NEW YORK, N. Y.

KWBE

BEATRICE,
NEBRASKA . . .

NEBRASKA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li-brary, News Service Transmitter		
NORTH PLATTE							
KNBR 1952	970 1,000-D-DA	John Townsend 212 N. Jeffers 174	Indie Sales	John Townsend, o Emil Odean, gm	Thes. SES. UP WE		
KODY 1930	1240 250	Radio Station KODY 1521 W. 12th St. 382	NBC, KBS Meeker	John Alexander, p, gm & pmm Joseph Di Natale, cm & sd	Charles H. Craig, nd Edwin H. Launer, fd	L-W, Wld. AP	
OMAHA							
KBON 1942	1490 250	Inland Bcstg. Co. World Ins. Bldg. Jackson 8282	MBS Pearson	Paul R. Fry, p, gm & pd Ernest Priesman, cm Richard E. Welna, ce	Emory H. Dahlgard, bus. m Pat Rooney, pmm	Dick McCann, nd Ed Morgan, sd Mayme M. Allison, wd	Thes. AP WE
KFAB 1924	1110 50,000 DA-N	KFAB Bcstg. Co. 620 Farnam Bldg. Jackson 3420	CBS Free & Peters	Joe W. Seacrest, chmn. of bd. Fred Sidles, p Harry Burke, gm	Harold Soderlund, cm Lyle Bremser, pd & sd Art Stewart, trans. engr.	Don Shoemaker, pmm Carl Uklarik, nd William Macdonald, fd Nancy Condon, wd	L-W, SES. AP WH
KMTV(TV) 1949		May Bcstg. Co. 2615 Farnum St. Webster 9800		(For full information see TELECASTING Yearbook)			
KOIL 1925	1290 5,000 DA-N	Central States Bcstg. Co. 511 S. 17th St. Jackson 7626	ABC Petry	James Stuart, p Arden E. Swisher, gm & ntl. slm W. O. Talbot, pd	Margaret Croghan, loc. slm Charles Winkler, ce Henry R. Kelpie, pdm	John F. Keiner, pmm W. O. Talbot, pd Harry Hatcher, nd & fd Belle West, wd	St. Cap. AP, INS RCA
KOWH 1922	660 500-D	Mid-Continent Bcstg. Co. 15th & Farnam Sts. Atlantic 2228	Bolling	Robert H. Storz, p Todd Storz, vp, g & cm Dale L. Moudy, ce	G. William Armstrong, pmm Virgil Sharpe, pd Frank Lester, studio sup.	John Pearson, prod. d James F. O'Neill, nd Lee Berg, fd Jack Sandler, sd Marian Crook, wd	L-W AP, UP, INS RCA
WOW 1923	590 5,000	Meredith WOW, Inc. Insurance Building Webster 3400	NBC Blair	Fred Bohan, chmn. of bd. E. T. Meredith, Jr., p Payson Hall, d. of radio-TV Howard Stalnaker, asst. d of radio-TV Frank P. Fogarty, gm Lyle De Moss, asst. gm	Ray Olsen, pd William J. Kotera, ce	James McGaffin, nd Mal Hansen, fd Jack Payne, sd Martha Bohlsen, wd	St. Wld. SES UP RCA
WOW-TV 1949		Meredith WOW, Inc. 3509 Farnam St. Webster 3400		(For full information see TELECASTING Yearbook)			
SCOTTSBLUFF							
KNEB 1948	960 1,000-LS 500-N DA-2	Platte Valley Bcstg. Corp. Golden Rule Bldg. 1620	MBS, Inter-mountain Holman	John R. Jirton, p Russ M. Stewart, gm Byron R. Joachim, cm	Duke Whitfield, pd Leslie A. Proctor, ce	Jim Kithcart, nd & sd Fred Walgren, fd	Cap. L-W AP GE

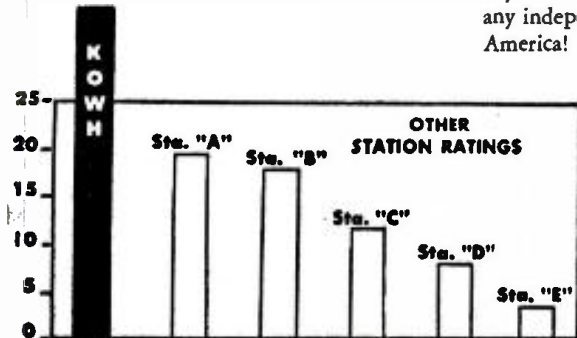
Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

We've Got the Omaha Market Tied Up...

A glance at the below Hooper chart should prove it—especially when the chart depicts a fourteen-month average from October, 1951, to November, 1952. Ask Bolling Co. for practical proof; they've got scads of it!

There's Nothing Better Than First Place!

35.9%



- Largest total audience of any Omaha station, 8 A. M. to 6 P. M. Monday through Saturday! (Hooper, Oct., 1951, thru Nov., 1952.)
- Largest share of audience, in any individual time period, of any independent station in all America! (Nov., 1952.)



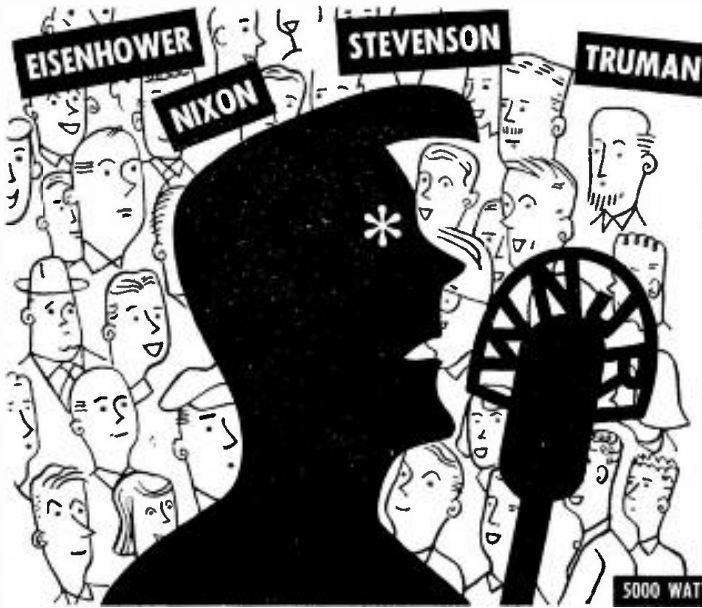
Kowh

OMAHA



"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.



all told
their
stories on



Why not tell *yours on this merchandising-minded station?
3,864,000 people spend 4 billion dollars in the rich Northern New Jersey market.

5000 WATTS FULL TIME • 91 HALSEY ST., NEWARK 2, N. J. • Market 3-2700 • COrtlandt 7-8070

WMID 1947	1340 250	Mid-Atlantic Bcstg. Co. Senator Hotel 4-1340	ABC, MBS Forjoe	Richard Endicott, p David H. Freedman, g & cm	Alan Owen, asst. gm Vincent Lindner, pd Stan Howard Dixon, n & fd	Ralph Glenn, sd Mildred Freeland, wd	Assoc. AP RCA
WOND 1950				(See Pleasantville, N. J. listing)			
BRIDGETON							
WSNJ 1937	1240 250	Eastern States Bcstg. Corp. Box 166 9-2930	Clark	Russell S. Henderson, p Paul Alger, gm & evp Jerry Alden, cm & sd	Joseph A. McCulley, pd Deane Eadie, prmm Edward L. Bold, ce	Don Hart, n & fd Louise Henderson, wd	Thes. UP RCA
WSNJ-FM 1947	Chan. 299 (B) 98.9 mc 9 kw						
CAMDEN							
WCAM 1926	1310 250	City of Camden City Hall Emerson 5-5600	Kennedy	Willard C. Schriver, d John Cleary, g & cm Jack La Mar, pd & sd.	John Zander, ce Joseph Hale, nd	Jack Silin, fd Theresa Skolski, wd	St. UP RCA
WKDN 1948	800 1,000-D	South Jersey Bcstg. Co. 2881 Mt. Ephraim Ave. Emerson 5-7200	Garden State	Ranulf Compton, p Gordon Giffen, sm	Jerry Williams, pd Tex Easley, ce	Bob Ross, nd	Assoc. AP Ray.
ELIZABETH							
WPOE(FM) 1949	Chan. 244 (B) 96.7 mc 1 kw	Radio Elizabeth Inc. 1143 E. Jersey St. 2-3460		Seymour DeWitt, gm, cm, nd & ce	Marion E. Necson, adm. asst.	Johnny Whalen, sd	Assoc., SES. UP RCA
MORRISTOWN							
WMTR 1948	1250 1,000-D	Morristown Bcstg. Corp. Park Square Bldg. Box 345 4-5700		George S. Croy, p Kenneth A. Croy, gm Henry A. Behre, cm	Robert Vesel, pd Rudolph C. Prow, ce Merrill Morris, n & fd	Ned Ehlers, sd Mary Bradley, wd	Assoc. AP Ray.

A Local Station That Knows Its Audience

WJLK
WJLK
WJLK
WJLK

OWNED AND OPERATED BY
ASBURY PARK PRESS

Hourly local News, top ratings,
plus a local audience that can
afford to buy your product.

CALL ASBURY PARK 2-3000
COLLECT!

WJLK
WJLK
WJLK
WJLK

SERVING MONMOUTH AND OCEAN COUNTIES, NEW JERSEY'S FASTEST GROWING AREA

NEW JERSEY—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sm;	Exec. vp evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
NEWARK							
WAAT 1922	970 5,000-D 1,000-N DA-N	Bremer Bcstg. Corp. 1020 Broad St. Mitchell 2-6400	Weed	Irving R. Rosenhaus, p & gm Edward H. Reeves, chief of AM oper.	Edmund S. Lennon, vp Frank V. Bremer, vp & ce	Nat Shoehalter, pmm George Green, pd	AP Col.
WAAT-FM 1948	Chan. 234 (B) 94.7 mc 13.5 kw						
WATV(TV) 1948		Bremer Bcstg. Co. 1020 Broad St. Mitchell 2-6400		(For full information see TELECASTING Yearbook)			
WHBI 1921	1280 2,500-D 1,000-N S-WOV	May Radio Bcstg. Corp. 100 Shipman St. Mitchell 2-7354		James L. Shearer, p	Wm. A. Masi, c & pmm, pd.	Harold Michaels, ce	WE
WNJR 1947	1430 5,000-DA-N	North Jersey Radio. Inc. 91 Halsey St. Market 3-2700		Edward W. Scudder, Jr., p Harry D. Goodwin, g & cm Steven Van Gluck, pd	Arnold Snyder, pmm Peter Testan, ce	Tom Costigan, nd Louise Powers, wd	St. UP RCA
WNJR-FM 1949	Chan. 274 (B) 102.7 mc 20 kw						
WVNJ 1948	620 5,000 DA-2	Newark Bcstg. Corp. 45 Central Ave. Mitchell 3-7600	Hollingbery	Ivon B. Newman, vp, g & cm	Helen S. Sutton, pd	Bernard K. Kellom, ce	Wid. UP Fed.
NEW BRUNSWICK							
WCTC 1946	1450 250	Chanticleer Bcstg. Co. 385 George St. Charter 7-1450	Garden State	James L. Howe, p Robert L. Williams, sm Kenneth Leslie, cm	James M. Vogdes, asst. sm Barbara M. Bauer, pd	Victor Takach, ce Tony Marano, n & sd	Wid. AP RCA
WCTC-FM 1948	Chan. 252 (A) 98.3 mc 1 kw						
(TV) (CP)		New Jersey Dept. of Education		(For full information see TELECASTING Yearbook)			
PATERSON							
WPAT 1941	930 5,000 DA-2	North Jersey Bcstg. Co., Inc. 64 Hamilton St. Armory 4-3400		Richard Drukker, p D. J. Wright, exec. vp & gm	Charles W. Parker, bus. m Earl F. Lucas, ce	Charles G. Scully, pub. rel. d. Edward Pollack, nd	L-W. Assoc., Thes., SES, AP, UP Fed.
PLAINFIELD							
WXNJ(FM) 1947	Chan. 280 (A) 103.9 mc 1 kw	WXNJ Inc. 111 E. Front St. 6-1039		Lucien M. Merte, p			
PLEASANTVILLE (Atlantic City)							
WOND 1950	1400 250	Pioneer Bcstrs. Inc. Old Turnpike 3971	Rich	Charles E. Rupp, p John Struckell, gm & pd Milton Thurlow, ce	Larry Carle, pmm Bill Gregory, nd	Tom McCarthy, sd Peggy Lucca, wd	St., Thes. AP GE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

SOMERVILLE
PLAINFIELD
BOUND BROOK
S. PLAINFIELD
PERTH AMBOY
METUCHEN
HIGHLAND PARK
NEW BRUNSWICK
SAYREVILLE
SOUTH RIVER
SOUTH AMBOY
PRINCETON



WCTC

WCTC SIGNAL COVERAGE AREA

Population 371,000

STRONG LOCAL NEWS
and good music keep local listeners
tuned to **WCTC**

You'll miss
most of this Central Jersey Population
unless your message is on **WCTC**

New Brunswick, 'Phone Charter 7-1450
(1952-53 Consumer Markets)

TRENTON

WBUD 1947	1260 1,000 DA-1	Morrisville Bcstg. Co. 108-14 N. Broad St. 4-7191		Verna S. Hardin, p Richard M. Hardin, gm William Garry, cm	W. F. Hildenbrand, pd W. A. Brewer, ce Nan Rednor, pmm & wd	Chas. Fairchild, nd Bus Saldt, sd	Wid. AP G
WTNJ 1928	1300 250-D	WOAX Inc. 416 Bellevue Ave. 8149		Erling C. Olsen, p			
WTOA(FM) 1949	Chan. 248 (B) 97.5 mc 14.5 kw	Mercer Bcstg. Co. 558 Ingham Ave. 5-8541		Jerome P. McCarthy, m			
WTTM 1942	920 1,000 DA-1	Peoples Bcstg. Corp. 541-543 E. State St. 5-8515	NBC Garden State Forjoe	Herbert Evans, vp Fred L. Bernstein, gm Theodore R. Safford, pd	Katherine M. Weber, ex. secy. Harry W. Barnam, lcl slm Irving Gruper, cont. & traffic d	Fred E. Walker, pmm Theodore Kilmer, ce Joseph A. Ayares, nd	Thes. AP RCA

VINELAND

WWBZ 1946	1360 1,000 DA-N	Community Bcstg. Service, Inc. 633 Wood St. 7-1360	Gill-Keefe & Perna Kennedy	Joseph M. Bullock, p Fred M. Wood, g, pmm & fd	John Serra, cm Dorothy H. Carlson, pd	Charles Hughes, ce Ed Fisher, sd	Wid. UP Col.
--------------	--------------------	---	----------------------------------	--	--	-------------------------------------	--------------------

WILDWOOD

WCMC 1951	1230 100	Francis J. Matrangola Spicer & Susquehanna Aves. 2-7751		Francis J. Matrangola, o & gm George M. Hart, cm & pd	Carlton S. Owen, ce Charles V. Mathis, nd	Larry Shea, sd Kay Dougherty, wd	Cap. AP G
--------------	-------------	--	--	---	--	-------------------------------------	-----------------

ZAREPHATH

*WAWZ 1931	1380 5,000 DA-2 S-WBNX	Pillar of Fire Zarephath Bound Brook 9-0102		Arthur K. White, gm	Donald J. Wolfram, pd	Nathaniel Wilson, ce	
---------------	------------------------------	---	--	---------------------	-----------------------	----------------------	--

NEW MEXICO

ALAMOGORDO

KALG 1950	1230 250	William Wayne Phelps P. O. Box 268 311	MBS. Intermt.	Wayne Phelps, o, gm, pd, pmm & nd	Bob Hoffman, cm & sd	Harry Albers, ce	Thes. UP G.
--------------	-------------	--	------------------	--------------------------------------	----------------------	------------------	-------------------

ALBUQUERQUE

KDEF (CP)	1280 1,000-D	Frank Quinn					
KGGM 1927	610 5,000-DA-N	N. Mex. Bcstg. Co. P. O. Box 1294 Kimo Bldg. 3-4543	CBS Weed	A. R. Hebenstreit, p Bob Van Driel, pd Leonard Dodds, ce	Vergie Abeyta, traffic m & wd	Richard Colman, sd	Wid. AP, UP RCA
KOAT 1946	1240 250	Alvarado Bcstg. Co. 122 Tulane Dr. SE 5-7501	ABC Rambeau	Herbert Wimberly, p A. M. Cadwell, vp & gm	Richard Gregory, cm Kenneth Ferril, pd & sm Donald Delaney, ce	William H. Carman, sup. e Phil Eakins, sd Virginia Sears, wd	Assoc. L-W UP Ray.
KOB 1920	770 SSA 50,000-D 25,000-N	Albuquerque Bcstg. Co. 234 Fifth St. SW 3-4411	NBC Branham	Wayne Coy, co-o, p & gm J. I. Meyerson, sm & cm Rolf Neilsen, pd	George S. Johnson, ce Bob Watson, pmm	Charlie Teas, sd Tom Doyle, nd	SES. AP, INS RCA
KOB-TV 1948		Albuquerque Bcstg. Co. 234 Fifth St. SW		(For full information see TELECASTING Yearbook)			
KVER 1947	1340 250	KVER Bcstg. Co. 317 N. Broadway P. O. Box 1388 3-1744	MBS. Intermt. Avery- Knodel. Natl. Time Sl.	Helen A. Price, p Bert Arnold, vp & gm Morton L. Payne, cm	Lowell T. Christison, pd Wilfred Smith, ce	Sue Little, pmm Jack Moran, sd	Thes. AP G.

In Atlantic City

9 OUT OF 10
FAMILIES IN
ATLANTIC COUNTY
LISTEN TO
WOND
(Advertest April)

The
WONDerful
MUSIC STATION
Brings Sensational Results
John Struckell, General Manager

NEWS EVERY HOUR
GOOD
MUSIC AND SPORTS

DON RICH, NEW YORK REPRESENTATIVE, SUITE 903, 1564 BROADWAY, JUDSON 6-5547

NEW MEXICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, Service Transmitter
ARTESIA						
KSPV 1946	1450 250 (CP) 990 250-N 1,000-LS	Artesia Bcstg. Co. 1450 S. Roselawn 650	MBS, KBS	Martin Yates III, p Dave Button, gm & cm	Ronald Austin, ce Lucille Smith, traffic m	Goldie Goldstein, nd Bill Keys, sd UP G.
CARLSBAD						
KAVE 1936	1240 250	Carlsbad Bcstg. Corp. 601 N. Canal St.	CBS, Southwest Taylor	Val Lawrence, p Norman R. Loose, gm Alexander Pitcaithley, pd	Richard Doyle, assist. m	Harland Nifong, ce Hudley Crockett, sd AP G.
KPBM 1950	740 1,000-D	Coronado Bcstg. Co. 313 W. Mermod 5-5373	McGillvra	Maurice F. McEvoy, p & gm	Darrell A. Swayze, cm	Vic Daley, ce L-W AP G.
CLAYTON						
KLMMX 1949	1450 250	Ari-Ne-Mex Bcstg. P. O. Box 7 616	Arthur Jernigan, p Ethan K. Stevens, vp H. E. Beckner, secy-treas.	Franklin E. Vale, gm, pd & pmm, nd, fd & sd	Robert D. Waters, ce Dorothy Alexander, wd Thes. UP G.
CLOVIS						
KCLV 1952	1240 250	New-Tex Bcstg. 2112 Thornton St. 4401	ABC Pearson	Wallace Simpson, p & gm Joe Collins, cm & sd Hank Harral, pd & nd	Clayton Fuchs, ce Opal Garret, pmm	Rudy Gaston, fd Cathrine Bomar, wd Cap. UP G.
KICA 1931	980 1,000-DA-N	Hugh DeWitt Landis & R. B. McAlister 520 Pile St. 5511	MBS, Intermt.	DeWitt Landis, p & gm C. O. Kendrick, cm	Harold Cook, pd & sd Vernon Hughes, ce	Jim Vinall, nd Assoc., Wid. AP RCA
FARMINGTON						
KVBC 1952	1240 250	Valley Bcstg. Co. 604 S. Miller Ave. 789	KBS Clark	Marvin Bowles, p, g & cm	Ann Wynn, p & wd	L-W UP RCA
GALLUP						
KGAK 1946	1230 250	Thunderbird Bcstg. Co. East of Gallup 1300	KBS McGillvra	Merle H. Tucker, p & gm G. H. McKinnon, cm	Robert E. Adamson, ce & nd	Herb Schultz, sd L-W UP
HOBBS						
KWEW 1938	1490 250	KWEW Inc. P. O. Box 787 3-3137	MBS, KBS Southwest Taylor	Theresa Whitmore, p Harry McAdams, gm & sd Phil McGee, cm	Dorotha Montgomery, pd Roy Evans, ce Layne Hungerford, nd	Gil Haugen, fd Pamela Clark, wd L-W, Mac. UP RCA
LAS CRUCES						
KOBE 1947	1450 250	Mesilla Valley Bcstg. Co. 902 N. Main St. 1121	MBS, Intermt. Best	C. L. Knight, p Lydia S. Slippy, gm & wd Robert O. Bradley, cm	Howard Maudlin, ce, sd Billee Toles, pmm Bruce Pedersen, nd	Cecil Herrell, fd UP Col.
LAS VEGAS						
KFUN 1941	1230 250	Southwest Bcstrs. Inc. P. O. Box 710 12	MBS, Intermt. Best	E. N. Thwaites, p, g & cm	Dorothy G. Thwaites, pd & wd	A. F. Shultz, ce St. UP G.
LOS ALAMOS						
KRSN 1949	1490 250	Alvarado Bcstg. Co. Inc. Community Center 2-4422	ABC Rambeau	Herbert W. Wimberly, p A. M. Caldwell, gm Robert Y. Porton, cm	William Spack Jr., pd & nd John Lockhart, ce	Jack McCormick, sd Marian Ostrom, wd Assoc. UP RCA
LOVINGTON						
KLEA (CP)	1050 250-D	Prosperity Land Bcstg. Co. 1700 S. Main St. 2146 Melville	David R. Worley, p & gm Gilbert Haugen, cm, pmm & sd Bobby Stone, pd & nd	John Fuseller, ce	Lynne Woolard, wd St. AP Col.
PORTALES						
KENM 1950	1450 250	Plains Bcstg. Co. Inc. 600	Theresa Whitmore, p Harry McAdams, vp W. E. Whitmore, sec. & treas.	G. F. Roberts, gm Ed Fitzpatrick, cm	William McCreery, sd & ce Patsy McCreery, wd L-W, Mac. UP G.
RATON						
KRTN 1945	1490 250	Southwest Bcstrs. Inc. Box 787 875	MBS, Intermt. Best	E. N. Thwaites, p & gm	Stanley K. Brown, sm, cm, pd & pmm	A. F. Shultz, ce St. UP G.
ROSWELL						
KBIM (CP)	910 1,000-D	Theo Rozzell & Wm. Paul Brown	Theresa Whitmore, p & gm G. F. Roberts, cm Almarie Oldfield, pd	Lucien Lindsey, pmm E. C. Rader, ce W. E. Whitmore Jr., secy-treas.	Jud Roberts, sd Lorraine Hewes, wd L-W, Wid. UP G.
KGFL 1927	1400 250	KGFL Inc. 310 N. Richardson 2000	MBS, Intermt., Southwest Taylor	John A. Barnett, o Jack Shafer, cm & sd	Mary L. Jones, pd, fd & wd	Ray Summersgill, ce Owen Moore, pmm Assoc. AP Ray.
KSWs 1947	1230 250	John A. Barnett 4th & Richardson Sts. 2400	ABC McGillvra	John A. Barnett, o Jack Shafer, cm & sd	Mary L. Jones, pd, fd & wd	Ray Summersgill, ce Owen Moore, pmm Assoc. AP Ray.
SANTA FE						
KTRC 1946	1400 250	J. Gibbs & Bayne Spring 210 E. Marcy St. 3-6335	ABC Rambeau	J. Gibbs Spring, co-o, & cm Hugh M. Gray, g & pmm	Bayne Spring, pd	Acton Tillery, ce Claire Tremaine, wd Assoc. UP RCA
KVSF 1935	1260 1,000	Santa Fe Bcstg. Co. 759 Cerrillos Rd. 3-7319	CBS Weed	A. R. Hebenstreit, p Ivan R. Head, g, & cm. & sd	Arleen Davy, asst. m. & wd	Dick Herriott, pd, pmm & nd E. J. Vanderwood, ce Wid. AP, UP WE
SILVER CITY						
KSIL 1946	1340 250	Southwest New Mexico Broadcast Corp. 17th & Cactus Sts. 612	CBS, KBS, Southwest Taylor	Carl Dunbar, p & gm James H. Duncan, vp, sm & nd.	Priscilla C. Duncan, wd & traffic m	Harry Hausman Smith, ce AP Ray.
TRUTH OR CONSEQUENCES						
KCHS 1946	1400 250	Sierra Bcstg. Co. Inc. 401 Broadway Box 351 161	KBS Continental	Len Trainer, co-o Beulah Gemoets, co-o Russell A. Walz, gm, nd & fd	Dean Robinson, cm Peggy Flynn, pd & wd	Sam Bradley, ce & sd Cap. UP G.
TUCUMCARI						
KTNM 1941	1400 250	Quay County Bcstg. Co. E. Gaynell 100	MBS, Intermt.	Loyd Hawkins, co-o & gm Dick Fox, cm	Jack Crandall, pd	Mrs. Millard Murphy, nd UP GE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NEW YORK

ALBANY

WABY 1934	1400 250	Eastern N.Y. Bcstg. Co. 80 Braintree St. 2-3353	Rambeau	David Kyle, p Edward L. Trudeau, gm Alix Blake, cm	Toni Brady, pd & wd Bill Pope, pmm & sd	Tom Stapleton, ce Ernest Davis, nd	UP Col.
WOKO 1925	1460 5,000	Gov. Dongan Bcstg. Corp. 136 State St. 3-6638	Union McGillvra	Col. Jim Healey, p & gm James I. Walsh, cm F. Christopher Panny, pd	Al Sardi, ce Paul Dennis, pmm Paul Howard, nd	Johnny Lawrence, sd Trudy Lane, wd	AP Col.
WPTR 1948	1540 50,000 DA-1	Patroon Bcstg. Co., Inc. Hotel Ten Eyck 5-3345	Empire State Weed	J. Myer Schine, p O. R. Bellamy, g & cm H. W. Maschmeier, pd & pmm	W. Russell David, Sr., ce Roger Stevens, nd	George Miller, sd Jane-Ann Diekman, wd	Wid., SES, Assoc. AP, INS GE
WROW 1947	590 5,000-D 1,000-N-DA-2	Hudson Valley Bcstg. Co., Inc. 112 State St. 3-2225	MBS Bolling	Dr. John J. Quinlan, p Harry L. Goldman, gm Harry Littler, c & pmm	Johnny Lee, sm Charles Heisler, ce Arnold Freedman, n & fd	Tom Ryan, sd Elaine Drooz, wd	Thes. UP RCA
WROW-FM 1948	Chan. 230 (B) 93.9mc 2.1kw						GE

*WRTV
(TV)
(CP)

U. of State of New
York
State Education Dept.
Albany, N. Y.

(For full information see TELECASTING Yearbook)

WKKW 1948	850 10,000 DA-1	Champlain Valley Bcstg. Corp. 444 Broadway 6-7676	ABC Katz	Stephen R. Rintoul, p & gm George Wetmore, dir. of opers. Eugene J. FitzPatrick, cm	Walter C. Neals, pd Walter J. Maxwell, pmm Paul C. Krutz, ce	Jack Barrett, nd Sherb Herrick, sd Betty Parry, wd	Cap. UP RCA
---------------------	--------------------	--	-------------	---	--	--	-------------------

AMSTERDAM

WCSS 1948	1400 250	Community Service Bcstg. Corp. Upper Locust Ave. 4000	McGillvra	Frederick C. Aber, Jr., p Alex Sherwood, gm Raymond V. Mahoney, cm	Raymond Cheney, pd Guy Rauer, ce	John Page, sd	Wid. UP Col.
---------------------	-------------	--	-----------	--	-------------------------------------	---------------	--------------------

AUBURN

WMBO 1927	1340 250	WMBO, Inc. 141 Genesee St. 2-3511	MBS Clark	Wm. O. Dapping, p Frederick L. Keese, g & cm	Robert Morgan, pd, pmm & sd	Herbert House, ce	Wid., SES AP RCA
WMBO-FM 1949	Chan. 241 (B) 96.1mc 18kw						GE

BATAVIA

WBTA 1941	1490 250	Batavia Bcstg. Corp. 90 Main St. 715	MBS	E. R. Gamble, p & gm Charles Snow, cm Harry Mason, pd	Fred Callendar, ce Bill Stokes, pmm Bill Brown, nd	Jim Gerrety, sd Jan Danielson, wd	Wid., L-W AP RCA
---------------------	-------------	--	-----	---	--	--------------------------------------	------------------------

BINGHAMPTON (Endicott)

WENE 1947	1430 5,000 DA-1	Ottaway Stations, Inc. 909 E. Main St. 5-3351	ABC Radio Reps.	James H. Ottaway, p Stephen W. Ryder, sm Francis H. Brinkley, mgng. d	Norman Flynn, cm Harold E. Graves, pd, pmm, s & wd	Sheldon W. Weyland, ce Harold Hancock, n & fd	Assoc. UP G
---------------------	--------------------	---	--------------------	--	--	--	-------------------

BINGHAMTON

WINR 1946	680 1,000-D 500-N DA-2	Southern Tier Radio Service Inc. Court House Square 4-4318	NBC Hollingbery	Donald W. Kramer, p George J. O'Connor, gm	H. R. Nicholson, slm Charles Bishara, pd & pmm Adebert A. Kelley, ce	Jan Costley, nd Bob Cullings, sd	L-W UP Col.
WKOP 1947	1380 1,000-D 500-N DA-N	The Binghamton Bcstrs, Inc. 34 Chenango St. 2-3437	MBS Burn-Smith	Andrew Jarema, p & gm Samuel Hanshaw, cm Wallace Buman, pd & fd	Charles Hallinan, ce Frank Dolan, nd	Edwin Crawford, sd Cecelia Roland, wd	Wid. AP Ray.
WKOP-FM	Ch. 237 (B) 95.3 mc 42 kw						
WNBF 1927	1290 5,000 DA-N	Clark Associates, Inc. P. O. Box 48 2-3461	CBS Bolling	John C. Clark, p L. L. Rogers, treas. C. D. Mastin, gm S. N. Heslop, cm	E. M. Scala, pd E. R. McCloskey, pmm L. H. Stantz, ce	Sam Page, fd Wm. Pryor, sd Sara Burbank, wd	Thes. UP WH


WNBF-TV

(For full information see TELECASTING Yearbook)

*WQTV
(TV)
(CP)

U. of State of N. Y.
State Education Dept.
Albany, N. Y.

(For full information see TELECASTING Yearbook)



1ST

1,000 WATTS ON 680

ON THE DIAL


IN LOCAL SALES

IN COMMUNITY SERVICE

IN LOCAL NEWS

IN RESULTS

SERVING SOUTHERN
NEW YORK AND
NORTHERN
PENNSYLVANIA



IN
BINGHAMTON, N. Y.
GEORGE P. HOLLINGBERY,
NATIONAL REPRESENTATIVES

NEW YORK—(Continued)

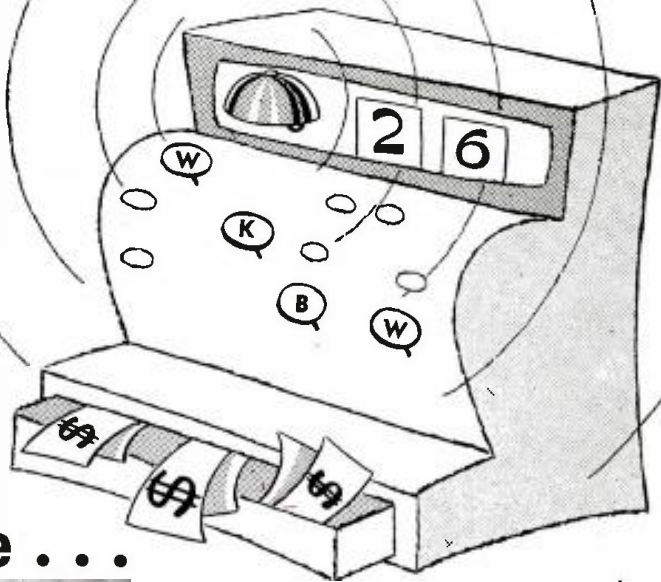
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
BRISTOL CENTER							
WVBT(FM) 1948	Chan. 238 (B) 95.1mc 5.4kw	Rural Radio Network 306 E. State St. Ithaca, N. Y. 4-6357	Gill, Keefe, Perna	Donald K. DeNeuf, gm Geo. B. Holland, Jr., controller	Merrill N. Knapp, pd Thomas R. Humphrey, ce	H. Stillwell Brown, slm	Assoc. UP GE
BROOKLYN							
*WBBER 1924	1330 5,000 DA-1 ST-WEVD, WHAZ	Watchtower Bible & Tract Society, Inc. 124 Columbia Heights Main 5-1240		N. H. Knorr, p H. D. Kelly, gm	A. M. Cora, pd & nd R. H. Lefler, ce	J. Rainbow, fd Verda Hauenstein, wd	Assoc. INS RCA
BUFFALO							
WBEN 1930	930 5,000 DA-N	WBEN, Inc. Hotel Statler Mohawk 0930	NBC Christal	Edward H. Butler, p Alfred H. Kirchhofer, vp Frank W. Kelly, sm C. E. Daly, cm	W. Robert Rich, pd Joseph A. Haefner, pmm Ralph J. Kingsley, ce Richard Burke, nd	Joe Wesp, fd Ralph Hubbell, sd Sally Work, wd	Thes., L-W AP, UP, INS RCA
WBEN-FM 1946	Chan. 293 (A) 106.5mc 105kw						
WBEN-TV 1948		WBEN, Inc. Hotel Statler		(For full information see TELECASTING Yearbook)			
WBNY 1935	1400 250	Roy L. Albertson 495 Main St. Mohawk 1400		Roy L. Albertson, p			
WBNY-FM 1947	Chan. 225 (B) 92.9mc 48kw						
WEBR 1924	970 5,000 DA-1	WEBR, Inc. 23 North St. Lincoln 7133	MBS Katz	William Conners, III, p Bill Doerr, gm Carl Kirchhofer, cm	Bill Schweitzer, pd & pmm Frank Ridgeway, ce David Leopold, asst gm	Clare Allen, nd Charlie Bailey, sd	Assoc. AP, UP, INS WE
WGR 1922	550 5,000 DA-N	WGR Bcstg. Corp. Rand Bldg. Washington 3100	CBS Free & Peters	Leo J. Fitzpatrick, chmn. of bd. I. R. Lounsbury, p & gm F. Robert Greene, natl. slm. Nat. Cohen, loc. slm.	Robert J. Strigl, pd R. H. McPherson, pmm Karl B. Hoffman, ce	David Getman, fd Bill Mazer, sd Regina Keaton, wd Allan Lewis, nd	UP
WKBW 1925	1520 50,000 DA-1	WKBW, Inc. 1430 Main Grant 5101	ABC Avery- Knodel	Clinton H. Churchill, p & gm Roger M. Baker, vp Alfred E. Anson, cm lcl slm	Leroy Fiedler, ce Hugh Shannon, nd	Walley Wagoner, fd Helen Neville, wd	Wid. UP WH
*WTVF- TV (CP)		U. of State of New York State Dept. of Education Albany, N. Y.		(For full information see TELECASTING Yearbook)			
WWOL 1947	1120 1,000-D	Greater Erie Bcstg. 315 Main St. Mohawk 1200	Forjoe	Leon Wyszatycki, p Ted Wyszatycki, gm Jack Greenfield, c & pmm	Joe Rico, pd Frank Saj, ce	Frank Fredrics, n & sd Trudy Peeples, wd	UP, INS GE
WWOL-FM 1948	Chan. 291 (B) 104.1mc 7.7kw						
WXRA 1948	1080 1,000-D	Western N.Y. Bcstg. Co. Amherst 1180	Rambeau	T. Podbielniak, ptrn., g & cm E. R. Sanders, ptrn James J. Frieling, pd	Burton W. Flanders, pmm Roger Fleming, ce Jack McLean, nd	Chuck Burr, sd Hughene Bartlett, wd	Assoc. AP, UP Col.
WXRC(FM) 1949	Chan. 277 (B) 103.3mc 4.6kw	(WXRA, AM affiliate)					
.....(TV) (CP)		Chautauqua Bcst. Corp 797 Seneca St.		(For full information see TELECASTING Yearbook)			
.....(TV) (CP)		Buffalo-Niagara Television Corp.		(For full information see TELECASTING Yearbook)			
CHERRY VALLEY							
WVCV(FM) 1948	Chan. 270 (B) 101.9mc 5.4kw	Rural Radio Network 306 E. State St. Ithaca, N. Y. 4-6357	Rural, Radio Gill, Keefe, Perna	Donald K. deNeuf, gm Geo. B. Holland, Jr., controller	Merrill M. Knapp, pd Thomas R. Humphrey, ce	H. Stillwell Brown, slm	Assoc. UP GE
CORNING							
WCBA 1949	1350 1,000-D	Wellsboro Corning Bcst. Advertisers. Inc. Pine St. at Erie Ave. 85451	McGillvra	Paul L. Carpenter, p, g & cm Robert J. Vrzal, bus. m & pd	Charles Charnesky, ce Johnny Johnston, sd	Elaine Lawrence, wd	Wid. UP G
WCLI 1950	1450 250	Elmira-Corning Bcstg. Corp. 114 Walnut St. 6-4651	ABC Meeker	E. S. Underhill, Jr., p Walter Valerius, gm Jordon Jenkins, c & sm	George P. Droelle, Jr., pd & sd Allen N. Bell, ce	Richard Tobias, nd Joan Purcell, wd	St. AP G
WCLI-FM 1947	Chan. 291 (B) 106.1mc 4.2kw						
CORTLAND							
WKRT 1947	920 1,000-D 500-N DA-N	Radio Cortland, Inc. 27 N. Main St. 2990	Gill, Keefe & Perna	Leighton A. Hope, p William L. Thompson, g & cm William J. Griffiths, pd & sd	William Barron, ce Herbert Koster, nd	Jack Oranch, fd Alan Millar, wd	L-W, St. UP GE
WKRT-FM 1947	Chan. 260 (A) 99.9mc 14kw						
DE RUYTER							
WVCN (FM) 1948	Chan. 286 (B) 105.1mc 5.4kw	Rural Radio Network 306 E. State St. Ithaca, N. Y. 4-6357	Rural Radio Gill, Keefe, Perna	Donald K. deNeuf, gm Geo. B. Holland, controller	Merrill N. Knapp, pd Thomas R. Humphrey, ce	H. Stillwell Brown, slm	Assoc. UP GE
DUNKIRK							
WFCB 1949	1410 500 DA-2	Dunkirk Bcstg. Corp. 316 Main St. 7756	Walker	Alois A. Schmidt, p, gm & nd Bernard P. Goodrich, cm Robert W. Gifford, pd	Roger M. Waite, secy. & of. m George H. Smith, ce	Van C. Miller, f & sd Ruth E. O'Connor, wd	L-W, Wld., Thes. UP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

SATURATION

SELLS GOODS

IN BUFFALO and WESTERN NEW YORK



Pitch your sales message . . .

. . . NOT once a week; NOT five times a week . . .

BUT 26 TIMES A WEEK!

adjacent to newscasts

WKBW offers alert advertisers SATURATION!

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. Call Avery-Knodel or WKBW.

WKBW offers you MORE THAN TWICE AS MANY LISTENERS FOR YOUR DOLLAR!

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you MORE THAN TWICE AS MANY LISTENERS for your advertising dollar. That's why your sales results will be MORE THAN TWICE AS GOOD! For details on this and other WKBW saturation campaigns call Avery-Knodel or WKBW.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

WKBW

BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and General Manager

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
ELMIRA						
WTVE(TV) (CP)		Elmira Television Co. % Sayles & Evans 415 E. Water St.		(For full information see TELECASTING Yearbook)		
WELM 1947	1400 250	Elmira-Corning Bcstg. Corp. 222 E. Market St. 2-1400	CBS Meeker	E. S. Underhill, Jr., p Walter A. Valerius, gm Ross Beatty, cm & sd	Kenneth Powell, pd Allen N. Bell, ce	Gordon M. Ridenour, nd Edna Bartlett, wd Thes. AP Ray.
WENY 1939	1230 250	Elmira Star-Gazette, Inc. Mark Twain Hotel 5181	MBS, NBC McKinney	Frank E. Gannett, p Dale L. Taylor, gm Phil Cameron, cm	Ted Hodge, pd Thurlow A. Greene, ce	Bill Pope, sd Connie Ellis, wd L-W AP RCA
ENDICOTT						
WENE 1947	1430 5,000 DA-1	(See Binghamton, N.Y. listing)				
FREEPORT						
WGBB 1924	1240 100	Harry H. Carman 44 S. Grove St. 9-1400		Harry H. Carman, p, gm & ce Murray C. Evans, cm	Ada Cheesman, pd Herbert Clock, pmm	John Frogge, nd Byron Englander, sd L-W AP Col.
FULTON						
WOSC 1949	1300 1,000-D	Cassill Radio Corp. Hotel Pontiac Oswego, N. Y. Oswego 3088	KBS Devney	A. L. Richardson, p, g & pmm	J. S. Burgess, cm, pd & sd	Robt. Blair, ce Thes. UP GE
GENEVA						
WGVA 1947	1240 250	Star Bcstg. Co., Inc. Geneva Fed. Savings Bldg. 6691	ABC Cooke	M. R. Forman, p Thomas L. Brown, vp, g & cm	Alex Lamutis, pd & nd R. Carleton Greene, ce	Wilson Swasey, sd L-W AP Col.
GLENS FALLS						
WWSC 1946	1450 250	Great Northern Radio Inc. 13 Warren St. 2-6518	ABC Union Rambeau	Martin R. Karig, II, p, g & cm Carl Mattison, pd Robert Krieger, pmm	Joseph Thomas, ce Victor Wiley, nd	Harry Fischer, fd Shel Nulty, sd Thes. AP G
GLOVERSVILLE						
WENT 1947	1340 250	Sacandaga Bcstg. Corp. 8 W. Fulton St. 4-7175	CBS Gill, Keefe, Perna	George Bissell, p Jack Charles, g & cm	Robert Dingman, pd & nd Richard J. Stewart, ce	Tony Niemczyk, sd Vicki Kirk, wd Thes. UP Col.
HEMPSTEAD						
WHLI 1947	1100 250-D	FM Bcstg. Corp. 245 Baldwin Rd. 2-8000	Rambeau	Paul Godofsky, p & gm Jos. A. Lenn, vp & cm M. N. Godofsky, pmm & wd	Jerry Carr, pd & nd Frank Knaack, vp & ce	H. Campbell, fd Geo. Ball, sd Wld., Thes., Assoc. UP Col., RCA
WHLI-FM 1947	Chan. 252 (A) 98.3mc 1kw				 Fed.
HORNELL						
WLEA 1951	1480 1,000-D	Hornell Bcstg. Corp. P. O. Box 60 1420	MBS, KBS Gill, Keefe, Perna	Maxwell V. McCarthy, p & gm Michael Ryan, pd & pmm G. W. Stridstone, ce	Bruce Jackson, nd Don Jones, fd	Art Lochner, sd Roberta, wd Cap. UP G
WWHG 1949	1320 1,000-D	W. H. Greenhow Co. 85 Canisteo St. 2000	McGillivra	Louis G. Buisch, o & gm Sheffield Davis, cm Edward Spoo, pd	Donald J. Curran, s, pmm & fd James Gram, ce	Ed Murphy, n & sd Marion Gale, wd Thes., Wld. AP GE
WWHG-FM 1946	Chan. 287 (B) 105.3mc 8.3kw					

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

BROADCASTING • TELECASTING'S

new

NEW YORK OFFICES

444 madison avenue

ROOM 1903 - PLAZA 5-8354

WASHINGTON HEADQUARTERS
870 NATIONAL PRESS BLDG.

CHICAGO
360 N. Michigan Ave.

HOLLYWOOD
Teft Bldg., Hollywood & Vine

TORONTO
417 Harbour Commission

HUDSON

WHUC 1947	1230 250	The Colgren Bcstg. Co. Union Turnpike 8-3341	KBS McGillvra	John F. Kearney, ptrn & gm Robert P. Strakos, ptrn. & cm James Cranna, pd	Charles Weiler, ce James Courtice, nd	Charles Ogren, fd Louis Pierro, sd	Wld. UP Col.
--------------	-------------	--	------------------	---	--	---------------------------------------	--------------------

HUNTINGTON

WGSM 1951	740 1,000-D	Huntington-Montauk Bcstg. Co., Inc. 379 N. Y. Ave. 4-8740		Edward J. Fitzgerald, o, g & cm Byron T. Sammis, p Walter Neiman, pd	Don MacLachlen, pmm William Naramore, ce Tom Whittaker, nd	Dave Rosehill, f & sd Gwen Jones, wd	Wld., Thes. UP G
--------------	----------------	--	--	---	--	---	------------------------

ITHACA

WHCU 1921	870 1,000 L-WWL	Cornell University Sav. Bank Bldg. 46301	CBS	Michael R. Hanna, gm Earl S. Cobey, cm Joseph Short, asst. m	Sam Woodside, asst. m, nd & sd Norman Hoffman, ce	Louis W. Kaiser, fd Gertrude Grover, wd	Assoc. UP Ray.
WHCU-FM 1947	Chan. 247 (B) 97.3mc 40kw						WE

JAMESTOWN

WJOC 1948	1340 250	Air Waves, Inc. 415 W. 4th St. 5-108	MBS, KBS Gill, Keefe, Perna	Harold P. Kane, p, o, gm, & pmm William P. Osmer, cm William M. Winn, pd	Burton O. Waterman, ce John F. O'Keefe, Jr., nd Ned McGrath, fd	Jerry Lawson, sd Catherine L. Erickson, wd	AP WE
WJTN 1936	1240 250	James Bcstg. Co. Hotel Jamestown Bldg. 7-151	ABC Rambeau	Jay E. Mason, p Simon Goldman, g, c & pmm George Fleeger, pd	Harold J. Kratzert, ce Jess E. Price, nd Robert S. Webster, fd	Max Robinson, sd Connie Samuelson, wd	Assoc., Mac. UP G
WJTN-FM 1947	Chan. 227 (B) 93.3mc 9.3kw						GE

KINGSTON

WKNY 1939	1490 250	Kingston Bcstg. Corp. 601 Broadway 4500	MBS Meeker	Joseph K. Close, p Robert M. Peebles, g & cm Charles B. Scovil, pd	Richard McCarthy, pmm & sd Ernest T. Robarge, ce Robert Browning, nd	Edw. R. Eckert, fd Dorothy A. Narel, wd	Wld. UP RCA
--------------	-------------	---	---------------	--	---	--	-------------------

LIBERTY

WVOS 1947	1240 250	Sullivan County Bcstg. Corp. 1680		S. D. Lubin, p & gm H. G. Borwick, cm & pd	K. Foster, ce W. Orr, sd	P. Bergin, wd	UP WE
--------------	-------------	---	--	---	-----------------------------	---------------	----------

LITTLE FALLS

WLFH 1952	1230 100	Rock City Bcstrs. 339 S. Second St. 654	MBS	Arthur Feldman, p Robert Earle, gm & pmm Tracy W. Cole, cm & pd	Edward Dumas, ce James E. Duke, n & sd	Doc Grann, fd Harriet Walker, wd	AP WE
--------------	-------------	---	-----	---	---	-------------------------------------	----------

LOCKPORT

WUSJ 1949	1340 250	Union Sun & Journal. Inc. 320 Michigan St. 3-5944	Gill, Keefe, Perna	Egbert D. Corson, p John R. Gelzer, g & cm	Tommy Jolls, pd & fd Anthony Farina, ce	Bob Federspiel, sd Joanne Taylor, wd	Wld. AP GE
--------------	-------------	--	-----------------------	---	--	---	------------------

MALONE

WICY 1946	1490 250	North Country Bcstg. Co., Inc. 65 Woodward St. 187	MBS, KBS Indie Sales	Mitchell C. Tackley, p & gm Alice M. Tackley, cm	Donald J. Paye, pd, pmm & fd Adolf Stromer, ce	John Flynn, n & sd Grey Gundermann, wd	Cap. UP G
--------------	-------------	---	-------------------------	--	--	---	-----------------



TO DELIVER **LONG ISLAND'S** MAJOR MARKET...

YOU NEED **W H L I**

SPECIALIZED LOCAL PROGRAMMING: Large local news bureau . . . National Award-Winning public service shows . . . Block programming of good music . . . Many local services.

BIG AUDIENCE AT LOWEST COST: In Long Island's Nassau County, WHLI is First by Far in audience and advertiser acceptance . . . Nassau County where more than 900,000 spend more than \$800,000,000, in retail sales. WHLI delivers Long Island for as little as 27¢ per 1000 homes.

MORE PEOPLE LISTEN TO **WHLI** DURING THE DAY IN THE MAJOR LONG ISLAND MARKET THAN TO ANY OTHER STATION.

REPRESENTED BY RAMBEAU

BIG BONUS COVERAGE

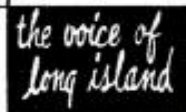
(Nassau, Parts of Suffolk, Queens, Brooklyn)

Population	2,304,567
Net Income	\$4,140,000,000
Retail Sales	\$2,071,000,000

DATA SOURCES: Conlan Survey, 1952, Sales Management Survey, 1952, L. I. Lighting Co. Population Study.

WHLI AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFFSKY, President



NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, Id, sd, wd.			
MASSENA WMSA 1945	1340 250	The Brockway Co. Central Bldg. 990	ABC Weed	John B. Johnson, p Louis Saiff, Jr., gm	Thomas R. McHugh, s & cm James H. Nash, pd	Michael Tarkulich, ce Dan Burgess, Id	Assoc. UP Tem.
WMSA-FM 1948	Chan. 287 (B) 105.3mc 13kw						RCA
MIDDLETOWN WALL 1942	1340 250	Community Bcstg. 26 North St. 3119		James M. Patt, p & gm William Swanwick, cm Jerry Wax, pd	Charles B. Lissner, ce Albert Larson, nd	Harold Shively, Id Joe Ryan, sd	Thes. AP G
NEWBURGH WGNY 1933	1220 1,000-D	Orange County Bcstg. 161 Broadway 4600		George W. Bingham, p Mabel S. Meurer, secy.-treas. Joseph W. Rake, cm & fd	John J. Kuhn, pd Harold Lane, pmm & sd	Marvin S. Seimes, ce Wm. Forrest, nd	St. UP WE
NEW ROCHELLE WGNR 1960	1460 500-D	New Rochelle Bcstg. Service, Inc. 524 North Ave. 6-1480		Julian H. Gins, p & gm			
WGNR-FM 1948	Chan. 228 (A) 93.5mc 1kw						
NEW YORK WABD(TV) 1944		Allen B. DuMont Labs. Inc. 515 Madison Ave.		(For full information see TELECASTING Yearbook)			
WABF(FM) 1942	Chan. 253 (B) 99.5mc 18kw	Metropolitan Bcstg. & Television, Inc. 645 Madison Ave. Templeton 8-5400		Ira A. Hirschmann, p			
WBNX 1927	1380 5,000 DA-1 ST-WAWZ	WBNX Bcstg. Co., Inc. 260 East 161st St. Melrose 5-0333		A. L. Haskell, p Wm. I. Moore, vp, g & cm	Edward Betchley, asst. cm Edward Ervin, pd	Frank Johnson, pd	SES. AP WE
WCBS 1924	880 50,000	Columbia Bcstg. System 485 Madison Ave. Plaza 5-2000	CBS CBS Radio Spot Sales	Frank Stanton, (CBS) p Carl Ward, gm William F. Miller, slm	Sam Slate, pd Donald Foley, pmm J. D. Gilbert, ce	D. G. Graham, d of prog. prod. & pub. affairs Richard L. Stahlberger, asst. pmm Mike Campbell, sls. service m	Cap. AP, UP, INS Fed.
WCBS-FM 1941	Chan. 266 (B) 101.1mc 1.5kw						WH
WCBS-TV 1941		Columbia Bcstg. System, Inc. 465 Madison Ave.		(For full information see TELECASTING Yearbook)			
WEVD 1927	1330 5,000 DA-2 ST-WBBR, WHAZ	Debs Memorial Radio Fund, Inc. 117 W. 46th St. Plaza 7-0880		A. Held, p Henry Greenfield, g & cm	George Field, pd	Charles W. Brown, ce	AP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

TEST YIELDS PROOF

Year after year the foremost national and local advertisers of a large variety of quality products continue to use the facilities of WEVD to reach the Jewish population in the New York Metropolitan area.

They have tested and found proof of the vast buying power represented by the more than 600,000 families with a population approximating 3,000,000, who come within the radius of influence of the Yiddish spoken and written word.

Distinctive adult programming in the two dominant languages (English, Jewish) and a loyal responsive audience are the WEVD combination which national and local advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

All AM Programs are Broadcast on FM
Without Extra Charge

SEND FOR A COPY OF

"WHO'S WHO ON WEVD"

HENRY GREENFIELD, MANAGING DIRECTOR

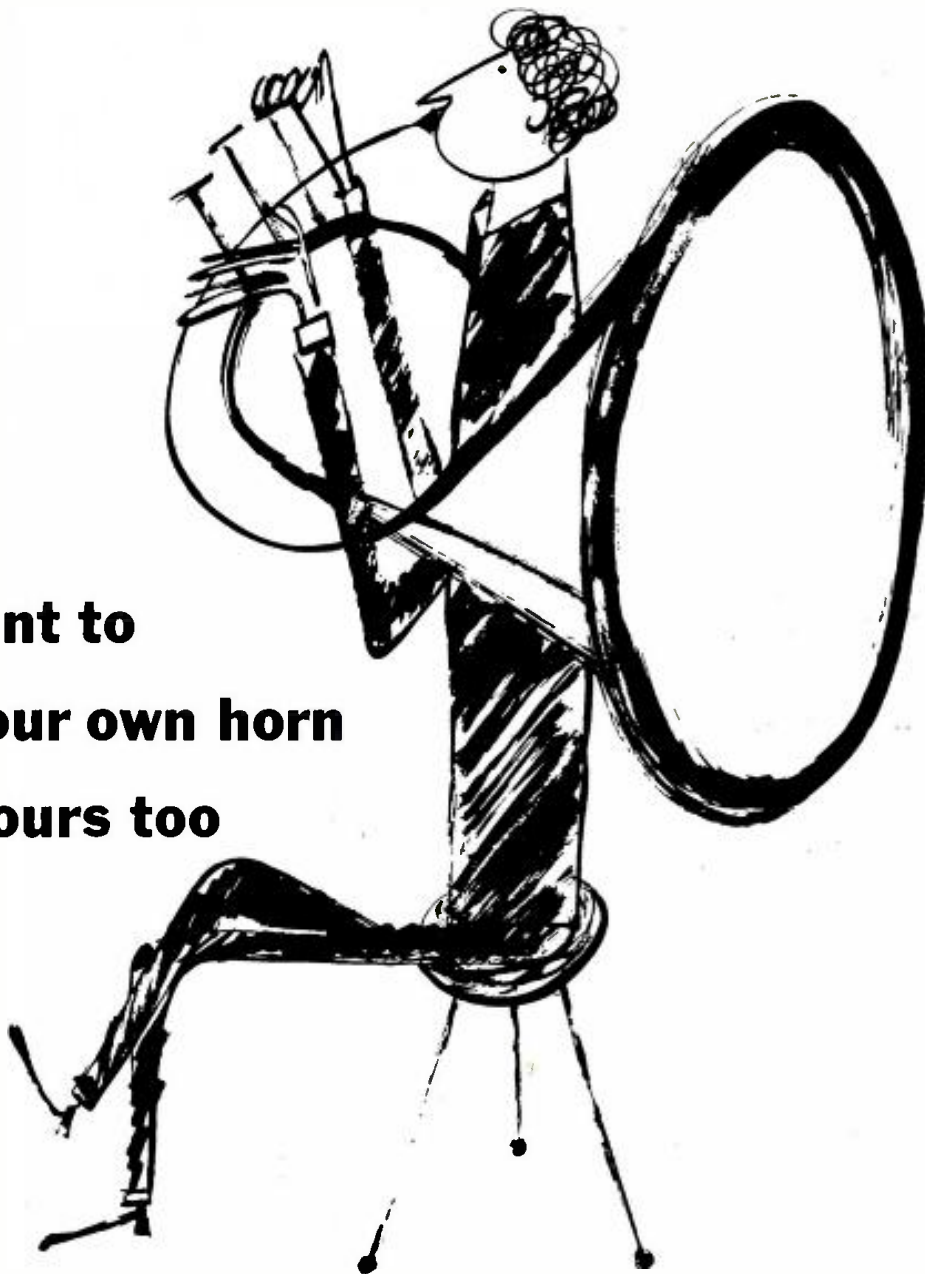
WEVD—117-119 West 46th Street, New York 19, N. Y.

WEVD

AM
1330 K.C.
5 K.W.

FM
107.5
20 K.W.

**we want to
blow our own horn
and yours too**



- 1 . . .** WQXR is America's leading good music station.
 - 2 . . .** WQXR gives its advertisers a half-million pre-selected homes in the nation's No. 1 market.
 - 3 . . .** Nearly 300 advertisers found WQXR a profitable medium in 1952.
 - 4 . . .** The good music of WQXR is so much in demand outside Metropolitan New York that 17 stations in Connecticut, Pennsylvania and up-state New York rebroadcast most of its programs.
- There's more to brag about—let us tell you how WQXR can blow your horn too.

WQXR 1560 on AM Dial—96.3 on FM Dial
The Radio Station of The New York Times

"always the best in music"

229 West 43rd Street • New York 36, New York • LAckawanna 4-1100

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp eVP; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
NEW YORK (Cont'd)							
WEVD-FM 1951	Chan. 298 (B) 107.5mc 20kw						
WGHF(FM) 1946	Chan. 270 (B) 101.9mc 10.3kw	WGHF Inc. 10 E. 40th St. Lexington 2-4927		W. G. H. Finch, o & p	Gordon Myers, vp & gm	Fred Parsons, pd	SES UP WE
*WGTW(TV) (CP)		U. State of New York State Dept. of Education Albany, N. Y.		(For full information see TELECASTING Yearbook)			
WHOM 1930	1480 5,000	Atlantic Bcstg. Co. Inc. 136 W. 52nd St. Circle 6-3900		Fortune Pope, p Charles Baltin, vp & slm	Ralph Costantino, pd	George Steiger, ce	UP WE
WHOM-FM 1951	Chan. 222 (B) 92.3mc 11kw						GE
WINS 1931	1010 50,000 DA-1	Crosley Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	WLW Sales Office	Robert E. Dunville, p Ward L. Quaal, vp Harry Folts, gm Joe Besch, asst. gm Harry Kirwan, cm	Robert Crier, pd Richard Winters, publ. d Harold Deutsch, pmm Paul Von Kunits, ce	John Bosman, nd Jack Lightcap, sd Josephine Halpin, wd	SES, Assoc. UP, INS Cros.
WJZ 1921	770 50,000	American Bcstg. Co. Inc. 30 Rockefeller Plaza Susquehanna 7-5000	ABC Petry	Robert E. Kintner, (ABC) p Hartley L. Samuels, gm Michael A. Renault, cm Arthur Donegan, publ. d	William Berns, pd Phil Bernstein, pmm William Trevarthen, ce	John W. Pacey, d of pub. affairs Thomas Velotta, nd Phil Alampi, fd	AP, INS RCA
WJZ-FM 1948	Chan. 238 (B) 95.5mc 1.5kw			(For full information see TELECASTING Yearbook)			GE
WJZ-TV 1948		American Bcstg. Co. Inc. 7 W. 68th St. Susquehanna 7-5000					
WLIB 1942	1190 1,000-D L-WOWO	New Bcstg. Co. 207 E. 30th St. Oregon 9-2720	Forjoe	Morris Novik, p Harry Novik, gm Nathan M. Rudich, pd	John Bubbers, ce Mitchell Jablons, pmm & nd	Joe Bostic, sd Ruth Ellington James, wd	AP RCA
WMCA 1925	570 5,000 DA-1	WMCA, Inc. 1657 Broadway Circle 6-2200	AM Radio Sales	Nathan Straus, p M. M. Fleischi, vp & gm John J. McSweeney, slm	Leon Goldstein, vp, nd & pd William H. Youry, II, sls. prom. d	James McCafferty, ce Helen S. Straus, wd	AP RCA
WMGM 1922	1050 50,000 DA-1	Marcus Loew Booking Agency 711 Fifth Ave. Murray Hill 8-1000		Bertram Lebar, Jr., d Frank Roehrenbeck, gm Art Tolchin, slm	Raymond Katz, pd Jo Ranson, publ. d	Paul Fuelling, ce Nat Ash, sd	AP, UP WE
WMGM-FM 1942	Chan. 262 (B) 100.3mc 18kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WHOM

EFFECTIVELY REACHES NEW YORK'S HUGE SPECIALIZED
MARKETS WITH MILLIONS OF IMPRESSIONS AT A FEW
CENTS A THOUSAND!!!

WHOM


AM - FM

"THE IL PROGRESSO STATION"

136 West 52nd Street

New York 19, N. Y.

WNBC 1922	660 50,000 DA-1	National Bcstg. Co. 30 Rockefeller Plaza Circle 7-8300	NBC NBC Spot	Joseph H. McConnell (NBC) p Ted Cott, gm Richard Pack, cm	Steve White, pd Jay Smolin, pmm Frank Fitzgerald, asst gm	O. B. Hanson (NBC) ce Phil Dean, pub. d Thomas Phelan, ce	Thes. AP, UP, INS RCA
WNBC-FM 1944	Chan. 246 (B) 97.1mc 1.1kw						
WNBT(TV) 1939		National Bcstg. Co. 30 Rockefeller Plaza		(For full information see TELECASTING Yearbook)			
WNEW 1934	1130 50,000-D 10,000-N DA-N CP: 50,000 DA-N	WNEW, Inc. 585 Fifth Ave. Plaza 3-3300	Blair	William Cherry, p Bernice Judis, evp & gm Ira M. Herbert, vp & sis. d	William Kaland, pd Max Weiner, ce Kenneth Klein, pmm	John Jaeger, nd Max Kase, sd WH
WNYC 1924	830 1,000 DA-2 L-WCCO	City of New York 2500 Municipal Bldg. Whitehall 3-3600		Vincent R. Impellitteri, Mayor, NYC Seymour N. Siegel, d Bernard Buck, pd	Al Levin, pmm William H. Pitkin, ce	Monroe Benton, nd Peter Gravina, wd	SES. AP, UP
WNYC-FM 1943	Chan. 230 (B) 93.9mc 1.8kw						
WOR 1922	710 50,000 DA-1	General Teleradio Inc. 1440 Broadway Longacre 4-8000	MBS H-R Reps.	William H. Fineshriber, Mayor, NYC William Crawford, cm Julius F. Seebach, pd	E. M. Johnson, vp chg. of eng'g. Robert A. Schmid, vp chg. of adv. Robert Sullivan, pmm	Francis X. Zuzulo, pub. rel. d James S. Tyler, adv. d Harold M. Coulter, prom. d	Assoc. AP, UP WE
WOR-FM 1941	Chan. 254 (B) 98.7mc 3.4kw						
WOR-TV 1949		General Teleradio Inc. 1440 Broadway Longacre 4-8000		(For full information see TELECASTING Yearbook)			GE
WOV 1926	1280 5,000 DA-1 ST-WHBI	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Pearson	Richard O'Dea, p Ralph N. Weil, evp & gm Joseph N. Curl, cm	Arnold Hartley, vp & pd Emile Hill, ce Carroll B. Forbes, pmm	Thomas Morgan, nd Ruth Thompson, publ. d	St., Mac AP
WPIX (TV) 1948		WPIX, Inc. 220 E. 42nd St.		(For full information see TELECASTING Yearbook)			
WQXR 1936	1560 10,000	Interstate Bcstg. Co. 229 W. 43rd St. Lackawanna 4-1100	Raymer	Arthur Hays Sulzberger, p Elliott M. Sanger, evp Julius Ochs Adler, vp	Norman S. McGee, vp sls Eleanor N. Sanger, pd Louis J. Kleinklaus, ce	James E. Kovach, sm Eleanore P. Hurley, d press info.	Assoc., SES
WQXR-FM 1939	Chan. 242 (B) 96.3mc 1.1kw						
WRRL 1926	1600 5,000 DA-1	Long Island Bcstg. 41-30 58th St. Woodside Newtown 9-3300		William F. Reuman, p Edith Dick, sm	Selvin Donneson, slm Fred Barr, prog. m & nd	Benton R. Bartlett, ce Jocko Maxwell, sd	Assoc. AP WE
NIAGARA FALLS							
WHL D 1940	1270 5,000-D DA	The Niagara Falls Ga- zette Publishing Co. Hotel Niagara 8421	MBS Headley- Reed	Earl C. Hull, vp & gm Richard G. Robbins, cm	Tony Allen, pd Robert J. Wilson, ce	Raymond J. Sweeney, nd John Ruta, sd	Assoc., Wid., St. UP Ray.
WHL D-FM 1946	Chan. 253 (B) 93.5mc 46kw						
WJL 1947	1440 1,000-D	John J. Laux 129 Main St. 5796	Grant	John J. Laux, p Thomas W. Talbot, g & cm Skip Letcher, pd	Gus Czaplack, ce George Lorenz, pmm Jim Thompson, nd & sd	Lou Schriver, fd Grace Greenberg, wd	Fed. UP G
NORWICH							
WCHN 1952	970 500-D	Radio Norwich, Inc. 14 S. Broad St. 4-2218		William J. Hall, p & gm	William A. Bush, ce	Wes Adams, nd Eve Dennehy, wd	UP G



*"The Only Station
with Studios in Harlem"*

**New York's No. 1 Station in the
Metropolitan Negro Market***


**Originates the Walter White Show
now nationally syndicated**

**Also serving 700,000 English-Speaking
Jewish Families**

**You can reach 2,000,000 people for
as little as 7½ cents per 1000
listeners—PULSE**

Write or wire for availabilities

* Listened to by more of
New York's 1,012,883 Negroes
than any other station—PULSE



WLIB
207 East 30th St.
New York 16, N. Y.
ORegon 9-2720

HARRY NOVIK—General Manager

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Trans. Library, News Service Transmitter
OGDENSBURG						
WSLB 1952	1400 250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS, KBS	Joseph R. Brandy, p & cm Harold J. Frank, secy-treas. Hal Gilman, pd	Ellsworth Hall, ce Ben Turnbull, pmm Jolly Bergeron, nd	Frank Mason, sd Flo Beach Rowe, wd UP RCA
WJSLB-FM 1948	Chan. 291 (B) 106.1mc 13.7kw					Fed.
OLEAN						
WHDL 1928	1450 250	WHDL Inc. 3219 W. State Rd. 4149	ABC Everett- McKinney	E. B. Fitzpatrick, p John R. Henzel, gm	James F. Hastings, cm Donald W. Merriman, pd & sd	Otis L. Atherton, ce Robert C. Norman, fd Assoc. AP Col.
WHDL-FM 1949	Chan. 239 (B) 95.7mc 43kw					WH
ONEONTA						
WDOS 1947	1400 250	Ottaway Stations, Inc. Chestnut & West Sts. 2470	MBS Radio Reps.	James H. Ottaway, p Francis H. Brinkley, mgng. d Ernest F. Oliver, sm	Howard Atwell, pd & nd Lee Hickling, pmm & fd Wiley Bates, ce	Sandy Squires, sd Esther Walling, wd Assoc. UP GE
OYSTER BAY						
WKBS 1948	1520 250-D	The Key Bcstg. System, Inc. 6-2500		R. Lee Hollingsworth, p, gm & ce		Mac. UP G.
PATCHOGUE						
WALK 1952	1370 500-D	Suffolk Bcstg. Corp. P. O. Box 230 408		Nils E. Segerdahl, p & gm W. K. Macy, Jr., vp & cm Jack Ellsworth, pd	George Chandler, ce Douglas L. Way, nd Leon Fremault, fd	Arnold Lewis, sd Ailene Sybil, wd Assoc., Cap. AP G
WALK-FM 1952	Chan. 278 (B) 97.5mc 15kw					
WPAC 1951	1580 250-D	Patchogue Bcstg. Co. 2 E. Main St. 4600		Lee Morrison, p, g & cm Herbert Morrison, oper. m Stan Allan, pd & sd	Morton Morrison, ce Dick Hodkin, pmm Bob Holmes, nd	Bill Hanson, fd Marion Tappe, wd Wld. UP G
PEEKSKILL						
WLNA 1948	1420 1,000-D	Highland Bcstg. Corp. Radio Terrace 7-2454		Peter C. Houskeeper, p & ce Irving E. Cottrell, gm & pd	Francis V. Lough, cm & pmm	San D'Onofrio, nd & sd Wld., SES UP Ray.
PLATTSBURG						
WEAV 1935	960 1,000 DA-2	Plattsburg Bcstg. Corp. 153 Margaret St. 1600	ABC Gill, Keefe & Perna	George F. Bissell, p & gm Jan King, cm	Lawrence Lapanne, ce	John Clute, fd L-W UP Col.
WIRY 1950	1340 250	Clinton County Bcstg. 301-03 Cornelia St. 2800	MBS, KBS Grant	Joel H. Scheeler, p, gm & cm Betty Kraus, pd & wd	Martin D. Mannix, pmm & nd John M. Nazak, ce	Chet. Bosworth, fd & sd Assoc. AP G
PORT JERVIS						
WDLC (CP) 1949	1490 100	Port Jervis Bcstg. Co.				
POUGHKEEPSIE						
WEOK 1949	1390 1,000-D	Mid-Hudson Bcstrs. Inc. 385 Main St. 8300	Everett- McKinney	Arthur J. Barry, Jr., p & gm Richard Craus, pd	John Burke, ce George Tomlinson, nd	William Robinson, fd Thes. UP RCA
WEOK-TV (CP)		Mid-Hudson Bcstrs. Inc. 385 Main St. 8300		(For full information see TELECASTING Yearbook)		
WHVA(FM) 1947	Chan. 284 (B) 104.7mc 2.3kw	Rural Radio Network 306 E. State St. Ithaca, N. Y. 4-6357	Rural Radio Gill, Keefe, Perna	Donald K. deNeuf, gm Geo. B. Holland, controller	Merrill N. Knapp, pd Thomas R. Humphrey, ce	H. Stillwell Brown, slm Assoc. UP GE
WKIP 1940	1450 250	Dutchess County Bcstg. Corp. Nelson House 6800	ABC	George W. Bingham, p Richard A. Dwelley, cm John J. Kuhn, pd & pmm	Mabel S. Maurer, secy-treas. Marvin S. Seimes, ce	Jack Cutler, nd & sd Wm. Sutherland, fd Assoc. AP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

1000 W **WEAV** 960 KC

250 W **WENT** 1340 KC

PLATTSBURG, N. Y.

SELLS THE RICH CHAMPLAIN VALLEY INCLUDING RICH CLINTON, ESSEX AND FRANKLIN COUNTIES

* a fast growing, fertile market for your product's sales

* a natural test market

Retail Sales Almost Tripled in 10 Years

GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local' and 'Most Popular' Station THROUGHOUT RICH FULTON AND MONTGOMERY COUNTIES

Consistently WENT has dominated the listening in Gloversville-Johnstown and throughout the surrounding area.

Throughout the week, far more families in the Gloversville-Johnstown area listen to WENT. To sell more of your product, your sales messages must be heard by the largest audiences available . . . that makes WENT a natural for your sales messages beamed to the prosperous families throughout this rich, 2-county market.

WENT means consistently high listenership, and best results for WENT advertisers. WENT can sell the rich Gloversville-Johnstown area for you.

WEAV

ABC
PLATTSBURG,
NEW YORK

GILL-KEEFE & PERNA, INC.
National Representative

CBS
GLOVERSVILLE,
JOHNSTOWN

WENT

KOLT 1930	1320 5,000-D 1,000-N DA-2	Hilliard Co. 1517 Broadway 856	CBS Gill, Keefe & Perna	L. L. Hilliard, p & gm Tony Kehl, cm & sd Virl Davis, pd	Harland Morrison, ce William Walter, pmm	Wm. Brennan, nd Richard Ingwerson, fd Doris Barry, wd UP G.
SIDNEY KSID 1952	1340 250	Sidney Bcstg. Co. Legion Park 5503	ABC McGillvra	W. C. Grove, p & ce Max Young, gm & cm	Marilyn Harper, pd & wd	Glen Fairall, pmm & nd Art Westergard, sd UP

NEVADA

ELKO KELK 1948	1240 250	Elko Bcstg. Co. P. O. Box 790 260	MBS, Inter- mountain Avery- Knodel	Chris Sheerin, p John J. Gammick, g & cm, pmm	Bob Vizina, pd Roy L. Gallagher, ce Lynn Burns, sd	Viola Lynch, traffic d UP Ray.	
ELY KELY 1950	1230 250	White Pine Bcstg. Co. P. O. Box 1088 2077	David I. Hansen, co-o	Dale V. Bradley, co-o	Frank R. Bradley, nd E. C. Chamberlain, fd	Wld. INS Col.	
LAS VEGAS KENO 1940	1460 1,000-DA-N	Nevada Bcstg. Co. The Strip 1400	ABC Grant	Maxwell Kelch, p & gm Thompson Magowan, cm	K. P. O'Connell, pd & pmm Ralph O. Dow, ce	Ed Oncken, nd Bob Clemens, sd INS Col.	
KENO-FM 1947	280 (A) 103.9mc .36kw INS GE	
KLAS 1948	1230 250	Las Vegas Bcstrs. Inc. Wilbur Clark's Desert Inn 4646	CBS Weed	Fred Stoye, p & gm Carl Paige, cm & sd	John Ryken, pd & nd Gregg Gelhart, ce	Flo Brummell, pmm Judie Allen, wd	St. UP GE	
KORK 1951	1340 250	Vegas Valley Bcstg. Co. Hotel Thunderbird 6500	NBC Hollingbery	David McKay, p & gm Roland B. Valle, sm	Wm. Binford, ce	Bernadine Young, wd UP WE	
KRAM 1948	920 1,000-D 500-N-DA-N	Boulder City Bcstg. Co. P. O. Box 1712 920	MBS, Inter- mountain Avery- Knodel	Edward J. Jansen, p Truman B. Hinkle, gm	Lester Seiffer, cm Martin Black, pd, pmm & sd	Fred Young, ce Patricia Healy, traffic m	Wld. UP Col.	
RENO KATO 1946	1340 250	Sierra Bcstg. Co. Mapes Hotel P.O. Box 2231 2-4501	MBS. Don Lee Pearson	R. K. Wittenberg, p & ce	Robert Stoddard, gm	Mac. GE	
KOH 1928	630 5,000-LS 1,000-N DA-N	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 3-5106	NBC Raymer	Eleanor McClatchy, p Hugh Kees, m	Bruce Branson, pd Wesley Craig, ce	George Umbenhaur, nd Charles Harris, fd	Cap. UP	
KOLO 1946	920 1,000-DA-1	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS Hollingbery	David McKay, p H. G. Wells, gm	Howard Doyle, Jr., cm Bill Ruff, pd & sd	Merle Peterson, ce Noble Crew, fd UP	
KWRN 1947	1230 250	KWRN, Inc. Riverside Hotel 3-6156	ABC	Franz J. Robischon, p & gm	Frank McLaurin, cm	Jack Mackey, sd Mary McGahan, wd	UP RCA	
KWRN-TV (CP)	Nevada Radio-TV Inc.	(For full information see TELECASTING Yearbook)			
..... (FM) (CP)	Ch. 238(B) 95.5 mc	Everett B. Cobb	

NEW HAMPSHIRE

BERLIN WMOU 1946	1230 250	White Mts. Bcstg. Co. 40 Main St. 1797	KBS Kettell- Carter Radio Reps	John W. Guider, p Jock MacKenzie, gm, pd & sd	Herschel M. Howe, ce Bob Holland, nd	Myrtle Anderson, wd	L-W AP Ray.
WMOU-FM (CP)	Chan. 279 103.7mc 10kw
CLAREMONT WTSV 1948	1230 250	Granite State Bcstg. Co. 155 Front St. Manchester, N. H. 4-4075	William J. Barkley, p	W. J. Rust Jr., gm	Fred C. Stearns Jr., sm & cm
WTSV-FM 1948	Chan. 291 106.1mc 4.8kw
CONCORD WKXL 1946	1450 250	Capitol Bcstg. Co. Inc. 98 N. Main St. 4180	CBS Young	Morris Silver, p Thomas F. Frank, gm, nd & pd	William C. Engel, pmm & cm Robert Wright, ce	Bud Wilson, fd & sd Vera K. Tovey, wd AP RCA
KEENE WKNE 1926	1290 5,000-DA-1	WKNE Corp. 17 Dunbar St. 2080	CBS, NE Bcstg. Meeker, Kettell- Carter	Joseph K. Close, p Frank B. Estes, asst. m & cm Ernest Robarge, ce	Howard E. Wheelock, pd & nd Ruth Redington, wd Don Roberts, sd	Stacey Cole, fd Edward B. Sawyer, pmm	Wld. AP WH
LACONIA WTNH 1922	1340 250	Northern Bcstg. Corp. 653 Main St. 2300	MBS, KBS Yankee Grant, Kettell- Carter	Genevieve Wingate, p Arthur Rothafel, gm Sydney E. Clarke, cm	Irving W. Kaizer, pd & nd Walter Avery, ce Gig Henderson, sd	Joseph Sullivan, fd Lillian Walker, wd AP G
LEBANON WTSL 1950	1400 250	Granite State Bcstg. Co. Hanover 1040	ABC Bolling, Borgatti	William J. Barkley, p Henry E. Lewis, gm, cm & pmm	Malcolm Morse, pd, nd & sd	Wm. W. Heiser, ce UP

NEW HAMPSHIRE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li- brary, News Service Transmitter
MANCHESTER						
WFEA 1932	1370 5,000 DA-1	N. H. Bcstg. Inc. 286 Franklin St. 5-5491	CBS Kettell- Carter, Young	Morris Silver, p Warren H. Journay, gm Saul Gross, cm	Frank J. Finning, pd & pmm Reginald A. B. Schow, ce Julie Blake, wd	George J. Christie, sd L-W AP RCA
WKBR 1946	1240 250	Granite State Bcstg. Co. 155 Front St. 4-4075		William J. Barkley, p		
WKBR-FM 1947	Chan. 261 (A) 101.1mc 1kw					
WMUR 1941	610 5,000-D 1,000-N-DA-2	The Radio Voice of N. H., Inc. 1819 Elm St. 5-5788	ABC Weed	Francis P. Murphy, p Hervey Carter, gm & cm Bernie Mack, pd & pmm	Vincent H. Chandler, ce Gordon E. Moore, lcl, slm Tom Power, nd	George Geyer, sd Bob Webster, fd Esther Ayer, wd Wid. UP RCA
NASHUA						
WOTW 1947	900 1,000-D	Nashua Bcstg. Corp. Lund Road 5000	Walker, Bannan	Arthur A. Newcomb, p, gm & pmm Norman R. Delude, cm	Paul H. Keefe, sm, pd & fd Harry H. Handfield, ce	Ed Lecius, nd & sd Ruth Marsh, wd Wid. UP Ray
WOTW-FM 1948	Chan. 292 (A) 106.3mc 1kw					Wid., SES.
PORTSMOUTH						
WHEB 1932	750 1,000-D	WHEB, Inc. N. H. Natl. Bank Bldg. 4080	MBS Walker Kettell- Carter	Charles M. Dale, p & gm Jack Kane, cm & sd Lucien Dumont, pd	Walter Emery, pmm Antonio Vaccaro, ce Win Blake, nd	Phyllis Dumont, wd Wid. AP Col.
ROCHESTER						
WWNH 1948	930 1,000-D	Strafford Bcstg. Corp. 1400	Granite Bolling, Borgatti	A. J. K. Malin, p & gm M. C. Ball, cm H. B. Martin, sd, sm & pmm	George Michael, pd & fd Frank DeFalco, ce Florence Dexter, nd	Martha Mallory, wd UP Col
NEW JERSEY						
ALPINE						
WFMN(FM) 1943	Chan. 226 (B) 93.1 mc. 6 kw	Edwin H. Armstrong Alpine, N. J. Closter 5-1088		Dr. Edwin H. Armstrong, o		
ASBURY PARK						
WCCE (TV) (CP)		Atlantic Video Corp. % Walter Reade Jr. 710 Mattison Ave.			(For full information see TELECASTING Yearbook)	
WJLK 1926	1310 250	Asbury Park Press, Inc. Press Plaza 2-3000	Garden State	Wayne D. McMurray, p Ernest Lass, gm Thomas B. Tighe, sm	(Mrs.) Margaret Curtis, cm Everett Rudloff, pd	Frank Huber, ce Tom Birkhead, nd Assoc. AP RCA
WJLK-FM 1947	Chan. 232 (A) 94.3 mc 1 kw					
ATLANTIC CITY						
WFPG 1940	1450 250	Neptune Bcstg. Corp. Steel Pier 5-2188	CBS Pearson, Kennedy	Fred Weber, p Blair K. Thron, tech. d Russell Truex, cm	Edward Davis, pd Earle Godfrey, ce Jessie Morris, pmm	Ed Walpert, sd Hazel Hartman, wd UP RCA
WFPG-TV 1952		Neptune Bcstg. Corp. Steel Pier 5-2188			(For full information see TELECASTING Yearbook)	

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**REACH
NEW HAMPSHIRE'S
LARGEST
AUDIENCE
WITH ...**

The
State
Station

★ Regularly reaches a **DAYTIME** audience of 58,390 radio families—in 8 of the 10 N. H. Counties.

★ Regularly reaches a **NIGHTTIME** audience of 46,200 radio families—in 6 of the 10 N. H. Counties. 46% more families **DAYTIME**, and 17% more families **NIGHTTIME** than any other New Hampshire station (1949 BMB Est.).

86% of the New Hampshire households are within the WMUR coverage area and do 87.6% of all the buying done in the state.

MARKET DATA

within the WMUR Daytime BMB Area:

Population	462,100
Households	134,870
Radio Homes	130,250
1951 Retail Sales	\$488,713,000
Food	148,750,000
Gen'l mdse.	32,457,000
Apparel	32,115,000
Home furn.	26,104,000
Automotive	63,985,000
Filling station	26,486,000
Bldg. Mat.-Hardware	34,729,000
Eat-Drink	30,223,000
Drug	14,676,000

(1952-53 Consumer Markets)

610 KC

BASIC ABC

MANCHESTER

NEW HAMPSHIRE

The Radio Voice of New Hampshire, Inc. ★ Represented nationally by WEED & CO.



... FIRST BY LENGTHS!



... IN ROCHESTER!



IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score, —

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS.....	254	147	22	2	0	0
TIES.....	7	5	1	1	0	0

★ WHEC carries ALL of the "top ten" daytime shows!

WHEC carries nine of the "top ten" evening shows!

BUY WHERE THEY'RE LISTENING: —

WHEC has consistently led in Rochester audience ratings since they were first inaugurated in 1943.

Material in this advertisement is from the latest Pulse report before closing.



WHEC

MEMBER GANNETT
RADIO GROUP

of Rochester

NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
ROCHESTER							
WARC 1947	950 1,000 DA-2	WARC Inc. Sheraton Hotel Hamilton 8920	ABC Raymer	Samuel W. Townsend, p & gm Ralph Wallace, cm Edward L. Merritt, Jr. pd, nd & fd	Michael Anzalone, ce Bebe Grau, pmm	Carl Chamberlain, sd Blanche S. Scott, wd	AP
WHAM 1922	1180 50,000	Stromberg-Carlson Co. 201 Humboldt St. Culver 7240	NBC Hollingbery	William Fay, vp & gm John W. Kennedy, Jr., gen. slm. Arthur W. Kelly, slm	Charles W. Siverson, pd Sylvester Novelli, asst. pd Kenneth J. Gardner, d of engrg.	Armin Bender, pmm David E. Kessler, nd George Haefner, fd	Wld. UP WH
WHAM-TV		Stromberg-Carlson Co. 201 Humboldt St. (WHAM, AM affiliate)		(For full information see TELECASTING Yearbook)			
WHFM(FM) 1939	Chan. 265 (B) 98.9mc 20kw						WE
WHEC 1925	1460 5,000 DA-N	WHEC, Inc. 40 Franklin St. Baker 6740	CBS Everett- McKinney	Frank E. Gannett, p Clarence Wheeler, evp Gunnar O. Wiig, gm George B. Kelly, p	William J. Adams, pd, pmm & wd Bernard C. O'Brien, ce W. E. Huff, gm, cm & pd	Ralph Knox, nd & fd L. H. MacMillan, prod. d & sd Leo Halpin, ce	SES AP WE
WENY 1947	680 250-D	Rochester Bcstg. Co. Inc. 191 East Ave. Hamilton 9775					AP Ray.
WENY-FM 1948	Chan. 250 (B) 97.7mc 7.7kw						GE
*WROH(TV) (CP)		U. of State of New York State Dept. of Education Albany, N. Y.		(For full information see TELECASTING Yearbook)			
WSAY 1938	1370 1,000 DA-1 (CP 5,000 DA-N)	Federal Bcstg. System, Inc. 328 E. Main St. Baker 4870	Walker	Gordon P. Brown, p & gm	John Hill, sta. d & pd		INS RCA
WVET 1947	1280 5,000 DA-N	Veterans Bcstg. Co. Inc. 17 Clinton Ave. S. Hamilton 4820	MBS Bolling	Ervin F. Lyke, p, gm & ce Elmer J. Walz, cm Paul C. Louthier, pd	Arthur M. Murrellwright, pmm David Roberts, nd & fd	Ed Edwards, sd Robert Trebor, wd	Assoc. UP Col.
ROME							
WKAL 1946	1450 250	Copper City Bcstg. Corp. 3616	MBS Cooke	Myron J. Kallet, p Charles King, gm Joseph C. Trela, cm	Louis Barile, pd James Delaney, ce John Louthier, pmm	Malcolm Alama, nd George Bolton, fd Philip Tosti, sd	L-W UP Col.
SARANAC LAKE							
WNBZ 1927	1450 250	Upstate Bcstg. Corp 88 Main St. 1320	ABC Rambeau	Jacques DeMattos, p, gm & cm Thomas Day, evp Jeanne M. DeMattos, secy.-treas.	H. Berwind Williams, ce A. C. Bagdasarian, nd	John Garwood, sd	L-W AP RCA
SARATOGA SPRINGS							
WSPN (CP)	900 250-D	Spa Bcstrs. Inc. 71 West Ave. Slate Hill Middletown 94-2661		Richard O'Connor, o & gm	Henry Worthing, ce		Tem.
SCHENECTADY							
WBCA(FM) 1941	Chan. 266 (B) 101.1mc 1.55kw	Capitol Bcstg. Co., Inc. 408 State St. 3-1423		Leonard L. Asch, m			
WGY 1922	810 50,000	General Electric Co. 1 River Rd. 7-2261	NBC Christal	Chester H. Lang, vp (GE) Robert B. Hanna, Jr., m R. W. Welpott, sm	Robert F. Reid, slm George L. Peck, pmm Albert G. Zink, prog. m	Bernard S. Krause, pdm Willard J. Purcell, engrg. m L. J. Christma, nd	Wld., Thes. AP, UP GE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

W W R L NEW YORK

*Powerfully Selling America's Greatest Market
at the Lowest Cost. Tops in New York for*

Spanish, German, Czechoslovakian, Greek, Hungarian,
Lithuanian, Ukranian, Syrian, Russian, Polish

NEW YORK'S No. 1 STATION FOR AMERICA'S No. 1 NEGRO MARKET

5,000 WATTS

NEwtown 9-3300

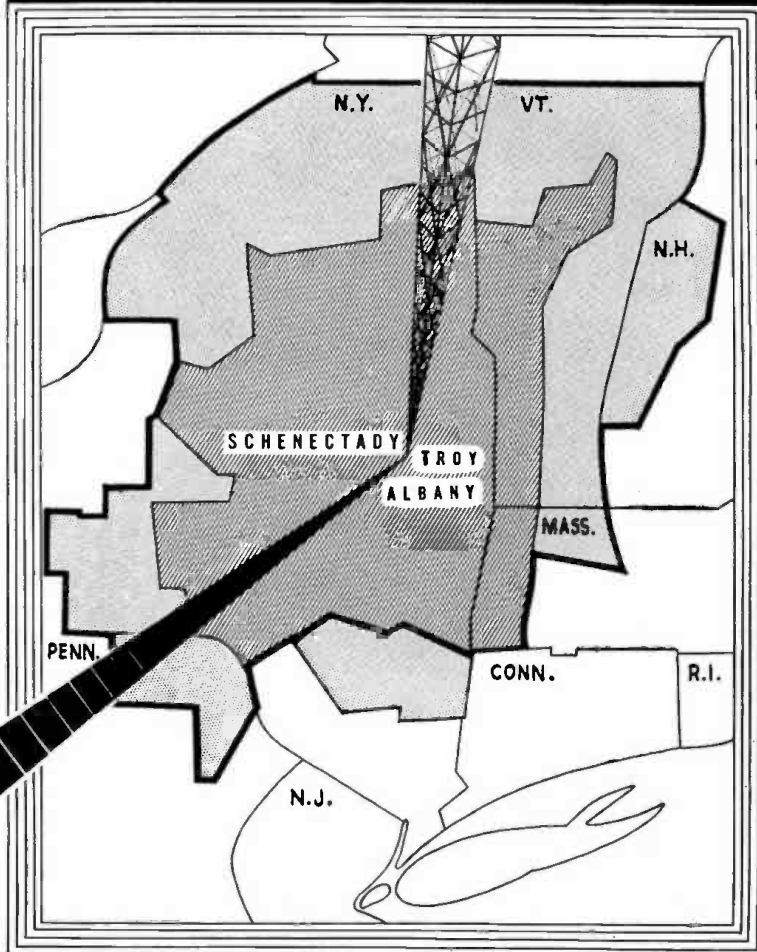
ONLY ONE STATION COVERS



The SEVENTEENTH STATE*

- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 878,130 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

1.1952 BAB.



*a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states

WGY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE
Studios in Schenectady, N. Y.

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL
NEW YORK — CHICAGO — SAN FRANCISCO

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library, News Service Transmitter
SCHENECTADY—(Cont'd)					
*WGEM(FM) 1940	Chan. 258 (B) 99.5mc 6.0kw	General Electric Co. 1 River Rd. 7-2261		(WGY, AM Affiliate)	
WRGB(TV) 1949		General Electric Co. 1 River Rd.		(For full information see TELECASTING Yearbook)	
WSNY 1942	1240 250	Western Gateway Bcstg. Corp. Plaza Theatre Bldg. 3-3622		Winslow Leighton, p, gm, pd & pmm Thomas Seeley, slm	Irving Beck, ce Thomas Ryan, nd Stephen Fitz, sd L-W, SES AP G
SYRACUSE					
WAGE 1941	620 5,000-D 1,000-N DA-N	WAGE, Inc. 511 Loew Bldg. 2-0277	ABC Taylor	Frank G. Revoir, p H. Douglas Johnson, Jr., gm	George D. Drisko, pd Donald F. Langham, ce H. D. Johnson, pmm Joseph Cummisky, nd Carl Davis, sd Gretchen McCutcheon, wd St. AP WE
WFBL 1922	1390 5,000 DA-N	Onondaga Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS Free & Peters	O. F. Soule, p Samuel Woodworth, vp & gm Chas. F. Phillips, vp & cm	Raymond F. Ganter, pd Robert G. Soule, vp & pmm James J. Kelley, ce Ray Owens, nd Alvin Warner, fd Wm. Thorpe, sd UP WE
WHEN(TV) 1946		Meredith Syracuse TV Corp. 101 Court St.		(For full information see TELECASTING Yearbook)	
*WHTV(TV) (CP) 1947	1260 5,000 DA-N	U. of State of New York State Education Dept. Albany, N. Y.		(For full information see TELECASTING Yearbook)	
WNDR 1947	1260 5,000 DA-N	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101		Franklin H. Small, vp & cm	
WNDR-FM 1948	Chan. 273 (B) 102.5mc 8.5kw				
WOLF 1940	1490 250	Civic Bcstg. Corp. Onondaga Hotel 2-7211	Walker	T. S. Marshall, p, gm, cm & pmm Hamilton Woodle, pd & nd	Donald Muir, ce Chas. Shaw, fd Red Parton, sd St. AP Col.
WSYR 1922	570 5,000 DA-2	Central N. Y. Bcstg. Corp. Syracuse Kemper Bldg. 3-7111	NBC Headley-Reed	S. I. Newhouse, o E. R. Vadeboncoeur, p & gm W. R. Alford, Jr., d. of sales A. Inman Marshall Jr., slm	W. V. Rothrum, vp & pd Armand D. Belle Isle, vp & ce Caley Augustine, pmm Fred Hillegas, nd R. F. Doubleday, fd Ernie Cuno, sd L-W UP RCA
WSYR-FM 1946	Chan. 233 (B) 94.5mc 10kw				GE
WSYR-TV 1950		Central N.Y. Bcstg. Corp. Syracuse Kemper Bldg.		(For full information see TELECASTING Yearbook)	

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WTRY

the
**ALBANY-TROY
SCHENECTADY
market**

WTRY keeps the lead on the 1952 Hooper.

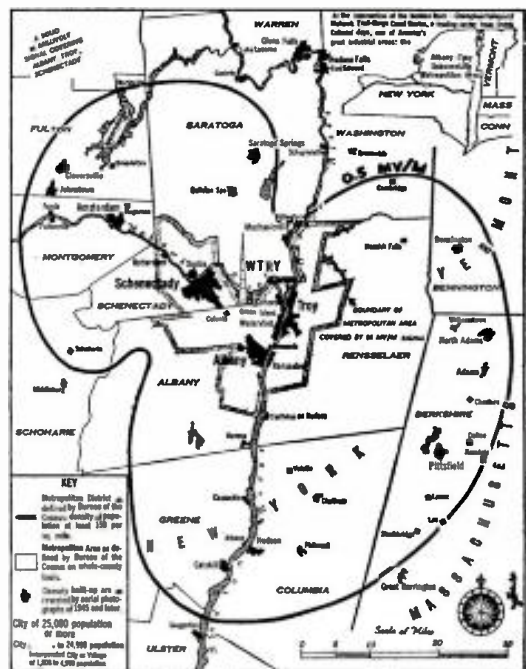
WTRY's rates are half the No. 2 station's.

WTRY is a spectacular "best buy".

CBS

**5000 WATTS
980 KC**

wraps up and
delivers . . .



Represented by Headley-Reed Co.

WSYR

**COVERS ALL OF
Rich Central New York**

**BMB Nighttime
Audience Families
214,960**



A Stable Market

Central New York is a big target for any national advertiser. It is a stable, depression-proof market—a magnificent test market. All 20 of the industrial classifications listed in the U. S. Census of Manufacturing are well represented in the Syracuse metropolitan area. It is also the center of a rich agricultural area.

Distribution Center

Because it is literally the hub of New York State, with five transportation facilities, Syracuse has become a major distribution center. Many large consumer-goods companies have their division offices and warehouses here. Wholesaling is a big-volume business. The 1948 Census of Business shows 739 wholesalers doing an annual volume of \$547,000,000 and 147 manufacturers' sales branches with an annual volume of \$243,000,000. And there has been a substantial growth since then.

Skilled Labor

One of the factors that has made Syracuse an important manufacturing center is the vast pool of skilled labor available. An enlightened labor-management policy has kept this a peaceful labor area. But Syracuse is not merely an "industrial city." It is a center of higher education; a medical center; a tourist attraction—with people who live primarily in single dwellings—most of which are occupant-owned—who get out occasionally for their recreation but who can be reached in their homes with good radio programs—and sales messages. Syracusans are well off—booming department stores sales (Federal Reserve Board June, 1952 index, 107) are one indication. They are worth your best selling efforts, directed through their radio station—WSYR.

WSYR ACUSE
NBC AFFILIATE

**WSYR-AM • FM • TV—The Only Complete Broadcast Institution
in Central New York**

WRITE, WIRE, PHONE OR ASK HEADLEY-REED

NEW YORK—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Tran. Li- brary, News Service Transmitter
				Owner; Pres. p; Exec. up evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;		
TROY							
WFLY (FM) 1948	Chan. 222 (B) 92.3mc 5.4kw	Troy Record Co. Hotel Troy Ashley 2-7700	Rural Radio Gill, Keefe, Perna	Frank L. York, o & gm Robert C. Goodrich, sm	Russell B. Wilde, cm Don G. Girard, pd	Karl H. Schabinger, ce	Assoc. AP GE
*WHAZ 1922	1330 1,000 ST-WBBR WEVD	Rensselaer Polytechnic Institute 110 8th St. Ashley 2-3000		Livingston W. Houston, p Hiram D. Harris, gm	A. Olin Niles, pd & sd Carl J. Kunz, Jr., ce & nd	Mary M. McKeever, wd
WTRY 1940	980 5,000 DA-1	Troy Bcstg. Co. Inc. 92 Fourth St. Ashley 4-1100	CBS Headley- Reed	H. C. Wilder, p W. W. Carter, Jr., gm E. M. Sleighel, cm	R. S. English, pd A. H. Chismark, ce John Givney, nd	Roy Shudt, sd Joyce Donovan, wd	Cap. UP RCA
UTICA							
WGAT 1946	1310 1,000-D 500-N DA-N	Central Bcstg. Co. Kellogg Rd. New Hartford, N. Y. 2-9231	Meeker	J. Eric Williams, p & gm C. D. Williams, pd	Jerry Benson, pmm Elbert Bailey, ce	Nick Dardano, nd Lloyd Walsh, sd AP G
WIBX 1925	950 5,000 DA-1	WIBX, Inc. First Nat'l Bank Bldg. 2-2101	CBS Colton, Clark, Bannan, Biddick	Margaret Bowen Stevens, p & gm Elliott Stewart, evp, sm & pd Nathan W. Cook, cm & pmm	Fred. C. Bowen, sm John T. Dowdell, ce Betty C. Griffin, prod. m	Robert Mahaney, nd Edwin Slusarczyk, fd Ellen T. Burt, wd	Wld. UP RCA
WIBX-FM 1946	Chan. 245 (A) 96.9mc 9kw						GE
WKTU (TV) 1949		Cooper City Bcstg. Corp. Smith Hill Rd.		(For full information see TELECASTING Yearbook)			
WRUN 1947	1150 5,000-D 1,000-N DA-2	Rome Sentinel Co. 258 Genesee St. 2-5111	ABC Avery- Knodel	Bradley C. Barnard, p Fritz S. Updike, gm Richard A. Clark, cm	Edward N. Stemmler, pd, fd & sd Margaret E. Barnard, pmm George S. Wood, co-ce	C. F. Henry, co-ce Kenneth Thorpe, nd	Assoc. AP RCA GE
WRUN-FM 1947	Chan. 289 (B) 105.7mc 4.3kw						
WALTON							
WDLA 1951	1270 1,000-D	Delaware County Bcstg. Corp. 1270	Rural Radio	Dr. E. Ogden Bush, p Arthur Kyle, Jr., gm	Ernest C. Winkler, cm Gen Parker, pd	Gene Robinson, ce UP
WATERTOWN							
WATN 1941	1240 250	Watertown Bcstg. Corp. Trust Co. Bldg. 2424	MBS Devney	G. H. Righter, p, gm, cm, pd, pmm & fd Donald Schryver, co-ce	Frederick Sprague, co-ce	Donald Hopkins, sd	St., Assoc. AP RCA
WWNY 1941	790 1,000 DA-N	The Brockway Co. Hotel Woodruff 4120	CBS Weed	John B. Johnson, p Louis Saiff, Jr., gm & cm	Earl R. Kelly, sm James W. Higgins, asst. sm	Maynard B. Davis, ce	Wld., Assoc. UP RCA
WWNY-FM 1948	Chan. 263 (B) 100.5mc 14.4kw						
WWNY-TV (CP)		Brockway Co. Hotel Woodruff 4120		(For full information see TELECASTING Yearbook)			
WETHERSFIELD							
WFNF (FM) 1948	Chan. 299 (B) 107.7mc 5.4kw	Rural Radio Network 308 E. State St. Ithaca, N. Y. 4-8357	Rural Radio Gill, Keefe, Perna	Donald K. deNeuf, gm Geo. B. Holland, controller	Merrill N. Knapp, pd Thomas R. Humphrey, ce	H. Stillwell Brown, sm	Assoc. UP GE
WHITE PLAINS							
WFAS 1932	1230 250	Westchester Bcstg. Corp. 8 Church St. 9-6400	Headley- Reed	Valentine E. Macy Jr., p Frank A. Seitz, ce, vp & mgng. d John E. Arens, cm	Randall Kaler, pd	John H. Hade, pmm Lenny Dillon, sd	Assoc., Cap. AP WE
WFAS-FM 1947	Chan. 280 (A) 103.9mc 1kw						REL
NORTH CAROLINA							
AHOSKIE							
WRCS 1948	970 1,000-D	Roanoke-Chowman Bcstg. Co. Inc. P. O. Box 89 333	Dora-Clayton	Charles H. Jenkins, p P. G. Sewell, gm & cm Johnny Palmer, pd & sd	(Mrs.) Emily Harris, pmm J. M. Sherwood Jr., ce Bert Derman, nd	Bob Harrell, fd Elva Creech, wd	Wld. UP Ray.
ALBEMARLE							
WABZ 1947	1010 1,000-D	Radio Station WABZ Inc. Hotel Albemarle 1100	KBS	M. M. Palmer, p W. J. Page, gm C. H. Shankle, cm	Lee W. Kinard, pd	J. D. Brooks, ce	Wld. AP Ray.
ASHEBORO							
WGWR 1947	1260 1,000-D	Asheboro Bcstg. Co. Inc. 303 E. Salisbury St. 2187		Roy Cox, p J. R. Marlow, gm & cm	A. B. Brown, pd, nd & fd Ryan R. Neely, pmm C. C. Penny, ce	Dick Sweeney, sd Dorothy Lewallen, wd	Thes. UP Ray. Ray.
WGWR-FM 1949	Ch. 222 (B) 92.3mc 10kw						
ASHEVILLE							
WISE 1939	1310 5,000-D 1,000-N-DA-N	WISE Inc. 100 College St. 3-5381	NBC Bolling	Harold H. Thoms, p & gm Loyd B. Leonard, cm Arthur Borgesen, pd	Floye Bowers, pmm & wd John Randolph, ce	Ed Storie, nd & sd AP Col.
WISE-TV (CP)		WISE Inc. 100 College St. 3-5381		(For full information see TELECASTING Yearbook)			
WLOS 1947	1380 5,000-D 1,000-N-DA-N	Skyway Bcstg. Co. Battery Park Hotel 2-2431	ABC Taylor	Charles B. Britt, evp Charles E. Newcomb, gm George Roesler, cm	Bill Robertson, pd Herbert C. Turner, pmm William M. Chambers, ce	R. Fred Brown, nd & sd Sunny Daye, wd	Wld. UP RCA
WLOS-FM 1947	Ch. 282 (B) 104.3mc 9.2kw						
WSKY 1947	1230 250	Radio Asheville Inc. 12 Church St. 3-4451	Rambeau	Carl R. Bamford, p Zeb Lee, gm & sd Hal Edwards, cm	Frank Messer, pd & nd James W. Young, pmm	William Clements Jr., ce Harry Varner, fd AP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

**the
magnolias
are
marvelous
but**



COLOSSUS OF THE CAROLINAS



...the market is magnificent!

If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic—get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Trans. Li- brary, News Service Transmitter		
ASHEVILLE—(Cont'd)							
WWNC 1927	570 5,000-DA-N	Asheville Citizen- Times Co. 14 O. Henry Ave. 5611	CBS, MBS H-R Reprs.	Don S. Elias, p Cecil B. Hoskins, gm	James A. Hagan, slm William F. Meila, pd & nd William H. Hamrick, ce	Tom Knight, sd (Mrs.) Ellen Callahan, wd	Assoc. AP, UP RCA
BOONE							
WATA 1950	1450 250	Wilkes Bcstg. Co. Depot St. 467	MBS	Doris B. Brown, p & gm W. Ralph Tugman, cm Roland B. Potter, secy- treas.	William R. Craig, pd, nd, fd & sd M. J. Corrington, pmm	Bill Phillips, ce	AP RCA
BREVARD							
WPNF 1950	1240 250	Pisgah Bcstg. Co. Inc. Brevard 3-2611	MBS	Ed M. Anderson, p M. L. Hammette, gm & cm	David Sherrill, pd & nd John Anderson, Jr., pmm William Pascal, ce & sd	Bob Lyons, fd Frances Walker, wd	AP G
BURLINGTON							
WBBB 1941	920 5,000-D	Alamance Bcstg. Co. Inc. 318 S. Main 6-6376	MBS, KBS McGillvra	E. Z. Jones, gm & co-nd Phil Eakin, cm Ed Brooks, pd, fd & co-nd	Ted Hanker, pmm Berry Tysor, ce	Bob Thompson, sd Doris Rickard, wd	Assoc. AP G
WBBB-FM 1946	Ch. 267(B) 101.1mc 3.8kw						
WFNS 1946	1150 1,000-D	Burlington Graham Bcstg. Co. 113 W. Andrews St. 4261	Tobacco Dora-Clayton Sears & Ayer	L. E. Neese, p G. C. Starnes, gm Wally Mack, cm	Leon Smith, pd & nd T. H. Mackintosh, pmm Charles Chandler, ce	Lee Cooper, fd Joe Sansone, sd Bob Neimyer, traffic m	Wid. UP WE
WFNS-FM 1946	Ch. 230(B) 93.9mc 2.85kw						Wid. UP WH
CHAPEL HILL							
WCHL (CP)	1360 1,000-D	Village Bcstg. Co. c/o L. T. Dark P. O. Box 44 Siler City, N. C.		Roland McClamroch Jr., co-o & gm Roy E. Fullen, co-o & ce	L. T. Dark, co-o	Harold Nall, cm	L-W, SES. AP Col.
CHARLOTTE							
WAYS 1942	610 5,000-D 1,000-N DA-2	Inter-City Advertising Co. of Charlotte, N. C., Inc. 120 E. Third St. 3-7173	ABC Bolling	George W. Dowdy, p James P. Poston, gm J. B. Clark, pd, nd & sd	Kenneth McClure, pmm B. C. Stewart, ce	Gladys Lavitan, wd	L-W, SES. UP Col.
WAYS-FM 1947	Ch. 299(B) 107.7mc 2kw						UP Fed.
WBT 1922	1110 50,000 DA-N	Jefferson Standard Bcstg. Co. Wildier Bldg. 3-8833	CBS CBS Radio Sales	Joseph M. Bryan, p Chas. H. Crutchfield, vp & gm Larry Walker, vp & asst. gm	Bill Melson, act. pd Robert Covington, asst. vp of sis & pm Wallace J. Jorgenson, natl. slm M. J. Minor, ce	Kenneth Tredwell, asst. vp prog. & publ. rel. Lee Kirby, sd Grady Cole, fd Jack Knell, nd C. K. Spicer, bus. m	Assoc., Wld AP, UP RCA
WBT-FM 1947	Ch. 260(B) 99.9mc 56kw						REL.
WBT(TV) 1949		Jefferson Standard Bcstg. Co. Wildier Bldg. 3-8833					
WGIV 1947	1600 1,000-D	Charlotte Radio & Television Corp. 3229 S. Blvd. 2-6669 & 5-4829	ForJee	Francis M. Fitzgerald, p & gm Henry G. Grad, cm Charles E. Friar, pd & pmm	Sam K. Lineberger, ce Julian Barber, nd Alonzo Squires, fd	Eric C. Dehlin, sd Frances Crowell, wd	Cap. AP GE
WIST 1952	930 5,000-D 1,000-N-DA-N	The Bcstg. Co. of the South 104 Liberty Life Bldg. 6-3511	MBS Free & Peters	B. Calhoun Hipp, p Guy Vaughan Jr., mngng. d Everett T. Bemont, cm	Fred Vinroot, pd Foster M. Routh, pmm, nd & sd	John N. Parker Jr., ce Lee W. Saunders, wd	Thea. AP G
WIST-FM 1952	Ch. 284(B) 104.7mc 5kw						WE
WSOC 1933	1240 250	WSOC Inc. 1925 N. Tryon St. 2-7138	NBC H-R Reprs.	E. J. Gluck, p & gm Bomar Lowrance, cm	Armand Bodie, pd, pmm & sd L. L. Caudle Jr., ce	Fred Dixon, nd & fd	AP RCA
WSOC-FM 1948	Ch. 278(B) 103.5mc 38kw						
CLINGMAN'S PEAK							
WMIT(FM) 1942	Ch. 295 (B) 106.9mc 325kw	Mount Mitchell Bcstrs. Inc. P. O. Box 546 6-7561		W. O. Nisbet Jr., p Wallace E. Stone, gm J. R. H. Wilson, cm	W. E. Stone, pd J. L. McFarland, ce	Conrad Phillips, pdm Betsy Scarborough, traffic m	St. AP GE
CLINTON							
WRRZ 1947	880 1,000-D	Radio Station WRRZ Inc. Butler Bldg. 2354		W. R. Roberson Sr., p			
CONCORD							
WEGO 1943	1410 1,000-D	The Cabarrus Bcstg. P. O. Box 527 2-6000		A. W. Huckle, p	Elizabeth G. Huckle, gm	Howard McCurry, cm & pd James Wise, ce	AP RCA
DUNN							
WCKB 1946	780 1,000-D	N. C. Central Bcstrs. P. O. Box 431 3133 & 3134	KBS Continental	L. A. Tart Sr., p A. Lincoln Faulk, gm Carl E. Lamm, cm	E. L. Burwell, pd Polly Faulk, pmm & wd Joseph Kotlas, ce	Gene Purcell, nd Hershell Barbour, fd Al Compton, sd	L-W UP G
DURHAM							
WDNC 1934	620 5,000-D 1,000-N-DA-2	Durham Radio Corp. 138 E. Chapel Hill St. 6-155	CBS Raymer	Carl C. Council, p J. Frank Jarman, vp & gm	Woody Woodhouse, cm & sd E. R. Higgins Jr., pd George Bartlett, ce	Sue Germino, office m Frances Jarman, wd	Assoc. UP WE
WDNC-FM 1948	Ch. 286(A) 105.1mc 36kw						
WSSB 1948	1490 250	Public Information Corp. 211 Rigsbee Ave. 6919 & 6910	MBS	Thomas B. Sawyer, p Thomas O. McCaffrey, gm William R. Kirby, cm	Edwin J. Coles, pd & sd Harry Baum, pmm Edward Norman, ce	David Welborne, nd Charles Cook, fd Leslie Carroll, wd	Cap. INS WE
WTTK 1946	1310 1,000-D 500-N-DA-N	Durham Bcstg. Enter- prises 205½ W. Main St. 6101	ABC Pearson	Harmon L. Duncan, p Floyd Fletcher, vp Tom Mitchell, cm	Charlie Cash, pd Mike Thompson, pmm A. A. White, ce	Jack Watts, fd Jane Bullock, wd	Cap., Wld. AP RCA

(For full information see TELECASTING Yearbook)

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

EDENTON

WEDA 860 Tar Heel Bcstg.
(CP) 1,000-D 302 E. 9th St.
Scotland Neck, N. C.

ELIZABETH CITY

WCNC 1240 Albemarle Bcstg. Co. Jos. A. Gill, p
1939 250 E. Colonial Ave.
4370

WGAI 560 WGAI Radio Co. Inc. ABC Kate Ford Peele, p Gene Marshall, pd & fd Annie Blount, nd AP
1947 1,000-LS Kramer Bldg. C. Alden Baker, gm G. F. Williams, ce Gretchen Voeth, wd Ray.

ELKIN

WIFM 1540 Yadkin Valley Bcstg. MBS Al Hinshaw, co & ce Claude White, cm Joe Foster, pd L-W
1951 250-D Co. Continental UP
1141 Elk Spur St. Ray.

WIFM-FM Ch. 265(A)
1949 100.9mc
0.35kw

REL.

FAIRMONT

WFMO 860 Carolinas Bcstg. Co.
(CP) 1,000-D c/o W. V. Morgan
Raeford, N. C.

FAYETTEVILLE

WFAI 1230 Rollins Bcstg. Inc. CBS John W. Rollins, p Thomas D. Harrell, cm Dona Beachnau, wd Thes.
1948 250 P. O. Box 607 O. Wayne Rollins, evp Ted Austin, pd & nd Bill Erickson, ce AP
2-8131 & 2-8132 James H. Mayes Jr., gm Covey Yarbrough, pmm Hugh Zachary, fd Ray.

WFLB 1490 Fayetteville Bcstrs. ABC L. W. Allen, gm Charles M. Gaylord, cm William D. Bailey, ce Wld.
1948 250 Inc. Burn-Smith sd William Farrior, pd, nd & AP
2-7136 RCA

WFNC 1390 Cape Fear Bcstg. Co. MBS Victor W. Dawson, gm John J. Ikner, ce Vestal Taylor, nd & fd UP
1940 5,000-D 1,000-N-DA-2 114½ Anderson St. Walker Tom Harrell, cm Mac Stamps, pd WH

WFNC-FM Ch. 251(B)
1947 98.1mc
14kw

UP
GE

FOREST CITY

WBBO 780 Rutherford County Ed M. Anderson, p & gm Jane Smith, pd, pmm & wd Lee Kanipe, nd & fd Thes.
1947 1,000-D Radio Co. Inc. Fred Blanton, cm Merton Iwerks, ce Moon Martin, sd AP
Forest City Johnson
3205

WBBO-FM Ch. 227(B)
1948 93.3mc
1.5kw

REL

FUQUAY SPRINGS

WFVG 1460 WFVG Bcstg. Co. KBS J. M. Stephenson, co Walt Pearson, pd William Peele, sis d
1948 1,000-D P. O. Box 416 Marshall T. Pack, gm Bill Pack, pmm & fd Mark Thomas, nd UP
333 A. C. Hayes, cm Harry Stephenson, ce Ruby L. Pack, wd G

GASTONIA

WGNC 1450 (Mrs.) Catherine T. ABC (Mrs.) Catherine T. F. C. Abernethy, cm W. C. Groves Jr., ce L-W
1939 250 McSwain, p Continental McSwain, p Fred Gray, pd & sd Ray.

WGNC-FM Ch. 270(B)
1947 101.9mc
11.1kw

RCA

WLTC 1370 Gastonia Bcstg. Serv- Clark James B. Petty, p & gm Earl Holder, pd, nd & sd Naomi Edens, wd Wld.
1948 1,000-D ice Inc. B. C. Morrow, cm Don Voigt, ce & fd UP
P. O. Box 1010 Ray.
5-1079

GOLDSBORO

WFMC 730 Southern Radio & Tele- KBS Hayden Stuart, p Carroll J. Chambers, cm W. W. Bridges, ce UP
1951 1,000-D vision Corp. William R. Murray, gm Charles S. Carter, pd WE

WGBR 1150 Eastern Carolina ABC A. T. Hawkins, p Doyle Satterthwaite, pd & Jack Lee, sd Assoc.
1938 1,000-DA-2 Bcstg. Co. Vassie G. Balkcum, gm nd Daniel B. Trueblood, ce AP

WEQR(FM) Ch. 227(B)
1946 93.3mc
35kw

REL.

GREENSBORO

WBIG 1470 North Carolina Bcstg. CBS Allen Wannamaker, gm Virginia Neese, pmm Banner Shelton, fd Wld.
1926 5,000-DA-N Co. Inc. Bill Mitchell, cm Jim Miller, ce Frances Santomauro, wd Thes.
O. Henry Hotel AP
6125 Dan Griffin, pd Add Penfeld, nd & sd RCA

WCOG 1320 Inter-City Adv. Co. ABC George W. Dowdy, p Jerl Gore, pmm John Parker, sd UP
1948 1,000-DA-1 314 S. Greene St. Bolling B. George Barber Jr., Ernest C. Pate Jr., ce Bob Williams, fd Ray

WCOG-TV Inter-City Adv. Co. (For full information see TELECASTING Yearbook)

WFMY(FM) Ch. 247(B)
1948 97.3mc
34kw

Assoc.
UP
WE

WFMY-TV Greensboro News Co. (For full information see TELECASTING Yearbook)

WGBG 1400 Greensboro Bcstg. Co. MBS Ralph M. Lambeth, p, gm Fred S. Smith, ce Dick McAadoo, sd UP
1942 250 Inc. Burn-Smith H. Marie Craven, pd & wd Bob Jones, nd Bob Montgomery, fd G
P. O. Box 2280
3-3631

GREENVILLE

WGTC 1590 Carolina Bcstg. System MBS Earl McD. Westbrook, p Margaret J. George Webb, nd & fd Wld., Assoc.
1940 5,000-D Inc. Pearson A. Hartwell Campbell, gm Laughinghouse, pd Charles Whedbee, sd Cap.
Greenville UP
3182 John G. Clark Jr., cm Carl J. McKinney, pmm Hank Tribley, ce

HENDERSON

WBID 1450 Nathan Frank Nathan Frank, p, gm & cm Allen McLellan, pd Sam Buffington, pmm
1952 250 219 S. Williams St.
4091

WHNC 890 Henderson Radio Corp. MBS S. S. Stevenson, p Tommy Powell, pd James Mayo, ce Thes., L-W
1945 1,000-D Norlina Rd. Nathan Frank, gm & cm Virginia Frank, pmm Bob Harrison, nd & sd AP
7136 & 7137 WE

WHNC-FM Ch. 223(B)
1948 92.5mc
9kw

Thes., L-W
Cap.
AP
WH

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Tran. Library, News Service Transmitter	
HENDERSONVILLE							
WHKP 1946	1450 250	Radio Hendersonville, Inc. Chimney Rock Rd. 5031	MBS, KBS Cooke	Beverly M. Middleton, p Kermit Edney, sm	Robert Smith, cm Charles Renfrow, ce & sd	Mac. AP G	
HICKORY							
WHKY 1939	1290 5,000-D 1,000-N-DA-N	Catawba Valley Bcstg. Co. Inc. 1st Ave. N.W. 2294	ABC, MBS, Walker	Carl V. Cline, p Edmund S. Long, gm & ce James K. Willis, cm	Stowe W. Hoyle, pd & pmm Dr. Harry D. Henry, pd	Wid. UP Col., WE	
WIRC 1948	630 1,000-D	Foothills Bcstg. Inc. 329 First Ave. N.W. 2124	Pearson	Edmond H. Smith, Jr., p, secy.-treas. & gm Elmer Troutman, asst. m & ce Lee Douglas, cm	(Mrs.) Mattie Padgett, pd (Mrs.) Dorathea J. Chisholm, pmm (Mrs.) Margaret Smith, nd & wd	L-W AP Col.	
HIGH POINT							
WHPE 1947	1070 1,000-D	High Point Enterprise 305-7 N. Main St. 3486	KBS	R. B. Terry, co-o D. A. Rawley, co-o Walter F. Hester, cm	Morrison Combs, nd & fd Yancey Cecil, ce Nick Lawrence, pd	Assoc., Wid AP G	
WHPE-FM 1947	Ch. 238(B) 95.5mc 37kw					GE	
WMFR 1935	1230 250	WMFR Inc. 164 S. Main St. 4593 & 4594	ABC Burn-Smith	Frank S. Lambeth, p & gm Gerald D. Sullivan, asst. m & pmm Frank Smith, cm	Gary Davis, pd & wd Robert L. Moore, ce	Max Meeks, fd William Smith, sd	L-W AP G
WMFR-FM 1946	Ch. 258(B) 99.5mc 38kw					L-W UP Rel.	
WNOS(FM) 1949	Ch. 262(B) 100.3mc 3.2kw	The North State Bcstg. Co.					
JACKSONVILLE							
WJNC 1945	1240 250	Lester L. Gould P. O. Box E 707	MBS Pearson	Lester L. Gould, p, gm & pmm Rodric L. Jones, cm Dorothy R. Gould, pd	Rod O. Dorsey, ce Wyatt Shelton Kellum, nd	James J. Cooney, sd Huida M. Carastro, wd	Wid. AP G
KANNAPOLIS							
WGTL 1947	870 1,000-D	Fred H. Whitley Inc. Cannon Blvd. 2255		Fred H. Whitley, p, co & gm	Foy Hinson, ce	L-W, Wid. UP Ray.	
KINGS MT.							
WKMT (CP) 1947	1220 500-D	Southern Bcstg. Co. % R. H. Whitesides Western Auto Assoc. Store Rocky Mt., N. C.		J. C. Green Jr., co-o R. H. Whitesides, co-o			
KINSTON							
WELS 1950	1010 1,000-D	Farmers Bcstg. Service Inc. 1400 W. Vernon Ave. 5151	MBS, KBS Devney	E. L. Scott, p Jack P. Hankins, gm & pmm Leland Nelson, cm	Jay Kroll, pd Zack Holliday, ce Harry Doggette, nd	Bob Mongold, fd Lin Moseley, sd Peggy Kyle, wd	Cap. UP Col.
WFTC 1937	960 5,000-D 1,000-N-DA-N	Kinston Bcstg. Co. 204 E. King St. 4111	ABC, CBS Burn-Smith	William S. Page, p & gm J. Harold Vester, cm Catherine Cooke, pd	Carl B. Caudill Jr., pmm & sd David E. Hardison, ce Nick Reyes, nd	Harry Shriver, fd Joan Hill, wd	L-W UP Ray.
LAURINBURG							
WEWO 1947	1080 1,000-D	Scotland Bcstg. Co. State Bank Bldg. 770	KBS Devney	Edwin Pate, p J. R. Dalrymple Jr., gm & fd C. W. Hogan, cm & sd	Paul Wynn, pd W. S. Brown, pmm Truman Brock, ce	Rita Rytte, wd Dick Brown, nd	Thes. AP, UP Ray.
WEWO-FM 1951	Ch. 243(B) 96.5mc 9.2kw					WH	
LEAKSVILLE							
WLOE 1946	1490 250	Douglas L. Craddock Box L, Boulevard St. 701	MBS, KBS	Douglas L. Craddock, p, gm, cm & pmm J. Kenneth Thomas, pd, nd & fd	Eldred Winn, ce Warren Wilson, sd	Virginia Hudgins, wd	Wid. AP RCA
WLOE-FM 1949	Ch. 224(A) 92.7mc 0.425kw					Wid. AP GE	
LENOIR							
WJRI 1947	1340 250	John P. Rabb 107 W. Ave. 4-5361	KBS, MBS	John P. Rabb, p & gm F. Kent Atwater, cm	K. Rabb, pd Joe Graybeal, ce	Max Culp, fd Mack Huntley, sd	L-W UP WE
LEXINGTON							
WBUY 1952	1450 250	Davidson County Bcstg. Co. P. O. Box 359 2716	KBS Continental	Omar G. Hilton, ptrn. Greeley N. Hilton, ptrn.	C. Robert Ray, sm, pd & sd Robert Raker, cm	Fred Honeycutt, ce John Cashion, fd	St. AP G
WBUY-FM 1949	Ch. 232(A) 94.3mc 0.3kw						
LINCOLNTON							
WLON (CP) 1947	1270 500-D	Lincoln County Bcstg. Co. c/o J. A. Polhill Lincolnton					
LUMBERTON							
WTSB 1946	1340 250	Robeson Bcstg. Corp. 112 W. 5th St. 6056	MBS, KBS Continental	Dr. E. L. Bowman, p James MacNeill, gm & sd	Marv Stuart, pd & nd J. E. Howell, ce	Lillian M. Smith, wd	Wid. AP WE
MARION							
WBRM 1949	1250 1,030-D	Lake City Bcstg. Corp. 13 W. Court St. 7221		W. P. Erwin, p & gm J. C. Pleasant, cm J. L. Reynolds, pd & pmm	Hubert C. Martin, ce Jessie Reynolds, nd & wd Tom McCumber, fd	Jack Reynolds, sd	Thes. UP G
MAYODAN							
WFMB (FM) 1949	Ch. 228(A) 93.5mc 0.38kw	Mayo Bcsta. Corp. Madison 312	Southern	L. E. Shelton, p L. E. Rish, gm & ce			UP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

MONROE

WMAP 1060 Union Bcstg. Corp. KBS D. E. Marable, p. gm, Frank Funderburk, pd R. I. Smith, ce
1947 250-D P. O. Box 382 Continental & fd William Dexter Benton, Frances Long, nd & wd
1060 J. A. Laney, sm & sd bus. m

MOORESVILLE

WHIP 1350 Wayne M. Nelson KBS Wayne M. Nelson, p & gm E. M. Stanton Jr., ce
1950 1,000-D Mooresville 3-4301

MOREHEAD CITY

WMBL 740 Carteret Bcstg. Co. Inc. McGillvra Grover C. Munden, p & gm Ray Cummins, pd, ce, sd Walder Niemi, nd & fd
1947 1,000-D P. O. Box 740 6-3188 Jimmy Wallace, cm & pmm & wd

MORGANTON

WMNC 1490 Nathan J. Cooper MBS Nathan J. Cooper, p Madelyn Y. Patton, pd & Douglas Smith, nd
1947 250 P. O. Box 698 1100 wd Frank A. Ballew, ce

MOUNT AIRY

WPAQ 740 Ralph D. Epperson KBS Ralph D. Epperson, p & gm Bill Belton, pmm Neil Smith, fd
1948 1,000-D Springs Rd. 1400 Clark Lucy E. Bowman, cm Bruce Fleming, ce Johnny Joyce, sd
WSYD 1240 Mount Airy Bcstrs. MBS Robert Hennis Epperson, Erastus F. Poore, cm Olive Epperson, wd
1951 250 Inc. P. O. Box 216 581 p. gm & ce James E. Harrelson, pd Lloyd Simmons, nd & fd

NEW BERN

WHIT 1450 Harmon L. Duncan MBS Harmon L. Duncan, p Stuart Hall, pd & ce Patsy Poole, wd
1943 250 Highway 17 S. 4450 Ray D. Williams, gm & cm Roy Ingram, pmm & nd Charles Pugh, fd
WOOW 1490 Craven Bcstg. Co. WOOV (CP) 250 P. O. Box 902

NEWTON

WNNC 1230 Newton-Conover MBS Charles C. Turner, o Moe Fox, pd Dennis C. Long, ce SES.
1948 250 Bcstg. Co. George C. Yarbrough Jr., gm James W. Batts, cm & pmm Mrs. Cecile R. Bost, wd UP Ray.

NORTH WILKESBORO

WKBC 810 Wilkes Bcstg. Co. KBS (Mrs.) Doris B. Brown, p Roland B. Potter, cm Anne Martin, wd Thes.
1947 1,000-D Radio Bldg. 633 & gm & nd Claude Raney, pd & nd Walter Harrold, ce AP Col.

OXFORD

WOXF 1340 Oxford Bcstg. Corp. Frank W. Hancock, p Bob Smith, pmm Hart Curl, fd Cap.
1949 250 P. O. Box 1111 4167 James F. Flanagan, gm Howard Harrell, ce Doris Dickerson, wd UP Ray.

RALEIGH

WETV(TV) (CP) Sir Walter Television & Bcstg. Co. 204 W. 6th St. Erie, Pa. (For full information see TELECASTING Yearbook)

WNAO 850 News & Observer Pub. ABC Frank A. Daniels, p A. F. Schroy, pd Fal Stanley, fd Wid.
1948 10,000-D Co. G. F. Albright, gm Eugene J. Reopelle, ce Jim Simpson, sd UP
5,000-N-DA-N 219 S. McDowell St. 2-0321 Bill Anthony, nd Ruth Justice, wd RCA

WNAO-FM Ch. 241(A) 96.1mc 47kw WNAO-FM 1948

WPTF 680 WPTF Radio Co. NBC S. B. Coley, p Graham P. Poyner, prog. J. Edgar Kirk, nd L-W
1924 50,000-DA-N Insurance Bldg. 8311 Free & Peters Richard H. Mason, vp & gm Buddy Vaden, pmm Bill Jackson, fd AP, UP
R. W. Youngsteadt, slm. Henry Hulick, Jr., ce Harriet Pressly, wd WH

WPTF-FM Ch. 234(B) 94.7mc 13kw WPTF-FM 1949

WRAL 1240 Capitol Bcstg. Co. Inc. MBS A. J. Fletcher, p Herbert Pearson, cm William Armstrong, nd AP
1939 250 130 S. Salisbury St. 6411 Fred Fletcher, gm George Hall, nd Ray Reeve, sd WE

WRAL-FM Ch. 268(B) 101.5mc 54kw WRAL-FM 1946

REIDSVILLE

WFRC 1600 Piedmont Carolina ABC, KBS H. T. Williams, p Alfred Nelson, pd Patsy Smith, nd & fd Thes.
1947 1,000-DA-N Bcstg. Co. Steve Woodson, gm James Mead, pmm Hazel Bedell, wd AP
P. O. Box 990 4381 Forrest Bedell, cm & sd Sam E. Sexton, ce Ray.

WREV 1220 Reidsville Bcstg. Co. Southern William M. Oliver, p, gm Gene Whitaker, pmm William M. Oliver Jr., ce St.
1950 250-D Inc. 114½ N. Scales St. 7051 (Mrs.) Karye P. Oliver, pd Johnny O'Neill, sd UP
G

WREV-FM Ch. 271(B) 102.1mc 1.6kw WREV-FM 1948

ROANOKE RAPIDS

WCBT 1230 WCBT Inc. MBS, KBS J. W. Crew Jr., p & gm Jerry Elliott, sm, pmm, nd Ed McLeod, ce L-W, SES.
1939 250 251 Roanoke Ave. 7-2545 & fd Al Joseph, sd UP
(WCBT, AM affiliate) Don Collins, pd & slm WE Rel.

WKFM Ch. 254(B) 98.5mc 16kw WKFM (FM) 1947

ROCKINGHAM

WAYN 900 WAYN Inc. Wayne M. Nelson, p & gm Wm. Futterer, cm William E. Henley, ce Cap.
1946 1,000-D 4041

ROCKY MOUNT

WCEC 810 Eastern Carolina Elec- KBS Josh L. Horne, p Ray Wilkinson, pd & nd Tal Pollard, fd Assoc.
1947 1,000-D trons Inc. 115 N. Church St. 2-3109 Mel Warner, gm & pmm Grover Taylor, ce Buddy Primm, sd AP
(WCEC, AM affiliate) Ray Thompson, cm Bunny Tucker, wd Col.

WFMA Ch. 264(B) 100.7mc 33kw WFMA (FM) 1947

WEED 1390 Wm. Avera Wynne ABC Wm. Avera Wynne, p & gm R. E. Horner, cm J. R. Morris, ce Thes.
1933 1,000-DA-2 Nashville Highway 8149 Burn-Smith E. Snipes, pd AP Ray.

WEED-FM Ch. 221(A) 92.1mc 0.27kw WEED-FM 1949

ROXBORO

WRXO 1430 Roxboro Bcstg. Co. Harold S. Taylor, gm & cm John Mautl, pd Lloyd Perkins, ce
1949 1,000-D P. O. Box 130 6013 UP
WE

NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
SALISBURY							
WSAT 1948	1290 1,000-DA-N	Mid Carolina Bcstg. Co. Milford Hills Rd. 276	ABC Dora-Clayton	C. H. Wentz, p W. F. Fleming, gm R. M. Hunt, cm	G. F. Allen, pd E. L. Sherman, ce	G. M. Atkins, nd Grady Cole Jr., fd N. N. Sowers, wd	Wid. UP G
WSTP 1938	1490 250	Piedmont Bcstg. Corp. Center Theatre Bldg. 2121	MBS Burn-Smith	Bryce P. Beard Sr., p Alex P. Beard, gm Katherine F. Murphy, cm	Russ McIntire, pd & pmm Carl B. Watson, ce Jim Turner, nd & fd	Hal Frazier, sd Lib Snyder, wd AP WE AP REL
WSTP-FM 1947	Ch. 293 (B) 106.5mc 21.5kw						
SANFORD							
WEYE 1952	1290 1,000-D	Waldo W. Primm 519 Cross St. 1269		Waldo W. Primm, o & gm	W. M. Primm, pd & sd	Clint Long, nd	Assoc., SES. AP G
WWGP 1946	1050 1,000-D	Sandhills Bcstg. Co. P. O. Box 651 860	KBS	J. R. McIver, p W. E. Horner, secy.-treas. Harry C. Barfield, gm & pmm	Del Carty, cm, pd & sd Ed O. Koprivier, ce	Les Williams, nd & fd Effe Covert, wd	Wid. UP G
WWGP-FM 1950	Ch. 228 (A) 105.5mc 0.49kw						
SHELBY							
WOHS 1946	730 250-D	Western Carolina Radio Corp. P. O. Box 1401 6313	MBS, KBS	Lee B. Weathers, p Robert M. Wallace, vp & gm Max P. Butler, cm & asst. m	Edwin A. Patterson, ce Hugh Dover, fd	Don McLain, sd Lillian Legrand, wd	SES. UP Ray.
WOHS-FM 1948	Ch. 241 (B) 96.1mc 2.6kw					 REL
SILER CITY							
WNCA 1952	1570 1,000-D	Chatham Bcstg. Co. P. O. Box 212 617		H. Tom Morris, gm	Bob Bullington, cm	Earleen Bason, wd	L-W, SES. UP Col.
SMITHFIELD							
WMPM 1950	1270 1,000-D	Selma Smithfield Bcstg. Co. Buffalo Rd. 2434		John S. Townsend, ptrn. & gm J. Fred Horton, ptrn. Charles I. Parrish, cm	Bill Kriby, pd & nd Tom Slade, pmm & sd Bill Burwell, ce	Mozelle Phillips, fd Louise Grimmer, wd	Cap. UP G
SOUTHERN PINES							
WEEB 1947	990 1,000-D	The Sandhill Com- munity Bcstrs. Inc. 113-115 Brono St. 2-2942	MBS	Jack S. Younts, p & gm Joseph Warren, cm Bub Ward, pd	Elizabeth Younts, pmm Melvin Kushner, ce	E. H. Garrison, fd Emily Scheipers, wd	Assoc. AP G
STATESVILLE							
WSIC 1949	1400 250	Statesville Bcstg. Co. P. O. Box 1189 9078	MBS Continental	Chas. D. Melton, gm & cm	Bill Brown, pd, pmm & nd Ken. T. Abernathy, ce	Hadley Williamson, sd	Wid. AP Tem.
WSIC-FM 1949	Ch. 289 (B) 105.7mc 2.7kw					 REL
TARBORO							
WCPS 1947	760 1,000-D	Coastal Plain Bcstg. Co. Edgecomb Bank Bldg. 2191		V. E. Fountain, p J. T. Snowden Jr., gm	J. Porter McNair, cm Ben F. Mayo, pd	G. Lee Hodges, ce	Wid. AP Ray
WCPS-FM 1952	Ch. 282 104.3mc 8kw					 WE
THOMASVILLE							
WTNC 1947	790 1,000-D	Thomasville Bcstg. Co. P. O. Box 750 2701		George W. Lyles Sr., p Harold Harrison, gm & cm Frank Thomas, asst. cm	James McAden, ce Joe Long, nd	David Cockman, sd Nell Fouts, wd	SES. UP G
WTNC-FM 1949	Ch. 252 (A) 98.3mc 0.45kw					 RCA
WADESBORO							
WADE 1947	1210 1,000-D	R. P. & R. A. Lyon Radio Bldg. 620	KBS Walker	R. P. Lyon, p R. A. Lyon, secy.-treas. James A. Ballard, gm	Willard Billingsley, sm, nd Robert W. Jones, cm W. A. Kiker, pd	Ruth Austin, pmm Kenneth R. Read, ce Charles Stegall, fd	Cap. UP G
WADE-FM 1951	Ch. 240 (A) 95.9mc 0.285kw						
WALLACE							
WLSE (CP)	1400 250	Duplin Bcstg. Co. Kramer's Dept. Store		Harry Kramer, o			
WASHINGTON							
WHED 1948	1340 250	Beaufort Bcstg. Co. Inc. U. S. Highway 17 S 278	KBS Continental	Lee B. Wynne, p William R. Abeyollnfs, gm	Charlie Yates, pd John Wilroy, ce	Sandy Pfouts, sd Lillie Jackson, wd	L-W Ray.
WRRF 1942	930 1,000-N-DA-N	Tar Heel Bcstg. System Inc. Bank of Washington Bldg. 403	ABC Walker	W. R. Roberson Jr., p T. H. Patterson, gm & cm	Merrill Daniels, pd Gene Hodges, pmm	Bob West, nd & sd AP WE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

IN

NORTH CAROLINA

WSJS

DELIVERS

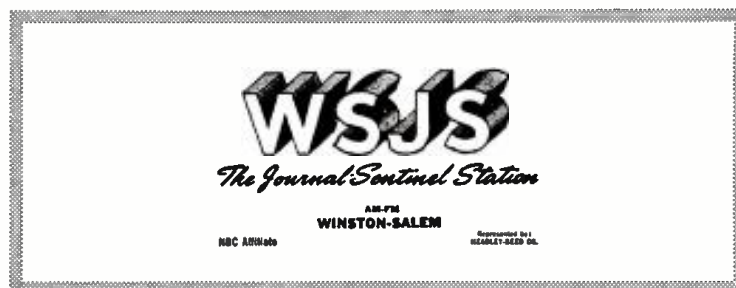
A 15-COUNTY MARKET

with

\$580,950,000* RETAIL SALES

* Sales Management 1952
Survey of Buying Power

MORE VALUE FOR YOUR ADVERTISING DOLLAR



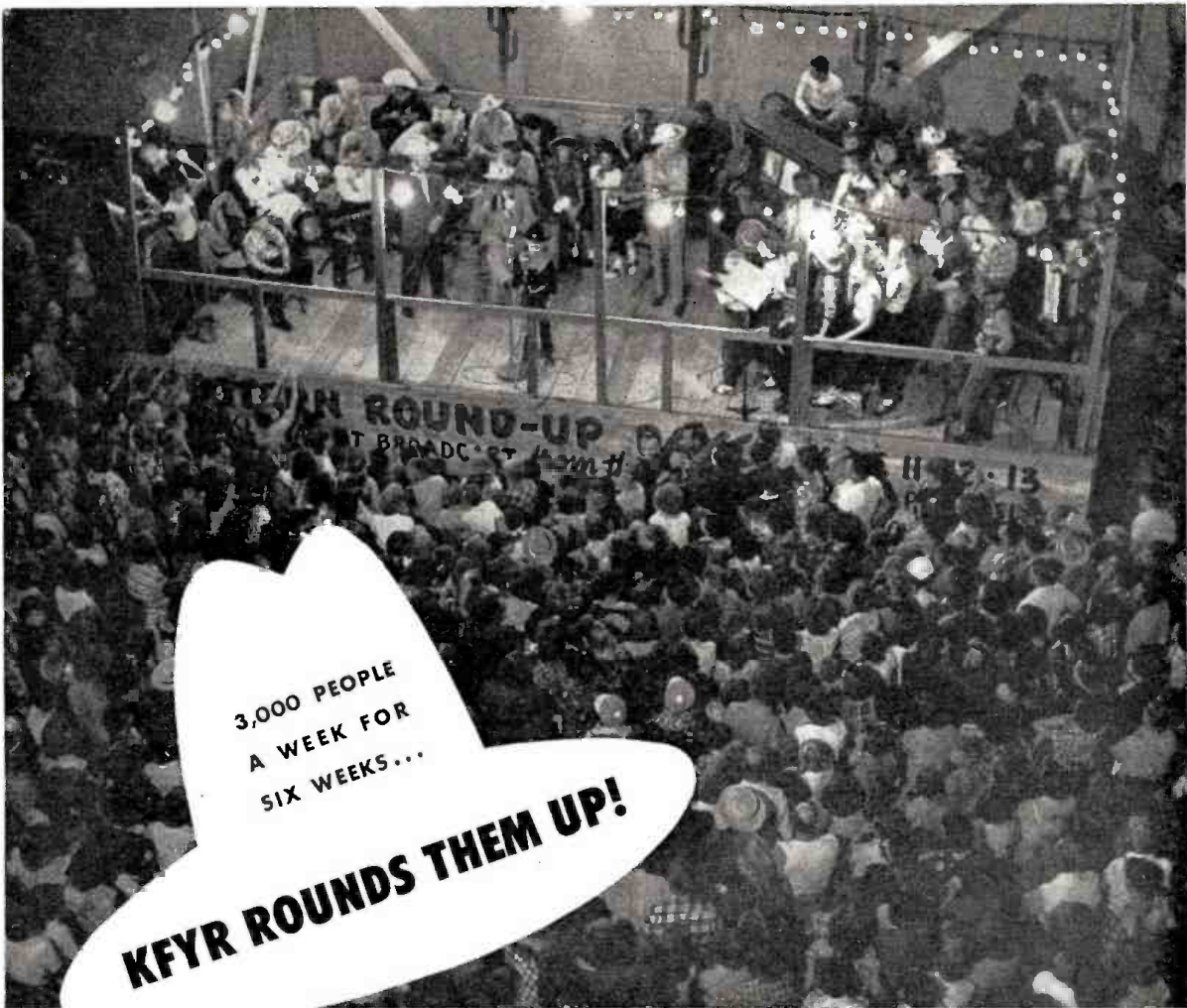
NORTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter		
WAYNESVILLE							
WHCC 1947	1400 250	WHCC Inc. Main St. 650	MBS Continental	Holt McPherson, p James B. Childress, vp, gm & cm Don Matney, pd & pmm	Frank Wilbur, ce Wayne Franklin, fd Al Whitehead, sd Theatrice C. Childress, wd	L-W Ray.	
WHITEVILLE							
WENC 1946	1240 250	Whiteville Bcstg. Co. Inc. P. O. Box 700 2133	MBS Clark	J. A. Maultsby, p Ward A. Coleman, gm Jerry Honeycutt, cm	Dave Winslow, pd Steve Hart, ce Martha Mendendall, traffic m	Assoc., Thes., Cole, SES AP Ray.	
WILLIAMSTON							
WIAM 1951	900 1,000-D	Martin County Bcstg. Co. 110 S. Smithwick St. 2578		James H. Gray Sr., co-o Charles R. Gray, co-o R. B. Armstrong, gm, cm & pmm	Carl B. Armstrong, pd & fd James Kitchengs, ce Bill Smith, nd & sd Delores Beard, wd	L-W UP G	
WILMINGTON							
WGNI 1946	1340 250	New Hanover Bcstg. Co. 211 N. Second St. 2-2493	MBS Pearson	J. S. Brody, p Allen B. Jones, gm Tommy Thompson, cm	Paul Parker, pd & nd Lou Essick, pmm & sd	Thes. UP WE	
WMFD 1935	630 1,000-DA-2	Richard Austin Dunlea 225 Princess St. 4840	ABC, CBS Burn-Smith	Richard Austin Dunlea, p & gm Claud O'Shields, cm	Bruce Buchanan, pd & sd R. A. Dunlea Jr., pmm UP RCA	
WMFD-FM 1949	Ch. 242(B) 96.3mc 11.5kw						
WILSON							
WGTM 1937	590 5,000-DA-2	Watson Industries Inc. Herring Ave. Ext. 2188	CBS Walker	P. T. Watson, p Henry Sullivan, gm Clint Farris, asst. m & sd	R. R. Brunson, cm C. A. Kincaid, pd & pmm W. H. Malone, ce	Thes. UP Ray.	
WVOT 1948	1420 1,000-D 500-N-DA-N	Wilson Radio Co. Inc. 5157	MBS	H. W. Anderson, p H. W. Severance, gm P. O. Barnes, cm	Joel Lawhon, pd (Mrs.) Lynda Thomas, pmm Dan Williams, ce AP RCA	
WINSTON-SALEM							
WAAA 1950	980 1,000-D	Community Bcstg. Service Inc. Atlantic Bldg. 2-4121		Roger Page Jr., p			
WAIR 1937	1340 250	WAIR Bcstg. Co. Pepper Bldg. 2-1133	ABC Walker	George Walker, p & gm Pat Taylor, cm Joann Williams, pd	Lawrence Patrick II, pmm Lee King, ce Bill Currie, sd Frances Denny, wd	Wld., Cap. AP WE	
WAIR-FM 1947	Ch. 226(B) 93.1mc 34kw				 RCA	
WSJS 1930	600 5,000-DA-2	Piedmont Pub. Co. 419-21 N. Spruce St. 5-2311	NBC Headley- Reed	Gordon Gray, p Harold Essex, vp & gm Harry B. Shaw, slm	Robert C. Estes, prog. m Phil Hedrick, d of engrg. F. O. Carver Jr., nd	Harvey Dinkins, fd Max Ulrich, sd	Assoc. UP WE
WSJS-FM 1947	Ch. 281(B) 104.1mc 48kw				 GE	
WTOB 1947	1380 1,000-DA-1 CP: 5,000-D 1,000 DA-N	Winston-Salem Bcstg. Co. P. O. Box 2798 3-4353	CBS, MBS Taylor	James W. Coan, p John G. Johnson, gm Owen Spann, pd & sd	Jack Wiggins, pmm Ben Vogler, ce Robert St. Lawrence, nd & sp. events d	Johnny Miller, fd Avery Gibson, wd	Thes. AP G

NORTH DAKOTA

BISMARCK						
KFYR 1925	550 5,000 DA-N	Meyer Bcstg. Co. 202½ 4th St. 468	NBC Northwest Blair	Mrs. Etta H. Meyer, p F. E. Fitzsimonds, exec. vp & sm	R. W. MacLeod, cm Cal Culver, pd Ivar Nelson, ce Jack Swenson, nd Doug Anderson, sd	Thes. UP RCA
DEVILS LAKE						
KDLR 1925	1240 250	KDLR, Inc. 1025 3rd St. 1090	MBS, KBS Great Northern Lawson	Bert Wick, p & gm Paul R. Lange, cm	Wilbur Clemenson, pd Richard Moritz, ce Norman Buckner, nd Jack Miller, sd	Ses., Wld. UP WE
DICKINSON						
KDIX 1947	1230 250	Dickinson Radio Assoc. 119 2nd Ave. W. 4113	KBS	P. J. Weir, p Orville F. Burda, gm & pmm E. A. Spear, cm	Lauren Haacke, pd Benjamin G. Lockerd, ce Dick Severson, nd William Mason, sd Marguerite Graham, wd Wm. R. Rittman, fd	Ses., St., Wld. AP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



Out Where the West Begins . . .

KFYR...

★ . . . pays off extra dividends as the result of an intense listener loyalty built up by over 27 years of outstanding local programming.

★ . . . gives you the nation's largest area coverage in the heart of the rich Northwest farm market.

★ . . . the Number One station in the country's largest wheat producing state — the nation's fourth largest spending families.

Radio Has No Competition!

Who said Television? Out here it's live talent that counts—packed in by KFYR's always persuasive salesmanship! When Bismarck held its Western Roundup Days, KFYR sponsored an outdoor talent show every Tuesday night for six weeks . . . with between 2,000 and 3,000 people each week, jamming the pavement to see the entertainment. Thousands more listened over the air.

If you've got TV-jeebies, check on this terrific market where RADIO IS STILL KING . . . where you can be sure of PLUS ACTION for every RADIO advertising dollar.

KFYR

5000 WATTS • BISMARCK, NO. DAK.

NBC AFFILIATE — REP. BY JOHN BLAIR

NORTH DAKOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Exec. vp evp; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
FARGO							
KFGO 1948	790 5,000 DA-N	Northern States Bcstg. Co. KFGO Bldg. 23291	ABC Bolling	W. R. Haggart, p Charles G. Burke, gm, cm, pd & pmm	Olaf Gabrielson, ce Jim Shirek, nd & sd	Barbara Horen, wd Joe McCarthy, fd	St. AP RCA
WDAY 1922	970 5,000 DA-N	WDAY Inc. Black Bldg. 5357	NBC Northwest Free & Peters	Earl Reineke, p & gm Jack Dunn, sm Tom Barnes, cm Ken Kennedy, pd	Julius Hetland, tech. d Juline Savold, ce Roy Pedersen, pmm Glenn Hanson, sd	Glenn Flint, nd Ernie Brevik, fd Georgie Arden, wd	Thes. AP, UP RCA
GRAND FORKS							
*KFJM 1923	1440 1,000-D S-KILO	University of North Dakota 4-6141	E. W. Olson, bus m	S. D. Robertson, d	Arnold Petrich, ce G
KILO 1941	1440 1000-D 500-N S-KFJM	Grand Forks Herald, Inc. 1st Natl. Bank Bldg. 4-5321	CBS Avery- Knodel	M. M. Oppegard, p Herman Livingston, cm	M. C. Gorham, pd & fd A. F. Petrich, ce	Rikk Riley, nd Ed Bohnhoff, sd	St. UP G
KNOX 1947	1400 250	Community Radio Corp. 4-4611	MBS, KBS Gt. Northern	Caroll Day, p Elmer Hanson, g & cm	Robert Whyte, pd & nd Cliff Thomeford, ce	Jack French, pmm & sd Evelyn Klindsworth, wd UP WE
JAMESTOWN							
KSJB 1937	600 5,000 DA-1	North Dakota Bcstg. Co. 1600	CBS Weed	John W. Boler, p Donald J. Kingsley, pd	Robert N. Ridgway, ce Judean M. Klundt, pmm	Chester M. Reiten, fd
MANDAN							
KGCU 1925	1270 1,000-D 250-N	Mandan Radio Assn. 200 3rd Ave. N.W. 561	MBS, Great Northern Walker, Lawson	Walton S. Russell, p Paul C. Gussner, g & cm, pmm Merritt Bushee, pd	Ray Barnett, ce Winston Hoehner, nd	Pat Phillips, sd Glenna Thompson, wd	L-W, Assoc. AP RCA
MINOT							
KCJB 1950	910 1,000 DA-N	North Dakota Bcstg. Co. 51-161	CBS Dakota Radio Net. Weed	John W. Boler, p & gm Charles Hinshaw, cm Arv Johnson, pd	Wm. L. Hurley, ntl. slm Joe Main, ce Wm. Johnson, nd	Jim Addelson, sd Chester Reiten, fd Cis Hadley, wd UP RCA
KLPM 1929	1390 5,000-D 1,000-N	Minot Bcstg. Co. 118-A S. Main 41-146	ABC Great Northern Walker, Lawson	John B. Cooley, o & gm C. W. Baker, sm & ce Leslie E. Maupin, cm & pmm Dean Thurow, pd	Ken Knutson, nd E. H. Cooley, fd	Rosella Kounovsky, wd Russ Smith, sd	Wld. AP, UP Col.
VALLEY CITY							
KOVC 1936	1490 250	KOVC, Inc. 408-W	MBS, KBS Great Northern Lawson	Robt. E. Ingstad, p, g & cm & nd Russ Kaber, pd & sd	Chas. Sjostrom, ce Bob Jensen, pmm	Fern Morsch, wd UP Col.
WAHPETON							
KBMW 1948	1450 250	(See Breckenridge, Minn. listing)					
WILLISTON							
KWBM 1948	1450 250	KWBM Bcstg. Co. Box 198 3-5371	KBS	Charles L. Scofield, ptrn., gm & ce James C. Carson, ptrn., cm & sd	Jack McGeehan, nd	Carol Thompson, wd	Wld. UP WE
OHIO							
AKRON							
WADC 1925	1350 5,000 DA-1	Allen T. Simmons WADC Bldg. Jefferson 6165	CBS Hollingbery	Allen T. Simmons, o Robert Wilson, asst. m Secret Williams, sls. & pmm	Harold Hageman, pd, n & fd E. A. Marchal, traffic & pdm Lawrence Hennigan, ce	Doc Williams, sd Nina Magno, wd	Wld., St. UP Col.
WAKR 1940	1590 5,000 DA-N	Summit Radio Corp. First Nat'l Tower Hemlock 6151	ABC Weed	S. Bernard Berk, p Roger G. Berk, gm O. Keith Baldwin, cm	A. R. Cooper, pd & pmm Irwin L. Knopp, ce J. Howard Absalom, nd	Torey Southwick, fd Bob Wylie, sd	Assoc. UP RCA
WAKR-FM	Ch. 248 (B) 97.5 mc 14.7kw						
WAKR-TV (CP)		Summit Radio Corp. 106 S. Main St.		(For full information see TELECASTING Yearbook)			
WCUE 1950	1150 1,000-D DA	Akron Bcstg. Corp. Palace Arcade 41 S. Main Franklin 7114	Forjoe	Tim Elliot, p & gm Jack Maurer, vp & slm Betty Barr, asst. treas.	Art Ross, pd & pmm George V. Paul, ce	Jim Smith, nd Dick Rosett, sd (Mrs.) Jean O'Neill, wd	Assoc. UP GE
WHKK 1944	640 1,000-DA-1 L-KFI	WHKK Bcstg. Co. 51 W. State St. Blackstone 7101	MBS Meeker	J. B. Maurer, co-o, co-gm, co-cm P. R. Herbert, co-o, co-gm, co-cm Bruce Blake, pd	Don O'Neil, pmm Bert Berg, ce Max Plaughter, nd	Rick Reighart, fd Bill Pierson, sd Fran Foster, wd	Thes. AP Cont.
ALLIANCE							
..... (CP)	1310 kc 1,000-D DA	Review Pub. Co.					
WFAH(FM) 1947	Ch. 269 (A) 101.7mc 1kw	Review Pub. Co. 2720 S. Union Ave. 1-5345		(Mrs.) Alice C. Hoiles, p Donald A. Peterson, gm	Frank LaBarba, cm Robert A. Gates, pd	Gene Peterman, ce J. Orville Stone, nd	Wld., L-W AP GE
ASHLAND							
WATG 1950	1340 250	Mahoning Valley Bcstg. Corp. Ashland-Mansfield Rd. 2-1573	MBS Buckeye McGillvra	John Cherpach Jr., p Gene Trace, vp Cecil Green, gm	Richard Leidy, pd Richard Matthes, ce Wayne Byers, n & sd	Don Coffman, fd Cathy Donges, wd	Thes. AP RCA
WATG-FM 1947	Ch. 267 (B) 101.3mc 10.2kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day, Directional Antenna, night only. DA-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NBC . . . NBC-TV . . . NBC . . . NBC-TV . . . NBC . . . NBC-TV

IRON and STEEL

turn into

GOLD

IN YOUNGSTOWN, OHIO

by advertising on

WFMJ

TV ★ ★ ★ AM ★ ★ ★ FM

These Stations Make Advertising PAY

★

YOUNGSTOWN STEEL MILLS ARE

OPERATING AT 106%

★

America's 3rd Largest Steel Center

America's 30th Population Area

★

Call

HEADLEY-REED CO.

National Representatives

or

WFMJ

101 W. Boardman St., Youngstown, Ohio

Telephone 3-4121

NBC AFFILIATE

Day and Night

RADIO

5000

WATTS

50,000 Watts FM

175 kw

TV TOWER

1000

FEET

by Aug. 1953

Interim Tower 300 ft.

ASSOCIATED PRESS AND UNITED PRESS NEWS WIRES

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
CLEVELAND (Cont'd)							
WGAR 1930	1220 50,000-DA-1	WGAR Bcstg. Co. Hotel Statler Prospect 1-0200	CBS Christal, Radio Time Sales	John F. Patt, p Gordon Gray, vp (N.Y.) Carl E. George, gm John B. Garfield, cm	Reginald P. Merridew, pd Julius Glass, pmm Robert A. Fox, ce Robert C. Smith, publ. d	Robert Forker, loc. slm Charles Day, nd Bill McColgan, sd Esther Mullin, wd	Wid. UP, INS RCA
WGAR-FM 1952	Ch. 258 (B) 99.5mc 31kw						
WHK 1921	1420 5,000-DA-N	United Bcstg. Co. 5000 Euclid Ave. Express 1-5000	MBS Headley-Reed	Sterling E. Graham, p K. K. Hackathorn, gm W. K. Brusman, cm	C. M. Hunter, pd John Wyman, pmm R. H. DeLany, ce	Wayne Skakel, nd Eleanor Hanson, wd	AP WH
WHK-FM 1947	Ch. 264 (B) 100.7mc 11.5kw						
WJMO 1947	1540 1,000-D	Friendly Bcstg. Co. 2157 Euclid Ave. Superior 1-4424	United	Richard Eaton, p	Albert Lanphear, gm	C. C. Courtney, ce	L-W UP Ray.
WJW 1932	850 5,000 DA-1	WJW Inc. 1375 Euclid Ave. Superior 1-0101	ABC H-R Reprs.	William M. O'Neil, p Lawrence Webb, vp & treas. William Lemmon, evp	Harold W. Waddell, cm Bruce MacDonald, pd Gerald G. Roberts, ce	Marvin Cade, nd Jim Graner, sd Jane Stevens, wd	Assoc. UP WE
WJW-FM 1948	Ch. 281 (A) 104.1mc 19kw						
WNKB (TV) 1948		National Bcstg. Co. Inc. 815 Superior Ave. Cherry 1-0942			(For full information see TELECASTING Yearbook)		
WTAM 1923	1100 50,000	National Bcstg. Co. Inc. 815 Superior Ave. Cherry 1-0942	NBC NBC Spot Sales	Hamilton Shea, gm William P. Dix Jr., slm Charles F. Hutaff, adv., prom. & mrchdsng. d	Norman L. Cloutier, pd S. E. Leonard, engr. in chg. J. E. Hines, d of pub. affairs	Edward R. Wallace, n & sp. events d Tom Manning, sd	Thes. AP, UP RCA
WTAM-FM 1948	Ch. 289 (B) 105.7mc 14kw						
WXEL (TV) 1949		Empire Coll Co. Inc. 1630 Euclid Ave. Tower 1-8989			(For full information see TELECASTING Yearbook)		
CLEVELAND HEIGHTS							
WSRS 1947	1490 250	WSRS Inc. 2156 Lee Rd. Erieview 1-2005	Ohio State Forjoe	Samuel R. Sague, p, gm & pd George P. Bickford, secy	J. D. Kelly, cm Richard E. Kaiser, opers. m	A. Robert Engel, nd	L-W AP RCA
WSRS-FM 1947	Ch. 237 (B) 95.3mc 1kw						
COLUMBUS							
WBNS 1924	1460 5,000-D 1,000-N DA-N	RadiOhio Inc. 33 N. High St. Adams 9265	CBS. Blair	Richard A. Borel, gm W. I. Orr, cm Geer Parkinson, pd	Jim Yerian, pmm Lester Nafzger, ce Marge Ruddock, asst. prom. d	Chet Long, nd Bill Zopf, fd Fern Sharp, wd	AP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



Take a Big Bite . . .

Here's one garden spot where you'll be in—not out—if you eat the apple. Our 7-county garden is prosperous, diversified, growing—filled with new industries and quarter-of-a-million people with money to spend. . And our radio station now beams more power than ever over this rich North Central Ohio Market. In addition we've added FM to give you the best value ever in this Midwest seller's paradise.



W M R N AM and FM

ABC in MARION, OHIO



WDAY

(FARGO, N. D.)

**IS ONE OF THE NATION'S
MOST POPULAR STATIONS!**

IN 1950 . . . WDAY was the *top* Hooperated station in the entire country!

IN 1951 . . . WDAY was the *top* Hooperated station on NBC!

IN 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the *top* Hooperated station on NBC!



FREE & PETERS, INC., Exclusive National Representatives

**NBC • 5000 WATTS
970 KILOCYCLES**

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
ASHTABULA							
WICA 1937	970 5,000-D 1,000-N-DA-2	WICA Inc. 221 Center St. 27-181	McGillvra	D. C. Rowley, p & gm W. W. Walrath, m D. W. Fassett, cm	J. C. Strasen, pd & fd F. N. Bernato, ce G. H. Murray, traffic m	Ralston Smith, nd Andy Holeccko, sd Joan Hart, wd	Wid. UP RCA REL
WICA-FM 1949	Ch. 279 (B) 103.7mc 52kw						
ATHENS							
WATH 1950	1540 1,000-D	A. H. Kovlan & J. D. Sinyard P. O. Box 502 3-1360		Andrew H. Kovlan, gm & ce James D. Sinyard, cm	Robert Carlisle, pd Don Kinker, nd	Ted Covert, fd James Wendling, sd Vivian Coates, wd	SES. UP
BELLAIRE							
WTRF 1947	1290 1,000-D	Tri-City Bcstg. Co. The Skyline 1515	MBS Walker	Thomas M. Bloch, p Robert W. Ferguson, evp & gm A. T. Fisher, cm	Frank Curtis, pd Helen Gaynor, pmm Howard Daubenmeyer, ce	George Diab, n & sd Paul Howard, fd Jo Dunn, wd	Assoc. AP GE
WTRF-FM 1947	Ch. 263 (B) 100.5mc 20kw						
BELLEFONTAINE							
WOHP 1952	1390 500-D	C. H. Chamberlain P. O. Box 344 6681		C. H. Chamberlain, p & gm Ray J. Klemme, pd	M. J. Lamb, ce Don Houk, nd	Ray James, fd	AP G
CAMBRIDGE							
WLE 1948	1270 1,000-D	Land O'Lakes Bcstg. Corp. 917 Beatty Ave. 4-5605	KBS	H. D. McClelland, p Howard A. Donahoe, evp & gm	Bruce Meighen, d of sls, & pmm David C. Lorimer, pd & nd	Albert G. Engle, ce & fd Joe Grimm, sd	Wid. AP Ray
CANTON							
WAND 1947	900 500-D	Magic Wand Bcstg. Co. 106 High Ave. N.W. 6-8396	KBS Best	P. C. Wilson, p & cm James Wilson, gm Frank Grosjean, pd	Bill Jaeger, pmm Robert Van Dyke, ce Andy Doyle, prod m	Vic Avers, n & fd Ed Hawkins, sd Anita Lynch, wd	Cap. St. AP GE
WCMW 1946	1060 1,000-D	Stark Bcstg. Corp. Hills & Dales Rd. 5-9475	McGillvra	S. L. Huffman, p Clark L. Dozer, m Ronald Stranathan, cm	Fred Coukart, pd, nd & fd Jane Thomas, pmm William Waechter, ce	Gene Dillon, asst. pd & sd Carolyn Weintraub, wd	Wid., Thes. AP RCA
WHBC 1925	1480 5,000-DA-N	The Ohio Bcstg. Co. 550 S. Market St. 6-7166	ABC Taylor	Roy D. Moore, p Gordon Strong, gm Paul E. Gilmor, cm	Robert Breen, pd Joseph Gilmore, pmm Kenneth Silker, ce	Al Frances, nd Robert Kraehling, fd Jim Muzzy, sd	Assoc. AP RCA
WHBC-FM 1948	Ch. 231 (A) 94.1mc 15kw						
CHILLICOTHE							
WBEX 1947	1490 250	Shawnee Bcstg. Co. 27 E. Second St. 3-2244	ABC, KBS Buckeye Grant	John Halliday, p Truman A. Morris, gm William Mnich, sm & pmm	James W. Tidd, pd Henry Dornhuber, ce	Ron Johnson, n, f & sd Connie Immell, wd AP WE
CINCINNATI							
WCKY 1929	1530 50,000-DA-N	L. B. Wilson Inc. Hotel Sheraton Gibson Cherry 6585		L. B. Wilson, p & gm C. H. Topmiller, sm & ce Jeanette Heinze, traffic m	Robert Fleming, publ. & sls, pmm Norman Ponte, trans. sup. John Murphy, nd	Marty Roberts, fd Paul Sommerkamp, sd Virginia James, wd	Assoc., St. INS GE
WCPO 1928	1230 250	Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777	MBS Branham	Jack R. Howard, p M. C. Watters, vp & gm W. Earl Corbett, sta. dir	Cliff Baker, pmm Paul Adams, ce Glenn Clark Miller, nat sls dir	Bob Otto, nd Waite Hoyt, sd	L-W UP WE
WCPO-FM 1949	Ch. 285 (A) 105.1mc 12.5kw						
WCPO-TV 1949		Scripps-Howard Radio Inc. 2345 Symmes St. Capitol 0777		(For full information see TELECASTING Yearbook)			
WKRC 1924	550 5,000-D 1,000-N DA-1	Radio Cincinnati Inc. Hotel Aims Woodburn 0550	CBS Katz	Hulbert Taft Jr., p David G. Taft, gm Kenneth W. Church, cm	Hubbard Hood, loc. slm Paul Shumate, pd W. B. Hines, pmm	G. A. Wilson, ce Tom McCarthy, n & fd Ed Kennedy, sd	L-W AP WE
WKRC-FM 1947	Ch. 270 (B) 101.9mc 15.5kw	Radio Cincinnati, Inc. Times Star Bldg. Garfield 1331	Forjoe	Hulbert Taft Jr., evp David G. Taft, vp	Edwin Richter, g & cm Helen Nugent, pd	 RCA
WKRC-TV 1949		Radio Cincinnati Inc. Times Star Bldg. Garfield 1331		(For full information see TELECASTING Yearbook)			
WLW 1922	700 50,000	Crosley Bcstg. Co. 140 W. 9th St. Cherry 1822	MBS, NBC	Jas. D. Shouse, chmn. of bd. Robert E. Dunville, p & gm Ward Quaal, vp H. M. Smith, vp ch. sls. K. T. Murphy, vp & treas.	Norman Cash, gen. slm. W. P. Robinson, vp ch. prog. E. G. Feintheil, d of sls, pm R. J. Rockwell, vp ch. engrg.	Dallas DeWeese, nd John Butler, fd	Thes. UP, INS Cros.
WLWA (FM) 1946	Ch. 266 (B) 101.1mc 9kw						
WLWT (TV) 1948		The Crosley Bcstg. Corp. 140 W. Ninth St. Cherry 1822		(For full information see TELECASTING Yearbook)			
*WRGD (CP) 1948	1480 1,000-D-DA	N. Y. Institute of Cincinnati 217 E. 8th St.					
WSAI 1923	1360 5,000-DA-N	Buckeye Bcstg. Co. 115 E. 4th St. Main 1068	ABC Avery- Knodel	George B. Storer, p J. Robert Kerns, mng. d R. H. Boulware, cm	Charles Black, pd Vonne Monsell, pmm Jonas Heiser, ce	Bill Robbins, nd Dick Baker, sd Peggy Sherwood, wd	L-W WE
WSAI-FM (CP) 1948	Ch. 274 102.7mc 14.7kw						
CLEVELAND							
WDOK 1950	1260 5,000-DA-2	The Civic Bcstrs. Inc. 1515 Euclid Ave. Main 1-3370	McGillvra	R. Morris Pierce, p Frederick C. Wolf, asst. to p Harry Camp, vp & gm	Charles Hoover, pd Ralph Quay, ce Al Norosay, loc, slm	Kent Williams, sd Judy Sherrill, wd	Wid., SES UP, INS RCA
WERE 1949	1300 5,000-DA-1	Cleveland Bcstg. Inc. 1501 Euclid Ave. Superior 1-9600	Ohio Radio Taylor	Ray T. Miller, p Richard M. Klaus, gm	Ed Stevens, pd Harry Dennis, ce	Bob Wass, nd Jerry Bowman, fd Maggie Wulff, wd	Wid. AP, INS RCA
WERE-FM 1948	Ch. 253 (B) 98.5mc 20kw						
WEWS(TV) 1947		Scripps-Howard Radio Inc. 1816 E. 13th St. Tower 1-5454		(For full information see TELECASTING Yearbook)			

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Do Listeners Grow on Trees?



PROVES Listeners Loyal To Local Talent . . .



IRWIN JOHNSON

just completing his 4,620th broadcast, conducted word-contest with 1,151 entries. His offer of a plastic comb brought 2,190 requests.



FERN SHARP

with loyal lady listeners, pulled 1,469 requests for a plastic bookmark and magnifier.



GENE FULLEN

Latest addition to staff, offered Fudge Cake recipes . . . 2,067 eager women requested same.



SID GOLDEN

popular news announcer, pulled 1,084 requests for a measuring spoon.



CHET LONG

top-rated Central Ohio news commentator, offered portable radio for "Closing Thoughts". Mail showed 1,454 quotations.



BILL ZIPF

farm expert, distributed 618 handy telephone pencils.



In addition: Marty's Party Contest — 104 entries, Mr. Melody Contest — 126 entries, Late News Show offered Windshield De-icer — 766 requests.

We went out on a limb to learn how WBNS talent and our station rated locally. We called it the WBNS "Fall Festival." Through one week our personalities offered low-cost premiums . . . listeners were invited to write for them.

Response was terrific! It clearly showed what we knew and wanted to prove. Central Ohioans are listening and responding to WBNS. This one-week result confirms our consistent high ratings which show WBNS with more listeners than all local stations combined. Further, it shows loyalty to local talent — not just network programming.

You get a friendly audience for your sales messages on WBNS. When Central Ohio is your market . . . then WBNS Radio is a must!

Write today for the Happy Ending to this Story. A complete report on the Fall Festival.

WBNS RADIO
CENTRAL OHIO'S ONLY
CBS RADIO OUTLET

ASK JOHN BLAIR
POWER
WBNS — 5,000
WELD-FM — 53,000
COLUMBUS, OHIO

**11,029 REPLIES
62 COUNTIES
FROM ONE-WEEK PROMOTION**



OHIO—(Continued)

Executive Abbreviations

Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

Transc. Li-
brary, News
Service
Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
COLUMBUS (Cont'd)							
WBNS-TV 1949		The Dispatch Printing Co. 495 Olentangy Blvd. Fletcher 2611		(For full information see TELECASTING Yearbook)			
WELD(FM) 1940	Chan. 246 (B) 91.1mc 100kw	(WBNS, AM affiliate)					
WCOL 1922	1230 250	Air Trails Inc. E. Broad at Young St. Main 4581	ABC Sawyer Net. H-R Reps.	Charles E. Sawyer, p & treas. J. Pattison Williams, evp. Adna H. Karns, vp & gm	William L. Belaney, pd Martha Hoskins, pmm Harold E. Beard, ce	Walter Furniss, nd Dean Boyer, sd	Wid. UP
WCOL-FM 1948	Ch. 222 (A) 92.3mc 33kw						
WHKC 1921	610 5,000-DA-N	United Bcstg. Co. 22 E. Gay St. Adams 1101	MBS Raymer	Sterling Graham, p Carl M. Everson, gm Harry H. Hoessly, c & pmm	John B. Moses, pd William C. Minor, ce	Budd Sweeney, n & sd George Zeis, fd Ann Duffy, wd	Wid. UP WH L-W UP, INS RCA
WHKC-FM 1948	Ch. 254 (B) 98.7mc 15kw						
WLWF(FM) 1949	Ch. 242 (B) 96.3mc 15kw	Crosley Bcstg. Co. 3165 Olentangy Jefferson 5441		James D. Shouse, chmn. of board Robert E. Dunville, p			
WLWC (TV) 1949		Crosley Bcstg. Corp. 3165 Olentangy Jefferson 5441		(For full information see TELECASTING Yearbook)			
WOSU 1922	820 5,000 L-Dallas	The Ohio State University University 3148	NAEB Tape	Howard L. Bevis, p Jacob B. Taylor, vp & bus. m Robert C. Higgy, d William H. Ewing, prog. sup.	Alphonseus J. Boggioni, ce Donald J. Erb, nd Larry Sarbaugh, fd	Marvin Homan, sd Cleoria M. Ewalt, wd	Thes. UP RCA
WTVN (TV) 1949		Picture Waves Inc. 753 Harmon Ave. Fletcher 4361		(For full information see TELECASTING Yearbook)			
WVVKO 1951	1580 1,000 D-DA	Skyway Bcstg. Corp. 274 So. 3rd St. Main 5247	Standard, Buckeye Forjoe	Gustav Hirsch, p Bert Charles, gm & pd Bill Arthurs, cm	Rita Bender, pmm William Hammett, ce John Terry, nd	Bob Howard, sd Barbara Foley, wd	Assoc., Cap UP WE
WVVKO-FM 1951	Ch. 234 (A) 94.7mc 52kw						
COSHOCTON							
WTNS 1947	1580 1,000-D	Coshocton Bcstg. Co. 114 N. 6th St. 1580	Buckeye	Bruce Wallace, p & gm James T. Sigman, cm Michael Joseph, pd & nd	D. E. Wiggins, ce Ray Hayes, fd	Stan Robinson, sd Iris C. Latham, wd	Thes. UP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WRFD Reaches "R.F.D. Ohio" At Much Less Cost!

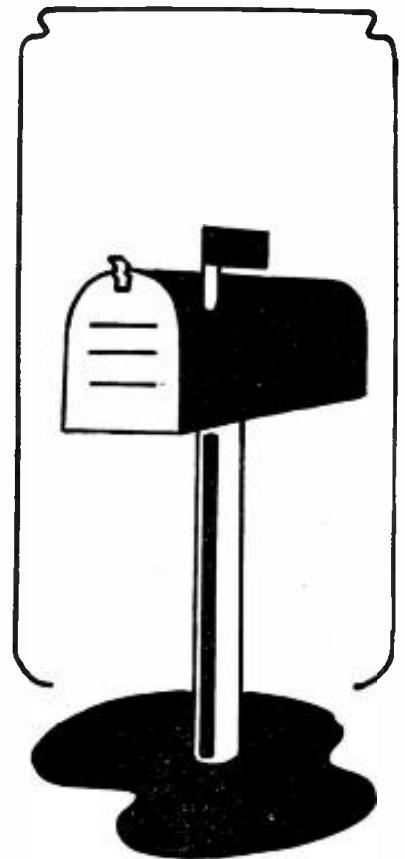
It was a great step forward when the United States Post Office instituted Rural Free Delivery. It meant that folks in the rural areas of America could be reached almost as easily as those living in the cities and towns! Yes, Rural Free Delivery was a great advance, but here's an even better, much less expensive way to reach buyers in Ohio's BILLION DOLLAR RURAL MARKET! Put your sales message on WRFD—the station that farmers depend upon and listen to for the best in farm features and programs plus well produced entertainment! WRFD gives you deeper penetration at LOWER COST than any other advertising medium! Ohio's Rural Radio Station SELLS Ohio's Rural Market! For the complete WRFD story, telephone the studios (Franklin 2-5342) or get in touch with our national representative.

WRFD — WORTHINGTON, OHIO — PEOPLES BROADCASTING CORP.

WRFD

5,000 WATTS AT 880 KC.

GEORGE W. CLARK, INC.—NATIONAL REP.



DAYTON

WHIO 1935	1290 5,000-DA-N	Miami Valley Bcstg. Corp. 45 So. Ludlow St. Adams 2261	CBS Hollingsbery	James M. Cox Jr., p Robert H. Moody, gm Wade H. Alley, natl. slm & pd	Chuck Gay, pmm Charles E. Wolaver, mrchng. m Ernest Adams, ce	Fred Brophy, nd Lou Emm, sd Madeline Wise, wd	St. AP, UP, INS WE
WHIO-FM 1948	Ch. 256 (A) 99.1mc 19kw						
WHIO-TV 1949		Miami Valley Bcstg. Corp. 1414 Wilmington Ave. Kenmore 4143		(For full information see TELECASTING Yearbook)			
WING 1924	1410 5,000-DA-N	Great Trails Bcstg. Co. Inc. 121 N. Main St. Hemlock 3773	ABC Air Trails H-R Reprs.	Charles Sawyer, p J. P. Williams, evp Adna H. Karns, vp & gm Charles G. Reeder, pd R. E. Dunville, p H. P. Lasker, gm	James Bennett, pmm Howard Ryan, ce Jack Ziegin, nd Neal Van Ellis, pd	Peter Hansson, sd Betty Ann Horstman, wd	Wid. AP Col.
WLWB (FM) 1949	Ch. 248 (A) 97.5mc 18kw	Crosley Bcstg. Corp. 140 W. 9th St. Cherry 1822		(For full information see TELECASTING Yearbook)		L. G. Sturgill, ce	RCA
WTWO (TV) 1949		Crosley Bcstg. Corp. 4595 S. Dixie Hgwy. Walnut 2101					
WONE 1949	980 5,000 DA-2	Skyland Bcstg. Corp. 5 S. Jefferson St. Michigan 6501 (WONE, AM Affiliate)	MBS Headley-Reed	Ronald B. Woodyard, gm	Louis G. Froelich, cm	Paul Sullivan, nd	Cap. AP RCA
WTWO(FM) 1949	Ch. 284 (B) 104.7mc 43kw			(For full information see TELECASTING Yearbook)			
WONE-TV (CP)		Skyland Bcstg. Co. 5 S. Jefferson St. Michigan 6501					
DEFIANCE WONW 1948	1280 500-DA-N	Tri-State Bcstg. Inc. U. S. Route 24 3-2226	Devney	R. W. Crowell, p Glenn R. Thayer, vp & gm	Paul R. Murphy, pd	William Dommer, sd	Assoc. AP G
DOVER WJER 1950	1450 250	Dover Bcstg. Co. Inc. 210 Blvd. 4-2126		Agnes J. Reeves Greer, p W. B. Steis, m John C. Needs, cm	Ed Paulin, pd & sd Don Graff, ce Lou Boda, fd & nd	Joye Beal, wd	Wid. UP Col.
EAST LIVERPOOL WLIO 1948	1570 1,000-D	Pottery Bcstg. Co. Turk Motors Bldg. 5190					
WOHI 1949	1490 250	East Liverpool Bcstg. Co. P. O. Box 156 Main 1490	Grant	Richard V. Beatty, p Robert E. Metcalfe, g & pmm, pd George T. Farrall, cm & fd	Mike A. Battle, ce Andrew Coleman, nd	James Lowery Jr., sd Mary Jane Ready, wd	Wid. AP RCA
ELYRIA-LORAIN WEOL 1948	930 1,000-DA-2	Elyria-Lorain Bcstg. Co. Elyria Savings & Trust Bldg. Elyria 2255	Buckeye	Roy W. Ammel, p Maurice J. Condon, gm & cm Donald C. Kirk, pd	Jack O'Brien, pmm Gerald McCasland, ce Douglas Lilloco, traffic m	Jack Lavreha, nd Jess Stevens, sd	Wid. UP RCA
WEOL-FM 1948	Ch. 297 (B) 107.3mc 15kw						
FINDLAY WFIN 1941	1330 1,000-D	Findlay Publ. Co. 500 1/2 S. Main St. 1330	McGillvra	R. Lowell Heminger, p Harold H. Heminger, g & cm Jack E. Douglas, pd	Edgar Smith, ce Jim Corbett, nd	John Hutson, fd Dick Davis, sd	Thes. AP, UP, INS Col.
WFIN-FM 1948	Ch. 263 (B) 100.5mc 8.2kw						AP, INS. UP GE



WFIN THE ONLY NON-METROPOLITAN STATION SO HONORED

WFIN is one of but seven stations in the United States to win the much-respected 1952 distinguished achievement award of the National Association of Radio News Directors . . . for outstanding service in radio news. *WFIN is the one and only non-metropolitan station to be so honored.*

That is FACT . . . Fact upon which you can depend!

We submit our earning of this award in radio news as the best and most eloquent testimony as to the high standards of programming we insist upon at WFIN . . . Northwest Ohio's leader in news, music, sports, and farm programs.

If you are interested in getting your sales message to the people of Northwest Ohio, WFIN Stands ready and able to serve.

WFIN NATIONAL REPRESENTATIVES, JOSEPH HERSHEY MCGILLVRA INC.

OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter		
FOSTORIA							
WFOB 1952	1430 1,000-DA-2	Seneca Radio Corp. P. O. Box 589 5666		Andrew Emerine, p L. R. Kranz, vp Mel Murray, secy., gm & sd	Robert Kuhn, pd, nd & fd Roger Wise, cm	Farrell Elsea, ce J. Waltermeyer, wd	Cap., SES. UP RCA
WFOB-FM 1946	Ch. 244 (A) 96.7mc 1kw						GE
FREMONT							
WFRO 1949	900 500-D-DA	Wolfe Bcstg. Co. 905 W. State St. Main 3401	Best	Robert F. Wolfe, p & gm J. Weddell Kerr, cm	Frank Swartz, pd & fd Allen Kaubel, ce	Arthur Smith, n & sd	Thes. INS Ray.
WFRO-FM 1946	Ch. 257 (A) 99.3mc 1kw						GE
GALLIPOLIS							
WJEH 1950	990 250-D	Ohio Valley on the Air P. O. Box 244 1160	KBS Grant	John E. Halliday, p Truman A. Morris, gm (Mrs.) Marianne B. Campbell, sm	Don W. Hughes, pd T. R. Cowie, pmm Charles Husson, ce	Parks Robinson, nd William Watterson, fd Tom D. Halliday, sd	Cap. UP G
HAMILTON							
WMOH 1944	1450 250	The Fort Hamilton Bcstg. Co. Second Nat'l. Bank Bldg. 4-6543	MBS, KBS Grant	Robert J. Briede, p Robert L. Odson, gm Raymond C. Motley, cm & sd	Norman E. Keller, pd Luther G. Bassett, pmm Gerard H. Calne, ce	Virginia R. Blevens, traffic m Milly Soule, f & wd	L-W UP Col.
WMOH-FM 1948	Ch. 278 (A) 103.5mc 8.7kw						
IRONTON							
WIRO 1951	1230 250	Iron City Bcstg. Co. 360	MBS, KBS McGillvra	Ted M. Nelson, p Clinton E. McElroy, gm	William P. Shannon, cm	Clarence A. Baker, ce	AP G
LANCASTER							
WHOK 1948	1320 500-D	Hocking Valley Bcstg. N. Memorial Dr. 4500	McGillvra	Dr. Nelson Embrey, p Donald W. White, act. m & nd	Roy Stingley, pd & fd R. F. Roundhouse, ce	Allen C. Evans, sd Nancy H. Daugherty, wd	Thes. UP G
LIMA							
WIMA 1948	1150 1,000-DA-N	N. W. Ohio Bcstg. Corp. 223 N. Main St. 3-2660	ABC Weed	G. E. Hamilton, p R. W. Mack, gm C. B. Heller, cm	Easter Straker, pd & wd Robert McDermott, pmm & fd Albert Smith, ce	Tom Wade, nd Bill Frink, sd	AP RCA
WIMA-FM 1948	Ch. 271 (B) 102.1mc 15.5kw						WH
WIMA-TV (CP)		N. W. Ohio Bcstg. Co. 223 N. Main St. 3-2660		(For full information see TELECASTING Yearbook)			
WLOK 1936	1240 250	WLOK Inc. 1108 Nat'l. Bank Bldg. 6-3411	NBC H-R Reps.	L. A. Pixley, p R. O. Runnerstrom, gm Lyle P. Lee, cm Dave Lee, pd	Pete Stanley, pmm Darrell Hunter, ce Joe Rex, nd	Perry Beaumont, fd Ed. Ulrick, sd Marian Fletcher, wd	Wld. UP RCA
WLOK-FM 1948	Ch. 277 (B) 103.3mc 0.34kw						WE
WLOK-TV (CP)		WLOK Inc. 1101 Nat'l. Bank Bldg. 6-3411		(For full information see TELECASTING Yearbook)			
MANSFIELD							
WMAN 1939	1400 250	Richland Inc. Ohio Theatre Bldg. 4235	ABC Taylor	Mrs. M. F. Rubin, o J. M. O'Hara, p, g & cm Robert A. James, pd	Carl C. Kindt, pmm William E. Morrison, ce William Kennedy, nd	Pres Roper, fd Richard Norman, sd	L-W AP RCA
MARIETTA							
WMOA 1946	1490 250	Marietta Bcstg. Co. P. O. Box 201 1690	MBS McGillvra	William G. Wells, p R. Sanford Guyer, gm Fred Reynolds, cm	Thomas B. Butscher, pd & nd Charles Clark, ce Hal Willard, fd	David R. Pyles, sd Leah R. Thorla, wd	UP Col.
MARION							
WMRN 1940	1490 250	The Marion Bcstg. Co. N. Main St. 2-666	ABC	Robert T. Mason, p & gm Robert T. Mason, Jr., cm Marjorie Williams, pmm	Francis J. Peters, ce Joseph J. Ionne, nd	Robert E. Sullivan, sd Madge L. Cooper, wd	Thes. UP RCA
WMRN-FM 1952	Ch. 295 (B) 106.9mc 25kw						
MASSILLON (Canton)							
WMAC(TV) 1953		Midwest TV Co. 500 Security Blvd. Toledo, O.		(For full information see TELECASTING Yearbook)			
MIDDLETOWN							
WFEB 1947	910 1,000-D 100-N	Paul F. Braden Central Ave. 2-3625		Paul F. Braden, p & gm Charles R. Daly, cm John R. Kistler, pd & pmm	Laurace Beckwith, ce Dan Humphreys, nd Homer Tingle, fd	Warren Johnson, sd Fern Troutvine, wd	L-W AP
MT VERNON							
WMVO (FM) 1951	Ch. 229 (B) 93.7mc 3.2kw	Mt. Vernon Bcstg. Co. P. O. Box 86 7-2626		D. T. Burnes, o & p			
NEWARK							
WCLT 1949	1430 500-D	Advocate Printing Co. 4007	Meecker	Thomas A. Rogers, gm Robert Pricer, cm	Richard Welsbacher, pd Ben Windle, ce Ned Stout, n & fd	Parnell Egan, sd Lorell Nelson, wd	Thes. AP G
WCLT-FM 1947	Ch. 262 (B) 100.3mc 8.5kw						GE
PIQUA							
WPTW 1947	1570 250-D	Miami County Bcstg. 1625 W. Covington Ave. 1420		Richard E. Hunt, p & gm Sam Collins, cm	Robert Bupp, pd, sd & pmm Bob Blaney, ce	Bill Fox, n & fd Rita Swob, wd	Wld. AP Col.
PORTSMOUTH							
WNXT 1951	1260 1,000-DA-1	Portsmouth Bcstg. Co. P. O. Box 1228 2-1961	ABC Everett- McKinney	Marshall Rosene, p, g & cm Dean Sturm, pd Bryson Frather, pmm	Russell Newman, ce John Thompson, nd George Wood, fd	Jack Hurst, sd Lucile Graham, wd	St. UP Ray.
WPAY 1935	1400 250	The Scioto Bcstg. Co. 1009 Gallia St. 3-2111	CBS Taylor	Roy D. Moore, p Eugene Carr, vp Gerald F. Boyd, m	O. T. Dresbach, office m Edward G. Sheridan Jr., pd Marvin M. Reed, pmm	Maurice L. Myers, ce Frank Balmert, nd Bill Green, sd	Assoc. AP RCA
WPAY-FM 1948	Ch. 281 (B) 104.1mc 7kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *N*—Non-Commercial Station. *CP*—Construction Permit issued. *D*—Day. *DA-N*—Directional Antenna, night only. *DA-1*—Directional Antenna, same pattern day and night. *DA-2*—Directional Antenna, different pattern day and night. *L*—Limited Time with Dominant Station. *LS*—Local Sunset. *N*—Night. *SA*—Special Authorization. *SH*—Specified Hours. *ST*—Share Time. Complete key to abbreviations, page 6.

SANDUSKY

WLEC 1450
1947 250

Lake Erie Bcstg. Co.
Cleveland Rd. &
Huntington Ave.
5170

MBS
Buckeye
Holman

Jay E. Wagner, p, gm &
sd
Louis E. Mahla, asst. m
Ralph Silver, cm

Bob Hinners, pd
Jay Leibach, ce
Ray Sherman, nd

Kathryn D. Heiser, pmm
Chuck Hruby, fd
Nancy Lake, wd

Wld. Thes.
UP
RCA

SPRINGFIELD

WIZE 1340
1940 250

Radio Voice of Spring-
field Inc.
117 W. High St.
3-4955

ABC
H-R Reps.

Charles Sawyer, p
J. P. Williams, evp
Arthur L. Martin, sm

John McEnaney, pd
Victor Bushong, ce
Joe Weckerle, n & sd

Norm Geron, fd
Alice Bahman, wd

Wld.
AP
RCA

WJEL 1600
1947 500-D

Champion City Bcstg.
Co.
120 S. Limestone St.
3-4676

McGillvra

George R. Walker, p
Chester R. Hinkle, treas. &
gm
Vince Shannon, cm & sd
Bradley Kincaid, p
R. K. Wood, vp & gm

Robert Jenkins, pd, fd &
pmm
Fred Eckhardt, ce
John Hezlep, nd
Ford Rush Jr., pd & nd
Vernon B. Yeich, ce

Joan Warren, wd

Thes.
INS
RCA

WWSO 1210
1947 250-D

Radio Springfield Inc.
Chamber of Commerce
Bldg.
3-6488

KBS
Gill-Keefe
& Perna

Jack N. Berkman, p
John J. Laux, evp & gm
Joseph M. Troesch, asst.
gm, cm & pmm

Roy Briscoe, pd
Charles S. Shepherd, ce
Scott McMurray, nd

Frank P. Taylor, fd
Charles Donley, sd

Wld.
UP
WE

STEUBENVILLE

WSTV 1340
1940 250

WSTV Inc.
Exchange Realty Bldg.
2-6265

MBS
Pearson

George B. Storer, p
Allen L. Haid, gm
Westford F. Shannon, cm
& local sim

Emerson Kimble, pd
Richard H. Gourley, pmm
William Stringfellow, ce

James Uelbelhart, nd
Ken Lawrence, fd

L-W
UP, INS
WE

WSTV-FM Ch. 278 (B)
1947 103.5mc
2kw

TOLEDO

WSPD 1370
1921 5,000 DA-N

Storer Bcstg. Co.
136 Huron St.
Adams 3175

NBC
Katz

(For full information see TELECASTING Yearbook)

WSPD-FM Ch. 264 (B)
1947 101.5mc
20kw

WSPD-TV 1948

Storer Bcstg. Co.
136 Huron St.
Adams 3175

Headley-
Reed

Edward Lamb, p
Sunne Miller, gm & cm
Doug Tabner, pd, nd, sd

Robert Sowers, ce
Bill Arnold, fd

Barbara Baker, wd

L-W
AP
Ray.

WTRT Ch. 260 (B)
(FM) 99.9mc
1947 8.8kw

WTOL 1230
1938 250

Community Bcstg. Co.
Bell Bldg.
Adams 3291

ABC
Raymer

Frazier Reams, p
Thomas S. Bretherton, gm
Morton Nelpp, cm

Karl R. Nelson, pd
Robert Krieghoff, pmm
Harold Holmes, ce

Charles Baxter, nd
Joe Weaver, sd

St.
AP, UP
WE

WTOL-FM Ch. 284 (B)
1949 104.7mc
1.3kw

WARREN

WHHH 1440
1941 5,000-DA-2

Warren Tribune Radio
Station Inc.
108 Main St.
2212-9

MBS

Helen Hart Hurlbert, p
Carl J. Raymond, gm, cm,
pd

Lewis W. Sirigas, pmm
Robert E. Hardy, ce

George Raymor, nd
Danny Shaver, sd

Assoc.,
Ses.
AP
RCA

WHHH-TV
(CP)

Warren Tribune Radio
Station Inc.
108 Main St.
2212-9

(For full information see TELECASTING Yearbook)

**PARTNERS THREE
FOR '53**

It isn't necessary to come to Toledo for market, programing or availability information—because Toledo and WSPD are expertly represented right in the heart of the nation's time buying centers—New York and Chicago.

"Speedy's partner" in New York is Tom Harker, National Sales Manager of Storer Broadcasting Company—In Chicago, Bob Wood, Storer Broadcasting Midwest Sales Manager.

And in 1953 you'll find that Tom and Bob stand ready to provide information on WSPD and WSPD-TV. They bring Toledo and Northwestern Ohio—with its tremendous facts and figures of potential buying power, high retail sales, exceptional market statistics as close as your phone. So in '53' make a habit of contacting Tom and Bob—partners in Northwestern Ohio's Sales Stations—WSPD and WSPD-TV. It will make our wish—"A Happy New Year to you" come true.



AM-TV

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

Represented Nationally
by KATZ



OHIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Trans. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; From. Mgr. pmm; Prod. Mgr. pdm;	
WASHINGTON COURT HOUSE							
WCHO 1952	1250 500-D	The Court House Bcstg. Co. 113½ S. Main St. 5-6211	KBS Schepp-Reiner	L. Morse Weimer, p & gm Art Layne, pd	Carl Ebbert, ce Robert Mayer, sm, sd	Perce Harlow, nd Doris Wipert, wd	Thes. Ses. AP
WELLSTON							
WKOV 1952	1570 250-D	Stephen H. Kovalan P. O. Box 190 546		Stephen H. Kovalan, o & gm Jack R. Daniels, cm & pmm	Stan Ridge, pd & nd John J. Rupert, ce	Kenneth Williams, fd Betty Lucas, wd	UP Tem.
WOOSTER							
WWST 1947	960 1,000-D	Wooster Republican Printing Co. 760	Buckeye	Raymond E. Dix, p Edwin B. Evans, gm Quentin W. Welty, cm	Robert E. Heeter, pd & nd Burton L. Bowman, ce Harold Edwards, fd	Roy Bates, sd	Wld., Cap. AP RCA
WWST-FM 1947	Ch. 283 (B) 104.5mc 13kw						
WORTHINGTON							
WRFD 1947	880 5,000-D	Peoples Bcstg. Corp. Franklin 2-5342	Clark	Herbert E. Evans, vp & gm Joseph D. Bradshaw, sm Harry Bruce, cm	Robert Geis, pd Phil Sheridan, pmm Harold Schaaf, ce	Bill Arthurs, nd Jim Chapman, fd Dave Collins, sd	Thes. AP RCA
YOUNGSTOWN							
WBBW 1949	1240 250	Mahoning Valley Bcstg. Corp. 260 W. Federal St. 4-4421	ABC Forjoe	John Cherpack Jr., p & ce Gene Trace, vp, gm & cm Tony Ross, pd, pmm	Dick O'Hara, nd George Michler, fd Maury Magill, sd	Betty Hanzel, wd	Assoc., L-W AP RCA
WFMJ 1939	1390 5,000 DA-N	WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	NBC Headley-Reed	William F. Maag Jr., p, gm Leonard E. Nasman, cm, pmm Ronald Richards, pd	Frank A. Dieringer, ce William Crooks, nd Elden Groves, fd	Eddie Lane, sd Mrs. Marjorie Mariner, wd	AP, UP RCA
WFMJ-FM 1947	Ch. 285 (B) 105.1mc 50kw						
WFMJ-TV (CP)		The Vindicator Printing Co.		(For full information see TELECASTING Yearbook)			
WKBN 1926	570 5,000 DA-N	WKBN Bcstg. Corp. 3930 Sunset Blvd. 2-1145	CBS Raymer	W. P. Williamson, Jr., p & gm J. L. Bowden, sta. d. Don Brice, prod. d & pd	Howard Rempes, pmm B. T. Wilkens, ce Gene Starn, nd	Stu Wilson, fd Don Gardner, sd Elaine Carroll, wd	Wld., L-W AP, UP RCA
WKBN-FM 1947	Ch. 255 (B) 98.9mc 18.5kw						
WKBN-TV 1952		WKBN Bcstg. Corp. 3930 Sunset Blvd. 2-1145		(For full information see TELECASTING Yearbook)			
WUTV (TV) (CP)		Polan Industries 321 8th St. P. O. Box 1720 Huntington, W. Va.		(For full information see TELECASTING Yearbook)			
ZANESVILLE							
WHIZ 1924	1240 250	Southeastern Ohio Bcstg. Sys. Inc. Lind Arcade Bldg. 2-5431	NBC Pearson	Clay Littick, p Vernon A. Nolte, gm Nate Milder, sis. d	Robert D. Maley, pd Bill Eberle, pmm William Hunt, ce	Allan Land, nd, prog. m. Bob Wagner, sd Robert F. Hodous, slm	AP, UP WE
WHIZ-TV (CP)		Southeastern Ohio Bcstg. Sys. Inc. Lind Arcade Bldg. 2-5431		(For full information see TELECASTING Yearbook)			
OKLAHOMA							
ADA							
KADA 1934	1230 250	KADA Bcstg., Inc. First Nat'l Bldg. 12, 13	ABC, KBS, Oklahoma Taylor	Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, secy-treas. & sm	Nadine Mullnax, pd George Miller, Jr., ce	Zelmadean Woods, pmm & wd Monte Bell, n, f & sd	St. AP G
ALTUS							
KWHW 1947	1450 250	Altus Bcstg. Co., Inc. P. O. Box 468 1405	MBS, KBS Best	Frank E. Wimberly, p & gm	Ernest Baucum, ce	Rita Matthews, wd	AP Ray.
ARDMORE							
KVSO 1935	1240 250	John F. Easley Ardmoreite Bldg. 3030	Oklahoma Taylor	John F. Easley, p Albert Riesen, gm Dolly Dutton, pd	Gaey Varnell, pmm Wm. E. Kolb, ce	Wm. McCalliard, fd	Wld., Ses. AP Col.
BARTLESVILLE							
KWON 1941	1400 250	Bartlesville Bcstg. Co. Union Nat'l Bank Bldg. 1400	MBS	J. Fred Case, p & gm John Collins, cm	R. J. Burton, pd	James A. Wireman, ce	AP WE
BLACKWELL							
KBWL 1952	1580 250-D	Star Bcstg. Co., Inc. 309		Randall L. McCarrell, gm	Charles Hobbs, ce		Thes. AP G
CHICKASHA							
KWCO 1946	1560 1,000-D 250-N-DA-N	Washita Valley Bcstg. Co. KWCO Bldg. 2899	MBS, KBS	Phil Jackson, p & gm Hoyt Caldwell, cm Lorene Null, pd	Neal Allen, ce & nd Reford Melton, pmm	Gene Cunningham, fd Jodie Sevier, wd	AP G
CLINTON							
KWOE 1949	1320 1,000-D	Western Okla. Bcstg. Co. Box 706 617	Best	V. M. Preston, gm Leo A. Tremblay, slm	Lew Preston, pd, pmm & fd Hubert Gaston, ce	Max Mott, nd Evelyn Preston, wd	SES UP Ray.
CUSHING							
KWHP 1952	1600 1,000-D	Wm. Howard Payne 203 N. Harrison 922		William Howard Payne, o & gm Jerry Watson, cm, sd Bing Hampton, asst. m, nd	DeWitt Waites, pd LoRena Payne, pmm Charles F. Hebard, ce	Lou Allard, fd Mary Louise Blood, wd	Thes. AP G
DUNCAN							
KRHD 1947	1350 250-D 100-N	Duncan Bcstg. Co. 17th & Pine 1350	MBS	R. H. Drury, p Leo R. Morris, g, cm & sd	Henry Mattison, pd & nd Dale Bishop, ce	Bill Brubaker, fd	Wld. UP WE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated, FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Take another look at the 30th Market

In the 30th market, there's more than a half-million population with an unusually high effective buying income.

Radio tune-in is high in the 30th market, and WKBN is the station to which they tune.

In addition, WKBN reaches a large population in counties surrounding the 30th market.

YOUNGSTOWN METROPOLITAN AREA

POPULATION: 528,498 — 30th in U. S.—3rd in Ohio
RETAIL SALES: \$536,904,000
FOOD SALES: \$142,746,000
GENERAL MERCHANDISE SALES: \$61,740,000
FURNITURE SALES: \$27,038,000
AUTOMOTIVE SALES: \$97,082,000
DRUG SALES: \$12,199,000
EFFECTIVE BUYING INCOME: \$893,055,000
E.B.I. PER CAPITA: \$1,649
E.B.I. PER FAMILY: \$5,903

SOURCE: Sales Management Survey of Buying Power (Copyright 1952, further reproduction not licensed). 1950 Census of Population.

YOUNGSTOWN HOOPER REPORT

Radio sets-in-use figures are high in Youngstown.

Morning 19.5 Afternoon 24.3 Evening 28.1

WKBN has the greatest Share of Audience.

Morning 40.8 Afternoon 43.2 Evening 41.0

46 out of the top 60 Hooperated programs in Youngstown are on WKBN.

SOURCE: Report of C. E. Hooper, Inc. for Youngstown, Ohio, Dec. 1951 through March 1952.

WKBN BMB REPORT

Daytime: 21 counties 224,180 families 759,970 listeners.

Nighttime: 16 counties 214,450 families 726,985 listeners.

40% increase over 1946.

84% listen from 3-7 times per week.

SOURCE: BMB Station Audience Report, Study No. 2, Spring 1949. 1950 Census of Population.

CBS **WKBN**

YOUNGSTOWN, OHIO

5000 watts

570 kc

represented by RAYMER

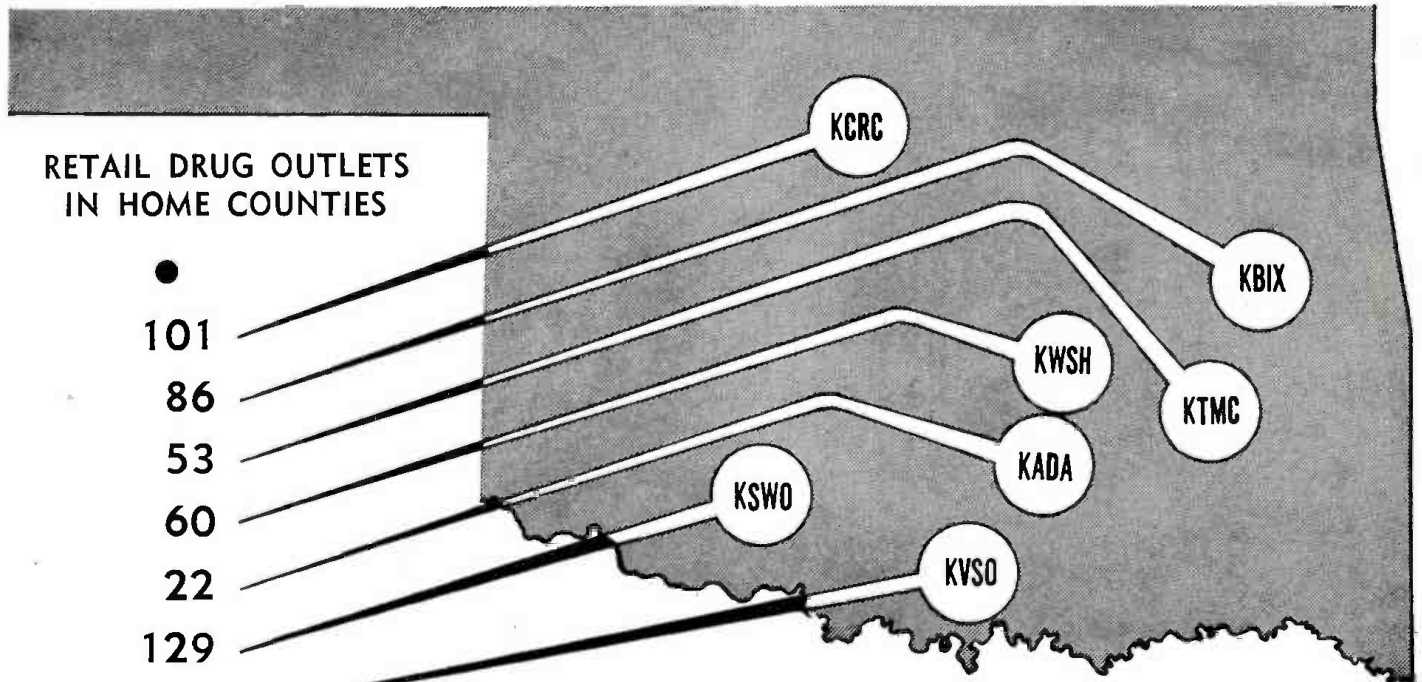
OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Li- brary, News Service Transmitter		
DURANT							
KSEO 1947	750 250-D	Democrat Printing Co. Democrat Bldg. 2200		R. F. Story, co-o Bennett Story, co-o	Leroy W. Moses, g & cm Leonard Brown, ce	St. AP GE	
KSEO-FM 1947	Ch. 297(B) 107.3mc 2.9kw						
ELK CITY							
KASA 1932	1240 250	Southwest Bcstg. Co. 730	MBS	Lonnie J. Preston, p, gm & fd	Alice Howenstine, nd & wd	UP Ray.	
ENID							
KCRC 1931	1390 1,000 DA-1	Enid Radiophone Co. Broadway Tower 447	ABC, Oklahoma Taylor	Milton B. Garber, p Guy B. Farnsworth, gm H. P. Hale, cm	Byron Napier, prog. m Murray D. Coleman, ce	Cecil E. Hill, nd Bill Orum, sd	L-W AP Col.
KGWA 1950	960 1,000 DA-1	Public Bcstg. Service, Inc. Box 949 4230	MBS Rámbeau	Geo. Hutchison, p H. J. Godschalk, g & pmm Tom Belcher, cm	Lorraine Cansler, pd Wm. Teitzel, Jr., ce	Dick White, n & sd Blaine Smith, fd Helen Godschalk, wd	St. UP G
FREDERICK							
KTAT 1948	1570 250-D	Frederick Bcstg. Co. P. O. Drawer 920 1010	KBS Oklahoma Best	Ron Wheeler, co-o, gm, f & sd Dan Jones, co-o, ce & nd	Win Jones, co-o Mary Wheeler, pd & wd	Evelyn Jones, bus. m	Cap. UP G
GUYMON							
KGYN 1948	1220 1,000-D	Plains Bcstg. Co., Inc. 21st & Lelia Sts. 888	Best	T. M. Raburn, Jr., p & gm	Edward J. Slater, cm	Herbert L. Noyes, ce	Thes., Wid. UP G
HOBART							
KTJS 1947	1420 250-D	T. J. Shriner 315 E. 11th St. 1070	KBS	T. J. Shriner, p, ce, n & sd	Mary Jo Shriner, pd & wd	Tom Morris, fd	AP G
HOLDENVILLE							
KWSH 1948	1260 1,000 DA-2	(See Wewoka listing)					
HUGO							
KIHN 1948	1340 250	Little Dixie Bcstg. Co. East on Highway 70 1140	KBS	George L. Malone, p James F. Hendrix, gm	Elzie B. Parker, cm	Dalton E. Jones, ce	SES AP G
IDABEL							
KIDB (CP)	1240 250	Winston O. Ward					
LAWTON							
KSWO 1941	1380 1,000 DA-2	Oklahoma Quality Bcstg. Co. 406½ D Ave. 1380	ABC, Oklahoma Taylor	R. H. Drewry, p Allan Page, gm Neil Ashlock, cm	Morgan Roberts, pd William D. Buford, ce Bill McReynolds, pmm & nd	Paul Goode, bus. m Len Morton, sd Carol Carter, wd	L-W UP WE
----(TV) (CP)		Oklahoma Quality Bcstg. Co.			(For full information see TELECASTING Yearbook)		
McALESTER							
KNED 1950	1150 1,000-D	Pittsburg County Bcstg. Co. Aldridge Hotel, Box 73 1460		Ray VanHooser, p & gm Phil Reed, cm Juanita VanHooser, pd	Lena Hopkins, office m & wd Dexter Ferry, ce	Berlon Hampton, nd Wayne Gunn, fd Jerry Watson, sd	Cap., Thes. UP G
KTMC 1946	1400 250	McAlester Bcstg. Co., Inc. Box 157 2411	ABC, Oklahoma Taylor	William E. Young, p Jim Wilson, gm & nd Bob Baggett, cm	Jay Harmon, pd Harold Duncan, ce	Geraldne Jones, pmm Bill Skeith, sd	AP G
MIAMI							
KGLC 1948	910 1,000 DA-1	Miami Bcstg. Co. Hotel Miami 3303	KBS Young	M. K. Hutts, p Kenyon Brown, exec. vp Charles L. Unger, Jr., gm	Bill York, pd Louis Stone, ce	Russ Martin, sd Opal Wright, wd	AP WE
MUSKOGEE							
KBIX 1936	1490 250	Oklahoma Press Pub. Co. 9th Floor Barnes Bldg. 302, 303	ABC, Oklahoma Taylor	Tams Bixby, Jr., p Wally Weber, gm	Howard Whiteley, pd Eugene O. Edwards, ce	Joe Hasler, nd	Thes. UP
KMUS 1948	1390 1,000-D 500-N-DA-N	Eastern Oklahoma Bcstg. Corp. 412½ Court St. 656	Eastern Oklahoma Pearson	R. M. Mountcastle, p Jimmie Barry, g & cm George Overton, pd & nd	Paul Weatherbee, pmm Jim Keitel, ce	Bill Mercer, sd Nancy Howard, wd	Wid., St. UP G
KMUS-FM 1947	Ch. 268 (B) 101.5mc 8.7kw						
NORMAN							
KNOR 1949	1400 250	Cleveland County Bcst. Co. Box 542 474		Tol Dickenson, o Wm. S. Morgan, ptrn.	Gene Stansberry, pd Gene Morris, ce	Dick Knowles, nd Jim Hughes, sd	Wid. UP Col.
*WNAD 1920	640 1,000-D	Univ. of Oklahoma Faculty Exchange 900		John W. Dunn, gm Hugh M. Mix, pd	Mima Smethers, pmm Remy M. Perot, ce	Glen Kezer, nd Curt Floyd, sd	WE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

THE 21ST MARKET

1st IN DRUG OUTLETS IN OKLAHOMA



**THAT'S 50% MORE
DRUG STORES
THAN THERE ARE IN
CINCINNATI, OHIO**

**ASK THE O. L. TAYLOR CO.
FOR FURTHER DETAILS**

*FROM THE 1952-53
CONSUMER MARKETS

**EXCLUSIVE
IN MERCHANDISING THESE
OUTLETS**

Oklahoma Network stations offer complete and guaranteed unified merchandising of these 529 drug stores.

The Oklahoma Network stations offer in one package with one invoice at one price with a generous group discount a primary market in Oklahoma whose population and retail sales are greater than those of the 21st Standard Metropolitan Area.

OKLAHOMA NETWORK

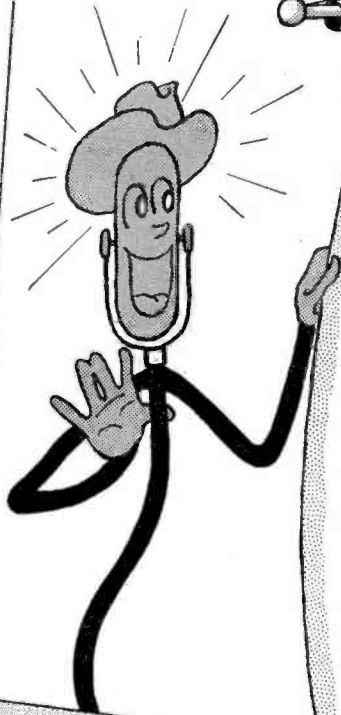
KBIX, Muskogee; KCRC, Enid; KADA, Ada; KWSH, Tri-Cities; KSWO, Lawton; KTMC, McAlester; KVSO, Ardmore

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;		
OKLAHOMA CITY							
KBYE 1947	890 1,000-D	State Bcstg. Co. 9th & Broadway 3-2323		Kenyon Brown, p			
KLPR 1947	1140 1,000-D	Byrne Ross 128½ W. Commerce St. 3-6358		Byrne Ross, o & gm Fred Farha, cm Kathleen Burkett, pd	Jacob A. Davis, ce Robert R. Harrison, pmm Grant Ladd, nd	Douglas Carruth, fd L. H. Bengtson, sd Mary Dean Sanders, wd	AP Ray.
KOCY 1922	1340 250	Plaza Court Bcstg. Co. Plaza Court Bldg. 3-4333	MBS Walker	Matthew H. Bonebrake, p George R. Collisson, gm	John D. Harrison, pd Howard L. Hollars, ce	Bob Murphy, sd	St. AP Col.
KOMA 1927	1520 50,000 DA-N	KOMA, Inc. Box 983 8-6641	CBS Avery- Knodel	John Griffin, p J. J. Bernard, gm Raymond Ruff, loc. slm & pmm	Ben Holmes, nat'l slm Martin H. Fuller, pd Morris W. Thomas, ce	Bob Eastman, nd Harold Mock, fd Carroll Freeman, sd	L-W, St. UP WE
KTOK 1927	1000 5,000 DA-2	KTOK, Inc. 1800 W. Main 3-8352	ABC, Oklahoma Taylor	Wendell Mayes, p E. L. Colbourn, gm	Dick Kirchner, pd Clif Easum, ce	Harold Phillips, nd	Wid., Thes. AP, UP WE
KTOW 1948	800 250-D	Sooner Bcstg. Co. Liberty Bank Bldg. 2-6367	Rambeau	Ralph Ball, p Rex M. Lester, Jr., gm	Ross Baker, cm Bill Bryan, pd, n & sd	John Witt, ce Jean Hamilton, wd GE
WKY 1920	930 5,000 DA-N	WKY Radiophone Box 8668, Britton Station 88-2161	NBC Katz	E. K. Gaylord, p P. A. Sugg, m Hoyt Andres, asst. sm Eugene B. Dodson, adm. asst.	Robert E. Chapman, cm Paul O. Brawner, pd Ray Scales, pub. rel. m H. J. Lovell, ce	James Terrell, nd Sandy Saunders, fd Prissy Thomas, pub. serv. d	St. AP, UP RCA
WKY-TV 1949		WKY Radiophone Co. P. O. Box 8668 88-2161		(For full information see TELECASTING Yearbook)			
OKMULGEE							
KHBG 1937	1240 250	Okmulgee Bcstg. Corp. Times Bldg. 3646	MBS, Eastern Oklahoma Pearson	Donald W. Reynolds, p Weldon Stamps, gm	John R. Trotter, sm Gladys LeGrand, pd	John Brennerman, ce AP G
PAULS VALLEY							
KVLH 1947	1470 250-D	KVLH Bcstg. Co. Highway 77 N. 1470-1471	KBS Best	James T. Jackson, p Phil Crenshaw, gm	Jim Gray, cm & fd George Rountree, ce	Don Hughes, n & sd	Cap. UP Col.
PONCA CITY							
WEBZ 1928	1230 250	Ponca City Publishing Co. 1601 E. Oklahoma Ave. 6607	MBS Pearson	Clyde E. Muchmore, ptrn. Gareth B. Muchmore, ptrn. Allan W. Muchmore, ptrn Cy Casper, gm	Milton E. Sheid, cm William C. Maugans, pd, pmm, nd & fd Carrol Blewster, ce	Don Putman, fd Bill Platt, sd Lawanda Boles, wd	Wid. AP G
FRYOR							
KOLS 1950	1570 250-D	L. L. Gaffaney 5th & S. Mill Sts. 1263	Eastern Oklahoma	L. L. Gaffaney, p, gm & nd	Mrs. L. L. Gaffney, cm	R. L. Padgett, ce	SES. AP G.
SEMINOLE							
KWSH 1948	1260 1,000 DA-2	(See Wewoka listing)					
SHAWNEE							
KGFF 1930	1450 250	KGFF Bcstg. Co. Inc. Hotel Aldridge 4390	MBS	Oscar S. Stauffer, p Wilford C. Dickson, g & cm Jeral Ziegler, pd	Delbert Grady, ce Fred Davis, pmm & sd Bill Boren, nd	Dan Bridges, fd Helen Jones, wd	Wid. AP Col.
STILLWATER							
KSPI 1947	780 250-D	Stillwater Publishing Co. P. O. Box 231 311	MBS, Oklahoma Aggie	C. R. Bellatti, p L. F. Bellatti, gm	James R. Bellatti, pd Paul McCollom, ce	Jim Wells, fd	St. UP WE
KSPI-FM 1947	Ch. 230 (B) 93.5mc 3.9kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KTUL Delivers
a Mighty Market... **Tulsa!**



Tulsa's Metropolitan Area ranks 73rd in population in the U. S. (258,000) . . .

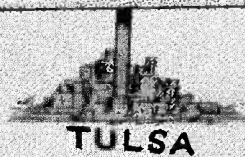
But... it also ranks—

- 65th-in TOTAL RETAIL SALES
- 47th-in RETAIL SALES PER CAPITA
- 56th-in DRUG STORE SALES
- 53rd-in WHOLESALE SALES
- 54th-in AUTOMOTIVE STORE SALES
- 46th-in FILLING STATION SALES
- 54th-in BUILDING MATERIAL and HARDWARE STORE SALES
- 56th-in APPAREL STORE SALES
- 65th-in HOME FURNISHING STORE SALES
- 68th-in FOOD STORE SALES
- 62nd-in GENERAL MERCHANDISE STORE SALES

★ Tulsa Folks **SPEND MORE, EAT MORE, DRIVE MORE, DRESS BETTER, LIVE BETTER** than practically any other folks in the good old U.S.A. . . .

FROM 10% to 50% BETTER!

- KTUL serves the rich Tulsa trade area of Eastern Oklahoma BEST . . . with no waste coverage!
- CBS Radio . . . top local programing!
- Get the KTUL story from your nearest Avery-Knodel, Inc. office.



The "HAPPY MEDIUM" Station

KTUL Radio
TULSA

JOHN ESAU—Vice President—General Manager
AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

OKLAHOMA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
TULSA							
KAKC 1946	970 1,000-LS 500-N-DA-2	Public Radio Corp. Amer. Airlines Bldg. 4-2401	MBS Pearson	S. E. Avey, p James L. Neal, vp, g & cm	John B. Wheeler, pd Rusty Kirk, pmm M. M. Donley, ce	Jack Moore, nd Mack Creager, sd Marge McCartney, wd	AP Col.
KAKC-FM 1947	Ch. 238 (B) 95.5mc 9.5kw						
KFMJ 1946	1050 1,000-D	Fred Jones Bcstg. 1242 S. Boston 5-5555	Indie	Fred Jones, p Lawson Taylor, gm	Jack Betz, cm Carolyn Jenkins, pd	H. Hamilton, ce Jay Jones, nd	UP WE
KOME 1938	1300 5,000-D 1,000-N-DA-2	Oil Capital Sales Corp. 8th & Main 3-4121	Oklahoma, Arkoma, Magic Circle, Pearson	John E. Brown, Jr., p Storm Whaley, exec. vp Riley R. Gibson, g. cm & pd	Charles Grim, prod. d Roy Brown, ce Landon Young, nd	Tony George, sd Lee Grim, wd	Wild. AP WE
KOTV (TV) 1949		Wrather-Alvarez, Inc. 302 S. Frankfort		(For full information see TELECASTING Yearbook)			
KRMG 1949	740 50,000-D 25,000-N-DA-2	All Oklahoma Bcstg. Co. 311 S. Denver 5-3291	ABC Blair	Robert S. Kerr, p Robert B. Jones, Jr., vp & gm Dean A. McGee, vp	Frank S. Lane, sta. m & cm David E. Wilson, pd Wm. H. Bradley, ce Ann Fellows, pmm	Glenn Condon, nd John Martin, fd Mack Creager, sd	Cap. AP RCA
KTUL 1934	1430 5,000-DA-N	Tulsa Bcstg. Co. Boulder on the Park 2-3191	CBS Avery- Knodel	John Griffin, p John Essau, vp & gm L. A. Blust, asst. gm & cm Karl Janssen, pd	Robert E. Snider, ce George L. Ketcham, pmm Harry Abbott, pdm	Jack Morris, nd Jack Charvat, sd Elizebeth Dikeman, wd	L-W UP WE
KTUL-FM 1948	Ch. 246 (B) 97.1mc 1.25kw						
KVOO 1925	1170 50,000-DA-N	Southwestern Sales Corp. Philtower 23281	NBC Petry	W. G. Skelly, p Wm. B. Way, gm	Gus Branborg, cm Joe O'Neil, pd	L. W. Stinson, ce	St., Wild. UP, INS WE
WEWOKA							
KWSH 1948	1260 1,000 DA-2	Tri City Bcstg. Co. Inc. P. O. Box 1260 1260	ABC, Oklahoma, Taylor	Dr. C. C. Morris, p Bill Hoover, vp & gm Brown Morris, sec.-treas. Pat Murphy, sm & sd	Ray Judge, sls. & bus. mgr. Don Owen, pd & fd Warren W. Abbott, ce	Romaine Bailes, pmm David Cook, nd Barbara Brydia, cont. d	St. AP Col.
WOODWARD							
KSIW 1947	1450 250	Woodward Bcstg. Co. 22nd & Cedar Sts. 1450	MBS, KBS Continental	Edward A. Ryan, p & gm	Lenora Woods Ryan, pd	George L. Archer, ce	Cap., The. AP WE
OREGON							
ALBANY							
KWIL 1941	1240 250	Central Willamette Bcstg. Co. Queen Ave. and Elm St. 1234-5	MBS Don Lee Keating	R. R. Cronise, p Chet Wheeler, gm John Birrel, cm LeRoy Jolley, pd	Herb Davidson, ce & fd Mal Waltmon, pmm Warren Stoffer, asst. m	Ken McCoy, pdm, publ. m, nd Hal Byer, sd Peggy Cooley, wd	Wild. UP RCA
KWIL-FM 1947	Chan. 269 (A) 101.7mc 0.71kw						
ASHLAND							
KWIN 1946	1400 250	Rogue Valley Bcstg. Co. 1160 Helman Rd. 2-1351		H. R. Morris, trustee			
ASTORIA							
KAST 1936	1370 1,000 DA-N	Astoria Bcstg. Co. 1006 Taylor Ave. 95	MBS, KBS Don Lee	Robert B. Chessman, p Robert D. Holmes, g, cm & nd	Mary I. Ristola, pd, pmm & wd Bruce Whitwell, ce	Herman Robison, fd Warren Grimberg, sd	St. AP Ray.
KVAS 1950	1230 250	KVAS, Inc. 612 Commercial St. 41	Moore	L. E. Parsons, p E. W. Littlehales, gm	Marie Faircloth, pd & wd James Titus, ce	Harry Lipsit, n & fd	Wild. UP GE
BAKER							
KBKR 1939	1490 250	Inland Radio Inc. 2030 Auburn Ave. 140	KBS Oregon Trail	Lee W. Jacobs, p Kenneth B. Lockwood, g & cm	Kenneth F. Holden, pd & sd Walter A. Bobisud, ce	Richard R. Eardley, pmm & nd Lloyd O. McFee, fd Grace L. Baer, wd	UP RCA
BEND							
KBND 1938	1110 1,000 DA-N	Central Oreg. Bcstg. Co. Coble Bldg. 848	MBS Don Lee Grant	Frank H. Loggan, p, g & pmm Douglas Gaines, cm	Kessler Cannon, pd, f & sd Robert W. Dickinson, ce	Jack Thornton, nd	Wild. UP RCA
COOS BAY							
KOOS 1928	1230 250	KOOS, Inc. Hall Bldg. 4321	MBS Don Lee Keating Forjoe	Sheldon F. Sackett, p Fred Chitty, gm	Phil Waters, res. m John Tasnady, pd, pmm, n & sd	Nathan Olson, ce Lucy Johnson, wd	AP, UP RCA
COQUILLE							
KWRO 1949	1450 250	KWRO, Inc. Box 396 3961		William E. Walsh, p	George W. Stratton, gm	P. Barkwell, pd	Cole, Cap., Assoc. AP
CORVALLIS							
*KOAC 1922	550 5,000 DA-2	State Board of Higher Education Ore. State College 3-4351	NAEB Tape	James M. Morris, m, pd & sd	Grant S. Feikert, ce Bob Hinz, nd	Arnold Ebert, fd Gladys Chambers, wd	UP WE
KRUL 1947	1340 250	Pacific States Radio Co. 1221 S. 15th 3-3322	KBS Evergreen Keating	J. C. Haley, Sr., p C. W. Peck, gm, pd & sd Loyal Nickers, cm	Ben Hubbard, pmm & nd Don Gay, ce	John Hodge, fd Pat McHugh, wd	Cap. AP GE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

IN TULSA...

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF TULSA

Radio Station Audiences by Time Periods

November, 1952

M O N D A Y - F R I D A Y

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 8 PM
KVOO	34	40	42
"B"	20	22	27
"C"	19	16	15
"D"	13 ^a	8 ^a	*
"E"	7	6	6
"F"	5	5	4
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour			
Home using radio	19.1	20.8	23.7

"a" Does not broadcast for complete six hour period and the share of audience is unadjusted for this situation.

* Not on air

These figures are percentages indicating the relative popularity of the stations during the day. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the periods. This base, divided into the total mentions of each station gives the figures listed above.

★ ★ ★

KVOO leads substantially in *every* quarter hour covered by this Pulse Report save one, and in this quarter hour one other station merely equals the KVOO share of audience.

See your nearest Edward Petry & Company office for the complete data and for KVOO availabilities.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Tran. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
COTTAGE GROVE							
KCTG (CP) 1947	1400 250	Coast Fork Bestg. Co. P. O. Box 175 W. Oregon Ave. Creswell, Ore.	Oregon Beaver Forjoe	Gordon Allen, p Hal Davis, gm	Bob Bruce, cm	Philip Holt, ce	AP Col.
THE DALLES							
KODL 1940	1230 250-D 100-N	Western Radio Corp. P. O. Box 399 2300	KBS	V. B. Kenworthy, p Paul E. Walden, gm	Monte DeVon, pd Douglas Whipple, ce	Lea Phillips, sd Romona Stroh, wd	Mac. UP RCA
EUGENE							
KASH 1947	1600 1,000 DA-N	Radio Air Ways, Inc. Day Island Rd. 5-3357	ABC Cooke	E. L. Kincaid, p & gm Paul N. Plank, cm & fd	Laura Plank, pd & wd Clare Mattingly, asst. m & nd	Norville Packard, ce	Cap., SES UP Col.
KERG 1949	1280 1,000 DA-N	Guard Publishing Co. P. O. Box 506 5-4304	CBS Weed, Moore	Alton F. Baker, p L. W. Trommlitz, gm Herb Michael, cm	Robert Fulton, pd & pmm Calvert Applegate, ce Jack Craig, nd	Earl Britton, fd Clif Cole, sd Carol Kerr, wd Evelyn Rohlfis, wd	ST. AP G. Wld. UP
KORE 1927	1450 250	Lane Bestg. Co. Box 1032 4-4214	MBS Don Lee McKinney, Keating	Glenn McCormick, d Lee Bishop, gm, pmm & sd Bob Eubanks, pd	Floyd Viken, ce Dolph Janes, nd		
KUGN 1946	590 1,000 DA-N	KUGN, Inc. P. O. Box 112 4-6216	NBC Meeker	C. H. Fisher, p S. W. McCready, gm E. W. Karl, cm	Reg Roos, pd George Hathaway, ce Bob Hilyer, pmm	Jack Billings, nd Woody Slater, sd Mimi Houghlum, wd	L-W AP RCA
KUGN-FM 1947	Chan. 256 (B) 99.1mc 8kw						
FOREST GROVE							
KFGR 1950	1570 250-D	Irving V. Schmidtke P. O. Box 245 6091		Irving V. Schmidtke, o, g, cm, pd & ce Allen Hoffard, n & sd	Ralph Keyser, fd	Eleanor Schmidtke, wd	St., SES AP Ray.
GRANTS PASS							
KUIN 1939	1340 250	Southern Oregon Bestg. Co. P. O. Box 148 4477	MBS Don Lee Grant	A. E. Voorhies, p Edward A. Malone, gm Myron Ball, cm	Dave Allen, pd N. L. Williams, ce	Chris Hansen, nd Lee Boner, fd	Wld., Mac. AP WE
KGPO(FM) 1947	Chan. 245 (A) 96.9mc 3.1kw	(KUIN AM affiliate)					

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



**THE ONLY STATION COVERING THE
ENTIRE HEART OF THE
RICH WILLAMETTE VALLEY**

101,750 Radio Homes
\$330 Million market

KUGN ^{AM}/_{FM}

*Represented nationally by
Robert S. Meeker, Associates*



HOOD RIVER

KIHR 1950	1340 250	Oregon-Washington Bcstrs. P. O. Box 207 8561	Keating	C. H. Fisher, ptrn. & gm C. O. Fisher, ptrn.	Don M. McCutcheon, sm, f & sd Jack Burger, sls. rep.	James H. Platz, ce Lenore Merritt, wd	L-W AP Ray.
--------------	-------------	---	---------	---	--	--	-------------------

KLAMATH FALLS

KFJI 1923	1150 5,000-D 1,000-N DA-N	KFJI Bcstrs. P. O. Box 692 2-2551	MBS Don Lee Grant Keating	W. D. Miller, p Dick Maguire, g & cm Bob McVay, pd, pmm & sd	William P. Grimes, ce John Barton, nd	Edward M. Boyd, fd Katie Lake, wd	Thes., Wld. UP Col.
KFLW 1946	1450 250	Herald Publishing Co. P. O. Box 941 8115	ABC, CBS McKinney	Frank Jenkins, p Bud Chandler, gm Aaron Boe, cm	Edith Pieruccini, pd & pmm Gilbert Walter, ce Chas. McFarlan, nd	Louis Gillespie, fd Floyd Wynne, sd Minnie Surles, wd	St. AP G.

LA GRANDE

KLBM 1938	1450 250	Inland Radio Inc. Old Oregon Trail 2201	Oregon Trail	Lee W. Jacobs, p Ken Lillard, g & cm	Herb Shields, pd	Danny Bridges, ce	UP RCA
--------------	-------------	---	--------------	---	------------------	-------------------	-----------

LEBANON

KGAL 1950	930 1,000-D	Linn County Bcstg. Co. 8631	Forjoe	W. Gordon Allen, p, o & gm Robert M. Bruce, c & pmm Nathan Bridges, pd	Keith Samples, ce & nd Madeline Allen, pub. rel. d	Alan Snowden, fd M. Stubblefield, wd	L-W AP G.
--------------	----------------	--------------------------------	--------	--	--	---	-----------------

McMINNVILLE

KMCM 1949	1260 1,000 DA-N	Yamhill Bcstrs., Inc. P. O. Box 207 3811	KBS	Jack B. Bladine, p Louis F. Gillette, gm Glasco P. Branson, cm	Ivan Smith, pd Milt Muir, ce	Homer Rohse, nd Dudley Gaylord, f & sd	L-W AP WE
--------------	--------------------	--	-----	--	---------------------------------	---	-----------------

MEDFORD

KMED 1922	1440 5,000-D 1,000-N	Radio Medford, Inc. Ross Lane, Box 1306 2-4000	NBC Meeker	Vernon J. Robinson, p Jennings Pierce, gm Ray Johnson, asst. m & ce	William Hansen, cm Russell Jamison, pd & nd Bud Beachwood, pmm	Howard Hammond, fd Chuck Field, sd Helen Webster, wd	Thes., Mae. UP RCA
KYJC 1947	1230 250	Medford Printing Co. Barnett Road 2-5277	ABC, CBS Grant	R. W. Ruhl, p James J. Dunlevy, gm	Tom MacLeod, cm & sd John Ahern, pd & nd	Richard Woods, ce Betty Brugman, wd	UP RCA

NEWPORT

KNPT 1948	1310 1,000 DA-N	Yaquina Radio, Inc. P. O. Box 276 560-561	Keating	Thomas R. Becker, p & gm Dan Kirch, cm & sd	Ed Warmoth, pd, pmm & fd Tony Bryan, ce	Martin Woodward, nd Mo Dixon, wd	Wld. AP Col.
--------------	--------------------	---	---------	---	---	-------------------------------------	--------------------

NORTH BEND


KFIR 1951	1340 250	Bay Bcstg. Co. Inc. 1937 Union Ave. 5-7351	CBS Grant	Josephine Bjarnson, p Glenn E. Nickell, g & gm	Ruth Livingston, pd & wd Arthur Schuldt, ce	William Kraus, sd	St. AP G.
--------------	-------------	--	--------------	---	--	-------------------	-----------------

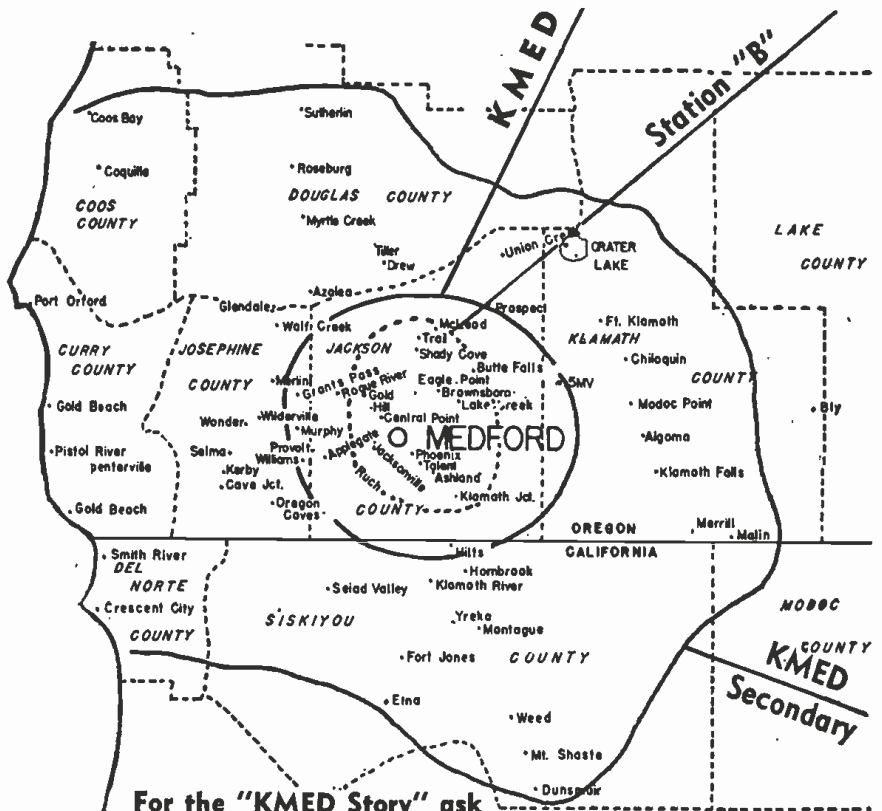
IN 1953

KMED ENTERS INTO ITS
4th DECADE of BROADCASTING

This 5000 watter continues to be the *only* regional NBC affiliate between San Francisco and Portland—serving the rich Rogue River Valley—six southwestern Oregon counties and three northern California counties.

KMED pledges our advertisers our fullest and continuing efforts in their behalf—as we enter our 31st year of broadcasting.





KMED

For the "KMED Story" ask
Your nearest Robert Meeker man
or write **K M E D - MEDFORD, OREGON**

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li-brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
ONTARIO							
KSRV 1946	1380 1,000 DA-N	Inland Radio Inc. P. O. Box 540 212	KBS Oregon Trail	Lee W. Jacobs, p Gordon L. Capps, vp & gm Robert Humphreys, cm	Ned Liebman, pd & sd Charles E. Harland, ce	Dick Barrett, nd Lucille McShane, wd	Wld., St. UP WE
OREGON CITY							
KGON 1947	1230 250	(See Portland listing)					
PENDLETON							
KWRC 1941	1240 250	Western Radio Corp. P. O. Box 178 1425		V. B. Kenworthy, p & gm Ted A. Smith, sm	Jack Webb, cm Denman K. Dayton, pd	Larry Lester, ce Doris Forsman, wd	UP RCA
PORTLAND							
*KBPS 1923	1450 250	Benson Poly. School 546 N. E. 12th Filmore 5469		Patricia L. Green, gm & pd			
KEX 1926	1190 50,000 DA-1	Westinghouse Radio Stations, Inc. 1230 S.W. Main St. Capital 1881	ABC Free & Peters	Joseph E. Baudino, vp J. B. Conley, sm Robert H. Prigmore, cm Mel Bailey, pd	Charles L. Burrow, pmm Thomas T. Ely, ce Bob Thomas, nd	Ivan Jones, fd Barney Keep, sd Kay West, wd	Assoc. UP, INS WE
KEX-FM 1948	Chan. 222 (A) 92.3mc 56.4kw						
KGON 1947	1230 250	Clackamas Bcstrs. Inc. P. O. Box 391 Oregon City 5249	Evergreen Meeker	Dr. John H. Flitzgibbon, p Irwin S. Adams, gm, co-o, cm & pmm	Sonora B. Hoffman, pd Edward G. Saxe, ce Frank Faro, nd	H. I. Jackson, sd Laurie Lauritzen, wd	Assoc., Wld. AP G.
KGW 1922	620 5,000 DA-1	Pioneer Bcstrs., Inc. 1320 S.W. Broadway Beacon 6364	NBC Northwest Petry	H. Quenton Cox, p & sm S. I. Newhouse, Jr. gm J. N. Wassan, cm	Donald F. Whitman, pd Harold C. Singleton, ce Frank H. Coffin, dir. of comm. serv.	Bob Franklin, pdm Rudy Lachenmeier, sd	L-W. Wld. AP, INS Ray.
KGW-FM 1952	Chan. 262 (B) 100.3mc 57kw						
KLIQ 1948	1290 1,000-D	Mercury Bcstg. Co. 3908 N. E. Sandy Blvd. Webster 1290		Gordon E. Bambrick, p, gm & pd			

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KUIN-KGPO

250 AM
WATTS
3100 FM

SERVING SOUTHERN OREGON SINCE 1939

SOUTHERN OREGON BROADCASTING COMPANY • PHONE 4477 • GRANTS PASS, OREGON

E. A. MALONE, MANAGER

J. A. Ward, Inc.
RADIO LISTENING IN NON-TV AMERICA (1952)
 Grants Pass, Oregon
SHARE OF AUDIENCE

KUIN	Morning 90.1%	Afternoon 80.3%	Evening 72.3%
GOLD, CHROME, PLATINUM, "GLAD" BULBS, LADINO CLOVER SEED, FLUID MILK, TOURISTS, LUMBER, PLYWOOD, ROGUE RIVER SPORTS FISHING . . . THESE ARE THE PRODUCTS THAT MAKE A \$70,000,000 RETAIL SALES MARKET WHICH ONLY KUIN-KGPO CAN GIVE YOUR CLIENT.			
91,000 People — 29,000 Families — \$70,000,000 Retail Sales			
Ask W. S. Grant Company, National Representatives Write KUIN now for your FREE living souvenir of beautiful Southern Oregon— TWO DOZEN GLADIOLUS BULBS, YOURS FREE!			



THE People's Choice

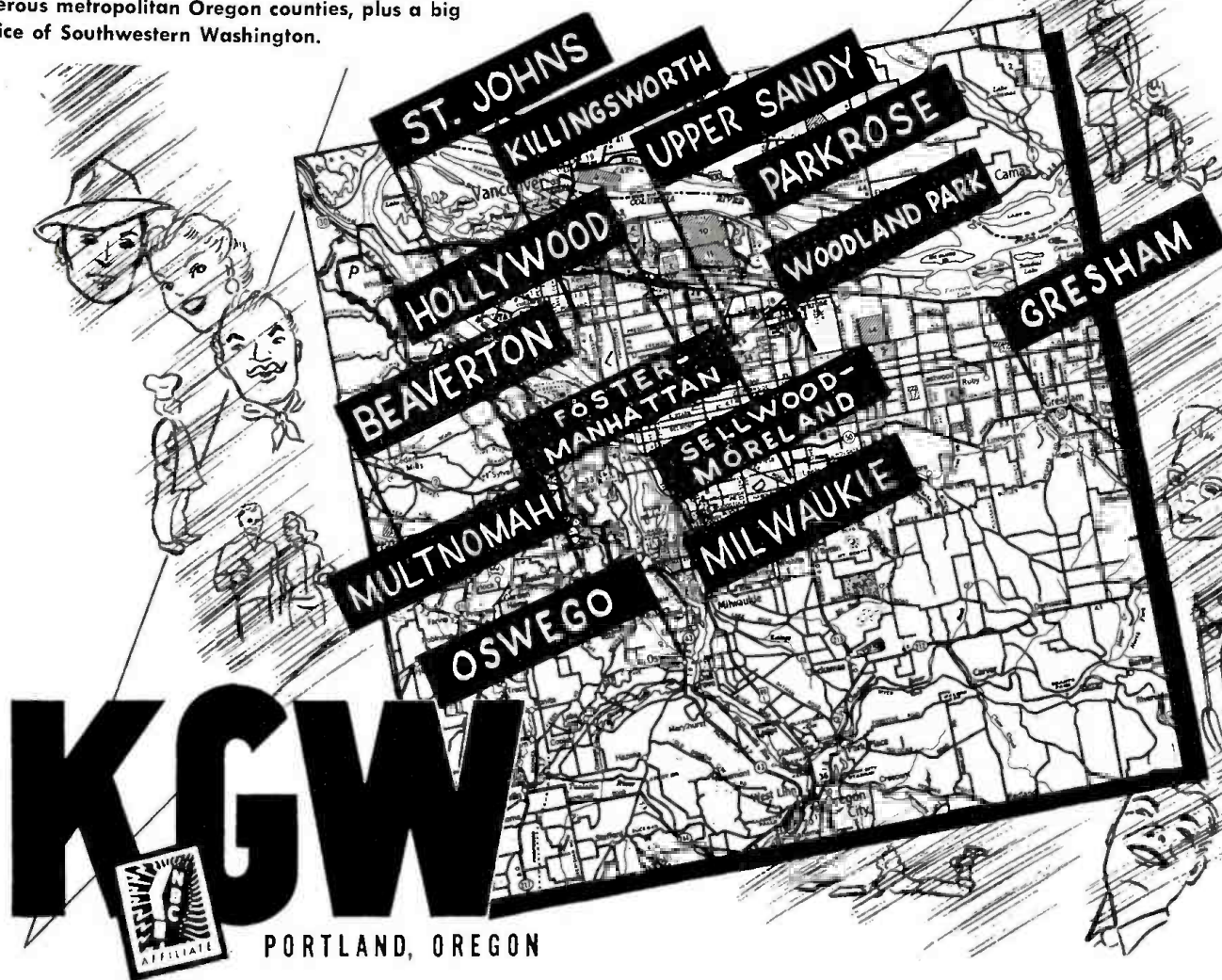
IN PORTLAND, OREGON

Grocers, druggists, civic leaders and customers representative of 13 major neighborhood shopping districts in and around Portland are now more certain than ever of KGW's interest in its home territory!

Thirteen times in the past year, KGW's popularity with its listeners was proved conclusively as merchant after merchant joined this great pioneer radio station in a series of *localized* community salutes! *Customer* response in each area reached proportions far beyond expectations.

For advertisers using KGW, this listener-loyalty proves again that radio—particularly KGW—is still going strong. The concentrated selling power of KGW is your best radio buy in the fast-growing Oregon market!

One and a quarter million active, young-minded Westerners comprise KGW's market in 12 prosperous metropolitan Oregon counties, plus a big slice of Southwestern Washington.



KGW




PORTLAND, OREGON

REPRESENTED Nationally by EDWARD PETRY & CO., INC.

OREGON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter	
PORTLAND (Cont'd)							
KOIN 1952	970 5,000 DA-N	Mount Hood Radio & Television Bcstg. Corp. P. O. Box 1031 Atwater 3333	CBS Avery-Knodel	Howard Lane, p Harry H. Buckendahl, gm John L. Palmer, natl. adv. m	Ted W. Cooke, prog. m George Wann, pd L. S. Bookwalter, d of engrg.	Lester Halpin, nd Duke L. Roberts, pub. affairs d	Thes. Wld. AP, UP, INS
KOIN-FM 1948	Chan. 266 (B) 101.1mc 48.6kw						
KPAM 1951	1410 1,000-D	Broadcasters Oreg. Ltd. P. O. Box 1230 Atwater 0106		Stanley M. Goard, p, g & cm	Charles K. Dickson, ce		Assoc.. Wld AP WE
KPFM(FM) 1946	Chan. 246 (B) 97.1mc 3.3kw	(KPAM, AM Affiliate)					
KPDQ 1947	800 1,000-D	John W. Davis P. O. Box 800 Capitol 9209		John W. Davis, o & m	David M. Jack, cm	Jack W. Adkins, ce	Assoc. AP Ray. Thes. UP
KPOJ 1932	1330 5,000 DA-1	KPOJ, Inc. 1019 S.W. 10th Ave. Broadway 3484	MBS Don Lee Blair	P. L. Jackson, p R. M. Brown, gm Robt. C. LaBonte, cm Joseph T. Hallock, pd	Robt. Whitely, pmm Richard Pooley, ce Vern Mueller, nd	Alvin D. Bauer, fd Chas. LaFranchise, sd Penny Robinson, wd	WE
KPOJ-FM 1948	Chan. 254 (B) 98.7mc 44kw						
KPTV (TV) 1952		Empire Coil Co. 85 Beechwood Ave. New Rochelle, N. Y.					
(For full information see TELECASTING Yearbook)							
KWJJ 1927	1080 10,000 DA-2	Rodney F. Johnson 1011 S.W. 6th Ave. Atwater 4393	Weed, Moore	Rodney F. Johnson, o & gm Ben T. Crosby, c & pmm	Jerry Speerstra, pd Dwight Loomis, ce	Ed Leahy, nd Bob MacAnulty, sd	UP WH
KXL 1926	750 10,000 DA-1 L-WSB	KXL Bcstrs. Orpheum Bldg. Broadway 6451	Walker	H. S. Jacobson, p, g & cm George Anthony, pd	Ralph Miffin, ce James Mount, sls m	Chuck Foster, nd Ben Buisman, fd	Assoc. AP, UP RCA
PRINEVILLE							
KRCCO 1950	690 1,000-D	Radio Central Oregon, Inc. P. O. Box 188 6239	Grant	N. A. Miksche, p, gm & nd Hal Newhouse, cm & sd	Elsie Stover, pd & wd Les McKay, pmm & fd	Curtis Burnside, ce C. R. Matheny, asst m	Thes. UP Col.
REDMOND							
KSGA 1952	1240 250	Redmond Bcstg. Co. P. O. Box 1240 234	ABC Forjoe	Harold C. Singleton, ptrn. W. Gordon Allen, ptrn. F. Gilbert Lieser, gm & sd	Jack Leutjen, pd & slm Al Horton, ce	Mereline Lieser, n & wd	AP WE
ROSEBURG							
KRRR 1935	1490 250	News-Review Co. 134 N. Jackson 3-5551	CBS Don Lee Grant Keating	Frank Jenkins, p Leroy Hiatt, gm	Warren Ward, cm Lyle Fenner, pd, f & wd	Max Dick, ce Bob Grant, n & sd	St. AP G.
KRXL 1950	1240 250	Umpqua Bcstrs., Inc. P. O. Box 847 3-4464		Donn W. Radabaugh, p Iris Rice Helliwell, gm	Lon D. Hunt, cm Del McKay, pd & nd	Gerald A. Oliver, ce & sd May Mathews, wd	L-W, Wld. UP G.
SALEM							
KGAE 1952	1430 1,000-D	KGAE, Inc. P. O. Box 768 3-7121	Forjoe	W. Gordon Allen, p Hal Davis, g & pmm Chuck Wheeler, cm	Jack Till, pd John Truhan, ce	By Stephenson, n & sd Gloria Davis, wd	AP WE
KOCO 1947	1490 250	Loring Schmidt 1426 Edgewater 3-3108	Rambeau	Loring Schmidt, p & gm S. P. Smith, cm Carl Ritthie, pd	Robt. Suing, ce Ray Loter, nd	Gene Good, sd Dolores Gotfried, wd	Assoc.. Cap. UP RCA
KSLM 1934	1390 1,000	Oregon Radio Inc. 519 Court St. 3-4831	MBS Don Lee McKinney	Glenn McCormick, p & gm Dave Hoss, c & sm	Ester Konantz, pd Clyde Carlton, ce	Bill Ross, pmm & sd Herb Smith, nd	Wld. UP GE
TILLAMOOK							
KTIL 1947	1590 250	Tillamook Bcstg. Co. Star Route W. 1122	KBS Continental	F. H. Guyton, p Tom Hoover, gm, cm, pd, nd & sd	Larry Brunas, ce	Carl Karpstein, fd & wd	AP WE


Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.




RAHALL STATIONS

JOE RAHALL, President


RADIO-WISE time buyers have been quick to recognize and benefit by **RAHALL STATION'S** "Personality Selling" technique. Hitched to programs of music, news and sports, geared to local tastes, **RAHALL STATIONS** cover radio's top audiences and markets . . . produce top results!




W K A P
Oggie Davies, Mgr.
Weed & Co.



(a) **KAP**
1000 W. ALLENTOWN, PA. 1320 KC.



(b) **NAR**
500 W. NORRISTOWN, PA. 1110 KC.



(b) **WNR**
1000 W. BECKLEY, W. VA. 620 KC.

The "Independent" that tops all the networks in Pennsylvania's Lehigh Valley.

The station everyone listens to in Montgomery County. And it reaches Mrs. Housewife in the Greater Philadelphia Market too.

Radio's top in the heart of West Virginia's rich coal and industrial area. MBS affiliate.

W W N R
Dick Booth, Mgr.
Walker & Co.

PENNSYLVANIA

ALLENTOWN

WAEB 1949	790 500 D 1,000 N DA-2	WAEB Inc. 7th & Hamilton Sts. 4-9364	ABC, MBS & Quaker Hollingbery	Howard Wasserman, p & gm S. Robert Ackley, cm Thomas A. Earley, pd & pmm	William Gottshall, ce Klem Waters, nd	Nedd Flemming, sd	UP WE
WFMZ(FM) 1947	Chan. 264 (B) 100.7mc 20kw	Penn-Allen Bcstg. Co. 1524 Linden St. Hemlock 3-7521		Raymond F. Kohn, p, gm & pd Horace W. Gross, cm	Daniel Houck, ce		Assoc., SES Col.
WHOL 1948	1230 250	Allentown Bcstg. Corp. Colorado & Poplar Sts. Hemlock 4-4801	CBS Meeker	Charles G. Helwig, p James F. Chambers, gm, cm & pd	Gerald B. Werst, ce Mildred M. Hein, traffic d Syd Paul, nd & sd	Martin Musket, pmm & fd Lois Clader, wd	Thes. UP GE
WKAP 1947	1320 1,000 DA-N	WKAP Inc. N. 7th St. Pike Hemlock 3-3186	Weed	N. Joe Rahall, p Ogden R. Davies, gm, cm & pmm	Marshall S. Cleaver, pd C. Frank Cordaro, ce Alan D. Raber, nd & sd	Paul F. Galgon, fd Gladys E. Hersh, wd	Assoc. AP G
WSAN 1923	1470 5,000 DA-N	Lehigh Valley Bcstg. Co. 39 N. Tenth St. Hemlock 4-9511	NBC Headley- Reed	B. Bryan Musselman, gm Olivia P. Musselman, sm, cm & pmm George Y. Snyder, pd	Reuel H. Musselman, ce Richard Reed, nd John Van Sant, sd	Kay Allyn, wd	Wld. AP WE
WSAN-FM 1947	Ch. 260 (B) 99.9mc 8kw						

ALTOONA

WFBG 1924	1340 250	Gable Bcstg. Co. 6467	NBC, Quaker, Intra-City H-R Rep.	George P. Gable, p Jack Snyder, mgng. d, cm & nd James Gates, pd & sd Roy F. Thompson, p & gm	George Burgoon, ce Eugene Hammil, fd	Josephine Cooney, wd	Wld. AP WE
WRTA 1947	1240 250	Thompson Bcstg. Co. 1421 12th Ave. 6646					
WVAM 1948	1430 1,000 DA-2	General Bcstg. Corp. 1413 11th Ave. 8127	CBS Weed	E. S. Leopold, p Robert G. Walter, gm & pd Will Union, cm & pmm	Irvin Metzgar, ce John E. Riley, nd Charles Ritchey, fd	Paul Melanson, sd Jeanne N. Lindaman, wd	St. UP G
WVAM-FM (CP)	Ch. 261 (A) 100.1mc 14kw						

APOLLO

WAVL 1947	910 1,000-D	Tri-Borough Bcstg. Co. 4th St. & Penna. Ave. 72-32921	Bennett	Cecil F. Clifton, co-o & gm Andrew J. West, co-o & cm	Silas West, pd H. Edgar Smith, ce	Carrey Bentley, nd	L-W, Cole, SES. UP G
--------------	----------------	---	---------	---	--------------------------------------	--------------------	-------------------------------

BARNESBORO

WNCC 1950	950 500-D	North Cambria Bcstrs. Inc. American Legion Home 1010	KBS	Harris G. Breth, p & pmm William J. Thomas, gm William R. Raihall, sm & pd	Dyle Miller, ce	Joanne Tibbett, wd	Thes. Wld. UP
--------------	--------------	---	-----	---	-----------------	--------------------	---------------------------

BEAVER FALLS

WBVP 1948	1230 250	WBVP Inc. 1216 7th Ave. P. O. Box 719 4100		Frank R. Smith, p & gm Thomas B. Price, vp & cm Charles H. Wilson, pd	Gerald F. Cushing, ce Jean E. Biggard, pmm Ernie Kline, nd	Chuck Wilson, sd Gertrude B. Trobe, wd	Wld., St. AP, UP WE
--------------	-------------	---	--	---	--	---	---------------------------

measure this Value for Altoona

Try these for size

By length:

this 29 year old friend of the family has been a dialing habit since 1924.

By width:

The WFBG coverage is six counties wide and a half million people deep.

Buy WFBG:

It's the top-rated station in the Altoona area . . . first with listeners and first with merchants in the Altoona area.

Data *

	Within 0.1 MV/M Contour, Day	Within 0.5 MV/M Contour, Day
AUDIENCE		
Population	582,581	236,577
Urban	294,404	147,890
Rural	288,177	88,687
HOMES		
Radio Homes	155,653	65,156
	146,197	35,503
PERCENTAGE RADIO	93.3	93.3
RETAIL SALES	\$493,873,000	\$279,063,000
FARM INCOME	28,711,892	9,475,231
AUTOS	125,259	50,948

* 1952 BROADCASTING MARKETBOOK

Try this for sales . . .

Altoona,
Pennsylvania

WFBG

Jack Snyder
Managing Director

H-R National Representatives

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
BETHLEHEM						
WGPA 1947	1100 250-D	The Bethlehem's Globe Pub. Co. 426 Brodhead Ave. University 6-8074	Quaker	Rolland L. Adams, p Arthur McCracken, gm Frank L. Collie, cm & pmm	Stefan George, pd Edwin L. Rybak, ce John Daday, sd	Betty Fry, wd Cap., Thes. UP RCA
WGPA-FM 1947	Ch. 236 (B) 95.1mc 10kw					
WLEV(TV) (CP)		Associated Bcstrs. Inc. 516 Northampton St. Easton, Pa. Easton 6131		(For full information see TELECASTING Yearbook)		
BLOOMSBURG						
WCNR 1947	930 1,000-D	Columbia-Montour Bcstg. Corp. 28 W. Main St. 1700	Quaker	Robert R. Eyerly, p Ed Darlington, gm & cm Ellis Erdman, pd	Robert Fulton, ce	Max Williamson, nd AP Ray.
WBLM 1948	690 1,000-D-DA	Harry L. Magee Hotel Magee 1800		Harry L. Magee, p Robert R. Williams, gm James K. Stock, pd	Ray Calabrese, pmm Anthony F. Hogg, ce Edwin Jones, nd	Walter Lewis, fd John Haddon, sd Gloria Michaels, wd Wid., L-W UP G
BRADDOCK						
WLOA 1947	1550 1,000-D	Matta Bcstg. Co. 1233 Braddock Ave. Electric 1-1100		William G. Matta, p, gm & nd Ann Popovich, cm & wd	George C. Matta, pd Elmer L. Heess, ce	Russ Linhart, sd UP
BRADFORD						
WESB 1947	1490 250	Radio Station WESB 43 Main St. 3173	MBS Burn-Smith	Joseph M. Cleary, gm & pmm James F. Ponder, cm Lloyd P. Gordon, pd & fd	Dean Merry, ce John C. Laffin, sd	Mrs. Gertrude Curley, wd Mrs. Lillian Browning, wd Wid., AP Ray.
BUTLER						
WBUT 1949	1580 500-D	Eagle Printing Co. McQuiston Rd. 75-778		Philip B. Hirsch, gm & cm Vernon L. Wise, Jr., pmm Gerald D. Coleman, ce	Rick Hanna, nd John Turrel, fd Dick Kutan, sd	Jean Scott, wd AP RCA
WBUT-FM 1949	Ch. 280 (A) 103.9mc 0.72kw					
WISR 1941	680 250-D	Butler Bcstg. Co. 357 N. Main St. 4701		Joel W. Rosenblum, p Robert L. Kaufman, sm Warren Ihlenfeld, pd	Paul Rex, ce Dan Campbell, nd Richard Nicholson, sd	Margo Pitts, wd WH UP RCA
CARBONDALE						
WCDDL 1950	1230 250	Carbondale Bcstg. Co. 127 Salem Rd. 1230	KBS Cooke	William H. Ware, p John R. Kreiger, gm Frank T. Bailey, cm	Anthony P. Perry, nd & nd Robert G. Adams, ce James McKeehan, fd	Paul Elbrecht, sd Wid., SES, UP G
CARLISLE						
WHYL 1948	1380 1,000-D	Richard Field Lewis Jr. WHYL Bldg. 1785	Quaker	Richard Field Lewis Jr., p Winslow T. Porter, gm, cm & nd	Clinton A. Morse, pd Jack Simmons, ce & sd	Irwin W. Galt, fd UP RCA
CHAMBERSBURG						
WCHA 1949	800 1,000-D	Chambersburg Bcstg. Co. Craft Press Bldg. 1110	Forjoe	John S. Booth, gm Earl P. Strine, cm Allen Saunders, pd	Jim McCurdy, ce Sam Taylor, pmm & nd	Pete Farrel, fd Jack Weitzel, sd Cap. UP G
WCHA-FM 1948	Ch. 240 (B) 95.9mc .738kw					
CHARLEROI						
WESA 1949	940 250-D	Monongahela Valley Bcstg. Corp. P. O. Box 584 3-6551	KBS, Quaker	Dr. A. S. Sickman, p Charles R. DuVall, gm & cm George D. Gailey, pd & pmm	Sylvio Garafola, ce Wm. Richards, nd & sd	Shirley McDonald, wd Thes. AP Ray.
CHESTER						
WPWA 1947	1590 1,000 DA-N	Lou Poller 3500 Edgemont Ave. 3-1641	Quaker Forjoe	Lou Poller, p & gm Cy Swingle, cm Jeff Scott, pd & nd James M. Tisdale, p, gm & ce	Harry Symington, ce Morfy Rosenman, pmm Dick Graham, sd Robert A. Hibbert, Jr., pd	Rhona Lloyd, wd St. AP Col. UP RCA
WVCH 1948	740 250-D	James M. Tisdale Wolf Bldg. 2-8881				

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

5000 WATTS
DAY
AND
NIGHT

WERC

NBC
AFFILIATE
1260 KC

ERIE'S
LEADING REGIONAL STATION

PROOF CHECK THE SURVEYS FOR BEST \$ VALUE

ASK WEED & COMPANY

PHONE 46367

CLEARFIELD

WCPA 1947	900 1,000-D	Clearfield Bcstrs. Inc. 215 Church St. 5-5541		W. K. Ulerich, p W. J. Thomas, gm & nd Joseph Milsop, sm & pd	Llewellyn Duck, ce Margaret Nemeth, asst. m & wd W. O. Mitchell, fd	Joe Grazzan, sd	Thes., Assoc. UP G
--------------	----------------	---	--	---	--	-----------------	-----------------------------

COATESVILLE

WCOJ 1949	1420 1,000-D	Chester County Bcstg. Co. 703 E. Chestnut St. 2100	Quaker	William S. Halpern, p & gm Louis N. Seltzer, ptrn. & ce	Donald Kimes, pmm	Ellis Shook, pd & nd	SES. UP G
--------------	-----------------	--	--------	--	-------------------	----------------------	-----------------

CONNELLSVILLE

WCVI 1947	1340 250	Connellsville Bcstrs. Inc. 126 W. Crawford 2700		Raymond Galiardi, p Jack Craddock, gm & sd	Joseph Speeney, pd	Paul Queer, ce	Wld., Ses. UP G
--------------	-------------	---	--	---	--------------------	----------------	-----------------------

DOYLESTOWN

WBUX 1948	1570 250-D	Charles M. Meredith Hart Bldg. 220	Quaker Indie	Charles M. Meredith, p Lillian A. Lynch, gm, cm & pd Paul Fireman, ce	Raymond J. Ritz, pmm Robert Fretz, nd & sd Joseph Finegan, fd	Nonne Crawford, wd	Wld. AP GE
--------------	---------------	--	-----------------	--	---	--------------------	------------------

DU BOIS

WCED 1941	1230 250	Tri-County Bcstg. Co. 80 N. Park Pl. 1700	CBS, Industrial McGillvra	H. T. Gray, p J. S. Gray, gm George Williams, cm	Ed Paull, pd & nd Bernard Guerwich, ce Ken Johnston, pmm	Marv Bloom, sd	SES. UP RCA Fed.
WCED-FM 1948	Ch. 271 (B) 102.1mc 9.5kw						

EASTON

WEEX(FM) 1948	Ch. 252 (A) 98.3mc 1kw	Easton Publishing Co. Easton, Pa. 7171		J. L. Stackhouse, p	N. S. Rounsley, gm & cm	C. R. Thon, pd & ce	Fed. Assoc. AP RCA
------------------	------------------------------	--	--	---------------------	-------------------------	---------------------	-----------------------------

WEEX-TV (CP) WEST 1936	1400 250	Easton Pub. Co. 7171 Associated Bcstrs. Inc. 518 Northampton St. 6131	MBS, NBC Meeker	Clair R. McCollough, station exec. Elwood C. Anderson, sm J. Robert Gulick, slm	J. E. Mathiot, tech. d Eugene Bethman, pd	Betty Stewart, pmm	Wld. UP
------------------------------	-------------	---	--------------------	--	--	--------------------	---------------------

WEST-FM 1948	Ch. 300 (B) 107.9mc 11kw						
-----------------	--------------------------------	--	--	--	--	--	--

ERIE

WERC 1941	1260 5,000 DA-2	Presque Isle Bcstg. Co. 121 W. 10 St. 4-6367	NBC, Quaker Avery- Knodel	J. A. Young, p Charles E. Denny, gm Arthur M. Ingram, cm	Ray Ward, pd Ken Hestor, ce Jim Dewart, nd	Jay Young, sd UP RCA
--------------	--------------------	--	---------------------------------	--	--	---------------	--------------------

WERC-FM 1950	Ch. 260 (B) 99.9mc 9.7kw		NBC Weed				
-----------------	--------------------------------	--	-------------	--	--	--	--

WICU(TV) 1949		Dispatch Inc. 3515 State St. 4-6371		(For full information see TELECASTING Yearbook)			
------------------	--	---	--	---	--	--	--

WIKK 1948	1330 5,000 DA-2	Community Bcstg. Service 1021 State St. 23-248-9	ABC H-R Reps.	Edward Lamb, p Charles R. Kinney, gm & cm Gene Liggett, ce	Jack Schumaker, pmm Lou Zero, nd Frank Martin, fd	Jim Hurley, sd Virginia Boga, wd	Wld. AP Col.
--------------	--------------------	--	------------------	--	---	-------------------------------------	--------------------

WJET 1951	1570 250-D	JET Bcstg. Corp. 1635 Ash St. 4-6013	National Time Sales	Myron Jones, p & gm Lou Skelly, cm Harvey Shellito, ce	Shirley Hatfield, traffic m Cliff Oliver, nd	Lou Tullio, sd	SES. AP G
--------------	---------------	--	------------------------	--	---	----------------	-----------------

WLEU 1935	1450 250	Commodore Perry Bcstg. Service Commerce Bldg. 23-327	MBS, Quaker	Dr. Perry B. Cook Sr., p Hoyt H. Stout, vp & ce Robert Eaton, pd	Raymond Hall, nd Donald Evans, sd	Gail Bishop, wd AP RCA
--------------	-------------	--	-------------	--	--------------------------------------	-----------------	--------------------

WLEU-FM 1947	Chan. 250 (B) 97.9mc 9kw						
-----------------	--------------------------------	--	--	--	--	--	--

GETTYSBURG

WGET 1950	1450 250	Times & News Pub. Co. Harrisburg Rd. 850 & 851	KBS, Quaker	Henry M. Scharf, mgng. d Murray L. Goldsborough, gm, sm & cm Vic Schleider, pd	Les Blair, ce	Jack Nightengale, sd	Wld. AP GE
--------------	-------------	--	-------------	---	---------------	----------------------	------------------

GREENSBURG

WHJB 1934	620 1,000-D 500-N DA-2	Pittsburgh Radio Supply House 128 N. Penn. Ave. 3740 & 3741		K. Brennen, p George J. Podeyn, gm & cm	Glenn Grayson, pd Lyle Allen, ce	Tony Johnson, sd	L-W UP WE
--------------	------------------------------	---	--	--	-------------------------------------	------------------	-----------------

GROVE CITY

*WSAJ 1920	1340 100-SE	Grove City College 763		Weir C. Ketler, p	Dale O. Smock, ce	Stanley Seiple, pd GE
---------------	----------------	---------------------------	--	-------------------	-------------------	--------------------	----------------------

HANOVER

WHVR 1949	1280 1,000-D 500-N DA-N	Radio Hanover Inc. Hanover Trust Bldg. 3831	MBS, Quaker, Penn. Kennedy	John D. Bare, p & gm H. Vernon Ferster, cm Mack Edwards, pd & nd	Phillip Rohrbaugh, ce John Kratzert, fd Cap Grenier, sd	Helen Morrow, wd	Wld. UP RCA
--------------	-------------------------------	---	----------------------------------	--	---	------------------	-------------------

PENNSYLVANIA—(Continued)

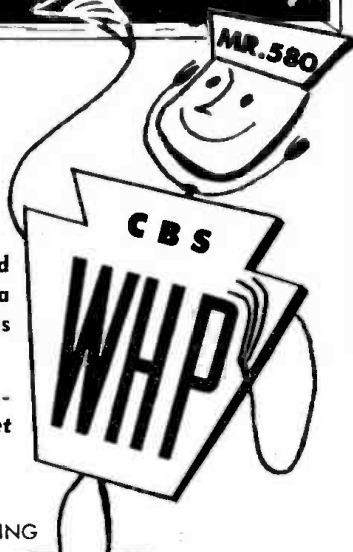
City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
HARRISBURG						
WHGB 1945	1400 250	Kendrick Bcstg. Co. 112 Market St. 4-4988	ABC, Quaker Weed	Herbert Kendrick, p Roger W. Clipp, vp Jack Hooper, gm, pd & sd Allen P. Solada, cm	William Kuntz, ce Red McCarthy, pmm Lewis Doolittle, nd	Lillian Juditz, wd Cap. AP RCA
WHP 1924	580 5,000 DA-N	WHP, Inc. 216 Locust St. 4-3211	CBS Bolling	A. K. Redmond, vp, gm & cm Dick Redmond, pd E. Daniel Leibensperger, ce	Beatrice Potteiger, pmm John Price, nd George Wirt, fd	Ed Gundaker, sd St. Assoc. AP, UP Ray. WH
WHP-FM 1946	Ch. 247 (B) 97.3mc 3.5kw					
WHP-TV (CP)		WHP Inc. 216 Locust St. 4-3211		(For full information see TELECASTING Yearbook)		
WKBO 1922	1230 250	Keystone Bcstg. Corp. 31 N. 2nd St. 4-0191	NBC Meeker	Clair R. McCollough, station exec. Henry M. Traugh, sm J. Robert Gulick, slm	Donald Wear, pd J. E. Mathiot, tech. d	William Clise, pmm Wld. UP
HAZLETON						
WAZL 1932	1490 250	Hazleton Bcstg. Co. 708 Haz. Nat'l Bank Bldg. 5400	MBS, NBC, Quaker, Atlantic Meeker	Victor C. Diehm, p & gm Thomas Tito, slm Kathryn Kahler, adm. asst.	Bill Graham, pd Betty Mulligan, pmm Elwood Tito, ce	Paul Cerula, nd Bob Sacco, sd Wld. AP WE
WAZL-FM 1948	Ch. 250 (B) 97.9mc 7.8kw					
WAZL-TV (CP)		Hazleton Bcstg. Co. 708 Hazleton Nat'l Bank Bldg. 5400 & 5401		(For full information see TELECASTING Yearbook)		
HOMESTEAD						
WHOD 1948	860 250-D	Steel City Bcstg. Corp. 105 E. 8th Ave. HOMestead 1-0172	Interstate	Anthony S. Ortale, p Roy Ferree, gm	Leonard Walk, sm & pd	James Herbert, ce UP WE
HUNTINGDON						
WHUN 1947	1400 250	The Joseph F. Biddle Pub. Co. 400 Washington St. 1291	MBS, KBS, Quaker Indie	John H. Biddle, p William E. Germann, gm & sd Darleen Frazer, pd	Ernest A. Craig, ce	Robert S. Clark, fd Wld., L-W, SES. UP G
INDIANA						
WDAD 1945	1450 250	Indiana Bcst. Inc. Indiana Theater Bldg. 5-5511	CBS, KBS, Quaker McGillvra	Thompson K. Cassel, p & gm Tony Rand, sm & sd Winsor Brown, cm & fd	Stanley Graziadio, ce Virginia Beatty, pd	Hazel Carnahan, wd UP WE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna,
 same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night.
 SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

HOOPER STATION LISTENING INDEX

TIME	WHP		
	STATION A	STATION B	STATION C
MON. THRU FRI. 8:00 AM-12:00 NOON	60.2	11.3	18.9
MON. THRU FRI. 12:00 NOON-6:00 PM	65.3	12.4	10.8
SUNDAY 12:00 NOON-6:00 PM	43.7	15.6	15.3
SUN. THRU-SAT. EVE 6:00 PM-10:30 PM	57.3	20.0	15.3
TOTAL RATED TIME PERIODS	59.6	15.7	14.7

TO TIMEBUYERS—
a 1953 Reminder
of 1952's top Hooperated
Station in Harrisburg



MR. 580

CBS
WHP

It's a wonderful combination, says Mr. 580. CBS and WHP and the highest ratings . . . in the top quality market in Pennsylvania . . . with the highest per capita income . . . with retail sales 192% of average.

So if you want sales in Pennsylvania's Central South area—including Lancaster, York and Lebanon—WHP's got 'em. Get 'em today through Bolling!

WHP

THE KEY STATION
OF THE KEYSTONE STATE

5000 W 580 KC

CBS RADIO NETWORK

Represented by BOLLING

JOHNSTOWN

WARD 1946	1490 250	Central Bcstg. Co. Porch Bldg. 81-216	CBS, Quaker Weed	Paul Short, p George D. Gartland, gm Robert R. Nelson, sm	Joseph B. Smith, pd Millard C. Coleman, ce Frank C. Jordan, nd	Bernie Shedlock, fd Joe Cavanaugh, sd Alma Cramer, wd	Wld. UP WE
WARD-FM 1948	Chan. 221 (A) 92.1mc 0.285kw						
WARD-TV (CP)		Rivoli Realty Co. Porch Bldg. 81-216		(For full information see TELECASTING Yearbook)			
WCRO 1947	1230 250	Century Bcstg. Corp. Fort Stanwix Hotel 9-8539	ABC, MBS, Quaker Radio Rep.	John Keel, p Stewart W. Phillips, vp Art Vrooman, ce	Clint Morse, fd Frank Toal, sd	Jane Smith, wd	INS WE
WJAC 1925	1400 250	WJAC Inc. 329 Main St. 4-1267	NBC, Quaker Young	W. W. Krebs, p John P. Foster, gm Park Claycomb, cm	N. L. Straub, vp eng Theodore Campbell, ce Ted Bunn, pmm	Ron Stephenson, nd Harold Scott, sd	L-W AP RCA
WJAC-FM 1948	Ch. 238 (A) 95.5mc 8.3kw						
WJAC-TV 1949		WJAC Inc. 329 Main St. 5-8251		(For full information see TELECASTING Yearbook)			

KITTANNING

WACB 1948	1380 1,000-D	Armstrong Co. Bcstg. Corp. 325 Market St. 43-1381		J. B. Moore, p E. J. Hirschberg, gm Albert Dame, cm	Chuck Moyer, pd Joseph Pelletier, ce Clyde Cranmer, sm	Ben Bowser, nd, fd & sd (Mrs.) Shirley Stull, wd	Thes. AP WE
--------------	-----------------	--	--	---	--	---	-------------------

LANCASTER

WGAL 1922	1490 250	WGAL, Inc. 8 W. King St. 5251	MBS, NBC Meeker	Clair R. McCollough, p Maynard W. Thomas, sm J. Robert Gulick, sm	Kenneth Kreider, pd J. E. Mathiot, tech. d	Alice Groff, pmm	Wld. UP
WGAL-FM 1944	Ch. 267 (B) 101.3mc 3.8kw						
WGAL-TV 1949		WGAL Inc. 8 W. King St. 5251		(For full information see TELECASTING Yearbook)			
WLAN 1946	1390 1,000 DA-N	Peoples Bcstg. Co. 252 N. Queen St. 7261	ABC, Com- monwealth, Quaker Headley- Reed	Frank H. Aitdoerffer, p gm & ce Samuel M. Aitdoerffer, vp & cm Ted Pollack, pd	John Rineman, pmm & sd Karl Scheying, nd Arthur J. Burks, fd	Dorothy Stevens, wd	L-W, Cap. AP RCA
WLAN-FM 1946	Ch. 245 (B) 96.9mc 6.7kw						

LANSFORD

WLSH 1952	1410 1,000-D	Miners Bcstg. Service Inc. P. O. Box D 1440	Everett- McKinney	Joseph L. Maguire, p John W. Angst, sm & pmm	Joseph C. Lendvay, cm Joe Greco, pd & sd	Milton W. Seltzer, ce Art Semigron, nd Sylvia White, wd	Assoc. UP Col.
--------------	-----------------	--	----------------------	--	---	---	----------------------

LATROBE

WAKU 1951	1570 250-D	Clearfield Bcstrs. Inc. 202 Depot St. 2348		W. K. Ulerich, p W. J. Thomas, gm L. W. Stauffer, m & cm	Mark Funk, asst. m & nd Bernard Guidos, ce	Lee Stauffer, sd Colleen Frichtel, wd	Thes.. Wld. AP G
--------------	---------------	--	--	--	---	--	------------------------



WHLM
BLOOMSBURG, PA.

The 1951 retail sales in the area serviced by WHLM amounted to \$147,346,000. Add to this \$21,847,900 of farming dollars and you get a pretty fair idea why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM."

Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company, to mention just a few with good, big payrolls.

HARRY L. MAGEE
Owner and Operator



WIDE
BIDDEFORD-SACO, ME.
MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781 . . . During the spring and summer months the population increases enormously because WIDE is located in the heart of Maine's richest resort area . . . Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls.

ARTHUR A. DETERS
President and Gen. Mgr.



WHOL
ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market . . . 3rd in Pennsylvania . . . 42nd in the Nation.

The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1951 amounted to more than \$350,000,000 . . . and farm dollars exceeded \$28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you.

CHAS. G. HELWIG, Esq.
President



WAZL
HAZLETON, PA. NBC-MBS

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000.

Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average . . . \$6,570.00 per family and they use it to buy the products advertised on WAZL. Here is a station that will deliver to you 70% of the radio listening audience from 8:00 in the morning until 10:30 at night.

VICTOR C. DIEHM
President and Gen. Mgr.

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner or Pres. p; Exec. vp & svp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
LEBANON						
WLAB(FM) (CP)	Chan. 281 (B) 104.1mc 4.7kw	Radio Lebanon, FM & TV Inc. 1423 Elm St.				
WLBR 1946	1270 1,000 DA-N	Lebanon Bcstg. Co. Central Bldg. 8th & Cumberland Sts. 2-7651	Quaker Burn-Smith	Lester P. Etter, mgng. d Julian F. Skinnell, opr. m Philip J. Reilly, cm	Henry H. Homan, pd & nd M. Leonard Savage, ce Hyland White, fd	Howard VanVoorhis, sd Mary Ellen Kurtz, wd Assoc., Wid. AP RCA
WLBR-FM 1948	Ch. 261 (A) 100.1mc 0.72kw					
LEMOYNE						
WCMB 1948	1460 5,000 DA-1	Rossmoyne Corp. Lemoine Theater Bldg. Harrisburg 4-3005	MBS, Quaker Cooke	Edgar T. Shepard, Jr., p Ed K. Smith, vp & gm Rudy O. Marcoux, cm	John Archer, pd J. Howard Bair, ce Gilbert Brown, pmm	Pete Wambach, nd John A. Smith, fd Gordon Jones, sd Thes. AP Ray.
LEWISTOWN						
WKVA 1949	920 1,000-D	Central Penn. Bcstg. Co. 7 N. Wayne St., Box 432 6771	ABC Gill-Keefe & Perna	Randall Leopold, p Robert L. Wilson, vp & gr J. Donald Raffensberger, cm	Lynn Bloom, pd & fd Robert Steltzer, ce Robert Hyle, pmm & sd	Peggy Beck, wd UP G
WMRF 1941	1490 250	Lewistown Bcstg. Co. 5 W. Market 6757	NBC, Quaker Burn-Smith	J. S. Woods, p T. W. Metzger, gm Ralph Parker, cm	James Keyes, pd & pmm Kenneth Callahan, ce Dale Smith, sd	Rita McCoy, wd St. UP WE
WLTN(FM) 1947	Ch. 250 (B) 97.9mc 2.25kw	(WMRF, AM affiliate)				
LOCK HAVEN						
WBPZ 1946	1230 250	Lock Haven Bcstg. Co. 132½ E. Main St. 4038	MBS Quaker McGillvra	Donald C. Welch, p Harris Lipez, gm, sd John Wynne, cm	Dave King, pd, pmm & nd Kenneth Caum, ce	John McCool, fd Marilyn Fakosh, wd L-W, Wid. AP Ray
McKEESPORT						
WEDO 1946	810 1,000-D	Tri-City Bcstg. Co. P. O. Box 810 4-7167	Rambeau	Edward J. Hirshberg, p Robert E. Badger, sm Mike Lee, pd & sd	Wilkes Hurley, ce Al McDowell, nd	Mrs. Lucy Lee Jones, wd Thes. AP Ray.
WMCK 1947	1360 1,000 DA-N	Mon-Yough Bcstg. Co. Elks Temple 8-8888	McGillvra	Robert M. Cox, p E. A. Kline, gm Sam Vidnovic, cm & sd	Francis Haley, pd Charles White, ce Steve Chontos, nd	Onnie Lynn, wd Wid. UP Ray.
WMCK-FM 1947	Ch. 285 (B) 104.9mc 0.5kw					
MEADVILLE						
WMGW 1947	1490 250	Meadville Bcstg. Service First Nat'l Bank Bldg. 46-723	ABC, Quaker	H. C. Winslow, p Robert E. Trace, gm & sd Francis W. Richmond, cm	Evelyn Anderson, pd	Jack Harvey, ce Wid. UP GE
WMGW-FM 1948	Ch. 262 (B) 100.3mc 10kw					WH
MONTROSE						
WPEL (CP)	1250 1,000-D	Montrose Bcstg. Corp. Lake & Locust Aves. 397		W. Douglas Roe, p Loren F. Bridges, gm	Roy Almen, ce Paul Reynolds, nd	Margaret Bridges, wd AP G
NANTICOKE						
WHWL 1947	730 1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	Forjoe	Henry W. Lark, p W. T. Jones Evans, gm	Thomas Hilburt, slm Livingston Clewell, pd & nd	Joseph Berrish, chf op Cap. UP Ray
NEW CASTLE						
WKST 1938	1280 1,000 DA-N	WKST, Inc. Cathedral Bldg. 5050	MBS, Quaker Meeker	S. W. Townsend, p Art Graham, sm & cm Harry Reith, pd & sd	Donald Dout, ce Joe Kilch, pmm	Bill Sommer, nd Wid. UP RCA
WKST-TV (CP)		WKST, Inc. Cathedral Bldg. 5050		(For full information see TELECASTING Yearbook)		
NEW KENSINGTON						
WKPA 1940	1150 250-D	Allegheny-Kiskil Bcstg. Co. 810 5th Ave. Edison 7-3588	Continental	C. R. Cooper, p Edward J. Kroen, gm & pd	Meivin Goldberg, cm	W. W. Neely, ce L-W, Mac., SES., Cole UP RCA
NORRISTOWN						
WNAR 1946	1110 500-D	Norristown Bcstg. Co. 115 W. Main St. 8-7600	Walker	Farris E. Rahall, p Ogden R. Davies, gm Joseph A. Pace, slm	Buddy Brode, pd & sd Julius Kosik, ce	James M. Nellany, nd Eileen Stuart, wd SES. AP G
OIL CITY						
WKRZ 1946	1340 250	WKRZ, Inc. 201 Fair Bldg. 4-1260	MBS, KBS, Quaker	Kenneth E. Rennekamp, p & gm Catherine McLaughlin, cm Dick Thompson, pd & sd	Carl Lagota, ce Roland Phillips, pmm John Dunn, nd	Pat Nuhfer, fd Betty Lesko, wd Wid. UP RCA
PHILADELPHIA						
KYW 1922	1060 50,000 DA-1	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 4-3700	NBC Free & Peters	Joseph E. Baudino, vp & gm (WH) Franklin A. Tooke, gm Robert H. Teter, cm	Gordon Davis, pd Paul I. Woodland, pmm I. N. Eney, ce	James Gantz, nd William Givens, fd Ruth Welles, wd St., Thes. UP, INS WH
KYW-FM 1942	Chan. 223 (B) 92.5mc 20kw					
WCAU 1922	1210 50,000	WCAU, Inc. City Ave. & Monument Ave. Greenwood 7-8300	CBS Radio Sales	Donald W. Thornburgh, p & gm Joseph L. Tinney, vp & asst. gm Jack DeRussy, cm	Jos. T. Connolly, vp & pd John G. Leitch, vp & d of enrgg. R. N. Pryor, vp & pmm	Charles Shaw, nd Amos Kirby, fd Bill Campbell, sd L-W AP, UP
WCAU-FM 1941	Ch. 251 (B) 98.1mc 11kw					
WCAU-TV 1948		WCAU, Inc. City Line & Monument Aves. Greenwood 7-8300		(For full information see TELECASTING Yearbook)		

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

There's a reason why
more top National Advertisers
than ever before
used WIP in Philadelphia
last year...

RESULTS!

MUTUAL BROADCASTING SYSTEM



5000 WATTS



PHILADELPHIA'S PIONEER VOICE

National Representatives
EDWARD PETRY & CO., INC.

PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, id, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
PHILADELPHIA (Cont'd)						
WDAS 1931	1400 250	Max M. Leon Inc. 223 Arch St. M ARket 7-8484	Forjoe	Max M. Leon, p Robert A. Klein, gm & cm Fred Greene, pd	M. Leonard Matt, asst. gm & nd Frank Unterberger, ce AP RCA
WFIL 1922	560 5,000 DA-2	Triangle Publications Inc. 46th & Market Sts. Evergreen 2-4700	ABC, Quaker Katz	Walter H. Annenberg, p Roger W. Clipp, gm George A. Koehler, cm	Felix Meyer, pd Joe Zimmermann, pmm Henry Rhea, ce	Charles Harrison, nd Howard Jones, fd Tom Moorehead, sd Wid. UP RCA
WFIL-FM 1941	Ch. 271 (A) 102.1mc 10kw					
WFIL-TV 1947		Triangle Publications Inc. 46th & Market Sts. Evergreen 2-4700		(For full information see TELECASTING Yearbook)		
WFLN(FM) 1949	Ch. 239 (B) 95.7mc 20kw	Franklin Bcstg. Co. 8200 Ridge Ave. Ivridge 2-6000	Good Music Bcstrs.	Lawrence M. C. Smith, p Raymond S. Green, gm	William M. Davison, cm	John K. Thomas, ce Assoc. UP Col.
WHAT 1929	1340 250	Independence Bcstg. Co. 1505 Walnut St. Rittenhouse 6-2058	Indie	William A. Banks, p & cm Dolly A. Banks, gm & pmm Annette Oromaner, pd	Arnold Goldman, ce Len Stevens, nd Jerry Gains, sd	Ruby Edwards, wd AP RCA
WHAT-FM 1950	Ch. 287 (B) 105.3mc 20kw					
WIBG 1924	990 10,000 DA-2	Seaboard Radio Bcstg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Radio Reps.	Paul F. Harron, p Joseph Lang, vp Edward D. Clery, gm & cm	Douglas Arthur, pd John H. Henninger, ce Rupe Werling, pmm	Ray Walton, nd Bob Knox, fd Tom Donahue, sd UP WE
WIBG-FM 1948	Ch. 231 (B) 94.1mc 20kw					
WIP 1922	610 5,000 DA-1	Pennsylvania Bcstg. Co. 35 S. 9th St. Walnut 2-6800	MBS Petry	Benedict Gimble Jr., p & gm Ralf Brent, dir sls Clyde Spitzner, lcl cm	Murray Arnold, pd Edward Wallis, dir pm & pub Clifford C. Harris, ce	Sam Ettinger, nd Jim Learning, sd Mary Biddle, wd Wid. AP, UP WE
WIP-FM 1942	Chan. 227 (B) 93.3mc 20kw					
WIP-TV (CP)		Pennsylvania Bcstg. Co. 35 S. Ninth St. Walnut 2-6800		(For full information see TELECASTING Yearbook)		
WJMJ 1948	1540 1,000-D	Patrick J. Stanton 2043 Locust St. Locust 4-2300	McGillvra	Patrick J. Stanton, o & gm Charles Stahl, cm Michael Deegan, pd & pmm	Alec F. Iles, ce Doug Henson, nd & sd	Ruth Chilton, wd SES. AP RCA
WPEN 1929	950 5,000 DA-N	Wm. Penn Bcstg. Co. 2212 Walnut St. Locust 4-6000	Gill-Keefe & Perna	William H. Syllk, p Wm. B. Caskey, gm & cm Jules Rind, pd	Charles W. Burtis, ce Sam Elber, pmm & nd	Matt Goukas, sd Assoc. AP, UP WH
WPEN-FM 1942	Ch. 275 (B) 102.9mc 20kw					
WPTZ(TV) 1941		TV Bcstg. Div. of Phlco Corp. 1600 Architects Bldg. Locust 4-5500		(For full information see TELECASTING Yearbook)		
WTEL 1925	860 250-D	Foulkrod Radio Engrg. Co. 4312 N. Broad St. Davenport 4-4310	Indie	E. Douglass Hibbs, p & pd Henry N. Cocker, gm	John Field, ce	Theodora Kay, wd
PITTSBURGH						
KDKA 1920	1020 50,000	Westinghouse Radio Stations, Inc. Grant Bldg. Grant 1-4200	NBC Free & Peters	Joseph E. Baudino, vp L. R. Rawlins, gm George D. Tons, cm	Robert E. White, pd Theodore C. Kenney, ce David N. Lewis, pmm	Homer H. Martz, fd Thes. AP, UP WH
KDKA-FM 1942	Ch. 225 92.9mc 9kw					
KQV 1919	1410 5,000 DA-2	Allegheny Bcstg. Corp. 800 Chamber of Commerce Bldg. Atlantic 1-9100	MBS, Tri- State Weed	Earl F. Reed, p James F. Murray, gm Chris Salmon, cm	Owen Simon, pd James Schultz, ce Bill Burns, nd	Pie Traynor, sd Jane Gibson, wd L-W, Wid. UP WE
WCAE 1922	1250 5,000 DA-N	WCAE Inc. Carlton House 550 Grant St. Atlantic 1-6900	ABC Katz	Leonard Kadner, p R. Clifton Daniel, sm & pd Carl Dozer, cm	Edward M. Brown, pmm James Greenwood, ce	Richard McCarthy, nd Charles Nuzum, sd Gloria Abdou, wd INS RCA
WCAE-FM 1948	Ch. 241 (B) 96.1mc 12kw					
WDTV(TV) 1949		Allen B. DuMont Labs, Inc. Chamber of Commerce Bldg. Express 1-1071		(For full information see TELECASTING Yearbook)		
WJAS 1922	1320 5,000 DA-N	Pittsburgh Radio Supply House Inc. 411 Seventh Ave. Grant 1-4860	CBS Hollingbery	H. K. Brennen, p & gm H. H. Stehman, vp & secy.	John H. Buchheit, cm & pmm James M. Hughes, pd & nd	Walter W. McCoy, ce Jane Ellen Ball, wd L-W UP WE
WJAS-FM 1948	Chan. 259 (A) 99.7mc 24kw					
WKJF(FM) 1948	Chan. 229 (B) 93.7mc 20kw	Agnes J. Reeves Greer 1715 Grandview Ave. Hubbard 1-2626	Forjoe	Agnes J. Reeves Greer, p F. G. Raese, gm & cm	Ralph Wiethorn, pd	Peter Pappas, ce Wid., L-W UP WE
WPGH 1947	1080 1,000-D	Pittsburgh Bcstg. Co. 220 N. Highland Ave. Emerson 1-5000		George M. Harton, p	Howard L. Lazarus, gm	Ralph L. Ketterer, ce L-W AP
WPIT 1947	730 1,000-D	WPIT Inc. Pitt Bldg. Atlantic 1-1900	Forjoe	John J. Laux, p Don Ioset, vp, gm, cm & pmm	Michael Komichak, ce Kay Balfe, nd	Bob James, sd UP G
WWSW 1932	970 5,000-DA-2	WWSW Inc. Hotel Sheraton Grant 1-5200	Blair	Pete Schloss, p, gm Ben Muros, sm	Harold Goldstein, pmm Henry Kaiser, ce	Raymond Schneider, nd Joe Tucker, sd UP WH
WWSW-FM 1941	Chan. 233 (B) 94.5mc 4.5mc					

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Station. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

POTTSTOWN

WPAZ 1951	1370 1,000-D	Pottstown Bcstg. Co. 247 High St. 5000	Herbert Scott, p & gr. Clifford Chafey, cm	Ralph Mellon, ce Charles King, sd	Lynn George, wd	Thes. UP G
--------------	-----------------	--	---	--------------------------------------	-----------------	------------------

POTTSVILLE

WPAM 1947	1450 250	Miners Bcstg. Service Inc. 108 S. Centre St. 5050	MBS, Quaker Everett- McKinney	Joseph L. Maguire, p Lou H. Murray, gm Frank Tamulonis, cm	Bud Angst, pd Milton Seltzer, ce Ray Mulligan, fd	John Samm, sd Romaine Scott, wd	Assoc. UP G
--------------	-------------	--	-------------------------------------	--	---	------------------------------------	-------------------

WPAM-FM 1947 Chan. 238 (B) 95.5mc 5.1kw

WPPA 1946	1380 1,000-D 500-N-DA-N	Pottsville Bcstg. Co. 8 S. 2nd St. 4744	A. V. Tidmore, p & ce Ralph L. Price, cm	James Thompson, nd William P. Tidmore, pmm & fd	Ed Romance, sd Vivian Tidmore, wd	AP WE
--------------	-------------------------------	---	---	---	--------------------------------------	----------

WPPA-FM 1948 Chan. 270 (B) 101.9mc 2.8kw

Pottsville Bcstg. Co. Swarata Rd. Shenandoah, Penna. Shenandoah 2-0064	A. V. Tidmore, p Walter Jones, cm	Georgine Yanavags, pd	Robert D. Schnaufer, ce	Wld. AP RCA
---	--------------------------------------	-----------------------	-------------------------	-------------------

PUNXSUTAWNEY

WPME (CP)	1540 1,000-D	Punxsutawney Bcstg. Co. 103 N. Gilpin P. O. Box 38	Sheridan W. Pruett, o	Charles M. Erhard, ptrn. & gm	J. A. Pelletier, ptrn. & ce
--------------	-----------------	---	-----------------------	----------------------------------	-----------------------------	-------------------------

READING

WEEU 1932	850 1,000 DA-N	Hawley Bcstg. Co. 433 Penn St. 6-7335	ABC, Quaker Headley- Reed	Hawley Quier, p Thomas E. Martin, gm K. Richard Creitz, cm	George Carroll, pd, nd & fd Jack Gounder, pmm Harold Schearer, ce	Ed Cammarota, sd Nan Heckman, wd	Assoc. UP RCA
--------------	-------------------	---	---------------------------------	--	---	-------------------------------------	---------------------

WEEU-FM 1949 Chan. 225 (B) 92.9mc 9kw

WEEU-TV (CP)		Hawley Bcstg. Co. 433 Penn St. 6-7335	(For full information see TELECASTING Yearbook)				Fed.
-----------------	--	---	---	--	--	--	------

WHUM 1946	1240 250	Eastern Radio Corp. Berkshire Hotel 4-4805	CBS H-R Reps.	Humboldt J. Greig, p & gm Richard G. Fichthorn, vp & cm Alan Lane, pd	Arthur W. Heim, pmm Joseph E. McCormack, ce John Deegan, nd	Sam Black, fd James D. Lindemuth, sd & wd	AP Ray.
--------------	-------------	--	------------------	--	---	---	------------

WHUM-TV 1952		Eastern Radio Corp. Berkshire Hotel 4-4805	(For full information see TELECASTING Yearbook)				
-----------------	--	--	---	--	--	--	--

WRAW 1922	1340 250	Reading Bcstg. Co. Inc. 19 N. 5th St. 7173	MBS, NBC Meeker	Clair R. McCollough, sta. exec. Frank J. Voss, sm J. Robert Guick, slm	Ben Varishone, pd Ben Vernon, pmm	J. E. Mathiot, tech. d Wld. UP
--------------	-------------	--	--------------------	---	--------------------------------------	------------------------	---------------------

RED LION

WGCB 1950	1440 1,000-D	John M. Norris P. O. Box 88 3-3471	John M. Norris, p & gm	Vincent Freeman, cm	Clarke Wise, ce	Cap., SES. UP G
--------------	-----------------	--	------------------------	---------------------	-----------------	-----------------------

SAYRE

WATS 1950	1470 1,000-D	T. K. Cassel 110 N. Elmer Ave. Tally 0961	Indie	Thompson K. Cassel, p Shaun F. Murphy, gm & cm	Dick Buzzerd, pd Gene Edwards, pmm, nd & sd	B. A. Franklin, ce D. Colborn, fd Barbara Russell, wd	Thes., Wld. AP Ray.
--------------	-----------------	---	-------	---	---	---	---------------------------

SCRANTON

WARM 1940	590 5,000 DA-2	Union Bcstg. Co. Bowman Bldg. 4-1148	ABC, Quaker Hollingbery	Martin F. Memolo, p William M. Dawson, gm Sam M. Feigenbaum, cm	Joseph H. Salsburg, pd Mary Lynott, pmm R. J. Parker, ce	Jesse Landenberger, fd Dave Griffiths, sd Lynn Forman, wd	Thes. UP GE
--------------	-------------------	--	----------------------------	---	--	---	-------------------

WGBI 1925	910 1,000-D 500-N	Scranton Bcstrs., Inc. 1000 Wyoming Ave. 2-0296	CBS Blair	Mrs. M. E. Megargee, p George D. Coleman, gm, cm & pmm Mrs. Douglas Holcomb, vp	R. E. McDowell, sm Frank Monaghan, pd K. R. Cooke, ce	Thomas Powell, nd Kenneth Beghold, fd Ralph White, sd	Wld. AP RCA
--------------	-------------------------	---	--------------	--	---	---	-------------------

WGBI-FM 1948 Chan. 267 (B) 101.3mc 1.8kw

WGBI-TV (CP)		Scranton Bcstrs. Inc. 1000 Wyoming Ave. 2-0296	(For full information see TELECASTING Yearbook)				GE
-----------------	--	--	---	--	--	--	----

WQAN 1950	630 500-D	Edward J. & Elizabeth R. Lynett Scranton Times 5151	Bolling	Edward J. Lynett, co-o Elizabeth R. Lynett, co-o Cecil Woodland, gm	Frank McCaffery, cm Robert Flanagan, pd Bill Pierce, pmm	Gino Ricciardelli, ce William T. Cullen Jr., nd Hugh Connor, fd	Assoc., St. AP, UP RCA
--------------	--------------	--	---------	---	--	---	------------------------------

WQAN-FM 1948 Chan. 222 (B) 92.3mc 1.8kw

WSCR 1947	1320 1,000-D 500-N DA-N	Lackawanna Valley Bcstg. 116 Adams Ave. 5242	NBC Headley- Reed	David M. Baltimore, p, gm & cm Barry Sherman, asst. m, pmm & sd	Willard Shimsky, ce Robert McHale, nd	Jess Landenberger, fd Ann Culklin, wd	L-W AP Ray.
--------------	-------------------------------	---	-------------------------	--	--	--	-------------------

WTVU (TV) 1952		Appalachian Co. 519 Mulberry St.	(For full information see TELECASTING Yearbook)				
-------------------	--	-------------------------------------	---	--	--	--	--

SHAMOKIN

WISL 1948	1480 1,000 DA-N	Radio Anthracite Inc. Rock & Sunbury Sts. 8-6831	MBS, Quaker Forjoe	Henry W. Lark, p Charles R. Petrie, gm Stan Binkoski, cm	Dick Owens, pd Kenne Barber, pmm Ray Willard, ce	Dorothy Owens, wd	L-W AP RCA
--------------	--------------------	--	-----------------------	--	--	-------------------	------------------

SHARON

WPIC 1938	790 1,000-D	Sharon Herald Bcstg. Co. P. O. Box 541 4113	Young	John Fahnline Jr., p & gm Marc McCulloch, pd	A. C. Heck, ce Harold Smith, pd. d	Evelyn L. Keller, publ. d	Wld., Assoc. UP WE
--------------	----------------	--	-------	---	---------------------------------------	---------------------------	-----------------------------

WPIC-FM 1947 Chan. 275 (A) 102.9mc 26kw

Fed.

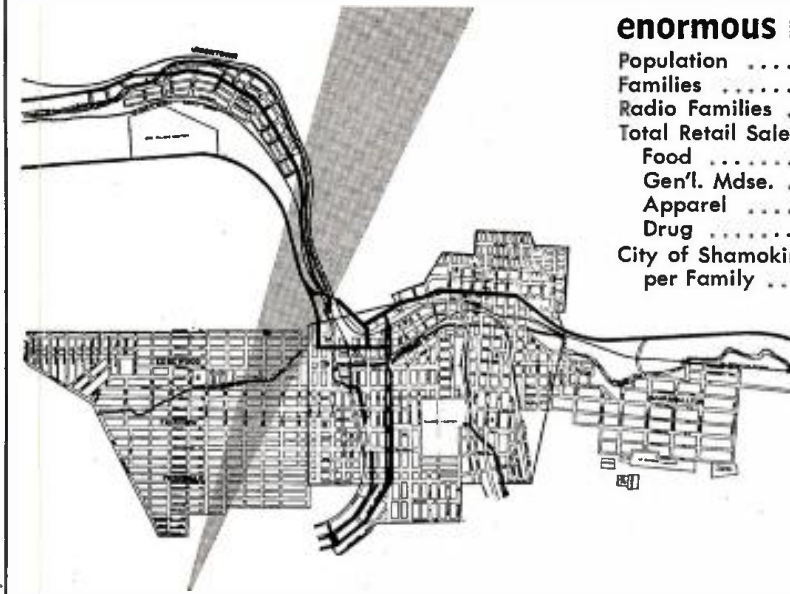
PENNSYLVANIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
SOMERSET WVSC 1951	990 250-D	Somerset Bcstg. Co. P. O. Box 231 4186	Indie	T. H. Opegard, gm & cm Carl R. Lee, ce & sm	Ernest E. Mark, pd, nd & sd	St. UP G
STATE COLLEGE WMAJ 1945	1450 250	Centre Bcstrs. Inc. P. O. Box 888 4959	MBS, KBS	W. K. Ulerich, co-o R. J. Kennard, co-o M. J. Bernstein, sm & sd	Miriam Krebs, cm & wd Walter J. Morris, pd Douglas Beman, ce	Wld. AP
ST. MARYS WKBI 1950	1400 250	Elk-Cameron Bcstg. Co. 41 Erie Ave. 2321	MBS, KBS Quaker	Cary H. Simpson, ptrn. K. E. Rennekamp, ptrn. R. H. Knouse, slm John A. Fay, pd	Vesta B. Smith, pmm Kenneth H. Bowers, ce Gibby Hoffman, nd	St. AP G
STROUDSBURG WVPO 1948	840 250-D	Pocono Bcstg. Inc. 578 Main St. 1102	Radio Reps.	James H. Ottaway, p Francis H. Brinkley, mgng. d Elton Hall, sm	Chester S. Miller, cm Joseph Webster, pd & nd Ernest R. Transue, ce	Assoc. UP Col.
SUNBURY WKOK 1933	1240 250	Sunbury Bcstg. Corp. 1150 N. Front St. 1325 & 1326	ABC, CBS, Quaker, Wm. Penn Net	Harry H. Haddon, p Homer R. Smith, gm C. Donald Walther, cm	Michael J. Kane, pd & sd Nelson H. Futch, pmm & nd Basse A. Beck, secy.-treas. AP Col.
<i>WKOK-FM</i> 1947	Chan. 231 (B) 94.1mc 4.4kw				 RCA
UNIONTOWN WMBS 1937	590 1,000 DA-N	Fayette Bcstg. Corp. Fayette Title & Trust Bldg. 8-3900	CBS, Quaker Meeker	Joseph C. Burwell, p & gm Harry Burwell, cm Charles Underwood, pd	Edward Hamlyn, pmm & nd William Henzly, ce Rex Carter, fd	Thes. UP Col.
WARREN WNAE 1946	1310 1,000-D	Northern Allegheny Bcstg. Co. 3032		David Potter, p & gm James Potter, cm Leroy Schneck, pd	Chuck Tranter, sd Homer Haines, ce David Evans, nd	Thes. AP Ray.
<i>WRRN(FM)</i> 1948	Chan. 222 (B) 92.3mc 2.2kw	(WNAE, AM affiliate)			 G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

1951-'52 Consumer Markets Estimates of WISL's enormous market:

Population	259,800	Active Industries in Shamokin and Vicinity:
Families	75,900	sheet metal products.....
Radio Families	71,540	brewing
Total Retail Sales	\$161,194,000	meat packing.....
Food	42,984,000	drug products
Gen'l. Mdse.	15,628,000	paper products.....
Apparel	12,611,000	hosiery mills
Drug	4,085,000	dress and shirt factories....
City of Shamokin Retail Sales		cellulose
per Family	\$4,963	silk and cloth weaving..
		railroad shops
		mining... drugs... building materials
		dyeing and processing....
		furniture



ONE STREET in SHAMOKIN, PENNSYLVANIA divides almost 40,000 PEOPLE in TWO political sub-divisions

The growth shown by SRDS statistics in the WISL area of Pennsylvania (Where WISL dominates) is due to new or expanding industrial activity by such firms as Merck & Co., (drugs); Cluett-Peabody Co., (Arrow shirts); Westinghouse, (Radio & TV); Empire State Chair Co. (furniture); Sunbury Wire Rope Manufacturing Co.; Shamokin Woolens; Pur-O-lator, to name a few.

The eastern quarter of WISL's coverage is mainly anthracite mining, while the north, south, and west quarters cover widely diversified industry and rich farming territories.

The industrialization of this area is due to the favorable conditions found here—good industrial sites, ample power (electricity, coal, gas)—unlimited good water, available labor, fine shipping facilities, recreational and cultural opportunities and community cooperation.

Be sure your distribution and sales grow with the area. Cover this entire territory through WISL—The Station That Produces results.

SHAMOKIN, PENNSYLVANIA

... AND 4 RICH PENNSYLVANIA COUNTIES*
WITHIN WISL'S PRIMARY COVERAGE AREA.

REPRESENTED BY: FORJOE & CO.

A QUALITY STATION IN A QUALITY MARKET
SHAMOKIN, Pennsylvania
A MUTUAL OUTLET OF 1000 WATTS
A 4 MILLION RETAIL TRADE INCREASE
SHOWN IN WISL PRIMARY AREA

RHODE ISLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Exec. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prom. Mgr. pmm; Prod. Mgr. pdm;	
PROVIDENCE—(Continued)							
<i>WJAR-FM</i> 1948	Chan. 238 (A) 95.5mc 14kw	Rehoboth, Mass. 186					
WJAR-TV 1949	Chan. 10 192-198mc	The Outlet Co. 176 Weybosset St. Gaspee 1-8255		(For full information see TELECASTING Yearbook)			
WPJB 1941	1420 5,000 DA-1	Providence Journal Co. 75 Fountain St. Dexter 1-0600	ABC Taylor, Borgatti	G. P. Metcalf, p H. William Koster, gm	Harmon H. Hyde, pd George W. Sharpe, ce	Harry V. McKenna, nd Sue Bailey Reid, wd	Wld. AP, UP WE
<i>WPJB-FM</i> 1948	Chan. 286 (B) 105.1mc 20kw						
WPRO 1924	630 5,000-DA-N	Cherry & Webb Bcstg. Co. 24 Mason St. Plantation 1-9776	CBS Raymer	William S. Cherry Jr., p	Arnold F. Schoen Jr., gm & cm	John A. Owen Jr., pd John V. Ferri, ce	Thes. AP, UP RCA
<i>WPRO-FM</i> 1948	Chan. 222 (B) 92.3mc 20kw					 WE
WRIB 1947	1220 1,000-D	R. I. Bcstg. Co. Narragansett Hotel Union 1-4512	New England ForJoe	Frank Rao, p Nicholas Ruggieri, gm Antonio Pace, mng. d	Edward P. Galligan, cm Don Rogers, pd & sd	Frederick Weiss, ce Fabian Hume, nd	Assoc. UP GE
WESTERLY							
WERI 1949	1230 250	Radio Westerly, Inc. 34 Main St. 2263	KBS Walker, Bannan	R. G. Moore, p Warren M. Greenwood, gm & cm	A. W. "Brud" Warren, pd, pmm, nd Donald Siegel, ce	Lee S. Greenwood, treas. Vin Collie, sd Joan Platt, wd	L-W UP Ray.
WOONSOCKET							
WNRI (CP)	1380 1,000-D	Friendly Bcstg. Co. 1 Social St. 5100		Raymond A. Mailloux, gm Roger A. Nault, exec. secy.	Jack A. Salera, pd		WE
WWON 1946	1240 250	Woonsocket Bcstg. Co. 99 Main St. 1240	MBS, Yankee	Mrs. Andrew P. Palmer, p Mitchell F. Stanley, gm	Eugene Mailloux, cm Gene Rousseau, pd	Harold Belknap, ce Gene O'Neill, sd	Wld. AP Col.
<i>WWON-FM</i> 1949	Chan. 288 (A) 105.5mc .39kw						

SOUTH CAROLINA

AIKEN							
WAKN 1952	990 1,000-D	Aiken Electronics Adv. Corp. P. O. Box 811 Graniteville 187		B. T. Whitmire, p John Mare, gm Randy Davidson, sm & pd	Steve Thomas, pdm J. C. Atkinson, ce & fd	Bunny Johnson, wd	Cap. AP G
ANDERSON							
WAIM 1935	1230 250	Wilton E. Hall 1 Martin St. 3800	CBS, Palmetto Smith, Dora- Clayton	Wilton E. Hall, p Glenn P. Warnock, gm G. Paul Browne, cm	R. Barath, pd W. Saunders, ce E. Eve, pmm	R. Powell, sd	Wld. INS WE
<i>WCAC(FM)</i> 1945	Chan. 266 (B) 101.1mc 41kw			(WAIM, AM affiliate)			
WANS 1949	1280 1,000 DA-N	Carolina Bcstrs. P. O. Box 211 3262	MBS, KBS Devney	C. R. Johnson Sr., p Robert E. Liverance, gm Robert S. Fant, cm	Carroll Lee, pd & pmm Al Pratt, ce Harry Carroll, nd	Ralph Bramlett, sd	St. UP WE
BARNWELL							
WBAW (CP)	740 350-D	Blue Ridge Bcstg. Co.					
BENNETTSVILLE							
WBSC 1947	1550 10,000-D 5,000-N DA-N	Bennettsville Bcstg. Co. P. O. Box 639 1080 & 1081	MBS McGillvra	John W. Orvin, p Malcolm A. Young, gm & cm Ervin T. Melton, Jr., pd & nd	John S. Gronert, ce	George Peterson, sd AP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

* * *

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River - New Bedford, Mass., marketing area with a signal greater than 2 mv.

* * *

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs —programs designed for PRIMARY listening attention. Important because—listeners who really LISTEN, are buyers who really BUY!

* * *

more

New Englanders

listen to WPRO

than any other

Rhode Island

station.

*to reach the
most buyers,*

BUY BASIC...



WPRO AM
& FM

PROVIDENCE • 630 KC • 5000 W

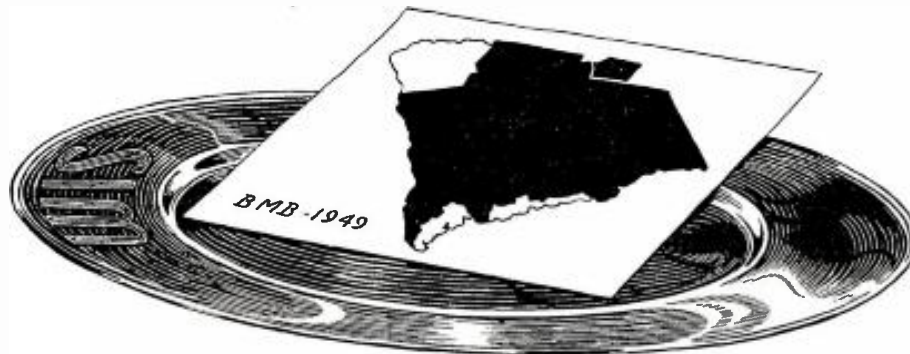
REPRESENTED BY RAYMER

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
BISHOPVILLE						
WAGS (CP)	1380 1,000-D	Lee County Bcstg. Co. Bishopville, S. C.		Howard L. Ginsberg, ptrn & gm	
CAMDEN						
WACA 1948	1590 1,000-D	Camden Bcstg. Co. Camden, S. C. 80	Dora- Clayton	H. S. Bowden, p Tom Richards, gm & sd Charles Ballard, cm	Arthur Sheheen, pd Joe Toher, ce Paul Myhand, sm, nd & fd	Sally Brennon, wd Wid. UP G
CHARLESTON						
WCSC 1930	1390 5,000 DA-N	WCSC Inc. Francis Marion Hotel 7611	CBS Free & Peters	John M. Rivers, p & gm Roland Weeks, cm Russell Long, pd	Wilbur R. Albee, ce Alma Davis, pmm Annie Laurie Quarterman, traffic m	Harry Ginaris, nd & sd Charles Hall, fd Sandra Lyon, wd Wid. UP WH
WCSC-FM 1948	Chan. 245 (B) 96.9mc 36kw					
WCSC-TV (CP)		WCSC Inc. Francis Marion Hotel 7611		(For full information see TELECASTING Yearbook)		
WHAN 1945	1340 250	Charleston Bcstg. Co. 152B Market St. 31644	ABC Burn-Smith	E. H. Keown, gm G. R. Connor, cm Wm. P. Birchfield, ce	P. A. Rice, nd Jim Bigelow, fd George Norwig, sd	Hilda Edwards, wd Cap. UP RCA
WPAL 1947	730 1,000-D	Palmetto Bcstrs. Inc. 149 Wentworth St. 36423 & 36429	Dora- Clayton, ForJoe	George G. Weiss, p Laurens P. Moore, gm Robert T. Chrystie, cm & sd	Louise B. Withrock, pd Charles E. Watkins, ce	Walter W. Hanna, pmm & fd Col.
WTMA 1939	1250 5,000-D 1,000-N DA-N	Atlantic Coast Bcstg. Co. 133 Church St. 22961	NBC, Blair, Cummings	Edward Manigault, p Douglass M. Bradham, gm Grange C. Cuthbert, Jr., cm	Newton S. Smyth, pd Gordon Knight, ce	Henry Mann, pmm Assoc. AP WH
WTMA-FM 1947	Ch. 236 (B) 95.1mc 49kw					
WUSN 1948	1450 250	Southern Bcstg. Co. Inc. P. O. Box 154 2-2652	MBS	J. Drayton Hasite, gm & cm		
CHESTER						
WGCD 1948	1490 250	Craig Bcstg. Co. 138 Main St. 1171	MBS, KBS McGillvra	A. B. Craig, p Morgan J. Craig, gm & ce Arthur Cornwall, cm, pd & nd	J. L. Kennedy, pmm & sd Roy Kirven, Jr., fd	Julia Dukes, wd Wid. AP GE
CHERAW						
WCRE (CP)	1420 500-D	Chesterfield Brcstrs.				
CLEMSON						
WTIG(FM) (CP)	Chan. 246 97.1 mc 53kw	Clemson Bcstg. Co. 16-A Hunter St.				
COLUMBIA						
WCOS 1939	1400 250	Radio Columbia Cornel Arms Apt. Bldg. 2-2177	ABC Headley- Reed	Charles W. Pittman, p & gm Law Epps, dir. AM oper. & cm	John Rapp, pd Robert Lambert, ce	Wayne Poucher, sd Barbara Allen, wd Wid. AP RCA
WCOS-FM 1951	Chan. 250 (B) 97.9mc 5.3kw					
WCOS-TV (CP)		Radio Columbia Cornel Arms Apt. Bldg. 2-2177		(For full information see TELECASTING Yearbook)		
WIS 1930	560 5,000 DA-N	The Bcstg. Co. of the South 1111 Bull St. 36431	NBC Free & Peters	B. Calhoun Hipp, p G. Richard Shafto, vp & gm J. Dudley Saumenig, mng. d	Frank Harden, pd Herbert G. Eidson, ce John H. Brock, pmm	W. D. Wokman, Jr., nd John Evans, fd Ray Stanfield, sd Kay Collins, wd Thes. UP WE
WIS-FM 1948	Ch. 233 (B) 94.5mc 1.3kw					
WMSC 1945	1320 1,000 DA-N	Marseco Bcstg. Corp. 1127 Lady St. 28859	CBS H-R Reps.	C. Wallace Martin, p, treas., gm & cm Grenville Seibels, pd & nd John C. Cosby, ce	Don Clark, pm Tom Burgess, fd Ed Osborne, sd	Ruth Gottlieb, wd Assoc. & L-W UP Col.
WNOK 1947	1230 250	Palmetto Radio Corp. Hotel Jefferson 3-9401	MBS	H. Moody McElveen Jr., gm W. C. Bochman, cm David Campbell, pd	Donald Willoughby, ce Edward Jordan, pmm Pat Fitzgerald, nd	Jack Cook, fd Bob Fulton, sd Meta Miller, wd AP RCA
WNOK-TV (CP)		Palmetto Radio Corp. 1811 Main St. 3-9401		(For full information see TELECASTING Yearbook)		
CONWAY						
WLAT 1945	1490 250	Coastal Bcstg. Co. P. O. Box 497 340	MBS McGillvra			

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

DILLON WDSC 1948	800 1,000-D	Border Bcstg. Co. Highway 301 470 & 471	ABC Gill-Keefe & Perna, Dora- Clayton	L. B. Hyman, o Joseph Martin, p & gm Adelaide Monroe, cm	William J. Bunn, pd & fd M. J. Herring, ce Lee Lumpkin, pmm	Jim Murff, nd & sd Mrs. Ella Rauch, wd	Thes. UP G
WDSC-FM 1951	Chan. 226 (B) 92.9mc 10kw						
EASLEY WELP 1951	1360 1,000-D	Pickens County Bcstg. Co. P. O. Box 522 9388	KBC, Palmetto Indie Sales	J. Lake Williams, p Joel N. Hinton, vp Robert O. Moran, gm	Cleatus Brazzell, cm H. Otto McDonald, ce	Sue S. Shaw, wd & traffic m	UP RCA
FLORENCE WJMX 1951	970 5,000-LS 1,000-N DA-N	Atlantic Bcstg. Co. P. O. Box 1211 6351		E. E. Stone, o Paul H. Benson Jr., gm, cm, pd	Frank A. Jenne, ce Ervin T. Melton Jr., nd, fd	Dave Rogers, sd Marguerite M. Eaton, wd	Thes. UP WH SES. VF
WOLS 1937	1230 250	Florence Bcstg. Co. 151 S. Dargan St. 3271	KBS	Melvin Purvis, p & gm A. P. Skinner, cm W. A. Pritchett, ce	Dick Jones, pmm Charles Sligh, nd Bill Peters, fd	A. E. Martin Jr., sd Mary Tatum, wd	
GAFFNEY WFGN 1948	1570 250-D	Cherokee Radio Co. P. O. Box 759 4795	KBS	A. R. Godshall, p Morton E. Green, gm, cm & nd Billy Gibbons, pd & sd	Jesse Parker, ce Virginia Gertz, pmm Jo Hambright, fd	Josephine Hambright, wd	L-W UP Ray.
GEORGETOWN WGTN 1949	1400 250	Georgetown Bcstg. Co. Inc. 216 S. Fraser St. 621	MBS Cooke Carolina Palmetto	J. B. Delzell, p, gm Allen B. Wester, cm	Mamie Delzell, pd, wd Arthur D. Nix, ce	Allen Wester, sd	Ray.
GREENVILLE WAKE 1950	1490 250	Piedmont Bcstg. Co. 400 Mayberry St. 57406	CBS, MBS Pearson	V. D. Ramseur, p James F. McDonough, gm & pd H. A. Morris, ce Mrs. Scott Russell, p W. Ennis Bray, vp, gm & cm David A. Moss, pd & pmm	Inez Anders, pmm Carl Meeks, nd Elmer Snodgrass, fd	Jerry Mosteller, sd Doris Cabler, wd Queenie Kershaw, librarian	Assoc. INS G
WESC 1947	660 5,000-D	Greenville Bcstg. Co. 1 College St. 28241	Rambeau, Dora- Clayton		Felton Bailey, ce J. Davenport, traffic m Fred Heckman, nd	Robert Way, fd W. A. Mullinax, sd	L-W AP G
WESC-FM 1948	Chan. 223 (A) 92.5mc 12.5kw						
WFBC 1932	1330 5,000 DA-N	Greenville News- Piedmont Co. News Bldg. 21511	NBC Avery- Knodel	B. H. Peace Jr., p Beverly T. Whitmire, gm Robert Q. Glass Jr., cm	Norvin C. Duncan, pd William E. Garrison, ce Paul Chapman, pmm	Harry Coggins, nd Ben Leonard, fd Verner Tate, sd Alice Wyman, wd	Thes. UP WH
WFBC-FM 1948	Chan. 229 (B) 93.7mc 8.7kw						
WMRC 1940	1440 5,000 DA-2	Textile Bcstg. Co. 3 College St. 32751	ABC Weed	Robert A. Jolley, p A. Kenneth Beachboard, gm & cm W. T. Arrington, pd	George Tate, ce Lidie Lee Walters, pmm Claude Freeman, nd	Paul Fisher, fd Bob Shelley, sd Debbie Bradley, wd	Wld. AP Col.
WMRC-FM 1947	Ch. 235 (B) 94.9mc 3.9kw						
WMUU 1949	1260 1,000-D	Bob Jones University Greenville, S. C. 76711		Dr. Bob Jones Jr., p R. K. Johnson, gm Glen Schunk, cm	Ben Cummings, pdm Paul Mathew, ce Joan Baehre, pmm	Elmer Rumminger, nd Jack Buttram, fd Fred Afman, sd	AP, INS Col.



South Carolina on a Silver Platter . . .

WIS with the lowest frequency in the state, 560 kilocycles, reaches 145,960 families in 40 of South Carolina's 46 counties. Of this total, 88,780 — or 60% — tune in WIS 6 or 7 days weekly.*

The 20-county retail trading area credited to Columbia (BBD&O) is the largest in the state in people — 886,700 — and in E.B.I. — \$742,567,000.** 67% of these people tune in WIS 6 or 7 days weekly.

For sales RESULTS, let WIS, an NBC affiliate for 22 of its 23 years, carry YOUR sales message to the growing, diversified, industrial and agricultural market it COVERS!

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

*BMB, Spring 1949, Daytime

**Sales Management, 1952.

WIS 560 KC
5000 W
COLUMBIA, S. C.

Represented nationally by Free & Peters.

No Other Station Serves South Carolina Like This!

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
GREENWOOD						
WCRS 1941	1450 250	Grecco, Inc. P. O. Box 868 4300	NBC Clark	Douglas Featherstone, p Dan Crosland, gm & pd Ralph Norman, cm & pmm	Charles M. Sparks, ce Randy Davidson, sd	Mary Harton, wd Thes., Assoc. AP RCA
WCRS-FM 1948	Ch. 239 (B) 95.7mc 8.6kw					
WGSW (CP)	1350 1,000-D	Radio Greenwood Inc. Edward Arms	MBS	W. C. Woodall Jr., p C. H. Grider, gm	Vernon McCarthy, cm	Olyn Gee, pd UP Gates
GREER						
WEAB 1949	800 250-D	Greer Bcstg. Co. P. O. Box 151 1057 & 1058	KBS	Edd A. Burch, co-o, gm & cm W. Ryan Frier, co-o Betty Beers, pd & wd	J. E. Cole, ce Vernon Fox, ne	Perry Clinton, fd & sd L-W UP G
HARTSVILLE						
WHSC 1946	1450 250	Hartsville Bcstg. Co. College Ave. 1450	MBS, KBS McGillvra	Charles H. Campbell, p Raymond Caddell, gm, pd & nd Donald A. Brienen, ce	Wilford Nelson, pmm & fd Gerald Quick, sd	Eleanor F. Williamson, wd Cap. AP Ray.
KINGSTREE						
WDKD 1949	1300 1,000-D	Palmetto Bcstg. Co. 6761		E. G. Robinson Jr., co-o, gm & pmm M. L. Few, co-o Charles Green, cm	Carroll Gowdin, pd & nd Dan Owen, ce Glenn Frence, fd & sd	Tilla Robinson, wd Wld. AP G
LANCASTER						
WLCM 1951	1360 1,000-D	Royal Bcstg. Co. 103 S. Catawba St. 1406	Southern Radio	Milton D. Scarboro, p & gm David Phillips, cm Joann McManus, pd & wd	Robert Shkerdjanski, ce Gary Cable, pmm James Marlowe, nd	F. W. Cannon, fd Allen Hill, sd Wld., Thes. AP Col.
LAURENS						
WLBG 1948	860 250-D	WLBG Inc. P. O. Box 642 22331	KBS, Palmetto	J. C. Todd, p Richards Todd, gm & cm Jack B. Anderson, pd	T. H. Stevenson Jr., pmm Jack H. Taylor, ce & nd Carroll Sexton, fd & sd	Betty J. Bishop, wd Wld. UP Ray.
MULLINS						
WJAY 1949	1280 1,000-D	Mullins & Marion Bcstg. Co. Highway 76. Box 41 3901	KBS	W. G. Smith, p James F. Ramsey, gm & cm Bob Allen, pd, pmm & nd	George Magera, ce Kenneth Gasque, fd Dwight Snyder, sd	Annie Laurie Sawyer, wd L-W UP Ray.
MYRTLE BEACH						
WMRA 1948	1450 250	Elizabeth Evans Ocean Forest Hotel 5061		Elizabeth Evans, p & gm S. W. Monroe, cm Crosby Brunson, pd	W. C. Evans, ce Tom Garner, pmm & sd Sam Zack, nd	Tom Lee, fd Betty Dale, wd UP G
NEWBERRY						
WKDK 1946	1240 250	Newberry Bcstg. Co. 11 Radio Dr. P. O. Box 211 143	MBS, KBS	James F. Coggins, p & gm Marcia Coggins, vp & wd Emory Bedenbaugh, cm	Joe Morris, pd, pmm & fd Ray Gilliam, ce	Jimmie Coggins, nd & sd Thes. AP Ray.
ORANGEBURG						
WRNO 1948	1450 250	WRNO Inc. Orangeburg, S. C. 1420	MBS	Charles S. Henerey, p Frank B. Best, gm & nd Frank B. Best Jr., pd & pmm	Gus Browning, ce Joe Phillips, fd Norman Mathews, sd	Betty Hydrick, wd Thes. AP RCA
WTND 1948	920 1,000-D	WTND, Inc. No. 1 Memorial Plaza 1600	Clark	J. I. Sims, p & gm L. Richard Rhame, pd	Larry Stiles, co-engr.	Perry Herrington, co-engr. Wld. UP RCA
WTND-FM (CP)	Ch. 274 (B) 102.7mc 4.1kw					
ROCK HILL						
WRHI 1944	1340 250	York County Bcstg. Co. Rock Hill Natl. Bank Bldg. 2085	MBS McGillvra	James S. Beaty Jr., co-o, gm, ce William C. Beaty, co-o, sm, pd	Harper S. Gault, co-o, cm, pmm, fd	Connie R. Morton, sd Wld. AP RCA
WRHI-FM 1949	Chan. 248 (B) 97.5mc 9.4kw				 GE
WTYC 1948	1150 1,000-D	Tri-County Bcstg. Co. Inc. Robert Marshall Hotel 3175				
SENECA						
WSNW 1949	1150 1,000-D	Blue Ridge Bcstg. Co. 8234	KBS	J. A. Gallimore, p, gm & nd Charles Gwynn, cm	Mrs. J. A. Gallimore, pd	Herbert Hosea, ce L-W, Wld. UP G
WSNW-FM (CP)	Chan. 251 98.1mc 6.5kw	Blue Ridge Bcstg. Co. P. O. Box 443				

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Your Best Buy (as always) in South Carolina's Leading Market is **WFBC** Greenville . . .

Here's NEW* proof

WFBC

With a daytime audience of 122,520 homes

Leads

Station "B" by 70%
Station "C" by 111%
Station "D" by 319%
Station "E" by 503%

WFBC

.. And with a nighttime audience of 86,670 homes

Leads

Station "B" by 79%
Station "C" by 230%

(Stations "D" and "E" do not broadcast at night)

WFBC

In audience growth from 1949 to 1952

Is Up

In Daytime 26.4%
In Nighttime 24.2%

Full NBC Service For the Greenville, Spartanburg and Anderson Markets

* New data given here is from the 1952 nation-wide Survey by A. C. Nielsen Co. Figures for 1949 were from BMB. Detailed information will be given gladly on request.



Represented Nationally by **EVERY-KNODEL, INC.**

SOUTH CAROLINA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner or Sales Mgr. sim;	Exec. vp Prog. Dir. pd;	Gen. Mgr. gm; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
SPARTANBURG							
WJAN (CP) 1940	1400 250 910 1,000 DA-2	James C. Byrd, Jr. Spartan Radiocasting Co. 291 E. Main St. 32711 (WORD, AM affiliate)	NBC Hollingbery	James C. Byrd Jr., p. gm & ce Walter J. Brown, p John Kirkpatrick, gm John C. Carrington, cm	Sterling W. Wright, pd Clyde J. Burdette, ce Richard R. Sanders, pmm & nd	Jack Davis, fd Bill Goodrich, sd Helen Beeley, wd AP Thes. AP G
WDXY (FM) 1948	Ch. 263 (B) 100.5mc 9.2kw						
WSPA 1929	950 5,000 DA-N	The Bcstg. Co. of the South 224 E. Main St. 33621	CBS Blair, Cummings	Roger A. Shaffer, mgng. d Ross M. Holmes, cm Ed McGrath, pd & sd	Harold R. Beckholt, ce Jane Dalton, pmm & wd Tom Fleming, nd	Clifford D. Gray, fd	St. UP WE
WSPA-FM 1946	Ch. 255 (B) 98.9mc 4.85kw						
SUMTER							
WFIG 1940	1340 250	Radio Station WFIG. Inc. Radio Center Bldg. 1340	MBS McGillvra	F. B. Creech Sr., p T. Doug Youngblood, gm Fulton B. Creech Jr., cm	Paul T. Reidy, pd James L. Williams, ce John Sherman, nd	T. O. Bowen, fd Tom Craig, sd Ann Withers, wd	Wld. AP RCA
WSSC (CP)	1240 250	Radio Sumter Sumter, S. C.					
UNION							
WBCU 1949	1460 1,000 DA-N	Union Carolina Bcstg. Co. 210 E. Main St. 1200	ABC, Palmetto Continental	E. H. Hughes, p Bill Stribling, sm, cm, nd, fd Ethel Lancaster, pd	Thomas W. Weathers, ce	Bud Hall, pmm & sd	Thes. UP RCA
WALTERBORO							
WALD 1947	1490 250	Walterboro Bcstg. Co. P. O. Box 12 3861	MBS	R. M. Jefferies, p Louis M. Neale Jr., gm & ce	Lanny Layton, cm	Louise Long, pd	Wld. AP Ray.
WALD-FM 1952	Chan. 292 106.3mc 0.59kw						

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WSPA Has The Strongest Pulsebeat In The Carolina-Piedmont (SPARTANBURG-GREENVILLE) Area!

This past April... The Pulse, Inc., completed a comprehensive survey of who's-listening-to-what-and-when in these seven representative counties in part of our WSPA area ... Cherokee, Greenville, Laurens, Spartanburg and Union in South Carolina — Polk and Rutherford in North Carolina.

Here's What It Proved

From 6:00 A. M. to 12:00 Noon

WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 P. M.

WSPA enjoys more than THREE TIMES the audience of the next highest station!

From 6:00 P. M. to 8:00 P. M.

WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

Here's Why!

In this prosperous, populous Carolina-Piedmont (Spartanburg-Greenville) Area... WSPA is tops in Showmanship because — in addition to the great CBS shows — our program is spiced with our own popular WSPA personalities and interspersed with accurate and frequent local, national and international news coverage. That's what keeps WSPA on top in audience preference!

And...Can We Sell!

Just call any John Blair man! He'll gladly give you all the details and figures pertinent to our huckstering ability in this rich, ready-to-buy, 17-county market.

Represented By
John Blair & Co.

Harry E. Cummings
Southeastern Representative

First CBS Radio Station For
The Spartanburg-Greenville Market

Roger A. Shaffer
Managing Director

Ross Holmes
Sales Manager



WSPA

5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

SOUTH DAKOTA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; Chief Eng. ce;	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm;	
ABERDEEN							
KABR 1952	1220 250-D	Aberdeen Bcstg. Service Highway No. 281 N 2686	Lawson	Delbert T. Hunt, p, gm & ce	Eddie Weeks, pd	John Chilson, pmm	St. UP Col.
KSDN 1948	930 1,000 DA-N	Aberdeen News Co. 12 3rd Ave S.E. 4573	ABC Weed	Henry Schmitt, p Byron J. McElligott, gm Russa Osborne, cm	E. C. Pieplow, pd George Crocker, ce Dean Matteson, nd	Russ Kruse, fd Chuck Beggs, sd Helen Holgate, wd AP WE
DEADWOOD							
KDSJ 1947	980 1,000 DA-N	Heart of the Black Hills Station P. O. Box 462 186	MBS, KBS, Inter- mountain & Upper Midwest Holman	John Daniels, p & co-o Eli Daniels, co-o, gm & ce Harry Daniels, co-o & cm	Bonnie Laughlin, pd	Tom Murphey, sd	Wid. UP Ray.
HURON							
KLJV 1947	1340 250	James Valley Bcstg. Co. 1726 Dakota Ave. S. 765	NBC, KBS Lawson	Max F. Staley, p, gm & ce Dwight Coursey, cm & pm Dale Larson, pd	Bill Tredway, sd	Rita Engel, wd	Thes AP Col.
MITCHELL							
KORN 1947	1490 250	Mitchell Bcstg. Assoc. 217-219 N. Main St. 621	MBS	Ray Eppel, p, gm & pd B. H. Ohde, cm & pmm	John Doherty, ce	Robert B. Wood, nd & sd	L-W UP WE
PIERRE							
KGFX 1916	630 200-D	Estate of Dana McNeil 203 W. Summit Ave. 2351	KBS, Upper Midwest Lawson	Ida A. McNeil, gm, cm, pd	Selwyn Ronning, ce	 UP RCA
RAPID CITY							
KOTA 1936	1380 5,000 DA-N	Black Hills Broadcast Co. of Rapid City 1819 W. St. Joe St. 2000	CBS Headley- Reed Bulmer & Johnson	Robert J. Dean, p Abner H. George, gm Stan Lieberman, slm	Harley Hanson, sd Jack A. Crowley, pmm A. E. Griffiths, ce	Norman Heffron, nd Gene Taylor, fd Polly Weedman, wd	Wid. & Cap UP RCA
KOZY(FM) 1949	Ch. 234 (A) 94.7 25kw	(KOTA, AM affiliate)					
KRSD (CP)	1340 250	Heart of the Black Hills Station		John Daniels, co-o	Eli Daniels, co-o, gm & ce	Harry Daniels, co-o & cm UP
SIOUX FALLS							
KELO 1937	1320 5,000	Midcontinent Bcstg. Co. 8th & Phillips Ave. 4-5841	NBC Taylor	Joe Floyd, p Evans A. Nord, gm & cm James Burt, pd & sd	Les Froke, ce Dave Detric, pmm Dean Montgomery, nd	Les Harding, fd Marie Horten, wd	St. & Cap. UP RCA
KELO-TV (CP)		Mid-Continent Bcstg. Co. 8th & Phillips Ave. 4-5841			(For full information see TELECASTING Yearbook)		
KIHO 1948	1270 1,000-DA-1	Big Sioux Bcstg. Co. 218 S. Main Ave. 4-7736	MBS Raymer	Dr. John D. Conner, p David J. Kempkes, gm Richard C. Morenus, cm	Frederic W. Schweikher, pd Clayton Holm, nd	Danny Olson, sd	Wid. UP WE

SOUTH DAKOTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library Service Transmitter
SIoux FALLS—(Continued)						
KISD 1948	1230 250	KISD, Inc. 311 S. Phillips Ave. 4-5571	KBS Cooke	Howard Alton, p Verl Thomson, gm & fd Gabe Caffrey, cm & nd	Bud Bird, pd & sd Duane Decker, ce Richard Barlow, pmm	Helen Ackatz, wd AP RCA
KSOO 1926	1140 10,000-D 5,000-N. DA-N	Sioux Falls Broadcast Assoc. 317 S. Phillips Ave. 4-7545	ABC Avery-Knodel	Morton H. Henkin, p George R. Hahn, vp & pmm George Rohn, m	Rollie R. Williams, gen. slm Raymond Loftness, pdm Max E. Pierce, ce	Red Stangland, pmm & fd Orrin Melton, nd Ken Guenther, sd Thes. AP RCA
VERMILLION						
*KUSD 1922	690 1,000-D DA	University of South Dakota Union Bldg. 601-J		Keith J. Nighbert, gm David Grover, pd James Prusha, ce	Russell Jolly, nd Rich Gereau, sd	Ruth Adkins, wd SES. AP WE
WATERTOWN						
KWAT 1926	950 1,000 DA-N	Midland National Life Ins. Co. Watertown 777	MBS Lawson, Wallcer	John Ehrstrom, p Thomas L. Young, pmm & sd Ross Case, cm	Doug Marlowe, pd & nd Francis Alwin, ce Dick Schultz, fd	Audrey McCollum, wd St. UP Col.
YANKTON						
WNAX 1922	570 5,000 DA-N	Cowles Bcstg. Co. WNAX Bldg. 442	CBS Katz	Gardner Cowles, p Robert E. Tischer, gm Donald D. Sullivan, cm	L. S. Howard, pd Clifton Todd, ce Richard Harris, pmm	Art Smith, nd Chris Mack, fd Les Davis, sd Wynn Speele, wd Cap. AP & UP GE
TENNESSEE						
ATHENS						
WLAR 1946	1450 250	Athens Bcstg. Co. N. Jackson St. 1450	MBS, KBS	Lowell F. Arterburn, p Buell J. Charles, gm	Leonard M. Dawson, cm & sd John Redwine, pd & nd	J. W. Turner, ce Thes. UP WE
BRISTOL						
WOPI 1929	1490 250	Radiophone Bcstg. Stn. WOPI, Inc. 310 State St. South 3730	NBC, Tennessee Burn-Smith	W. A. Wilson, Sr., p, gm & pd James C. Wilson, Jr., cm, pmm & fd	George Guertin, ce Harold Henley, nd	Rockey Stone, sd Judy Weston, wd L-W AP RCA
WOPI-FM 1946	Ch. 245 (B) 96.5mc 18.5kw					
CHATTANOOGA						
WAGC 1946	1450 250	Tennessee Valley Bcstg. Co. Hotel Patten 7-1128	MBS Rambeau	Vann Campbell, gm Clifford Bowers, Jr., cm	George McMurtrie, ce Frank Painter, nd & fd	Harry Thornton, sd Madelaine White, wd L-W AP Col.
WAPO 1936	1150 5,000-D 1,000-N DA-N	WAPO Bcstg. Service, Inc. Read House 8-6141	NBC Headley-Reed	R. G. Patterson, p & gm B. J. Bush, cm Frances Harley, pd	Helen Patterson, pmm B. B. Barnes, ce Bernard Brown, nd	J. D. Cliett, fd Steve Conrad, sd Thes. AP
WDEF 1941	1370 5,000 DA-N	WDEF Bcstg. Co. 420 Volunteer Bldg. 8-5684	ABC Branham	Carter M. Parham, p Ken Flenniken, gm & cm	Morris Quave, pd B. C. Baker, ce	Paul Wann, nd Gus Chamberlain, sd Cap. UP RCA
WDOD 1925	1310 5,000 DA-N	WDOD Bcstg. Corp. Hamilton Nat'l Bank Bldg. 6-5117	CBS Raymer	Earl W. Winger, p & gm Norman A. Thomas, vp & cm Frank Hubbs, pd	Gene A. Carr, pmm Roy Owens, ce	Lee Sheridan, sd Patty Hubbs, wd Wid., St. UP Fed.
WDOD-FM 1949	Ch. 243 (B) 96.5mc 42kw					
WDXB 1948	1490 250	WDXB, Inc. Dome Bldg. 6-1114	ForJoe	Joseph Bloom, ptrn. David E. Cohen, ptrn.	James M. Brown, ptrn., gm & pmm Luther Wilson, cm	Gaylord McPherson, pd Byron E. Fincher, ce AP Ray.
WMFS 1951	1260 1,000-D	WMFS Inc. 215 W. Ninth St. 5-3127	Pearson	B. F. J. Timm, p Russell E. Offhaus, gm	Dale Smith, cm Stanley H. Strickland, tech. d	Glenn Channels, ce
WOUC(TV) (CP)		Chattanooga TV Inc. 1024 James Bldg.		(For full information see TELECASTING Yearbook)		
WTVT(TV) (CP)		Tom Potter 1032 Life of America Bldg. Dallas, Tex.		(For full information see TELECASTING Yearbook)		
CLARKSVILLE						
WJZM 1941	1400 250	Cambell & Sheftall 411 Madison St. 6414	MBS, KBS	E. T. Campbell, p & gm J. P. Sheftall, cm	Clay Cline, Jr., pd, pmm, nd, fd & wd John Bailey, ce	Earl Walton, sd Cap. AP RCA
CLEVELAND						
WBAC 1945	1340 250	Robert W. Rounsaville P. O. Box 677 62	MBS	Robert W. Rounsaville, o Thad F. Fitch, sm Bland Sells, cm	Mike Dodd, pd & nd Wm. D. Stuart, ce	Paul B. Cram, tech. d Dorothy Pritchard, wd UP RCA
COLUMBIA						
WKRM 1946	1340 250	Middle Tennessee Bcstg. Co., Inc. P. O. Box 71 1340	MBS, KBS Indie Sales	R. M. McKay, Jr., p, gm & cm Al Knott, pd, pmm & fd	Cameron H. McKay, ce Bill Fraser, nd	Joe Cutter, sd Jaska Ruth Moore, wd Wid. AP RCA
COOKEVILLE						
WHUB 1940	1400 250	WHUB Inc. 315 E. Spring St. 789		M. L. Medley, gm		
CROSSVILLE						
WAEW (CP)	1340 100	Arthur Wilkerson Lumber Co. 10th & School Sts. 334		Arthur Wilkerson, p, gm		UP Gates
DYERSBURG						
WDSG 1946	1450 250	State Gazette Bcstg. Co. P. O. Box 58 77	MBS, KBS Mid-South	R. M. Bruce, p Frank Armstrong, gm	Tom Armistead, cm Bill Ward, pd	Shirley Jones, pmm Dave Ross, ce Wid. AP RCA
ELIZABETHTON						
WBEJ 1946	1240 250	Elizabethton Bcstg. Co. Elk Ave. 2-1241	MBS	Robert W. Rounsaville, sr, ptrn. & gm Frazier Cochrane, sm Wm. A. Selley, Jr., pd & sd	Sherman Pritchard, cm M. C. Bowers, Jr., ce	Paul B. Cram, tech. d Terry Sams, nd UP Ray.
FAYETTEVILLE						
WEKR 1948	1240 250	Fayetteville Bcstg. Co. P. O. Box 625 1240	MBS, KBS	John R. Crowder, ptrn. & gm James Porter Clark, ptrn. & sd	Jim Tate, sm Teddy Barnes, pd, fd	Bill Bernard, pmm & nd Ernest J. Tucker, ce Thes. AP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

FACTS OF VALUE TO ADVERTISERS ABOUT

Big Aggie Land, the WNAX Countryopolitan Market

IT'S A MARKET made cohesive by one radio station, reached by one station, sold by one station. One of the world's richest agricultural areas, Big Aggie Land's million radio families last year enjoyed an effective buying income of \$4.2 billion, spent \$3½ billion in purchases at retail. Only two areas spent more—metropolitan NYC and Chicago.

Big Aggie Land is the 267 counties in Minnesota, the Dakotas, Nebraska and Iowa, covered by WNAX. To the farmers and townspeople of Big Aggie Land radio is news, weather and farm data, entertainment and social life—and radio is WNAX. Radios are found in 97.3% of the homes; 80% listen to WNAX 3 to 7 times a week.

LATEST DIARY STUDY PROVES DOMINANCE

IN 1952, as in 1950, 1948, 1946 and 1945, Audience Surveys, Inc. conducted a listener diary study in 80 Big Aggie Land counties representing 5 states. Trends established in earlier studies continued in 1952. There are more radio homes (up 27%*); more sets in use (up 69.3% daytime, 32.6% night); higher WNAX ratings (up 50.7% daytime, 16.1% night); and bigger WNAX average audience (up 91% daytime, 47% night).

WNAX HAS THE TOP RATING in

97.3% of the 500 quarter-hours covered by the diary, up from 87.8% in 1950. On an overall share-of-audience basis, WNAX averages more than 3 times that of its nearest competitor. Locally produced shows account for 48% of the quarter-hours covered by the diary, with a 28%-average-share-of-audience, fantastically high in view of the fact that 52 stations received mention in the study.

THE DIARY STUDY** proves the unquestionable dominance of WNAX. Big Aggie Land is a rich, fertile area well worth your cultivation. One radio station, and only one station, delivers it—solidly. That's WNAX, where you belong to keep your sales up and your sales costs down. Further information from The Katz Agency.

* All % comparisons express 1952 increase over 1945.
**For a copy, write Dick Harris in Yankton, S. Dak.

WNAX-570



YANKTON-SIOUX CITY

A Cowles Station

CBS Radio 570 KC 5000 WATTS



JOHNSON CITY

WETB 1947	790 1,000-D	East Tenn. Bcstg. Co. 204 W. Main St. 2993	McGillvra	Carl A. Jones, p Arthur Kelsey, gm Berney Burlison, pd, asst. m & pmm	E. B. Jones, ce Charles Harrison, nd John Adkins, fd	Bill Miller, sd Jeanne Mursick, wd	Wld. AP Ray.
WJHL 1938	910 5,000-D 1,000-N DA-N	WJHL Inc. 145 W. Main St. 2780	ABC Pearson	W. H. Lancaster Sr., p W. H. Lancaster Jr., gm & cm Robert Walker, pd & nd	Ken Mathews, pmm O. K. Garland, ce Raymond Rosson, fd	Tom Lyons, sd Pat Smithdeal, wd	L-W AP, UP RCA
WJHL-FM 1948	Ch. 264 (B) 100.7mc 9.7kw						

KINGSPORT

WKIN 1951	1320 1,000-D	WKIN Inc. 338 E. Center St. 4175	KBS	Cy N. Bahakel, p & gm	John Z. Miller, m		Cap. AP Col.
WKPT 1940	1400 250	Kingsport Bcstg. Co., Inc. 222 Commerce St. 2870	NBC Cooke	C. P. Edwards, Jr., p Paul L. Overbay, gm Phil J. Weaver, cm	Martin Karant, pd & nd Jim Davis, pmm Thomas Phillips, ce	Ike Upchurch, fd Dick Ellis, sd	Thes., Wld. AP WE
WKPT-FM 1948	Ch. 253 (B) 98.5mc 4.8kw						

KNOXVILLE

WBIR 1941	1230 250	Radio Station WBIR, Inc. 618 S. Gay St. 4-3321	ABC Bolling	Gilmore N. Nunn, p John P. Hart, gm & cm	Neal W. Branch, pd J. Rex Horton, ce	Jack Joyner, sd	Thes. UP RCA
WBIR-FM 1949	Ch. 27 (B) 93.3mc 2.85kw						
WKGK 1947	1340 250	Clarence Beaman, Jr. Park Nat'l Bank Bldg. 4-0766	MBS Forjoe	Clarence Beaman, o & gm Guy L. Smith, III, cm	Roland C. Wolfe, pd, pmm, & nd Milton L. Jones, ce	Bob Smith, sd Joy C. Bush, wd	L-W AP RCA
WNOX 1921	990 10,000 DA-N	Scripps-Howard Radio, Inc. 110 S. Gay St. 3-3171	CBS Branham	Jack R. Howard, p R. B. Westergaard, gm O. L. Smith, cm	Charles McMahon, pd Walter Corning, pmm Ray Evans, ce	Cliff Allen, nd & fd Bill Jay, sd	St. UP WE
WROL 1930	620 5,000 DA-2	Mountcastle Bcstg. Co. 612 Gay St., S.W. 2-7111	NBC Avery- Knodel	Paul Mountcastle, Sr., p W. H. Linebaugh, vp & gm J. T. McCloud, cm	John Reese, pd Wayne Hudson, pmm Fred M. Andrews, ce	Arthur J. Metzler, nd & sd Mary Walker, wd	Wld. UP RCA
..... (CP)	860 1000-D	Dick Bcstg. Co.		James M. Dick, co-o	Marilyn M. Dick, co-o		
..... (CP)	900 1000-D	Knoxville Ra-Tel Inc.		Roy S. Carr, p	Thomas W. Gamble, vp	Ben Akerman, secy-treas.	

LaFOLLETTE

WLAJ (CP)	1450 100	LaFollette Bcstg. Co. c/o William L. Sharp Jr.					
--------------	-------------	--	--	--	--	--	--

LAWRENCEBURG

WDXE 1951	1370 1,000-D	Lawrenceburg Bcstg. Co. Locke Bldg. 4462	MBS KBS Dixie Vol-State Burn Smith	Aaron B. Robinson, p George K. Eubanks, gm	Ken Marston, pd Bud Sawyer, pmm	Phillip Kemper, ce	SES. Wld. UP GE
--------------	-----------------	---	--	---	------------------------------------	--------------------	--------------------------

LEBANON

WAMB (CP)	1340 100	William O. Barry P. O. Box 221 603		William O. Barry, o & gm John Rich, cm	Carl Vandervot, pd Harriane Moore, pmm	Herman Eskew, nd & sd Marian Simpson, wd	Cap., Thes. AP Col.
WCOR 1949	900 250-D	The Lebanon Bcstg. Co. Inc. S. Cumberland Ave. 1540	KBS	Theo F. Ezell, Jr., p & gm Michael R. Freeland, vp & cm	Walt Dillard, pd & nd Jack Hendrickson, pmm & sd	William Johnston, ce AP Ray.

LENOIR CITY

WLIL 1950	730 1,000-D	Arthur Wilkerson Lumber Co. 406 E. Broadway 1095		Arthur Wilkerson, o & gm			SES. UP G
WLIL-FM 1950	Ch. 262 (B) 100.3mc 8.8kw						

LEWISBURG

WJMJ 1947	1490 250	Estate of James J. Murray East Hill 780	MBS, KBS	Louis D. Lingner, gm & cm J. E. Sowell, ce	Perry Gillum, nd & sd Leon Harrison, fd	Wynona Clark, wd AP Col.
--------------	-------------	--	----------	---	--	------------------	---------------------

MARYVILLE

WGAP 1947	1400 250	Aluminum Cities Bcstg. Co. Blount Nat'l. Bank Bldg. 2490	KBS	Frank H. Corbett, ptnr. & gm Harry C. Weaver, ptnr. Walter E. Moore, cm	Joe F. Wheeler, pd & sd Curtis LaMar, ce Kenneth Kribbs, nd & fd	Frances King, wd	Thes. AP Ray.
--------------	-------------	--	-----	--	--	------------------	---------------------

McMINNVILLE

WMMT 1947	1230 250	McMinnville Bcstg. Co. Inc. 401		Dr. Sam J. Albritton, p			
--------------	-------------	---------------------------------------	--	-------------------------	--	--	--

MEMPHIS

WDIA 1947	730 250-D	Bluff City Bcstg. Co. 2074 Union Ave. P. O. Box 5022 36-2703	Pearson Dora-Clayton	John R. Pepper, ptnr. Bert Ferguson, ptnr. & gm Harold F. Walker, cm	(Mrs.) Christine Spindel, pd Tom Batchelor, pmm Henry N. Fones, ce	David James, pdm Marie Wathen, nd Ernest Brazzle, fd Willa Monroe, wd Fran Keegan, wd UP G
WFAK 1951	1480 1,000-D	Chickasaw Bcstg. Co. 215 Madison Ave. 37-8833		E. C. Krausnick Jr., p Charles DeVois, vp & gm Dick Palmere, cm	Ted Roney, pd Ben Enochs, ce		SES., L-W, INS RCA
WHBQ 1925	5,000-D 1,000-N DA-2	Harding College Hotel Gayoso 8-6868	MBS Weed	Dr. George S. Benson, p (Harding College) John H. Cleghorn, gm W. H. Grumbles, cm	Gorden Lawhead, pd Frank Willis, sls. prom. d Welton M. Roy, ce	Lee McEachern, nd Jack Britton, sd	Assoc UP RCA

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Li-brary, News Service Transmitter
MEMPHIS—(Continued)						
WHHM 1947	1340 250	Mid-South Bcstg. Corp. 433 Sterick Bldg. 37-4422	Forjoe	P. E. Furlow, p C. K. Beaver, gm, vp	Allen Avery, cm Jay Black, pd, sd	W. Marsh, ce Bob Jones, sd UP RCA
WMC 1923	790 5,000 DA-N	Memphis Publ. Co. Goodwyn Institute Bldg. 8-7464	NBC S. Central Branham	Enoch Brown, p H. W. Slavick, gm Earl Moreland, cm	Wilson Mount, exec. pd Ott Roush, prog. m Walter E. Frase, pmm Charles Sullivan, sd	E. C. Frase Jr., ce Robert Pigue, nd Walter Durham, fd Olivia Browne, wd Thes., L-W UP RCA
WMCF(FM) 1947	Ch. 259 (B) 99.7mc 260kw					
WMCT(TV) 1948		Memphis Publ. Co. Goodwyn Institute 8-7464		(For full information see TELECASTING Yearbook)		
WMPS 1925	680 10,000-D 5,000-N DA-N	WMPS Inc. Radio Center 5-2663	ABC Radio Reps.	Harold R. Krelstein, p & gm W. B. Rudner, vp & pmm J. G. Deaderick, ce	George B. Faulder, sm Tys Terwey, nd Bob Neal, fd	Larry Higgins, sd Jane Stanfield, wd St., SES. UP RCA
WREC 1922	600 5,000 DA-2	Hoyt B. Wooten WREC Bcstg. Service Hotel Peabody Bldg. 5-1313	CBS Katz	Hoyt B. Wooten, o, gm & p Hollis R. Wooten, cm	Roy Wooten, pd Jack Michael, pmm	Wilson Raney, ce SES., Wld., L-W UP
MORRISTOWN						
WCRC 1947	1450 250	Cherokee Bcstg. Corp. Radio Center 1450	MBS Holman	Herbert S. Walters, p Howell Ashford Jr., gm & cm	John McCrary, pd	James A. Redden, ce L-W AP RCA
MURFREESBORO						
WGNS 1947	1450 250	WGNS Inc. P. O. Box 456 1450	KBS Tenn. Valley Holman	Cecil Elrod Jr., p & gm Mrs. Cecil Elrod Sr., vp Cecil Elrod Sr., Secy.-treas.	Virgil Trimm, cm Margaret Stephens, pd John Hood, pmm Ray Duffy, sd	Will Dunn, ce David Drew, nd David Moore, fd Harrienne Moore, rd L-W, Wld. AP, UP RCA
NASHVILLE						
WKDA 1947	1240 250	Capitol Bcstg. Co. 1st American Natl. Bank Bldg. 4-0511	Bolling	A. G. Beaman, p T. B. Baker Jr., gm	A. G. Kengott Jr., pd Oscar G. Griffin Jr., ce	Roque Fajardo, nd Larry Munson, sd Cap., St. AP Col.
WLAC 1926	1510 50,000 DA-N	Life & Casualty Ins. Co. of Tennessee Third Natl. Bank Bldg. 6-0161	CBS Katz	F. C. Sowell, gm & cm Paul Oliphant, pd Frank Gonzales, pmm	F. D. Binns, ce Jack Drake, nd Gene Nobles, pd	Mary Manning, wd Thes. UP WE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

W M C
with **maintain contact**

over 800,000 radio homes in the Memphis and Mid-South area

and

70,000* Memphis automobile radios

Like we keep tellin' ya

to sell the great 2 billion dollar Memphis market best you need

NBC — 5,000 WATTS — 790 K. C.
National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

W M C
M E M P H I S

* plus the many additional thousands of automobile radios in the Mid-South area.

BOB NEAL SELLS PEOPLE
(VOTED MEMPHIS' NO. 1 DISC JOCKEY)
-- AND BOB NEAL SELLS MERCHANDISE



**Any way you look
at him, Bob Neal has
the showmanship and
know-how to sell your
products or services**



RADIO MEMPHIS

WMPS

Represented by Radio Representatives, Inc.

A M E R I C A N B R O A D C A S T I N G C O M P A N Y



Now—**THE GREAT NEAL**, new* daily afternoon Show, 2:30 to 4 P.M., (spontaneous result of the popularity of Bob Neal's early morning Show, Monday through Sat-

urday, 5 to 8 A.M.) is almost sold out! A few availabilities are left—but only a few, so get on the bandwagon and sit in the driver's seat with **THE GREAT NEAL!**

**On the air only six weeks!*

TENNESSEE—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
NASHVILLE—(Continued)						
WMAK 1948	1300 5,000 DA-N	Volunteer State Bcstg. Co. Inc. Maxwell House Hotel 4-3411	MBS Radio Reps.	Frank W. Mayborn, p Frank M. Farris, vp & treas. Robert E. Cooper, gm	Dean Duham, pd Clarence L. Waggoner, pmm Charles W. Stokely, ce Howard Woodward, ce	(Mrs.) Ruth W. Clinard, asst. m Bob Larimer, nd George B. Kelley, sd Ralph Emery, nd & sd
WNAH 1949	1360 1,000-D	Hermitage Bcstg. Corp. James Robertson Hotel 4-7611	KBS	Van T. Irwin Jr., p, gm, cm & pmm Donn C. McInturff, pd		St. UP G
WSIX 1927	980 5,000 DA-N	WSIX Bcstg. Station Nashville Trust Bldg. 5-5431	ABC Hollingbery	Louis R. Draughon, p & gm E. S. Tanner, cm	Jim McKinney, pd Chas. R. Duke, ce	Wid. AP Col.
WSIX-FM 1948	Ch. 248 (B) 97.5mc 71kw					
WSM 1925	650 50,000	WSM Inc. 301 Seventh Ave. N. 6-7181	NBC Peiry	John H. DeWitt Jr., p Irving Waugh, exec. asst. & cm Jack Stapp, pd	William R. McDaniel, pub. rel. d George Reynolds, tech. d & ce Harold Baker, nd	Thes. AP, UP, INS
WSM-TV 1950		WSM Inc. 301 Seventh Ave. N. 6-7181		(For full information see TELECASTING Yearbook)		
WSOK 1951	1470 1,000-D	Nashville Bcstg. Co. Inc. 410 N. Fourth Ave. 42-0489	Forjoe Dora-Clayton	H. C. Young Jr., p, gm & pmm Norman Stewart, cm	Larry Faulkner, pd Arthur Vlaches, ce	Ed Cook, nd Mrs. M. A. Moore, wd
OAK RIDGE						
WATO 1948	1490 250	WATO Inc. Municipal Market Bldg. 5-3535		Marshall H. Pengra, p Ross Charles, gm Samuel P. Thrower, Jr., cm	Lionel Schwan, pd & nd David Jacobs, pmm Marvin L. Paul, ce	Tom Atkins, sd Genevieve M. Long, asst. treas.
WOKE 1951	1430 1,000-D CP: 1290	Air Mart Corp. Grove Center P. O. Box 391 5-1333	KBS Continental	Harry C. Weaver, p & gm William E. Sorrell, pd & sd	Curtis Lamar, ce Emil Anderson, nd & fd	Sabelia Jackson, wd
PARIS						
WTPR 1947	710 250-D	Paris Bcstg. Co. Poplar St. 1700	KBS, Dixie Holman	A. B. Robinson, p J. M. Cecil, gm & fd B. C. Kilgore, cm & nd	Bill Blach, pd Virgil Lindner, pmm Don Somerville, ce	Kenny Clayton, sd Gertrude Cecil, wd
PULASKI						
WKSJ 1947	1420 1,000 DA-N	Richland Bcstg. Co. Jones Bldg. S. First St. 1066	ABC	W. K. Jones, p Wallace L. Beecham, cm & nd	George Martin Jr., pd D. L. Hoover, pmm & sd	Richard Spruill, ce Terral Jackson, fd Allene Williams, wd
SHELBYVILLE						
WHAL 1946	1400 250	Shelbyville Bcstg. Co. East Side Square 1400	MBS Tenn. Valley	Charles Christian, vp, gm, cm & sd Joyce Dixon, pmm & wd	Tim Marsh, ce Lewis Penuel, nd	Dan Smith, fd
SPARTA						
(CP).....	1050 1000-D	Sparta Bcstg. Co.		Boyce E. Richards, p Sam J. Albritton, vp		
SPRINGFIELD						
WDBL 1950	1430 1,000-D	Springfield Bcstg. Co. P. O. Box 464 1287	KBS	Walter A. Duke, ptrn., gm & pmm William N. Locke, ptrn. Mrs. Hoyte Bell, ptrn.	Howard M. Peters, cm Lester Ketchersid, pd & nd Anna A. Duke, ce & wd	Charles Blankenship, fd
TULLAHOMA						
WJIG 1947	740 250-D	Raymond L. Prescott, Jr. West End Dr. 2607		Col. Raymond L. Prescott Jr., o & gm Mary Prescott, cm & wd	Jack Dalton, pd & nd Carl Spraggins, ce	Garth Freeze, fd Jack Bennett, sd
UNION CITY						
WENK 1946	1240 250	Union City Bcstg. Co. Inc. 1240	MBS, KBS Burn-Smith	Aaron B. Robinson, p Ed Kallenberg, cm	Louis C. Wrather, sm, nd & sd (Mrs.) Lee Smith, pd	James Thomas, ce Hank Huggins, fd
WINCHESTER						
WCDT 1948	1340 250	Arthur D. Smith, Jr. P. O. Box 1103 2201	MBS	Arthur D. Smith Jr., p & gm Harry W. Sullivan, cm & sd	Jack Jones, pd & nd Bill Knight, pmm & fd	James F. Spencer, ce Mildred C. Crawford, wd
TEXAS						
ABILENE						
KRBC 1936	1470 5,000-D 1,000-N DA-N	Reporter Bcstg. Co. Windsor Hotel 4-6255	ABC, Texas State Pearson	Eva May Hanks, p Howard Barrett, vp, gm, pd & pmm W. P. Wright, p A. C. Etter, gm & pmm Tyler Stewart, cm	John A. Mingus, cm John B. Casey, ce Harry Holt, fd Leonard L. Johnson, pd, nd & sd Forest Tipton, ce	Ken Cariker, sd La Fawn Biddle, wd
KWKC 1948	1340 250	Citizen Bcstg. Co. 25th & Butternut 2-3568	MBS Taylor			Melba White, wd
ALICE						
KBKI 1947	1070 1,000 DA-N	Alice Bcstg. Co. P. O. Box 731 2070	MBS, Texas Coast Pearson	E. G. Lloyd Jr., p A. C. Lloyd Jr., gm Bob Grimes, cm	J. Allen Frye, pd & nd Gloria Sanchez, pmm S. L. Spencer, ce	Charles Farkas, sd Irma Salas, wd
ALPINE						
KVLF 1947	1240 250	Big Bend Bcstrs. P. O. Box 779 37	MBS, KBS, Texas State, Southwest, Cactus, Best	Barney Hubbs, p Jack Hawkins, vp Gene Hendryx, gm, cm, pmm & sd	Max Olson, pd Earl McCall, ce	John Newell, nd Bill Williams, fd
AMARILLO						
KAMQ 1947	1010 1,000-D 500-N DA-N	Top of Texas Bcstg. Co. 1301 Polk St. 2-6543	MBS Forjoe	R. D. Houck, co-o & gm Hoyt Houck, co-o B. M. Houck, co-o	Jess Richardson, cm & sd Webster Smith, pd Johnny Hathcock, pmm Leslie E. Smith, gm, cm & pmm Bill Fairley, pd & nd B. W. Spiller, ce	Stewart Parsons, ce Bill Johns, nd Smokey Joe Barnes, fd Dick Gifford, fd Elizabeth Merchant, wd
KFDA 1939	1440 5,000-D 1,000-N DA-N	Amarillo Bcstg. Co. Inc. 109 E. 5th St. 6-5343	ABC Branham	Wendell Mayes, p C. C. Woodson, vp Gene Cagle, vp		Wid. AP Col. RCA
KFDA-TV (CP)		Amarillo Bcstg. Co. 109 E. 5th St. 6-5343		(For full information see TELECASTING Yearbook)		

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



Never in history has a single radio station and a single program received national and international recognition like this.



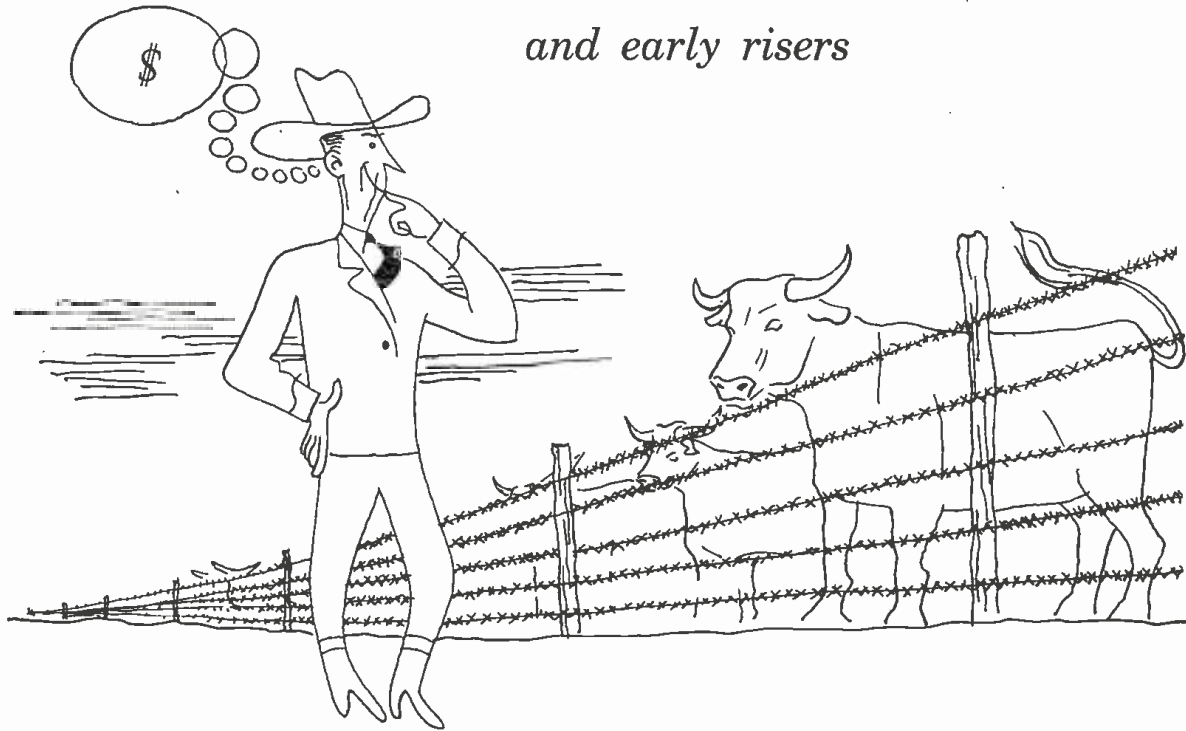
TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Represent- ative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd;	Exec. vp evp; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
AMARILLO—(Continued)							
KGNC 1922	710 10,000 DA-2	Plains Radio Bcstg. Co. Eighth & Harrison 3-4242	NBC Texas Quality Taylor	E. E. Walker, p Tom M. Kritser, gm Calvin Handy, bus. m	Bob Watson, asst. m & pd Beverly Smith, pmm W. H. Torrey, ce	Wes Izzard, nd J. Garland Smith, fd Bob Izzard, sd	L-W, Cole AP, UP RCA
KGNC-TV (CP)		Plains Radio Bcstg. Co. P. O. Box 751 3-4242		(For full information see TELECASTING Yearbook)			
KLYN 1949	940 1,000 DA-1	Plains Empire Bcstg. Co. 1014 W. 7th—Box 2387 2-6773	CBS Blair	R. G. Hughes, p Howard Roberson, gm	Eugene Fennimore, ce	Kelly West, nd	St. UP
ATHENS							
KBUD 1948	1410 250-D	Henderson County Bcstg. Co. P. O. Box 309 2277	KBS	J. B. McNutt, Jr., p, gm & ce			UP G
ATLANTA							
KALT 1950	900 1,000-D	Ark-La-Tex Bcstg. Co. P. O. Box 289 681	Best	H. H. Wommack, Jr., p David A. Wommack, gm	Alvis N. Dowd, cm Norman Bale, pd & sd	James Waites, ce William Bentley, nd	Cap. UP Col.
AUSTIN							
KCTV (TV) (CP)		Capital City TV Co. Enfield Apts. Enfield Rd.		(For full information see TELECASTING Yearbook)			
KNOW 1927	1490 250	Pioneer Bcstg. Co. Capital Nat'l Bank Bldg. 28213	ABC, Texas State Pearson	Wendell Mayes, p Louis R. Cook, gm & cm	Norwood McLendon, pd J. E. Lewis, ce	Warren Beaman, pmm Jim Gober, sd	St. AP
KTBC 1939	590 5,000-D 1,000-N DA-N	Texas Bcstg. Corp. P. O. Box 717 2-2424		Claudia T. Johnson, p J. C. Kellam, gm, cm Cactus Pryor, pd	Harry Voelger, pmm Ben Hearn, ce Paul Bolton, nd	Dave Shanks, fd Art Vickland, sd	Wid. UP WH
KTBC-TV 1952		Texas Bcstg. Corp. P. O. Box 717 2-2424		(For full information see TELECASTING Yearbook)			
KTVA (TV) (CP)		Tom Potter 1032 Life of America Bldg., Dallas, Tex.		(For full information see TELECASTING Yearbook)			
KTXN 1947	1370 1,000-D	Radio KTXN, Inc. P. O. Box 1102 14476	Nat'l Time Sales, Oakes	Ed C. James, p Frank Stewart, gm Harry O'Connor, cm	Lilia Guzman, pd Paul Lindhorn, ce Larry Jones, pmm	Miguel Gonzales, nd Margarite Munoz, wd	RCA
KVET 1946	1300 1,000 DA-N	Austin Bcstg. Co. 113 W. 8th 88521	MBS Forjoe	John B. Connally, p Willard Deason, gm Charles L. Howell, cm	Dave Smith, pd & pmm Willis Morter, ce	Glenn Brown, sd Linda Lee, wd	L-W UP WE
BALLINGER							
KRUN 1947	1400 250	Runnels County Bcstrs. Zappe Bldg. 3151	KBS Best	Walter G. Russell, p R. F. McGarvey, gm, cm, nd & sd	Helen Hampton, pd & wd	W. C. Kelley, ce	AP G
BAY CITY							
KIOX 1947	1270 1,000 DA-N	J. G. Long P. O. Box 1391 4642	KBS, MBS	J. G. Long, p Vernon Townsend, gm	Boyd Porter, cm Bob French, pd & sd	Van Parr, ce Si Schneider, wd	Wid. UP WE
BAYTOWN							
KRCT 1947	650 250-D	Bay Bcstg. Co. P. O. Box 629 8251	KBS	W. B. Bates, p	Neil K. Mallory, gm & ce	Bob Moody, nd	AP Col.
KREL 1947	1360 1,000 DA-2	Tri-Cities Bcstg. Co. Inc. P. O. Box 419 8211		Robert A. Matherne, p W. M. Lightfoot, vp & gm Ford Robertson, cm & sd	Mary Lightfoot, pd & wd Mack Malpee, ce	Dick Eason, nd James Stalsby, fd	Wid. UP G
KREL-FM 1949	Chan. 220 (B) 92.1mc 0.82kw						GE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

OF BARBED WIRE, INCOME

and early risers



THE BARBED WIRE which sings in the wind of the Texas Panhandle is right at home. Back in 1882 one J. F. Glidden got tired of punching cattle all over the horizon. He noticed that longhorns instinctively seemed to give the thorny cactus a wide berth so he added barbs to the fence on his Panhandle ranch and barbed wire was born.

The fence which stands around Amarillo is a boon to South Texans, protecting them from the cold North Wind. It also serves the citizens of the Panhandle, helping to make possible the largest cattle auction in the world, giving dudes something to catch their Levis on, affording cowboys employment nursing a million head, wearing down the open range, reducing the need for that sacred instrument, the branding iron.

The brand KGNC—burned into the daily habits of a million or more inhabitants of 78 counties in Texas, Colorado, Oklahoma, New Mexico and Kansas by 10,000 watts of power and 30 years of regional and national programming — represents riches which dwarf even the fabulous King Ranch. Gross cash farm income for the area

amounted to \$925 million last year.

With the highest per capita retail sales in the nation, Amarillo owes much to its vast trading area, its surrounding gas and oil fields, wheatlands, ranches and farms. Transportation hub of transcontinental rail, bus, and air lines, Amarillo is close to the stuff an advertiser looks for when he wants business. And it helps to look for it early:

A couple from the Panhandle, in town for a combination vacation and shopping tour, registered at an Amarillo hotel. The clerk politely inquired if they wanted to leave a call.

“No thanks,” said the husband. “We’ll just sleep right on through till sunrise.”

KGNC signs on at 5:30 a.m.

*KGNC-TV signs on early
in the spring of 1953.*



710 KC

• 10,000 WATTS

• REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Library, News Service Transmitter
BEAUMONT						
KBMT (TV) (CP)		Television Bcstrs. P.O. Box 1592		(For full information see TELECASTING Yearbook)		
KFDM 1924	560 5,000-DA-N	Beaumont Bcstg. Corp. 1420 Calder Ave. 2-7758	ABC Free & Peters	D. A. Cannan, p C. B. Locke, gm & cm	Dave Russell, pd & nd Harold Bartlett, ce	H. F. Caldwell, pmm L-W UP RCA
KPBX 1947	1380 1,000-D	KPBX Bcstg., Inc. 2295 Calder Ave. 2-0201	Texas Quality Forjoe	Joe B. Carrigan, trustee Les Ryder, sm, cm & pmm	Virginia W. Ryder, pd & wd Fred Reiner, ce	Ray Gordon, nd Joe Munroe, sd Cap. AP G
KRIC 1938	1450 250	The Enterprise Co. 380 Walnut St. 4-3311	Branham	E. C. Davis, p Charles G. Baskerville, gm Edwin Henry, cm	W. Karl Von Leuwen, pd & nd Marvin J. Easterwood, Jr., ce D. K. Macted, pmm	Ed Dittert, sd Joyce Cooke, wd Wid. AP RCA
KRIC-FM 1948	Chan. 258 (B) 99.5mc 14kw					
KTRM 1947	990 1,000-DA-N	KTRM, Inc. 230 Orleans St. 2-8478	Young	Jack Neil, p, gm & nd Joe S. Trum, vp Bill R. McRae, cm	Roy Shotts, pd Ben F. Hughes, ce Chas. Schmucker, fd	Tommy O'Brien, sd Virginia Moon, wd UP G
BEEVILLE						
KIBL 1949	1490 250	Bee Bcstg. Co. P. O. Box 650 1490		John D. Rossi, ptrn. & gm V. L. Rossi, ptrn. Charles Taylor, cm	Robert Clark, Jr., pd Harry W. Wardwell, ce Louis B. Shaw, pmm	Bob Frank Nance, nd Paul Russell, fd Jerry Mueller, sd Thes., Wid. AP Ray.
BIG SPRING						
KBST 1936	1490 250	Big Spring Bcstg. Co. 702 Johnson St. 1500	ABC Texas State Pearson	William J. Wallace, p & gm William L. Cox, cm J. M. Young, Jr., pd & pmm	Andrew M. Jones, ce John Kunsak, nd	Jack Wallace, sd Dorothy Henderson, wd St. AP WE Wid. UP G
KTXC 1949	1400 100	Big State Bcstg. Co. City Park 3300	MBS, KBS Best, Melville	V. T. Anderson, p & gm		
BONHAM						
KFYN 1948	1420 250-D	Bonham Publishing Co. 903 E. 9th 915		T. Frank Stewart, p Lee Dacus, cm	Faye Thornton, pd Tommy Tomlinson, ce	Ed Tolson, pmm & sd Wid. UP Col.
BORGER						
KHUZ 1947	1490 250	Radio Station KHUZ, Inc. 1431 Clayton St. 1600	MBS	R. G. Hughes, p Jack Roberts, m & pd	H. W. Blymiller, cm Herman Kreiger, ce	Jake Saxton, nd & sd Janet Parker, wd Wid., SES UP Ray
BRADY						
KNEL 1935	1490 250	G. L. Burns Brady 7777	KBS Best	G. L. Burns, p & gm J. S. Sloane, cm & nd	Gene Burns, pd Cecil Neilin, ce	J. W. Halcomb, fd Pearly Samuelson, sd AP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Hit Three Great Markets with One Effort

KFDM

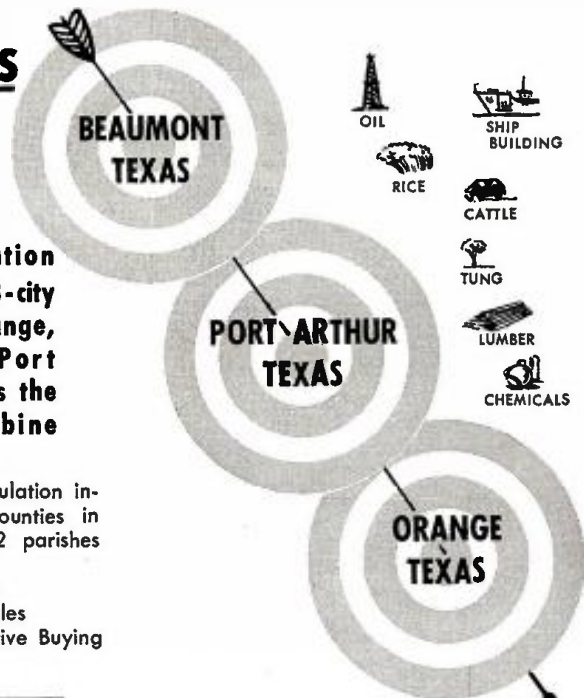
BEAUMONT, TEXAS

... ONE station delivering a 3-city market—Orange, Beaumont, Port Arthur—plus the fabulous Sabine area.

- ★ 886,900—combined population including 12 counties in Texas and 12 parishes in Louisiana.
- ★ 243,000—Radio Families
- ★ \$705,076,000—Retail Sales
- ★ 916,671,000—Net Effective Buying Income

5000 watts • 560 kilocycles

Source: 1952-53 Consumer Markets and 1952 Survey of Buying Power



AFFILIATED WITH
American Broadcasting Company

Represented by
FREE & PETERS



T-Q-N

Gives 91.3%* coverage
of Texas Radio Homes

... plus Oklahoma,
Arkansas, New Mexico
and Louisiana ...

*Bigger, Better
Buy than ever!*

TEXAS QUALITY NETWORK

NBC affiliated stations

A Market of over two million families,
with over \$7,600,000,000 in retail sales,
over \$9,700,000,000 in effective buying
income—and growing every day. In the
booming Southwest business is good!

Coverage that blankets Texas...gives
the most economical coverage possible!
Reaching over 1,500,000 families daytime
—over 2,000,000 families nighttime—TQN
delivers most listeners for fewest dollars.

WFAA ★

820 Dallas

WBAP ★

820 Ft. Worth

KPRC ★

950 Houston

WOAI

1200 San Antonio

KRGV ★

Weslaco

KGNC ★

Amarillo

KRIS

Corpus Christi

*Based on BMB for Counties with 50% - 100% evening coverage.

Contact any TQN station or their representative for availabilities.

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
BRECKENRIDGE							
KSTB 1947	1430 1,000-D	Stephens County Bcstg. Co. Miller Bldg. 1430	KBS Best Melville	R. W. Chapman, p & gm	R. E. Smith, ce	Sid Foster, cm pd, sd, nd	L-W AP G
BRENHAM							
KWHI 1947	1280 1,000-D	Tom S. Whitehead, Sr. 108½ Main St. 3655	KBS	Tom S. Whitehead, Sr., p & gm	J. C. Price, cm	Roland D. Elder, ce	Wid., SES UP G
BROWNFIELD							
KTFY 1949	1300 1,000-D	Mike A. Barrett P. O. Drawer 1032 1000	KBS	Mike A. Barrett, p & gm	J. Richard Aker, pd & nd Charles R. Scott, ce & sd	Ivan D. Anderson, fd Mrs. Sam Privitt, wd	Wid., St., Cap. UP Col.
BROWNSVILLE							
KBOR 1949	1600 1,000 DA-2	Brownsville Bcstg. Co. P. O. Box 472 2-5677	KBS Best	Minor J. Wilson, p & gm Vance C. Wilson, cm Robert E. Fowler, pd & pmm	Willis A. Wilson, ce Tom Mireur, nd	George Collie, sd Connie Greene, wd	Thes., Wid. AP
XELD-TV 1951		Television de Matamoros, S. A. 1014 E. Washington 6-6953		(For full information see TELECASTING Yearbook)			
XEO 1946	970 1,000	Radio Station XEO Brownsville	Nat'l Time Sales	(Located in Matamoros, Tam., Mex.)		
XEOR 1946	1390 1,000	Radio Station XEOR P. O. Box 1708 Brownsville	Natl. Time Sales	(Located in Reynosa, Tam., Mex.)		
BROWNWOOD							
KBWD 1941	1380 1,000-D 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas Pearson	Wendell Mayes, p & gm Joe B. Foster, cm	Wendell Mayes Jr., pd Bill Jamar, pmm	A. W. Stewart, ce AP RCA
BRYAN							
KORA 1947	1240 250	Bryan Bcstg. Co. 804 Varisco Bldg. 3-1240	MBS	David C. Jones, Jr., p, gm & ce M. Ralph Weedon, cm, pmm & fd	Mike Mistovich, pd & sd	Barbara Johnson, wd Col.
CENTER							
KDET 1949	930 1,000-D	Center Bcstg. Co. Inc. 205 Austin St. 1199	Best	Tolbert Foster, p & pd Tom E. Foster, gm & nd Jack Bell, cm & sd	Ray Die, pmm Harlan Riley, ce	John Moosberg, fd Mrs. Rex Payne, wd	Assoc. UP Col.
CHILDRESS							
KCTX 1947	1510 250-D	Golden West Bcstg. Co. Inc. 217½ Main 1085	MBS Best	R. M. Hagan, p George D. Cowan, gm	LeRoy Carter, pd & sd Nelle Carter, pmm	William V. Queen, ce AP Ray.
CLARKSVILLE							
KCAR (CP)	1350 500-D	Texo Bcstg. Co. 96					
CLEBURNE							
KCLE 1947	1120 250-D	Marti, Inc. 919 N. Main 1025	Best	George W. Marti, p, gm & cm D'Voe Lee, pd Walter C. Lacy, ce	Monroe Coston, nd C. A. Munsch, fd	Frank Hardgrove, sd Dolores Story, wd AP
KCLE-FM 1949	Chan. 232 (A) 94.3mc 0.32kw						
COLEMAN							
KSTA 1947	1000 250-D	Coleman County Bcstg. Co. P. O. Box 432 8406	KBS	H. H. Jackson, p Floyd Shelton, gm & sd Dan Guthrie, cm	Bill Fox, pd, nd & fd Jean Larson, pmm	R. B. Seals, ce Joann Harriss, wd	SES UP Col.
COLLEGE STATION							
WTAW 1922	1150 1,000-D	A & M College of Texas Radio Bcstg. Texas A & M College 66724	KBS	R. Henderson Shuffler, in chg. of sta. Richard L. Webb, sm & ce	Elsie Patranella, cm John M. Scogin, pd & sd	Dick Hickerson, fd Col.
COLORADO CITY							
KVMC 1950	1320 500-D	Colorado City Bcstg. Co. P. O. Box 990 1320	Best	Eldon Mahon, o Charles Diegel, gm	Richard Dean, cm Porter Richardson, ce	Tom Goss, nd Walter Grubbs, sd	Thes., Cap. AP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

CONROE

KMCO 1951	900 500-D DA	Montgomery County Bcstg. Co. Inc. P. O. Box 1464 1190	Reagan Smith, p James C. Dorrell, sm David L. Oglesby, slm	Harold H. Coley, pd & nd James O. McCorquodale, pmm & fd	John W. Neathery, Jr., ce Beverly H. McCorquodale, wd	St., Thes. UP Col.
--------------	-----------------	--	--	--	---	--------------------------

CORPUS CHRISTI

KEYS 1941	1440 1,000-D 500-N DA-N	Nueces Bcstg. Co. Centre Theatre Bldg. 2-7411	CBS Taylor	Aubrey Jackson, gm Edward L. Roskelley, cm Harold Griffith, ce	Ronald E. Jansen, nd Bill Sharpe, fd	Donald L. Nicol, sd Ruth DelMar Sullivan, wd	Wld. UP Col.
KRIS 1935	1360 1,000	Gulf Coast Bcstg. Co. P. O. Box 840 4-6354	NBC, Texas Quality Free & Peters	T. Frank Smith, o, p & gm W. M. Ekner, cm Charles Nethery, pd	Don Morris, ce Dick Watkins, pmm Bill Crowdus, nd	Jack Lozier, fd Weldon Robinson, sd Marjorie Hazelwood, wd	St. AP Col.
KSIX 1947	1230 250	Corpus Christi Bcstg. Co. Show Room Bldg. 2-9242					
KUNO 1950	1400 250	KUNO, Inc. P. O. Box 4286 4-5203	MBS Everett- McKinney	L. C. Smith, p Ben F. Blackmon, Jr., gm Peggy Lindsay, cm	Hector E. Barrera, pd A. D. Hayslip, ce	Hilario Gutierrez, nd Jose Vega Valdez, sd UP Col.
KWBU 1944	1030 50,000-D	Baptist Gen. Conven- tion of Tex. White Plaza Hotel 4-5258	Branham	Carr P. Collins, gm Harry H. Hayes, m	George A. Wilcox, pd & sd Nestor Cuesta, Jr., ce	Liz Bailey, wd AP

CORSICANA

KAND 1937	1340 250	Alto, Inc. State Nat'l Bank Bldg. 2486	Branham	Luther A. Johnson Jr., p & gm	Perry Taylor, vp & pd		Wld., Thes. UP Col.
--------------	-------------	--	---------	----------------------------------	-----------------------	--	---------------------------

CROCKETT

KIVY 1950	1570 250-D	Hamilton H. Callen & James H. Gibbs P. O. Box 670 222	KBS	Hamilton H. Callen, ptrn., gm, cm & ce James H. Gibbs, ptrn.	William C. Carter, pd & nd E. L. Hargrove, fd	Jimmy Land, sd Mabel Arledge, wd	L-W UP G
--------------	---------------	--	-----	--	--	-------------------------------------	----------------

Department Store Sales Up **25%** in **CORPUS CHRISTI**

Corpus Christi department store sales for the first ten months of 1952 were up 25% over the same period of 1951, says the Federal Reserve Bank of Dallas. That's a fat 11% more than the next best gain among the eight Southwestern cities in this district. If you've got something to sell, offer it where they've got the buying habit—BIG. In Corpus Christi, that is, where it's a listening habit to keep tuned to KEYS.

*Door Opener for the
Corpus Christi Market*

KEYS

Affiliate CBS

Represented Nationally by
THE O. L. TAYLOR COMPANY

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Library, News Service Transmitter
CUERO						
KCFH 1949	1600 500-D	A. M. Respondek Cuero 700		A. M. Respondek, p, gm & ce		
DALHART						
KXIT 1948	1410 500-D	Dalrad Associates P. O. Box 1350 740	KBS Best	Ed Bishop, p	Ken Bishop, gm Bill Smith, ce	Wld. UP G
DALLAS						
KGKO (CP)	1480 1,000-D 500-N DA-2	Lakewood Bcstg. Co. Inc. Cliff Towers Hotel Westbrook 7594	McGillvra	Leonard Coe, gm S. H. Bennett, cm	John Knapp, pd & nd Henderson Rogers, ce UP G
KIXL 1947	1040 1,000-D	Variety Bcstg. Co. Inc. 1401 S. Akard St. Riverside 4521	Forjoe	Lee Segall, p & gm Tom Massey, asst. m	Charles F. Payne, cm John Wilson, pmm Bob E. Tripp, ce Mrs. Tim Healy, wd	Wld., St., Cap., Mac., Thes., Assoc. AP WE
<i>KIXL-FM</i> 1947	<i>Chan. 283 (B)</i> <i>104.5mc</i> <i>34kw</i>					
KLIF 1947	1190 5,000-D 1,000-N DA-N	Trinity Bcstg. Corp. 2104 Jackson Randolph 7121	Pearson	B. R. McLendon, p Gordon B. McLendon, exec. d Bill Weaver, sm	Hal Bakke, pd Billie Page, pmm Milan Leggett, ce UP WE, Ray.
KRLD 1928	1080 50,000 DA-N	KRLD Radio Corp. Herald Square Randolph 6811	CBS Branham	John W. Runyon, chrmn. of brd. Clyde W. Rembert, p	J. W. Crocker, asst. m William A. Roberts, cm	Ted Parrino, pd B. B. Honeycutt, ce
<i>KRLD-FM</i> 1948	<i>Chan. 223 (B)</i> <i>92.5mc</i> <i>40kw</i>					SES UP GE
KRLD-TV 1949		KRLD Radio Corp. Herald Square Randolph 6811			(For full information see TELECASTING Yearbook)	

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

TWO TOP CBS STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION

WHEN you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

NATIONAL REPRESENTATIVES JOHN BLAIR & CO.

**THE SOUTHWEST'S GREAT TWIN
SALES PRODUCING
COMBINATION!**



**DALLAS • FORT WORTH
and
KRLD • KRLD-TV**

THE SOUTHWEST'S LARGEST SALES TARGET!

More than a million mostly urban dwellers within the 50-mile zone . . . more than 2 million in the 100-mile area.

KRLD with 50,000 watts, full time power saturates the wide Southwest radio listening audience.

KRLD-TV offers advertisers the largest slice of the total sales target in the Southwest's largest metropolitan market.

This is why

**KRLD
KRLD-TV**

is your best buy

EXCLUSIVE OUTLETS FOR CBS

John W. Runyon, Chairman of the Board

Clyde W. Rembert, President

PROGRAMS IN DALLAS • FT. WORTH

The Branham Company, Exclusive Representative

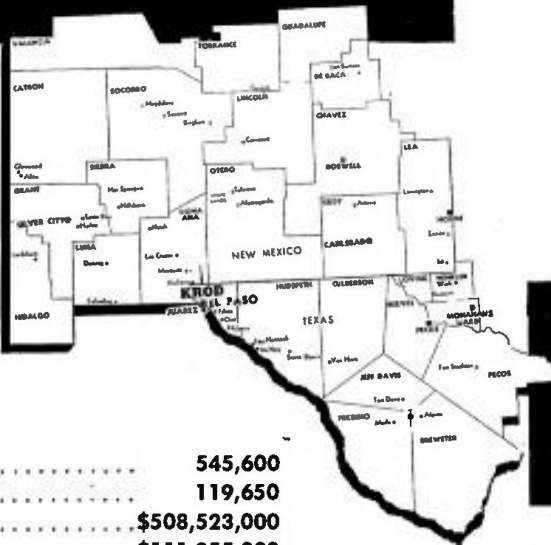
TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Div. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
DALLAS—(Continued)						
KSKY 1941	660 1,000-D	Sky Bcstg. Service Hotel Stoneleigh Randolph 6193		A. L. Chilton, p R. G. Terrill, gm & pmm	R. L. Kanatzar, cm Leonard Holland, pd, nd, fd & sd	M. M. Ming, ce L. H. Chilton, wd UP RCA
WFAA 1922	820 50,000 570 5,000 DA-2 ST-WBAP	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	ABC, NBC Texas Quality Petry	E. M. Dealey, p Martin B. Campbell, supvr. radio-TV Alex Keese, m	George Utley, cm Karl Lambertz, pd & asst. m (Mrs.) Wynona Portwood, sis prom. d	Wm. C. Ellis, ce Harry Koeningsberg, publ. Sid Pietzsch, nd L-W AP, UP RCA
WFAA-TV 1949		A. H. Belo Corp. 3000 Harry Hines Blvd. Riverside 3315				(For full information see TELECASTING Yearbook)
WRR 1920	1310 5,000 DA-N	City of Dallas, Tex. Municipal Bldg. Main at Harwood Tenison 6101	MBS Texas Blair	Durward J. Tucker, mngng. d & ce Pete Teddlie, sis & prog. coord.	Richard B. Workman, pd Taylor Branch, nd	Al Jones, fd Eddie Hill, sd Assoc. AP WE
WRR-FM 1949	Chan. 266 (B) 101.1mc 68kw					Col.
DEL RIO						
KDLK 1945	1230 250	Del Rio Bcstg. Co. P. O. Box 1182 1745	KBS	Don R. Howard, gm & sd Edward L. Williams, pd & nd	Pat Jeter, ce	Mrs. H. K. Fawcett, wd St. UP G
DENISON						
KDSX 1948	950 500 DA-2	B. V. Hammond Jr. & L. L. Hendrick P. O. Box 263 3400	Rambeau	B. V. Hammond Jr., co-o & gm L. L. Hendrick, co-o & cm	Allen Hundley Jr., pd Frank Bailey, ce	John Clift, sd L-W AP Ray.
DENTON						
KDNT 1938	1440 1,000-D 500-N DA-N	Harwell V. Shepard Radio Center Central 4144		Harwell V. Shepard. o & oper.		Thes. UP GE
KDNT-FM 1949	Chan. 292 (A) 106.3mc 0.76kw					
DUMAS						
KDDD 1948	800 250-D	North Plains Bcst. Corp. Best P. O. Box 337 2-5000		Lucian W. Spencer, p Ken Duke, gm & vp Bill Lask, pd & sd	Al Tremble, pmm & nd George Pepin, ce	Jerry Duke, wd St. AP G
EAGLE PASS						
XEMU	580 5,000-D 250-N	Radio Station XEMU P.O. Box 196 Eagle Pass	Natl. Time Sales	(Located in Piedras Negros, Coah., Mex.)		

Note 1: Stations are assigned fulltime, but divide time between two channels; NBC rides 820kc clear channel, ABC rides 570kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas. Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KROD has . . . the El Paso southwest's
the greatest coverage of any station in El Paso regardless of power . . .
biggest radio audience
biggest radio dollar value
CBS national programs
unrivalled local programs

Not included in the population figures below are over 50,000 military personnel in KROD's .5 millivolt area, and 125,000 neighbors who live just across the Rio Grande in Mexico but buy in El Paso.



These 27 counties in West Texas and New Mexico are the El Paso-KROD area—one of the largest, soundest, most important markets in the west. Diversity of occupation, rapidly expanding economy and population, strategically isolated location combine with this station's aggressive sales and merchandising policy to make KROD one of America's best radio buys.

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS

POPULATION	545,600
RADIO HOMES	119,650
RETAIL SALES	\$508,523,000
FOOD SALES	\$111,255,000
DRUG SALES	\$ 24,728,000
AUTOMOTIVE SALES	\$101,241,000

RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Chairman Val Lawrence, Pres.
REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.



... tuned to your sales story!

For economical mass coverage of the richest, biggest market in the Southwest there's no substitute for WFAA! With two stations, each tailored program-wise, you can select or combine the WFAA frequency you need to reach a specific audience. WFAA-570 emphasizes news, music and special events. Big, clear channel WFAA-820 uses a programming measuring rod that has been a success for thirty years — strong mass appeal.

Here is the great Southwest... wide open for your sales message. You can reach it... you can SELL IT... with the double impact of WFAA-820 and WFAA-570!

2 GREAT STATIONS
covering
THE RICH Southwest!

.5 MV/M Primary Area

	WFAA-820	WFAA-570
Square Miles	116,000	95,214
Radio Homes	1,143,500	964,000
Population	4,508,906	3,829,547
Families	1,374,422	1,148,449
Retail Sales	\$4,486,037,240	\$3,817,735,610
Effective Buying Income	\$5,401,326,660	\$5,081,706,385
Buying Income per Family	\$3,930	\$4,425

SOURCE: SALES MANAGEMENT, MAY 10, 1952



Alex Keese, Station Mgr.
EDWARD PETRY & CO.
National Representatives

NBC-ABC-TQN Affiliates

50 KW
WFAA-820
D A L L A S

5 KW
WFAA-570
D A L L A S

Radio Service of The Dallas Morning News

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sim; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
EDINBURG						
KURV 1947	710 250-D	James Cullen Looney P. O. Box 480 710	KBS Forjoe	James Cullen Looney, o Albert C. Ryan, gm, cm, pmm & sd Bryant Arbuckle, pd	Erwin Williams, ce Don W. Mallory, nd & fd	Elizabeth Collier, office m Mac. UP Ray.
EL CAMPO						
KULP 1948	1390 500-D	Wharton County Bcstg. Co. Inc. P. O. Box 1390 1390		Culp Krueger, p Robert Hathaway, gm	Ruth Hilton, cm	Joe H. Miller, ce L-W UP Col.
EL PASO						
KELP 1947	920 1,000-D DA-1	Trinity Bcstg. Co. 106-A Texas St. 3-3658		B. R. McLendon, p Joe Roddy Jr., gm	Dick Silvester, cm Ralph Webb, pd	Edward Duty, ce UP Ray.
KEPO 1948	690 10,000 DA-2	KEPO Inc. 2419 N. Piedras St. 5-2731	ABC Avery-Knodel	Miller C. Robertson, p & gm Willard L. Kline, sm & sim Cecil M. Sansbury, pd & pmm	E. L. Gemoets, ce Charles J. Amador, nd Arthur B. Davis, fd	Frank Bissett, sd Darlene Hunter, wd L-W, St. UP RCA
KEPO-TV (CP)		KEPO Inc. c/o W. B. Pratt 706 Capitol Natl. Bank Bldg. Austin, Tex.		(For full information see TELECASTING Yearbook)		
KROD 1940	600 5,000 DA-N	Roderick Bcstg. Corp. 2201 Wyoming St. 2-6551	CBS, Southwest Taylor	Dorrance D. Roderick, chrmn. of brd. Val Lawrence, p, gm & cm	Ted R. Hunt, pd, nd & sd Tom Wiseheart, pmm Edward P. Talbott, ce	Paul Stevenson, fd Lenore Dils, wd Cap. AP RCA
KROD-TV (CP)		Roderick Bcstg. Corp. 2201 Wyoming St. 2-6551		(For full information see TELECASTING Yearbook)		
KSET 1949	1340 250	Rio Grande Bcstg. Co. Inc. 904 Magoffin 326-93	MBS, Inter-mountain McGillvra	Fred Hervey, p George R. Thady, gm Don Brooks, cm	Juanita Wells, pd Sheldon Turner, pmm John Sheehan, ce	Fred Hays, nd Wayne Johnston, fd Ed Sullivan, sd Cap. AP RCA
KTSM 1929	1380 1,000-D 500-N	Tri-State Bcstg. Co. Inc. 801 N. Oregon St. 2-5423	NBC Hollingbery	Karl O. Wyler, p & gm Roy T. Chapman, pd J. B. Chapman, cm	Karl O. Wyler Jr., pmm K. J. Walton, ce John Phelan, nd & sd	Conrey Bryson, contin. supvr. Thes., Wid. UP RCA
KTSM-TV (CP)		Tri-State Bcstg. Co. 801 N. Oregon St. 2-5423		(For full information see TELECASTING Yearbook)		
XEJ 1970	970 1,000	Radio Station XEJ E. O. Box 442 El Paso	Natl. Time Sales	(Located in Ciudad Jaurez, Chih., Mex.)		
FLOYDADA						
KELD 1951	900 250-D	West Texas Bcstrs. Inc. P. O. Box 955 11	KBS	Ed. Holmes, p Wayne Robison, gm, cm, nd & fd	Carl Minor Jr., pd & sd Jack G. Clark, ce	Alma Holmes, wd St. UP G
FT. STOCKTON						
KPST (CP)	860 250-D	Ft. Stockton Bcstg. Co. Ft. Stockton 860				
FT. WORTH						
KCNC 1947	870 250-D	Blue Bonnet Bcstg. Corp. 705 Main St. Fortune 7175		J. H. Speck, p & gm Herman Clark, cm	Walt Jones, pd Chester Grubbs, ce & asst. m	Don Boles, nd Naomi Harrison, wd UP Ray.
KCUL 1949	1540 5,000-D 1,000-N DA-2	East-West Bcstg. Co. 3607 Camp Bowie Blvd. P. O. Box 2049 Sunset 6555	Burn-Smith	Jas. G. Ulmer, p & gm Bill Hightower, cm	Duane Ramsey, pd & nd R. L. McAlister, ce	Maydell Wallace, office m Tee Casper, sd Thes. AP
KFJZ 1938	1270 5,000 DA-1	Tarrant Bcstg. Co. 1201 W. Lancaster Ave. Edison 3473	MBS, Texas Blair	Gene L. Cagle, p & gm Charles B. Jordan, vp & asst. m D. C. Hornburg, secy.-treas.	Clyde D. Pemberton, cm Hal Thompson, pd Forrest Clough, pmm	James T. Peterson, ce Porter Randall, nd Dave Naugle, sd Assoc. AP WE
KWBC 1946	970 1,000-D	Worth Bcstg. Corp. P. O. Box 7116 Valley 1278	Rambeau	Judge P. W. Seward, p Lewis Love, gm & cm	Chas. Hobbie, pd & nd Chas. Lewis, pmm	Melvin Parson, ce Pat McFathers, sd UP
KXOL 1947	1360 1,000 DA-N	Fort Worth Bcstg. Co. Inc. 1216 Pennsylvania Ave. Edison 1448	Pearson	Earle Fletcher, p, gm & pmm Hewel Jones, cm	Jerry Hahn, pd & nd John R. Crouse, ce	Ken Ratliff, fd & sd AP Ray.
WBAP 1922	820 50,000 570 5,000 DA-2 ST-WFAA	Carter Publications Inc. 3900 Barnett Lockwood 1981	ABC, NBC, Texas Quality Free & Peters	Amon Carter Sr., chrmn. Amon Carter Jr., p Harold Hough, dir.	George Cranston, gm Roy Bacus, cm Ed Lally, pd	Thaine Engle, pmm R. C. Stinson, ce James A. Byron, nd Assoc., Wid., Cole AP RCA
WBAP-FM 1949	Chan. 263 (B) 100.5mc 50kw					
WBAP-TV 1948		Carter Publications Inc. 3900 Barnett Lockwood 1981		(For full information see TELECASTING Yearbook)		
FREDERICKSBURG						
KNAF 1947	1340 250	Gillespie Bcstg. Co. P. O. Box 347 311	MBS, KBS Best	Walter T. McKay, p & co-o Mrs. Merle Moore, vp & co-o	Norbert A. Fritz, gm, cm & ce Walter Fuhrmann, fd	Mrs. Norbert A. Fritz, wd AP G
FREEPORT						
KBRZ 1952	1460 500-D	Brazosport Bcstg. Co. P. O. Box 1077 1700		Kelly Bell, p O. A. Wood, gm	Jack R. Howard, cm Betty Klein, pd	Kenneth Ferguson, ce Dick Smith, nd Wid. AP WE
GAINESVILLE						
KGAF 1947	1580 250-D	Gainesville Bcstg. Co. Inc. P. O. Box 222 248	KBS	Joe M. Leonard Sr., p & gm Earl Leonard, cm & nd	Cordell Martin, ce Frank Fancher, sd & pd	John Thomas, fd Zella Allen, wd Cap. AP Ray.
GALVESTON						
TV (CP)		Rudman TV Co. 5507 Elden Drive Dallas, Tex.		(For full information see TELECASTING Yearbook)		
KGBC 1947	1540 1,000-D 250-N DA-N	The Galveston Bcstg. Co. Lindale Park 3-4329	Pearson	James W. Bradner Jr., p & gm Orland O. Dodson, cm	Ken Gilmore, pd & ce Roger Beane, asst. m	Alec Gifford, nd Johnny Special, sd Francis Kay Harris, wd AP Ray.
KGUL-TV (CP)		Gulf TV Co. 801 Union Station Bldg.		(For full information see TELECASTING Yearbook)		

Note 2: Stations are assigned fulltime, but divide time between two channels; NBC rides 820kc clear channel, ABC rides 570kc regional channel. When WFAA operates on clear channel, WBAP operates on regional and vice versa. Both channels are for combined coverage of Dallas-Ft. Worth market areas. Data corrected to Dec. 6, 1952. If executives of services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

NO HUNTING

... IT ISN'T NECESSARY!

WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

There's good news for the alert radio advertiser in the coverage story of WBAP-AM and FM. Good news in the Fort Worth-Dallas metropolitan area, covered by WBAP . . . it's the Number One market in the South, leading Houston and New Orleans!

This bustling, booming market, including Tarrant and Dallas counties, is blanketed by WBAP with top-quality programs from NBC, ABC, and independent producers. More than 1,030,000 Southwestern residents are reached in this huge metropolitan area . . . and top Hooper ratings prove—it's WBAP for quick, certain sales results!

In the combined Tarrant-Dallas County market area, livestock, aircraft, grain, oil and other important industries boosted total buying income to \$1,751,959,000 during 1951. Total retail sales during the same period were \$1,356,542,000 . . . another proof that more than a million radio listeners in this wealthy area have money to spend for merchandise of every kind.

Check these top-ranking WBAP facilities, too: Finest in the South! Six studios with a control room for each, individual acoustical designs, and a master control room for studio or network switches are some of the unsurpassed features which make WBAP best in the field!

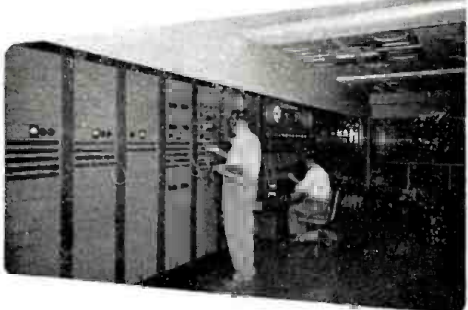
Latest BMB figures tell the big story:

WBAP-820, 50,000 watts, clear channel . . . daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB 1,078,200 families, 511 counties, 16 states . . .

WBAP-570, 5000 watts . . . daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.



STUDIO D



MASTER CONTROL



RECORDING ROOM



Yes, for the BEST in coverage, facilities, market, and programming . . . it's WBAP-AM and FM. Write WBAP 3900 Barnett, Fort Worth, Texas for additional details, or see your Free & Peters man.

WBAP
AM-FM-TV

820 - 570 - Channel 5



STAR-TELEGRAM STATION
FORT WORTH, TEXAS
FREE & PETERS INC. Exclusive National Representatives

AFFILIATED with
ABC • NBC

AMON CARTER, Chairman
AMON CARTER JR., President

HAROLD HOUGH, Director
GEORGE CRANSTON, Manager
ROY BACUS, Commercial Manager

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
GALVESTON—(Continued)						
KLUF 1922	1400 250	KLUF Bcstg. Co. Inc. 300 Haden Bldg. P. O. Box 562 5-6676	Rambeau	Geo. Roy Clough, p & gm	Braden E. Clough, pd & traffic m. Lee Clough, ce & nd	Wid. UP RCA
<i>KLUF-FM</i> 1948	<i>Chan. 295 (B)</i> <i>98.7mc</i> <i>8kw</i>				 GE
GLADEWATER						
KSLJ 1949	1430 1,000-D	Gladewater Bcstg. Co. T. W. Lee Bldg. 2181	Best	C. A. Lee, p Douglas Reeh, gm & sd Tom Perryman, cm & fd	Thomas Reeh, pd & nd Paul Rogers, pmm Lloyd Johnson, ce	Rebecca Russell, wd Cap. AP G
GONZALES						
KCTI 1947	1450 250	Gonzales Bcstg. Co. 425 St. George St. 770	KBS Cooke, Grant	Lawrence M. Walshak, ptrn., gm & cm Frank Wilson Jr., ptrn., pd, pmm & ce	Ray Grant, nd David Walshak, fd & sd	Barbara Hausler, wd SES. AP
GRAHAM						
KSWA 1948	1330 500-D	Southwestair Inc. P. O. Box 1050 1200 & 1330		Clay E. Thompson Jr., p H. V. Newsom, gm, cm, nd & ce	Eugene Turner, pd & sd D. J. Chandler, fd	Alethea M. Albright, wd UP
GREENVILLE						
KGVL 1946	1400 250	Truett Kimzey P. O. Box 1015 2066	MBS, KBS Texas Pearson	Truett Kimzey, o Leo Hackney, m James D. Jones, pd, nd & sd	Stafford E. Davis, ce Paul D. Robinson, asst. m	Janet Bush, wd AP
HAMILTON						
KCLW 1948	900 250-D	Clyde L. Weatherby P. O. Box 592 500		Clyde L. Weatherby, p James A. Smith, cm & gm	A. Baldwin Scott, pd	Carl L. Knelly, ce Thes. UP Col.
HARLINGEN						
KGBS 1941	1240 250	Harbenito Bcstg. Co. P. O. Box 711 2200	CBS Pearson	McHenry Tichenor, p Troy McDaniel, gm	Dave Bennett, cm Ann Williams, pmm & wd Al Beck, ce	Jerry Fisher, nd Steele McCalanahn, fd Ed Krane, sd Assoc. St. UP WE
KSOX 1951	1530 50,000-D 10,000-N DA-N	Roy Hofheinz 1519 W. Harrison 3500	MBS, Gulf Coast H-R Reprs.	Roy Hofheinz, p Gould Beech, gm Jack Cronenwett, cm & pmm	John J. Knapp, pd & nd Harold Jones, ce Bart Boyd, fd	Cleve Griffin, sd Mary Lee, wd UP WE
HENDERSON						
KGRI 1947	1000 250-D	Henderson Bcst. Assn. P. O. Box 1111 4528		Roy B. Cannon, p W. C. Crawford, gm & cm	John T. Caulley, pd & sd John M. Bolin, ce	Wesley Dean, fd (Mrs.) Rachel Blackwell, wd Wid., SES. UP WE
HEREFORD						
KPAN 1948	860 250-D	Marshall Formby P. O. Box 868 860	KBS Best	Marshall Formby, o & p Clint Formby, gm & pd Joe Martin, cm	Bill Jones, pmm	Dennis Surber, ce Thes. UP RCA
HILLSBORO						
KHBR 1948	1560 250-D	Hill County Bcstg. Co. 594		Ray J. Williams, p		
HOUSTON						
KATL 1947	1590 5,000 DA-N	Texas Bcstrs. Inc. 412 Main St. Preston 3108	McGillvra	William H. Talbot, p King H. Robinson, gm, vp & cm	John Edwards, pd Ed Martin, ce	H. V. Grier, nd Mike Herskowitz, sd Patricia Fonville, wd L-W UP G
KCOH 1948	1430 1,000-D	William A. Smith 1 Main St. Charter 1888	Clarke	William A. Smith, p Robert C. Meeker, gm Robert Biggerstaff, cm	Val Springer, pd Harold Rench, ce	Phil Zimmerman, nd Bill McCaskill, sd Assoc., Wid UP G
KLBS 1948	610 5,000 DA-2	Trinity Bcstg. Corp. Milby Hotel Preston 1181		B. R. McLendon, p Ray A. Lewis, gm Glenn Douglas, asst. gm	Bill Hall, cm Webb Hunt, pd Harold Weindel, ce	Bill Pelham, nd Hal McWilliams, sd Mary Jo Taylor, wd Wid. UP WH
KNUZ 1948	1230 250	Veteran's Bcstg. Co. P. O. Box 2135 Keystone 2581	Forjoe	Max H. Jacobs, p Dave Morris, gm	Jack Healy, cm Ken Grant, pd & sd	June Jones, pmm O. C. Crossland, ce Bill Crawford, nd L-W UP G
KPRC 1925	950 5,000 DA-N	The Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas Quality Petry	W. P. Hobby, p Jack Harris, vp & gm Jack McGrew, cm	Francis Sullivan, pd Marsh Callaway, pmm Harvey Wheeler, ce	Pat Flaherty, nd Bill McDougall, fd Bruce Layer, sd Thes. AP RCA
KPRC-FM 1946	<i>Chan. 275 (B)</i> <i>102.9mc</i> <i>57kw</i>					
KPRC-TV 1949		The Houston Post Co. Lamar Hotel Fairfax 7101			(For full information see TELECASTING Yearbook)	
KTHT 1944	790 5,000 DA-2	Roy Hofheinz P. O. Box 2161 4005 Travis Keystone 5535	MBS Texas Coast H-R Reprs.	Roy Hofheinz, o & p Bill Bennett, gm & cm Tim Osborne, pd	Lauri Schutt, pmm O. B. Johnson, ce Ray Conaway, nd	Loel Passe, sd Katie Houston, wd UP G
KTRH 1930	740 50,000 DA-1	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS Texas Blair	B. F. Orr, p Ray Herndon, gm Ray Bright, slm	Tom Jacobs, pd Helen Bender, pmm Lester Mullan, co-ce	Julius Smith, co-ce Robert Hart, nd George Roesner, fd Wid. AP, UP, INS RCA
<i>KTRH-FM</i> 1947	<i>Chan. 266 (B)</i> <i>101.1mc</i> <i>29.5kw</i>				 GE
*KUHT (TV) (CP)		U. of Houston & Houston Independent School District Pres. W. W. Kemmerer 3801 Cullen Rd.			(For full information see TELECASTING Yearbook) GE
KXYZ 1941	1320 5,000 DA-N	Shamrock Bcstg. Co. Gulf Bldg. Capital 6151	ABC Free & Peters	Glenn H. McCarthy, p Fred Nahas, gm Ted Hills, cm & sm	Kenneth Bagwell, pd Rita Zenzen, pmm Gerald R. Chinski, tech. supvr.	Roland Baker, nd Guy Savage, sd St., Cap. UP RCA
<i>KXYZ-FM</i> 1948	<i>Chan. 243 (B)</i> <i>96.5mc</i> <i>14kw</i>				 GE
HUNTSVILLE						
KSAM 1938	1490 250	Theodore E. Lott & Morris B. Cauthen P. O. Box 312 30	KBS, MBS Best	Morris B. Cauthen, co-o & p Ted Lott, co-o, nd & gm Roy Greer, cm, pd & pmm	Al Strong, ce Wesley Sherril, fd Dan Rather, sd	Mary E. Flynt, wd Cap., SES. AP G
JACKSONVILLE						
KEBE 1947	1400 250	Billy Averitte Laurie P. O. Box 1071 2211		Billy Averitte Laurie, p & gm Jerry D. Spencer, cm & pmm	Mrs. B. A. Laurie, pd & wd Eugene R. Kintz, ce	Bill Finley, nd & sd Perrin Willis, fd L-W AP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



in RADIO and TELEVISION

daytime audience

UP 30%

Nielsen Coverage Service, May, 1952, shows 410,570 daytime radio homes . . . 30% more than comparable 1949 BMB figures.

nighttime audience

UP 11%

Nielsen Coverage Service, May, 1952, shows 364,320 nighttime radio homes . . . 11% more than comparable 1949 BMB figures.

TV audience

UP 94%

Total TV sets in area on January 1, 1953

225,000

an increase of 94% over set count on January 1, 1952.

KPRC
HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS
Vice President and
General Manager

Nationally Represented by
EDWARD PETRY AND CO.

KPRC-TV

NBC • CBS • ABC • DUMONT

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
JASPER						
KTXJ 1948	1240 250	Jasper Bcstg. Co. Texas Theatre Bldg. 580		Joe L. Fisher, p		
JUNCTION						
KMBL 1951	1450 100	Kimble Cty. Bcstg. Co. 70		Farrell M. Brooks, o-m		
KERMIT						
KERB 1950	600 1,000-D DA	Kermit Bcstg. Co. Inc. Hwy. 302 3481		George H. Cook, p H. J. Porter, gm	Ray Boyd Kilman, pd & sd Truitt C. Howard, ce	Eugene W. Connor, nd Thes. SES. UP Ray.
KERRVILLE						
KEVT 1948	1230 250	Kerr Bcstg. Co. Junction Hwy. 900 & 999	MBS	Scott Schreiner, p William G. Field, gm Carol Woodard, cm & pd	John Steven, pmm & nd Clyde Jones, ce Al Mason, sd	Guy Powell, fd Wilma Bartholomew, wd Cap. AP Ray.
KILGORE						
KOCA 1936	1240 250	Radio Station KOCA P. O. Box 989 2001	KBS	Roy G. Terry, p H. A. Degner, gm John Cooke, cm	Paul Crawford, pd & nd Rex Lawrence, pmm Karem Soule, ce	Fred Mathews, sd Mary Pearson, wd AP Col.
KINGSVILLE						
KINE 1948	1330 1,000-D	Radio Station KINE Inc. 205 E. King St. 1317	Best	James H. Clement, p Ben A. Glusing, vp	Eston R. Pace, cm & sta. m. Jake Russell, sd	Jerry Fullerton, pd R. T. Whitaker, ce Cap. UP Ray.
LAMESA						
KMEA (CP) 1947	1360 1,000-D	Citizens Bcstg. Co. P. O. Box 30 690 & 671		R. O. Parker, o Bob Bradbury, gm Clayton Jay, cm	Frances Singer, pd Roland Ouellette, ce Paul Singer, nd	Bob Harris, sd Wid. AP G.
LAMPASAS						
KHIT 1948	1450 250	Lampasas Bcstg. Corp. P. O. Box 228 721		Lee H. Gupon, p		
LAREDO						
KVOZ 1952	1490 250	Border Bcstrs. Inc. P. O. Box 1498 3-4396	MBS, KBS Gulf Coast Continental	W. J. Harpole, p Burney Jones, gm	Bill Douthitt, cm Frank Manuel, ce	Evelyn Jones, pd UP RCA
LEVELLAND						
KLVT 1949	1230 250	Herald Bcstg. Co. P. O. Box 866 1030	Melville	Forrest Weimhold, p & o Victor King, gm Sidney McIntosh, cm	Gary Smitherman, pd & ce	Wid., Thes. AP RCA
LITTLEFIELD						
KVOW 1947	1490 250	Southwestern Bcstrs. 192	KBS	J. C. Rothwell, p J. B. McShan, gm	Othell Whitson, pd	Herbert Rains, ce SES. AP G.
LONGVIEW						
KFRO 1934	1370 1,000 DA-N	Voice of Longview Curtis Bldg. P. O. Box 792 411 - 1370	ABC, KBS Texas Cooke	James R. Curtis, o & p		L-W AP RCA
KLTI 1948	1280 1,000-D	LeTourneau Radio Corp. P. O. Box 1866 4331	Pearson	R. G. LeTourneau, p Arthur L. Greene, gm Allen E. Vinson, cm	George D. Womack, pd Kenneth D. Maxwell, ce Milton M. Evans, nd & sd	Mrs. Lester Pruett, wd St., Cap. UP Ray.
KLTI-FM 1948	Chan. 290 (B) 105.9mc 9.8kw					GE
LUBBOCK						
KCBD 1947	1590 1,000 DA-2	Caprock Bcstg. Co. P. O. Box 1507 5-6348	MBS, NBC Pearson	Joe H. Bryant, p Robert Snyder, asst. gm George Tarter, cm (For full information see TELECASTING Yearbook)	Bob Sanders, pd Frank Lee, ce	Choc. Hutcheson, nd & sd Leroy Land, pmm Wid., Assoc. AP WE
KCBD-TV (CP) 1952		Bryant Radio & TV Inc. P. O. Box 1507 5-6348				
KDUB-TV 1952		Texas Telecasting Inc. 3601 Avenue H				
KFYO 1927	790 5,000-LS 1,000-N DA-2	Plains Radio Bcstg. Co. 914 Ave. J 5-5567	ABC Taylor	B. E. Walker, p Parker F. Prouty, vp Gordon Thompson, gm Leon E. Harris, cm	John Kennedy, pd W. S. Bledsoe, ce Jerry Henderson, pmm Bob Nash, nd	Jack Creel, fd Bill Edwards, sd Peggy Bell, wd Corwin Riddell, nd L-W AP Col.
KSEL 1946	950 1,000-D 500-N DA-N	Lubbock Bcstg. Co. P. O. Box 1524 3-4424	Rambeau	Walter G. Russell, p David P. Pinkston, gm M. M. Rochester, cm	Wes Youngblood, pd & sd Don Edwards, ce	
KVSP (CP) 1947	1460 500-D	Hub Bcstg. Co. c/o R. B. Irvin 253 Cotton Exchange Bldg.				
LUFKIN						
KRBA 1938	1340 250	Darrell E. Yates 110 S. First P. O. Box 755 3-6861	ABC, KBS	Darrell E. Yates, o, gm, cm & pmm Thomas Lubke, pd Ambrose Maxim, ce	Lionel Rusk Jr., nd Woodrow Behannon, sd	Virginia Finley, wd L-W, Cole UP Col.
KRBA-FM 1948	Chan. 238 (B) 95.5mc 2.9kw					GE
KTRE 1947	1420 1,000 DA-N	Forest Capital Bcstg. 114½ N. First St. P. O. Box 701 3-7771	MBS Taylor	R. W. Wortham Jr., p Richard Lewin, gm & pmm Murphy Martin, cm	Royce Christenson, pd Fred C. Hill, ce Roger Sizoo, nd & sd	Hampton Keathley, fd Zaidee Brittain, wd Wid. AP Ray.
MARLIN						
KMLW (CP) 1947	1010 250-D	Falls County Public Service 106 Commerce St.		Charles R. Reagan, co-o Hugh M. McBeath, co-o & ce	Duane Ramsey, cm Jerry Hughes, pd & nd	AP G
MARSHALL						
KMHT 1947	1450 250	Marshall Bcstg. Corp. 109 W. Rusk 7826	MBS, KBS Texas Pearson	Earl Fletcher, p Myrl Stein, gm John Strength, cm	Marvin Hillis, pd R. L. Clay, ce Alice Rose Becker, pmm & wd	Dick Yancey, sd L-W AP Col.
McALLEN						
KRIO 1947	910 1,000 DA-1	Frontier Bcstg. Co. P. O. Box 1551 6-6213	ABC	Gene L. Cagle, p Charles B. Jordan, vp Stanley Wilson, gm	Normand Mann, pd & fd Ingham S. Roberts, cm William Meiners, ce	Chuck McKasson, nd Dick Richmond, sd AP WE
McCAMEY						
(CP) 1947	1450 250	Sprayberry Bcstg. Co.		Jack W. Hawkins, p Gene Ray Hendrix, vp Barney Hubbs, secy-treas		

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. —Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, night only. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

McKINNEY KMAE 1947	1600 1,000-D	McKinney Air Enterprises, Inc. 218 E. Virginia St. 183 & 184		Geo. W. Smith Jr., p, gm & ce Melvin Belew, cm & pmm Denise Adkins, pd & wd	C. W. Rampy, nd A. S. Milliken, fd	H. D. Mouzon, sd	L-W, Wld. AP
MIDLAND KCRS 1935	550 5,000-D 1,000-N DA-2	Clarence & Ruth Scharbauer P. O. Box 1072 2-4393	ABC, Texas Pearson	Clarence Scharbauer, o & p Wallace R. Jackson, gm Eleanor McDonald, cm	Dean Baker, pd & pmm Tom Yates, ce	Larry King, nd & sd	Thes. UP Ray.
KJBC 1950	1150 1,000-D	Jack Cecil Lamesa Road 4-5152	KBS	Jack Cecil, o, gm & ce Maureen White, cm Claude Hainey, pd & fd	Keith Ward, pmm & sd John Brave, nd	Faith Weston, wd	Wld., St. UP Ray.
MINERAL WELLS KORC 1946	1140 250-D	J. Elroy McCaw 608 N. Oak 319 & 203	Best	J. Elroy McCaw, o Harry Riley, cm & sd Ada Moore, pd	Ed Roberts, ce Olle Carriker, nd	Thelma Doss, wd	AP Ray.
MONAHANS KVKM 1947	1340 250	Monahans Bcstrs. Inc. P. O. Box 1118 438 & 439	MBS, KBS, Cactus Southwest Best	(Mrs.) Doris D. King, p J. Ross Rucker, gm, nd & fd Joe Collins, cm & pmm	John Rosenberger, ce Don Bassman, sd	Edith Bray, wd	Wld. G. UP
MT. PLEASANT KIMP 1948	960 1,000-D	Mt. Pleasant Bcstg. Co. P. O. Box 990 960	KBS	Winston O. Ward, p & gm Ruby Stanley, pd & wd	Cliff Taylor, ce	Lee Mars, nd & fd	L-W AP G.
NACOGDOCHES KOSF 1947	1230 250	Kelly Bell 100 Allen Bldg. Midland, Tex. Midland 2-3773	ABC	Kelly Bell, p J. C. Stallings, gm R. C. Atherton, cm & pmm	Lyn Bentley, pd Frank Murray, ce Ed Rice, nd	Ed Gaston, sd Billie Stallings, wd	Wld. UP Col.
KSFA 1947	860 1,000-D	Nacogdoches Bcstg. Co. Inc. P. O. Box 56 North Street Station 860	Humble, King	W. C. Fouts, p, gm, cm & fd Max Neel, pd L. N. Morgan, ce	Sara Jane Moon, pmm J. L. McConkey, nd & sd	(Mrs.) B. Barnett, wd	Thes. AP G.

For 25 years . . . the LEADER in

- NEWS ● PROGRAMMING
- PUBLIC SERVICE
- MERCHANDISING and PROMOTION

Weslaco, Texas

NBC • 5000 WATTS • 1290 KC • TQN

For ALL the FACTS call your

O. L. TAYLOR CO. man

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, Service Transmitter
NEW BRAUNFELS						
KGNB 1950	1420 1,000-D	Comal Bcstg. Co. 184 Castell 1612 & 1613	Shepp-Reiner	Charles W. Scruggs, p F. T. Wilson, vp, gm, cm & pmm Graves R. Coker, ce	Howard L. Edwards, pd & nd Bert Faust, sd	Clarice Teinert, wd Thes. AP RCA
ODESSA						
KECK 1947	920 1,000-D 500-N DA-N	Ector Cty. Bcstg. Co. 120 W. Third St. 6-5791		Ben Nedow, o, g & pmm Sol Scherman, cm	Roy Elsner, pd Glen M. Cook, ce	Tom Rollins, nd Herman Lensky, fd Dick Miller, sd Jeanne Robertson, wd Margaret McDonell, wd St. AP Ray.
KOSA 1947	1230 250	Odessa Bcstg. Co. 115 W. Sixth St. 6-4301	CBS Taylor	Cecil L. Trigg, p & gm Jay H. Mehaffey, cm John J. Vacca, pd	James A. Simpson, ce Ed Costello, pmm, nd & sd	Jody Singleton, ce Spec Gammon, cm, pmm & sd Cap. AP RCA
KRIG 1946	1410 1,000 DA-N	Oil Center Bcstg. Co. Crane Hwy. 6-6871	MBS, KBS Cactus Best	R. O. Canon, p Jack W. Hawkins, vp and gm	Marguerite LaRue, sm Jack Lee, pd & nd	Assoc. UP Col.
ORANGE						
KOGT 1948	1600 1,000 DA-N	Sabine Area Bcstg. Co. 6-2012	KBS Best	J. Jacobs, p Ed Lovelace, evp & gm Frank Dusenbury, cm	Jerome Opper, pd Wallace Odom, ce M. L. Jacobs, secy.-treas.	Joe Mainz, nd & sd Elouise Crossan, wd Assoc. UP Col.
PALESTINE						
KNET 1936	1450 250	Palestine Bcstg. Corp. P. O. Box 649 8686	KBS	Billy Averitte Laurie, p, gm, cm, pd & pmm J. W. Kriegel, ce Mrs. B. A. Laurie, secy.- treas.	Jas. K. Richardson, nd Larry Henderson, fd Ralph Thorton, sd	Dorothy Hudson, wd SES. UP Ray.
PAMPA						
KPAT 1951	1230 250	J. C. Daniels 1701 N. Hobart 2511	KBS Pearson	J. C. Daniels, p Jim Terrell, gm Eddie Roark, cm	Ed Murphree, ce Elbert Goodnight, pmm Harry Kelley, fd	Gale Spencer, wd Cap., St. UP, INS G
KPDN 1936	1340 250	Top O' Texas Bcstg. Co. Hughes Bldg. 1100	MBS	Coy C. Palmer, gm Kay L. Fancher, cm, pd, nd & pmm Garth W. Osborn, ce	Jack Scott, fd Warren Hasse, sd	Billie Pulliam, wd Wid. AP G.
PARIS						
KFTV 1950	1250 500-D	Lamar Bcstg. Co. Inc. First Natl. Bank Bldg. 166	Best	D. W. Brawner, p & cm	James F. Hendrix, gm	Travis Fodge, ce SES. UP Col.
KPLT 1936	1490 250	North Star Bcstg. Co. P. O. Box 235 1124	ABC, Texas Pearson	Fred Kincaid, p & gm Boyd Kelley, vp Lewis Seibert, secy.-treas.	Bob Prichard, cm & sd Bill Davis, pd & nd Paul Daniels, ce	Jeff Methven, fd Ann Marshall, wd AP RCA
PASADENA						
KLVL 1950	1480 1,000-D DA-1	Felix H. Morales Pasadena State Bank Bldg. Grand 21-361	Oakes	Felix H. Morales, o & gm Vicente Marquez, cm	Victor Lara Ortegon, pd & nd Eugene C. McNailey, ce	Maria Del Carmen Aleman, wd Press News Col.
PECOS						
KIUN 1935	1400 250	Jack Hawkins & Barney Hubbs 318 S. Cedar St. 998 & 999	MBS, KBS Cactus, Southwest Best	Barney Hubbs, ptrn. Jack Hawkins, ptrn., gm & sd David Martin, cm	W. D. Martin Jr., pd Harry Boehnemann, ce Jess McIlvain, fd	Louise Hawkins, wd UP RCA
PERRYTON						
KEYE 1948	1400 250	Great Plains Bcstg. Co. 5771	MBS	Carl Ellis, p Irvin R. Buchanan, gm, cm & fd	Zeb Williams, pd & nd Coy Thompson, ce	Jerry Drennan, sd Mrs. Irvin R. Buchanan, wd L-W, Cap. AP G.
PLAINVIEW						
KVOP 1944	1400 250	KVOP Inc. Veigel Bldg. 1400 & 2227	MBS, KBS	W. J. Harpole, p Kermit Ashby, gm Bill Harrell, cm & sd	Doug Sewell, pd Hugh Smith, ce Bob McGrath, pmm	Wayne Rankin, nd Harold Henegar, fd AP RCA
PLEASANTON						
KBOP 1951	1380 1,000-D	Atascosa Bcstg. Co. P. O. Box 247 4871	KBS Best	Ben L. Parker, p, gm, pmm & fd Arthur Terrell, cm Cloyd Royal, pd & sd	Mona L. Parker, ce C. B. Richardson, nd	Elna Richardson, wd Wid., SES. INS G
PORT ARTHUR						
KOLE 1947	1340 250	Port Arthur Bcstg. Co. P. O. Box 1126 2-9436		Socs Vratiss, ptrn, gm, ce & sd		
KPAC 1934	1250 5,000-D 1,000-N DA-N	Port Arthur College 1515 Lakeshore Dr. 5-7458	MBS Pearson	Marjorie R. Vickers, gm George Crouchet Jr., cm Corrine Enos, pd	Glenn Boatright, ce Mack Newberry, pmm Glenn Earle, nd	Jim Toth, sd Lethale Capland, wd St. Press News RCA
QUANAH						
KOLJ 1951	1150 500-D	Orville L. Jenkins P. O. Box 566 654	KBS	Orville L. Jenkins, o & gm Helen Norris, cm	Richard O. Dormier, pd & ce	Gay R. Newton, pmm AP G.
ROSENBERG						
KFRD 1948	980 1,000-D	Ft. Bend Bcstg. Co. Inc. P. O. Box 832 980		Mart Cole Sr., p Jim Hairgrove, gm, cm, pd, nd & sd Frank Wood, ce	Beth Potter, pmm Wally Wallington, fd	Audrey Lewis, loc. slm L-W UP G.
SAN ANGELO						
KGKL 1928	960 5,000-D 1,000-N DA-N	KGKL Inc. St. Angelus Hotel 6715	ABC, Texas Pearson	H. C. Ragsdale, p Lewis O. Seibert, gm & cm	Franklin Rainey, pd	Bill Poteet, ce AP RCA
KGKL-TV (CP)		KGKL Inc. St. Angelus Hotel 6715		(For full information see TELECASTING Yearbook)		
KTXL 1947	1340 250	Westex Bcstg. Co. Inc. 1901 W. Beauregard 7183	MBS Taylor	A. D. Rust, p Robt. L. McClellan, gm Walton A. Foster, cm & nd	Jean Dobbins, traffic d & wd Robert Benson, ce Jerry Blair, pmm	John Line, fd Marcus Oquin, sd Wid. UP WE
KTXL-TV (CP)		Westex TV Co. 1901 W. Beauregard St. 7183		(For full information see TELECASTING Yearbook)		
SAN ANTONIO						
KABC 1926	680 50,000-D 10,000-N DA-N	Alamo Bcstg. Co. 2nd Floor, Milam Bldg. Fannin 3126	ABC, Texas State, TBS Blair	Gene L. Cagle, p Bill Michaels, sm Bill Joekel, cm	Jim Wiggins, pd & sd Joseph E. Haigh, ce Roy Clark, pmm	Ford Mitchell, nd Bill Terry, fd Monette Shaw, wd Mac. UP
KCOR 1946	1350 5,000-D 1,000 N DA-N	KCOR, Inc. 310 S. Flores St. Cathedral 1301	O'Connell, Oakes	R. A. Cortez, p R. A. Cortez, Jr., vp W. P. Smythe, gm	Joe Harry, sm Lalo Astol, pd K. R. Hyman, ce	Ernesto S. Cervera, nd Rogelio Frias, fd Fred Romero, sd Mac. UP
KEYL (TV) 1950		San Antonio TV Co. Transit Tower Garfield 8151		(For full information see TELECASTING Yearbook)		
KEXX (CP)	1250 500-D	Manuel D. Leal 403 N. Flores St. Garfield 6373		Manuel D. Leal, o & gm Manuel Davila, cm S. Solis, pd	Harry Campbell, ce Fidel Cuellar, pmm Fernando Rubio, nd	E. Alarcon, fd M. Alarcon, sd Peggy Laviada, wd Col.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

IN SAN ANTONIO RADIO, THERE'S
NO ARGUMENT

KTSA
IS YOUR
NO. 1
RADIO BUY



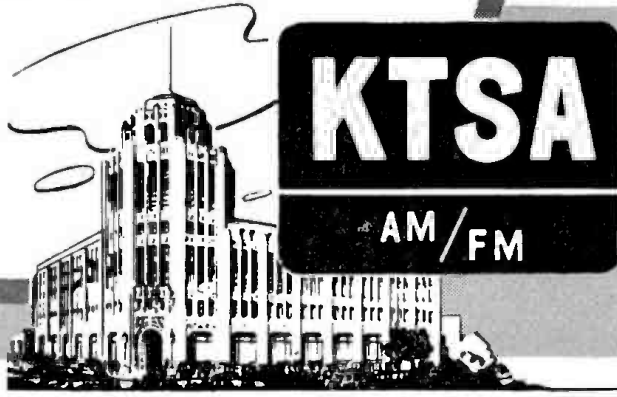
**"PULSE"
PROVES***

Morning—Noon and Night KTSA delivers more listeners for your advertising dollar . . . It's easy to be rating-wise and dollar-foolish if you don't take a good look at the REAL facts about the radio picture in the booming San Antonio and South Texas market.

KTSA has been a part of San Antonio and South Texas for 25 years and has a reputation for 25 years of outstanding community service. Affiliated with CBS, the country's BEST network—owned and operated by Express Publishing Company, publishers of South Texas' finest newspapers, the San Antonio Morning Express and San Antonio Evening News—merchandising and promotion of the fine network and carefully designed local programs, all combine to assure top audience for your advertising message.

STOP . . . THINK . . . SEARCH . . .
before you buy—and your No. 1 choice
MUST be KTSA—Why pay 57% more for
less than 1% more audience?***

*San Antonio Pulse Report
**Average Class A Basic Rate



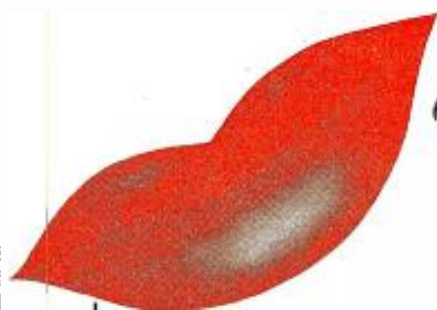
CBS IN SAN ANTONIO
FREE and PETERS National Representatives

5000 WATTS AT 550

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter	
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.				
SAN ANTONIO (Cont'd)								
KITE 1947	930 1,000-D	KITE Inc. 310 Transit Tower Bldg. Fannin 0335	Pearson	Chas. W. Balthrope, o & gm Alex Coe, asst. m	Stanley Nelson, prod. m John Siercovich, ce	Coit Butler nd	L-W AP, UP Col.	
<i>KITE-FM</i> 1951	<i>Chan. 247 (B)</i> 97.3mc 8.3kw						GE	
KIWW 1948	1540 250-D	Good Neighbor Bcstg. Co. 518 W. Houston St. Fannin 5254	McGillvra	Joe Olivares, p & gm Gene Johnson, cm	Jose Perez Del Rio, pd L. E. Richards, ce & sm	Jose Barrios. nd	UP Col.	
KMAC 1928	630 5,000 DA-2	Howard W. Davis KMAC Bldg. Belmont 3-6211	MBS, Texas Hollingbery	Howard W. Davis, p, gm & cm Tony Bessan, pd & pmm (KMAC, AM affiliate)	Alfred Knight, ce Ted Johnson, nd & sd	Charlie Walker, fd	WE	
<i>KISS(FM)</i> 1946	<i>Chan. 258 (A)</i> 99.5mc 12.7kw						GE	
KONO 1927	880 5,000-D	Mission Bcstg. Co. 317 Arden Grove Fannin 5171	Forjoe	Eugene J. Roth, p Jack L. Pink, gm Bob A. Roth, cm	Robert F. Jenkins, pd George W. Ing, ce Ray Hunt, nd	Blake McCreless, fd John Wilson, sd	Cap. AP RCA	
<i>KONO-FM</i> 1948	<i>Chan. 225 (B)</i> 92.9mc 4.3kw						GE	
KTSA 1928	550 5,000 DA-N	Sunshine Bcstg. Co. Ave. E at Third St. Garfield 1251	CBS Free & Peters	Frank G. Huntress Jr., p Charles D. Lutz, gm, cm & pmm	Harold H. Carr, pd W. G. Egerton, ce	John W. Scott, nd Moulton Kelsey, nd Sylvia Kelsey, wd	Assoc. Mac AP, UP GE	
<i>KTSA-FM</i> 1947	<i>Chan. 268 (B)</i> 101.5mc 15kw						RCA	
WOAI 1922	1200 50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Petry	Hugh A. L. Half, p Arden X. Pangborn, gm Rex Preis, cm	W. Perry Dickey, prog. m Bill McReynolds, asst. prog. m Charles L. Jeffers, ce	Dallas Wyant, pmm Henry Howell, nd Bill Shomette, fd	Wld. AP, UP, INS RCA	
WOAI-TV 1949		Southland Industries Inc. 1031 Navarro St. Garfield 4221		(For full information see TELECASTING Yearbook)				
SAN MARCOS								
KCNY 1948	1470 250-D	Central Bcstg. Co. P. O. Box 32 888	KBS Best	Ed C. James, p Tom C. Fleet, gm, nd & sd Charles P. Riley, Jr., cm	Princess J. Fleet, office m Britt Lamb, pmm Ernest C. Wood, ce	Henry New, fd Inez Patton, wd	L-W Col.	
SEGUIN								
KWED 1948	1580 1,000-D	Seguin Bcstg. Co. 200 S. Camp St. 1580		Garfield Kiel, p & gm Stan McKenzie, cm & fd Henry Lehnoff, pd	Louie Sowders, ce John Smith, nd	John Traeger, sd Faye Chessher	UP WE	

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.



Why shouldn't she love us?

After all . . .

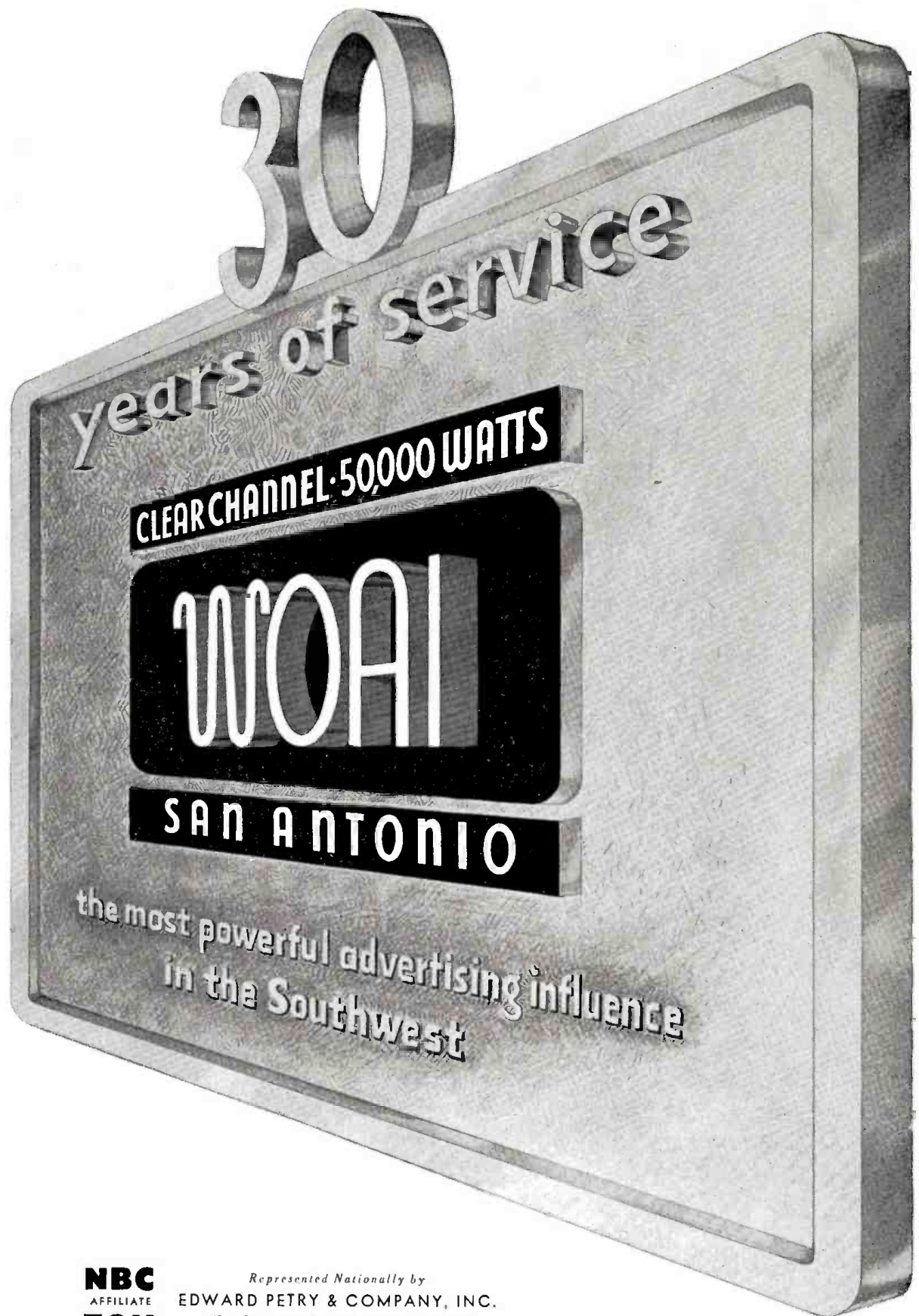
**WE SPEND MORE TIME
WITH YOUR WIFE
THAN YOU DO!**

THE EASIEST WAY TO A WOMAN'S HEART IS A SALES MESSAGE ON

kite

SAN ANTONIO

It's a real compliment to KITE that you may have seen this original thought copied by other stations, in other cities!



NBC
AFFILIATE
TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
NEW YORK — CHICAGO — LOS ANGELES — ST. LOUIS
DALLAS — SAN FRANCISCO — DETROIT

TEXAS—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Trans. Li- brary, News Service Transmitter
SEYMOUR						
KSEY 1950	1230 100	W. C. Moss, Jr. P. O. Box 295 60	KBS Best	W. C. Moss, p, gm, cm & pmm Hugn E. Neeld, pd	Luke M. Stripling, ce & sd Ken Skillern, nd & fd	Elizabeth Moss, wd L-W AP G
SHAMROCK						
KEVA 1949	1580 250-D	Shamrock Texas Bcstg. Co. P. O. Box 21 620	KBS	James D. Abbott, p & gm	Joyce Abbott, pd	Robert J. Beller, cm & ce WE
SHERMAN (DENISON)						
KRRV 1936	910 1,000 DA-1	Red River Valley Bcstg. Corp. Denison, P. O. Box 94 Sherman 201 Denison 423	MBS, Texas State Pearson	G. H. Wilcox, p Tom E. Spellman, gm (Sherman) W. E. Wilcox, gm (Denison)	George Myers, cm Earl Ellington, sta. d & nd Tom John, ce	Dick Burnam, sd Dorothy Cox, wd Assoc. UP WE
KTAN 1947	1500 250-D	Sherman Bcstg. Corp. P. O. Box 661 2910	KBS Best	Charles L. Cain, p, pmm & ce William A. Jaco, gm & cm Otis E. Smith, vp	Jesse Mae Cain, secy.- treas. Jim Shelton, pd, nd & fd	Walter Vaughn, sd Jo-Dean Howerton, wd AP Ray.
SNYDER						
KSNY 1949	1280 500-D CP: 1450 250	Snyder Bcstg. Co. Route 1 35451		J. T. Hughes, p & gm Mrs. Nat Chapman, cm & wd	Charlie Stokley, pd & nd Fay Womble, pmm	Bob Howell, ce L-W UP RCA
STAMFORD						
KDWT 1947	1400 250	David W. Ratliff 1400	MBS, KBS	David W. Ratliff, p, gm & pmm George E. Morey, cm, nd & sd	Doug Thompson, pd & fd S. J. Woodworth, ce	Priscilla Ratliff, wd AP WE
STEPHENVILLE						
KSTV 1947	1510 250-D	Galen O. Gilbert & J. R. Kincaid P. O. Box 102 950	KBS Best	Galen O. Gilbert, m & fd Jack Reeves, pd & nd	John Dyer, pmm & sd	Floyd Jeter, ce St. UP
SULPHUR SPRINGS						
KSST 1947	1230 250	Hopkins Cty. Bcstg. Co. Radio Rd. 1230	MBS, KBS	W. E. Bradford, p, gm & ce Clovis Plinion, cm	Lona Ruth Long, pd & wd Tom Brubaker, pmm, fd & sd	Margaret Thomas, nd AP G
SWEETWATER						
KKOK 1939	1240 250	Radio & News, Inc. P. O. Box 570 4655	MBS, KBS Best	J. S. McBeath, p J. Harley Whibbard, gm Elwood Fritsch, cm	Dale Wood, pd J. T. Allen, ce Ed Alexander, nd	M. B. Templeton, fd Bob Rogers, sd Sally Test, wd UP RCA
TAYLOR						
KTAE 1948	1260 1,000-D	KTAE, Inc. 2nd & Porter Sts. 1260	Best	Gillis Conoley, p & gm John Wenby, cm	Robert S. Heller, nd & nd Robert G. Mitchell, pmm	Gordon W. Rainey, ce Fred Switzer, sd Wld. UP Ray.
TEMPLE						
KTEM 1936	1400 250	Bell Bcstg. Co. 17 S. 3rd St. 3-5252	MBS	Frank W. Mayborn, p	Burton Bishop, gm	Curtis Casey, ce Thes. UP RCA
KTEM-FM 1948	Chan. 298 (B) 107.5mc 1.9kw					
TERRELL						
KTER 1950	1570 250-D	Terrell Bcstg. Corp. High Walnut St. 1710		Paul A. Wnorowski, p & gm Bill Collins, pd Dale Berry, pmm	Martin L. Pitts, ce & fd Fred Wnorowski, nd	R. J. Smith, sd Ruby Johnson, wd Thes., SES UP G
TEXARKANA						
KCMC 1932	1230 250	KCMC, Inc. 317 Pine St. 3-6151	ABC, Texas State Taylor	Frank O. Myers, gm	Don H. Myers, pd	Harvey Robertson, ce L-W, Assoc. AP WE
KCMC-FM 1947	Chan. 251 (B) 98.1mc 40kw					
KTFS 1946	1400 250	Radio Station KTFS, Inc. 4325 State Line Ave. 35-123	Cotton Belt Devney	David M. Segal, gm T. F. Alford, cm Les Eugene, pd	Fred Parks, ce Bob Hewett, nd	Ernest Hackworth, fd George Dobson, sd Wld. UP Col.
TEXAS CITY						
KTLW 1948	920 1,000-D	Texas City Bcstg. Service P. O. Box 631 5-4418	KBS	J. G. Long, p Joe Brown, gm & sd	Edson L. Foster, cm & pmm Guy Popham, Jr., pd & nd	Burl Campbell, ce Virginia Popham, wd Thes. UP G
TYLER						
KGKB 1930	1490 250	Mrs. Lucille Lansing 115 S. College 2-3875	MBS, KBS Pearson	Mrs. Lucille Lansing, p Marshall H. Pengra, gm Gerry Lansing, pd & nd	Hudson Collins, ce Ben Browning, fd	John Lenox, sd Betty Chancellor, wd Wld. AP RCA
KTBB 1947	600 500-D 1,000-N DA-N	Blackstone Bcstg. Co. Blackstone Hotel 4-7278	ABC, Texas State Taylor	S. H. Bothwell, d M. E. Danbom, gm Herbert Golombeck, cm	Don Jackson Tausch, pd R. A. Wileman, ce David Bothwell, asst. m	Dick Wheeler, nd & sd Bob Murdock, fd L-W UP WE
UVALDE						
KVOU 1947	1450 250	E. J. Harpole & W. J. Harpole P. O. Box 758 717	MBS, KBS Continental	Edward J. Harpole, gm Joe Watson, Jr., cm, pmm, fd & sd	Bob Hicks, pd & nd Les Miller, ce	Mary E. Harpole, wd UP G
VERNON						
KVWC 1939	1490 250	Northwestern Bcstg. Co. 1813 Wilbager St.		W. R. Hixon, gm		
VICTORIA						
KNAL 1950	1410 500 DA-N	Victoria Bcstg. Co. Inc. P. O. Box 642 1410	Best	A. B. Alkerk, p Bob Tharp, gm Jim Traber, cm, nd & sd	Sam Sitterle, pd & pmm Douglas Smith, ce	Arvie Elliott, fd Dottie Dotson, wd Thes., Cap. SES UP Col.
KVIC 1939	1340 250	KVIC Bcstg. Co. P. O. Box 725 1106	MBS, KBS	J. G. Long, p Wm. C. Burks, gm Wilburn Jackson, pd	Ed Lamprecht, ce Baron Hans Felix, pmm Bill Jackson, nd & sd	Cliff Berkman, fd Sue Stone, wd Wld. UP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day, DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WACO									
----(TV) (CP)		Central Texas Television Co. c/o Ross K. Prescott Life of America Bldg. Dallas, Tex.				(For full information see TELECASTING Yearbook)			
KWTX 1946	1230 250	KWTX Bcstg. Co. P. O. Box 3128 37331	MBS Everett- McKinney	M. N. Bostick, gm Mack Brinegar, cm Bob Walker, pd	Lester Grubbs, ce Rex Bodojn, pmm Bob Martin, nd	Johnny Watkins, fd Jack Voorhies, sd		Wid. AP	
WACO 1922	1460 1,000 DA-N	Frontier Bcstg. Co. 3620 Franklin 2-6571	ABC Weed	R. L. Glasgow, gm Doug Rains, pd & sd	Jesse Dave, ce Clark Bolt, fd	Mary Holiday, wd		AP	
WAXAHACHIE									
KWHA (CP)	1390 500-D-DA	Cen-Tex Bcstg. Co. Pierce P. Brooks							
WEATHERFORD									
---- (CP)	1220 250-D	Sports Kingdom		James C. Wright Jr., co-o Gilbert Webb, co-o					
WESLACO									
KRGV 1927	1290 5,000 DA-N	Taylor Radio & Television Corp. 201 Border 375	NBC Taylor	O. L. Taylor, p Byron W. Ogle, gm James D. Cook, pd	O. Lewis Hartwig, ce Ted Cressner, pmm Bob McDonald, nd & sd	Johnny Boarlie, fd Sallye Jones, wd		Wid., SES AP, UP RCA	
WICHITA FALLS									
----(TV) (CP)		White Television Co. 1507 Lamar				(For full information see TELECASTING Yearbook)			
KFDX 1947	990 10,000-D 1,000-N DA-2	Wichita Radio & Television Co. City Nat'l Bank Bldg. 2-8668	ABC Taylor	D. A. Cannan, p Howard H. Fry, gm Mott. Johnson, cm & pmm	Warren Silver, pd John Adams, ce Mike Henry, nd	Bill Angel, sd Dorothy Dooley, wd		Wid., SES UP RCA	
KFDX-TV (CP)		Wichita Radio & Television Co. City National Bank Bldg. 2-8668				(For full information see TELECASTING Yearbook)			
KTRN 1948	1290 5,000-D 1,000-N DA-N	Texoma Bcstg. Co. 917½ Scott St. 2-5214	MBS Pearson	Boyd Kelley, p & gm Sid Grayson, cm	Bill Edgar, pd Robert A. Harmon, ce	Mike Carpenter, nd Glenn Shelton, fd		AP Col. L-W UP RCA	
KWFT 1939	620 5,000 DA-N	Rowley-Brown Bcstg. Co. P. O. Box 420 3-4181	CBS Blair	Kenyon Brown, p Charles E. Clough, gm Blaine Cornwell, pd	A. L. Pierce, pmm Herbert T. Wiley, ce Pat Halverson, nd	Walt Lochman, sd Gerry Wright, wd			
KWFT-FM 1948	Chan. 260 (B) 99.9mc 9.7kw								
UTAH									
BRIGHAM									
KBUH 1947	800 250-D	Revella M. Bone 948 W. Forrest St.	Continental	Revella M. Bone, p					
CEDAR CITY									
KSUB 1937	590 1,000 DA-N	Southern Utah Bcstg. Co. 189 N. Main St. 398	CBS, Beehive	Ivor Sharp, p Arthur L. Higbee, gm & pmm Walter V. Lowe, slm	Robert L. Heyborne, pd Richard N. Gunn, ce	L. M. Whittaker, sd Beth Talbot, wd		Wid. UP GE	
LOGAN									
KVNU 1938	610 1,000 DA-N	Cache Valley Bcstg. Co 1393 N. Main St. 1400 & 1401	MBS, KBS, Intermountain Don Lee	Herschel Bullen, p Reed Bullen, gm	W. W. Kirkland, cm, pmm & fd Morgan White, pd & nd Wm. L. Jones, ce	Phil Sorensen, sd Leah Merrill, wd		Wid. UP Col.	
MURRAY									
KMUR 1948	1230 250	Oral J. Wilkinson 4646 S. State 1360 Biddick, Continental	Oral J. Wilkenson, o Howard W. Pingree, m & cm	Mitzi Patterson, pd, asst. m & wd Fred Weibell, ce	Ted Rogers, nd & sd		L-W UP G	
OGDEN									
KLO 1925	1430 5,000 DA-1	Interstate Bcstg. Corp. Ben Lomond Hotel 5721	MBS, Inter- mountain Avery- Knodel	(Mrs.) Edris A. Glasmann, p George C. Hatch, gm Collin W. Lowder, sm	W. Kimball Ward, cm Douglas R. String- fellow, pd	Robert Beadles, ce Augie Navarro, sd Paula McCune, wd		Wid. UP	
KOPP 1947	730 1,000-D	KOPP Inc. W. 12th St. 3-3124	KBS	G. Stanley Brewer, p King Harmon, gm & sd Larry Steppe, pd	Wayne A. Moss, ce Walter A. Phillips, pmm	Warren Angwin, fd Verlene Steppe, wd		L-W	
KVOG 1948	1490 250	United Bcstg. Co. P. O. Box 325 27535	Rocky Mt. Webb, Biddick	Arch G. Webb, p David A. Fleck, gm Bill Thiek, cm	Joy Rae Crawson, pd & wd J. M. Condrety, ce	Sam Stephens, pmm Dean Thueson, pdm Jay Livingood, nd & sd		Cap. AP WE	
PRICE									
KOAL 1936	1230 250	Eastern Utah Bcstg. Co 200	MBS, Inter- mountain Avery- Knodel	Jack Richards, p, gm & cm	Carl P. Wolfrom, pd & pmm	Leo E. Reid, ce	 UP	
PROVO									
KCSU 1937	1400 250	Central Utah Bcstg. Co. 12th S. University Ave. 2802 & 2803	ABC, Rocky Mtn. Webb, Hol- lingbery	Frank A. Van Wagenen, co-o, p & cm Harold E. Van Wagenen, co-o, gm, pd & pmm	Dallin H. Oaks, ce, fd & sd Russell Mendenhall, nd	Arlena Atwood, wd	 UP	
KEYY 1949	1450 250	Mid-Utah Bcstg. Co. 307 S. 17th West 4060	Spencer D. Grow, p George R. Turpin, vp & gm S. Garn Carter g, cm James Sauls, pd	Edwin Ellis, pmm Francis Boyer, ce	Roger Brown, sd Phyllis Mendenhall, wd		Thes.	
KOVO 1939	960 1,000 DA-N CP: 5,000 D 1,000-N DA-N	KOVO Bcstg. Co. 108 W. Center St. 1680	MBS, Inter- mountain Avery- Knodel	Clifton A. Tolboe, p Arch L. Madsen, gm L. H. Curtis, cm	James H. Lawrence, pd Lovell A. Killpack, Jr., ce	William H. Barth, Jr., pmm		Wid. UP RCA	
RICHFIELD									
KSEN (CP)	900 1,000-D	Scenic Bcstg. Co.		Lester R. Taylor, p					
KSVC 1948	690 1,000-D	Sevier Valley Bcstg. Co. 690 Tower Lane 620	Inter- mountain Avery- Knodel	Homer Bandle, p Frank Peacock, gm Art Tucker, cm	Hal Edwards, pd Ralph Ross, ce Bill King, pmm	R. Harvey Dastrup, fd Sylvia Stewart, wd		Wid. UP	

Data corrected to Dec. 8, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

UTAH—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd; Chief Eng. ce; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Com. Mgr. cm;	
SALT LAKE CITY							
KALL 1945	910 1,000 DA-1	Salt Lake City Bcstg. Co. 146 S. Main St. 43561	MBS. Inter- mountain Avery- Knodel	George C. Hatch, p Thomas H. Anderson, gm & cm Kay W. Richins, pd	W. D'Orr Cozzens, ce Mel Standage, pmm Lynn L. Meyer, ntl. slm	Jim Peterson, nd Stan Farnsworth, fd Mal Wyman, sd Gordon Owen, wd Del Leeson, pmm	AP
KDYL 1922	1320 5,000 DA-1	Intermountain Bcstg. & TV Corp. 143 S. Main 52991	NBC Blair	S. S. Fox, p & gm Easton C. Woolley, evp Holly Moyer, cm	Mildred Baker, pd John M. Baldwin, ce		Assoc., Thes. UP RCA
KDYL-FM 1947	Chan. 254 (B) 98.7mc 0.9kw						
KDYL-TV 1948		Intermountain Bcstg. & Television Corp. 143 S. Main St.					(For full information see TELECASTING Yearbook)
KNAK 1945	1280 1,000-LS 500-N DA-N	Granite District Radio Bcstg. Co. 1042 S. 6th West 4-3685		Howard D. Johnson, p			
KSL 1922	1160 50,000	Radio Service Corp. of Utah 10 S. Main St. 54641	CBS CBS Radio Spot Sales	J. Reuben Clark, Jr., p Ivor Sharp, evp Eugene M. Halliday, m Frank B. McLatchy, gen. slm	Paul S. Dixon, ntl. slm Alfred I. Biorge, local slm Melvin B. Wright, merch. d Joseph A. Kjar, pd Curtis C. Neilson, ce	A. Wayne Baker, pmm Rulon L. Bradley, nd Elvon W. Orme, fd ElDean Bennett, sd Margaret Masters, wd	Wid. AP & UP WE
KSL-FM 1946	262(B) 100.3mc 5.9kw						
KSL-TV 1949		Radio Service Corp. of Utah 145 Motor Ave. 5-4641					(For full information see TELECASTING Yearbook)
KUTA 1938	570 5,000 DA-1	Utah Bcstg. & TV Co. 29 S. State 32737	ABC, Rocky Mtn. Hollingsbery	Frank C. Carman, p & gm Ray Fadel, sm & pd S. John Schile, cm	C. Wendell Bell, ce Allan Thomas, pmm Hal Zogg, nd	Ray Breim, fd Ted Elders, sd Virginia Barlow, wd	St UP G
KUTV(FM) (CP)	Chan. 246 97.1mc 23.5kw	(KUTA, AM Affiliate)					
VERNAL							
KJAM 1947	1340 250	Uintah Bcstg. Co. 120 E. Main 494	KBS	James C. Wallentine, p L. E. Walker, gm Grant E. Parry, cm & pmm	Buck Fulmore, pd Wallace D. Raker, ce & sd	Sam Price, nd & fd Lee Walker, wd	UP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

TAKE A GANDER AT THIS:

The Goose that
lays golden
eggs



Once upon a time, waving a wand worked magic. Today, KSL Radio works magic without a wand in the Salt Lake metropolitan area and all the rest of the mountain-west. Neither witches-brew nor sleight of hand are used to produce KSL Radio's phenomenal results. When used on KSL Radio, words have magic.

KSL Radio dwarfs other media. Approximately 250,570 radio homes listen to 513,861 radio sets in KSL Radio's primary daytime area (322,390 homes listen to 661,221 radio sets in KSL Radio's primary nighttime area). And more people listen to KSL Radio than to any other three stations in Salt Lake City.

Salt Lake metropolitan area is a goose that lays golden eggs. As heart of the billion-dollar mountain-west empire, it has such a well balanced economy that in 19 out of 20 categories, its retail sales rank equals or exceeds its population rank. On the fingers of one hand, you can count the other areas of the nation which have this 'superior' rating.

You, too, can work magic. Call your nearest CBS Radio Spot Salesman and he will give you the magic words that will permit you to work sales miracles in this golden market.

SOURCES: radio homes—1952 Sales Management
more listeners—Hooperating, Feb. '52
extra sets—RAB Digest 'Extra Sets'
retail sales—Sales Management, Nov. 10, '52

VERMONT

BENNINGTON

WBTV 1370
(CP) 500-D

Catamount
Broadcasters Inc.
P.O. Box 428

J. Gordon Keyworth, o
Benjamin A. Hubley, sm

UP
.....

BRATTLEBORO

WTSA 1450
1949 250

Granite State Bcstg. Co. ABC
P. O. Box 819
1700

Theodore Feinstein, p
Phillips G. Terhune, gm &
pmm
Harold Shaw, pd

Edward Somes, ce & fd
Loren C. Smith, nd & sd

Clara Antonetti, wd
.....
Col.

BURLINGTON

WCAX 620
1931 5,000 DA-2

WCAX Bcstg. Corp. CBS
135 Main St. Weed
3-3437

C. P. Hasbrook, p & gm
T. B. Braine, cm
John D. Swan, sm & pmm
David W. Howe, p
A. E. Spokes, m
Richard H. Burt, pd

Charles Flynn, pd
James W. Tierney, ce
Theodore Chandler, nd
John C. Quill, ce
Joel Chandler, nd
Howard Lancour, fd

Louis Rocke, fd
Tony Adams, sd
Carol King, wd
Frank Balch, sd
Wynne Casey, wd

Wld.
UP
G
Thes.
AP
RCA

MONTPELIER

WSKI 1240
1947 250

Montpelier-Barre
Bcstg. Co. ABC
Union Mutual Bldg. Grant,
1740 Borgatti

Charles W. Grinnell, p, gm
& nd
Robert J. Bannon, pd & fd

Gerald Marcott, ce
Eliot Page, sd

Olga S. Wackerman, wd
.....
AP
Col.

NEWPORT

WIKE 1490
1952 250

Memphremagog Bcstg. North
Co. Country
832 & 833 Stations
McGillvra,
Kettel-
Carter

E. Dean Finney, p & gm
Donald A. Thurston, m, pd
& ce

Donald J. Barry, nd & sd
Morgan M. Brown, fd

Marjorie E. Nichols, wd
.....
Wld.
UP
G

RUTLAND

WHWB 1000
1949 1,000-D

Central Vermont Bcstg. Kettell-
Corp. Carter
24 1/2 Center St.
3200

Charles I. Bates, o
(Mrs.) Vena M. Bates,
p, gm, cm & pmm

Martin J. Delliveneri, vp
Shirley Neilson, pd & wd
Kenneth Pockett, ce

Thomas Kibbe, nd & fd
Don Batting, sd
.....
Cap.
AP
Ray.

WSYB 1380
1930 1,000 DA-N

Philip Weiss Music Co.
35 Washington St.
1247

ST. ALBANS

WWSR 1420
1941 1,000-D

Vermont Radio Corp. Walker
75 No. Main St.
1390

Lloyd E. Squier, p & gm
Richard W. Hill, cm
Raymond Turner, pd
& pmm

Theodore Boisvert, ce
C. Stuart Perry, nd
Robert Leavitt, sd

Cecile Fahl, wd &
traffice m

Wld
UP
C

ST. JOHNSBURY

WTWN 1340
1949 250

Twin State Bcstrs. North
Concord Ave. Country
2344 Stations
McGillvra,
Kettel-
Carter

E. Dean Finney, p, o & gm
Guy O. Austin, pd & fd

Gerald D. Johnson, ce
George Peterson, nd & sd

Marjorie Dow, wd
.....
Wld., Thes.
UP
Ray.

WATERBURY

WDEV 550
1932 1,000 DA-2

Lloyd E. Squier MBS, Yankee
8 Stowe St. Walker
400

Lloyd E. Squier, p & gm
Craig S. Parker, pd
Warren C. Chase, ce

Thomas L. Dodd, nd
Harold M. Grout, fd

Ted Powers, sd
Mary Zoller, wd
.....
UP
G

VIRGINIA

ALEXANDRIA

WPIK 730
1945 1,000-D

Potomac Bcstg. Corp. Metropolitan
Virginia Theater Bldg. Carl L. Lindberg, p & gm
Overlook 3-3000 Phil Long, pd

.....
AP
G

ARLINGTON

WARL 780
1946 1,000-D

Northern Va. Bcstrs. National
5232 Lee Highway Time Sales
Jackson 7-7800

Lou Puller, p
Cy Blumenthal, gm
Bill Jefferays, cm

Ray Armand, pd
Stephen J. Hart, ce
Don Tucker, pmm

George Crump, nd
Connie B. Gay, fd
Sam Brown, sd
.....
UP
G

WARL-FM Ch. 286 (B)
105.1mc
2.9kw

WEAM 1390
1947 5,000 DA-1

WEAM Inc. Cooke
Radio Bldg.
2030 N. 16th St.
Jackson 7-7100

Harold H. Thoms, p
Howard Stanley, gm, cm
& pmm

John Cooley, pd
Clifford Inman, ce
John Mills, nd

Don Owens, fd
Nat Allbright, sd
LaVe Condrey, wd
.....
AP
Col.

BEDFORD

WBLT 1490
1950 250

Bedford Bcstg. Corp. MBS
P. O. Box 406 Indie Sales
8245

A. P. Marsh Jr., p, gm & ce
R. A. Owen, vp, treas. &
pmm

J. E. Synan, vp, secy &
bus. m

R. A. Scott Jr., pd
.....
Thes.
AP
G

BIG STONE GAP

..... 1220
(CP) 1000-D

Gap Bcstg. Co.

W. H. Wren Sr., co-o
W. H. Wren Jr., co-o
Jean Wren, co-o

BLACKSTONE

WKLTV 1490
1947 250

Blackstone Bcstg. Corp. MBS, KBS
P. O. Box 192
478

Harris L. Umstead,
cm, p & gm
Dennie Perkinson, pd

Elton Short, ce
Noel B. Draper, pmm & wd

Johnnie O'Neil, sd
Frank Elliott, nd
.....
L-W
AP
G

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
BRISTOL						
WCYB 1946	890 10,000-D	Appalachian Bcstg. Hotel General Shelby North 3560	Gill-Keefe & Perna	Robt. H. Smith, p & gm J. Fey Rogers, vp & slm James D. Thomas, pd	Russell V. Robinson, ce Walter Crockett, nd	Wld., Assoc. Cole AP, UP Ray. Thes. UP G
WFHG 1947	980 1,000 DA-N	Bristol Bcstg. Co. Valley Dr. 3620	MBS Walker, Dora- Clayton	W. L. Nininger, gm Jack Martin, cm & sd	O. L. Gee, pd & nd John Hughlett Jr., ce	Verlin Mays, fd
CHARLOTTESVILLE						
WCHV 1933	1240 250	Barham & Barham Rosehill Dr. 2-5121	ABC Walker	Charles Barham Jr., p Bob Walker, gm & cm Bud Sketchley, pd	Walter Gray, ce Charlie Smith, pmm Norman Kelsey, nd & fd	Chris Cramer, sd (Mrs.) Nancy Knight, wd
WINA 1942	1280 1,000-D	Charlottesville Bcstg. 4th & Main Sts. N. E. 2-6177	MBS, KBS Devney	T. M. Carruthers, p, gm, cm & pmm Charles W. Freeman, pd	Lawrence Kennedy, ce Edward Desmond, nd	Don LeFebre, sd
CLIFTON FORGE						
WCFV 1950	1230 250	Clifton Forge Bcstg. Co. Fairview Heights 2147	MBS	W. G. Mathews Jr., p Sidney H. Tear, gm, pmm & nd	John Echols, cm Keith James, pd & sd	Grover Fulk, ce Ed Slank, fd
COVINGTON						
WKEY 1941	1340 250	Earl M. Key 204½ Main St. 8351	ABC Devney	Earl M. Key, p & gm Kenneth Bryant, cm & pmm	Johnie Davis, pd & nd Clinton L. Lewis, ce	Carroll Harrison, sd Jo Span, wd
CREWE						
WSVS 1947	800 1,000-D	Southern Va. Bcstg. Corp. 117 Carter St. 5000		C. S. Willis, p John E. Sadler, gm Freeman H. Stewart, asst. m	W. Brown Hofer, cm Frank Watkins, pd & fd C. E. Wilson, ce	Don Greene, sd & nd
WSVS-FM 1949	Ch. 284 (B) 104.7mc 14kw					Wld. AP Ray.
CULPEPER						
WCVA 1949	1490 250	Culpeper Bcstg. Corp. Hendricks Ave. 8338	MBS, KBS Indie Sales	Ira C. Hopkins, p John T. Rogers, cm & gm	Woody Powell, asst. m, pd, nd & fd Jack Simmons, sd & ce	Jean Deans, wd
DANVILLE						
WBTM 1930	1330 5,000-D 1,000-N DA-N	Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350	ABC Hollingbery	L. N. Dibrell Jr., p Edward G. Gardner, vp & gm E. M. Hurd, cm	Milton N. Adams, pd & pmm Lyle C. Motley, ce William Sandefur, nd & prod. d.	Charlie Slate, fd Ray Childers, sd Lorraine Williams, wd
WBTM-FM 1947	Chan. 250 (B) 97.9mc 32kw					Wld. AP RCA
WBTM-TV (CP)		Piedmont Bcstg. Corp. Hotel Danville Bldg. 2350		(For full information see TELECASTING Yearbook)		
WDVA 1947	1250 5,000-D 1,000-N DA-N	Virginia-Carolina Bcstg. Corp. American Natl. Bank Bldg. 5300	MBS Burn-Smith, Dora- Clayton	John Pruitt, p Emerson J. Fryor, vp & gm Stover J. Morris Jr., cm & pmm	Dick Campbell, pd Howard Clendenen, ce Charles Craig, nd	Frank Raymond, fd Earl Stogner, sd Milli Willeford, wd
EMPORIA						
WEVA 1952	1400 250	Stone Bcstg. Co. Washington St. & Delaware Ave. 2133		Maxey E. Stone, p & gm Harris L. Umstead, cm	Elton A. Short Jr., ce John O'Neil, sd	Julia Starkey, wd
WEVA-FM 1952	Ch. 261(A) 100.1mc 0.79kw	Stone Bcstg. Corp. P. O. Box 538 2133				Thes. AP G
FALLS CHURCH						
WFAK 1948	1220 500-D	Lamar A. Newcomb P. O. Box L Jefferson 2-0900	KBS Metropolitan	Lamar A. Newcomb, p, gm & cm Genevieve Main, pd Richard Fanning, ce	Warren Orr, pmm & nd Lee Barbash, sd	Dorine Barbash, wd

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

BRISTOL VA. - TENN.

10,000 watts W C Y B 690 kilocycles

POWER Gets Results
Gill-Keefe & Perna, National Representatives

... a nationally known flour manufacturer
"You fellows have done an excellent job advertising our product and it is for that good reason we again renewed our contract."

... a prominent ice cream manufacturer
"I want you to know that we at the agency and our client ... are very appreciative of the cooperation you and your organization have given us."

... a large biscuit company
"We want you to know that sales in your area are coming along nicely and we feel sure your organization has helped a great deal in making this possible."

... a large baby chick sales company
"We wish to thank you for the splendid job you have done in selling our baby chicks."

(names of advertisers and products on request)

FARMVILLE

WFLO 1947	870 1,000-D	Colonial Bcstg. Co. 118 W. Third St. 870	MBS Clark	Mrs. Carla B. Keys, p Charles R. Mallet, gm Raymond Ryan, cm	John Calhoun, pd & sd Charles K. Chrismon, ce John Wilson, nd	Bill Reid, fd Mary Cheatham, wd	Cap., Thes. UP Ray.
--------------	----------------	--	--------------	--	---	------------------------------------	---------------------------

FREDERICKSBURG

WFVA 1939	1230 250	Fredericksburg Bcstg. Corp. P. O. Box 269 1261	ABC, KBS	Richard F. Lewis Jr., evp Walter F. Harris Jr., m	John Burrets, ce	Charles Jolliffe, pd WE
--------------	-------------	---	----------	---	------------------	----------------------	-------------

FRONT ROYAL

WFTR 1948	1450 250	Sky-Park Bcstg. Corp. P. O. Box 192 750	MBS	Edward H. Stokes, p Kenneth Gordon, gm, cm & sd Tom Gibson, pd & nd	Claude F. Jones, ce Harry Hutton, Jr., pmm & fd	Drayton H. Gordon, wd UP WE
--------------	-------------	---	-----	--	---	-----------------------	-------------------

GALAX

WBOB 1947	1400 250	Carroll-Grayson Bcstg. Corp. Poplar Knob Rd. 2921	MBS, KBS Indie Sales	Robert V. Morris, p Joe P. Crockett, gm Brice J. Parks, cm	Muriel N. Bell, pd & wd Edward W. Boyer, ce & asst. m Jewell Cullop, pmm	Herman Reavis, nd Dick Perry, fd & sd AP Ray.
--------------	-------------	--	-------------------------	--	---	--	---------------------

HAMPTON

WVEC 1948	1490 250	Peninsula Bcstg. Corp. P. O. Box 481 6332	Rambeau	Thomas P. Chisman, p Harrol A. Brauer, Jr., vp & gm J. W. W. Chisman, secy.-treas.	Bob Drill, pd L. W. Kliever, asst. m & sd James E. Swafford, ce	Lewis T. Jester, nd	Assoc. AP Ray.
--------------	-------------	---	---------	--	---	---------------------	----------------------

HARRISONBURG

WSVA 1935	550 1,000 DA-N	Shenandoah Valley Bcstg. Corp. Rawley Pike 550	NBC Devney	Frederick L. Allman, p Robert B. Harrington, cm & pmm Richard H. Johnson, pd	Warren L. Braun, ce Harold A. Wright, bus. m Charles McGinley, nd & sd	Homer Quann, fd Virginia C. Lindamood, wd	Wid. UP RCA
WSVA-FM 1946	Ch. 264 (B) 100.7mc 7.16kw						

HOPEWELL

WHAP 1949	1340 250	Hopewell Bcstg. Co. P. O. Box 621 801	Cooke	Augustus Robbins Jr., p Charles M. Mark, gm & fd Nancy Johnson, cm & pmm	Larry Kay, pd & ce Raymond Frazier, nd Steve Wulchin, sd	Tiny Warner, wd	Thes. UP G
--------------	-------------	---	-------	--	--	-----------------	------------------

LEXINGTON

WREL 1948	1450 250	Rockbridge Bcstg. Corp. 1st Nat'l Bank Bldg. 6000	NBC Cooke	Marshall L. Wilmer, p Milton B. Henson, gm & cm Andrew P. Petersen, pd, nd & sd	James I. Bray, ce	Jane P. Snider, pmm & wd	Thes. AP GE
--------------	-------------	--	--------------	--	-------------------	--------------------------	-------------------

LYNCHBURG

WLVA 1930	590 1,000 DA-2	Lynchburg Bcstg. Corp. 925 Church St. 2-1242	ABC Hollingsbery	Edward A. Allen, p Phillip P. Allen, vp & gm John P. Read, secy.-treas.	Joseph F. Wright Jr., cm Warren Uttal, pd, pmm & nd John T. Orth, ce	Eric Lund, fd Wayne Tyler, sd	L-W AP RCA
--------------	-------------------	--	---------------------	---	---	----------------------------------	------------------

WLVA-FM 1946	Ch. 248 (B) 97.5mc 3.7kw						
-----------------	--------------------------------	--	--	--	--	--	--

WLVA-TV (CP)		Lynchburg Bcstg. Corp 925 Church St. 2-1242		(For full information see TELECASTING Yearbook)			
-----------------	--	---	--	---	--	--	--

WWOD 1947	1390 1,000 DA-1 CP: 5,000-D 1,000-N-DA-N	Old Dominion Bcstg. Corp. Boonsboro Rd., Rt. 4 2-3441	MBS Walker	D. H. Dillard, p William T. Howard Jr., gm Richard E. Gooch, cm	Graydon V. Olive Jr., pd Forest J. Pinkerton, ce Jean Gannaway, pmm, wd & traffic m	Charles Gourlie, nd	Wid., Thes. AP, UP Ray.
--------------	---	--	---------------	---	--	---------------------	-------------------------------

WWOD-FM 1948	Ch. 261 100.1mc 0.94kw						
-----------------	------------------------------	--	--	--	--	--	--

WWOD-TV (CP)		Old Dominion Bcstg. Corp. Boonsboro Rd., Rt. 4 2-3441		(For full information see TELECASTING Yearbook)			
-----------------	--	--	--	---	--	--	--

MARION

WMEV 1948	1010 1,000-D	Mountain Empire Bcstg. Corp. Park Blvd. 3-9001	ABC, KBS Cooke	Robert C. Wolfenden, evp, gm, cm, fd & pmm Mrs. Robert C. Wolfenden, pd & wd	Edward Surface, ce	Tom Browne, nd & sd	Wid. AP WE
--------------	-----------------	---	-------------------	---	--------------------	---------------------	------------------

MARTINSVILLE

WMVA 1941	1450 250	Martinsville Bcstg. Co. Chatham Heights 2152	NBC, KBS	S. S. Walker, p John W. Shultz, gm Charles F. Adams, cm & pmm	Barbara Zimmerman, pd & wd B. Edward Boyer, ce Maynard Dillaber, nd	Paul E. Zimmerman, sd AP
--------------	-------------	--	----------	--	--	-----------------------	-------------

WMVA-FM 1950	Ch. 242 (B) 96.3mc 2.7kw						
-----------------	--------------------------------	--	--	--	--	--	--

NARROWS

WNRV (CP)	990 1,000-D	Giles Bcstg. Co. 2365		H. J. Romanus, o			
--------------	----------------	--------------------------	--	------------------	--	--	--

NEWPORT NEWS

WGH 1928	1310 5,000 DA-1	Hampton Roads Bcstg. Corp. 500 Portlock Bldg. Norfolk 2-7031	ABC Free & Peters	Raymond B. Bottom, p Edward E. Bishop, vp & gm Wm. R. Van Buren Sr., secy.-treas.	Edward E. Edgar, cm Robert J. McBride Jr., pd Chas. A. Runyon, ce William A. Rhyne, pmm	Edward Travis, nd William J. Diehl, sd Mildred Alexander, wd	Assoc. AP RCA
-------------	--------------------	---	----------------------	---	--	--	---------------------

WGH-FM 1947	Ch. 243 (B) 96.5mc 38kw						
----------------	-------------------------------	--	--	--	--	--	--

WHYU 1947	1270 1,000-D	Eastern Bcstg. Corp. 114 24th St. 3-1631		John Doley, p Frederic F. Clair, sm	Etoyse Patterson, cm Tom Bradshaw, pd Percy Magoun, ce	Trudy Hockaday, office m	Cap. UP G
--------------	-----------------	--	--	--	--	--------------------------	-----------------

NORFOLK

WCAV 1947	850 1,000 DA-2	Cavalier Bcstg. Co. Helena Bldg. Plume & Granby Sts. 2-3288	Indie Sales	William M. Manrov, gm & ce	Jack Lynn, pd	Eric Paige, sd	Cap. UP WE
--------------	-------------------	--	-------------	-------------------------------	---------------	----------------	------------------

WLOW (Port- mouth) 1947	1400 250	Commonwealth Bcstg. Corp. 21st & Manteo 4-5678	ForJoe	E. L. Scott, p Robert Wasdon, vp W. M. Carpenter, gm	Robert Drepperd, pd Jack Siegel, secy.-treas. & ce Lee Lively, pmm & nd	Ralph Wasdon, fd William Davis, sd Chichi Lively, wd UP Col.
----------------------------------	-------------	---	--------	--	--	--	---------------------

WNOR 1949	1230 250	Norfolk Bcstg. Corp. 1019 Boissevain Ave. 2-7071	Walker	Louis H. Peterson, p Earl R. Harper, gm & cm John A. Black, pd	Howard O. Sheets, ce Thomas Matthews, pmm	Joshua Barry, sd	L-W AP G
--------------	-------------	--	--------	--	--	------------------	----------------

WRAP 1952	1050 500-D	Rollins Bcstg. Inc. 300 Portlock Bldg. 4-8307	Pearson	John W. Rollins, p O. Wayne Rollins, vp	Glen A. Harmon, gm	William L. Herndon, pd AP
--------------	---------------	---	---------	--	--------------------	------------------------	-------------

WRVC-FM 1948	Ch. 273 (B) 102.5mc 8.7kw	Lorus & Bros. 2712 Colley Ave. 4-1100 (WRVA, Richmond, AM Affiliate)	CBS Radio Sales	John B. Tansey, pd	S. T. Terry Jr., ce		
-----------------	---------------------------------	--	--------------------	--------------------	---------------------	--	--

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transe. Library, News Service Transmitter
NORFOLK—(Continued)						
WTAR 1923	790 5,000 DA-N	WTAR Radio Corp. 720 Boush St. 5-6711	NBC Petry	Campbell Arnoux, p & gm Robert Lambe, slm William Johnson, pd	Richard L. Lindell, ce Fred N. Lowe, pmm Gilbert McLeod, nd	Blair Eubanks, sd Alice B. White, wd St. AP RCA
WTAR-FM 1947	Ch. 247 (B) 97.3mc 50kw					
WTAR-TV 1950		WTAR Radio Corp. 720 Boush St. 5-6711		(For full information see TELECASTING Yearbook)		
NORTON						
WNVA 1948	1450 250	Blan-Fox Progress Bldg. 700	MBS, KBS	R. B. Helms, p J. T. Helms, gm & pmm	Wally Douglas, cm & pd Gene Tommerdahl, ce	Jack Darnell, nd Warren Jarvis, fd Wid. AP. Tem.
ORANGE						
WJMA 1949	1340 250	James Madison Bcstg. Corp. Route 15 7283	MBS	Welford A. Sherman Jr., p Alfred W. Walthall, gm, cm & fd	Jim Simmons, pd, pmm, nd & sd Walter F. Wilkerson, ce	Ann Butler, wd SES. UP G
PETERSBURG						
WSSV 1945	1240 250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, p Ray L. Moss, m Patrick W. Larkin, cm	N. W. Andrews, pd William C. King Jr., ce Fred Herman, fd	Edward Vaughn, nd Lyle C. Bradley, pdm Wynn Alby, sd Cap. AP
PORTSMOUTH						
WSAP 1943	1350 5,000 DA-2	Portsmouth Bcstg. Corp. 205 Professional Bldg. 7-3488		(See Norfolk, Va., listing)		
PULASKI						
WPUV 1946	1230 250	Southwest Bcstg. Corp. P. O. Box 351 3-3931	NBC Sears & Ayer	Mason C. Deaver Jr., p & gm Mrs. Mason C. Deaver Jr., vp Larry Schoenfeld, cm	John A. Columbus, ce Bob Kent, nd Dale Gallimore, fd	Bill Flint, sd Carl Shuffebrager, bus. m Wid. AP Col.
RADFORD						
WRAD 1950	1340 250	Rollins Bcstg. Inc. P. O. Box 1007 2461 & 2462	KBS	John W. Rollins, p O. Wayne Rollins, vp	Wendell H. Siler, gm & cm A. L. Mills, pd & nd	Fitzgerald McDaniel, ce Leslie Esgate, wd Thes. AP GE
RICHLANDS						
WRIC 1951	1050 1,000-D	Clinch Valley Bcstg. Corp. Richlands, Va. 450	KBS	Max M. Blakemore, gm, ce & fd Joe J. Webb, cm, pmm & sd	Lindy Seaman, pd & nd	Alverta Largen, wd Thes., SES. AP G
RICHMOND						
WANT 1951	990 1,000-D	The United Bcstg. Co. 513 E. Main St. 3-8368		Richard Eaton, o & p Richard Scheele, g & cm William A. Gibbon, fd	Silas H. Bell, ce Tom Mitchel, sd	Wilbure Lewis, nd Michael Novello, pd G
*WBBL 1924	1480 5,000 DA-2 SH	Grace Covenant Presbyterian Church 1627 Monument Ave.				
WLEE 1945	1480 5,000 DA-2	Lee Bcstg. Corp. Broad-Grace Arcade 3-6741	MBS Forjoe	Thomas G. Tinsley Jr., p Irvin G. Abeloff, gm & cm	George McGuigan, ce Lud Stebling, nd	Joe Mason, sd Mrs. Betsy Slon, wd L-W AP WE
WLEE-FM 1948	Ch. 275 (B) 102.9mc 21.5kw					
WMBG 1926	1380 5,000 DA-N	Havens & Martin, Inc. 3301 W. Broad St. 5-8611	NBC Bolling	Wilbur M. Havens, p & gm Walter A. Bowry Jr., cm Jack D. Lewis, pd, nd & fd	James W. Kyle, ce Robert Montgomery, pmm Jack Tucker, sd	Fan Cox, wd UP RCA
WCOD(FM) 1946	Ch. 251 (B) 98.1mc 34kw	(WMBG, AM Affiliate)				
WRNL 1937	910 5,000 DA-N	Richmond Newspapers Inc. 111 N. 4th St. 3-3436	ABC Petry	D. Tennant Bryan, p E. S. Whitlock, m Joseph H. Sierer, slm	Don Martin, pd E. V. Wolstenholme Jr., ce Morris Kenig, pmm	Ira Hull, fd Howard Hamrick, sd Polly Daffron, wd St., Thes. AP WE
WRNL-FM 1949	Ch. 271 (B) 102.1mc 50kw					

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *N*—Non-Commercial Station. *CP*—Construction Permit issued. *D*—Day. *DA-N*—Directional Antenna, night only. *DA-1*—Directional Antenna, same pattern day and night. *DA-2*—Directional Antenna, different pattern day and night. *L*—Limited Time with Dominant Stations. *LS*—Local Sunset. *N*—Night. *SA*—Special Authorization. *SH*—Specified Hours. *ST*—Share Time. Complete key to abbreviations, page 6.

WANT RESULTS

Use **WANT** A UBC Station

RICHMOND'S LEADING INDEPENDENT, 1,000 Watts 990 KC

Average Daily Mail Count: 800 letters

65 new leads for TV sales for one advertiser in 10 days.

More new advertisers in 1952 than other Richmond station.

WANT WANT!

1000 pairs of nylons sold for a leading Richmond Department store with FIVE spots on WANT

Ask: HFC, BC Remedy, Stanback, Royal Crown, Gunther's, Old Georgetown, Richbrau, Pertussin, Rem, Pinex, Sulfur 8, Manishewitz, Scotts Emulsion.

WANT MORE CALL WANT COLLECT 38368 Richmond, Va.

**CALLING
ALL
CUSTOMERS
IN RICHMOND?**



Of course, a three-quarter billion dollar market has lots of customers worth calling. WMBG, WTVR and WCOD talk to most of them daily . . . are closer to them than their telephones. First stations of Virginia, in radio and television both, the pioneer Havens and Martin stations deliver a loyal, time-tested audience in this expanding area of consistently strong buying power. Dial 5-8611 and we will gladly provide details.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

WMBG AM
WTVR TV
WCOD FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by the Bolling Company

VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
RICHMOND (Continued)						
WRVA 1925	1140 50,000 DA-1	Larus & Brother Co. Hotel Richmond 3-6633	CBS CBS Spot Sales	W. T. Reed Jr., p C. T. Lucy, gm D. C. Woods, ce	John L. Stone Jr., pmm James D. Clark Jr., slm Barron Howard, bus. m	George Passage, nd & sd L-W, Wld. UP WE
WTVR(TV) 1948		Havens & Martin Inc. 3301 W. Broad St. 5-8611		(For full information see TELECASTING Yearbook)		
WXGI 1947	950 1,000-D	Radio Virginia, Inc. 100 W. Franklin St. 8-4684	Indie Sales	D. H. Robertson, p David Wilburn, gm & cm Dee Deering, pd & wd	Clark Leaghty, ce Jack Todd, pmm	Joe Schwartz, sd AP WE
ROANOKE						
WDBJ 1924	960 5,000 DA-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS Free & Peters	J. P. Fishburn, p Ray P. Jordan, gm John W. Harkrader, cm	Paul E. Reynolds, pd J. Edward Newman, ce Benton B. Boggs, publ. d	John W. Eure, nd D. F. Murray, sd Charles A. Ballou, asst. pd Wld. AP, UP RCA
WDBJ-FM 1943	Ch. 235 (B) 94.9mc 41kw					
WRIS (CP)	1410 5,000-D	Cy N. Bahakel 3 W. Franklin Rd.		Cy N. Bahakel, gm Frank Tirico, asst. m	Dwight Larick, pd & nd John Strong, ce	
WROV 1948	1240 250	Radio Roanoke, Inc. P. O. Box 1110 3-4444	ABC, MBS Burn-Smith	Leo F. Henebry, p Frank E. Koehler, gm & cm	Gordon R. Phillips, pd & pmm	James W. Robertson, ce L-W UP WE
WROV-FM 1948	Ch. 279 (B) 103.7mc 2.3kw					
WROV-TV 1953		Radio Roanoke, Inc. 600 Mountain Trust Bldg. 3-4444		(For full information see TELECASTING Yearbook)		
WLSL 1940	610 1,000 DA-2	Roanoke Bcstg. Corp. Shenandoah Bldg. 9227	NBC Avery- Knodel	Paul C. Buford, p James H. Moore, evp Horace Fitzpatrick, cm	George W. Chernault Jr., pd J. P. Briggs, ce	Glenwood Howell, fd L-W, Thes., Assoc. AP RCA
WLSL-FM 1947	Ch. 256 (B) 99.1mc 4.7kw					
WLSL-TV 1952		Roanoke Bcstg. Corp. Shenandoah Bldg. 9227		(For full information see TELECASTING Yearbook)		
SOUTH BOSTON						
WHLF 1947	1400 250	Halifax Bcstg. Co. Webster St. 2-9988	ABC, KBS	John L. Cole Jr., p, gm & cm Ella L. Poindexter, pd, pmm & wd	Arthur A. Moran, ce	Roy Marsh, sd Wld. AP G
SOUTH HILL						
WJWS (CP)	1370 1,000-D	Mecklenburg Bcstg. Corp.				
STAUNTON						
WTON 1946	1400 250	Charles P. Blackley Morrison Bldg. 5-5555	ABC	Charles P. Blackley, p & gm Charles E. Seebeck, cm & pmm	Fulton A. King, pd	Rex C. Houser, ce Assoc., Thes. AP WE
SUFFOLK						
WLPM 1940	1450 250	Suffolk Bcstg. Corp. Radio Bldg.-Richmond Highway 2394	ABC Sears & Ayer	Fred L. Hart, p & gm L. Earl Hundley, cm & sd	Veryl W. Rupp, ce Lee Williams, pmm	L. E. Pettyjohn, fd Helen Buffkin, wd Thes. AP Col.
WARSAW						
WNNT 1949	690 250-D	Northern Neck & Tidewater Bcstg. Co. Warsaw, Va. 690	KBS	Grayson Headley, p & gm Mrs. Charles N. Deshazo, asst. m & wd	Ed Springer, pd & nd (Mrs.) Georgia Ferlazzo, adm. asst.	James L. Bitner, ce UP G
WAYNESBORO						
WAYB 1947	1490 250	Waynesboro Bcstg. Corp. 526 W. Main St. P. O. Box 938 6066	MBS Cooke	Judson T. Phillips, p N. Wilbur Kidd, gm	Richard A. Rhodes, pd Donald D. Curtis, ce	Albert C. Schmick, sd Helen M. Huffman, wd L-W AP

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in *italics*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, different pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WROV LEADS IN RETAIL ADVERTISING IN ROANOKE

Because. . .

<div style="text-align: center; border: 1px solid black; padding: 5px;"> <h3 style="margin: 0;">LOWEST RATES!</h3> <p style="margin: 0;">260-TIME RATE</p> <table border="1" style="width: 100%; border-collapse: collapse; font-size: 0.8em;"> <thead> <tr> <th style="text-align: left;">SPOTS</th> <th style="text-align: center;">STA. "A"</th> <th style="text-align: center;">WROV</th> <th style="text-align: center;">STA. "B"</th> </tr> </thead> <tbody> <tr> <td>20-sec. Class A</td> <td style="text-align: center;">9.75</td> <td style="text-align: center;">4.65</td> <td style="text-align: center;">7.50</td> </tr> <tr> <td>20-sec. Class B</td> <td style="text-align: center;">6.75</td> <td style="text-align: center;">3.04</td> <td style="text-align: center;">5.06</td> </tr> <tr> <td>20-sec. Class C</td> <td style="text-align: center;">5.75</td> <td style="text-align: center;">2.86</td> <td style="text-align: center;">3.75</td> </tr> <tr> <td>1-min. Class A</td> <td style="text-align: center;">12.00</td> <td style="text-align: center;">5.72</td> <td style="text-align: center;">9.00</td> </tr> <tr> <td>1-min. Class B</td> <td style="text-align: center;">8.75</td> <td style="text-align: center;">3.76</td> <td style="text-align: center;">6.37</td> </tr> <tr> <td>1-min. Class C</td> <td style="text-align: center;">6.75</td> <td style="text-align: center;">3.58</td> <td style="text-align: center;">4.80</td> </tr> </tbody> </table> </div>	SPOTS	STA. "A"	WROV	STA. "B"	20-sec. Class A	9.75	4.65	7.50	20-sec. Class B	6.75	3.04	5.06	20-sec. Class C	5.75	2.86	3.75	1-min. Class A	12.00	5.72	9.00	1-min. Class B	8.75	3.76	6.37	1-min. Class C	6.75	3.58	4.80	<div style="font-size: 2em; font-weight: bold; margin: 0;">A B C</div> <p style="margin: 0;">RADIO NETWORK</p>	<div style="text-align: center; border: 1px solid black; padding: 5px;"> <h3 style="margin: 0;">HIGHEST RATINGS!</h3> <p style="margin: 0;">HOOPER, DEC. 1951-FEB. 1952</p> <table border="1" style="width: 100%; border-collapse: collapse; font-size: 0.8em;"> <thead> <tr> <th style="text-align: left;">TIME</th> <th style="text-align: center;">STA. "A"</th> <th style="text-align: center;">WROV</th> <th style="text-align: center;">STA. "B"</th> </tr> </thead> <tbody> <tr> <td>Mon. thru Fri. 8 a.m.-12 noon</td> <td style="text-align: center;">57.6</td> <td style="text-align: center;">26.7</td> <td style="text-align: center;">15.5</td> </tr> <tr> <td>Mon. thru Fri. 12 noon-6 p.m.</td> <td style="text-align: center;">69.3</td> <td style="text-align: center;">20.3</td> <td style="text-align: center;">10.4</td> </tr> <tr> <td>Mon. thru Fri. 6 p.m.-8 p.m.</td> <td style="text-align: center;">71.3</td> <td style="text-align: center;">11.8</td> <td style="text-align: center;">16.2</td> </tr> <tr> <td>Sun. thru Sat. 8 p.m.-10 p.m.</td> <td style="text-align: center;">63.5</td> <td style="text-align: center;">14.7</td> <td style="text-align: center;">18.5</td> </tr> </tbody> </table> </div>	TIME	STA. "A"	WROV	STA. "B"	Mon. thru Fri. 8 a.m.-12 noon	57.6	26.7	15.5	Mon. thru Fri. 12 noon-6 p.m.	69.3	20.3	10.4	Mon. thru Fri. 6 p.m.-8 p.m.	71.3	11.8	16.2	Sun. thru Sat. 8 p.m.-10 p.m.	63.5	14.7	18.5
SPOTS	STA. "A"	WROV	STA. "B"																																															
20-sec. Class A	9.75	4.65	7.50																																															
20-sec. Class B	6.75	3.04	5.06																																															
20-sec. Class C	5.75	2.86	3.75																																															
1-min. Class A	12.00	5.72	9.00																																															
1-min. Class B	8.75	3.76	6.37																																															
1-min. Class C	6.75	3.58	4.80																																															
TIME	STA. "A"	WROV	STA. "B"																																															
Mon. thru Fri. 8 a.m.-12 noon	57.6	26.7	15.5																																															
Mon. thru Fri. 12 noon-6 p.m.	69.3	20.3	10.4																																															
Mon. thru Fri. 6 p.m.-8 p.m.	71.3	11.8	16.2																																															
Sun. thru Sat. 8 p.m.-10 p.m.	63.5	14.7	18.5																																															

M
B
S

RADIO
NETWORK

CONSISTENT RESULTS!

Local business has increased each year for the past five years. 1952 is at an all-time high. (Still rates are the same as in 1946).

WROV-Roanoke, Va.

FOR AVAILABILITIES CALL
 BURN-SMITH COMPANY, INC., or
 FRANK KOEHLER, GEN. MGR., WROV, ROANOKE

WILLIAMSBURG

WILB 740
(CP) 500-D

Williamsburg Radio Co.
3805 Dover Rd.
Richmond, Va.

WINCHESTER

WINC 1400
1941 250

Richard Field Lewis Jr. ABC,KBS
Drawer 605
4855
(WINC, AM affiliate)

Richard F. Lewis Jr.
o, gm & cm
John C. Morgan, pd

Philip B. Whitney, ce
James Holder, pmm

Assoc.
UP
WE

WRFL(FM) Ch. 223 (B)
1946 92.5mc
14kw

WOODSTOCK

WSTK 1230
(CP) 250

Frank Fletcher
407 Munsey Bldg.
Washington, D. C.

Frank Fletcher, o

WYTHEVILLE

WYVE 1280
1949 1,000-D

Wythe County Bcstg. MBS, KBS
Co. Devney
P. O. Box 534
840 & 841

A. M. Gates, M. D., p.
Arthur M. Gates Jr., gm
Joseph Smith, office m

Jack Fleming, ce

Frances Poe, traffic m

UP
L-W, Cap.
G

WASHINGTON

ABERDEEN

KBKW 1450
1948 250

KBKW Inc. ABC
701 E. Heron Forjoe
1015

Archie Taft Jr., p
Don G. Bennett, gm
Ralph Peyton, cm

Mary Loomis, pd
Robert Fay, ce
Clyde Olson, pmm

Charles Hoonan, nd
R. E. Fay, fd
Bob Hoonan, sd
Verona Keaton, wd
George Wyrich, fd
Harriet Forbes, wd

Assoc., Wld.
AP
Col.
UP
Ray.

KXRO 1320
1927 1,000 DA-N

KXRO Inc. MBS, KBS,
207½ E. Market St. Don Lee
4098 Grant

Harry R. Spence, p
Fred G. Goddard, gm & cm
Stanley Craft, pd & sd

Philip S. True, ce
John B. Waitkus, pmm
William P. Koski, nd

BELLINGHAM

KPUG 1170
1948 1,000 DA-1

KPUG, Inc. MBS, KBS
P. O. Box 655 Cooke
6200

Jessica L. Longston, p
C. V. Zaser, evp
Robert E. Pollock, gm

James L. Hamstreet, cm
Donald R. Pinney, ce
John R. DiMeo, nd

Ken Jackson, fd
Norris E. Adams, sd
Jeanne G. Smith, wd
Haines Fay, so
Elaine Wise, wd

L-W
UP
WE
Wld, Mac
UP
WE

KVOS 790
1927 1,000 DA-1

KVOS Inc. ABC
1321 Commercial Ave. Meeker
790

Rogan Jones, p
Jack Clarke, gm & cm
Dave Mintz, pd & pmm

Ernest Harper, ce
Bert Jackson, nd
Hal Reeves, fd

BREMERTON

KBRO 1490
1947 250

Bremerton Bcstg. Co.
Station A., Box 1803
73995
Kitsap G. I. Bcstrs. Inc.
124 N. Callow St.
7-3757

Bruce Bartley, p
Loren B. Stone, gm
Gil Jacobsen, cm

Bob Gleason, pd
Al Stewart, ce
Jack Rogers, nd

Bud Bond, fd
Linc Perry, sd

St.
AP
WE

KGIB 1540
1950 1,000-D

CENTRALIA-CHEHALIS

KELA 1470
1937 1,000

Central Bcstg. Corp. MBS, KBS,
P. O. Box 720 Don Lee
Centralia Clarke,
6-3321 Western
Radio,
O'Connell
Keating

J. Elroy McCaw, p
Joe Chytil, gm & cm
Mabel A. Gwinn, secy.-
treas.

Del Spencer, pd
Lloyd Hannah, ce
Don Berry, pmm

Robert Cleland, nd, fd & sd
Jean Ann Semling, wd

Wld.
UP
RCA

COLFAX

KCLX 1450
1950 250

Whitman County MBS, KBS,
Bcstrs. Don Lee
P. O. Box 710 Biddick
780

E. Pournelle, gm

Ruth Pournelle, pd

SES.
AP
RCA

ELLENSBURG

KXLE 1240
1948 250

Central Washington MBS, KBS,
Bcstg. Co. Joe Kendall,
P. O. Box 600 gm & pd
21488 Moore

Goodwin Chase Jr., p
Joe Kendall, gm & pd

Darrell Burns, cm, ce & fd

Ron Forsell, nd & sd

UP
RCA

EPHRATA

KULE 730
1950 250-D

Columbia Bcstg. Co.
P. O. Box 548
43730

Kirby Billingsley, co-o
Robert E. Billingsley, co-o

Wilfred R. Woods, co-o
Bob Moore, gm

RCA

EVERETT

KRKO 1380
1920 1,000 DA-N

The Everett Bcstg. Co. MBS, Don
Everett Lee
Cedar 1144 McGillvra

William R. Taft, p & gm
Warren Johnson, sm
Dave Foley, ce

Shirley Bartholomew, nd

Lloyd Rodstrom, sd

GE

GRAND COULEE

KFDR 1400
1950 250

Columbia River Bcstrs. MBS,
P. O. Box 395 Moore
140

J. W. England, p & gm

Robert Anderson, pd

Ray Groff, ce

UP

KELSO

KELS 1490
1949 250

Northwest Public MBS,
Service Inc. Lee
P. O. Box 90 4900
4900

Roscoe Day Jr., p
Claire O. Banks, gm
Paul H. Shoaf, cm

Lowell Gibson, pd & fd
Fred Fowler, ce

Warren Kemper, sd

UP
Ray.

KENNEWICK

KWIE 610
1949 1,000 DA-N

KWIE Inc. CBS
11 S. Cascade St. Meeker
6961

Harold A. Clark, p & gm

C. J. McCredie, cm & ce

Marvin E. Johnston, pd

Assoc.
AP
Col.

KIRKLAND

KRKL 1050
1948 250-D

Eastside Bcstg. Co. Continental
P. O. Box 338
22-1201

L. N. Ostrander, ptrn.
W. A. Chamness, ptrn.

George A. Wilson, gm
R. H. Waldron, ce

Marguerite Warburton, wd

Cap.
Ray.

LONGVIEW

KWLK 1400
1938 250

Twin City Bcstg. Corp. MBS, Don
Natl. Bank of Lee, KBS
Commerce Bldg. Grant
1500

C. O. Chatterton, p
Bob L. Moran, gm & fd
John F. Carlson, cm

Ellen P. Hammond, pd
Ralph I. Brown, ce
Will Carlson, nd

Gilbert Holbrook, sd
Frantzel Corman, wd

Wld.
UP
RCA

MOSES LAKE

KSEM 1450
1947 250

KSEM Inc. MBS,
P. O. Box 276 Cooke, Moore
234

Jessica L. Longston, p
Robert Pollock, gm
Hanford Choate, cm & fd

Margaret Lordan, pd & nd
Roland Kissler, ce
Alan Miller, sm & sd

Dorothy Yale, wd

Wld.
UP
WE

MOUNT VERNON

KBRC 1430
1946 500 DA-N

Beckley Radio Co. Moore
P. O. Box 240
8955

Leo H. Beckley, p, gm &
pmm
Ken Corey, cm
Tom Haveman, pd & sd

Walter Bjerke, ce
Dick Dale, nd
Frank Synder, fd

Margaret Poynter, wd

Wld.
UP
WE

OLYMPIA

KGY 1240
1922 250

Tom Olsen MBS,
Rockaway-Leland Moore
Bldg.
6636

Tom Olsen, p & gm
Elmer Holmberg, cm
Don Jones, pd, pmm & fd

C. A. Roarf, ce
William Fox, nd
William Brenner, sd

Donna Murdock, wd

Wld., SES.
UP
WE

WASHINGTON—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
OMAK							
KOMW 1947	680 1,000-D	KOMW Inc. P. O. Box 151 00		R. L. McNett, p Dean C. Nichols, gm Grover D. Allen, cm	Mary Jane Armstrong, pd Leonard H. Fleisher, ce Richard Hoover, nd	Burt A. Cast, sd Anne L. Petersen, wd	L-W AP WE
PASCO							
KPKW 1945	1340 250	Western Radio Corp. Chase & "A" Sts. 3337	ABC Keating	V. B. Kenworthy, p W. J. Hunt, gm Dick White, cm	Walter Mott, pd & ce James Fitzgerald, pmm	Harry Massingale, fd	Cap. UP
PORT ANGELES							
KONP 1945	1450 250	Radio Pacific Inc. 313 W. First St. 4200	KBS Keating	C. N. Webster, p Keith E. Patterson, m & nd James Frits, cm	Frederick Fields, ce	Jean Earl, wd	Wid. UP WE
PULLMAN							
KBKH 1950	1150 1,000-D	Bayton & Hicks P. O. Box 356 15251		J. Ronald Bayton, gm & pd John R. Puckett, cm	Mrs. B. J. Bayton, ce, pmm & wd	Don Heinen, sd	L-W UP G
*KWSC 1922	1250 5,000 ST-KTW	State College of Washington Arts Hall 9021		C. Clement French (State College), p Allen Miller, gm Burt Harrison, pd & nd	Robert E. Baird, ce R. C. Norris, pdm Al Bond, fd	Cal Watson, sd	Assoc., St. & Wid. AP, UP GE
PUYALLUP							
KPUY 1951	1450 250	C. E. Wilson & P. D. Jackson P. O. Box 271 57711		C. E. Wilson, co-o, gm, cm, pmm & nd P. D. Jackson, co-o Beverly Heckel, pd	Art Elliott, ce Pete Hanson, fd & sd	Bonnie Mae Wilson, wd	Assoc. UP G
RAYMOND							
KAPA 1950	1340 250	Pacific Bcstg. Corp. P. O. Box 288 1010	Evergreen Clark, Keating, Western Radio Sales O'Connell	Joe Chytil, p Hugh MacPherson, gm & cm Fred Hepner, pd, nd & sd	Bob McNamara, ce Dwight Smart, pmm James Ward, fd	Vera Smart, wd	AP RCA
RENTON							
KLAN 1927	1230 250	Interlake Bcstg. Co. N. 7th & Park Ave. Mohawk 2351		Harold E. Ridalls, p & gm Bill Simpson, cm & pmm	George Edgar, pd, nd & sd	Frank Charles Cook, ce	Wid. UP RCA
RICHLAND							
KALE 1950	960 1,000 DA-N	KALE Inc. P. O. Box 367 43180	O'Connell, Clark	R. S. McCaw, p Laurence G. Dix, gm Ralph Nachtmann, cm	Bob Concie, pd Joe Muench, ce Bob Parnell, nd	Bob McDaniels, fd Jerry Colkitt, sd June Edgar, wd	UP GE
KALE-FM 1950	Chan. 280 (A) 103.9mc 1kw						Ray
SEATTLE							
KING 1927	1090 50,000 DA-1	King Bcstg. Co. 2111 Smith Tower Mutual 1090	Blair	Mrs. A. Scott Bullitt, p Henry B. Owen, evp Otto P. Brandt, gm	Robt. E. Priebe, asst. gm John Elchhorn, cm Harold Moan, pd Bill O'Mara, sd	Melvin A. Anderson, pmm James Middlebrooks, engng. d Harry Jordan, nd	UP GE
KING-FM 1947	Chan. 251 (B) 98.1mc 15kw						
KING-TV 1948		King Bcstg. Co. 2111 Smith Tower Mutual 1090					(For full information see TELECASTING Yearbook)
KIRO 1929	710 50,000 DA-N	Queen City Bcstg. Co. 1530 Queen Anne Ave. Alder 9800	CBS Free & Peters	Saul Haas, p & gm W. F. Tucker, vp Harold Graves, secy.- treas.	Kenneth Yeend, pd James Hatfield, ce Peter Mertens, pmm	Maury Rider, nd Pat Hays, sd Judith Lane, wd	Thes. UP
KIRO-FM 1950	Chan. 264 (B) 100.7mc 4.5kw						
KISW (FM) 1950	Chan. 280 (B) 99.9mc 2.1kw	Ellwood W. Lippincott 9201 Roosevelt Way Plaza 6255		Ellwood W. Lippincott, p, gm & ce	Sidney A. Abrams, cm	Erick Koker, pd	Ray.
KJR 1922	950 5,000 DA-N	Mount Rainier Radio & TV Bcstg. Corp. Skinner Bldg. Elliott 5890	ABC Avery- Knodel	C. Howard Lane, p J. Archie Morton, gm & vp Paul E. Moore, cm	Homer Pope, pd Donald M. Anderson, ce Arthur Gerber Jr., asst. gm Ann Sterling, wd	Maitland L. Jordan, slm L. S. Bookwalter, d of engng. Bill Moshier, fd	Wid. UP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

KIRO

the friendly station

KIRO

listened to more often—in more places—by more people
than any other Pacific Northwest radio station

CBS — 710 kc
50,000 watts

KIRO

Represented nationally by
FREE & PETERS, Inc.

KIRO

KOL 1922	1300 5,000 DA-1	Seattle Bcstg. Co. 1100 W. Florida St. Main 2312	Bolling	Archie Taft Sr., p Archie Taft Jr., gm & cm R. W. Harris, pd, pmm & nd	Perry C. Lind, ce	Rod Belcher, sd	Wld. UP RCA
KOMO 1926	1000 50,000 DA-N	Fisher's Blend Station Inc. 100 Fourth Ave. N. Seneca 6000	NBC Petry	O. W. Fisher, p W. W. Warren, gm Ray Baker, cm	F. J. Patterson, prog. m Bill Hubbach, sim F. J. Brott, d of engrg.	Katherine Wise, wd George Dean, pub. rel. d. Clarence Dirks, fd	L-W UP Assoc RCA
KOMO-FM 1948	Chan. 225 (B) 93.9mc 14.4kw						
KRSC 1928	1150 1,000	J. Elroy McCaw 2939 4th Ave. S. Elliot 2480	Clark, O'Connell, Western Radio Sales	J. Elroy McCaw, p Harold Ridalls, gm Wm. L. Simpson, cm	Theo. Bell, pd, nd & sd	Les Cabe, ce	L-W AP RCA
KTW 1920	1250 1,000 ST-KWSC	First Presbyterian Church 7th Ave. & Spring St. Mutual 1250		James S. Ross, gm & ce	Don Bevilacqua, cm	A. G. Atworth Jr., pd, pmm & nd	
KVI 1928	570 5,000	Puget Sound Bcstg. Co Camlin Hotel 1619 9th Ave. Seneca 4848	MBS Hollingbery	Vernice Irwin, p & gm Laura M. Doernbecher, o Earl T. Irwin, cm	Harry Long, pd & nd	D. M. McDonough, ce	AP WE
KXA 1926	770 1,000-D L-WJZ	KXA Inc. 320 2nd Ave. W. Alder 8600	Rambeau	Wesley I. Dumm, p Hugh A. Smith, gm Rodney G. McArdie, cm	John H. Dubuque, ce	Robert J. Ackerley, nd	AP
SPOKANE							
KGA 1926	1510 50,000 DA-N	Gonzaga University Radio Central Bldg. Madison 5383	ABC Petry	Francis E. Corkery, S.J., p Harvey Wixson, gm Earl Trumble, cm	Hub Warner, pd & pmm Bernard B. Boardman, ce John Fahey, nd	Edna Storms, wd	UP RCA
KHQ 1922	590 5,000	KHQ Inc. Radio Central Bldg. Madison 5131	NBC Katz	Richard O. Dunning, p, gm & cm Charles E. Lohnes, opr. m John Walker, ce	Milton O. Fritsch, treas. William C. Rhodes, cm Richard H. Gordon, pd	Evalyn Vaughn, wd Talbot Tripp, nd Glenn Lorang, fd	Wld. AP Col.
KHQ-TV 1952		KHQ, Inc. Radio Central Bldg. Madison 5131		(For full information see TELECASTING Yearbook)			
KNEW 1947	790 5,000 DA-2	Inland Empire Bcstg. Co. Sprague & Wall Riverside 8035	Weed	Burl C. Hagadone, p & gm C. E. Rodell, sm & cm Paul Crain, pd & pmm	Vincent Hoffart, ce Marie A. McLaughlin, office m Robert Briley, nd E. A. Moseley, pd	Kenneth Hutcheson, fd James McAdam, sd Lucille Petretee, wd	Wld. AP
KREM 1947	970 1,000 DA-N	Louis Wasmer Radio Central Bldg. Madison 3333	Bolling	Louis Wasmer, o Robert H. Temple, m		W. A. Patterson, ce	Assoc. AP RCA
KSPO 1922	1340 250 CP 1340	D. Gene Williams and Delbert Bertholf Realty Bldg. Riverside 8033	Clarke O'Connell	D. Gene Williams, co-o, gm, cm Delbert Bertholf (Del Cody), co-o, pd, fd	Edward Antosyn, ce Robert Plummer, nd	William Campbell, sd Irmgard Buerger, wd	UP
KXLY 1922	920 5,000	Symons Bcstg. Co. 315 W. Sprague	CBS, Pacific Northwest Walker	E. B. Craney, p Clay Osborne, m Bryan Woolston, cm	Aderin DeVries, pd, sim Geo. Langford, ce Jim Manning, pmm	Ernie Jorgenson, fd Martin Koschman, sd Bill Scott, wd	Mac, St. AP, UP
KXLY-TV 1952		KXLY-TV 315 W. Sprague		(For full information see TELECASTING Yearbook)			
SUNNYSIDE							
KREW 1950	1230 250	Cole E. Wylie Sunnyside, Wash.	Forjoe	Cole E. Wylie, p & gm	Nat Harris, cm		AP RCA
TACOMA							
KMO 1922	1360 5,000	KMO Inc. 914½ Broadway P. O. Box 1651 Market 4144	Branham	Carl E. Haymond, p Jerry Geehan, vp & gm R. T. McKenzie, cm & pmm	Dick Weeks, pd & wd John Boor, ce Paul E. Benton, secy- treas.	Dan Seymour, nd Morrell Delano, fd Bob Robertson, sd	St., Thes. UP G
KMO-TV (CP)		KMO Inc. 914½ Broadway Market 4144		(For full information see TELECASTING Yearbook)			
KTAC 1942	850 1,000 DA-N	Tacoma Bcstrs. Inc. P. O. Box 1522 Broadway 2241	Evergreen McGillvra, Moore	H. J. Quilliam, p Ted R. Knightlinger, gm & pd Don Hopkins, cm	Dick Velo, ce Jim Faber, co-nd Murray Morgan, co-nd	Clay Huntington, sd Lovee Mills, wd	Wld. UP WE
KTNT 1952	1400 250	Tribune Publishing Co. 1701 S. 11th St. Market 7181	Weed	Lan Higgins, m Larry Carino, cm	Robert G. Boardway, pd & wd Max H. Bice, ce Burke Ormsby, asst. pd, nd & sd	Reed Dawson, fd	Assoc., L-W AP Col.
KTNT-FM 1948	Chan. 247 (B) 97.3mc 10kw						
KTNT-TV (CP)		Tribune Publishing Co. 1701 S. 11th St. Market 7181		(For full information see TELECASTING Yearbook)			
VANCOUVER							
KVAN 1939	910 1,000 DA-1	Vancouver Corp. 707½ Main St. 34717 & 34718	Evergreen Keating, O'Connell	Sheldon F. Sackett, p Fred F. Chitty, gm Walter Rossman, cm & pmm	George W. Conner, pd & nd Edgar R. Means, ce Fern R. Hayes, office m	Clarence Hecox, fd Doug LeMear, sd Fern Hayes, wd	UP, AP Ray.
WALLA WALLA							
KTEL 1946	1490 250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103	ABC Keating, Grant	Jack Keating, p, gm & nd Don Harris, cm Wayne E. Murphy, pd, pmm & sd	Bevin Roth, ce	Mrs. L. H. Bussard, fd & wd	Wld. AP WE
KUJ 1928	1420 5,000 DA-N	KUJ Inc. 55 E. Main St. 1230	MBS, Don Lee Weed, Moore	H. E. Studebaker, p & gm Donald A. Wike, cm	Martin Tobin, pd, nd & sd	M. L. MacLafferty, ce	Thes., Assoc. UP RCA
WENATCHEE							
KPQ 1930	560 5,000 DA-N	Westcoast Bcstg. Co. 2nd & Columbia 2757	ABC Meeker	Rogan Jones, p James W. Wallace, vp & gm Pat O'Halloran, sim & pmm	Emerson Elder, pd George M. Frese, ce Dorothy Lee, traffic m & wd	Joe Jaeger, nd Tom Templeton, fd Bill Denton, sd	Wld., Assoc UP WE
KWNW 1948	1340 250	Wenatchee Bcstrs. 1119 N. Wenatchee Ave. 2488					
YAKIMA							
KIMA 1944	1460 1,000-D 500-N	Cascade Bcstg. Co. Inc. Chinook Hotel 6197	CBS Columbia Pacific Weed	A. W. Talbot, p R. Lee Black, gm Thomas C. Bostic, d of sta. ops. & sd	T. R. Murrow, cm Virginia Schaeffer, pmm M. Dow Lambert, ce	John Knievel, n & fd Beverly Brown, wd	Assoc. AP WE
KIMA-TV (CP)		Cascade Bcstg. Co. Terrace Heights Rd.		(For full information see TELECASTING Yearbook)			
KIT 1929	1280 5,000-D 1,000-N	KIT Inc. 414½ E. Yakima Ave. 8115	ABC, NBC Branham, Keating	Carl E. Haymond, p James A. Murphy, vp & gm Jack H. Goetz, cm & pmm	Jas. W. Nolan, Jr. pd H. B. Murphy, ce Peder N. Wick, nd & fd	Ray Litzinger, sd Catherine May, wd	Cap. UP G
KIT-TV (CP)		KIT Inc. 914½ Broadway P. O. Box 1651		(For full information see TELECASTING Yearbook)			
KYAK 1947	1400 350	Yakima Bcstg. Corp. P. O. Box 172 27143	MBS, Don Lee Clark, O'Connell Western Radio Sales	Robert McCaw, p W. W. Boone, gm Irvin N. Prell, cm & pmm	Gerald Webb, pd & nd Donald Gardner, ce Dick Passage, fd	Leroy Desilet, sd Helen Ruth Hoffman, wd	Wld. UP RCA

WEST VIRGINIA

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. slm;	Pres. p; Prog. Dir. pd;	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	
BECKLEY							
WJLS 1939	560 1,000-D 500-N DA-N	Joe L. Smith Jr., Inc. WJLS Bldg. 7311	CBS Weed	Joe L. Smith Jr., p Virginia N. Cooper, gm	Willard S. Jackson, cm & pd William R. Barrett, pmm, nd, fd & sd	Al J. Ginkel, ce Hildred Mahoney, wd UP WE
WJLS-FM 1946	Chan. 258 (B) 99.5mc 34kw					 Fed.
WWNR 1946	820 1,000-D 500-N DA-N	Rahall Bcstg. Co. 1565 Harper Rd. 9309	MBS Walker	N. Joe Rahall, p Richard H. Booth, gm	Bill Phieffer, pd Margaret Preiser, pmm & wd	Gene Moorehouse, sd AP WE
BLUEFIELD							
WHIS 1928	1440 5,000 DA-N	Daily Telegraph Print- ing Co. 623 Commerce St. 7114	NBC Katz	P. T. Flanagan, gm, cm & ce Bill Hostetter, pd, pmm & nd	Charles Erhard, sd	Evelyn H. Ringler, wd	Wid., Cole AP Fed.
WKOY 1948	1240 250	WKOY, Inc. West Virginian Hotel 7405	MBS Devney, Holman	J. Lindsey Alley, p, o, gm & nd J. Robert Alston, cm Emma Sue Phelps, pd & wd	Jeanne Foster, traffic d Roy Hill Yost, ce	Dick Torquato, sd	Assoc. UP Col.
CHARLESTON							
WCAW 1947	1400 250	Capitol Bcstg. Corp. P. O. Box 2781 3-7503	McGillvra	Garland F. Wilkinson, p Selma D. Pierson, gm James H. Tomblin, cm	Al Walker, pd & pmm W. D. Stone, ce Dave Bailey, nd	Jack Zeilmann, sd Norma Kenworthy, wd	L-W, St. UP Col.
WCBS 1927	580 5,000 DA-N	The Tierney Co. 1111 Virginia St., E. 28-131	CBS Branham	Lewis C. Tierney, p John T. Geider Jr., vp & gm John L. Sinclair, Jr., cm	Morton S. Cohn, pd Frank Annand, prod. m William Dixon, ce Frank E. Shaffer, pmm	Ross Edwards, nd Frank Wellink, fd Jane Ruoss, wd Ernie Saunders, sd	AP, UP G
WGKV 1939	1490 250	Kanawha Valley Bcstg. Co. P. O. Box 953 Capitol 3-7541	NBC Meeker	R. M. Venable, p Col. B. W. Venable, vp & gm Charles H. High, cm	C. P. Vogel Jr., pd Joe Farris, pmm & sd Harry Bowen, ce	Bill Richards, nd Buddy Wilson, fd Judy Edworthy, wd	Assoc. AP Col.
WGKV-FM 1949	Chan. 253(B) 98.5mc 5.1kw					 REL.
WKNA 1946	950 5,000-LS 1,000-N DA-2	Joe L. Smith Jr., Inc. 804½ Kanawha Blvd. 39-971	Personality Weed	Joe L. Smith, p George J. Gray, gm & cm Don O. Hays	Ted McKay, pmm A. J. Ginkel, ce Gil Brooks, nd	Ed Miller, fd & sd Jo Lockwood, wd UP
WKNA-FM 1949	Chan. 248(B) 97.5mc 9kw					 UP
WTIP 1946	1240 250	Chemical City Bcstg. Co. Capitol at Fife Sts. Capitol 23-136	MBS Forjoe	Gus Zaharis, p Berton Sonis, gm Mel S. Burka, cm	Joseph J. Herget, pd & nd Bob Bower, pmm & sd	Paul Sullivan, ce Shirley S. Wolfe, wd	Thes. UP RCA
CLARKSBURG							
WBLK 1937	1400 250	Ohio Valley Bcstg. Corp. 444½ W. Pike St. 4-7571	NBC Branham	Austin V. Wood, p George H. Clinton, vp Fred Zimmerman, sm & cm	Carl L. Loose, pd, pmm & fd Harry S. Brown, ce	Edward Healy, nd & sd Zuline Reager, wd	L-W UP Col.
WHAR 1947	1340 250	Mountain State Bcstg. Co., Inc. 1200 E. Pike St. 4-5525	ABC, MBS, KBS McGillvra	Glacus G. Merrill, p & gm F. T. Gregg, cm	James Harper, pd & sd Bob Toothman, nd	Beryl Snyder, ce Irene Starkey, wd UP G
WPDX 1947	750 1,000-D	Clarksburg Bcstg. Corp. 339 W. Main St. 4-6425		O. L. Billingsley, p R. C. Warden, gm Joseph M. Larosa, cm & pmm	Dewitt H. Wyatt, pd, nd & fd R. D. Hough, ce	Frank Thompson, sd Eleanor Negri, wd	Wid. AP Ray.
WPDX-FM 1948	Chan. 236(B) 95.1mc 2kw					 WE
ELKINS							
WDNE 1948	1240 250	West Virginia Radio Corp. P. O. Box 987 1300	MBS, KBS	Mrs. H. C. Greer, p Thos. B. Greenhaw, gm & ce Albert A. Calisti, cm & nd	Don L. Bartley, pd Audred S. Leake, pmm & sd	Ed Doyle, fd Ann Steever, wd	Wid. UP G
FAIRMONT							
WMMN 1928	920 5,000 DA-N	Storer Bcstg. Co. 208 Adams St. 3100	CBS Katz	George B. Storer, p A. Garen Ferrise, mgng. d	Frank J. Lee, asst. mgng. d, pd & sd Bill Powell, pmm & nd	Joseph Strelauski, ce Fran Lauzau, fd	St. UP
WVVW 1948	1490 250	Fairmont Bcstg. Co. Radio Center, Gaston Ave. 5000	MBS	J. Patrick Beacom, p Numa Fabre Jr., gm Robert M. Drummond, cm	Phil Braken, pd & nd Ray Stanford, ce Joe McQuay, fd	Nick Fantasia, sd Elaine Hutchinson, wd	Wid. AP G
WJPB(FM) 1950	Chan. 222 (B) 92.3mc 4.8kw	Fairmont Bcstg. Co. Radio Center, Gaston Ave. 5000				 WE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;	
MONTGOMERY							
WMON 1946	1340 250	Fayette Associates Inc. 1028 1st Ave. 820	MBS	Arnold M. Vickers, p Andrew W. Vickers, gm, pd & pmm	J. Campbell Craver, ce John Evans, nd	Jim Franklin, sd Ann Elliott, wd	Wld. AP Col.
MORGANTOWN							
WAJR 1940	1230 250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS	Agnes J. Reeves Greer, p John W. Johns, gm George J. Shean, cm & pmm	Jack Flemming, pd & sd Al Novak, ce Byron Williams, nd	Bob Conley, fd Catherine Strimbeck, wd	Wld. UP RCA
WAJR-FM 1948	Chan. 257(A) 99.3mc 1kw						
MOUNDSVILLE							
WMOD 1950	1370 1,000-D	James D. Sinyard P. O. Box 308 1730	KBS, W. Va. Rambeau	James D. Sinyard, p & cm John T. Taylor, gm & nd George W. Wright, pd & fd	Robert Munn, pmm Jerry J. Boles, ce	Patrick J. Gaughan, sd Carolyn Yoho, wd	UP
NEW MARTINSVILLE							
WETZ 1953 (CP)	1330 1,000-D	Magnolia Bcstg. Co. c/o 403 Second St. 1000	W. Va.	J. Patrick Beacom, co Owen Deits, gm	Robert Drummond, cm., pmm Joseph McQuay, pd, fd	Robert Clayton, ce Larry Dietz, nd Jay McQuay, sd Connie Osborne, wd	Assoc., St. AP WE
OAK HILL							
WOAY 1947	860 5,000-D	Robert R. Thomas Jr. Oak Hill 851		Robert R. Thomas Jr., p	James Bucy, ce	Chuck Balding, fd & sd	Cap., Thes. AP Col.
WOAY-FM 1948	Chan. 231(B) 94.1mc 20kw						Col.
PARKERSBURG							
WCOM 1947	1230 250	Parkersburg Bcstg. Co. 317 Ninth St. 7-4491	ABC McGillvra	Joseph M. Handian, p Aud N. Archer, gm & cm	Jack See, pd William E. Collins, ce	H. B. Kennedy, nd Mercedes Kesterson, wd	Wld. AP WE
WPAR 1935	1450 250	Ohio Valley Bcstg. Co. 211½ Fifth St. 75475	CBS Branham	Austin V. Wood, p George H. Clinton, evp, gm & cm Sherman Grimm, pd	Lawrence V. Murphy, sim & pmm Vilah G. Brooks, ce	Marsh McCarty, sd Ruth McGear, wd	Thes. UP Col.
WPAR-FM 1948	Chan. 293(B) 106.5mc 8.9kw						WH
PINEVILLE							
WWYO 1949	970 1,000-D	Wyoming Bcstg. Co. Pineville 2711		R. D. Bailey, p Jack K. Shipman, evp & treas. Edward D. Hawley, sm & cm	Don W. Reed, pd, pmm & nd William T. Lively, secy.	William D. Stone, ce Evelyn H. Martin, wd	L-W UP Col.
PRINCETON							
WLOH 1947	1490 250	Mountain Bcstg. Co. Lilly Grove 2151	ABC, KBS	H. P. Hunnicutt, ptrn. & p Dewey Bailey, ptrn. & treas. Melvin F. Barnett, gm & nd	Jas. M. Angel, cm Al Rich, pd, pmm & sd	Earl H. Graham, ce	L-W UP WE
RONCEVERTE							
WRON 1947	1400 250	Blake Bcstg. Co. Shanklin Bldg. 300	NBC, KBS, West Va. McGillvra	William E. Blake, p, gm & cm Clyde M. Hopper, pd, nd & sd	Hugh I. Shott, III, ce Dick Braun, fd	Gladys Livesay, wd	L-W AP
WEIRTON							
WEIR 1952	1430 1,000 DA-2	Tri-State Bcstg. Co. 243 N. Fourth St. Steubenville, Ohio 2-9721	KBS Rambeau	Thomas E. Millisop, p Edward J. Hirschberg, gm Robert Banfield, sm W. H. McCroba, cm	Marshall Fatkin, pd Van Lane, pmm & sd Frank Schaefer, ce	Harry Cochran, nd Frank Taylor, fd Margaret Cattell, wd	Thes., Assoc. AP WE
WELCH							
WBRW 1940	1340 250	McDowell Service Co. 10 Riverside Drive 818	MBS, KBS	J. G. Hunt, p	Ellis Landreth, gm, cm, pmm	John J. Villani, pd, nd, sd	Thes. AP G.
WELC 1950	1150 1,000-D	Pocahontas Bcstg. Co. Premier Mountain 1150	McGillvra	Sam Sidote, p Tom Hicks, gm & nd D. C. Bradberry, secy- treas.	Van Darby, cm Jim Runyon, pd Howard R. King, ce	Jack Schammel, sd Louise Davis, wd	Cap. UP G
WESTON							
WHAW 1948	1450 250	Lewis Service Corp. Harrison Ave. 1555	MBS, KBS, West Va. Cooke	Harold McWhorter, p & gm Glenn Short, cm Don McWhorter, pd & fd	Roscoe J. Bailey, ce Bob Conley, nd	Charles Ballard, sd Jo Durham, wd	Assoc. UP G

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-I—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

***for mail
pull . . .***

from 40 West Virginia Counties

from 30 Virginia Counties

from 10 Kentucky Counties

from 8 Ohio Counties

WOAY

OAK HILL WEST VIRGINIA
5000 Watts (Day) 860 KC
FM 20,000 - 94.1 mc

***for sales
pull . . .***

That
friendly
station
in
Oak Hill West Virginia

WOAY

ROBERT R. THOMAS JR., Pres. & Gen. Mgr.

OAK HILL, WEST VIRGINIA

WEST VIRGINIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Sales Mgr. sim;	Pres. p; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm;	
WHEELING							
WHLL 1949	1600 5,000-D	Wheeling Bcstg. Co. P. O. Box 989 9700	Gill, Keefe. Perna	Kenneth H. Forney, p, gm & ce	Paul Miles, cm	James Smith, pd	Cap. UP G
WKWK 1941	1400 250	Community Bcstg. Inc. 16th & Market Sts. 5320	ABC Weed	John B. Reynolds, p & gm Alfred C. Ihlenfeld, asst. m Nancy H. Vieweg, pd	Paul O. Meintel, pmm Fred A. Baker, ce	Dale M. Schussler, nd Evelyn Haden, wd	UP RCA
WKWK-FM 1948	Chan. 247(B) 97.3mc 16kw					 Fed.
WWVA 1926	1170 50,000 DA-N	Storer Bcstg. Co. Hawley Bldg. 5383	CBS Blair	George B. Storer, p William E. Rine, vp & mgng. d Paul J. Miller, asst. mgng. d	Paul A. Myers, pd Howard W. Meagle, pmm Edwin L. Keim, ce	Jim Whitaker, nd & fd Jack Welch, sd Gloria Rogerson, wd UP RCA
WWVA-FM 1947 (CP)	Chan. 254 98.7mc 7.4kw						
WILLIAMSON							
WBTH 1939	1400 250	Williamson Bcstg. Corp. 1241	MBS	Clarence Lovitch, co-o Alice Shein, co-o, g & cm	John T. Blair Jr., pd Robert W. Bullio, ce	Chuck Daugherty, sd	Thes. UP Col.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.

FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

FINGER-TIP FACTS from **WWVA**

TO HELP YOU SELL THE INDUSTRIAL HEART OF AMERICA

One of America's richest markets is compressed in the 100 adjoining counties of Eastern Ohio, Western Pennsylvania and West Virginia served by WWVA. It's the rich, thriving Industrial Heart of America, with opportunity unlimited for alert advertisers.

• POPULATION	5,115,800	• GENERAL MDSE. SALES	\$ 528,248,000
• FAMILIES	1,408,800	• FURN., HOUSEHOLD, etc., SALES	\$ 258,578,000
• RETAIL SALES	\$3,944,723,000	• DRUG SALES	\$ 88,594,000
• FOOD SALES	\$1,057,119,000	• EFFECTIVE BUYING INCOME	\$5,930,497,000

WWVA

**A STORER STATION
50,000 WATTS • CBS
WHEELING, WEST VIRGINIA**

Nationally Represented by **JOHN BLAIR & CO.**

WISCONSIN

ANTIGO	WATK 1948	900 250-D	Antigo Bcstg. Co.	Artemas F. Berner, p	Robert Fowler, ce	Thes. UP G		
APPLETON	WAPL 1952	1570 500-D	Bartell Bcstrs. Inc. Ballet Hotel	Gerald A. Bartell, p Fred Sample, gm	John Flynn, nd Les Sturmer, fd Wld. AP RCA		
	WHBY 1925	1230 250	WHBY, Inc. 600 S. Lawe St. 3-6639	MBS, Upper Midwest. Wisconsin Meeker	Earl H. Huth, g, c & pmm Gregg McElrone, pd George Merkl, ce Wld. AP RCA		
ASHLAND	WATW 1940	1400 250	Upper Mich.-Wis. Bcstg. Co. 321 2nd St. W 1680	MBS, Wisc. Walker	William Johnson, p Donald Hoover, gm	Todd Hogan, cm & sd Mary Jean Anno, pd & wd	Arnold Peterson, pmm & nd Otto Link, ce	Thes. G
AUBURNDALE	WBLB 1922	930 5,000-D	Wisc. State Radio Council Radio Hall, Madison Madison 5-2988	H. B. McCarty, gm	Wm. G. Harley, pd	Robert W. Hanson, ce Thes. AP G	
BEAVER DAM	WBEV 1951	1430 1,000-D	Beaver Dam Bcstg. Co. Radio Park 4444	Clark	William E. Walker, p Charles R. Dickoff, vp & gm William R. Walker, vp & cm	Joseph D. Mackin, secy.- treas. John R. Saxe, pd & nd Eugene A. Halker, pmm	Alister Alexander, ce Lloyd Nowak, sd Beverly Saxe, wd	Thes. UP WE
BELOIT	WBEL 1948	1380 1,000-D D-DA CP 5,000	Beloit Bcstrs. Inc. 335 E. Grand Ave. College 1380	MBS, Wisc. Clark	Lloyd Burlingham, p L. O. Fitzgibbons, gm Joe Moen, cm	Roland Spongberg, pmm Leo Wilson, ce	Bob Scholz, fd Christie Thomsen, wd	Thes. AP G
	WGEZ 1948	1490 250	Beloit Bcstg. Co. Hilton Hotel College 6024	MBS, Wisc. Clark	Sidney H. Bliss, p John H. Rhodes, gm & nd	Gent Steinhorst, cm Bob Rathe, pd & pmm	Stanley Holmes, ce Sally Johnson, wd	Wld. AP WE
EAU CLAIRE	WBIZ 1947	1400 250	WBIZ, Inc. 609 Cameron St. 5111	MBS, Lawson McGillvra	James Conroy, p Stan Torgerson, gm, cm & sd	Paul Albrecht, pd Lee Anderson, ce	Bob Benson, nd Pat Hartel, wd UP RCA
	WEAU 1937	790 5,000 DA-N	Central Bcstg. Co. 203 S. Barstow St. 6149	NBC, Arrow- head Hollingbery	W. C. Bridges, p H. S. Hyett, gm & cm Robert E. Nelson, pd & pmm	T. O. Jorgensen, ce Al Henry, nd Carl Johnson, fd	Morrie Gordon, sd Jean Kooreman, wd	L-W, Wld. UP
	WEAU-FM 1948	Chan. 231 (A) 94.1mc 60kw	Chippewa Valley Radio & TV Corp. Rudolph Rd. 2-1629	Forjoe	Thomas K. Werner, p Jack Kelly, gm, n & fd Richard K. Werner, cm	Robert Froemming, pd Lowell Riley, ce	Ralph Gooding, sd Elly Kelly, wd	Cap. AP G

THE LITTLE STATION WITH THE **BIG WALLOP!**

MICHIGAN

IRON MOUNTAIN
RHINELANDER
MENOMINEE
MARINETTE
OSHTON
GREEN BAY
ESCANABA
STURGEON BAY

570

WIS. POP. 246,230
MICH. POP. 1,895,524
TOTAL POP. 428,868
ANNUAL RETAIL SALES \$132,304,000
TOTAL RADIO HOMES 112,590

WMAM MARKET FACTS

NBC AFFILIATE

WMAM

J. D. Mackin, General Manager

MENOMINEE MICHIGAN

MARINETTE WISCONSIN

Represented Nationally by George W. Clark, Inc.

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Com. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
FOND DU LAC						
KFIZ 1922	1450 250	KFIZ Bcstg. Co. 18 W. 1st St. 356	MBS, Wisc. Holman	Emery W. Martin, evp Lynn N. Fairbanks, gm	Lucille A. Fairbanks, pd Wendell W. Meyers, ce	Joe Goeser, sd Wid. UP RCA
GREEN BAY						
WBAY 1925	1360 5,000 DA-N	Norbertine Fathers Bellin Bldg. Adams 1	CBS Weed	Rev. M. J. Beemster, mngng, d Haydn R. Evans, gm Lee Stinson, cm	Rog Mueller, pd Wally Stangel, ce Hal O'Halloran, pmm	Michael Griffin, nd Eddy Jason, fd Clair Stone, sd AP RCA
(For full information see TELECASTING Yearbook)						
WBAY-TV (CP)		Norbertine Fathers P. O. Box 633 Adams 1				
WDUZ 1947	1400 250	Green Bay Bcstg. Co. 225 N. Adams St. Howard 6300	Pearson	Ben A. Laird, p & gm Robert C. Nelson, sm	Don Arthur, pd & pmm Robert Vandersteen, slm	Robert Houle, nd Bud Witte, sd L-W, Wid. UP G
WJPG 1947	1440 1,000-D DA-2 500-N	Green Bay Newspaper Co. P. O. Box 620 Howard 6400	MBS, Wisc. McGillvra	A. B. Turnbull, p John M. Walter, gm Glen R. Holznecht, cm	Jack Stelling, pd Elmo Reed, ce James Bartelt, nd	Bill Howard, fd Tony Flynn, sd Jackie Vainisi, wd St. Thes. AP RCA
WJPG-FM 1947	Chan. 266 (B) 101.1mc 14.4kw					
HARTFORD						
WTKM 1951	1540 500-D	Kettle-Moraine Bcstg. Co. RR #1 61		Walter Zastrow, p & gm Don Zastrow, sm & fd Ron Fleissner, cm	Redd Hall, pd & sd Herbert Jordan, ce	Jim Bichler, nd Donna Erdman, wd SES UP
JANESVILLE						
WCLO 1930	1230 250	Southern Wisc. Radio 200 E. Milwaukee St. 3316	MBS, Wisc. Clark	Sidney H. Bliss, p Vern W. Williams, gm & nd	Bill Bessire, cm Ralph Schroeder, pd & pmm	Wayne Clay, ce Don Boyd, sd Wid. AP RCA
WCLO-FM 1947	Chan. 260 (B) 99.9mc 15.5kw					
KENOSHA						
WLIP 1947	1050 250-D	William L. Lipman 625 57th St. 6162	Everett- McKinney	William L. Lipman, o & gm Hugh L. Gately, sm Jerry Golden, pd	Steve Kelly, prog. sup. Casimir Lubinski, ce Virginia Taylor, nd	Arman Ranyin, sd Irene Buri Nelson, wd Wid. AP Ray.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
 FM's in *italic*. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WCLO WGEZ

Janesville WISCONSIN Beloit

120 MILES OUTSIDE CHICAGO INFLUENCE

EXCLUSIVE TWIN CITY—NETWORK—FULLTIME OUTLETS
SERVING 360,000 PEOPLE

PROOF OF EFFECTIVENESS
Is Volume Patronage at Card Rates

254 Area advertisers on long term contracts.
68 national spot and network clients.

Radio listings and consistent newspaper advertising promotion in the
Janesville Daily Gazette ABC circulation 21,700 and the Beloit Daily News
ABC circulation 18,799.

Write for Market Data and Combination rates
Vern Williams Executive Office Janesville, Wis.

MUTUAL BROADCASTING SYSTEM WISCONSIN NETWORK

GEORGE W. CLARK, INC., NATIONAL REPRESENTATIVE

LA CROSSE

WKBH 1923	1410 5,000 DA-N	WKBH, Inc. Radio Bldg. 2-4678	NBC Taylor	Howard Dahl, p & gm Berneice Callaway, pd	Leonard Anderson, pdm Al Leeman, ce	Paul Ziemer, nd	Wid. AP RCA
WKTY 1947	580 1,000 DA-1	LaCrosse Bcstg. Co. 112 N. 4th 2-6042	ABC Weed	Verl Bratton, evp, gm & cm John Bondeson, pd & pmm	George W. Egli, ce Richard L. Hansen, nd	Charles Kearns, sd	Thes. UP
WLCX 1947	1490 250	Bermac Radio Inc. State Bank Bldg. 4-4521	MBS, Upper Midwest McGillvra, Lawson	James J. Conroy, p Milo G. Knutson, gm Roy Nicholson, cm	Rosemary Castor, pd & wd Catherine Guillaume, pmm Phil Uehling, ce	Lou Kassera, nd Clifford Lue, fd Bob Mikkalson, sd UP Col.

LADYSMITH

WLDY 1948	1340 250	Flambeau Bcstg. Co. Ladysmith 584	KBS, Upper Midwest Clark, Lawson	O. J. Falge, p A. T. Shields, g & cm Joseph I. Dahlvig, pd	Jeffrey E. Evans, ce, n & sd Corrinne Kopp, pmm	Edward Sirek, fd Lillian Klake, wd UP GE
---------------------	-------------	---	---	--	---	---------------------------------------	-------------------

MADISON

WHA 1922	970 5,000-D	University of Wisc. Radio Hall 5-2988	NAEB	H. B. McCarty, d William Harley, pd Harold A. Engel, pub. rel.	John H. Stiehl, ce Raymond J. Stanley, prod. d	Roy Vogelmann, nd Maurice White, fd (Mrs.) Aline Hazard, wd UP West.
WIBA 1926	1310 5,000 DA-N	Badger Bcstg. Co. 3800 Regent St. 3-5311	NBC Avery- Knodel	William T. Evjue, p Kenneth F. Schmitt, gm Howard Johnson, cm	Robert N. Dick, pd Norman Hahn, ce	Jack Newman, nd Al Gilbert, fd	Thes. AP WE
WIBA-FM 1948	Chan. 268 (B) 101.5mc 45kw						
WISC 1948	1480 1,000 DA-1	Radio Wisconsin, Inc. Commercial State Bank Bldg. 7-2588	ABC, MBS, Arrowhead Hollingbery	Morgan Murphy, p W. C. Bridges, exec. d Ralph O'Connor, gm	Richard S. Nickeson, cm Morton J. Wagner, pd Lee Wesner, pdm	W. M. Greely, ce Beverly White, pmm Clifford Conohan, nd	Wid. UP
WISC-FM 1948	Chan. 251 (B) 98.1mc 1kw						

WIBA *delivers the Madison market*

NBC in MADISON

WIBA dominates listening! It's true!
WIBA delivers the largest share of the daily audi-
ence, mornings, afternoons, and evenings among all
Madison commercial stations! (Ratings furnished on
request.)

Write for SAMS Coverage Data
County-by-county—Day and night

AM **WIBA** FM
27 YEARS IN RADIO

The Badger Broadcasting Co., Radio Park, Madison 5, Wis.
NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.



A RICH RADIO AUDIENCE
IN WIBA'S 20-COUNTY DAYTIME COVERAGE AREA:

Population	714,935*
Radio Homes ..	196,873*
Number of Farms	52,385**
Total Retail Sales	\$651,013,000***
Food Sales	\$136,919,000***
Drug Sales	\$ 17,117,000***

* U. S. Census 1950
** Census of Agriculture 1950
*** U. S. Census of Business 1948

WISCONSIN—(Continued)

Executive Abbreviations

Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

Transc. Li-
brary, News
Service
Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter	
MADISON (Continued)							
WKOW 1948	1070 10,000-D 5,000-N DA-2	Monona Bestg. Co. 215 W. Washington Ave. 7-2281	CBS Headley- Reed	Stewart Watson, p Michael Henry, g & cm Paul M. Enright, asst. m	Audrey Johnson, pd V. A. Vanderheiden, ce Jack Davis, nd	Roy Gumtow, fd Pat Herson, sd Luella Mortenson, wd	Cap. UP RCA
WMFM (FM) 1948	Chan. 281 (B) 104.1mc 7.5kw	Earl W. Fessler 2047 Winnebago St. 4-2847	Continental	Earl W. Fessler, o & gm Wilburt Leppien, cm	Audrey Powers, pd	Elmer Weisenseil, ce	London UP Col.
MANITOWOC							
WOMT 1928	1240 250	Francis M. Kadow Radio Bldg. 5015 Manitowoc Bestg. Co. P. O. Box 101 7763	MBS, Wisc. Indie Sales	Francis M. Kadow, o & gm John Kadow, Jr., cm Geo. H. Erdman, pd & nd Edward Allen, Jr. ptrn. & gm	W. F. Duben, ce L. J. Splitt, pmm Mordecai Morgan, fd Edward W. Jacker, ptrn. & ce	L. J. Mangin, sd Donna Wodak, wd	Wid. UP
WWOC 1952	980 1,000-D		McGillivra			Fritz Van Duyse, sd	Thes. AF RCA
MARINETTE							
WMAM 1939	570 250-D 100-N	M & M Bestg. Co. Inc. 400 Wells St. 2-6631	NBC Clark	William E. Walker, p Joseph D. Mackin, gm Howard L. Emich, cm	Pat Kehoe, pd Alister Alexander, ce Ed Maxwell, pmm	Ruthe Meusing, n & wd John Bell, fd James Preston, nd	UP RCA
MARSHFIELD							
WDLB 1947	1450 250	Dairyland's Bestg. Service, Inc. 1710 N. Central Ave. 1450	KBS	Lloyd L. Felker, p Robert W. Behling, gm Roger Thomsen, cm Lowell Christison, pd	Gerald J. Boos, ce Ronald Smith, pmm Chuck Lillgren, nd	Irv Kult, fd Dean Lybeck, sd Ardith Allen, wd	SES, Cap., Thes. UP Ray.
WDLB-FM 1948	Chan. 280 (A) 103.9mc 0.25kw						
MEDFORD							
WIGM 1941	1490 250	WIGM, Inc. Medford 5147	MBS, KBS Continental	Charles H. Nelson, p & gm Paul Allman, cm Richard Johnson, pd & fd	Raymond Bohnart, ce Don Elwood, pmm	Carrol Krueger, nd Marlene Burgert, wd	SES. UP RCA
MENOMONIE							
WMNE 1951	1360 500-D	Capitol City Bestg. Co. 603½ Broadway 1156	KBS	Wm. F. Johns, Jr., p Wendell Hansen, gm James D. Bailey, c & pmm	Douglas Weikie, pd & nd Glen Reed, ce	Howard Kuhn, fd Margaret Brandenburg, wd	L-W UP
MERRILL							
WLIN (FM) 1947	Chan. 264 (B) 100.7mc 9.35kw	(WOSA, AM affiliate Wausau, Wis.)					
MILWAUKEE							
WCAN 1948	1250 5,000 DA-2	Midwest Bestg. Co. 723 N. Third St. Daly 8-2154	ABC Taylor	Lou Paller, p Alex Rosenman, gm	Les Sturmer, pd Herbert H. Eckstein, ce	Hal Walker, sd	UP Col.

Data corrected to Dec. 8, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italic*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WKOW-CBS

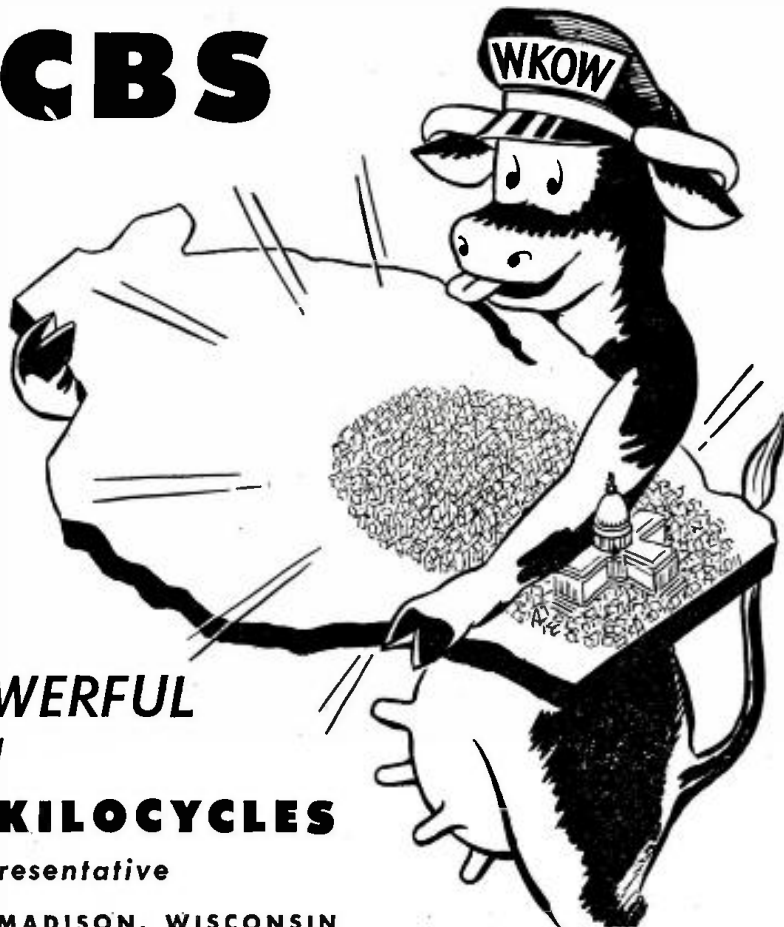
**Delivers More Homes
Per Dollar In
The Rich Wisconsin
"MOO-LA" MARKET**

WKOW — with its 10,000 watts — is the one radio station that blankets the 665,000 radio homes in Madison and the 50 prosperous counties in central and southern Wisconsin. More and more national advertisers are learning that WKOW delivers more homes per dollar in America's richest dairyland.

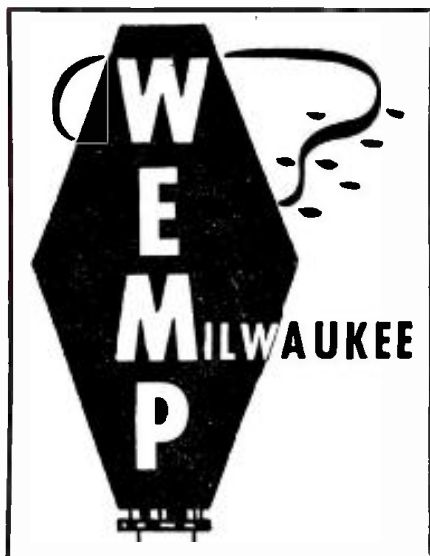
**WISCONSIN'S MOST POWERFUL
RADIO STATION
10,000 WATTS • 1070 KILOCYCLES**

Ask Your Headley-Reed Representative

MONONA BROADCASTING COMPANY • MADISON, WISCONSIN



WEMP 1935	1340 250	Milwaukee Bcstg. Co. 710 N. Plankinton Broadway 1-7722	Wisconsin Headley- Reed	Glenn D. Roberts, p Hugh Boice, Jr., gm John Gagliano, cm	Thomas Shanahan, pd Lou Riepenhoff, pub. rel. d Roland Paske, ce	Donald O'Conner, nd Earl Gillespie, sd Mary Alice Anderson, wd	UP RCA
WEMP-FM 1948	Chan. 227 (B) 93.3kc, 35kw						
WFOK 1936	860 250-D	Wis. Bcstg. System, Inc. 208 E. Wisconsin Ave. Broadway 2-1272	Clark	Charles J. Lanphier, p, g & cm George A. DeGrace, sm John Van Osch, pd	Charles LaForce, pmm George Dodge, ce	Arthur Jones, nd Neil K. Searles, sd	AP WE
WISN 1922	1150 5,000 DA-1	Hearst Corp. 540 N. Plankinton Ave. Division 2-3000	CBS Katz	D. L. Provost, up & gm G. W. Grignon, res. m Harry D. Peck, sm Richard E. Shireman, cm	Jack T. Raymond, pd & sd Donald A. Weller, ce Gerald S. Cohen, pmm	James McGovern, nd Mary Ann Lemay, wd	Wid. UP, INS RCA
WISN-FM 1945	Chan. 275 (A) 102.9mc 55kw						
WMIL 1947	1290 1,000-D	Cream City Bcstg. Co. 2625 W. Wisconsin Ave. West 3-1290	Forjoe	Gene Posner, p Jerome Sill, gm	Franklin H. Small, cm A. M. Vogel, pd	Gino Monaco, ce	SES, Cole UP Col.
WOKY 1950	920 1,000 DA-1	Bartell Bcstrs. Inc. Empire Bldg.					
WTMJ 1927	620 5,000 DA-N	The Journal Co. 720 E. Capitol Drive Marquette 8-6000	NBC Christal	Walter J. Damm, vp & gm R. G. Winnie, asst. gm George Comte, sm George Nicoud, asst. m	Neale V. Bakke, slm Phillip B. Laeser, radio & TV engng. m Bruce Wallace, pub. serv. bcsts. & pmm	Jack E. Krueger, nd Hugo Murray, fd Bob Heiss, sd Esther Hotton, wd	SES AP WE
WTMJ-TV 1947		The Journal Co. 720 E. Capitol Dr. Marquette 8-6000		(For full information see TELECASTING Yearbook)			
MONROE							
WEKZ 1951	1280 500-D	Green County Bcstg. Box 460 1260		Kenneth W. Stuart, p Grant A. Ritter, gm Joe Urban, asst. m	Stanley J. Neuberger, pd Rexford N. Eyster, ce Charles A. Booth, nd	George McKeown, sd Dorothy Kundert, wd	Cap. AP
NEENAH-MENASHA							
WNAM 1947	1280 1,000 DA-N	Neenah Menasha Bcstg. Co. 101 E. Wisconsin Ave. 2-2871	Clark	Don C. Wirth, vp & gm	Greg Dunn, studio m	E. W. Fliegel, ce	UP
WNAM-FM 1947	Chan. 253 (B) 98.5mc 3.1kw						
WNAM-TV (CP)		Neenah Menasha Bcstg. Co. 101 E. Wisconsin Ave. 2-2871		(For full information see TELECASTING Yearbook)			
OSHKOSH							
WOSH 1941	1490 250	Oshkosh Bcstg. Co. 1258 Bowen St. Stanley 4580	ABC, KBS Pearson	Wm. F. Johns, Jr., o & m Bill Jones, gm & nd	Bob Thayer, cm Don Zuehke, ce	Bill McDonald, sd Jessie Miller, wd	Cap. UP RCA
WOSH-TV (CP)		Oshkosh Bcstg. Co. 1258 Bowen St. Stanley 4580		(For full information see TELECASTING Yearbook)			
PORTAGE							
WPDR 1952	1350 1,000-D	Portage Bcstg. Co. Box 53 1200	Midwest, Wisconsin	Wm. T. Comstock, p Warren A. Anderson, gm & nd Edwin P. Phelps, cm	Keith Pettack, pd Walter Wisnicky, ce Duana Allegar, pmm & wd	Jack Straw, fd Harry Maier, sd	Cap. UP Col.
POYNETTE							
WIBU 1925	1240 250	Wm. C. Forrest Poynette 98	KBS, Wisc.	Wm. C. Forrest, p, g & cm	Sarah Forrest, pd	L. Stanley Sadler, ce	St., SES UP Col.
WWCF (FM) 1947	Chan. 235 (B) 94.9mc 37kw						
PRAIRIE DU CHIEN							
WPRE 1952	1280 500-D	Prairie Bcstg. Co. P. O. Box 36 637		Edwin Erdman, p Walter C. Schlaugat Jr., gm. cm & ce	Jack W. Hassebrook, pd & nd Tom Multerer, sd	Mary Ellen, wd	UP G.



one of America's Greatest independent radio stations

IN CITIES OF 500,000 OR MORE*

Big coverage in a Big city where a Big population spends Big money. That's what you buy when your radio budget includes WEMP.

Month in, month out, any hour of the day, WEMP gives you a Hooper that can't be matched for consistency on a cost-per-thousand basis by any other Milwaukee station.**



**Apr.-May, 1952, Comprehensive Hooperatings, highest individual 15-min. strip rating, 8:00 a.m.—6:00 p.m.

Ask Headley-Reed for the details.

*Hooper Radio Audience Indexes—Unaffiliated Radio Stations, May-June, 1952.

WEMP

1340 ON YOUR DIAL
24 HOURS OF MUSIC, NEWS, SPORTS

WISCONSIN—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
RACINE						
WRAC 1950	1460 500-D	WRAC, Inc. Arcade Bldg. 2-1627	KBS Sears & Ayer	C. M. Martin, p Bob Martin, sm, pd & sd Marty Geertz, cm	Ray Doane, ce Dick Fitzgerald, pmm	Jake Erdmann, nd Betty Quintal UP GE
WRJN 1926	1400 250	Racine Bcstg. Corp. American Bank Bldg. 4-3311	ABC, Wisc. Walker	Harry R. LePoidevin, gm Harold J. Newcomb, sm	Gerald Nelson, cm Lyman Merens, pd	F. Lee Dechant, ce AP RCA
WRJN-FM 1948	Chan. 264 (B) 100.7mc 15kw					
REEDSBURG						
WRDB 1952	1400 250	Wm. C. Forrest Reedsburg 1037L		C. W. Peck, gm	 RCA
RHINELANDER						
WOBT 1947	1240 250	Onelda Bcstg. Co. Highway 8-East 1240	MBS, Wisc., Upper Midwest McGillvra	James Cleary, p Bruce G. Beichl, g & pmm Robert Frye, cm	John Wadd, pd & nd Charles Marvin, ce Clyde Downing, fd	Howie Cox, sd Madeline Jewell, wd Wid. UP G
RICE LAKE						
WJMC 1938	1240 250	WJMC Inc. 1615 S. Main St. 550	MBS, Arrow-head, North-west Hollingbery	Walter C. Bridges, p Russell J. Brown, cm Robert H. Topinka, pd, nd & sd	Robert F. Kolsky, ce Richard Johnson, fd	Doris Van Lone, wd SES, Wid UP RCA
WJMC-FM 1938	Chan. 242 (A) 96.3mc 4.4kw					
RICHLAND CENTER						
WRCO 1949	1450 250	Ricland Bcstg. Corp. P. O. Box 192 20		Arthur Overgaard, p Thomas R. Kelley, gm & pd Ray Baker, cm	Peter Athanas, ce Joseph Koelsch, nd John Reuter, fd	Bob Kane, sd Edna Stoffel, wd Thes., L-W, SES UP RCA
SHAWANO						
WTCH 1948	960 1,000 DA-N	Shawano Co. Leader Pub. Co. 107 E. Green Bay St. 666	Lawson	J. P. Donald, gm	D. W. Hodgins, sm	Cap. UP
SHEBOYGAN						
WHBL 1924	1330 1,000-D 250-N	WHBL, Inc. P. O. Box 27 4844	ABC, Wisc.	Charles E. Broughton, evp Ben F. Hovel, gm John Harvey, cm	Glen James, pd & nd Doris Domine, traffic	Herbert J. Mayer, ce Terry Foster, sd Assoc. AP RCA
WHBL-FM 1948	Chan. 262 (B) 100.3mc 15kw					
SPARTA						
WKLJ 1951	990 250-D	Sparta-Tomah Bcstg. Co. Inc. 124 S. Water St. 3307		Jon F. Lohmer, p, gm & sd Andy Karsen, pd & nd	Marvin Moberly, ce Howard Nordine, pmm	Orion Samuelson, fd Mary Hoogenhous, wd SES, Assoc. UP G
STEVENS POINT						
WSPT 1948	1010 250-D	Stevens Point Bcstg. Co. 414½ Main St. 2744	Holman	Wm. F. Johns, Sr., p A. L. Mayer, gm Robert Flynn, cm	Mary Ellen Peters, pd & wd William Hess, ce	Jerry Bartosz, n & sd Joe Cotter, fd SES UP G
STURGEON BAY						
WDOR 1951	910 500-D	Door County Bcstg. Co. Inc. 15th and Utah, Box 88 593	McGillvra	Edward Allen, Jr., p & gm Jack Baker, cm	Dolores Allen, pd, pmm & wd Joseph Genovese, ce	Charles F. Swingle, fd Thes. AP Ray.
WOKW 1951	1050 250-D	Door County Radio Co 11 N. 3rd Ave. 1050		Sumner J. Harris, p Herbert H. Graefe, g & cm	Jack W. Shafer, ce, n, f & sd	Marjorie Zahn, wd UP G
SUPERIOR						
WDSM 1939	710 5,000 DA-N	Ridson, Inc. 921 Tower Ave. 4451	ABC Free & Peters	Robert B. Ridder, p Rodney A. Quick, gm	William Kirby, cm & sd Lewis D. Martin, pd	J. Melvin Laskey, ce James T. Payton, nd St. UP RCA
TWO RIVERS						
WTRW 1951	1590 500-D	Two Rivers Bcstg. Co. 1817 Washington St. 324	KBS, Mid-west	Wendell Hansen, p Norman C. Haagenson, gm	Howard Lueke, cm	Elmer Johnson, ce Cap. UP G
WATERTOWN						
WTTN 1950	1580 250-D	Watertown Radio Inc. 104 W. Main St. 2215-2216	KBS Schepp-Reiner	Carl V. Kolata, p & gm Harold Brynd, sim	Arnold Kane, pd Leonard Benson, ce	Bill James, nd Thes. UP G
WAUKESHA						
WAUX 1947	1510 250-D	Waukesha Bcstg. Co. 319 W. Main St. 8636	KBS Hofman	Norman E. Schley, p Mig Figl, vp. & treas.	Charles E. Williams, vp. & secy. Don Froehlich, pd & fd	Adin Randall, ce Bill Roberts, nd Thes. AP G
WAUSAU						
WHVF (CP) 1948	1230 250 5,000 DA-N	Lakeland Bcstg. Corp. 1021 Broadway 7-7155	MBS Rambeau	Alvin E. O'Konski, p & fd Harold Ladin, gm Danworth Turner, cm Jack Larkin, pd	Leon Gabriel, pmm Chris Zercher, ce Miriam Semling, bus. m	Steve Markstrom, nd Charles Summers, sd Carol Greene, wd Cap., St., Cole AP, UP Col.
WSAU 1937	1400 250	WSAU, Inc. 714 Fifth St. 6521	NBC Meeker	John R. Tomek, p Charles Lemke, vp Richard D. Dudley, g & cm	Roland W. Richardts, ce Donald Debyle, nd George Bundner, pd	Howard Gernetzky, sd Louise Gohdes, wd Marvin Nellis, fd Thes. AP GE
WEST BEND						
WBKV 1950	1470 500-D	West Bend Bcstg. Co. P. O. Box 59 1640	Regional Radio	Carl Rohde, p August C. Berkholtz, ptrn. & gm	Paul Mueller, cm Harold Berkholtz, pd	Jack Skidmore, pmm Paul Ripple, ce Thes. UP G
WISCONSIN RAPIDS						
WFHR 1940	1340 250	Wm. F. Huffman Radio, Inc. 143 Grand Ave. 1340	MBS, Wisc. Devney	Louise F. Huffman, p Geo. T. Frechette, g & pmm Larry Zurawski, cm	Jim Tighe, pd & nd Gordon Miller, ce Arnie Strope, fd	Ed Hanson, sd Bernardine Speltz, wd Wid. AP Col.
WFHR-FM 1948	Chan. 277 (B) 103.3mc 2.1kw					

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

WYOMING

CASPER

KSPR 1930	1470 1,000	Donald Lewis Hathaway 1st & Lennox Sts. 3-5777	MBS, KBS Intermt. Sears & Ayer	Donald L. Hathaway, p & gm Frederic W. Hufsmith, cm	Marcus R. Nichols, pd J. A. Dunn, nd	James Wade, sd	Wld. UP RCA
KVOC 1946	1230 250	KVOC Bcstg. Co. Box 2090 130	ABC Wyo.Cowboy	William F. Shutts, co-o & gm & sd. I. E. Shahan, co-o & cm Duane Simons, co-o	Gene Larrieux, pd Ray Calvert, pmm John Mursu, ce	Jim Baker, nd Merlin Edmonds, fd Ethel Buckley, wd	Thes. AP G.

CHEYENNE

KCHY (CP)	1240 250	Philip D. Jackson P. O. Box 770 Chickasha, Okla. 2699		Philip D. Jackson, o & p		
KFBC 1940	1240 250 CP: 710 10,000-D 1,000-N DA-2	Frontier Bcstg. Co. Plains Hotel 4-4461	ABC Wyo.Cowboy McGillvra	Robt. S. McCracken, p Wm. C. Grove, gm Frank Flynn, cm (Natl.) Charles Cahill, cm (Local)	Mae Sunada, pd Ed Mueller, pmm Robt. Pfannenschmid, ce	Ray Overton, nd Larry Birleffi, sd Margie O'Brien, wd	St. UP RCA
KVWO 1952	1370 1,000-D	Great West Co. P. O. Box 926 2-6433	MBS. Intermt. Avery- Knodel	Wm. T. Kemp, p Frank Toomey, gm & ce Al Mann, sm & sd.	Ruth Dorr, slm Wm. Osborne, pd & nd Delores Gonzales, Span. pd	Wilbur Bretell, fd Susan Seymour, wd	L-W AP G.

CODY

KODI 1947	1400 250	Abaoraka Bcstg. Co. Times Bldg. 444	ABC. Wyo. Cow- boy McGillvra	Paul Stock, p Chuck Wilson, gm & pm Bill Ross, sm & cm	C. O. Allen, pd, sd & nd	Gene Leslie, wd	Wld. AP RCA
---------------------	-------------	---	--	--	--------------------------	-----------------	-------------------

LANDER

KOVE 1948	1230 250	Edward J. Breece P. O. Box 436 488	MBS, KBS Intermt. Continental	Edward J. Breece, o & p Jack L. Breece, gm Robt. W. Allen, pd, nd & sd	Gary Fehlauer, ce & fd Dorothy Reed, pmm Elva Rogers, wd	 UP Col.
---------------------	-------------	--	--	---	--	--	---------------------

LARAMIE

KOWB 1948	1340 250	Snowy Range Bcstg. Co. Inc. Box 972 4888	ABC. Wyo.Cowboy	F. O. Rice, p C. S. Mohr, gm, cm Lynn O. Smith, pd & ce	John Steele, pmm & sd Joyce Nicholas, nd Ed Lenaway, fd	Kay Shelton, wd AP Col.
---------------------	-------------	---	---------------------------	---	---	-----------------	---------------------

KVWO

Cheyenne Wyoming

1370 KC

MUTUAL INTERMOUNTAIN

Covering Wyoming's Capitol and the Tri-State Area
with the Greatest Power 1,000 Watts

Represented Nationally by Avery-Knodel, Inc.
San Francisco, New York, Chicago, Los Angeles,
Dallas, Atlanta

Intermountain Network
Lynn Meyer
National Sales Manager
146 South Main
Salt Lake City, Utah

WILLIAM T. KEMP, President

WYOMING—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
POWELL							
KPOW 1941	1250 5,000-D 1,000-N DA-N	A. J. Meyer Elder Bldg. 222	MBS, KBS. Intermt. Avery- Knodel	A. J. Meyer, p, gm & sd	Kenneth Doty, cm	Agnes Fields, pd Justin Kilness, ce	Assoc., Cole UP G.
RAWLINS							
KRAL 1947	1240 250	Rawlins Bcstg. Co. 1003	ABC, Wyo. Cow- boy McGillvra	W. C. Grove, p Jack C. Vagner, gm & cm	Anita Phisterer, pd & wd Gordon Clark, ce	Gene McMillen, nd Jack Campbell, fd	AP RCA
RIVERTON							
KWRL 1948	1450 250	Joseph P. Ernst 789	ABC, Wyo. Cow- boy McGillvra	Joseph P. Ernst, p	Dale Knisely, m, sm & ce	Mary Knisely, pd	AP Col.
ROCK SPRINGS							
KVRS 1938	1380 1,000-D 500-DA-N	Wyoming Bcstg. Co. P. O. Box 1067 93	MBS, Intermt. Avery- Knodel	D. G. Richardson, p D. A. Fisher, gm & sd	Laurel Mosbey, cm & fd Imogene Parr, pd, pmm, nd & wd Dave Wood, ce	Alma Mills, music. d	St. AP Col.
SHERIDAN							
KWYO 1934	1410 1,000-D 500-N	Bighorn Bcstg. Co. 21 N. Main 601	MBS, Intermt. Avery- Knodel	Jim Carroll, p & gm Don Tannehill, cm	Bob Crosthwaite, ce Bob Wilson, pd & nd	Lew Shank, sd Helen Erickson, wd	L-W UP RCA
TORRINGTON							
KGOS 1950	1490 250	Joseph P. Ernst 567	ABC, Wyo. Cow- boy	Joseph P. Ernst, p & o Richard (Dale) Wood, gm & nd	Alice Grange, cm & wd Leo Allen, pd & sd Leon Olson, ce	Evelyn Foster, pmm Bernie Trierwieler, fd	UP Col.
WORLAND							
KWOR 1946	1490 250	Joseph P. Ernst 733	ABC, Wyo. Cowboy McGillvra	Joseph P. Ernst, o & gm	Mildred V. Ernst, m	Joseph P. Ernst Jr., ce	AP Col.

Directory of BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

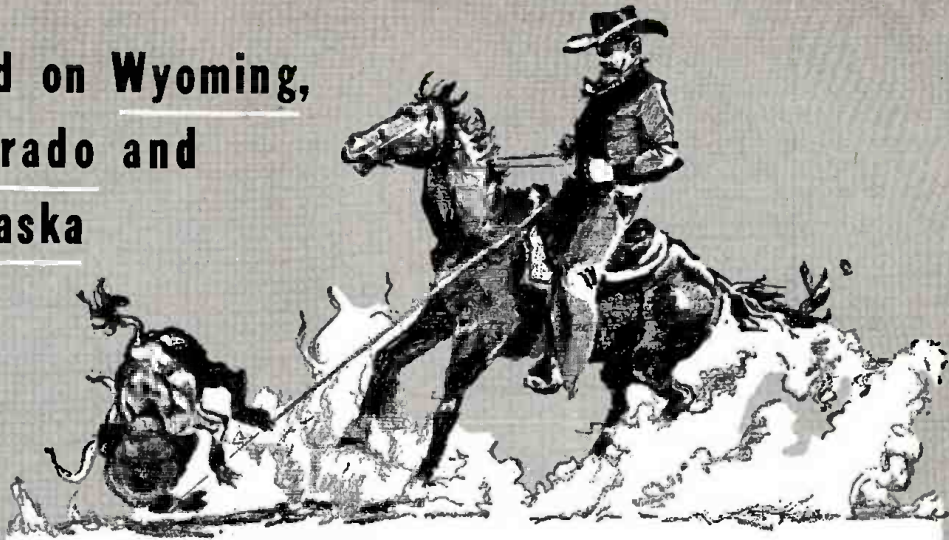
(Data corrected to December 6, 1952)

ALASKA

ANCHORAGE							
KBYR 1948	1240 250	Aleutian Bcstrs. P. O. Box 1960 3-4433					
KENI 1948	550 5,000	Midnight Sun Bcstg. Co. P. O. Box 879 20301	ABC, MBS, NBC, Don Lee, Wellington, Fletcher	(Miss) Miriam Dickey, p A. G. Hiebert, gm William Stewart, cm	H. B. Knutson, pd Peg Quilleash, pmm Jack M. Walden, ce	Walt Welch, nd Ed Baldwin, fd Red Murray, sd	Assoc. AP, UP RCA
KFQD 1924	600 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, p & gm John Phillips, cm Gerald Mathis, pd	George Ernst, pmm Chas. Mohler, ce	Sidney Druckman, sd Louise Gathe, wd	L-W AP RCA
FAIRBANKS							
KFAR 1939	860 10,000	Midnight Sun Bcstg. Co. 2125	ABC, MBS, NBC Don Lee Young	Miriam L. Dickey, p Alvin O. Bramstedt, gm Arvid Erickson, cm	Richard Greuel, pd Val Forth, pmm Jorgen Tveiten, ce	Del Day, s & nd Frances Aley, wd	AP, UP RCA
KFRB 1948	780 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, p & gm Juanita Underwood, cm	Dale Haviland, pd W. R. Nichols, ce	Joel Buffington, sd Kit Singleton, wd	L-W AP RCA
JUNEAU							
KINY 1935	1290 5,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o Richard Peter, gm & pd	Wm. Vernon, cm Charles Gray, ce	Stanley Asplund, sd Constance Parsons, wd	L-W AP RCA
KJNO 1952	630 1,000-D 500-N	Aurora Bcstrs., Inc. 123 Third St. 508	ABC, MBS, NBC Wellington, Fletcher	Austin Cooley, p Del Day, gm	Lee Meyer, cm Lou Russell, pd	Norma Weeks, pmm & wd Matt Gormley, ce	Assoc. AP RCA
KETCHIKAN							
KABI 1952	580 1,000-D 500-N	Aurora Bcstrs. Inc. 211 Heckman Bldg. 0610	ABC, MBS, NBC Wellington, Fletcher	Austin G. Cooley, p Roall Erickson, gm	John Funk, cm Matt Gormley, ce	Marlene Miller, wd	Assoc. AP RCA
KTKN 1942	930 1,000	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o & p Dorothy Bussanich, gm & wd	Edward Hammond, pd Richard Nicholas, ce	George Placentia, sd	L-W AP Col.
SEWARD							
KIBH 1948	1340 250	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o & p Jim Lawson, gm	Allen Hendricks, pd	David Hassinger, ce	L-W AP RCA
SITKA							
KIFW 1949	1230 250	Wm. J. Wagner 830 Securities Bldg. Seattle, Wash. Seneca 6333	CBS, Alaska Alaska Radio Sales, Scott	Wm. J. Wagner, o & p	Wm. Maynard, gm & pd	Lawrence Brady, ce	L-W AP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated.
FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Put your brand on Wyoming,
Northern Colorado and
Western Nebraska



BY USING

WYOMING COWBOY NETWORK

KFBC
KEY STATION CHEYENNE

KWRL
RIVERTON

KGOS
TORRINGTON

KOWB
LARAMIE

KWOR
WORLAND

KSID
SIDNEY, NEBRASKA

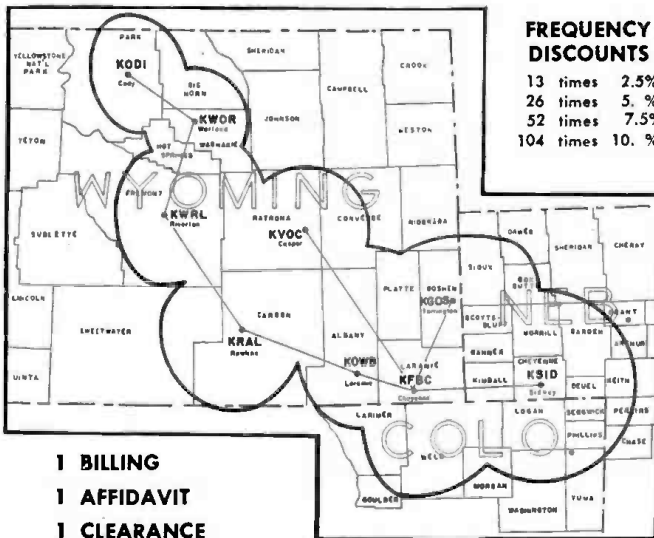
KRAL
RAWLINS

KODI
CODY

KVOC
CASPER

ALL STATIONS ABC AFFILIATED

This is a genuine full-time line-connected network, keyed and fed out of Cheyenne.



SPOT ANNOUNCEMENT RATES:

9 stations—\$22.50 day \$33.00 night

COVERAGE AND MARKET DATA:

Population (1950 census) 440,246
Radio Homes (Broadcasting) 109,954
Retail Sales (Sales Management) \$669,274,000

FOR FURTHER DETAILS . . .

see any Joseph Hershey McGillvra man, or phone Frank Flynn, Commercial Manager, or Wm. C. Grove, General Manager, WYOMING COWBOY NETWORK, 4-4461, Cheyenne, Wyoming.

- 1 BILLING
- 1 AFFIDAVIT
- 1 CLEARANCE

HAWAII

Executive Abbreviations

Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.

Transc. Li-
brary, News
Service
Transmitter

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representa- tive	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li- brary, News Service Transmitter
HILO						
KHBC 1936	970 1,000	Hawaiian Bcstg. Sys- tem, Ltd. P. O. Box 1476 4616				
KILA 1951	850 1,000	Island Bcstg. Co. P. O. Box 1595 5313	MBS, Inter- Island Hollingbery	J. D. Keating, co-o J. E. McCaw, co-o	J. E. Jaeger, gm & ce	Fin Hollinger, network m UP Col.
KIPA 1947	1110 1,000	Big Island Bcstg. Co., Ltd. 140 Ialii St. 2177		A. H. Green, p & m		
HONOLULU						
KAHU 1950	920 1,000	KAHU-Rural Bcstg. Co. Waipahu Honolulu 41-2835	Devney	Dr. Timothy Wee, p Harry En Chu, gm	Curtis Butler, pd Frank W. Fitch, ce	Mason Holliday, nd William Ystad, sd AP RCA
KGMB 1930	590 5,000	Hawaiian Bcstg. Sys- tem, Ltd. 1534 Kapiolani Blvd. 90914	CBS, Hawaiian Free & Peters	J. Howard Worrall, p C. Richard Evans, vp & gm Wayne Kears, cm & pmm	Ernest Lindemann, ce Arthur Hansen, pd	Joseph Anzivino, sd Betty Smyser, wd St. UP RCA
KGMB-TV 1952		Hawaiian Bcstg. Sys- tem 1534 Kapiolani Blvd. 9-0914		(For full information see TELECASTING Yearbook)		
KGU 1922	760 2,500 L-WJR	Advertiser Publishing Co. Ltd. P. O. Box 3110 52977	NBC Katz	Lorin P. Thurston, p William O. Paine, gm George C. Mansfield, cm	Owen Cunningham, pd Lee D. Hirschland, pmm	M. A. Mulrony, ce Wm. Whedbee, nd Thes. UP RCA
KHON 1946	1380 5,000	Aloha Bcstg. Co. Ltd. P. O. Box 1380 95295	Aloha Grant	R. M. Fitkin, p Ira G. Mercer, sm & ce Hal Lewis, cm	Wright Esser, pd Buck Buchwack, pmm John D. Allison, nat'l sls. d.	John J. Jordan, nd Frank Valenti, sd Claire Justice, wd L-W, Cap. UP RCA
KHTL(FM) (CP)	Chan. 222 92.3mc 6kw	Henry T. Lee 2998 Pacific Hghts.				
KIKI 1951	860 250 CP: 810 1,000	KIKI, Ltd. 320 Ward St. 63456	Western Radio Sales	Royal V. Howard, p Wm. B. Meyers, vp Clair Weidenaar, gm & pd	Sam Styles, cm Elaine Howard, secy.- treas.	Stan Abrahamson, ce Pete Simmons, sd L-W AP GE
KONA(TV) 1952		Radio Honolulu Ltd.		(For full information see TELECASTING Yearbook)		
KPOA 1946	630 5,000	Island Bcstg. Co. 575 Kamoku St. 9-5326	MBS, Inter- Island Hollingbery	John D. Keating, co-o Elroy McCaw, co-o Fin Hollinger, gm & cm	Carlos Rivas, sd Bun Clapperton, pmm	John Sanders, ce Gene Forssell, nd UP WE
KULA 1947	690 10,000	Pacific Frontier Bcstg. Co. Ltd. P. O. Box 1479 71933	ABC Young	Charles Mayo, p Jack A. Burnett, gm & cm Ted R. Scott, operations d.	Nancy K. Aea, pmm C. W. Evans, ce Gordon Burke, nd	Vern Bruggeman, sd Carra Moore, wd UP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

CBS in Hawaii

KGMB, Honolulu—5,000 watts, 590 KC

KHBC, Hilo—1,000 watts, 970 KC

COMPLETE COVERAGE OF THE HAWAIIAN MARKET

MARKET FACTS*

Population: 460,400
excluding military
Retail Sales: \$434,931,000
Effective Buying Income: \$633,165,000
Family Income, Cities of Hawaii: \$6,504
Quality Index, Cities of Hawaii: 120

* Sales Management, 1952

NATIONAL REPRESENTATIVE: Free & Peters

J. Howard Worrall, President
C. Richard Evans, Vice President, General Manager
Wayne Kears, General Sales Manager



KANEOHE, OAHU

KANI 1150
(CP) 1,000-D

Windward Bcstg. Co.
210 Hawaii Trust Bldg.

LIHUE, KAUAI

1940 1490
KTOH 250

Garden Island Pub. Co.
P. O. Box 1748
361

WAILUKU, MAUI

KMVI 550
1947 1,000

Maui Pub. Co. Ltd.
P. O. Box 374
981

Aloha
Grant

J. Walter Cameron, p
Ezra J. Crane, gm
Richard E. Mawson, sm

Frank R. Kovacic, cm
Neil Arveshoug, ce

W. J. Beiknap, nd
Emi Brandle, wd

St.
Press News
RCA

PUERTO RICO

AQUADILLA

WABA 1240
1951 250

Ledo Hector Reichard
P. O. Box 188
242

Ledo Hector Reichard, p

Felix Bonnet Velez, gm

.....
.....
.....

ARECIBO

WCMN 1280
1947 1,000

Caribbean Bcstg. Corp.
Antonio R. Barcelo St.
589

Aristides S. Ledesma, p
Nabal Barreto, gm & cm

Mrs. Digna Olivero Pabon, Juan Lopez Montano, nd
pd
Jose Soler, ce

Ray.

BAYAMON

WENA 1560
1947 250

Bayamon Bcst. Corp.
Bayamon
181

CAGUAS

WJFR 1240
(CP) 250
WRIA 1450
1947 250

Jorama-Fer Radio
Corp.
Inter American Radio
Corp.
Caguas
878

WVJP 1110
1947 250
1590

Borinquen Bcst. Co.
P. O. Box 207
789

FAJARDO

WMDD 1490
1947 250

Madraza & Diaz
P. O. Box 187
132

GUAYAMA

WXRf 1590
1948 1,000

Rafael Fuster
Hostos No. 42
243

Rafael Fuster, p
Charles Cordero, gm & cm

Jose Colon Melendez, pd

Julius Conesa, ce

G

MAYAGUEZ

WAEL 1400
1948 250
WKJB 710
1946 1,000-D
500-N

Mario Acosta
12 Iglesia St.
799

Mario Acosta, o, gm, cm &
pmm
Angel Ramos, pd

Jesus M. Aviles Brunet, ce
Secundino Minguela, nd

Gabriel Castro, sd
Berta De Tamayo, wd

.....
.....
.....

WORA 1150
1947 1,000

Jose A. Bechara, Jr.
Minerva St. 54
983

PRN
Guzman

Alfredo R. De Arellano,
Jr., p
Reinaldo M. Dupont, asst.
m
Adolfo Perez, cm

Angel Rivera Graciani,
pd & nd
German Velez, pmm
Marcos A. Vega, ce

Francisco Ortiz, sd
Blanca Luna DeMartinez,
wd

GE

WPRA 990
1937 10,000-DA-1

Puerto Rico
Advertising Co., Inc.
P. O. Box 889

WTIL 1300
1950 1,000

Mayaguez Radio Corp.
Post & Palmer Sts.
1290

Alberto Sanabria, p
Patricio R. Fermainntt,
gm
Gilbert Mamary, cm

Francis Feliu, pd
Gabriel Castro, pmm
& sd

Rafael R. Santiago, ce
Yayi Mamary, wd

.....
.....
G

PONCE

WPAB 550
1940 5,000-D
1,000

Portorican American
Bcstg. Co. Inc.
184 Villa St.
783

Inter-
American

A. Gimenez-Aguayo, p &
gm
Radames Mayoral, cm

Eliseo Borrero, pd
Pedro A. Conesa, Jr., ce

Juan B. Roman, sd

AP
RCA

WPRP 910
1936 5,000 DA-N

Voice of Porto Rico,
Inc.
P. O. Box 430
1015

PRN
Guzman

Arturo ValdeJuly, p
Francisco Susoni, Jr., gm
Antonio Miro, cm

Luis Alfonso Diaz, pd
Julio M. Conesa, ce

Luis R. Rodriguez, nd
Carols R. Ortiz, sd

UP
G.

WISO 1260
(CP) 1,000

South P. R. Bcstg.
Corp.
Leon St. No. 17

Jose R. Freyre, p

Luis E. Freyre, gm & ce

.....
.....
Col.

RIO PIEDRAS

WRIO 1320
1949 1,000

Master Bcstg. Corp.
P. O. Box 335, Hato Rey
1096

WWWW 1520
1949 250

Frank A. Gandia
P. O. Box 935
1098

Frank A. Ganda, o

PUERTO RICO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Libr. News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Sales Mgr. sm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm;		
SAN JUAN							
WAPA 1947	680 10,000	Jose Ramon Quinones 357 Ponce de Leon Ave. 3-0100	ABC, MBS, PRN Guzman	Jose Ramon Quinones, p Harwood Hull, Jr., gm Segismundo Quinones, cm	Emilio Medrano, pd J. E. Franco, pmm Jose Arzuaga, ce	J. Arnaldo Meyners, nd G. Atlas, fd Pedro Vazquez, sd	Thes. UP RCA
*WIPR 1948	940 10,000 DA-1	Department of Education Munoz Rivera Park 2-3218		Mariano Villaronga, p Jose A. Buitrago, sta. d Francisco Arrivi, pd	Pedro Luis Jimenez, ce Ismael Delgado, nd Carlos Gonzales, fd	Jose Seda, sd Catin Ballesteros, wd	Wid. WH
WITA 1947	1400 250	Electronic Enterprises Inc. P. O. Box 3728		Farmin H. Bonni, studio dir.			
WKAQ 1922	580 5,000	El Mundo Bcstg. Corp. P. O. Box 9007 2-2023		Angel Ramos, p R. A. Fournier, gm	V. Lamas Jr., cm Esther Pales, pd	Rafael Acosta, ce Santiago Garcia, pdm	Assoc. UP RCA
WKAQ-TV (CP)		El Mundo Bcstg. Corp. P. O. Box 9007 2-2023		(For full information see TELECASTING Yearbook)			
WKVM 1951	810 25,000 DA-1	American Colonial Bcstg. Corp. 1000 Ponce de Leon Ave. 3-0840	Young	Ralph Perez Perry, p & gm Felix Santiago, cm	Juan Serrano, pd Gloria Bravo, pmm	Rafael Rodriguez, ce Eugenio Guerra, sd	
WNEL 1934	880 5,000 DA-1	WNEL, Inc. 960 Ponce de Leon Ave.					
SANTURCE							
WIAC 1947	740 10,000 DA-1	WIAC, Inc. P. O. Box 4809 2-1558					
WIPR 1949	940 10,000 DA-1	Department of Educa- tion Ponce de Leon 1314 2-3218		Mariano Villaronga, comr. of education Jose A. Buitrago, sta. d	Olga Gomez, adm. asst. Francisco Arrivi, pd Pedro Luis Jimenez, ce	Wilfredo Braschi, nd Ismael Gonzalez, fd Jose Seda, sd	Wid. WH
VIRGIN ISLANDS							
CHARLOTTE AMALIE (St. Thomas)							
WIVI (CP)	1230 250	Radio American West Indies					
WSTA (CP)	1340 250	William N. Greer P. O. Box 538 489	Young	William N. Greer, p (Mrs.) Nellie Greer, cm Ron DeLugo, pd	Seth Larrabee, pmm Arnold Cunningham, ce Walter S. Priest, nd	(Mrs.) Marian Kennelly, wd	L-W
WSTB (CP)	1090 250	John W. Boler					

Directory of
BROADCASTING STATIONS IN CANADA

(Data corrected to December 6, 1952)

ALBERTA

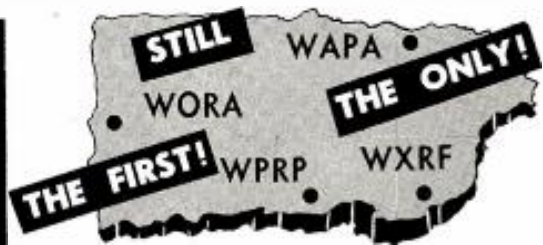
CALGARY							
CFAC 1922	960 5,000 DA-N	Calgary Bcstg. Co. 1000 Greyhound Bldg. 6-1036	CBC All-Canada Weed	John D. Southam, p A. M. Cairns, m Don Hartford, cm	George Brown, pd R. J. Fregillus, pmm Earl Connor, ce	Joe Marks, sd Shirley Shea, wd Earl Heywood, nd	Wid., Thes. Assoc. PN, BUP CB
CFCN 1922	1060 10,000 DA-N	The Voice of the Prairies Ltd. Toronto General Trust Bldg. 2-1161	CBC Radio Reps. Young	H. G. Love, p & gm E. H. McGuire, cm Jas. A. Love, pd	G. L. Carter, pmm R. W. Lamb, ce	Ross Henry, fd Henry Viney, sd Dora Dibney, wd	St., L-W, Cap. PN, BUP RCA
CKXL 1950	1140 1,000 DA-N	The Alberta Bcstg. Co. 210 9th Ave. W. 6-3028	Stovin	C. E. Chesher, p F. R. Shaw, gm B. D. Alloway, cm	J. R. Stewart, pd R. L. Craig, ce Guy Vaughan, nd	Ken Foss, sd	CP, BUP RCA
EDMONTON							
CBX 1948	1010 50,000	CBC Macdonald Hotel	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Dane E. Cameron, m	Ron C. Fraser (CBC), press info serv. d D. C. McArthur (CBC), nd Gordon W. Olive (CBC), enrg. d	A. K. Morrow (CBC), fd	BUP, CP, R
CFRN 1934	1260 5,000	Sunwapta Bcstg. Co. Ltd. 109 CPR Bldg. 2-2101	Dominion Radio Reps. Young, Oakes	G. R. A. Rice, p & gm A. J. Hopps, cm G. A. Duffield, pd D. Atkinson, secy.-treas.	Isobel McDonald, pmm Frank Makepeace, ce Gordon Williamson, nd Eve Henderson, wd	MacDonald Holmes, fd Al Shaver, sd	L-W BUP RCA
CHFA 1949	680 5,000 DA-1	Radio Edmonton Limitee 10012-109 Street 4-2157	Renaud	Dr. Mousseau, p J. A. Gallant, gm M. Guertin, cm & sd	Leo Remillard, pd & pmm Bob Guy, ce Tharcis Forestier, nd	Paul Gadoury, fd Mdme. Paul Chatain, wd	UP RCA
CJCA 1922	930 5,000	Edmonton Bcstg. Co. Birks Bldg. 4-4131	Trans- Canada Weed	W. A. MacDonald, p Gerry Gaetz, gm Joe McKenzie, cm	Dalt Elton, pd (Miss) Win Sutton, pmm Frank Hollingworth, ce	Russ Sheppard, nd Don Clayton, fd Joe Carbury, sd	Thes., St. PN, BUP Marc.
CJCA-FM 1949	Chan. 258 (A) 89.5mc 0.2kw						
*CKUA 1927	580 1,000	Univ. of Alberta Provincial Bldg. 2-5161		John Langdon, gm D. I. Roberts, pd	Bill Pinko, ce R. G. Nightingale, nd	Rex Allison, fd Art Ward, sd	Assoc. PN, BUP RCA
*CKUA-FM 1948	Ch. 251 (A) 98.1mc 0.35						GE

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. N—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

PUERTO RICO

LISTENS TO

**THE PUERTO RICAN
NETWORK**
RADIO CADENA PUERTO RICO



PRN ADVERTISERS

Blatz Beer	Hershey Chocolates
British West Indies Airways	India Beer
Buick Motors Corporation	Kisses Chocolates
Cadillac Motors Corporation	Klim Milk—Bordens
Camay Soap	Lavasol—P. & G.
Camel Cigarettes	Lucky Strike Cigarettes
Caprice Shoes	McCoy's Tablets
Chesterfield Cigarettes	Mum
Chevrolet Cars, Trucks	Pal Blades
Corona Beer	Palmolive Soap—CPP
Dole Pineapple	Parkay—KRAFT Products
Duz—P. & G.	Puerto Rico Cement
Eastern Airlines	Real Beer
Esso-Standard Oil	Red Seal Rice
Fleer's Double Bubble Gum	Rio Soap
Ford Cars, Trucks	Sears Roebuck Stores
General Electric	Shell Oil
Goodyear	Superior Rum
Gudo (Bordens)	Toni Permanent

V-8 Juices

Although the thought of creating a network in Puerto Rico is new and revolutionary to the population of the Island, the results in listening habits have been phenomenal! In less than two years, the PRN has been accepted by both Puerto Rican and American advertisers as the best buy in the island.

The Puerto Rican population of 2,205,398 is a market as large and important as the seventh largest American market (San Francisco). Puerto Rico is an AMERICAN MARKET. Net United States imports reach \$450,000,000 . . . 93% American Brand name products.

Only the Puerto Rican Network is especially designed to give you complete coverage of this important radio-minded market — PUERTO RICO.

Furthermore, each member station is the leader in its community! And that is because of the outstanding network programs, plus local programming "know-how."

Only The Puerto Rican Network Gives Complete Coverage of the Island

For Complete Information, Rates, Availabilities, Please Contact:

PUERTO RICAN NETWORK, INC.

POST OFFICE BOX 4563
SAN JUAN, PUERTO RICO

Harwood Hull, Jr.
General Manager

MELCHOR GUZMAN COMPANY, INC.

45 ROCKEFELLER PLAZA
NEW YORK 20, NEW YORK Circle 7-0624

Exclusive Advertising Representatives
in the United States and Canada

ALBERTA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner or Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
GRANDE PRAIRIE						
CFGP 1937	1050 1,000	Northern Bcstg. Corp. 2311	Trans-Canada All-Canada Weed	J. E. Thomson, p A. J. Balfour, gm J. Soars, cm	J. Wilson, pd Gene Ross, pmm J. deRoaldes, ce	Ken Dunstan, fd Bill Dunbeck, sd Kate Haas, wd Wid. PN Marc.
LETHBRIDGE						
CJOC 1926	1220 5,000 DA-N	Lethbridge Bcstg. Ltd. 1015 3rd Ave. S. 3161	Trans-Canada All-Canada Weed	H. R. Carson, p Norman Botterill, gm Cameron A. Perry, cm	Robert Charman, pd Edward Conville, pmm R. A. Reagh, ce	W. H. S. Skelton, nd Omar Broughton, fd Frank Bird, sd Assoc. Thes. L-W BUP, CP, PN Marc.
MEDICINE HAT						
CHAT 1946	1270 1,000 DA-2	Monarch Bcstg. Co. 520 First St. 2821	Dominion CBC All-Canada Weed	J. H. Yuill		PN, BUP RCA
RED DEER						
CKRD 1949	1230 250	Central Alberta Bcstg. Co. Foster Block 2083	Dominion Radio Reps. Young	Gordon S. Henry, p & gm Ike Kaila, cm	Ned Corrigan, pd & sd Tony Booker, ce	C. Bowers, nd R. Enno, wd Cap. BUP G

BRITISH COLUMBIA

CHILLIWACK						
CHWK 1927	1270 1,000 DA-1	Fraser Valley Bcstrs. Ltd. 50 Yale Rd. E. 7511	Dominion Trans-Canada All-Canada Weed	C. Casey Wells, p Jack Pilling, mngng. d & ce W. G. Teetzel, cm	J. M. MacIsachlan, pd Margaret Cormack, pmm Wally Clark, nd	Bob Hall, sd Ethel Luxton, wd Cole BUP GE
DAWSON CREEK						
CJDC 1947	1350 1,000	Radio Station CJDC Ltd. 2nd Ave. 216	Trans-Canada Radio-Reps. Cooke	W. B. Michaud, p Lewis R. Roskin, gm Wilfrid Laverne, pd	LeRoy Tansem, pmm William Gordon, ce Roy Darling, nd	W. Velande, fd Jon Leyne, sd Marjorie Jamelson, wd Assoc. PN Marc.
KAMLOOPS						
CFJC 1926	910 1,000	Interior Bcstrs. 310 St. Paul St. 1021				
KELOWNA						
CKOV 1931	630 1,000	Okanagan Bcstrs. Ltd. P. O. Box 1481 3331	Trans-Canada All-Canada Weed	J. H. Browne, o & p Dennis Reid, asst. m & sd	Freda Woodhouse, pd, prom. d & wd J. Fred Weber, ce	J. D. Bews, nd Thes. L-W PN NE
NANAIMO						
CHUB 1949	1570 1,000	Standard Bcstg. Co. Malaspina Hotel 1610	Natl. Sales Hunt, Cooke	C. J. Rudd, mgr. Sheila Hassell, sls d Bill Dobson, pd	Lew Fox, pmm Ross MacIntyre, ce Jim Bogyo, nd & sd	Nancy Heath, wd St. Wid. PN, R GE
NELSON						
CKLN 1939	1240 250	News, Publ. Co. 266 Baker St. 19	Pacific Stovin	A. R. Ramsden, gm, cm, pmm, pd & ce	W. Lea, nd F. Boates, sd	M. Mailman, wd PN RCA
NEW WESTMINSTER						
CKNW 1944	1320 1,000	International Bcstg. Co. Ltd. 227 Columbia St. 8012	Natl. Sales Forjoe	William Rea Jr., p Phil Baldwin, asst. m Hal Davis, pdm	Vern Wileman, ce Alan Macnab, pmm Jim Cox, nd	Rolly Ford, natl. adv. m Hugh Wallace, loc. sls. m Donna Powers, wd Assoc. St., Cole PN, BUP RCA
PENTICTON						
CKOK 1948	800 1,000-D 500-N	CKOK Ltd 125 Nanaimo Ave. W. 800	Radio Reps. Cooke	Maurice P. Finnerty, mngng. d Roy G. Chapman, sm Bruce A. T. Howard, cm	Vince A. Duggan, pd & nd Ed Britton, fd	Dave Roegele, sd St. PN GE
PORT ALBERNI						
CJAV 1946	1240 250 DA-N	CJAV Ltd. 735 3rd Ave. N. 604	CBC Natl. Sales Hunt, Cooke	Harold E. Warren, p Kenneth Hutcheson, mngng. d J. Geoffrey Holmes, cm	Thomas A. Rannie, pdm Lyall B. Feltham, pmm & nd Ross McIntyre, ce	James Robson, sd Cole, Cap. L-W AP, PN, R WE
PRINCE GEORGE						
CKPG 1946	550 250	Radio Station CKPG Ltd. P. O. Box 940 140	Trans-Canada All-Canada Weed	Frank H. Elphicke, p Cecll G. Elphicke, gm Jack E. Carbutt, cm	Chas. Cawdell, pd, pmm & sd	Mac MacKenzie, ce NE
PRINCE RUPERT						
CFPR 1938	1240 250	Northwest Bcstg. & Service (CBC lessee) 336 2nd Ave. 863	CBC Trans-Canada	J. A. Ouimet (CBC)		
TRAIL						
CJAT 1932	610 1,000	Kootenay Bcstg. Co. Ltd. 815 Victoria St. 1840	CBC All-Canada Weed	John W. Loader, m Don G. Marshall, cm	J. P. Kobluk, pdm John D. Hepburn, ce	Charles Whiten, nd Jim Bogyo, sd Assoc. PN RCA
VANCOUVER						
CBU 1936	1400 10,000	Canadian Bcstg. Corp. 701 Hornby St. Marine 1271	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Kenneth Caple, rep. George C. Chandler, p & gm Don Laws, cm Wally Peters, pd	Ron C. Fraser (CBC), press info. & serv. d Gordon W. Olive (CBC), engng. d Hector Christie, pmm Arthur H. Chandler, ce Bill Wellwood, exec. asst.	D. C. McArthur (CBC), nd A. K. Morrow (CBC), fd Keith Cutler, nd Hal Lodd, sd (Miss) Laddie Watkis, wd Thes., Mac. UP, PN, BUP, NE
CJOR 1926	600 5,000 DA-1	CJOR Ltd. 846 Howe St. Marine 6464	Dominion Stovin, Young	Mrs. R. J. Spratt, p Mrs. K. M. Willis, mngng. d	R. Fortune, pd D. Rogers, ce Clare Copland, slm	Roy Jacques, nd Norm Griffin, pd SES, Assoc. BUP RCA
CKMO 1922	1410 1,000 DA-N	B. C. Bcstg. System 812 Robson St. Marine 1271	Renaud, Cooke	Mrs. R. J. Spratt, p Mrs. K. M. Willis, mngng. d	R. Fortune, pd D. Rogers, ce Clare Copland, slm	Roy Jacques, nd Norm Griffin, pd SES, Assoc. BUP RCA
CKWX 1923	980 5,000 DA-1	Western Bcstg. Co. Ltd. 543 Seymour St. Tatlow 5131	MBS	A. Holstead, p F. H. Elphicke, m Sam G. Ross, asst. m	Jack L. Sayers, cm Laurie Irving, pd Ken Hughes, pmm	Chas. Smith, ce A. G. Cannings, nd Norm Griffin, fd PN, BUP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

CBC

marks 1953

with expanded facilities . . .

extended program service

. . . and television

CBC facilities and service stand at a new high level

AM

French-speaking listeners in Northern Ontario and the Prairies are now served with CBC programs in French . . . by the westward extension of the CBC French Network to privately-operated stations in Sudbury, Timmins, St. Boniface, Gravelbourg, Saskatoon and Edmonton.

More extensive program service is also available to English-speaking listeners, coast-to-coast. The CBC Dominion Network, maintaining its varied *evening schedule*, has expanded still more its *daytime* program services.

The Trans-Canada Network, with a daily sixteen-hour schedule in all six of Canada's time zones, continues to bring to listeners the best in music, drama and comedy . . . news, information and public service programs . . . new features and greater variety.

TV

To its nationwide service via *network radio*, TV has been added in Canada's two biggest markets. CBFT-Montreal and CBLT-Toronto are now in operation. Additional CBC television stations are planned for other regions.

As Canada's economy rises . . . as its population grows and its markets steadily increase . . . CBC service continues to expand.

In the use of these expanded facilities . . . network radio and television . . . and in the development of top-flight programs . . . the CBC stands ready to co-operate in every way possible with advertising agencies and their clients.

COMMERCIAL DIVISION

354 Jarvis St., Toronto 5

Ontario.

1425 Dorchester St. W., Montreal 25

Quebec.

CBC

canadian broadcasting corporation



BRITISH COLUMBIA—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Li-brary, News Service Transmitter
VERNON						
CJIB 1947	940 1,000	Interior Bcstrs. Ltd. 3330 30th Ave. 900	CBC, Dominion Radio Reps. Cooke	A. G. Seabrook, gm L. L. Scott, cm Don McGibbon, pd	Loren Merriman, ce Don Warner, sd	Nyra Groves, wd Assoc. PN RCA
VICTORIA						
CJVI 1940	900 1,000 DA-1	Island Bcstg. Co. 620 View St. Garden 8653	All-Canada Weed	Timothy Matson, p W. M. Guild, gm Lee Hallberg, cm	Vern Groves, pd Jim Crawford, pmm Joe Sommers, ce	Cam Perry, asst. m Rudy Hartman, nd Ted Reynolds, sd Thes. PN RCA St. BUP GE
CKDA 1950	1340 250	Capital Bcstg. System Ltd. 1450 Douglas St. Garden 9311	Radio Reps.	David M. Armstrong, p & gm Gordon M. Reid, cm Edward Farey, pd	Sidney S. Lancaster, pmm Norman E. Berquist, ce David G. Hill, pdm	Don Wilson, nd Bill Stephenson, sd
MANITOBA						
BRANDON						
CKX 1928	1150 1,000	Western Manitoba Bcstrs. City Hall Square 4532	Dominion Radio Reps. Young	John E. Craig, p & gm Ernie D. Holland, cm Eric Davies, pd	Archie Olson, pmm Humphrey Davies, ce	Ken Milton, sd Wld., Thes PN NE
DAUPHIN						
CKDM 1951	1230 250	Dauphin Bcstg. Co. Ltd. 22	Radio Reps. Young	Dr. M. Potoski, p David M. Hughes, gm Ralph D. Bagley, cm & sd	Jack M. Henderson, pd Gordon Shave, ce Lee Sage, nd	Bob Dale, fd Mary McGregor, wd Thes. PN GE
FLIN FLON						
CFAR 1937	590 1,000	Arctic Radio Corp. Ltd. 75 Hill St. 590	Trans- Canada	C. H. Whitney, gm J. Thiele, cm	T. Nelson, pd G. Woodward, ce	E. Smallwood, nd PN
ST. BONIFACE						
CKSB 1946	1250 1,000 DA-2	Radio-St. Boniface Limitee 607 Langevin St. 204-865	CBC Renaud McGillvra	Celestin Champagne, p Roland Couture, gm & cm Rene Dussault, pd	D. R. Thomson, ce Norbert Prefontaine, nd Maxime Desaulniers, fd	Etienne Bohemier, sd Rosemarie Bissonette, wd Assoc. BUP WE
WINNIPEG						
CBW 1948	990 50,000	Canadian Bcstg. Corp. 300 Manitoba Tele. Bldg. 922191	CBC	J. A. Ouimet (CBC), gm James R. Finlay (CBC), rep. Gordon W. Olive (CBC), engng. d	W. E. Powell (CBC), cm Ron C. Fraser (CBC), press info. & serv. d	Nairn Mogridge, gm D. C. McArthur (CBC), nd BUP, R, CP
CJOB 1946	1340 250	Blick Bcstg. Ltd. Lindsay Bldg. 926-374	Radio Reps. Young	J. O. Blick, p A. J. Messner, cm Geo. C. Davies, pd	H. J. Gibson, pmm R. V. Durie, ce N. V. Williams, contin. ed.	A. S. Bready, nd Assoc., St., L-W Thes., Wld., CP, BUP NE
CJOB-FM 1948	Chan. 276 103.1mc 0.25kw					
CKRC 1934	630 5,000 DA-N	Trans-Canada Communications 300 Carlton St. 922-266	Dominion All-Canada Weed	Victor Sifton, p Wm. A. Speers, gm E. M. Pirie, cm	J. M. Hill, pd F. M. Desouray, pmm A. W. Hooper, ce	Ev. Dutton, nd L-W, St. PN, BUP RCA
CKY 1950	580 5,006 DA-N	Bcstg. Station CKY 432 Main St. 93-1531	Stovin, Cooke	Lloyd E. Moffatt, p A. R. MacKenzie, gm W. E. Collier, cm	E. R. McCrea, pd & nd G. Keith, pmm S. Gilman, ce	E. Derback, fd J. Keilback, sd Margaret Hood, wd Cap., Assoc., SES BUP, CP NE
NEW BRUNSWICK						
CAMPBELLTON						
CKNB 1939	950 1,000 DA-N	Restigouche Bcstg. Co. Ltd. 110 Water St. 8	Dominion CBC Maritime Hardy, Weed	J. W. MacDonald, p Dr. Chas. Houde, mngng. d	C. S. Chapman, sm R. D. Richards, pd	W. H. Harper, pmm L. P. Faquet, ce PN NE
EDMUNDSTON						
CJEM 1944	1380 1,000	Edmundston Radio Ltd. 91 Canada Rd. 880	Stovin Young	Hon. Jules A. Brilliant, o Maurice Lacasse, gm Georges Guerrette, cm & pmm	Raynald Teasdale, pd & nd Yvon Roy, ce Leopold Bedard, fd	Jean Marie Carney, wd SES. PN WE
FREDERICTON						
CFNB 1923	550 5,000 DA-N	Radio Station CFNB	Trans- Canada All-Canada Weed	D. Malcolm Neill, gm H. L. McFee, sls & pmm	Jack T. H. Fenety, pd	Glenn D. Love, ce Thes. BUP Radio Press Marc.
MONCTON						
CKCW 1934	1220 5,000 DA-N	Moncton Bcstg. Ltd. Knights of Pythias Bldg. 9111	CBC, Dominion Stovin Young	Fred A. Lynds, p T. H. Tonner, cm Michael Wood, pd	Reg. Stockall, pmm A. J. White, ce Dane Crosby, nd	Earl Ross, sd Joan Nelson, wd Wld BUP Radio Press RCA
NEWCASTLE						
CKMR 1949	1240 250	Miramichie Bcstg. Co. Ltd. Castle St. 690				

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. —Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

SACKVILLE

CBA 1939	1070 50,000	Canadian Bcstg. Corp. 100 Sackville St. Halifax, N. S. 3-6188	CBC	J. A. Ouimet (CBC), gm W. E. S. Briggs, rep. Gordon W. Olive (CBC), engng. d	W. E. Powell (CBC), cm Ron C. Fraser (CBC), press info. & serv. d	D. C. McArthur (CBC), nd CP BUP, R
-------------	----------------	--	-----	--	---	---

SAINT JOHN

CFBC 1948	930 5,000 DA-1	Fundy Bcstg. Co. Ltd. 68 Carleton St. 3-2421	Dominion Nat'l. Sales Hunt. Weed	Dr. A. M. A. McLean, p Robt. T. Bowman, gm Cyril F. Bedford, cm	Wm. Tonner, pd Richard J. Gallagher, pmm Harold M. Stout, ce	Donald Armstrong, pdm David Orr, nd R. Gordon Smith, sd St. BUP Radio Press RCA PN NE
CHSJ 1934	1150 5,000 DA-N	New Brunswick Bcstg. Co. Ltd. 14 Church St. 3-3304		George A. Cromwell, gm		
CHSJ-FM 1947	Chan. 263 100.5mc 0.32kw					

NEWFOUNDLAND

CORNER BROOK

CBY 1949	790 1,000	Canadian Bcstg. Corp. Corner Brook	CBC	J. A. Ouimet (CBC), gm William F. Galgay, reg. rep W. E. Powell (CBC), cm	C. V. Hierlthy, sm E. D. Long (CBC), wd Ron C. Fraser (CBC), d press & info. ser.	Gordon W. Olive, d engng. D. C. McArthur (CBC), nd A. K. Morrow (CBC), fd CP BUP R
-------------	--------------	---------------------------------------	-----	--	--	--

GANDER

CBG 1949	1450 250	Canadian Bcstg. Corp. Gander	CBC	J. A. Ouimet (CBC), gm William F. Galgay, reg. rep. W. E. Powell (CBC), cm	A. W. Barrett, sm Ron C. Fraser (CBC), d press & info. ser. Gordon W. Olive, d gen. engng.	D. C. McArthur (CBC), nd A. K. Morrow (CBC), fd E. D. Long (CBC), wd CP BUP R
-------------	-------------	---------------------------------	-----	--	--	--

GOOSE BAY

*CGB	1350 250	Royal Canadian Air Force Goose Bay
------	-------------	--

GRAND FALLS

CBT 1949	1350 1,000	Canadian Bcstg. Corp. Grand Falls	CBC	J. A. Ouimet (CBC), gm William F. Galgay, reg. rep. W. E. Powell (CBC), cm	J. J. Grace, act. sm A. K. Morrow (CBC), fd Gordon W. Olive, d gen. engng.	Ron C. Fraser (CBC), d. press & info. ser. D. C. McArthur (CBC), nd CP BUP R
-------------	---------------	--------------------------------------	-----	--	---	---

Are Sales Problems Tying Your Hands in any of these 29 Key Markets?

CHWK Chiliwack	CFAC Calgary	CKRC Winnipeg	CKLW Windsor
CFJC Kamloops	CJCA Edmonton	CFPL London	CFCF Montreal
CKOV Kelowna	CFGP Grande Prairie	CFRA Ottawa	CFCY Charlottetown
CKPG Prince George	CJOC Lethbridge	CFRB Toronto	CFNB Fredericton
CJAT Trail	CHAT Medicine Hat	CJCS Stratford	CHNS Halifax
CKWX Vancouver	CKBI Prince Albert	CKOC Hamilton	CJCB Sydney
CJV! Victoria	CKCK Regina	CKSO Sudbury	CJLS Yarmouth
			CJON St. John's Nfld.

SELECTIVE RADIO PROVIDES THE ANSWER FOR MASS SELLING IN ANY MARKET

MARKETS . . . You broadcast only where it will do the most good—eliminate waste circulation — turn blanket coverage into bull's eye concentration!

STATIONS . . . You pick the key station in every market area . . . capitalizing on local listening habits and audience building adjacencies.

TIMES . . . You broadcast only when your audience is there—everywhere—regardless of time zones!

VEHICLES . . . You showcase your selling message with programs and announcements, "live" or transcribed. Regionally or nationally, SELECTIVE RADIO lets you pick the type of campaign that matches your product and fits your budget.

AUDIENCE . . . You aim your advertising to reach an urban or rural audience—or both. Selective Radio takes your sales message home, in the most isolated areas and in densely populated urban centers!

Call the All-Canada Man Today!

ONLY SELECTIVE RADIO GIVES YOU COMPLETE CAMPAIGN CONTROL

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

NEWFOUNDLAND—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations Owner o; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Transc. Library, News Service Transmitter		
HARMON FIELD							
*VOHF 1945	1490 50	U. S. Air Force Harmon Field					
ST. JOHN'S							
CBN 1949	640 10,000	Canadian Bcstg. Corp. St. John's	CBC	J. A. Ouimet (CBC), gm William F. Galgay, reg. rep. W. E. Powell (CBC), cm	Gordon W. Olive (CBC), d gen. engrg. Ron C. Fraser (CBC), d. press & info. ser.	D. C. McArthur (CBC), nd A. K. Morrow (CBC), fd	CP BUP R
CJON 1951	930 5,000	NFLD Bcstg. Co. Ltd. Broadcasting House 7105	Weed All-Canada	G. W. Stirling, p & gm D. Jamieson, pdm F. Dawe, cm	A. Harnett, pd F. Webster, pmm O. Hierlihy, ce	Bren. Walsh, nd J. White, fd J. MacDonald, sd	CP, PN Marc.
*VOAR 1931	1230 100-D	Seventh-Day Adventists 108 Freshwater Rd. Box 574 6760					
VOCM 1936	590 1,000	Colonial Bcstg. System, Ltd. Water St. at McBride's Hill 3148	Stovin Weed	Joseph L. Butler, mngng. d & nd Mencie Shulman, m & cm	J. M. Murdoch, pd & pmm W. B. Williams, ce	Ron Hayward, sd	Wid., Thes. CP, PN RCA
*VOWR 500-SH	700	Wesley Radio Board Patrick St.					

NORTHWEST TERRITORY

HAY RIVER

CFHR
(CP) 1490
100

NORMAN WELLS

CFNW
(CP) 1240
100

YELLOW KNIFE

*CFYP
1949 1450
150

Dept. of Nat'l Defense
Yellowknife
94

Rev. Judson Stade,
Chrmn. of Brd.

Gordon Betts, pd

NOVA SCOTIA

ANTIGONISH

CJFX
1943 580
5,000 DA-1

Atlantic Bcstrs. Ltd.
Broadcasting Bldg.

Dominion
Natl. Bcst.
Sales
Young

J. Clyde Nunn, mngngd

James Borroughs, slm

L-W
PN

BRIDGEWATER

CKBW
1947 1000
1,000

Acadia Bcstg. Co. Ltd.
399 King St.
445

Trans-
Canada
Radio Reps.
Cooke

C. J. Morrow, p
John F. Hirtle, mngng. d
James A. MacLeod, sm &
nd

Howard E. MacLean, cm
Douglas B. Hirtle, ce

Lester L. Rogers, slm
Gerald Regan, sd

Assoc.
PN
RCA

HALIFAX

CBH
1947 1330
100

Canadian Bcstg. Corp.
100 Sackville St.
3-6188

J. A. Ouimet (CBC), gm
W. E. Powell (CBC), cm
W. E. Briggs, reg. rep.

Ron C. Fraser (CBC), d
press & info. service
Ken Homer, press & info.
rep.

Gordon W. Olive (CBC),
d gen. engrg.
S. R. Kennedy, sm

CP
BUP
R

CHNS
1926 960
5,000 DA-N

Maritime Bcstg. Co.
Ltd.
10 Tobin St.
3-8318

CBC
Dominion
Weed
All-Canada

Andrew W. Robb, p
Wm. Coates Borrett, vp

Douglas A. Grant, bus. m
Gerald J. Redmond, sta. d

Arthur W. Greig, ce

Thes., L-W
PN, BUP
NE

CHNS-FM
1949 Chan. 241
96.1mc
0.25kw

CJCH
1944 920
5,000 DA-N

Chronicle Co. Ltd.
Lord Nelson Hotel
3-7311

Mulvihill
Young

B. P. McCurdy, p
E. Finlay MacDonald, gm
Clair L. Chambers, cm

William E. Fulton, pd
Howard E. Gerard,
traffic d
A. R. MacWilliams, ce

Ed Morris, nd
Pat Connolly, sd
Abbie Lane, wd

Wid., Assoc.
NE

KENTVILLE

CKEN
1948 1490
250

Evangeline Bcstg. Co.
Ltd.
Kentville
400

Alexander
Young

A. M. Bishop, p & ce
J. A. C. Lewis, gm

B. M. Butler-Gray, cm
W. A. Bishop, pd

M. C. MacQuarrie, pd

L-W
PN
GE

SYDNEY

CBI
1948 1570
1,000

Canadian Bcstg. Corp.
247 Charlotte St.

J. A. Ouimet (CBC), gm
W. E. Powell (CBC), cm
Gordon W. Olive, d gen.
engrg.

Ron C. Fraser (CBC), d
press & info. ser.
L. B. McDonald, sm
D. C. McArthur (CBC), nd

A. K. Morrow (CBC), fd
Elizabeth D. Long (CBC),
wd

CP
BUP
R

CJCB
1929 1270
5,000-D
1,000-N

Cape Breton Bcstrs.,
Ltd.
Radio Bldg.
5596

CBC
All-Canada,
Weed

J. W. Nathanson, p & gm
R. M. Burchell, cm
C. R. Huggins, sd

L. W. Taylor, pmm
A. Vernon, ce
R. E. Bennett, nd

D. MacIsaac, sd
Ann Terry, wd

Thes., L-W
PN
Marc.

CJCB-FM
1948 Chan. 235
94.9mc
0.25kw

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *N*—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

TRURO

CKCL 1947	1400 250	Colchester Bcstg. Co. Ltd. 7 Pleasant St. 491	Renaud	J. A. Manning, p & mngng. d Lloyd Cavanagh, pd & fd	E. S. Bernasconi, ce Graham Galloway, nd	Bob Vanstone, sd Shirley Haley, wd	Assoc. BUP NE
--------------	-------------	--	--------	---	---	---------------------------------------	---------------------

WINDSOR

CFAB 1946	1450 250	Evangeline Bcstg. Co. Ltd. Windsor 2111	Alexander Young	A. M. Bishop, p & ce J. A. C. Lewis, gm	B. M. Butler-Gray, cm W. A. Bishop, pd	C. R. Huggins, sd	L-W PN NE
--------------	-------------	--	--------------------	--	---	-------------------	-----------------

YARMOUTH

CJLS 1934	1340 250	Gateway Bcstg. Co. Ltd. 222 Main St. 500	CBC Maritime Weed All-Canada	Donald L. Smith, p, gm, cm & ce Denny Comeau, pd. nd & sd	Wm. Singer, pmm	Gene Alton, fd & wd	CP NE
--------------	-------------	---	---------------------------------------	--	-----------------	---------------------	----------

ONTARIO

BARRIE

CKBB 1949	1230 250	Ralph T. Snelgrove 26 Elizabeth St. 5585		Ralph T. Snelgrove, p & gm			AP RCA
--------------	-------------	--	--	-------------------------------	--	--	-----------

BELLEVILLE

CJBQ 1946	1230 250	Quinte Bcstg. Co. Ltd. P. O. Box 153 320	Dominion Young, Stovinn	A. McLean Haig, p W. H. Stovinn, m F. C. Murray, asst. m	H. J. MacDonald, cm C. W. Hannah, pd J. B. Buchanan, ce	P. R. Flagler, fd J. Devine, sd	Wld. Thes. PN WE
--------------	-------------	--	-------------------------------	--	---	------------------------------------	------------------------

BRANTFORD

CKPC 1923	1380 1,000 DA-D	The Telephone City Bcst. Ltd. 525 Colborne St. 3-2664	Dominion Alexander	Mrs. F. M. Buchanan, mngng. d H. Bremner, gm & cm R. Hancock, ce	Bob Dorsey, nd M. Warren, fd Arnold Anderson, sd	Mrs. M. Frowe, wd Miss M. Kitchen, traffic	Wld., Cap. BUP NE
CKPC-FM 1948	Chan. 234 (A) 94.7mc 0.4kw						

BROCKVILLE

CFJR 1943	1450 250	Jack R. Radford King St. W. 4628	Trans- Canada Dominion Stovinn Young	Jack R. Radford, p, mngng. d, cm & nd Ian Thomson, pd & pmm John G. Brasford, ce	Edgar Clow, fd Tom Statham, sd	Helen Everetts, wd	BUP RCA
--------------	-------------	--	--	---	-----------------------------------	--------------------	------------

CHATHAM

CFCO 1928	630 1,000 DA-1	John Beardall 42 King St. W. P. O. Box 277 2626	Dominion	John Beardall, p & gm P. A. Kirkey, com. d. Stewart Brandy, pd	Gordon D. Brooks, ce	Eunice Gardiner, nd & wd	L-W, Cole BUP NE
--------------	-------------------	--	----------	--	----------------------	--------------------------	------------------------

CORNWALL

CKSF 1945	1230 250	Daily Standard Freeholder 36 Pitt St. 4800	Dominion Stovinn, McGillivra	Howard Fleming, p Fred H. Pemberton, m Carl Fisher, prod. d & sd	Mahlon Clark, ce	Carl Cocan, wd	Thes. PN Marc.
CKSF-FM 1945	Chan. 284 (A) 104.3mc 0.6kw						

FORT FRANCIS

CKFI 1944	800 1,000-D 500-N	Bcstg. Station CKFI Ltd. 240 Scott St. 200	KBS, CBS Hunt, Messner Alexander, Cooke	J. G. McLaren, p & gm W. H. McLellan, cm Charles Renaud, pd	Gordon McBride, fd, pmm & sd Richard Endseth, ce Ted Ashton, sim	Andrew Marquis, nd Joyce Taylor, wd	PN NE
--------------	-------------------------	---	---	---	---	--	----------

FORT WILLIAM

CKPR 1931	580 1,000	H. F. Dougall Co. Ltd. Radio Hall, Victoria Ave. 3-3477	CBC Young Stovinn All-Canada	H. F. Dougall, p G. D. Jeffrey, cm J. P. Friesen, pd & nd	F. B. Brand, pmm W. T. Ross, ce	Pauline Chornluk, wd	Thes. PN RCA
CKPR-FM 1950	Chan. 232 (A) 94.3mc 0.25kw						

GUELPH

CJOY 1948	1450 250	CJOY Ltd. Bond Bldg. 5500	Radio Reps. Cooke	Wallace Slatter, p & sm Fred Metcalf, secy.-treas. & cm Donald LeBlanc, pd	D. A. Page, ce John Latimer, nd Carl Banas, fd	Hugh Bowman, sd Beth Hunter, wd	Assoc. L-W PN RCA
--------------	-------------	---------------------------------	----------------------	---	--	------------------------------------	----------------------------

HAMILTON

CHML 1927	900 5,000 DA-N	Maple Leaf Bcstg. Co. Ltd. 848 Main St. E. 9-2411	Dominion Natl. Sales Young, Hunt Stevens & Towndrow	Kenneth D. Sobie, p Tom E. Darling, gm A. M. Anderson, asst. m	W. D. Whitaker, cm R. D. Alexander, pd Bernie Gillespie, nd	Norm Marshall, sd Edna Forman, co-wd Jane Gray, co-wd	Assoc., St. PN RCA
CHML-FM 1948	Chan. 234 94.1mc 0.4kw						
CJXH (FM) 1949	Chan. 275 102.9mc 9.2kw	Hamilton Spectator 163 Jackson St. W. 7-1141					
CKOC 1922	1150 5,000 DA-N	Wentworth Radio Bcstg. Co. Ltd. 32 John St. N. 7-4483	CBC Trans- Canada Weed All-Canada	H. R. Carson, p W. T. Cranston, gm L. A. Westmoreland, cm	J. Lyman Potts, asst. m Mary Alice Hill, pmm Leslie Horton, ce	Gordon Morris, nd Perc Allen, sd Joan Pritchard, wd	Wld., Thes. PN, BUP Marc.

KENORA

CJRL 1938	1220 1,000	Carl Johnson Johnson Block 6212		Carl Johnson, p			Thes. CP NE
--------------	---------------	---------------------------------------	--	-----------------	--	--	-------------------

KINGSTON

*CFRC 1947	1490 100	Queens' Univ. Fleming Hall					
CKWS 1942	960 5,000 DA-2	The Brookland Co. 306 King St. 4405	Trans- Canada Natl. Sales Cooke	Sen. W. R. Davis, p Roy W. Hofstetter, m E. L. Jones, cm	W. Luxton, pd J. Pollie, pmm	B. Cobb, ce	L-W, Thes. PN RCA
CKWS-FM 1947	Chan. 242 96.3mc 0.25kw						

ONTARIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
KIRKLAND LAKE							
CJKL 1934	560 5,000	Roy H. Thompson Government Rd. Woolworth Bldg. 27	CBC Nat. Sales Cooke	Roy H. Thompson, p J. M. Davidson, gm G. W. Burnett, m	Don Nairn, pd Gord Shale, pmm Cy Spence, ce	Jack Weatherwax, cm Gord Davidson, nd Bill Straitan, fd	L-W, Thes. PN RCA
<i>CJKL-FM</i> 1948	Chan. 229 93.7mc 0.25kw						
KITCHENER							
<i>CFCA(FM)</i> 1949	Chan. 291 106.1mc 10kw	Pollock Enterprises Ltd. 47 King St. W.		Carl A. Pollock, p & gm			Wld. Canadian Press
CKCR 1929	1490 250	K-W Bestg. Co. Ltd. 125 King St. W. 3-3628	CBC Renaud Young	G. Liddle, p Etta G. Mitchell, vp James C. Mitchell, cm	Stu. Monroe, pd Bill Moyer, pmm Bill Marchand, ce	Dick Austin, nd E. Hubble, wd	Assoc. PN RCA
<i>CKCR-FM</i> 1943	Chan. 244 96.7mc 0.35kw						
LONDON							
CFPL 1933	980 5,000 DA-2	London Free Press Prntg. Co. Ltd. 442 Richmond St. 4-2121	Dominion All-Canada Weed	W. J. Blackburn, p & mngng. d M. T. Brown, gm D. C. Trowell, cm & pmm	R. A. Reinhart, pd G. A. Robitaille, ce J. V. Trethewey, nd	Roy Jewell, fd K. F. Ellis, sd (Mrs.) Mary Ashwell, wd	L-W, Wld. PN RCA
<i>CFPL-FM</i> 1948	Chan. 244 95.9mc 4.44kw						
NIAGARA FALLS							
CHVC 1947	1600 5,000-D 1,000-N DA-N	Radio Station CHVC Ltd. Rainbow Bridge 4110	Cooke Alexander	B. Howard Bedford, p A. W. Blakely, prod, d R. H. Hamilton, adv. m	Bill Killough, prom. d Tom Bilesko, ce Jack Burghardt, m (Welland)	Bob Douglas, nd Droomy Hewett, sd Ruth Chantrey, wd	Tues. BUP WE
NORTH BAY							
CFCH 1931	600 1,000	Northern Bestg. Co. Ltd. Fraser St. 2400	CBC	Roy H. Thompson, p & gm Bill King, cm			PN RCA
<i>CFCH-FM</i> 1949	Chan. 292 106.3mc 0.25kw						
ORILLIA							
CFOR 1945	1570 1,000	Gordon E. Smith 101 Mississaga St. E. 3511	CBC Stovin	Gordon E. Smith, p & gm Alex C. Gilmour, cm Pete McGarvey, pd & fd	Russ Waters, pmm George Slinn, ce Bill Bramah, nd	Dave Livingstone, sd Nora North, wd	Cole Wld., Assoc BUP RCA

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. *FM's in italic.* —Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

HEY—LOOK AT YOUR *NEIGHBOUR'S BULGING BILLFOLD!

YES—Canada's a pretty wealthy guy right now. Got lots of cash—good old-fashioned folding money which he's ready to lay out on most anything you can sell him. Been doing particularly well just lately. Gotten him some nice oil strikes up in Alberta. Turned up uranium in Saskatchewan and a whole raft of iron ore in Labrador. Owns quite a parcel of heavy industry in Quebec and right down through Ontario. And the old family business of lumber and gold and fishing don't exactly bring in chicken-feed, either.

Always been the States' best customer. Likes much the same things you do—for himself, his home, the wife and kids. Drives the same autos, reads the same comics, gets just as het up over the World Series. 'N his wife's just like your's, too. Makes the country over at the women's clubs, fusses over Junior's diet, shops more and more at the supermarket.

Only difference is—he's a mite hard for you to get to know. Often speaks two languages, French and English, has quite a few personal quirks you mightn't know about. And times he lives way off where it's plenty tough to reach him.

Except by radio. Canada listens to radio most all the time—and most everywhere. For his leisure he just naturally likes to pull up a chair and visit with the folks at his local station. And whether he speaks French or English, Canada and radio are right friendly. Takes radio's advice on what to buy—and he sure buys plenty. Spent nigh on 10½ billion dollars last year, just in the stores.

Yes sir! That's Canada, your customer. How's about letting us go get him for you.

"In Canada you sell 'em when you tell 'em!"

* Canadian spelling!

A message from the 115 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million Canadian homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Canada

• 37 Bloor St. West, Toronto 5, Ontario

OSHAWA

CKLB 1946	1240 250 DA	Lakeland Bcstg. Co. 16 Centre St. 3-3415	CBC Alexander McGillivra	A. H. Collins, p & gm Gordon G. Garrison, cm & pmm Ken Phillips, pd & nd	Burt McCollum, ce Paul Summerville, sd	(Mrs.) Mary Vollmer, wd	Wid., L-W CB RCA
--------------	----------------	--	--------------------------------	---	---	-------------------------	------------------------

OTTAWA

CBO 1924	910 1,000	Canadian Bcstg. Corp. Chateau Laurier 2-1151	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm C. P. Wright, sm	Ron C. Fraser (CBC), press & info. serv. d D. C. McArthur (CBC), nd	Gordon W. Olive (CBC), engng. d A. K. Morrow (CBC), fd	CF, BUP, R
-------------	--------------	--	-----	--	---	--	------------

CBO-FM 1948	Chan. 277 103.3mc 0.38kw						
----------------	--------------------------------	--	--	--	--	--	--

CFRA 1947	560 1,000 DA-2	Frank Ryan Auditorium 3-6241	All-Canada Weed	Frank Ryan, p & fd D. L. Martin, asst. m	Tom Foley, pmm & sd T. Kieley, asst. pmm	Campbell McDonald, nd	Cap., Wid., BUP G
--------------	-------------------	------------------------------------	--------------------	---	---	-----------------------	-------------------------

CFRA-FM 1948	Chan. 230 93.8mc 0.25kw						
-----------------	-------------------------------	--	--	--	--	--	--

CKOY 1949	1310 5,000-D 1,000-N DA-N	CKOY Ltd. 272 Somerset St. W. 2-2641	CBC Natl. Sales Cooke	Duncan McTavish, p Dan V. Carr, gm Jack Thompson, cm	Keith Stirling, pd Michael Simeinikoff, pmm Jack Pond, ce	Jack Alexander, nd Prof Daly, sd Pat Kenney, wd	Thes., Cap. Assoc. PN, BUP RCA
--------------	---------------------------------	--	-----------------------------	--	---	---	---

OWEN SOUND

CFOS 1940	1470 1,000 DA-N	Grey & Bruce Bcstg. Co. Ltd. 270 9th St. E. 1940	Dominion Stovin Young	Howard Fleming, p W. N. Hawkins, gm D. Ferry, cm	E. Smith, pd & nd J. McAsh, pmm R. Turmpenny, ce	L. Phillips, fd W. Daw, sd I. Doyle, wd	Wid. PN RCA
--------------	--------------------	---	-----------------------------	--	--	---	-------------------

PEMBROKE

CHOV 1942	1350 1,000 DA-1	The Ottawa Valley Bcstg. Co. Ltd. 197 Albert St. 1350	CBC Stovin Young	E. Gordon Archibald, p, gm & fd	Ramsey F. Garrow, c & pmm William K. Kutschke, pd, n & sd	W. Edwin Schmidt, ce Betty Miller, wd	Thes., SES. BUP RCA
--------------	--------------------	--	------------------------	------------------------------------	--	--	---------------------------

PETERBOROUGH

CHEX 1942	1430 1,000 DA-2	The Brookland Co. Ltd. Hunter St. 2-0451	CBC Natl. Bcst. Sis., Cooke	W. Rupert Davies, p D. R. Laurie, sm D. Burrows, pd	G. Grady, cm A. E. Crump, ce Paul Reid, nd	Doug Whalen, fd George Ludgate, sd	St., L-W PN RCA
--------------	--------------------	--	-----------------------------------	---	--	---------------------------------------	-----------------------

CHEX(FM) 1949	Chan. 268 101.5mc 0.25kw	(CHEX, AM affiliate)					
------------------	--------------------------------	----------------------	--	--	--	--	--

PORT ARTHUR

CFPA 1944	1230 250	Ralph H. Parker Public Utilities Bldg. 5-7651	CBC Dominion Weed Alexander Bcst. Reps.	Ralph H. Parker, p & gm	Paul MacGowan, cm	Al Davidson, pd	St., L-W PN RCA
--------------	-------------	---	---	-------------------------	-------------------	-----------------	-----------------------

ST. CATHARINES

CKTB 1933	620 1,000 DA-N	Niagara District Bcstg. Co. Ltd. 12 Yates St. Mutual 5-7351	Dominion Mulvihill McGillivra Radio Time Sales	W. B. C. Burgoyne, p Mary C. Burgoyne, vp & gm	W. C. Wingrove, m W. H. Allen, ce	John J. Morrison, nd Rex Stimers, sd Elda Flintoft, wd	St. PN RCA
--------------	-------------------	--	--	--	--------------------------------------	--	------------------

CKTB-FM 1949	Chan. 249 97.7mc 0.25kw						
-----------------	-------------------------------	--	--	--	--	--	--

ST. THOMAS

CHLO 1948	680 1,000 DA-1	Radio Station CHLO Ltd. Radio Centre, Curtis St. 3696	Trans- Canada Cooke Radio Reps.	G. Clarence Nichols, p J. C. Warder, gm & cm L. C. Evans, pd & sd	W. R. Onn, ce	R. Colling, fd	L-W PN NE
--------------	-------------------	--	--	---	---------------	----------------	-----------------

SARNIA

CHOK 1946	1070 5,000-D 1,000-N DA-N	Sarnia Bcstg. Co. Ltd. 148 1/2 N. Front St. Digby 1121	CBC Trans- Canada Natl. Bcst. Sis., Cooke Mulvihill	Claude R. Irvine, p Karl E. Monk, gm Arthur H. J. O'Hagan, cm	Frank Stalley, pd (Mrs.) Ev. Wallace, pmm Robert F. Cooke, ce	Al Baker, nd Buddy Guilfoyle, fd Mac McKenzie, sd	L-W PN RCA
--------------	---------------------------------	--	--	---	---	---	------------------

CHOK-FM 1949	Chan. 248 97.5mc 0.25kw						
-----------------	-------------------------------	--	--	--	--	--	--

SAULT STE. MARIE

CJJC 1934	1490 250	J. G. Hyland P. O. Box 218 Algoma 3-1121	CBC Alexander McGillivra	J. G. Hyland, p & gm Rene Riel, m J. B. Scully, pd & pmm	D. N. Irwin, ce Lionel McAuley, nd	John Mislan, sd Helen Johnston, wd	Wid. PN RCA
--------------	-------------	--	--------------------------------	--	---------------------------------------	---------------------------------------	-------------------

CJJC-FM 1949	Chan. 263 100.5mc 0.25kw						
-----------------	--------------------------------	--	--	--	--	--	--

STRATFORD

CJCS 1935	1240 250	F. M. Squires 125 Ontario St. 1875	CBC All-Canada Weed	Frank M. Squires, p & gm Stanley E. Tapley, cm	Alex L. Smith, pd & pmm John Grigg, ce	Charles Trethewey, nd Bill Inkol, sd	Wid. BUP G.
--------------	-------------	--	---------------------------	---	---	---	-------------------

SUDBURY

CHNO 1947	1440 1,000 DA-1	The Sudbury Bcstg. Co. Ltd. 168 Elm W. 6-6416	CBC Dominion Renaud Hunt Young	F. Baxter Ricard, p Rene Riel, m Wilf Davidson, pdm & pd	Peter Scott, pmm Wallace Robert, ce Alex Sjoberg, nd	Yvon Couture, fd Joe Spence, sd Judy Jacobson, wd	Assoc. PN RCA
--------------	--------------------	--	--	--	--	---	---------------------

CKSO 1935	790 5,000	CKSO Radio Ltd. 21 Elgin St. N. 7-7505	CBC, Ontario All-Canada Weed	George M. Miller, p W. J. Woodill, gm K. M. Dobson, cm	James McRae, ce Don Martz, sd	Trudy Manchester, wd	Thes. PN Marc.
--------------	--------------	--	------------------------------------	--	----------------------------------	----------------------	----------------------

TIMMINS

CFCL 1952	580 1,000 DA-1	J. Conrad Lavigne 175 Third Ave. 576-577	CBC Renaud	J. Conrad Lavigne, o & p Lucien Saint-Amand, gm Rene F. Barrette, cm	Laurent Smith, pd Aurele Lacoste, pmm Roch Memers, ce	Robert Millette, nd & fd Leon R. Cloutier, sd Jeanne de Cayen, wd	SES BUP G
--------------	-------------------	--	---------------	--	---	---	-----------------

CKGB 1933	680 5,000 DA-1	Northern Bcstg. Co. Ltd. Timmings, Ont. 1500	CBC Natl. Bcst. Sis., Cooke	Roy H. Thomson, p H. C. Freeman, m W. Rewegan, cm	J. V. French, pd W. Nadeau, pmm E. Mott, ce	W. Rasmussen, fd G. Cicci, sd A. Valentich, wd	L-W PN RCA
--------------	-------------------	---	-----------------------------------	---	---	--	------------------

CKGB-FM 1948	Chan. 233 (A) 94.5mc 0.25kw						GE
-----------------	-----------------------------------	--	--	--	--	--	----

ONTARIO—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Executive Abbreviations			Transc. Li- brary, News Service Transmitter
				Owner; Pres. p; Exec. vp evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. sm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; Prod. Mgr. pdm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.			
TORONTO							
CBL 1927	740 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm E. L. Bushnell, pd (gen)	Ron C. Fraser (CBC), press info. & serv. d Harry J. Boyle, pd	Gordon W. Olive (CBC), gen. engrg. d D. C. McArthur (CBC), nd	CP, BUP, R
CBL-FM	Chan. 256 99.1mc 5.58kw						
CBLT (TV) 1953		Canadian Bcstg. Corp.	(For full information see TELECASTING Yearbook)				
CFRB 1927	1010 50,000 DA-2	Rogers Radio Bcstg. Co. 37 Bloor St. W. Princess 5711	CBS All-Canada Young	Harry Sedgwick, p J. Elsworth Rogers, vp Lloyd Moore, gm	Waldo Holden, cm Wes McKnight, pd Ken Marsden, pmm	Clive Eastwood, ce	Wid., Thes. BUP CP RCA
CFRB-FM 1940	Chan. 260 99.9mc 0.2kw						
CHUM 1945	1050 1,000	York Bcstrs. Ltd. 225 Mutual St. Empire 4-4271	McGillvra Alexander	John H. Q'Part, p Robert L. Lee, gm & cm	Leigh Stubbs, pd & wd Aurele Boisvert, ce	Larry Martin, nd Phil Stone, sd	PN, BUP NE
*CJRT (FM) 1949	Chan. 233 91.1mc 9.9kw	Ryerson Institute of Tech. 50 Gouid St. Waverley 2631	CBC	Eric L. Palin, gm	C. Laughton Bird, pd	Andrew Kustuk, ce	Assoc. BUP GE
CJBC 1936	860 50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	CBC Stovin	J. A. Ouimet (CBC), gm Ron C. Fraser (CBC), press info. & serv. d	Gordon W. Olive (CBC), engrg. d H. G. Walker, m W. E. Powell (CBC), cm D. W. Insley, pd W. Campbell, pmm A. Taylor, ce	Bob McGall, pd E. L. Bushnell, pd	CP, BUP, R
CKEY 1944	580 5,000-D DA-2 1,000-N	Toronto Bcstg. Co. Ltd. 444 University Aye. Empire 8-3881	MBS Natl. Bcst. Sls. Cooke	Jack Kent Cooke, p H. E. Cooke, gm J. Turrall, cm		Angus McLellan, nd Joe Crysdale, sd	Wid., Assoc. L-W, St. AP, PN, BUP Marc. Thes. PN, BUP RCA
CKFH 1952	1400 250 DA-1	Radio Station CKFH 1 Grenville St. Midway 0921	Radio Reps. Weed	Foster W. Hewitt, p Howard C. Caine, gm W. L. Smith, cm	D. Robert Pugh, pd & nd Frank Somerville, pmm Gerald Wilson, ce	William Hewitt, sd	
WINDSOR							
CBE 1950	1550 10,000	Canadian Bcstg. Corp. Security Bldg.	CBC	J. A. Ouimet (CBC), gm Ron C. Fraser (CBC), press info. & serv. d	W. E. Powell (CBC), cm M. L. Poole, sm Gordon W. Olive (CBC), engrg. d	D. C. McArthur (CBC), nd A. K. Morrow (CBC), fd	CP, BUP, R

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in italic. *—Non-Commercial Station. CP—Construction Permit issued. D—Day. DA-N—Directional Antenna, night only. DA-1—Directional Antenna, same pattern day and night. DA-2—Directional Antenna, different pattern day and night. L—Limited Time with Dominant Stations. LS—Local Sunset. N—Night. SA—Special Authorization. SH—Specified Hours. ST—Share Time. Complete key to abbreviations, page 6.

Coverage

LONDON CITY AREA *		<i>Plus</i>	
No. of homes	35,300	Coverage in 7 additional Counties *	
No. of radio homes	34,380		
CFPL coverage		Daytime	Night
Daytime	— 97% of radio homes	Bruce	14% 11%
Night	— 94% of radio homes	Elgin	62% 55%
GREATER LONDON *		Huron	62% 47%
(London and Middlesex County)		Lambton	32% 17%
No. of homes	47,100	Norfolk	25% 13%
No. of radio homes	44,910	Oxford	48% 37%
CFPL coverage:		Perth	53% 45%
Daytime	— 92% of radio homes		
Night	— 85% of radio homes		

in a major market

PRODUCTION QUALITY

Network standards — RCA studio equipment and transmitters — 980 kc., 5000 watts D/N, directional, pattern change at night — 1 K standby-emergency power generator — Studios incorporate approved specifications of CBC, with improvements — Turntables, 78 and 33 1/3 — Magnecorder studio tape recording, playback equipment; also portable model for remotes — Presto disc recording equipment — Telephone tape recording unit — Complete tech lab — Top flight personnel — Performance record high.

PROGRAM STRUCTURE

Basic affiliate CBC Dominion Network — Local shows meet network standards, add strong community flavor (some fed to network) — Programs specialized at audience favored times; day-by-day continuity ensures thru'-the-week penetration — Library: 78's, Lang-Worth, Standard and WORLD — Continuity staff — CFPL — FM both satellite and separate. Operating Schedule — 6:00 a.m. to 1:00 a.m. Mon. thru' Fri.; 6:00 a.m. to 2:00 a.m. Sat.; 8:30 a.m. to 1:00 a.m. Sun.

PROMOTION — MERCHANDISING

Program promotion thru' radio, daily newspaper, weekly newspaper — Staff co-operation on special merchandising plans — Data, as requested, on market, distribution, competition, test possibilities, etc. IN U.S.A., CONTACT WEED & COMPANY; IN CANADA, ALL-CANADA RADIO FACILITIES.

980 CFPL LONDON - CANADA

* BBM SURVEY 1952

WINDSOR (Detroit)

CKLW 1932	800 50,000 DA-1	Western Ontario Bestg. Co. Ltd. Canada Trust Bldg. Windsor 4-1155 3300 Guardian Bldg. Woodward 1-7200 (Detroit)	MBS Young All-Canada	J. E. Campeau, p & gm E. W. Wardell, cm S. C. Ritchie, pd	A. R. Gloster, pmm W. J. Carter, ce C. E. Gunn, asst. slm	Val Clare, nd Austin Grant, fd Art Laing, sd	INS, BUP Wld., Thea RCA
CKLW-FM 1947	Chan. 230 93.9mc 0.25kw						

WINGHAM

CKNX 1926	920 1,000 DA-1	W. T. Cruickshank Josephine St. 158	Dominion Alexander Young	W. T. Cruickshank, p & gm J. J. Cruickshank, sm Vin Dittmer, pd & pmm	Scott Reid, ce John Strong, nd Robert Carbert, fd	Tom Rafferty, sd Margaret Brophy, wd	Thea. BUP RCA
--------------	-------------------	---	--------------------------------	---	---	---	---------------------

WOODSTOCK

CKOX 1947	1340 250	Oxford Bestg. Co. Ltd. 380 Hunter St. 2400	Renaud	M. J. Werry, p & gm Geoffrey Lewis, cm	William Whiting, pd	Ted Little, ce (Mrs.) Alice Munro, wd	Wld., L-W BUP RCA
CKOX-FM 1948	Chan. 295 106.9mc 0.26kw						

PRINCE EDWARD ISLAND

CHARLOTTETOWN

CFCY 1923	630 5,000 DA-N	Island Radio Bestg. Co. Ltd. 85 Kent St. 741	CBC Weed All-Canada	Lt. Col. K. S. Rogers, p R. F. Large, sm W. McMillan, traf. sup.	C. Cooper, pmm & fd A. L. Finley, tech. sup. A. S. Dickson, nd	L. McAulay, sd Jane Weldon, wd	Assoc. PN GE
--------------	-------------------	--	---------------------------	--	--	-----------------------------------	--------------------

SUMMERSIDE

CJRW 1948	1240 250	Gulf Bestg. Co. Water St. 2201					
--------------	-------------	--------------------------------------	--	--	--	--	--

QUEBEC

AMOS CHAD 1942	1340 250	Northern Radio—Radio Nord, Inc. 70 Gamble St. West Rouyn 1400	CBC Renaud, Weed	David A. Gourd, p & mng. d Claude Rousseau, oper. m	Roger Charbonneau, secy.- treas.	John Senecal, ce BUP NE
----------------------	-------------	--	------------------------	--	-------------------------------------	------------------	--------------------

CHICOUTIMI

CBJ 1933	1580 10,000 DA-1	Canadian Bestg. Corp. 286a rue Racine 155	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Marcel Ouimet, d	Ron C. Fraser (CBC), d press & info. ser. V. Fortin, sm	Gordon W. Olive (CBC), d gen. engrg. J. Saint-Georges, sup. press & info. CP, BUP R
-------------	---------------------	---	-----	--	---	--	-----------------------

GRANBY

CHEF 1945	1450 250	Granby Bestg. Co. Ltd. 7 Johnson St. 353					
--------------	-------------	--	--	--	--	--	--

HULL

CKCH 1933	970 1,000 DA-1	La Compagnie De Radiofusion CKCH, Ltd. 121 Notre Dame PR 7-2771	CBC Renaud, McGillvra	Aurele Gratton, gm Jean-Paul Lemire, cm Georges Huard, pdm	Henri Allard, pmm J. Lucien Champagne, ce Lionel Duval, nd	Jean-Paul Begin, fd Roger Leger, sd Madeleine Duhamel, wd	SES BUP Marc.
--------------	-------------------	---	-----------------------------	--	--	---	---------------------

JONQUIRE

CKRS 1947	1240 250	Radio Saguenay Limitee 359 St. Dominique 2-2551	Trans- Quebec Hardy, Young	Henri Lepage, p Tom Burham, sm Ray Maynard, cm & sd	Paul Bouchard, pd Paul Fortier, ce Lionel Tremblay, nd	Maurice Hamel, fd Rose Alme Asselin, wd BUP G
--------------	-------------	---	----------------------------------	---	--	--	-------------------

LA SARRE

CKLS 1950	1240 250	Radio La Sarre, Inc.					
--------------	-------------	----------------------	--	--	--	--	--

MATANE

CKBL 1949	1250 1,000 DA-1	La Cie de Radiofusion 144 St. Jerome Ave. 355					
--------------	--------------------	---	--	--	--	--	--

MONTREAL

CBF 1937	690 50,000	Canadian Bestg. Corp. Radio Canada Bldg. Plateau 7161	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Marcel Ouimet, d	J. Saint-Georges, sup. press & info. Gordon W. Olive (CBC), d gen. engrg.	Ron C. Fraser (CBC), d press & info. ser. E. R. Bertrand, nd	CP BUP R
CBF-FM 1947	Chan. 236 95.1mc 10kw						
CBM 1937	940 50,000 DA-N	Canadian Bestg. Corp. Radio Canada Bldg. Plateau 7161	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Marcel Ouimet, d	D. McGill, pd E. R. Bertrand, nd	Gordon W. Olive (CBC), d gen. engrg. Ron C. Fraser (CBC), d press & info. ser.	CP BUP R
CBM-FM 1947	Chan. 299 100.7mc 5kw						

QUEBEC—(Continued)

City Call Letters Established	Chan. or Freq. Power	Name of Licensee Headquarters Address Telephone Number	Network Representative	Owner o; Pres. p; Exec. up evp; Gen. Mgr. gm; Sta. Mgr. sm; Coml. Mgr. cm; Sales Mgr. slm; Prog. Dir. pd; Chief Eng. ce; Prom. Mgr. pmm; News, Farm, Sports or Women's Dir. nd, fd, sd, wd.	Executive Abbreviations	Transc. Library, News Service Transmitter
MONTREAL (Continued)						
CFCF 1919	800 5,000 DA-N	Canadian Marconi Co. 4824 Cote des Neiges Rd. Exdale 1184	ABC, CBC Weed, All-Canada	W. V. George, m J. A. Hammond, sm T. J. Quigley, cm	Reo Thompson, prog. m Olive Holroyd, pmm A. B. Clapp, studio sup.	W. M. Petty, d of pub. ser. David Rogers, nd Keith Dancy, sd St. RP, BUP Marc.
CFCF-FM 1947	Chan. 293 106.5mc 7.5kw					
CHLP 1933	1410 1,000 DA-1	Cie de Publication la Patrie Room 43, Sun Life Bldg. University 6-8611 CJAD, Ltd. 1191 Mountain St. University 6-8821	Alexander, McGillvra, Hunt	Flavius M. Daniel, gm Fernand E. Bergevin, asst. mgng, d Marcel Marineau, pd J. Arthur Dupont, p & gm R. L. Laurion, cm Ed McGibbon, prog. sup. & pmm	Alphonse Cloutier, ce Armand Goulet, nd	Roland Giguere, sd Hughette Proulx, wd Assoc. PN, BUP GE
CJAD 1945	800 5,000 DA-N		CBS Radio Times, Young		Maurice Rousseau, ce Hamilton Grant, nd	Grace Bartholomew, wd L-W, Assoc., Cap., Thes., Wld. PN, BUP WH
CKAC 1922	730 10,000	La Compagnie De Publication de la Presse, Ltd. 980 St. Catherine W. University 6-7301	Renaud	Hon. Senator P. R. Du-Tremblay, p Phil Lalonde, gm Georges Bourassa, cm	Ferdinand Biondi, pd Paul Gelinas, pmm Leonard Spencer, ce	Paul Boudreau, nd Michel Normandin, sd Rejane DesRameaux, wd
NEW CARLISLE						
CHNC 1933	610 5,000 DA-1	Gaspesia Radio Bcstg. Co. New Carlisle 64	CBC Hardy, Young	Dr. Charles E. Dumont, p Dr. Charles H. Houde, gm	Viateur Bernard, cm & pmm Gordon S. Coleman, ce	Raoul St. Julien, sd BUP NE
QUEBEC						
CBV 1939	980 1,000	Canadian Bcstg. Corp. Palais Montcalm 5-8155	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm Marcel Ouimet, d	Ron C. Fraser (CBC), d press & info. ser. Guy Dumais, sm	Gordon W. Olive (CBC), d gen. enrgg. J. Saint-Georges, sup. press & info. Maurice Descarreaux, sd Mme. Estelle Gagne, wd UP, PN, BUP Marc.
CHRC 1926	800 5,000 DA	CHRC, Ltd. 39 St. John St. 2-8177	Hardy, Young	Herve Baribeau, p Henri Lepage, gm Aurele Pelletier, cm	Magella Alain, pd & pmm Arsene Nadeau, ce Lucien Sevigny, fd	
CHRC-FM 1949	Chan. 251 98.1mc 0.59kw 1340 250					
CJNT 1949		Goodwill Bcstrs. Co. of Quebec, Inc. 405 Blvd. Hamel 5-6119				
CKCV 1928	1280 1,000	CKCV Ltd. 142 St. John St. 2-1585	CBC Weed, Renaud	Gaston Pratte, p Paul Lepage, gm & cm Marcel Leboeuf, pd	Normand Maltas, pmm Albert Duberger, ce Roger Bruneau, nd & fd	Rene Collard, sd Marie-Paule Vachon, wd PN Marc.

Data corrected to Dec. 6, 1952. If executives or services for FM are same as AM affiliate names are not repeated. FM's in *italics*. *N*—Non-Commercial Station. *CP*—Construction Permit issued. *D*—Day. *DA-N*—Directional Antenna, night only. *DA-1*—Directional Antenna, same pattern day and night. *DA-2*—Directional Antenna, different pattern day and night. *L*—Limited Time with Dominant Stations. *LS*—Local Sunset. *N*—Night. *SA*—Special Authorization. *SH*—Specified Hours. *ST*—Share Time. Complete key to abbreviations, page 6.

98.2% RADIO HOMES on MONTREAL ISLAND!

The 1952 Canadian Retail Sales Index offers NEW proof of radio's tremendous, penetrating impact on GREATER MONTREAL.

- % Radio Homes in Canada—94.4
- % Radio Homes in Quebec—96.0
- % RADIO HOMES ON MONTREAL ISLAND—98.2

Couple this high radio-homes percentage, with these important facts about your Montreal market: MONTREAL is the largest city in Canada. (Greater Montreal embraces 9.7% Canada's entire population)

MONTREAL is the 6th largest city in North America.

MONTREAL is the greatest inland port in the

world.

MONTREAL is the headquarters of the world's two largest transportation companies, the Canadian National and Canadian Pacific Railways . . . and is also headquarters for Trans-Canada Airlines.

MONTREAL is the terminus of eleven of the world's greatest shipping lines.

Total estimated retail sales for Montreal Island are estimated at \$1,334,282,000. (12.7% of entire Canada)

And in the heart of this great metropolitan area powerful CFCF reaches out and beyond giving you complete blanket coverage of CANADA'S NO. 1 spot PLUS bonus markets of more than a score of surrounding counties.

IN CANADA IT'S

MONTREAL

IN MONTREAL IT'S

CFCF

ABC AND DOMINION NETWORK AFFILIATE

Contact our reps: IN CANADA: ALL-CANADA RADIO IN U.S.A.: WEED & CO.

RIMOUSKI									
CJBR 1937	900 5,000	The Central Public Service Corp. 1 St. John St. 2217	CBC Stovin, Young	Honorable Jules A. Brilliant, p Andre Lecomte, gm Antonio Pineault, cm	Francis Raymond, pd Guy Ross, pmm F. C. Doak, ce	Jean Tetrault, nd Arthur Rioux, fd Bernard Langlois, sd	SES, St. PN NE		
CJBR-FM 1947	Chan. 266 101.5mc 1kw								
RIVIERE DU LOUP									
CJFP 1947	1400 250	Radio-Termiscouata Ltd. 322 Lafontaine St. 2727	CBC	Armand Belle, p			BUP RCA		
ROBERVAL									
CHRL 1949	1340 250	Radio Roberval Inc. Hotel Maison Blanche 450	Renaud	Georges Gagnon, p Lionel Morin, gm	Eric Gagnon, cm Normand Gagnon, pd	Raymond Lacomte, ce Lise Brulanger, wd	BUP G		
ROUYN									
CKRN 1939	1400 250	Northern Radio, Radio Nord, Inc. 70 Gamble St. W. 1400	CBC Renaud, Weed	David A. Gourd, p & mgng. Maurice Dubois, loc. oper. m	John Senecal, ce Roger Charbonneau, secy.-treas.	Andrews Stuparick, nd	BUP G		
STE. ANNE DE LA POCATIERE									
CHGB 1938	570 1,000 DA-N	G. Thomas Desjardins Main St. 101							
SHAWINIGAN FALLS									
CKSM 1951	1220 1,000 DA-N	La Cie de Radiofusion de Shawinigan Falls, Ltd. Hotel de Ville 4494	Renaud	Allan Rogerson, p, gm & pmm Fernand Cyr, cm	Gaston Tessier, pd Ernest Brunelle, ce	Claude Blain, nd	Thes. BUP GE		
SHERBROOKE									
CHLT 1937	900 1,000 DA-1	CHLT 98 221 Dufferin St. 3-2525	CBC Hardy	Sen. J. Nicol, p Alphee Gauthier, cm Jean-Louis Gauthier, cm	Rene Caron, pd & pmm Romeo Paquette, ce Paul Chenay, nd	Jean-Paul Lassonde, sd Yolande Champoux, wd	Thes., SES CP Marc.		
CKTS 1946	1240 250 DA-1	CKTS 221 Dufferin St. 3-2525	CBC, Dominion Young	Hon. Chas. B. Howard, p Alphee Gauthier, gm Jean-Louis Gauthier, cm	Rene Caron, pd Romeo Paquette, ce Jos. Walters, nd	J. P. Lassonde, sd Mary Hall, wd	L-W CP Marc...		
SOREL									
CJSO 1945	1320 1,000	Radio Richelieu Ltd. 72 Roy St. 3318	Cooke	J. A. Villeneuve, p Maurice Boulianna, m	Claude Rochon, pd Lorenzo Brouillard, pmm	Joseph Cardin, ce Gaston Auclair, sd	BUP G		
THREE RIVERS									
CHLN 1937	550 1,000 DA-2	Radio Three Rivers, Inc. 522 Bonaventure St. 4500	Hardy, Young	Leon Trepanier, gm Maurice Dansereau, cm Andre Cartier, pd	Alexandre Gignac, ce Louis Dufresne, nd	Adelard Dugre, sd Jacqueline Morin, wd	SES PN Marc.		
VAL D'OR									
CKVD 1940	1230 250	Northern Radio-Radio Nord Inc. 70 Gamble St., W. Rouyn 1400	CBC Renaud, Weed	David A. Gourd, p & mgng. d Georges Chartrand, loc. oper. m	John Senecal, ce	Roger Charbonneau, secy.-treas.	BUP G		
VERDUN									
CKVL 1946	980 1,000 DA-N	Jack Tietolman 211 Gordon Ave. Pontiac 6-2311	Cooke	Jack Tietolman, p Corey Thompson, gm & pmm Judah Tietolman, cm	Hal Stubbs, pd J. C. Charlebois, ce Marcel Beaugard, nd	Gaston Voyer, fd Rolland Bayeur, sd June Warren, wd	BUP, CP Col.		
VICTORIAVILLE									
(CP)	1380 1,000 DA-N	Pierre Brisson Victoriaville							

SASKATCHEWAN

GRAVELBOURG							
CFRG 1952	1230 250	Radio-Gravelbourg Ltd. Gravelbourg, Sask. 152	CBC Renaud	Dr. Rosario Morin, M.D., p Dumont Lepage, gm Laurent Isabelle, cm & pmm	A. Galouchko, pd O. E. Drouin, ce	Leon Kendergi, nd	BUP NE
MOOSE JAW							
CHAB 1922	800 5,000 DA-N	Radio Station CHAB Ltd. 127 Main St. N. 6464	CBC Stovin Weed	J. S. Boyling, gm N. S. Skingle, cm G. W. Price, pd	J. S. Purvis, pmm Merv Pickford, ce J. E. Johnson, bus. m	Earl Barnholden, nd Paul Hack, sd Mildred MacDonald, wd	L-W BUP Marc.
NORTH BATTLEFORD							
CJNB 1947	1460 1,000	Northwestern Bcstg. Co. Ltd. 66 E. 1st Ave. 2744		Hume Lethbridge, gm Tommy Nelson, pd	Clint Nicholl, ce	Eldon Elliott, sd	Assoc. BUP
PRINCE ALBERT							
CKBI 1934	900 5,000	Central Bcstg. Co. Ltd. Sanderson Bldg. 2621	CBC All-Canada Weed	E. A. Rawlinson, p & gm F. F. Rawlinson, asst. m G. Prest, cm	J. J. Cannon, pd Tom Van Nes, ce J. Johnson, slm	Francis H. Church, nd Murdoch MacKay, fd Nick Roche, sd	Thes. PN NE
REGINA							
CKCK 1922	620 5,000 DA-N	The Leader Post Ltd. Leader Post Bldg. 8525	CBC All-Canada Weed	Victor Sifton, p Harold Crittenden, gm Roy M. Malone, cm	Donald R. Dawson, pdm Allan Edwardson, pmm Ernest A. Strong, ce	Jim Grisenthwaite, pd Jim McLeod, nd Lloyd Saunders, sd	Wid. PN, BUP RCA
CKRM 1926	620 5,000 DA-N	Western Communications Ltd. 1819 Cornwall St. 7631					
SASKATOON							
CFNS 1952	1170 1,000	Radio-Prairies-Nord Ltd. 1902 Broadway 93-766	CBC Renaud	Dr. Maurice DeMay, p Dumont Lepage, gm Theodore Prefontaine, m	Fernand Ipperstiel, pd	Ernest O. Drouin, ce	BUP NE
CFQC 1923	600 5,000	A. A. Murphy & Sons Ltd. 216 First Ave. N. 7817	CBC Radio Reps. Young Oakes	A. A. Murphy, p Vernon Dallin, gm G. Blair Nelson, cm	W. E. Arnold, pd Marnie de Manbey, pmm L. Hoskins, ce	Godfrey Hudson, nd Ed Whalen, sd	Assoc., L-W, St. PN, BUP PN Marc.
CKOM 1951	1340 250	Radio Station CKOM Empire Hotel 2-1271	Stovin Weed	Robert A. Hosie, p & gm Murray D. Dyck, cm Gordon E. Walburn, pd	William Forst, ce J. L. McManus, nd A. Henderson, sd	F. H. Gayner, wd	Thes., Cap. BUP GE
WATROUS							
CBK 1939	540 50,000	Canadian Bcstg. Corp. Telephone Bldg. Winnipeg, Man. 922	CBC	J. A. Ouimet (CBC), gm W. E. Powell (CBC), cm James R. Finlay, reg. rep	Ron C. Fraser (CBC), press info. & serv. d C. E. L'Ami, press rep.	Gordon W. Olive (CBC), engg. d Nairn Mogridge, sm	CP, BUP, R
YORKTON							
CJGX 1927	940 1,000	Yorkton Bcstg. Co. Ltd. Smith-McKay Bldg. 2258	CBC Stovin Young	Dawson Richardson, p J. M. Shortreed, gm J. C. Goodman, cm & pmm	M. G. Phillips, pd Dave Glass, ce G. G. Gallagher, nd	Laurie Korchin, fd Bill Western, sd	L-W PN Marc.

RADIO, PROGRAM PRODUCTION & TRANSCRIPTION SERVICES

Including Recording, Talent and Script Writing Firms

For TV Film and Television Production see Telecasting Yearbook

A

JOHN ADASKIN PRODUCTIONS
314-15 67 Yonge St., Toronto, Ont., Canada. Tel.: Empire 4-9298; John Adaskin, owner.
Services: Program production.

ADVERTISERS RECORDING SERVICE
113 W. 57th St., New York 19, N. Y., Tel.: Circle 6-0141; James A. Miller, president; Robert E. Blake Jr., manager.
Services: Recording.

AFFILIATED ARTISTS REPRESENTATIVES
20 E. 53d St., New York 22, N. Y., Tel.: Plaza 3-1862; Lee Wallace, partner.
Services: Package shows, talent.

HOLLYWOOD-8776 SUNSET BLVD., TEL.: CRESTVIEW 6-4652; LOUIS ARTIGUE.

AFFILIATED PROGRAM SERVICE INC.
535 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-1881; Paul F. Adler, president.
Services: Program production, syndicated transcriptions, scripts, package programs.

AIR FEATURES INC.
147 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 9-5900; Maurice Scopp, managing director.
Services: Program production, package programs.

ALTON ALEXANDER RADIO-TELEVISION PRODUCTIONS
325 W. 187th St., New York 33, N. Y., Tel.: Lorraine 8-3100; Lottie Ritter, manager.
Services: Recording, scripts, package programs, production.

ALLIED RECORD MFG. CO.
1041 N. Las Palmas Ave., Hollywood 38, Calif., Tel.: Hollywood 9-5107; D. K. Broadhead, president-general manager; H. G. Neely, sales manager.
Services: Recording, program production, package programs.

NEW YORK 19-619 W. 54th St., Tel.: Judson 2-3791; K. R. Smith, manager.

WASHINGTON 5-1121 Vermont Ave., N. W.; Tel.: District 5162; W. S. Adams.

AMERICAN FOUNDATION FOR THE BLIND
15 W. 16th St., New York 11, N. Y., Tel.: Watkins 4-0420; M. Robert Barnett, executive director.
Services: Talking book records for the blind (under direction of U. S. Library of Congress).

AMERICAN INSTITUTE OF FOOD PRODUCTS INC.
19 W. 44th St., New York 18, N. Y., Tel.: Murray Hill 2-4944; Robert A. Bories, general manager.
Services: Production, scripts, talent for food merchandising.

AMERICAN JEWISH BROADCASTING CO. INC.
150 Broadway, New York 38, N. Y., Tel.: Worth 2-3322; Herman Younglieb, manager.
Services: Jewish programs.

ARIZONA RECORDING PRODUCTIONS
334 N. 7th Ave., Phoenix, Ariz., Tel.: Alpine 2-2018; Raymond A. Boley, owner and manager.
Services: Recording, program production, talent.

ARTISTS RECORDING STUDIOS
15 W. 10th St., Kansas City 6, Mo., Tel.: Harrison 6109; Bill L. Godden, owner-operator.
Services: Recording, program production, scripts, talent.

ASSOCIATED BROADCASTING CO. LTD.
1139 Bay St., Toronto, Ont., Canada. Tel.: Princess 1111; Gordon Allen, director, broadcast & TV division.
Services: Program production, scripts.

THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y., Tel.: Plaza 7-1111; Frank J. Starzel, general manager.
Services: World-wide news service delivered by 24-hour teletype circuit. 100 branch offices located throughout the U. S. and abroad.

ASSOCIATED PROGRAM SERVICE (DIV. OF MUZAK CORP.)
Services: Recording (transcribed libraries of music for radio-TV stations).

AUDIO-VIDEO RECORDING CO. INC.
730 5th Ave., New York 19, N. Y., Tel.: Plaza 7-3091; Percy L. Deutsch, president.
Services: Recording.

A-V TAPE LIBRARIES INC.
730 5th Ave., New York 19, N. Y., Tel.: Plaza 7-3091; Joseph F. Hards, president.
Services: Recording, program production.

B

BARRY & ENRIGHT PRODUCTIONS INC.
667 Madison Ave., New York City, Tel.: Oregon 9-3118; Dan Enright, partner and vice president.
Services: Program production, package programs.

GERALD BARTELL ASSOC.
710 N. Plankton Ave., Milwaukee 3, Wis., Tel.: Broadway 1-8428; Gerald A. Bartell, president.
Services: Syndicated transcriptions.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 2-8977; Charles J. Basch Jr., partner.
Services: Recording, program production, syndicated transcriptions, scripts, package programs.

IRENE BEASLEY RADIO PRODUCTION SERVICE
501 Madison Ave., New York 22, N. Y., Tel.: Plaza 3-8940; Irene Beasley, owner.
Services: Program production, package programs.

V. S. BECKER PRODUCTIONS
582 5th Ave., New York 36, N. Y., Tel.: Luxemburg 2-1040; Viola S. Becker, owner.
Services: Recording, program production, scripts, package programs, talent.

BELTONE RECORDING CORP.
709 8th Ave., New York City, Tel.: Luxemburg 2-2920; Leslie C. Cahan, president.
Services: Recording.

GEORGE E. BENTEL AGENCY
5617 Hollywood Blvd., Hollywood 28, Calif., Tel.: Granite 8608; Carl Coolidge, director.
Services: Scripts.

BERMAN & BETTENBERGER
410 S. Michigan Ave., Chicago 5, Ill., Tel.: Wabash 2-7488; Bernard S. Berman, partner.
Services: Program production, scripts, package programs, talent.

WALTER BIDDICK CO.
1151 S. Broadway, Los Angeles 15, Calif., Tel.: Richmond 6184; Guy Biddick, manager.
Services: Recording, program production, syndicated transcriptions, package programs.

FORD BOND RADIO PRODUCTIONS INC.
810 RCA Bldg., New York 20, N. Y., Tel.: Circle 7-2236; Ford Bond, president.
Services: Program production, syndicated transcriptions, package programs, consultant service.

BOYD ENTERPRISES
Box 1844, Fort Worth, Texas, Tel.: Wa 2429; Harvey R. Boyd, owner-manager.
Services: Recording, program production, scripts, package programs, talent.

BRITISH INFORMATION SERVICE
30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 6-5100; Jack Alstrop, radio officer.

BROADCAST PRODUCTIONS INC.
350 Madison, Detroit 26, Mich., Tel.: Woodward 5-0909; Lois Michels, president, and J. Hall Smith, production manager.

151 W. 48th St., New York 36, N. Y., Tel.: Plaza 7-7710; Maurice B. Mitchell, vice president-general manager.
Services: Program production, scripts, package programs, talent, spot announcements, promotion service.

BROADCASTING & FILM COMMISSION OF THE NATIONAL COUNCIL OF CHURCHES OF CHRIST IN THE USA
220 5th Ave., New York 1, N. Y., Tel.: Oregon 9-2988; Ronald Bridges, executive director.
Services: Program production.

HOLLYWOOD 28-5746 SUNSET BLVD., TEL.: HILLSIDE 7484; OREN W. EVANS.

BROADCASTING PROGRAM SERVICE
341 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 3-3881; Herbert Rosen, president.
Services: Program production, syndicated transcriptions, package programs.

HOWARD G. BROWN CO. (Also Station Representative)
7765 Torreyson Dr., Hollywood 46, Calif., Tel.: Hollywood 9-3095; Howard G. Brown, owner.
Services: Syndicated transcriptions.

BUCKEYE MOTION PICTURE PRODUCERS INC. (Division of Char-Ev Production Co.)
1908 Lea Crest Drive, Dallas, Texas, Tel.: Drexel 4-3754, Charles H. Edwards, president.
Services: Recording, program production, scripts, package programs, talent.

Newark, Ohio—Arcade Annex No. 2, Tel.: 4-3584; C. Dean Cullison, treasurer.

Whmore, Ky.—112 Main St., Tel.: 4754; Don Jewell, sales manager.

AL BUFFINGTON PRODUCTIONS
6711 Sunset Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-8367; Al Buffington, president.
Services: Recording, program production, package programs, scripts, syndicated formats for regional and local shows.

BYRON PRODUCTIONS CO.
8 E. 52d St., New York 22, N. Y., Tel.: Plaza 3-6930; Edward A. Byron, president.
Services: Package programs.

C

S. W. CALDWELL LTD.
150 Simcoe St., Toronto, Ontario, Canada. Tel.: Empire 8-9451; Spence W. Caldwell, president.
Services: Recording, program production, scripts, package programs.

Toronto—80 Richmond St., W., Tel.: 6-9451; G. N. Mackenzie, vice president in charge of sales.

Toronto—477 Jarvis St., Tel.: Empire 6-9451; production division.

Winnipeg (Manitoba)—171 MacDermott Ave., Tel.: 922-531; A. L. Garside, sales representative.

Vancouver (B. C.)—198 W. Hastings St., Tel.: Telow 6277; J. N. Hunt, sales representative.

CAPITAL FILM SERVICE
224 Abbott Road, East Lansing, Mich., Tel.: 8-3544; J. R. Hunter, owner.
Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

CAPITOL RECORDS DISTRIBUTING CORP. (Studio Recording Services; Sales Div. & Broadcast Sales Div.)
5515 Melrose Ave., Hollywood 38, Calif., Tel.: Hempstead 7114; Walter S. Heebner, general manager.
Services: Recording, scripts, package programs, syndicated transcriptions.

New York 19-1730 Broadway, Tel.: Plaza 7-7470.

PHILLIPS CARLIN
224 RKO Bldg., 1270 6th Ave., New York 20, N. Y., Tel.: Judson 6-5534; Phil Carlin.
Services: New York representative for out-of-town advertising agencies; program analysis, counsel and procurement.

GARRY CARTER OF AMERICA INC.
10 E. 49th St., New York 17, N. Y., Tel.: Plaza 9-2890; Garry J. Carter, president.
Services: Syndicated transcriptions, package programs.

Toronto—59 Avenue Rd., Tel.: Princess 2505; Alex Pearlstone, manager.

CATHOLIC BROADCASTING SERVICE
P. O. Box 16, Long Island City 3, N. Y., Tel.: Astoria 8-2474; M. E. O'Brien, manager.
Services: Recording, program production, transcriptions (all languages).

CAVALIER PRODUCTIONS
Box 215, 600 Franklin St., Garden City, N. Y., Tel.: Garden City 7-7110; Dr. Joseph Levit, president.
Services: Program production, package programs, talent.

New York 19-1164 Avenue of the Americas, Tel.: Circle 7-8466; Phillip St. Clair, technical director.

HU CHAIN ASSOC.
40 E. 40th St., New York 16, N. Y., Tel.: Murray Hill 5-7220; Hubert V. Chain, owner.
Services: Program production, scripts, package programs.

THE BRUCE CHAPMAN CO.
55 W. 42d St., New York 36, N. Y., Tel.: Wisconsin 7-9244; Bruce Chapman, president.
Services: Program production, package programs.

Hollywood 28-6711 Sunset Blvd., Tel.: Gladstone 6342; Joseph Mansfield.

Paris 2-30 rue de Gramont, Tel.: Richelieu 8004; Dan Morley.

London W. 1-22 Davies St., Tel.: Mayfair 1037; Frank Byers.

MARY D. CHASE PRODUCTIONS
162 W. 54th St., New York 19, N. Y., Tel.: Circle 5-8837; Jay Chase, director.
Services: Program production, package programs, talent, artist management.

CHESHIRE & ASSOC. INC.
6533 Hollywood Blvd., Tel.: Hollywood 9-4580; Bob Reichenbach, general manager.
Services: Recording, program production, syndicated transcriptions, package programs.

New York 36—Charles Michelson Inc., 15 W. 47th St., Tel.: Plaza 7-0695; Charles Michelson.

CHICAGO FILM CORP.
56 E. Superior St., Chicago 11, Ill., Tel.: Whitehall 4-6971; A. G. Dunlap, president.
Services: Recording facilities.

CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE INC.
220 E. 42d St., New York 17, N. Y., Tel.: Murray Hill 2-1234; Mollie Slott, manager.
Services: Newspaper features adaptable to broadcasting.

FRANK CHRISTL & ASSOC.
521 N. LaCienega Blvd., Los Angeles, 48, Calif., Tel.: Crestview 1-6452; Frank Christl, owner.
Services: Program production, package programs.

ARTHUR B. CHURCH PRODUCTIONS
KMBG Bldg., 11th & Central St., Kansas City 5, Mo., Tel.: Harrison 2650; George E. Halley, manager.
Services: Recording, syndicated transcriptions, scripts, package programs.

CINEMART INTERNATIONAL CORP.
322 E. 44th St., New York 17, N. Y., Tel.: Oregon 9-4430; Varian Fry, president.
Services: Recording.

RADIO STATION CKEY—RECORDING DIV.
444 University Ave., Toronto, Ont., Tel.: Waverly 3881; W. H. McAlpine, manager.
Services: Recording.

COASTAL RECORDING CO. INC.
136 W. 52d St., New York 19, N. Y., Tel.: Circle 6-3900; Arthur Shaer, managing director.
Services: Radio transcription service for advertising agencies.

COLE CORP.
823 S. Wabash Ave., Chicago 5, Ill., Tel.: Harrison 7-7461; M. M. Cole, president.
Services: Transcription library.

TED COLLINS CORP.
1819 Broadway, New York 23, N. Y., Tel.: Circle 7-0094; Ted Collins, manager.
Services: Production, talent.

COLSON & CO. INC.
1122 Jackson St., Dallas, Texas, Tel.: Federal 6065, Sterling 3878; Harrison Colson, manager.
Services: Recording, program production, syndicated transcriptions, package programs, talent.

(Continued on page 344)



HERE THEY COME!

ZIV brings you a
basketful of beautiful new

WATCHES

for you to give away

FREE!

IMAGINE!
OVER

\$2,500⁰⁰

WORTH OF
WATCHES

52 BRAND NEW
GRUENS FOR YOU
TO GIVE AWAY

The Most Exciting
GIVE-AWAY DEAL
Ever to Hit Radio!

AMERICA'S
NO. 1 FAVORITE!

THE GUY

Lombardo

SHOW

"The Sweetest Music This Side Of Heaven"



FREE!



*NOTHING LIKE
THIS EVER
HAPPENED IN
YOUR CITY*

You get a
STAR-STUDD
SHOWCASE
of musical
entertainment!

Featuring Guy, the Lom-
bardo Trio, the Twin
Pianos, the Picture Story,
Lombardo vocalists Kenny
Gardner and Don Rod-
ney, and announcer
David Ross.

You get all the
elements for a
SMASHING
SALES-SUCCESS!

Exciting, colorful dis-
plays, productive point-
of-sale material, magne-
tic merchandising and
newspaper ad mats, pow-
er-packed publicity, lis-
teners' Clue Book. All as-
sure an aware and ever-
increasing audience.

You get
MORE SALES --
MORE PROFITS!

as the No 1
advertiser in
your market!

THE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!



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

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 340)

COLUMBIA ARTISTS MANAGEMENT INC.

113 W. 57th St., New York 19, N. Y., Tel.: Circle 7-6900; Eleanor French, director, radio-TV department.

Services: Talent booking.

Los Angeles—714 Auditorium Bldg., 427 W. 5th St., Tel.: Madison 6-2327; Cleone Pottenger, head, radio-TV department.

Chicago—Wrigley Bldg., 410 N. Michigan Ave., Tel.: Delaware 7-6626; Marion Evans, radio-TV department.

COLUMBIA TRANSCRIPTIONS (Div. of Columbia Records)

799 7th Ave., New York 19, N. Y., Tel.: Circle 5-7300; Robert J. Clarkson, general manager.

Services: Recording (disc and tape), program production, scripts, package programs, talent, commercial and industrial records, Microgroove records.

Chicago — 410 Michigan Ave., Tel.: Whitehall 4-6000; Girard D. Ellis, manager.

Los Angeles — 8723 Alden Dr., Tel.: Crestview 8-1034; William A. Wheeler, manager.

COMMODORE PRODUCTIONS & ARTISTS INC.

1350 N. Highland Ave., Hollywood 28, Calif.; Tel.: Hollywood 9-8229; Walter White Jr., president-executive producer.

Services: Program production, syndicated transcriptions, package programs.

THE COMPO CO. LTD.

2377 Remembrance St., Lachine 32, Quebec, Tel.: Nelson 5-1993; S. D. Roberts, sales manager.

Services: Recording.

FRANK COOPER ASSOCIATES

521 5th Ave., New York 17, N. Y., Tel.: Vanderbilt 6-5661; Sy Fischer, manager.

Services: Talent, production, personal manager, writers' agent.

Hollywood—7225 Hollywood Blvd., Tel.: Hollywood 9-3737; Frank Cooper, owner.

LOUIS G. COWAN INC.

575 Madison Ave., New York 22, N. Y., Tel.: Plaza 9-3700; Louis G. Cowan, president.

Services: Program production, package programs.

Chicago 3—8 S. Michigan Ave., Tel.: Randolph 6-2022; John Lewellen, vice president.

LEIGH CROSBY

1651 Cosmo St., Hollywood 28, Calif., Tel.: Granite 3171; Leigh Crosby.

Services: Program production.

CROSLEY BROADCASTING CORP. (WLW)

140 W. 9th St., Cincinnati 2, Ohio, Tel.: Cherry 1822; R. E. Dunville, president.

Services: Recording, program production, scripts, package programs, talent.

New York 20—630 5th Ave., Tel.: Circle 6-1616; Bernard Musnik.

Chicago 1—360 N. Michigan Ave., Tel.: State 2-6693; Harry Albrecht.

Hollywood 28—6381 Hollywood Blvd., Tel.: Hollywood 9-5408; Tracy Moore.

San Francisco—Tel.: Exbrook 2-8033; Tracy Moore.

Columbus 2—3165 Olentangy River Rd., Tel.: Jefferson 5441; James Leonard.

Dayton 9—4595 S. Dixie Hwy., Tel.: Walnut 2101; H. P. Lasker.

RONALD DAWSON ASSOC.

545 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-6865; Ronald Dawson, owner.

Services: Program production, scripts, package programs.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y., Tel.: Oregon 9-3595; Gordon M. Day.

Services: Recording, program production, scripts, package programs.

DECCA RECORDS INC.

50 W. 57th St., New York 19, N. Y., Tel.: Columbus 5-2300; Edward R. Strauss, manager, special service.

Services: Records, transcriptions.

De FRENES CO.

1909 Buttonwood St., Philadelphia 30, Pa., Tel.: Rittenhouse 6-1686; Joseph De Frenes, president.

Services: Transcriptions, program production. (Equipped with facilities for sound stage, disc recorders, etc.)

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd. Hollywood 28, Calif., Tel.: Hudson 2-1228; Jerry Devine, producer.

Services: Program production, scripts, package programs, talent.

(Continued on page 348)

D

HENRY H. DAGAND

30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 6-4224.

DAMON RECORDING STUDIOS INC.

1221 Baltimore Ave., Kansas City 6.



**19 YEARS
OF
RECORD
SERVICE**

PROCESSING

Better in dozens of ways,
because of scientific
testing at every step.

PRESSING

Proved better by hundreds
of satisfied clients all
over the world.

TAPE DUPLICATION

Guaranteed broadcast
quality—now used in
broadcasts everywhere.

SHIPPING

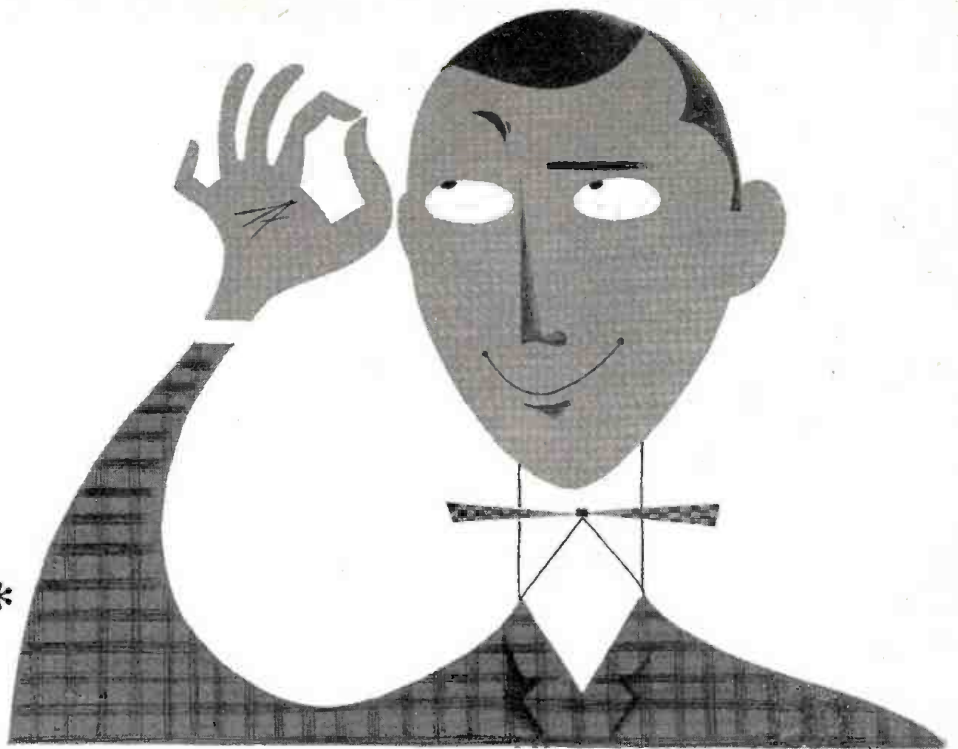
Allied's cross checking
controls assure on-time
delivery under any
circumstance.

**ALLIED RECORD
MANUFACTURING COMPANY**

**619 W. 54th STREET
NEW YORK, NEW YORK**

**1041 N. LAS PALMAS
HOLLYWOOD, CALIFORNIA**

**AGENCIES
RECORD MEN
RADIO PRODUCERS
TV FILM PRODUCERS***



let us show you how much time and money you can save by using

**CAPITOL RECORDS STUDIO & RECORDING SERVICES
FOR ALL YOUR RECORDING NEEDS**

save time

best quality

save money

**most
dependable**

1. Live and off-the-line recording.
2. Skilled tape editors who know their business.
3. Large and small studios — audience accommodations.
4. Most modern facilities and equipment.
5. Most up-to-the-minute Know How.
6. Finest quality mastering — processing — pressing.
7. Fastest — most dependable service.

custom recording? the very best!

**That Capitol Sound
That Capitol Quality
Now available to you through**



S-R-S

STUDIO & RECORDING SERVICES SALES DIVISION

CAPITOL RECORDS DISTRIBUTING CORP.

5515 Melrose Avenue Hollywood 38, Calif.

Hempstead 7114

Walt Heebner, Mgr.

***A special money-saving recording technique that gives TV sound proper phonograph record balance for life-like reproduction on home instruments.**

BMI

offers these

PROGRAM AIDS TO THE BROADCASTER

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your program director or music librarian for this material.

Continuity music programs that sell... ready for immediate use... smooth, well written scripts for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)
THE TEEN AGE BOOK PARADE (quarter hour, weekly)
MUSIC and SPORTS (quarter hour, 3 times weekly)
SPECIAL EVENTS (half hour, periodically)

Concert Music Monthly Pin Up Sheet listing new recordings of outstanding contemporary and standard compositions.

YOUR CONCERT HALL — a series of half hour radio scripts, three times weekly.

TODAY IN MUSIC—dates and facts about the important music events of the month.

Pin Up Sheets Convenient and timely reference to the current song leaders... pop hits, folk favorites, rhythm and blues successes... issued monthly.

Copyright Research Thorough, up-to-the-minute information on music clearance... a complete basic catalog and regular weekly supplements of newly published music with consolidated indexes provided semi-annually.

Newsletter Personal monthly message to the broadcasters. An exchange of radio and music ideas.

Music Memo Monthly informational bulletin... the radio man's guide to BMI music... contains Recordata, the Platter Spinners Parade and Tips on Tunes.

Meet the Artist Valuable reference of vital statistics on 144 of the nation's popular recording artists.

Record Report Forecast of tomorrow's song hits... weekly facts about BMI-licensed tunes coming up.

Holiday Music Timely suggestions of appropriate music for seasonal and holiday occasions.

Music Distribution Music of every type, published by BMI and affiliated publishers, mailed to stations frequently.

Performindex Handy, time-saving catalog of most-performed BMI-licensed titles.

Categorical Index Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

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

BMI achieves CONSISTENT LEADERSHIP ON THE HIT PARADE—1952

The remarkable story revealed in an analysis of the "Hit Parade" during the past year (50 weeks) is truly a great tribute to the composers and publishers affiliated with BMI. It is their keen insight into the current tastes of the music-loving public that is creating the song hits of today.

BMI is indeed proud of their accomplishment.

BMI SONGS IN NUMBER ONE POSITION — 37 out of 50 weeks — 74%



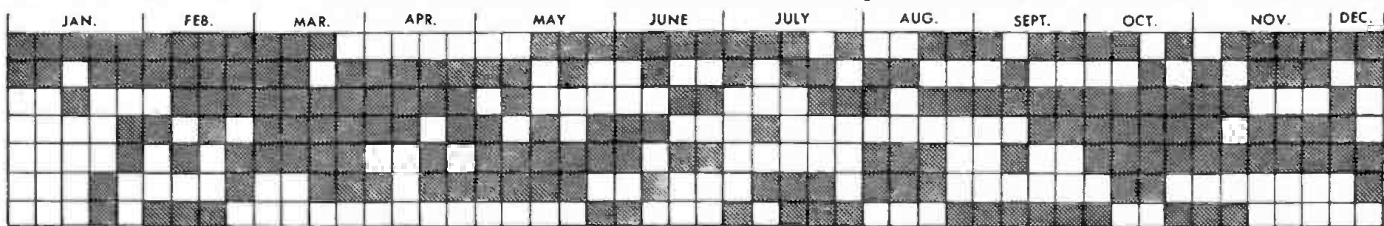
BMI SONGS IN NUMBER TWO POSITION — 31 out of 50 weeks — 62%



BMI SONGS IN NUMBER THREE POSITION — 31 out of 50 weeks — 62%



BMI SONGS ON THE HIT PARADE — 198 out of 350 positions (50 weeks) — 56.6%



BMI SONG HITS ON THE HIT PARADE (1952 only)

	WEEKS		WEEKS		WEEKS
DON'T LET THE STARS GET IN YOUR EYES	1	AUF WIEDERSEH'N	16	PLEASE, MR. SUN	12
GLOW WORM	7	HERE IN MY HEART	9	TELL ME WHY	9
I WENT TO YOUR WEDDING	12	I'M YOURS	16	CRY	14
JAMBALAYA	13	KISS OF FIRE	14	ANYTIME	16
YOU BELONG TO ME	15	A GUY IS A GUY	7	SLOW POKE	13
HALF AS MUCH	13	BLACKSMITH BLUES	8	SIN	7

BROADCAST MUSIC, INC. 580 FIFTH AVENUE • NEW YORK 36, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

D. C. PRODUCTIONS
408 Seward Square, S. E. (P. O. Box 1),
Washington, D. C., Tel.: Lincoln 7-
5109; Dale Crowley, manager.
Services: Syndicated transcriptions,
package programs.

**WILLIAM B. DOLPH RADIO PRO-
DUCTIONS**
910 17th St., NW., Washington 6, D. C.,
Tel.: District 7-2717; William B.
Dolph.
Services: Program production, talent.

DOMINION BROADCASTING CO.
4 Albert St., Toronto, Ontario, Canada,
Tel.: Empire 3-3383; Hal B. Williams,
manager.
Services: Recording, program produc-
tion, syndicated transcriptions, talent.

SHERMAN H. DRYER PRODUCTIONS
687 Madison Ave., New York 21, N. Y.,
Tel.: Templeton 8-2827; Sherman
H. Dryer, president.
Services: Program production, syndi-
cated transcriptions, package pro-
grams.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20,
N. Y., Tel.: Columbus 5-7035; J.
Knight, manager.
Services: Recording, program produc-
tion, syndicated transcriptions,
scripts, package programs, talent.

E

ECCLES RECORDINGS INC.
6233 Hollywood Blvd., Hollywood 28,
Calif., Tel.: Hillside 8351; Bob New-
man, president.
Services: Recording, syndicated trans-
criptions.

CHARLES ECKART CO.
4880 Santa Monica Blvd., Los Angeles
29, Calif., Tel.: Olympia 2901; Charles
G. Eckart, general manager.
Services: Phonograph record matrices.

**ELECTRO-VOX RECORDING STU-
DIOS**
5546 Melrose Ave., Hollywood 38, Calif.,
Tel.: Gladstone 2189; Bert E. Gotts-
chalk, owner and manager.
Services: Recording.

W. M. ELLSWORTH
159 E. Chicago Ave., Chicago, Ill., Tel.:
Mohawk 4-7050; W. M. Ellsworth,
owner.
Services: Program production, pack-
age programs, talent.

EMPIRE BROADCASTING CORP.
480 Lexington Ave., New York 17, N.
Y., Tel.: Plaza 9-4500; Helen D. Kelle-
her, president.
Services: Recording, program produc-
tion, scripts, package programs,
talent.

ENDORSEMENTS INC.
500 5th Ave., New York City; Jules Al-
berti, president.
Services: Secures endorsements by
celebrities of manufacturers' prod-
ucts.

Hollywood 46-9172 Sunset Blvd., Tel.:
Crestview 6-1272; Bob Kaufmann,
manager.

Also offices in Chicago, London, Paris.

LYLE KENYON ENGEL
1 East 42nd St., N. Y. 17, Murray Hill
2-8322.
Services: Music exploitation.

DAVID ETELSON & ASSOC.
111 W. Washington St., Chicago 2, Ill.,
Tel.: Dearborn 2-0853; David Etel-
son, director.
Services: Commercial recording.

**LAWRENCE EVANS & WEINHOLD
INC.**
(Div. of Columbia Artists Manage-
ment)
113 W. 57th St., New York 19, N. Y.,
Tel.: Circle 7-6900.
Services: Musical artists' management.

F

FADIMAN ASSOCIATES LTD.
1501 Broadway, New York 18, N. Y.,
Tel.: Lackawanna 4-3544; Edwin
Fadiman, manager.
Services: Production, package shows.

FAMILY THEATRE INC.
7201 Sunset Blvd., Hollywood 46,
Calif., Tel.: Hudson 2-1317; Rev. Pat-
rick Peyton, C. S. C., executive pro-
ducer.
Services: Program production.

Albany 3 - 432 Western Ave., Tel.:
2411; Rev. Joseph Quinn, C. S. C.

FAMOUS ARTISTS CORP.
9441 Wilshire Blvd., Beverly Hills, Calif.,
Tel.: Crestview 1-5222; Joe C. Dono-
hue, head of the radio-TV depart-
ment.
Services: Scripts, package programs,
talent.

New York City—610 5th Ave., Tel.:
Circle 7-6200; Charles Abramson.

NEWTON L. FAUSEY
605 N. Michigan Ave., Chicago 11, Ill.,
Tel.: Whitehall 4-3844; Newton L.
Fausey, owner.
Services: Personal management, tax
accounting.

FEATURE BUREAU
152 W. 42d St., New York 36, N. Y.,
Tel.: Wisconsin 7-9715; Bert Nevins,
managing editor.
Services: Scripts (for women's com-
mentators).

FEATURE PRODUCTIONS
1440 N. State Pkwy., Chicago, Ill., Tel.:
Michigan 2-6015; Chuck Acree, pro-
ducer; Georgene O'Donnell, manag-
ing director.
Services: Recording, production,
scripts, package programs, talent.

HERMAN FIALKOFF
1560 Broadway, New York 36, N. Y.,
Tel.: Judson 2-4037-8-9; Herman
Fialkoff, owner.
Services: Talent.

North Hollywood—5809 Troost Ave.;
Harry A. Gourfain.

Rio de Janeiro — Copacabana Hotel;
Frank De Souza.

FILM ASSOC. INC.
440 E. Schantz Ave., Dayton 9, Ohio,
Tel.: Walnut 2164; Edward R. Lang,
general manager.
Services: Recording, talent.

FILM RECORDERS
1515 N. Western Ave., Los Angeles 27,
Calif., Tel.: Hollywood 9-3163; Wil-
liam Redlin, assistant manager.
Services: Full film recording, dubbing,
mixing.

FRIEDA FISHBEN
11 W. 42d St., New York 36, N. Y.,
Tel.: Longacre 5-1379; Frieda Fish-
ben, owner.
Services: Scripts (authors' representa-
tive).

FLANKAY & JACKSON
(See Harry Smith Recording Studios)

FLYING A PRODUCTIONS
8780 Sunset Blvd., Hollywood 46, Calif.,
Tel.: Crestview 5-4171; Leslie Clucas,
president of radio division.
Services: Package programs.

GEORGE F. FOLEY INC.
9 E. 45th St., New York 17, N. Y., Tel.:
Murray Hill 7-5354-8; George F.
Foley, president.
Services: Package programs, talent
representative, production consul-
tant.

FORTUNE RECORD DISTRIBUTING
11629 Linwood, Detroit 6, Mich., Tel.:
Townsend 7-3077; Dorothy S. Brown.
Services: Recording, syndicated trans-
criptions, program production.

FULTON RECORDING CO.
80 W. 40th St., New York 18, N. Y.,
Tel.: Lackawanna 4-7187; R. J. Oul-
mann, general manager.
Services: Recording, program produc-
tion, package programs.

ALLEN A. FUNT PRODUCTIONS
100 Central Park S., New York 17,
N. Y., Tel.: Judson 6-5227; Allen A.
Funt, manager.
Services: Production.

G

BLANCHE GAINES
40 E. 49th St., New York 17, N. Y.,
Tel.: Plaza 9-3873.
Services: Scripts.

GAINSBOROUGH ASSOC. INC.
1440 Broadway, New York 18, N. Y.,
Tel.: Chickering 4-0626; Mitchell
Jablons, president.
Services: Program production, syndi-
cated transcriptions, scripts, package
programs, talent.

Hollywood—6615 Padre Terrace, Tel.:
Granite 6930; M. A. Boyd.

GALE AGENCY INC.
48 W. 48th St., New York 19, N. Y.,
Tel.: Plaza 7-7100; Moe Gale, presi-
dent.
Services: Booking.

GALE INC.
48 W. 48th St., New York 19, N. Y.,
Tel.: Plaza 7-7100; Tim Gale, presi-
dent.
Services: Talent.

GALLUCCI BROS. & ASSOC.
727 Meriden Rd., Waterbury 63, Conn.;
N. T. Gallucci, general manager.
Services: Package programs.

GAMBLE RECORDING STUDIO
(Formerly Gamble Hinged Music Co.)
228 S. Wabash Ave., Chicago 4, Ill.,
Tel.: Harrison 7-1364; Richard Her-
vieux, manager.
Services: Recording.

AL GARRY PRODUCTIONS
48 W. 48th St., New York 19, N. Y.,
Tel.: RI 9-5055; Al Garry, owner.
Services: Package programs.

GBA PRODUCTIONS
727 Meriden Rd. Waterbury, Conn.;
Joe Gallucci, president.
Services: Package programs.

GENERAL ARTISTS CORP.
1270 RKO Bldg., New York 20, N. Y.,
Tel.: Circle 7-7550.
Services: Talent, package programs.

GENNETT RECORDS
P. O. Box 38, Foulke Station, Richmond,
Ind., Tel.: 2-3871; H. Gennett Jr.,
owner-manager.
Services: Producer of sound effect rec-
ords.

Los Angeles 15-1344 S. Flower, Tel.:
Prospect 2035; Philip Johnson.

New York 36-15 W. 47th St., Tel.:
Plaza 7-0695; Charles Michelson.

MITCHELL GERTZ AGENCY INC.
240 S. Beverly Dr., Beverly Hills, Calif.,
Tel.: Crestview 4-5491; Mitchell
Gertz, president.
Services: Scripts, package programs,
talent.

JOHN E. GIBBS & CO. INC.
30 Rockefeller Plaza, New York 20,
N. Y., Tel.: Plaza 7-5959; John Gibbs,
president.
Services: Program production and
packages, scripts, talent.

**GRACE GIBSON RADIO PRODUC-
TIONS**
6533 Hollywood Blvd., Hollywood 28
Calif., Tel.: Granite 5543; Bob Reich-
enbach, general manager.
Services: Recording, program produc-
tion, syndicated transcriptions, pack-
age programs.

HAROLD GINGRICH PRODUCTIONS
520 N. Michigan Ave., Chicago 11, Ill.,
Tel.: Michigan 2-7021; Harold R.
Gingrich, owner.
Services: Recording, program produc-
tion, syndicated transcriptions,
scripts, package programs.

NAT C. GOLDSTONE AGENCY
9121 Sunset Blvd., Los Angeles 46,
Calif., Tel.: Crestview 6-1071; Nat C.
Goldstone, owner; John A. Ettlinger,
radio-TV department head.
Services: Program production, scripts,
package programs, talent.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53d St., New York City, Tel.:
Plaza 5-6131; Harry S. Goodman,
president.
Services: Syndicated transcriptions,
package programs, recording, pro-
gram production, scripts, talent.

GOODSON-TODMAN PRODUCTIONS
41 E. 57th St., New York 22, N. Y., Tel.:
Plaza 5-9100; W. S. Todman, Mark
Goodson, partners.
Services: Program production and
packages, scripts.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 36, N. Y.,
Tel.: Judson 6-5577; Herbert M. Moss,
president.
Services: Recording, program produc-
tion, scripts, package programs.

GREEN ASSOC.
520 N. Michigan Ave., Chicago 11, Ill.,
Tel.: Whitehall 4-0818; Lewis G.
Green, general manager.
Services: Recording, program produc-
tion, syndicated transcriptions,
scripts, package programs.

BEN GREENE FILM PRODUCTIONS
48 W. 48th St., New York 36, N. Y.,
Tel.: Plaza 7-3858; Ben Greene,
owner.
Services: Recording, production.

**JOHN GUEDEL RADIO PRODUC-
TIONS**
1680 N. Vine St., Hollywood 28, Calif.,
Tel.: Hempstead 5186; John Guedel,
Art Linkletter, partners.
Services: Program production, pack-
age programs.

Pacific Palisades (Calif.)—554 Radcliffe,
Tel.: Exbrook 4-4567; Dick Pettit.
Sherman Oaks (Calif.)—15418 Sutton
St., Tel.: State 9-2676; Martin Hill.

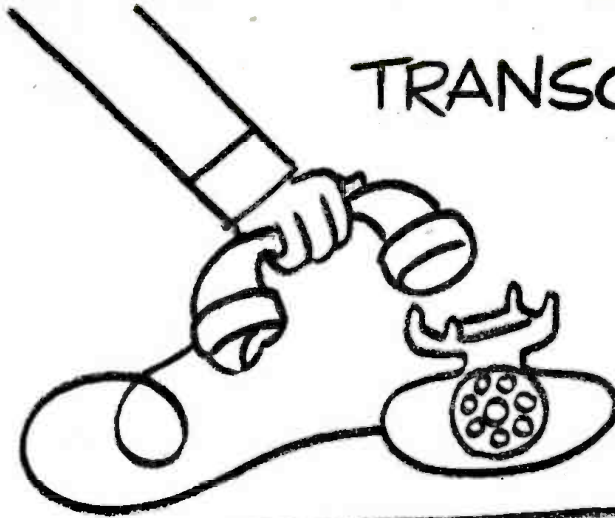
GUILD RADIO FEATURES
Trinity Square, Toronto, Ont., Canada;
W. H. McAlpine manager.
Services: Recording.

**EMPIRE
RECORDING
TAPE - DISC
STUDIOS**

AIR/LINE CHECKS
—
AM-FM-TV
—
PORTABLE JOBS
—
FILM
SYNCHRONIZATION

EMPIRE BROADCASTING CORP.
480 LEXINGTON AVE.
NEW YORK 17, N. Y.

TRANSCRIPTIONS ?



RECORDS ?

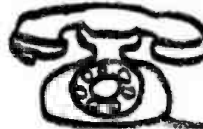
CALL
COLUMBIA

ORIGINATOR OF MODERN MONEY-SAVING
MICROGROOVE
TRANSCRIPTIONS

Columbia Records Inc.
799 Seventh Avenue
New York, New York
Circle 5-7300

Columbia Records Inc.
410 North Michigan Avenue
Chicago, Illinois
Whitehall 4-6000

Columbia Records Inc.
8723 Alden Drive
Los Angeles, California
Bradford 2-5411



MORE AND MORE SPONSORS ARE

BUYING



JUDY CANOVA

WORLD STARS

The greatest names in show business . . . big, dramatic stars who are big box office nationally . . . are now available to local sponsors in an amazing quantity of top-quality shows!



DAVID ROSE

WORLD ARTISTS

From hillbilly to Metropolitan Opera stars . . . America's leading vocalists and musicians are ready to provide stations with listening pleasure that's a pleasure to sell!



DICK HAYMES

WORLD SPECIAL CAMPAIGNS

Attention-getting, sales-making . . . World's unequalled library of clever, catchy songs and special selling campaigns are designed for all types of sponsors . . . all types of occasions!



MIMI BENZELL

WORLD SCRIPTS

Every week . . . sparkling, new continuity is sent to stations to keep programs fresh for the listening audience . . . the buying audience!



RAYMOND MASSEY



EDDY HOWARD



WORLD ADVERTISING AIDS—Colorful sponsor-selling broadsides . . . complete, audience-building promotional portfolios . . . and exciting, sales-clinching audition discs are provided by World to help stations sell!

**MORE AND MORE STATIONS
ARE SELLING WORLD!**



MONICA LEWIS



WALTER HUSTON



ROBERT MONTGOMERY



THE THREE SUNS



ROBERT MAXWELL



RAY BLOCH

"In these days, when a sound economy is more important than ever, WORLD sets the pace by meeting stations' needs in a hard-headed business manner. WORLD is tops in commercial libraries!"

WKOP, Binghamton, N. Y.
Wally Buman,
Program Director

"We've found that WORLD, plus production on the local level, spells SALES!"

KMOD, Modesto, California
Gene D'Accardo,
Program Director

"WORLD makes a world of difference in programming and sales . . . this is no idle statement. On the contrary, it falls far short of appraising the improvement that has resulted since subscribing to WORLD!"

WBBC, Flint, Michigan
W. Eldon Garner,
General Manager

"WORLD keeps us well ahead of the other stations in this area. We are really going strong with WORLD down here and are looking forward to more of your production masterpieces!"

KEYS, Corpus Christi, Texas
Ben F. Blackmon, Jr.,
Program Director

**THE ONLY ALL-PURPOSE
LOCAL
SALES SERVICE!**



WRITE, WIRE OR PHONE WORLD TODAY
FOR BIGGER, BETTER AND MORE PROFITABLE
PROGRAMMING TOMORROW!

**WORLD
SALES AND
PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.

An Affiliate of The Frederic W. Ziv Company
488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 348)

H

HERMAN HACK PRODUCTIONS
535 N. Laurel Ave., Los Angeles 48, Calif. Tel.: Walnut 2068; Herman Hack, owner.

Services: Program production, package programs.

SYLVIA HAHLO THEATRICAL AGENCY

113 W. 57th St., New York 19, N. Y. Tel.: Judson 6-2731; Sylvia Hahlo.

Services: Talent.

WENDELL HALL MUSIC MAKER PRODUCTIONS

4355 N. Paulina St., Chicago 13, Ill. Tel.: Graceland 2-6418; Wendell Hall, owner.

Services: Package programs, talent.

MITCHELL J. HAMILBURG AGENCY
8776 Sunset Blvd., Hollywood 46, Calif. Tel.: Crestview 5-4171; Mitchell J. Hamilburg, owner.

Services: Program production, scripts, package programs, talent.

LAURENCE HAMMOND PRODUCTIONS INC.

455 E. 51st St., New York 22, N. Y. Tel.: Plaza 9-2210; Laurence Hammond, president.

Services: Recording, program production, syndicated transcriptions, scripts, package programs.

MARK HANNA

654 Madison Ave., New York 21, N. Y. Tel.: Templeton 8-8730; Mark Hanna.

Services: Talent.

HARRIS & STEELE

50 W. 67th St., New York 23, N. Y. Tel.: Endicott 2-9555; Helen Steele, manager.

Services: Production, talent.

HARTLEY PRODUCTIONS INC.

20 W. 47th St., New York 36, N. Y. Tel.: Judson 2-3980; Ed Lewis, sales manager.

Services: Recording.

SAM HAYES PRODUCTIONS

6000 Sunset Blvd., Hollywood 28, Calif. Tel.: Hempstead 1515; Sam Hayes, president and general manager.

Services: Program production, package programs.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa. Tel.: Grant 1-3698; George Heid, president.

Services: Package programs and production, recording, transcriptions, scripts, talent, air checks service.

HORACE HEIDT PRODUCTIONS

14155 Magnolia Blvd., Van Nuys, Calif. Tel.: State 4-8211; Horace Heidt, producer-director.

Services: Program production, scripts, package programs, talent.

WALTER HERZBRUN AGENCY

8820 Sunset Blvd., Los Angeles 46, Calif. Tel.: Crestview 6-4157; Walter Herzbrun, president.

Services: Scripts, talent.

HISPANO BROADCASTING CO.

4448 Brooklyn Ave., Los Angeles 22, Calif. Tel.: Angelus 3-6005; Tony Selin, manager.

Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

HOLLYWOOD CENTRAL RECORDING STUDIOS INC.

1538 N. Cahuenga Blvd., Hollywood 28, Calif. Tel.: Hempstead 2131; Boris Radoff, president.

Services: Recording, program production.

WEST HOOKER INC.

30 Rockefeller Plaza, New York 20, N. Y. Tel.: Judson 2-3026; West Hooker, president.

Services: Package programs, program production, talent.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill. Tel.: Michigan 2-0128; Bernard Howard, owner.

Services: Recording, program production, scripts, package programs, consultant.

MARY HOWARD PRODUCTIONS

37 E. 49th St., New York 17, N. Y. Tel.: Plaza 8-2910; Mary Howard, owner.

Services: Recording.

RICHARD W. HUBBELL & ASSOC.

441 E. 20th St., New York 10, N. Y. Tel.: 7-6863; R. W. Hubbell, chairman.

Services: Agent for foreign syndicated transcriptions.

New York City—120 Broadway, Tel.: Barclay 7-7760; Gilbert Parker.

London—11a Montpelier St., S. W. 7, Tel.: Kensington 6250; Derick Williams.

Sherman Oaks (Calif.)—4825 Katherine Ave.; Philip Booth.

HULLINGER PRODUCTIONS
5200 Klinge St., N. W., Washington 16, D. C. Tel.: Woodley 6-9487; Edwin Ware Hullinger, president.

Services: Recording, scripts.

I

INTER-CALIFORNIA BROADCASTING SYSTEM

253 S. Broadway, Los Angeles 12, Calif. Tel.: Mutual 2759; G. F. Moran, general manager.

Services: Recording, program production, syndicated transcriptions, package programs (Spanish radio advertising agency).

INTERNATIONAL MONITORING SERVICE

1103 North Rd., Belmont, Calif. Tel.: Lytell 3-4728; Edgar W. Parmenter, managing director.

Services: Recording (audio, visual and recorded reports), special service for shortwave broadcasters, interference monitoring, electronic equipment and design, purchasing agent.

Los Angeles—12215 Victoria, Tel.: Exbrook 81271; J. M. Dill.

Venice, Calif.—5404 Centinella, Tel.: Exbrook 81271; L. D. Skonnord.

Grand Forks (N. D.)—1025 Lanark Ave., Tel.: 23016; R. W. Jagd.

CHARLES IRVING PRODUCTIONS

1161 York Ave., New York City, Tel.: Eldorado 5-0389; Charles Irving, owner.

Services: Program productions and package shows (live and transcribed), scripts.

LOU IRWIN INC. AGENCY

9165 Sunset Blvd., Hollywood 46, Calif. Tel.: Crestview 1-7131; Lou Irwin, president.

Services: Talent representative.

J

FREDERICK JACKY PRODUCTIONS

520 N. Michigan Ave., Chicago 11, Ill. Tel.: Delaware 7-3262; Frederick Jacky, owner.

Services: Program production, syndicated transcriptions, scripts, package programs.

JAFFE AGENCY INC.

8553 Sunset Blvd., Hollywood 46, Calif. Tel.: Crestview 6-6121; Sam Jaffe, president; Mary Baker, West Coast radio-TV head.

Services: Program production, scripts, package programs, talent.

New York 22—38 E. 57th St., Tel.: Plaza 9-6693; Don A. Davis.

JEWELL RADIO AND TELEVISION PRODUCTIONS

185 N. Wabash Ave., Chicago 1, Ill. Tel.: Financial 6-4474; James E. Jewell, president.

Services: Syndicated transcriptions, scripts, package programs.

K

KAGRAN CORP.

4 W. 58th St., New York 19, N. Y. Tel.: Murray Hill 8-0585; Martin Stone, president.

Services: Program production, package programs.

ESTELLA H. KARN
49 W. 45th St., New York City, Tel.: Luxemburg 2-2170; Estella H. Karn, manager-producer.

K-D TALENT (Formerly Kale Deel)

1697 Broadway, New York 19, N. Y. Tel.: Columbus 5-3623; Kale Deel, director.

Services: Scripts, talent.

JOHN KEATING RECORDING STUDIO (JOHN KEATING RADIO STATION REPRESENTATIVE)

414 Alderway Bldg., Portland, Ore. Tel.: Beacon 4107; Don Motter, owner-manager.

Services: Recording, program production, talent.

Seattle—Second & Pine Bldg., Tel.: Elliott 6520; Jack Ellison, manager.

KMBC-KFRM ARTIST BUREAU
KMBC Bldg., 11th & Central, Kansas City 5, Mo., Tel.: Harrison 2650; James E. McConnell.

Services: Furnishes radio artists.

L

LANG-WORTH DIST. CORP.

113 W. 57th St., New York 19, N. Y. Tel.: Judson 6-5700; C. O. Langlois, president.

Services: Syndicated transcriptions, package programs.

LANG-WORTH FEATURE PROGRAMS INC.

113 W. 57th St., New York 19, N. Y. Tel.: Judson 6-5700; C. O. Langlois, president.

Services: Program production.

Toronto (Ont.)—(S. W. Caldwell Ltd.), 150 Simcoe St., Tel.: Empire 6-8727; S. W. Caldwell.

HERBERT S. LAUFMAN & CO.
624 S. Michigan Blvd., Chicago 5, Ill. Tel.: Webster 9-2302; Herbert S. Laufman, Jules Pewowar.

Services: Program production and packages (live and transcribed).

JERRY LAYTON ASSOC. INC.
551 5th Ave., New York 17, N. Y. Tel.: Murray Hill 7-6320; Jerry Layton, president.

Services: Program production, scripts, package programs, talent.

LES LEAR PRODUCTIONS
139 N. Clark St., Chicago 2, Ill. Tel.: Franklin 2-7840; Les Lear, manager.

Services: Talent, production.

W. BIGGIE LEVIN (Television Airshows Inc., Airshows Inc.)

612 N. Michigan Ave., Chicago 11, Ill. Tel.: Superior 7-0506; W. Biggie Levin, president.

Services: Production, package programs, talent, scripts.

JACK LEWIS THEATRICAL ENTERPRISES

1564 Broadway, New York 36, N. Y. Tel.: Plaza 7-0412.

Services: Production, talent, scripts.

LESTER LEWIS ASSOC.
11 E. 48th St., New York 17, N. Y. Tel.: Plaza 3-5083; Lester Lewis.

Services: Program production, scripts, package programs, talent.

LEWIS & CLARK INC.
1020 N. Rush St., Chicago 11, Ill. Tel.: Whitehall 3-1412; Herschell G. Lewis, president.

Services: Program production, syndicated transcriptions, scripts, package programs, talent.

LICHTIG-ENGLANDER (See Roy Mack & Lou Levine Agency)

LIFETIME TRANSCRIPTIONS
#3 Gilbert Court, Peoria 5, Ill. Tel.: 2-9443; Norris John Buechele, president.

Services: Recording, program production, package programs.

ART LINICK ENTERPRISES
400 N. Michigan Ave., Chicago 11, Ill. Tel.: Whitehall 4-5230; Art Linick, manager.

Services: Production.

RAY LINTON & CO.
360 N. Michigan Ave., Chicago 1, Ill. Tel.: Franklin 2-8067; Ray Linton.

Services: Sales agent for transcribed programs.

JACK LLOYD & ASSOC.
419 Los Feliz Blvd., Los Angeles 27, Calif. Tel.: Olympia 1214; Jack Lloyd, executive director.

Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

BOB LOEWI PRODUCTIONS INC.
255A E. 49th St., New York 17, N. Y. Tel.: Plaza 5-0958; Murray Hill 8-2600; Bob Loewi, president.

Services: Package programs.

ROBERT LONGNECKER
8428 Melrose Pl., Los Angeles 46, Calif. Tel.: Webster 1-2287; Robert Longnecker, president.

Services: Program production, scripts, package programs, talent.

PHILLIPS H. LORD INC.
501 Madison Ave., New York 22, N. Y. Tel.: Plaza 5-2211; Phillips H. Lord, president.

Services: Package productions.

LOTT VIDEO PRODUCTIONS
Broadway & 11th St., Santa Monica, Calif. Tel.: Exbrook 4-8279; D. N. Lott, owner.

Services: Program production, package programs.

LUXEMBOURG BROADCASTING CO. (AMERICAN SALES & SERVICING AGENCY) (Radio Luxembourg)
175 5th Ave., New York 10, N. Y. Tel.: Algonquin 4-7881; Guy Bolam, manager.

M

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif. Tel.: Dunkirk 4-4191; George R. Jones, general sales manager.

Services: Recording, program productions, syndicated transcriptions, scripts, package programs, talent.

Toronto—150 Simcoe St., Tel.: Plaza 8727; S. W. Caldwell.

ROY MACK & LOU LEVINE AGENCY (Formerly Lichtig-Englander)

9128 Sunset Blvd., Hollywood 46, Calif. Tel.: Crestview 1-2141; Roy Mack and Lou Levine, partners.

Services: Program production, package programs, talent.

MARSHALL-HESTER PRODUCTIONS INC.
521 5th Ave., New York 17, N. Y. Tel.: Murray Hill 7-2722; Anthony W. Marshall, president.

Services: Program production, scripts, package programs; also consultant.

MASTERSON, REDDY & NELSON
745 5th Ave., New York 22, N. Y. Tel.: Plaza 9-1120; John Masterson, John Reddy, John Nelson, partners.

Services: Package programs.

ROBERT MAXWELL ASSOCIATES
480 Lexington Ave., New York 17, N. Y. Tel.: Plaza 9-5700; Robert Maxwell, director.

Services: Package programs, production.

MCA ARTISTS LTD.
598 Madison Ave., New York City, Tel.: Plaza 9-7500; Harold Hackett, vice president.

Services: Package programs, talent.

Beverly Hills (Calif.)—9370 Santa Monica, Tel.: Crestview 6-2001; Mickey Rockford.

Chicago—430 N. Michigan Ave., Tel.: Delaware 7-1100; M. B. Lipsey.

San Francisco—105 Montgomery St., Tel.: Exbrook 2-8922; Kirk Torney.

Dallas—2102 Akard St., Tel.: Central 1448; Eddie Greene.

Cleveland—Union Commerce Bldg., Tel.: Cherry 1-6010; De Arv Barton.

Detroit—1612 Book Tower, Tel.: Woodward 2-2604.

Boston—45 Newbury St., Tel.: Copley 7-5830.

Minneapolis—Northwestern Bank Bldg., Tel.: Lincoln 7963; Charles Richter.

RALPH S. McFEELY CO.
Herman Theatre Bldg., Columbus 15, Ohio, Tel.: Adams 4116; Ralph S. McFeely.

Services: Syndicated transcriptions.

ALEXANDER McQUEEN & ASSOC.
5222 N. Lakewood Ave., Chicago 40, Ill. Tel.: Ravenswood 8-9010; Alexander McQueen, manager.

Services: Program production, talent.

MELOTONE RECORDING STUDIO
25 Central Park West, New York 23, N. Y. Tel.: Circle 6-1366; Mera M. Weinstein, director.

Services: Recording.

METRO ARTIST BUREAU
730 5th Ave., New York 19, N. Y. Tel.: Circle 6-9471; T. M. Nelson, director.

Services: Program production, scripts, package programs, talent.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS

711 5th Ave., New York 22, N. Y. Tel.: Murray Hill 8-1000; Bertram Lebar Jr., director.

Services: Recording, program production, syndicated transcriptions.

METROPOLITAN STUDIOS FOR RECORDING

1697 Broadway, New York 19, N. Y. Tel.: Circle 7-3428; Leo Kahn, president.

Services: Recording, transcriptions, production, air checks.

CHARLES MICHELSON INC.
15 W. 47th St., New York 36, N. Y. Tel.: Plaza 7-0695; Charles Michelson, president.

Services: Recording, program production, syndicated transcriptions, package programs.

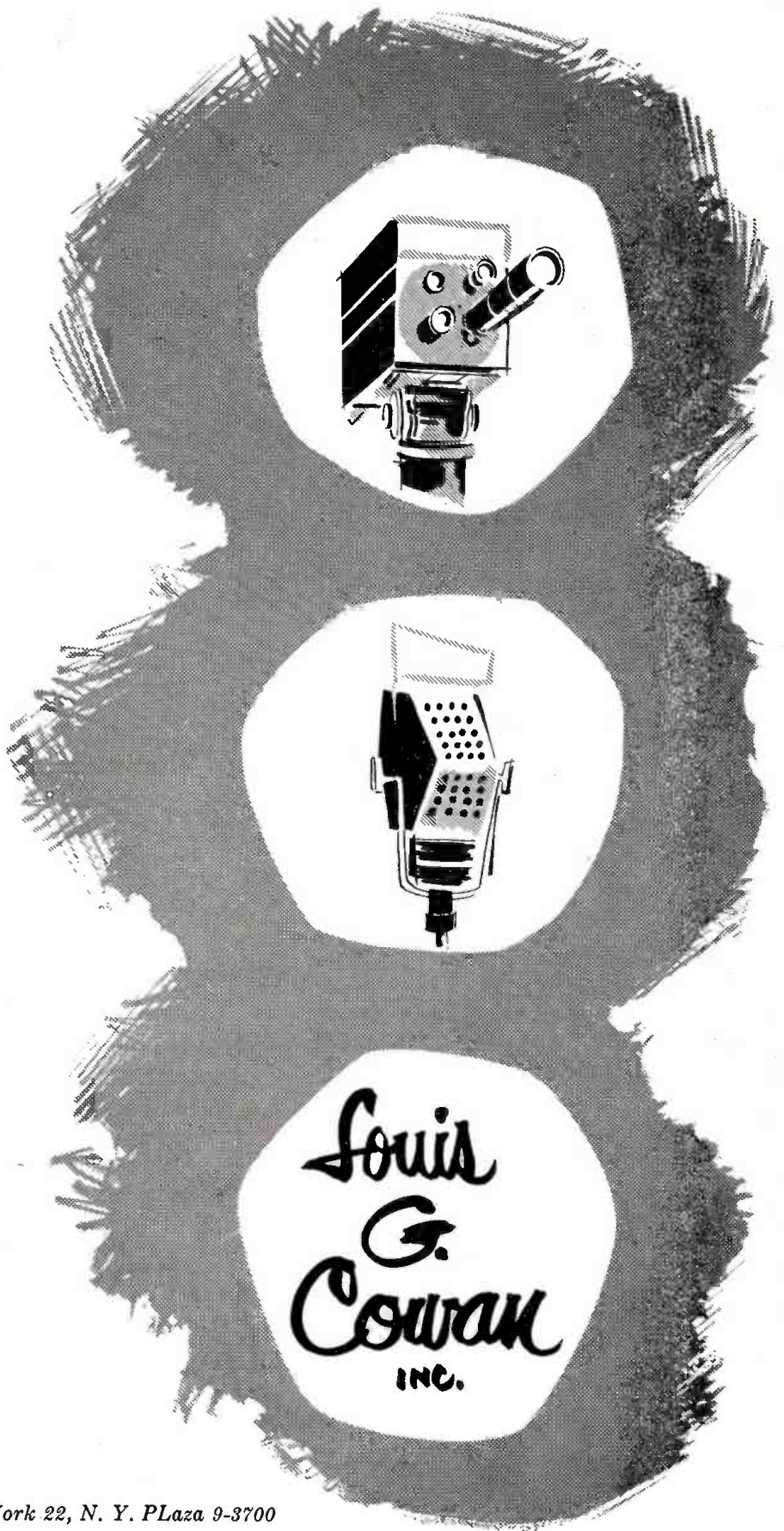
Hollywood 28—6533 Hollywood Blvd., Tel.: Hollywood 9-4580; Bob Reichenbach.

Chicago 1—360 N. Michigan Ave., Tel.: Franklin 2-8067; Ray Linton.

Palm Beach (Fla.)—262 Park Ave., Tel.: Palm Beach 3-5027; Charles Higgins.

London—3 Abbey Rd., N. W. Tel.: Cunningham 1161; W. S. Barrell.

(Continued on page 354)



NEW YORK 575 Madison Avenue, New York 22, N. Y. PLaza 9-3700

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

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 352)

MICHELSON & STERNBERG INC.
15 W. 47th St., New York 36, N. Y., Tel.:
Plaza 7-1289; Aaron Michelson, pres-
ident.
Services: ETs and sound effect records
for export.

J. W. MILLER CO.
Miller Bldg., Guilford, Conn., Tel.:
Glendale 3-2748; James W. Miller,
president.
Services: Program production, package
programs, management consultant.

MOLE & LEE INC.
105 W. 55th St., New York 19, N. Y.,
Tel.: Circle 8-0006; John Mole, pres-
ident.
Services: Package shows.

MONARCH PROGRAM LIBRARY INC.
815 Kirtledge Bldg., 511 18th St., Den-
ver 2 Col.; Tel.: Alpine 4038; Noel
Jordan, president; Garrett M. Ether-
idge, vice president, manager.
Services: Production of packages and
spot announcements, syndicated tran-
scriptions, scripts, talent.

MONOGRAM-CHICAGO
75 E. Wacker Dr., Chicago 1, Ill., Tel.:
Andover 3-7169; William K. Emer-
ling, president.
Services: Program production, package
programs.

CARLTON E. MORSE PRODUCTIONS
1500 Vine St., Hollywood 28, Calif., Tel.:
Hollywood 9-6181; Carlton E. Morse,
owner.
Services: Recording, program produc-
tion, scripts, package programs.

MORTON RADIO PRODUCTIONS INC.
360 N. Michigan Ave., Chicago 11, Ill.,
Tel.: Central 6-4144; Morton Jacob-
son, president.
Services: Syndicated transcriptions,
package programs.

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York 36, N. Y., Tel.:
Judson 6-5577; Herbert M. Moss.
Services: Recording, program produc-
tion, package programs.

N

NBC RADIO RECORDING DIVISION
30 Rockefeller Plaza, New York 20,
N. Y., Tel.: Circle 7-8300; Charles G.
Hicks Jr., manager.
Services: Recording, program produc-
tion, scripts, package programs,
talent.
Chicago 54—Merchandise Mart,
Washington (D. C.)—Wardman Park
Hotel.
Hollywood 28—Sunset & Vine Sts.

NATIONAL PRODUCTIONS
1415 N. St., N. W., Washington 5, D. C.,
Tel.: Sterling 3-2222; Robert L.
Friend.
Services: Recording, program produc-
tion, scripts, package programs,
talent.

NATIONAL RESEARCH BUREAU INC.
(Merchandising Div.)
415 N. Dearborn St., Chicago 10, Ill.,
Tel.: Superior 7-5080; Frank P. Ken-
dall, executive vice president.
Services: Idea services for stations.
Burlington (Iowa)—NRB Bldg., Tel.:
5528.

**NATIONAL RETAIL RADIO SPOTS
INC.**
6331 Hollywood Blvd., Hollywood 28,
Calif., Tel.: Hollywood 9-1988; Philip
B. Singer, president; Barton Fellowes,
sales manager.
Services: Syndicated transcriptions,
package programs, program produc-
tion.

NATIONAL SAFETY COUNCIL
425 N. Michigan Blvd., Chicago 11, Ill.,
Tel.: Whitehall 4-4800; Ned H. Dear-
born, president.
Services: Recording, scripts.

**GEORGE R. NELSON INC. (Advertis-
ing Agency)**
208 State St., Schenectady, N. Y., Tel.:
Schenectady 4-4135; Robert S. Cragin,
radio director.
Services: Transcription production.

TED NELSON ASSOC.
730 5th Ave., New York 19, N. Y., Tel.:
Circle 6-8470; Ted Nelson, director.
Services: Program production, scripts,
package programs, talent.

NELSON PRODUCTIONS INC.
341 Madison Ave., New York 17, N. Y.,
Tel.: Murray Hill 6-5882; Raymond
E. Nelson, president.
Services: Recording, program produc-
tion, package programs.

**NETHERLANDS INFORMATION
SERVICE**
10 Rockefeller Plaza, New York 20,
N. Y., Tel.: Columbus 5-6216; Mrs.
Ann Buurman.
Services: Recording, scripts (for wom-
en commentators), interview service.
San Francisco—988 Mills Bldg., Tel.:
Exbrook 2-7948; Mrs. Julie G. Lynch.
Holland (Mich.)—Netherlands Museum,
Tel.: Holland 3174; Willard C. Wich-
ers.

NEWSREEL SERVICE
5 Centre Market Pl., New York 13,
N. Y., Tel.: Canal 6-3284; Howard
V. Smythe, production manager.
Services: Tape recording, program pro-
duction.

**OLIVER W. NICOLL PRODUCTIONS
(Radio Features of America)**
37 W. 46th St., New York 36 N. Y.,
Tel.: Luxemburg 2-5130; Oliver W.
Nicoll, executive director.
Services: Transcriptions, production,
package programs.

NOCTURNE PRODUCTIONS
88 Diamond Bridge Ave., Hawthorne,
N. J., Tel.: Hawthorne 7-2523; Jack
Hartley.
Services: Recording, program produc-
tion, syndicated transcriptions, pack-
age programs.

NOLA STUDIOS INC.
1657 Broadway, New York 19, N. Y.,
Tel.: Plaza 7-4870; Vincent T. Nola,
vice president.
Services: TV talent, film processing.
New York 19—Steinway Hall, 113 W.
57th St., Tel.: Judson 6-0040; Vincent
J. Nola.

JOHN NORMAN PRODUCTIONS
916 Truxillo, Houston 6, Texas, Tel.:
Lynchburg 7338; John Norman, gen-
eral manager.
Services: Program production, syndi-
cated transcriptions, scripts, package
programs, talent, consultant.

MEYER B. NORTH
1564 Broadway, New York 36, N. Y.,
Tel.: Plaza 7-3445; Meyer B. North,
owner.
Service: Talent representative.

O

JOHN O'CONNOR
1697 Broadway, New York 19, N. Y.,
Tel.: Circle 5-4920; John O'Connor,
manager.
Services: Production, talent, scripts.

LILIAN OKUN INC.
2 W. 87th St., New York 23, N. Y., Tel.:
Trinidad 7-8918; Lilian Okun, man-
ager.
Services: Program production, package
programs (children, teen-age).

ORSATTI & CO., INC.
300 S. Beverly Dr., Beverly Hills, Calif.,
Tel.: Crestview 6-6241; Irving Salkow,
manager.
Services: Program production, scripts,
package programs, talent.

OKARAT & STEFFNER INC.
6223 Selma, Hollywood 28, Calif., Tel.:
Hollywood 9-1171; Wayne Steffner.
Services: Program production, scripts,
package programs.

P

PACKAGED PROGRAMS INC.
634 Penn Ave., Pittsburgh 22, Pa., Tel.:
Grant 1-4758; M. E. Fierst, general
manager.
Services: Recording, program produc-
tion, syndicated transcriptions,
scripts, package programs.

**PALMETTO BROADCASTING
SYSTEM
(TRANSCRIPTION DIV. OF HALL
BROADCASTING & TELEVISION
CO. INC.)**
1 Martin St., Anderson, S. C.; Tel.:
3602 Ld 14; Glenn P. Warnock, gen-
eral manager.
Services: Syndicated transcriptions,
package programs.
Holly Hill (Fla.)—RR #3; Homer
Hardesty, manager.
Wilmette (Ill.)—310 Central St.; Dr.
Charles Allen, manager.

PETERSON RADIO PRODUCTIONS
1457 Broadway, New York 36, N. Y.,
Tel.: Wisconsin 7-0069; Donald Peter-
son, owner.
Services: Recording, program produc-
tion (religious, economic).

PHILBIN-BERGMANN PRODUCTIONS
350 5th Ave., New York 1, N. Y., Tel.:
Longacre 5-3200; Robert Bergmann,
production head.
Services: Program production, package
programs.

**POLISH BELLS RADIO PROGRAM
(STATION WBXN NEW YORK)**
260 E. 161st St., New York 56, N. Y.,
Tel.: Melrose 5-0333; T. W. Ochrymo-
wicz, director.
Services: Recording, program produc-
tion, scripts, package programs,
talent.
Hicksville (N. Y.)—Plainview RD1, Tel.:
3-0187.

POLISH BROADCASTING BUREAU
820 Fillmore Ave., Buffalo 12, N. Y.,
Tel.: Cleveland 6878; Joseph F. Miko-
lajczak, owner.
Services: Program production (Polish).

LELAND POWERS SCHOOL INC.
31 Evans Way, Boston 15, Mass., Tel.:
Aspinwall 7-2900; Haven M. Powers,
principal.
Services: Talent.

GEORGE LOGAN PRICE
20828 Pacific Coast Hwy, Malibu, Calif.,
Tel.: Globe 6-2315; G. L. Price, pres-
ident.
Services: Syndicated transcriptions,
scripts, package programs, talent.

PRINCETON FILM CENTER INC.
Carter Rd. Princeton, N. J.; Tel.: 3550;
Gordon Knox, president; Jack Bar-
lass, executive vice president.
Services: Recording.
New York 22—300 Park Ave.; Tel.:
Plaza 5-0322; Jack S. Barlass, execu-
tive vice president.
Philadelphia—1714 Chestnut St.; Tel.:
Locust 7-6554; Col. E. A. Davies,
principal.

PROCKTER PRODUCTIONS INC.
221 W. 57th St., New York 19, N. Y.,
Tel.: Judson 6-4830; Bernard J. Prock-
ter, president.
Services: Package programs.

R

RADIO CENTER
1203 S. Main St., Los Angeles 15, Calif.,
Tel.: Prospect 9232; Al Nazareth,
owner.
Services: Recording, program produc-
tion, scripts, package programs (Ar-
menian, Turkish programs).

RADIO EVENTS INC.
535 5th Ave., New York City, Tel.:
Murray Hill 7-1668; Julienne Dupuy,
manager.
Services: Production, scripts, talent.

RADIO FEATURES OF AMERICA
37 W. 46th St., New York 36, N. Y.,
Tel.: Luxemburg 2-5130; Oliver W.
Nicoll, executive director; Sandra
Munsel, associate director.
Services: Program production and
package programs, consultant.
New York 22—(Production Unit)—
Hotel New Weston, Madison Ave. and
49th St.; Tel.: Plaza 3-4900; John H.
Maddonell, managing director.

**THE RADIO & FILM COMMISSION
OF THE METHODIST CHURCH**
1908 Grand Ave., Nashville 4, Tenn.,
Tel.: 42-4335; Howard Ellis, radio
director.
Services: Package programs (Upper
Room Radio Parish, devotional
guide).

**RADIO PRODUCERS OF HOLLY-
WOOD**
1364 S. Roxbury Dr., Los Angeles 35,
Calif., Tel.: Crestview 6-9197; Lou R.
Winston, president.
Services: Syndicated transcriptions.

RADIO PRODUCTION SERVICE
501 Madison Ave., New York 22, N. Y.,
Tel.: Plaza 3-8940; Irene Beasley,
owner.
Services: Package programs (live and
transcribed).

RADIO PROGRAMME PRODUCERS
1440 St. Catherine St., West, Montreal,
Quebec, Tel.: University 6-8751; Paul
L'Anglais, president.
Services: Program production, pack-
age programs.

**RADIO PROVIDENCE PRODUCTIONS
INC.**
10 Paterson St., Providence 6, R. I.,
Tel.: Plantations 1-8784; Frank Jones,
president.
Services: Program production, scripts,
package programs.

RADIO RECORDERS
7000 Santa Monica Blvd., Hollywood 38,
Calif., Tel.: Hempstead 3282; J. Joseph
Sameth, vice president in charge of
sales.
Services: Recording.

RADIO RECORDING STUDIOS
124 Carmen Ave., Chicago 40, Ill., Tel.:
Edgewater 4-6461; Myron Bachman,
owner.
Services: Recording (copy from tape
to disc, disc to tape).

RADIO RESULTS
8641 S. Escanaba Ave., Chicago 17, Ill.,
Tel.: South Chicago 8-5374; George
Jarovski, manager.
Services: Foreign language broadcast-
ing.

RADIO SCRIPT SERVICES
218 N. Duke St., Lancaster, Pa., Tel.:
Lancaster 3-4337; Mrs. Dorothy S.
Brown, owner-director.
Services: Scripts (seasonal shows).

RADIO STATION WAIM
1 Martin St., Anderson, S. C., Tel.:
3900-01; Glenn P. Warnock, general
manager.
Services: Syndicated transcriptions.

RADIO STATION WFAA
1122 Jackson St. Dallas, Texas, Tel.:
Riverside 9631; Alex Keese, manager.
Services: Recording, program produc-
tion, talent.

**RADIO-TELEVISION ARTS
ACADEMY**
3819 Wilshire Blvd., Los Angeles 5,
Calif., Tel.: Dunkirk 8-1323; Doris
Balli, director.
Services: Program production, scripts,
talent.

RADIOZARK ENTERPRISES INC.
606 Saint Louis St. Springfield 2, Mo.;
Tel.: 2-4422; E. E. Siman Jr., John
E. Mahaffey, vice presidents.
Services: Recording, program produc-
tion, syndicated transcriptions,
scripts, package programs, talent.
Chicago 1—75 E. Wacker Dr., Tel.:
Andover 3-7169; William K. Emer-
ling, manager.

DOROTHY N. RAISON AGENCY
5304 Clinton Ave., Los Angeles 4, Calif.,
Tel.: Hillside 8266; Dorothy N. Raison,
manager.
Services: Scripts.

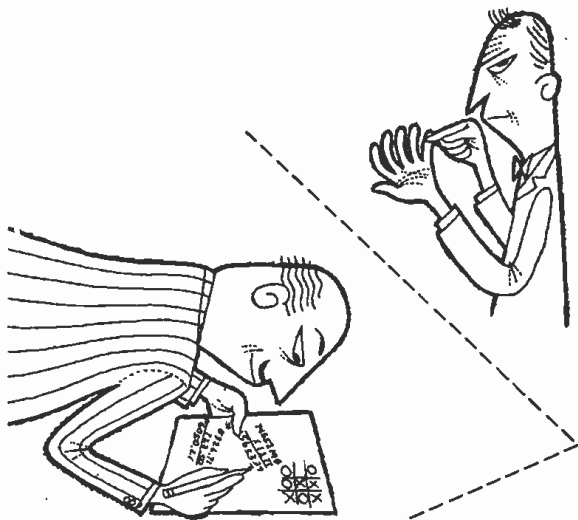
RAM PRODUCTIONS
661 West End Ave., New York 25, N. Y.,
Tel.: Monument 2-5111; E. F. Lind-
ner, director.
Services: Recording, program produc-
tion, syndicated transcriptions, pack-
age programs.

RAY & BERGER
1471 N. Tamarind Ave., Hollywood 28,
Calif., Tel.: Hudson 2-4202; Howard
Ray and Jack Berger, partners.
Services: Syndicated prizes, formats
for giveaway shows.
New York City—(Dawn Elizabeth Co.)
163 Bleecker St., Tel.: Gramercy 5-
0055; Marion Baldwin.

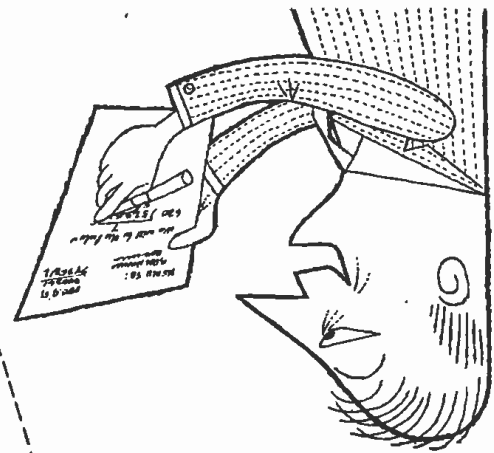
RCA VICTOR CO. LTD.
Royal York Hotel Toronto, Ontario,
Canada, Tel.: Empire 3-3443.
Services: Recording and transcriptions.
Montreal—1001 Lenox St., Tel.: Wel-
lington 7551; E. Traynor.

**RCA VICTOR DIVISION
(RCA Victor Record Dept.)**
630 5th Ave., New York 20, N. Y. Tel.:
Judson 2-5011; Emanuel Sacks, vice
president and general manager,
RCA Victor Custom Record Sales Div.
—James P. Davis, manager; Herbert
H. Wood, artist and repertoire man-
ager; Bennett S. Rosmer, advertising
and promotion manager.
Custom Record Sales Section—D. J.
Finn, manager; A. E. Hindle, Chicago
manager; Richard C. Bucholz, Holly-
wood manager; Richard E. Bylandt,
New York manager of orders and
service; Ralph C. Williams, New York
sales representative (phonograph re-
cords); Marjorie B. Tuhany, New
York sales representative (slidefilm);
James R. Cunnison, New York sales
representative (transcriptions); Geof-
frey B. Bennett, Chicago sales rep-
resentative.
Services: Recording, pressing, tran-
scriptions, slidefilms and promotion
records.

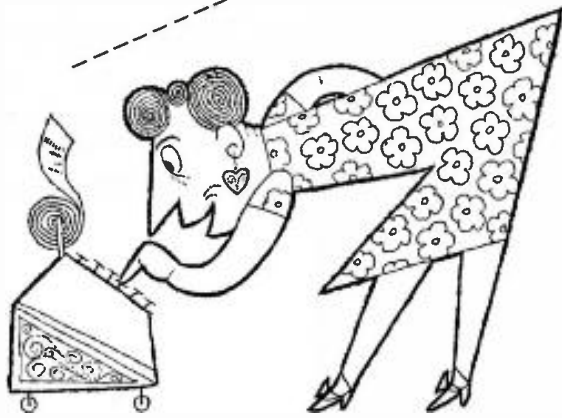
(Continued on page 356)



Any
way
you
figure...



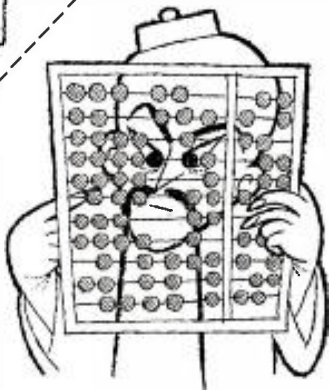
RCA VICTOR Transcriptions serve buyers best!



Transcriptions of every description— Whether you buy for an advertising agency, a recording studio, public service institution or your own business, RCA Victor Custom Record Sales is set up to fill your every need. Just name it: audition discs, spot announcements, full length programs—10" and 12" microgroove; 12" and 16" standard groove. . .



Complete facilities, strategically located—Recording and re-recording, processing, pressing, shipping and handling are all part of RCA Victor service. Script-writing and complete radio production also available. And you get the benefit of the country's best-equipped studios and plants, the world's top engineers.



Fast service: large order or small—You can count on a delivery cycle timed to your orders. Regardless of size, every transcription order gets full attention and prompt handling every step of the way.

It adds up! Finest quality at a low, competitive price—The best of materials and most advanced methods team up with RCA Victor skill, to bring you a product that leads the industry in sound, uniformity, high-fidelity and appearance. All this is yours at a competitive price! Check with an RCA Victor Custom Record Sales office for electrical transcription service at its best!



Custom Record Sales



RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

630 Fifth Ave.
Dept. B-10
New York 20, N. Y.
JUdson 2-5011

445 N. Lake Shore Dr.
Dept. B-10
Chicago 11, Ill.
WHitehall 4-5215

1016 N. Sycamore Ave.
Dept. B-10
Hollywood 38, Calif.
Hillside 5171

TMKS. ©

RADIO, TRANSCRIPTION AND RELATED SERVICES

(Continued from page 354)

RCA Recorded Program Services—A. B. Sambrook, sales manager; William F. Reilly, Central sales manager (Chicago); William C. Gartland, Western sales manager (Hollywood); George Field, Northeastern sales representative (New York); Henry A. Gillespie, Southeastern sales representative (Atlanta); George Reeser, Central sales representative (Chicago); Robert Fender, Southwestern sales representative (Dallas); Walter R. Seifert, manager of sales service; Donald D. Axt, manager of commercial research.

Services: Thesaurus (musical program service), RCA syndicated programs (recorded dramatic, variety, musical shows), TV film libraries and syndicated programs.

Studios and Regional Offices—630 5th Ave., New York 20, N. Y., Tel.: Judson 2-5011; 445 N. Lake Shore Dr., Chicago 11, Ill., Tel.: Whitehall 4-3530; 1016 N. Sycamore Ave., Hollywood 38, Calif., Tel.: Hillside 5171; 522 Forsyth Bldg., Atlanta 3, Ga., Tel.: Walnut 5948; 1907-11 McKinney Ave., Dallas, Texas. Tel.: Riverside 1371.

REC-ART RECORDING STUDIOS

1203 S. Main St., Los Angeles 15, Calif.; Al Nazareth.

Services: Recording.

RECORDERS LABS INC.

6916 Santa Monica Blvd., Hollywood 38, Calif., Tel.: Hudson 2-1251; R. L. Burgess, vice president.

Services: Recording.

REEVES SOUND STUDIOS INC.

304 E. 44th St., New York 17, N. Y., Tel.: Oregon 9-3550; Chester L. Stewart, vice president-general manager.

Services: Recording.

RELIGIOUS NEWS SERVICE

381 Fourth Ave., New York 16, N. Y., Tel.: Murray Hill 4-1463; Louis Minsky, managing editor.

Services: Scripts (weekly religious series).

REPUBLIC RADIO & TELEVISION FEATURES

64 E. Lake St., Chicago 1, Ill., Tel.: State 2-0460; Capico Kapps, president.

Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

ROBBINS BROS.

67 W. 44th St., New York 36, N. Y., Tel.: Murray Hill 7-2033; Fred Robbins, president.

Services: Artists booking.

ROBINSON RECORDING LABS

#35 S. 9th St. Philadelphia 7, Pa., Tel.: Walnut 2-6800; W. R. Robinson.

Services: Recording, program production, talent.

ROCKHILL RADIO & TV PRODUCTIONS

18 E. 50th St., New York 22, N. Y., Tel.: Plaza 9-7979; Stanley J. Wolf, manager.

Services: Live and transcribed productions, recording.

RICHARD H. ROFFMAN ASSOC.

Hotel Sulgrave, 860 Park Ave., New York 21, N. Y., Tel.: Trafalgar 9-5640; Richard H. Roffman, president.

Services: Program production, package programs, talent. Denver—1535 Locust St.; Miss Frances Shooker, western representative.

ROLAB STUDIOS & PHOTO-SCIENCE LABS

Sandy Hook, Conn., Tel.: Newtown 581; Henry Roger, owner-director.

Services: Recording, program production, scripts, package programs.

ALLEN ROTH RADIO PRODUCTIONS

48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-1162; Allen Roth, manager.

Services: Talent, production, recording.

ROYAL RECORDING CO.

601 Ashby Ave., Berkeley 10, Calif., Tel.: Ashberry 3-5453.

Services: Recording.

ART RUSH INC.

1418 N. Highland Ave., Hollywood 28, Calif., Tel.: Hillside 5161; W. Arthur Rush.

Services: Package programs, talent (artist management).

JACK RUSSELL & ASSOC.

203 N. Wabash Ave., Chicago 1, Ill., Tel.: State 2-2818; Jack Russell.

Services: Scripts, package programs, talent (counsellor).

S

BARNARD L. SACKETT PRODUCTIONS

Empire Bldg., Philadelphia 7, Pa., Tel.: Kingsley 5-6063; Barnard L. Sackett, general manager.

Services: Program production, scripts, package programs, talent.

SACRED RECORDS INC.

342 N. La Brea Blvd., Los Angeles 36, Calif., Tel.: Webster 3-8241; J. Karl Williams, president.

Services: Recording.

PAUL BRON SALINER RADIO ADVERTISING

7054 S. Western Ave. Chicago 36, Ill., Tel.: Walbrook 5-0129; Paul Bron Saliner, president.

Services: Program production, package programs, talent.

SAM SAMUELS

1564 Broadway, New York 36, N. Y., Tel.: Judson 6-9012; Sam Samuels.

Services: Package programs, talent.

JAMES L. SAPHIER AGENCY INC.

9538 Brighton Way, Beverly Hills, Calif., Tel.: Crestview 1-7231; James L. Saphier, president.

Services: Program production, scripts, package programs, talent. New York 17—8 E. 45th St., Tel.: Murray Hill 7-8370; Jules L. Green, vice president.

WALTER SCHWIMMER PRODUCTIONS INC.

75 E. Wacker Dr., Chicago 1, Ill., Tel.: Franklin 2-4392; Walter Schwimmer, president.

Services: Syndicated transcriptions, package programs. New York 17—16 E. 41st St., Tel.: Lexington 2-1791; Jack Arden.

SELS PRODUCTIONS

1906 N. Lietz Ave., Burbank, Calif., Tel.: Charleston 0-8668; Len Segall, general manager.

Services: Recording, program production, scripts, package programs, talent.

Los Angeles 35—1458 S. Shendoan St., Tel.: Crestview 6-2426; Bob Clamage, manager.

Chicago—1025 W. Sherwin Ave., Tel.: Hollywood 5-9254; Dore Lewis, representative.

SESAC INC.

475 5th Ave., New York 17, N. Y., Tel.: Murray Hill 5-5365; K. A. Jadasohn, general manager.

Services: Syndicated transcriptions, scripts, package programs.

EDWARD SLOMAN PRODUCTIONS

17520 Stretto Way, Pacific Palisades, Calif., Tel.: Exbrook 56558; Edward Sloman, manager.

Services: Program production, syndicated transcriptions.

HARRY SMITH RECORDING STUDIOS INC.

48 W. 48th St., New York 36, N. Y., Tel.: Judson 6-2893; Harry Smith, president.

Services: Recording.

JOSEPH I. SONNENREICH

143 W. 103d St., New York 25, N. Y., Tel.: Monument 3-7138; Joseph I. Sonnenreich, president.

Services: Program production, package programs.

SOUNDAC PRODUCTIONS INC.

White Bldg., 298 Main St., Buffalo 2, N. Y., Tel.: Mohawk 0366; Robert D. Buchanan, general manager.

Services: Program production, scripts.

THE SOUVAINNE COMPANY

30 Rockefeller Plaza, New York 20, N. Y., Tel.: Circle 7-5666; Henry Souvaine.

Services: Package programs and productions.

SIGMUND SPAETH

400 E. 58th St., New York 22, N. Y., Tel.: Plaza 8-0879; Sigmund Spaeth, president.

Services: Recording, program production, syndicated transcriptions, scripts, package programs, talent.

SPEAK-O-PHONE & EQUIPMENT-MENT CO.

23 W. 60th St., New York 23, N. Y., Tel.: Columbus 5-1350; R. L. Austin, owner.

Services: Recording.

SPEEDY-Q SOUND EFFECTS

P. O. Box 38, Foulke Station, Richmond, Ind., Tel.: 2-3871; H. Gennett Jr., owner-manager.

Services: Sound effect records. New York 36—15 W. 47th St., Tel.: Plaza 7-0695. Toronto 1—80 Richmond St., West, Tel.: Empire 6-7691.

STANDARD RADIO TRANSCRIPTION SERVICES INC.

140 N. LaBrea, Hollywood 36, Calif., Tel.: Webster 8-9181; Gerald King, president.

Services: Transcription library discs. Chicago 1—360 N. Michigan Ave., Tel.: Central 6-0041; Milton M. Blink.

(Continued on page 360)

For Dramatic Sound Effects Records ... use



MAJOR RECORDS

Over 500 realistic sound effects

"From a Cat's Meow to a Lion's Roar ... a Pistol Shot to a World War"

Send for catalog by

MAJOR RECORDS

Distributed by

THOMAS J. VALENTINO, Inc.

150 West 46th St. New York 36, N. Y.

It **ALL**
Ties in for
GREATER PROFITS!



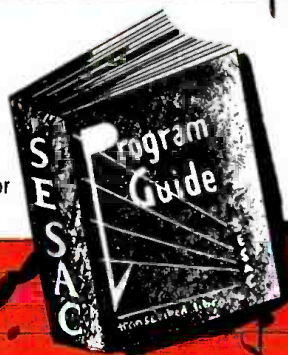
Over 4,300 Selections
by Today's Top Artists



Shows that Sell



Printed and Recorded
Sales Presentations



Program Notes for
Every Selection



Over 1,200 Bridges,
Moods and Themes

FOR AS LITTLE AS
\$45 A MONTH

based on advertising rates

SESAC TRANSCRIBED LIBRARY, 475 Fifth Avenue, New York 17

this year...you're going to need this

RCA's *Thesaurus*

Why? Because in 1953, you'll need more sponsors and bigger audiences and—you can get both faster and easier—with RCA's *Thesaurus*

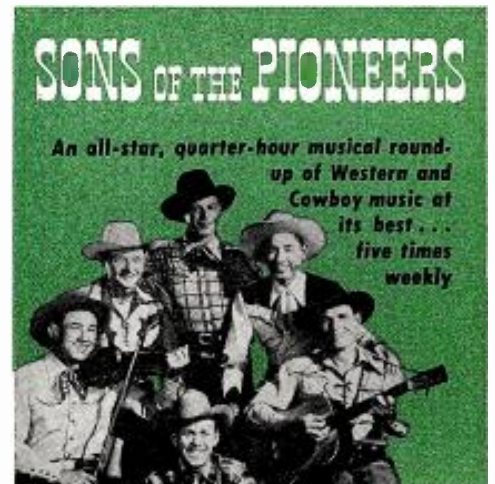
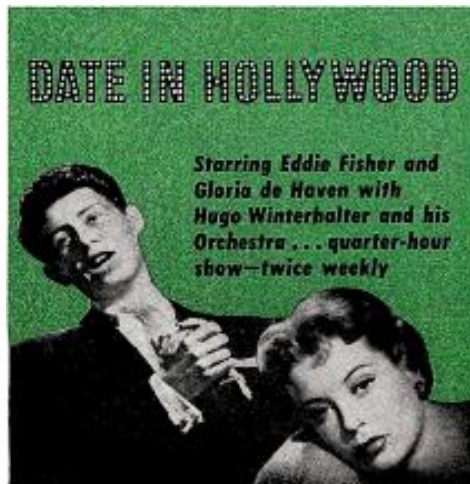
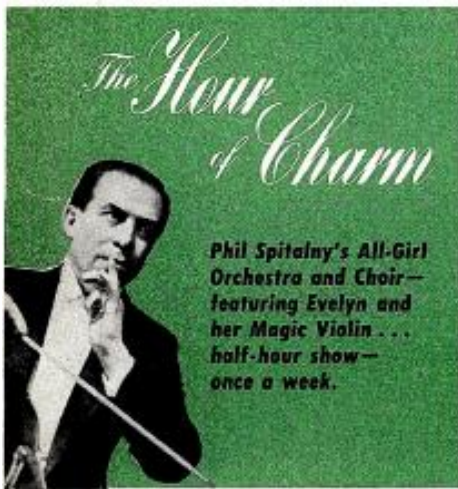
No need to tell you that the way to build bigger profits in 1953 is to do a more effective job for your advertisers. This means building bigger audiences for their messages.

There is need to have something different—some-

thing better to sell in programming.

That's why you need *Thesaurus*, the complete local programming service which gives you everything to boost local radio time sales. And because RCA's *Thesaurus* brings you top talent, you can easily sell shows and make extra profits on talent fees.

So investigate *now* the ways in which *Thesaurus* can help build greater audiences and increased profits for your station. Contact your nearest *Thesaurus* representative for complete details.



Look at all you get!

BASIC LIBRARY: approximately 5,000 selections.

MONTHLY RELEASE: 52 or more new musical selections each month. Hit tunes well in advance of their popularity peak.

WEEKLY SCRIPTS: continuity for 31 program series — 80 individual shows. Holiday shows and other bonus productions.

PRODUCTION AIDS: voice tracks, theme music, tie-ins,

cross-plugs, mood music, sound effects, vocal cues; and open-end time & weather jingles, commercial & shopping jingles; plus news, sports and feature program signatures.

SALES AIDS: Sponsor-selling brochures. Sales-clinching audition discs. Complete audience-building promotion kits — mats, photos, press releases — to publicize and merchandise *Thesaurus* shows locally.

FILING SYSTEM: In addition to storage cabinets, you get loose-leaf catalog, card index file, check list, record selection list.

complete programming service...

Thesaurus... the library that pays its own way with

**80 top-talent shows... 31 program series —
plus 5,000 musical selections and 52 releases per month!**

And, again this year... as in every year... you can count on the New Era in *Thesaurus* to provide the biggest names... the most saleable shows... the most effective program aids... the most productive sales tools in the transcription library field.

Stations praise Thesaurus results...

"Sponsor very happy — Mail response increased appliance dealer's schedule of *Thesaurus* show from 3 to 5 times per week." **WFDF (Flint, Michigan)**

"We're getting a large enough talent fee from *The Wayne King Serenade* and *The Hour of Charm* to pay for your service." **WMT (Cedar Rapids, Iowa)**

"Sold 15 *Thesaurus* shows in 60 days—46 quarter-hours weekly... Thanks for everything in helping us get started with *Thesaurus*." **KROS (Clinton, Iowa)**

**YOUR
TOP-TALENT
THESAURUS
LIBRARY!**

The Sammy
Kaye Show

Music by Roth

The Tex
Beneke Show

The Singing
Americans

Hank Snow

Artie Shaw

Old
New Orleans

Fran Warren
Sings

Here's
June Christy

Music in
March Time

Vincent Lopez

Concert Hall
of the Air

Church in
the Wildwood

Music
of Manhattan

Ridin' the Range

Music Hall Varieties

Starring Beatrice Kay
and Joe E. Howard, with
Aileen Stanley and
Irving Kaufman in a
"Gay 90's" show...
half-hour—once a week



"the FREDDY MARTIN Show"



Freddy Martin and his
Orchestra with Merv
Griffin, Murray Arnold
and the Martin Men...
quarter-hour show
—twice weekly

The WAYNE KING Serenade

The "Waltz King" and
his Orchestra with
Harry Hall, Gloria Van,
Jacqueline James and
the Wayne King Chorus
... half-hour show
—once a week



Thesaurus... "big-name shows for small-budget sponsors"



recorded
program
services

Contact Dept. B-10
at the Thesaurus
office nearest you:

630 Fifth Avenue, New York 20, N. Y.
JUdson 2-5011

445 N. Lake Shore Drive, Chicago 11, Ill.
WHitehall 4-3530

1016 N. Sycamore Ave., Hollywood 38, Calif.
Hillside 5171

522 Forsyth Bldg., Atlanta 3, Ga.
WALnut 5948

1907 McKinney Ave., Dallas 1, Tex.
RiVerside 1371

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

TM&C

Novatime

A Festival
of Waltzes

Norman Cloutier's
Memorable Music

Claude Thornhill

Ray McKinley

Organaires

I Hear the South-
land Singing

Slim Bryant
and his Wildcats

Jumpin' Jacks

RADIO, TRANSCRIPTION AND RELATED SERVICES
(Continued from page 356)

WILBUR STARK INC.

510 Madison Ave. New York 22, N. Y.,
Tel.: Plaza 3-1742; Wilbur Stark,
president.

Services: Program production, pack-
age programs.

STEMPEL-OLENICK AGENCY

717 N. LaCienega Blvd., Los Angeles
46, Calif., Tel.: Crestview 1-7141;
Frank Stempel, Julian H. Olenick,
co-partners.

Services: Scripts, package programs,
talent.

IRV STOLL CO., INC.

2350 Buhl Bldg., Detroit 23, Mich., Tel.:

Woodward 3-0485; Irv Stoll, president.
Services: Program production, syndi-
cated transcriptions, package pro-
grams.

RICHARD STROUT PRODUCTIONS

649 N. Rossmore Ave., Hollywood 2,
Calif., Tel.: Granite 9091; Richard
Strout, president.

Services: Recording, program produc-
tion, syndicated transcriptions,
scripts, package programs, talent.

New York 18-507 5th Ave., Tel.: Mur-
ray Hill 2-6924; R. A. Strout, presi-
dent.

ROBERT STRUBLE & ASSOC.

(Div. of Associated Enterprises).
735 N. Vine St., Hollywood 38, Calif.,
Tel.: Hillside 0249; Robert B.
Struble.

STUDIO & ARTISTS RECORDERS

6087 Sunset Blvd., Hollywood 28, Calif.,
Tel.: Hillside 8241; Lewis Finston,
manager.

Services: Recording.

H. N. SWANSON INC.

8523 Sunset Blvd., West Hollywood 46,
Calif., Tel.: Crestview 1-5115; Edgar
Carter, manager.

Services: Scripts, package programs.

SYNCO SOUND EFFECTS

P. O. Box 38, Foulke Station, Rich-
mond, Ind., Tel.: 2-3871; Harry Gen-
net Jr., owner and manager.

Services: Recorded sound effects.

T

HAL TATE PRODUCTIONS

192 N. Clark St., Chicago 1, Ill., Tel.:

Financial 6-5450; Hal Tate, president.
Services: Syndicated transcriptions,
program production, packages.

Toronto—150 Simcoe St., Simcoe House,
Tel.: Plaza 8727 (S. W. Caldwell Ltd.)

TECHNISONIC STUDIOS

1201 S. Brentwood Blvd., St. Louis 10,
Mo., Tel.: Parkview 1055; Charles E.
Harrison, president.

Services: Recording (disc, tape, film)
and processing, program production.

TELEMOUNT PICTURES INC.

P. O. Box 4555, Los Angeles 24, Calif.;

Henry B. Donovan, president.
Services: Package programs.

TEL RA PRODUCTIONS

1518 Walnut St., Philadelphia 2, Pa.,
Tel.: Kingsley 5-8540; W. Wallace Orr,
president.

Services: Recording, program produc-
tion, scripts, package programs,
talent.

THEATRE GUILD INC.

(Theatre Guild on the Air)
23 W. 53d St. New York 19, N. Y.:

Tel.: Columbus 5-6170; Armina Mar-
shall, executive producer; H. William
Fitelson, managing director.

Services: Program production.
Associated Offices: Baltimore, Boston,
Buffalo, Chicago, Cincinnati, Cleve-
land, Columbus, Detroit, Kansas City,
Los Angeles, Milwaukee, Minneapo-
lis, Philadelphia, Pittsburgh, St.
Louis, St. Paul, San Francisco,
Seattle, Washington (D. C.), Wilming-
ton (Del.), Hartford (Conn.).

L. S. TOOGOOD RECORDING CO.

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

Central 6-5275; L. S. Toogood, owner.
Services: Recording.

TOWERS OF LONDON (CAN.) LTD.

314-15, 67 Yonge St., Toronto, Ontario,
Canada, Tel.: Empire 4-0296; John
Adaskin, general manager.

Services: Syndicated transcriptions.

**TRANS-AMERICAN BROADCASTING
& TELEVISION CORP.**

1 E. 54th St., New York 22, N. Y., Tel.:

Plaza 5-9800; William Wasmuth, man-
ager.
Services: Package programs.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.,
Tel.: Luxemburg 2-3530; M. E. Moore,
president.

Services: Syndicated transcriptions,
scripts, package programs, talent.

TRANSCRIPTION SALES INC.

117 W. High St., Springfield, Ohio, Tel.:

2-4974; J. P. Williams, president.
Services: Program production, syndi-
cated transcriptions, scripts, package
programs.

GEORGE R. TURPIN & ASSOC.

P. O. Box 802, Fort Worth 1, Texas,
Tel.: Fortune 7453; George R. Turpin,
general manager.

Services: Regional sales campaigns
and giveaway shows for radio sta-
tions.

U

GEORGE ULLMAN AGENCY

8979 Sunset Blvd. Hollywood 46, Calif.,
Tel.: Crestview 4-5238; George Ull-
man, owner.

Services: Scripts, package programs,
talent.

**UNITED FILM & RECORDING STU-
DIOS**

301 Erie St., Chicago 11, Ill., Tel.: Su-
perior 7-9114; William L. Klein, gen-
eral manager.

Services: Recording, program produc-
tion, package programs, talent, syn-
dicated transcriptions, scripts.

UNITED SOUND SYSTEMS

5840 Second Ave., Detroit 2, Mich., Tel.:

Trinity 1-2570; James V. Syracuse,
owner.
Services: Recording, syndicated tran-
scriptions.

U. S. RECORDING CO.

1121 Vermont Ave., N. W., Washington
5, D. C., Tel.: Lincoln 3-2705; Joseph
Tait, general manager.

Services: Recording, program produc-
tion, package programs, talent.

UNIVERSAL RADIO PRODUCTIONS

105 N. 5th St., Phoenix, Ariz., Tel.:

Alpine 2-9536; Robert E. Burke,
manager.
Services: Program production, scripts,
package programs.

UNIVERSAL RECORDERS INC.

6757 Hollywood Blvd., Hollywood 28,
Calif., Tel.: Hollywood 9-8282; Roger
Le Font, general manager.

Services: Recording, program produc-
tion, syndicated transcriptions,
package programs.

UNIVERSAL RECORDING CORP.

111 E. Ontario St., Chicago 11, Ill., Tel.:

Michigan 2-6465; Milton T. Putnam,
president.
Services: Recording, transcriptions,
package programs, master pressings.

UNUSUAL FEATURES SYNDICATE

333 N. Michigan Ave. Chicago 1, Ill.,
Tel.: Franklin 2-3862; Dean Schaefer,
owner.

Services: Program production, syndi-
cated transcriptions, scripts, pack-
age programs.

V

THOMAS J. VALENTINO INC.

150 W. 46th St. New York 19, N. Y.,
Tel.: Circle 6-4675-76; T. J. Valentino,
president.

Services: Recording, transcriptions,
package programs, master pressing
transcriptions and commercial pho-
nograph records.

VIDICAM PICTURES CORP.

240 E. 39th St., New York 17, N. Y.,
Tel.: Murray Hill 8-3310; Alfred Jus-
tin.

Services: Recording, Air Checks.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.,
Tel.: Eldorado 5-0734; Chick Vincent,
director-producer.

Services: Recording, program produc-
tion, syndicated transcriptions,
package programs.

OWEN VINSON & CO.

803 19th St., (P. O. Box 111), Santa
Monica, Calif., Tel.: Exbrook 5-1305;
Owen Vinson, owner.

Services: Program production, scripts,
package programs.

J. FRANKLYN VIOLA

152 W. 42d St., New York 36, N. Y.,
Tel.: Chickering 4-3254; J. Franklyn
Viola, president.

Services: Recording, production, Eng-
lish and foreign language shows.

WILL H. VOELLER PRODUCTIONS

8540 Sunset Blvd., Hollywood 46, Calif.,
Tel.: Bradshaw 2-4455; Will H. Voel-
ler, owner.

Services: Program production, syndi-
cated transcriptions, scripts, pack-
age programs.

VONNA PRODUCTIONS INC.

5816 Wilshire Blvd., Los Angeles 36,
Calif., Tel.: Walnut 2096; Eddison
von Ottenfeld, president.

Services: Recording, program produc-
tion, talent, syndicated transcriptions,
scripts, package programs.

New York—819 W. 54th St., Tel.: Judson
2-3791; Peter M. Rogers.
Washington (D. C.)—1121 Vermont Ave.,
N. W.; Jack Wegner.

W

RUPE WERLING

Hidden Haven, Chalfont, Pa., Tel.:

Lexington 707; Rupe Werling.
Services: Recording, program produc-
tion, scripts, package programs.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.,
Tel.: Hempstead 6811; H. Dixon Mc-
Coy, owner.

Services: Recording.

WIEDERHOLD RECORDING STUDIO

404 Norton Bldg., Louisville 2, Ky.,
Tel.: Jackson 7808; George Wieder-
hold, owner.

Services: Recording.

WLS ARTIST BUREAU

1230 Washington Blvd., Chicago, Ill.,
Tel.: Monroe 6-9700; George Fergu-
son and Earl W. Kurtze.

Services: Recording, talent (represents
WLS Chicago artists).

WOLF ASSOC. INC.

420 Madison Ave., New York 17, N. Y.,
Tel.: Plaza 5-7620; Edward Wolf,
president.

Services: Program production, pack-
age programs.

WOODRUFF ASSOCIATES

751 Second Ave., New York 16, N. Y.,
Tel.: Murray Hill 2-4412; Frank L.
Woodruff, executive producer.

Services: Program production, scripts,
package programs, talent.

WOR ENTERTAINMENT DEPT.

1440 Broadway, New York 18, N. Y.,
Tel.: Longacre 4-8000; Nat M. Abram-
son, manager.

Services: Club dates and cruises, etc.

WOR RECORDING STUDIOS

1440 Broadway, New York 18, N. Y.,
Tel.: Longacre 4-8000; Henry B. Lock-
wood, manager.

Services: Recording (disc and tape),
program production, talent.

**WORLD BROADCASTING SYSTEM
INC.**

488 Madison Ave., New York 22, N. Y.,
Tel.: Murray Hill 8-4700; Robert W.
Frieheim, vice president; Pierre Wels,
general manager.

Services: Package programs, tran-
scribed library service.

WYNN WRIGHT ASSOC.

17 W. 57th St., New York 19, N. Y.,
Tel.: Plaza 3-4417; Charles Gran-
zow, manager.

Services: Package programs.

WRIGHT-SONOVOX INC.

6331 Hollywood Blvd., Hollywood 28,
Calif., Tel.: Hollywood 9-3614; John
T. Abbott, general manager.

Services: Recording.
New York 22—444 Madison Ave., Tel.:

Plaza 9-6022; E. C. Redding.

Z

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, Ohio,
Tel.: Plaza 1323; Frederic W. Ziv,
president.

Services: Syndicated transcriptions,
New York 22—488 Madison Ave., Tel.:

Murray Hill 8-4700; John L. Sinn,
executive vice president.

Los Angeles—5255 Clinton St., Tel.:

Hempstead 5121; Maurice Unger,
West Coast manager.

RADIO HIGHLIGHTS OF 1952

As Reported in BROADCASTING • TELECASTING

Jan. 7—FCC reports 1950 AM-FM revenues totalled \$444.5 million, up 7.1% over 1949. Expenses for AM-FM stations totalled \$376.3 million. Income before federal taxes totalled \$68.2 million, up 29.7% over 1949.

Jan. 14—Hearing on merger of ABC and United Paramount Theatres begins at FCC.

Jan. 17—Merger of General Teleradio Inc. (WOR-AM-FM-TV New York) with Thomas S. Lee Enterprises was approved by the FCC. This places control of Mutual Broadcasting System with General Tire & Rubber Co.

Jan. 21—Volume of radio time sales rose nearly \$32 million in 1951 over sales in 1950. BROADCASTING • TELECASTING survey shows. The 1951 estimates showed National Network totalled \$116,641,381; Regional Network \$7,125,000; National and Regional non network \$134,291,439; Local \$227,434,786; Total \$485,492,606.

Jan. 28—CBS Radio sends affiliates revised contracts to adjust rates downward.

Jan. 28—Joint Radio Network Committee estimates number of radio sets in the United States as of Jan. 1 at 105.3 million.

Feb. 4—FCC maps interim broadcast station alert plan in case of enemy attack involving sentinel operation for many of nation's high power stations.

Feb. 14—Combination dues plan is approved by NARTB board in meeting at Bandera, Texas.

Feb. 18—Procter & Gamble again top users of radio time with total of \$18,159,695 during 1951, according to records of Publishers Information Bureau.

Feb. 15—NBC National Spot Sales Dept. is reorganized and expanded.

Feb. 22—Wayne Coy resigns as Chairman of FCC to become consultant for Time Inc. and part owner of KOB Albuquerque. Paul A. Walker becomes chairman.

Feb. 23—Twenty-fifth anniversary of the establishment of the Federal Radio Commission.

Feb. 28—Awards are presented to four winners of the Voice of Democracy contest, sponsored by the NARTB, RTMA and U. S. Junior Chamber of Commerce.

Feb. 28—Speaker Sam Rayburn (D-Tex.) bars both radio and television from House committee hearings.

Feb. 28—Robert T. Bartley is nominated as FCC Commissioner to replace Wayne Coy as Paul A. Walker becomes Chairman.

March 8—Preliminary FCC figures show that the networks took in more money from TV than from AM in 1951 with total of \$132.2 million from TV and \$100.4 million from AM.

March 14—Adrian Murphy becomes president of CBS Radio.

March 14—Naylor Rogers, executive vice president of Keystone Broadcasting System, dies in Chicago.

March 20—G. Shaw, vice president of A. C. Nielsen Co., tells Assn. of National Advertisers that television costs are approximately 50% higher than those of radio and that much of the country cannot be reached by television.

March 31—Thirtieth annual NARTB convention opens in Chicago.

April 11—Advertising Research Foundation elects Edgar Kobak president and starts campaign to improve advertising techniques.

April 25—Frank White resigns and Thomas F. O'Neil becomes president of Mutual Broadcasting System.

May 1—Peabody Award winners are announced.

May 3—KPHO-AM-TV sold by John C. Mullins and associates for \$1.5 million to Meredith Publishing Co.

May 5—President Truman nominates Rosel Hyde for another term as FCC

Commissioner. He was appointed to the FCC in April 1946 to fill the unexpired term of the late Comr. William H. Willis.

May 15—Liberty Network suspends service.

May 17—DuPont awards are announced.

July 7—McFarland Bill (S 858) amending the Communications Act of 1934 is signed by the President to become law.

July 7—Republican National Convention gets top coverage from radio and television.

July 11—KOA-AM-FM is sold by NBC to Bob Hope, Mayor Quigg Newton of Denver and their associates for \$2.25 million.

July 21—Democratic convention

Aug. 12—CBS sets new rate formula cutting nighttime rates approximately 25%.

Sept. 3—NBC trims rates to match CBS.

Sept. 18—CBS celebrates its 25th anniversary.

Sept. 19—Comr. Robert F. Jones resigns to join law firm.

Sept. 26—General Foods signs Bob Hope for two series on NBC radio for approximately \$2 million.

Sept. 30—Merlin Hall Aylesworth, first president of NBC, dies.

Oct. 3—Radio revenue in 1951 was highest in history, \$450.4 million, according to FCC report.

Oct. 11—Arthur Pryor Jr., BBDO vice president in charge of radio and television, tells NARTB District 6 meeting, in Memphis, that radio is the best low cost mass buy. He pointed out that radio people must keep advertisers informed of its advantages.

Oct. 14—Eugene Hyde Merrill is sworn in as FCC Commissioner, to replace Robert F. Jones, who resigned to enter practice of law.

Oct. 16—FCC refuses to investigate National Volunteers for Stevenson charge that Republicans were staging radio-TV spot blitz.

Oct. 21—Harold A. Lafount, radio consultant to Bulova Watch Co. and former member of the Federal Radio Commission, dies at home in Detroit.

Oct. 27—BROADCASTING • TELECASTING poll of network news commentators shows 56% believe Stevenson will win election, 44% Eisenhower.

Oct. 28—Award of \$300,000 made to Duane Jones, president of Duane Jones & Co., New York, in New York State Supreme Court in his conspiracy suit against nine former employees.

Oct. 28—FCC eases rebroadcast rule dropping clause requiring licensees to file reports within 10 days if they refuse to give consent for program rebroadcasts.

Nov. 8—Radio and TV credited with swelling national vote by millions.

Nov. 14—FCC Examiner Leo Resnick recommends that FCC approve long pending ABC-United Paramount merger.

Nov. 20—Exclusion of radio and television newsmen from group asked to accompany President-elect Eisenhower to Korea brings protests from many, resulting in change of plans to provide for media.

Dec. 4—Foote, Cone & Belding resigns the \$5.5 million Toni Co. account. Over \$3.5 million of company's advertising was in radio and television.

Dec. 20—Washington Post Co., majority owner of WTOP-AM-FM-TV Washington, announced purchase of WMBR-AM-FM-TV Jacksonville for reported \$2,470,000.

PRODUCTION OF CIVILIAN RADIO SETS—1922 THROUGH 1952

(Compiled for the 1953 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of 'Tele-Tech')

	Total Civilian Radio Sets Manufactured		Total Receiving Tubes* Manufactured		Automobile Sets Manufactured		Total Radio Reception Equipment	Auto Sets in Use	Homes with Radio Sets	Total Radio Sets in Use in U. S.	At Close of
	Number	Retail Value	Number	Retail Value	Number	Retail Value	Value	Number	Number	Number	Year
1922	100,000	\$ 5,000,000	1,000,000	\$ 6,000,000	\$ 60,000,000	280,000	400,000	1922
1923	550,000	30,000,000	4,500,000	12,000,000	151,000,000	1,000,000	1,100,000	1923
1924	1,500,000	100,000,000	12,000,000	36,000,000	358,000,000	2,500,000	3,000,000	1924
1925	2,000,000	185,000,000	20,000,000	48,000,000	429,000,000	3,500,000	4,000,000	1925
1926	1,750,000	200,000,000	30,000,000	58,000,000	506,000,000	5,000,000	5,700,000	1926
1927	1,350,000	168,000,000	41,200,000	67,300,000	425,600,000	6,500,000	7,000,000	1927
1928	3,281,000	400,000,000	50,200,000	110,250,000	690,550,000	7,500,000	8,500,000	1928
1929	4,428,000	600,000,000	69,000,000	172,500,000	842,548,000	9,000,000	10,500,000	1929
1930	3,827,000	300,000,000	52,000,000	119,600,000	34,000	\$ 3,000,000	496,432,000	12,048,762	13,000,000	1930
1931	3,420,000	225,000,000	53,000,000	89,550,000	108,000	5,940,000	300,000,000	100,000	14,000,000	15,000,000	1931
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	250,000	16,809,562	18,000,000	1932
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	500,000	20,402,389	22,000,000	1933
1934	4,084,000	214,500,000	58,000,000	36,800,000	780,000	28,000,000	350,000,000	1,250,000	21,456,000	25,000,000	1934
1935	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	2,000,000	22,869,000	30,500,000	1935
1936	8,248,000	450,000,000	86,000,000	69,000,000	1,412,000	69,188,000	500,000,000	3,500,000	24,600,000	33,000,000	1936
1937	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	527,000,000	5,000,000	26,666,500	37,600,000	1937
1938	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	6,000,000	28,000,000	40,000,000	1938
1939	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	6,500,000	28,700,000	45,300,000	1939
1940	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	7,500,000	29,200,000	51,000,000	1940
1941	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	8,750,000	29,700,000	56,000,000	1941
1942	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	9,000,000	30,300,000	59,340,000	1942
1943	17,000,000	19,000,000	75,000,000	8,000,000	32,000,000	58,000,000	1943
1944	22,000,000	25,000,000	85,000,000	7,000,000	33,000,000	57,000,000	1944
1945	500,000	20,000,000	30,000,000	35,000,000	105,000,000	6,000,000	34,000,000	56,000,000	1945
1946	14,000,000	700,000,000	190,000,000	200,000,000	1,200,000	72,000,000	900,000,000	7,000,000	35,000,000	60,000,000	1946
1947	17,000,000	800,000,000	220,000,000	260,000,000	2,500,000	150,000,000	1,100,000,000	9,000,000	37,000,000	66,000,000	1947
1948	16,000,000	700,000,000	200,000,000	230,000,000	2,800,000	200,000,000	950,000,000	11,000,000	40,000,000	74,000,000	1948
1949	10,000,000	500,000,000	200,000,000	350,000,000	3,500,000	240,000,000	1,500,000,000	14,000,000	42,000,000	81,000,000	1949
1950	14,600,000	721,000,000	383,000,000	644,000,000	4,760,000	248,000,000	2,800,000,000	17,000,000	45,000,000	90,000,000	1950
1951	13,000,000	605,000,000	400,000,000	640,000,000	4,450,000	238,000,000	3,000,000,000	20,000,000	45,850,000	103,250,000	1951
1952	10,000,000	500,000,000	330,000,000	740,000,000	2,500,000	135,000,000	3,300,000,000	22,000,000	46,000,000	110,000,000	1952

* Total tubes include those used in TV. Replacements accounted for about 25% in 1952.

* Figures for sets include value of tubes in receivers. In recent years (except 1942 to 1946), replacement tubes have run 25% to 40% of total tube sales. All figures are at retail value.

Note: WPB ordered (April, 1942) all civilian radio-set production stopped and factories converted to war production. Reconversion to civilian-radio production began August, 1945.



Look to ALLIED

for Your Station Supplies



SERVICE EVERYWHERE

Over 600 stations—coast to coast and border to border—look to ALLIED as their dependable source for station supplies and accessories.

IN STOCK

ALL STATION SUPPLIES

Our great in-stock resources (largest in the country) and close contacts with all major manufacturers, guarantee the fastest and most complete service for the BC and TV engineer. Name your need—we have it!

PERSONAL EXPERT SERVICE

You get exactly what you want—when you want it! All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency.

GET IT QUICK

SEND FOR YOUR COMPLETE 236-PAGE ALLIED CATALOG

Be sure to get and use this outstanding 236-page Buying Guide to everything in standard radio and electronic equipment. It's the preferred purchasing reference that simplifies ordering—saves time, effort and money. If you haven't a copy of this ALLIED Catalog, let us know—we'll be glad to send one to you promptly.



If you don't receive our Broadcast Bulletins, send us your name and we'll see that you get them regularly.

FOR EVERYTHING—ANYTIME, ANYWHERE

CALL: HAYMARKET 1-6800

or wire or write to

ALLIED RADIO

BROADCAST DIVISION

833 W. Jackson Blvd., Chicago 7, Ill.

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

Adler Communications Laboratories

New Rochelle, N. Y.; 1 LeFevre Lane; Ben Adler, Mgr.; Tel: New Rochelle 6-1620
Products: AM-FM studio and control equipment—amplifiers, power supplies, control consoles, switchers, jack panels

Advance Recording Products Co.

Long Island City 1, N. Y.; 36-12 34th St.; I. H. Goldman, Mgr.; Tel: Stillwell 4-7837

Products: Recording discs

Allied Radio Corp.

Chicago 7, 833 W. Jackson Blvd.; Leo Brook, Mgr.; Tel: Haymarket 1-6800

Products: Broadcast station equipment and supplies for immediate shipment. Audio equipment, amplifiers, condensers. C.A.A. approved tower light control, Daven attenuators, equalizers, disc and tape recording equipment, resistors, patch panels and cords, pickups and turntables, public address systems, receivers, microphones, noise and distortion measuring equipment, test equipment, transformers, transcription players

Allied Recording Products Co.

Long Island City 1, N. Y., 21-09 43rd Ave.; J. Strauss, Mgr.; Tel: Stillwell 4-2318

Products: Recording blanks and machines

Altec Lansing Corp.

Beverly Hills, Calif., 9356 Santa Monica Blvd.; A. A. Ward, Mgr.; Tel: Crestview 5-5101

New York 13, 161 Sixth Ave.; H. S. Morris, Mgr.; Algonquin 5-3636
Products: AM-FM—Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios

American Microphone Co.

Pasadena 1, Calif., 370 S. Fair Oaks Ave.; G. Yarbrough, Mgr.; Ryan 17444

Products: Microphones

American Volume Control Corp.

New York 6, 115 Liberty St.; Dave Parkhurst, Mgr.; Tel: Beekman 3-0224-25

Products: Volume controls, potentiometers, resistance cords

Amperex Electronic Corp.

Hicksville, L. I., N. Y., 230 Duffy Ave.; Sam Norris, Mgr.; Hicksville 3-6200

Products: Component part of equipment only—transmitting tubes for all types of transmitters

Amperite Co., Inc.

New York 12, 561 Broadway; S. Ruttenberg, Mgr.; Tel: Canal 6-1446

Products: FM-Microphones (ribbon, dynamics)

Ampex Electric Corp.,

Redwood City, Calif., 934 Charter St.; E. G. Swanson, Mgr.; Emerson 8-1471

Chicago 10, 111 E. Ontario St.; R. J. Tinkham, Mgr.; Tel: Michigan 2-2083

Products: High fidelity magnetic tape recorders for audio and instrumentation recording

Amplifier Corp. of America

New York 13, 396-8 Broadway; Sidney Karr, Mgr.; Digby 9-1890

Products: Battery-operated portable and standard AC magnetic tape recorders

Andrew Corp.

Chicago 19, 363 E. 75th St.; John A. Estelle, Mgr.; Tel: Triangle 4-4400

Cambridge, Mass., 93 Westgate; Karl E. Sterne, Mgr.; Tel: University 4-3391

Ridgewood, N. J., 200 E. Ridgewood Ave.; Robert P. Lamons, Mgr.; Tel: Ridgewood 6-9181

Andrew California Corp. Monrovia, 525 Ranchito Rd.; Robert C. Bickel, Mgr.; Tel: Elliott 8-4945

Products: Transmission lines and accessories, dehydrators, antenna tuning and phasing equipment, phase sampling equipment, current sampling equipment, phase monitor, tower lighting equipment. FM: Transmission lines and accessories, multi-V transmitting antenna, harmonic filters

Audiercraft, Inc.

Brooklyn 11, 77 S. 5th St.; Arnold J. Siegel, Mgr.; Tel: Evergreen 1156-7

Atlanta 5, 1036 Peachtree St., N. E.; James Millar, Mgr.

Chicago 6, 308 W. Wash. St.; Robert F. Taylor, Mgr.; Tel: Andover 1808

Dallas 1, 505 N. Ervay St.; J. Earl Smith, Mgr.; Randolph 2966

Products: Facsimile—public address horn loudspeakers

Audio Devices, Inc.

New York 22, 444 Madison Ave.; Bryce Haynes, Mgr.; Tel: Plaza 3-0973

Hollywood 46, Calif., 1006 N. Fairfax Ave.; Alan H. Bodge, Mgr.; Tel: Hollywood 9-8902

Products: Recording discs, recording, playback points; magnetic recording tape

Audio & Video Products Corp. Comm. Products Div.

New York 19, 730 Fifth Ave.; William H. Hazlett, Mgr.; Tel: Plaza 7-3091

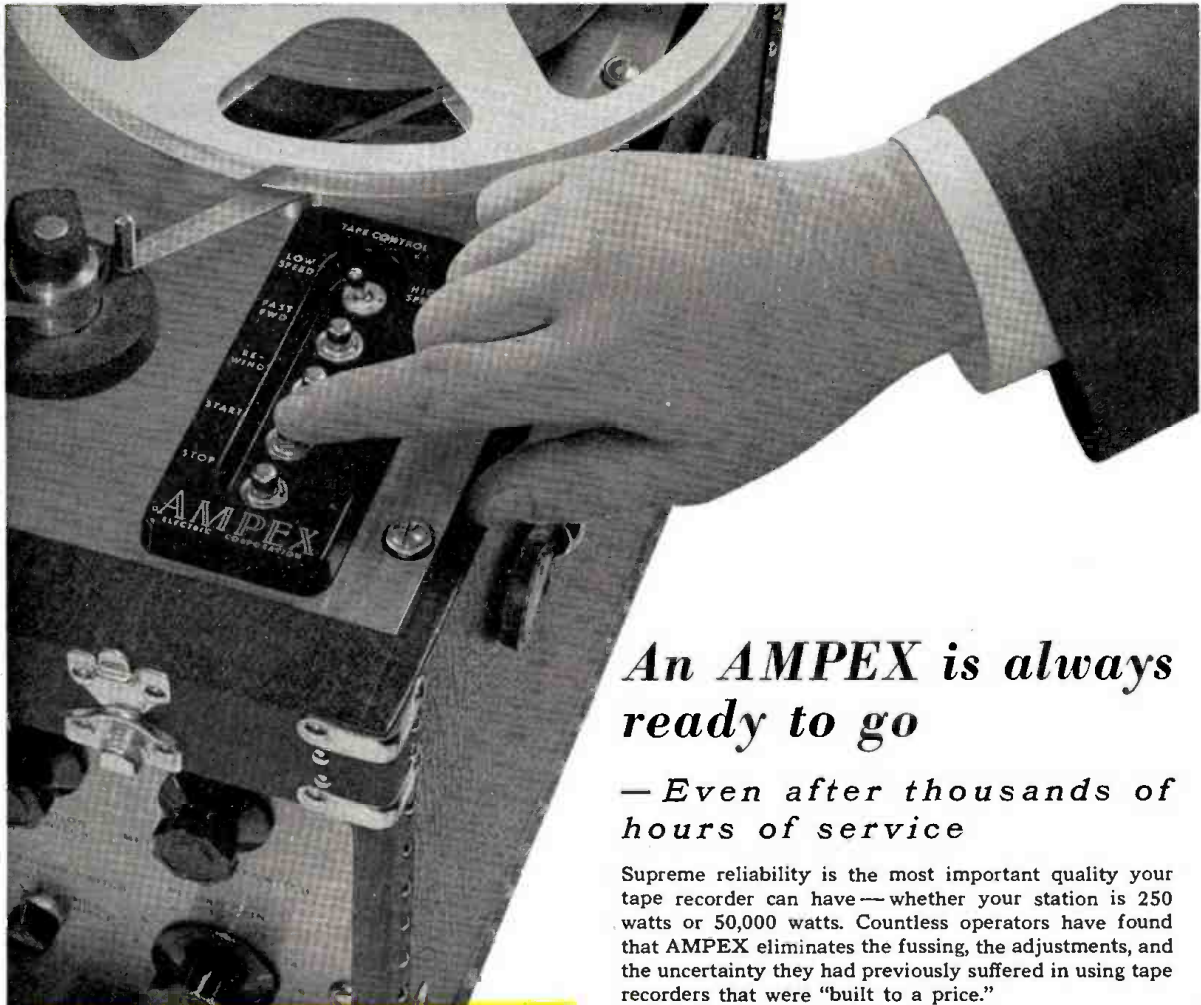
Products: Magnetic tape recorder, complete line amplifiers, loudspeakers and baffles; pre-recorded magnetic tape, pickups, equalizers, turntables, etc.

Audio-Master Corp.

New York 17, 341 Madison Ave.; Herbert Rosen, Mgr.; Tel: Murray Hill 3-3881

Products: Transcription players, tape recorders, mastertape

(Continued on page 364)



An AMPEX is always ready to go

— Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have—whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments, and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- *When you press the button, it operates*
- *Program timing stays accurate*
- *Starting, stopping, and rewind will operate smoothly*
- *Fidelity will still be high*
- *Maintenance costs will still be low*

For new broadcast application bulletin, write Dept. D-1041



Model 403C

Model 403P

If you plan for tomorrow, buy an AMPEX today.

AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 362)

Berlant Associates

Los Angeles 16, 4917 W. Jefferson Blvd.; Oliver Berliner, Mgr.; Tel: Parkway 2196
 Products: Professional and semi-professional tape recorders for studio and field use

Bishop Mfg. Corp.

Cedar Grove, N. J., 10 Canfield Rd.; Charles L. Wiley, Mgr.; Tel: Verona 8-2373
 Products: Electrical insulating tapes

Blaw-Knox Div., Blaw-Knox Co.

Pittsburgh 30, P. O. Box 1198; A. H. Jackson, Mgr.; Tel: Sterling 1-2700
 Birmingham 4, Brown-Marx Bldg.; W. E. Ballet, Mgr.; Tel: Birmingham 54-7661
 Chicago 3, Peoples Gas Bldg.; J. C. McQuide, Mgr.; Tel: Harrison 7-7633
 New York 17, 342 Madison; T. M. Avery, Mgr.; Tel: Vanderbilt 6-0661
 Philadelphia 3, 1617 Penna. Blvd.; W. Simmons, Mgr.; Tel: Rittenhouse 6-1681
 Wash. 5, D. C., Wire Bldg.; R. M. Marcus, Mgr.; Tel: Republic 3142
 Products: AM—Vertical radiators. FM—Supporting antenna towers. Facsimile: Same

The William Brand & Co., Inc.

Willimantic, Conn., North & Valley Sts.; R. H. Robinson, Mgr.; Tel: Willimantic 3-1661
 Chicago, 1313 W. Randolph St.; E. W. Brinson, Mgr.; Tel: Seeley 8-0345
 Products: Insulating materials

Burgess Battery Co.

Freeport, Ill.; L. H. Harriss, Mgr.; Tel: Main 3300
 Products: Dry batteries, flashlights

Califone Corp.

Hollywood 38, Calif., 1041 N. Sycamore; Robert G. Metzner; Tel: Hudson 22353
 Products: Portable transcription players, high fidelity magnetic tape recorders

Cambridge Thermionic Corp.

Cambridge 38, Mass., 445 Concord Ave.; Clarence Cheney, Mgr.; Tel: Trowbridge 6-2800
 Products: Frequency check service

Canadian Marconi Co.

Montreal 16, Que., 2442 Trenton Ave.; J. H. Martin, Mgr.; Tel: Atlantic 9441
 Vancouver, B. C., 550 Burrard St.; J. S. Baxter, Mgr.
 Winnipeg, Man., 149 Portage Ave.; J. C. Hunt, Mgr.
 St. John's, Newfld., 3 Prescott St.; W. A. Brown, Mgr.
 Halifax, Nova Scotia, 572 Barrington St.; D. J. Murphy, Mgr.
 Toronto, Ont., 861 Bay St.; S. Slinger, Mgr.
 Products: Transmitter, studio equipment, turntables, remote control equipment, transmitting and receiving tubes. FM: Turnstile antennas, transmitters. Facsimile: Transmitters, recorders

Cannon Electric Co.

Los Angeles 31, 3209 Humboldt St., D. A. Davis, Mgr.; Tel: Capitol 5-1251
 Benton Harbor, Mich., 267 Territorial St.; Roy Whitney, Mgr.; Tel: B. H. 5-2123-4
 East Haven 12, Conn., 191 Kimberly Ave.; E. C. Quackenbush, Mgr.; Tel: Hobart 7-6329
 Products: Multi-contact electric connectors—hi-voltage, low-voltage; component parts and sound equipment

Cardinal Corp.

Louisville, Ohio, P. O. Box 72; John F. Grinnan, Mgr.
 Products: Record storage racks

Carrier Corporation

Syracuse 1, N. Y., 300 S. Geddes St.; C. V. Fenn, Mgr.; Tel: Syracuse 76-9911
 Atlanta 3, 300 Ivy St., N. E.; M. H. Darby, Mgr.; Tel: Cypress 7621
 Boston 14, N. Station Office Bldg.; W. H. Wetherell, Mgr.; Tel: Richmond 2-0772-3-4

Chicago 54, Merchandise Mart Plaza; W. S. Bodinus, Mgr.; Tel: Whitehall 4-3441
 Dallas 1, 710 N. Harwood St.; H. C. Hoffman, Mgr.; Tel: Riverside 4475
 Denver 2, 1718 California St.; H. C. Kugeler, Mgr.; Tel: Acoma 2561
 Jacksonville, Fla., 1011 Hendricks Ave.; N. W. Rathbun, Mgr.; Tel: 9-9781
 Kansas City 6, Mo., Riss Bldg.; G. H. Stoffer, Mgr.; Tel: Victor 4622
 Los Angeles 22, 5330 Harbor St.; W. L. Yerkes, Mgr.; Tel: Angelus 3-7161
 New York 17, 385 Madison Ave.; H. Peacock, Mgr.; Tel: Plaza 9-5000
 Philadelphia 7, P.S.F.S. Bldg.; L. M. Church, Mgr.; Tel: Market 7-7100
 Toronto 14, Canada, 857 The Queensway; E. F. Pope, Mgr.; Tel: Rodney 2305
 Washington 5, D. C., Investment Bldg.; L. B. Mighell, Mgr.; Tel: Executive 5540
 Products: Air conditioning and refrigeration equipment for studio. Includes room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio.

Centralab Div., Globe-Union, Inc.

Milwaukee 1, 900 E. Keefe Ave.; W. S. Parsons, Mgr.; Tel: Woodruff 2-9200
 Atlanta 6, 1133 Ponce de Leon Ave.; Henry Burwell, Mgr.; Tel: Elgin 7517
 Brookline, Mass., 318 Harvard St.; Stanley Harris, Mgr.; Tel: Longwood 6-6400
 Camden 2, 539 Market St.; Jack Keefe, Mgr.; Tel: Woodlawn 4-2215
 Chicago 39, 5359 Fullerton Ave.; Fred Tiegs, Mgr.; Tel: Berkshire 7-0130
 Cleveland 12, 1817 Marloes Ave.; C. R. Moss, Mgr.; Tel: Potomac 1-2518
 Dallas 1, 505 N. Ervay; J. Earl Smith, Mgr.; Tel: Randolph 2968
 Denver 7, 5528 E. Colfax Ave.; Cliff McLeod, Mgr.; Tel: Freeman 3067
 Indianapolis 5, 4014 Wash. Blvd.; L. M. Devove, Mgr.; Tel: Humboldt 1395
 Kansas City 2, Mo., 3760 Broadway; J. P. Kay, Mgr.; Tel: Logan 7640
 Los Angeles 6, 1102 S. Western Ave.; Carl Stone, Mgr.; Tel: Republic 2-8105
 Minneapolis, 712 Portland Ave.; Merrill Franklin, Mgr.; Tel: Geneva 1805
 New York 21, 13 E. 78th St.; James Pickett, Mgr.; Tel: Trafalgar 9-9520
 Philadelphia 2, 1531 Spruce St.; S. K. MacDonald, Mgr.; Tel: Kingsley 5-1205
 San Francisco, 530 Gough St.; Les Logan, Mgr.; Tel: Hemlock 1-5127
 Toronto, Ont., 2293A Yonge St.; P. Heenan, Mgr.; Tel: Mayfair 9236
 Products: Ceramic capacitors, printed electronic circuits, variable resistors (carbon and wirebound), switches (rotary tone, lever action and slide), special ceramic insulators

Clarkstan Corp. See Pacific Transducer Co.

Classophone, Inc.

New York, 42-08 Vernon Blvd.; Augusta S. Spector, Mgr.; Tel: Stillwell 6-1370
 Products: Phonograph record holders

Clebar Watch Agency

New York 17, 521 Fifth Ave.; Leonard S. Naurison, Mgr.; Tel: Murray Hill 2-3890
 Products: Stop watches

Collins Radio Co.

Cedar Rapids, 855 35th St., N. E.; R. H. Hollister, Mgr.; Tel: 3-0281
 Burbank, Calif., 2700 W. Olive Ave.; J. D. Phelan, Mgr.; Tel: Charleston 0-7117
 Dallas 2, 1930 Hi-Line Dr.; Theil W. Sharpe, Mgr.; Tel: Prospect 5151
 Knoxville, Dogwood Road, Fountain City; J. F. Stanbery, Mgr.; Tel: 6-4378
 New York 36, 11 W. 42nd St.; H. F. Penfold, Mgr.; Tel: Longacre 4-3930
 Products: Complete stations—250 watt, 1, 5, 10 and 50 kw transmitters, studio consoles, monitoring, program and pre-amplifiers, specially designed studio installations, remote pickup amplifiers, antenna tuning units and tower lighting chokes. FM: Same plus 3, 25 kw transmitters and accessories, antennas and accessories

Commercial Radio-Sound Corp.

New York 16, 652 First Ave.; Arthur W. Schneider, Mgr.; Tel: Murray Hill 4-0800
 East Hartford 8, Conn., 673 Conn. Blvd.; Tel: Hartford 8-8544
 Newark 2, N. J., 1060 Broad St.; Mitchell 3-8239
 Products: Sound effects machine, speech input, rack and console wiring, audio equipment, jack cleaning tool

Communications Co., Inc.

Coral Gables, Fla., P. O. Drawer 6250; R. E. Graham, Mgr.; Tel: 4-0846
 Products: HF and VHF base station equipment. Mobile equipment for airport vehicles. Control tower equipment. FM: VHF base station, mobile equipment

Communication Products Co., Inc.

Marlboro, N. J.; J. L. Bernard, Jr., Mgr.; Tel: Freehold 8-1880
 Products: Coaxial transmission lines, dehydrators, switches, lacquer, coaxial antennas

Continental Electronics Mfg. Co.

Dallas 10, 4212 S. Buckner Blvd.; W. M. Witty, Mgr.; Tel: Evergreen 1137
 Products: Broadcast transmitters, 250 watt through 50 kilowatt. Antenna phasing equipment and associated apparatus

(Continued on page 368)

CALIFONE

Portable Playbacks

Studio performance plus portability plus popular prices add up to give you a playback to meet your most exacting demands. CALIFONES have been chosen by over 50% of all radio stations, hundreds of advertising agencies, as well as professional musicians and vocalists everywhere. All Califone Playbacks have 3 speeds for playing 7-16" recordings.

CUSTOM IMPERIAL 400

The choice for executive offices where both highest quality performance and affluence appearance are important. From its precision-made pickup to its Jim Lansing Signature speaker, the Custom Imperial 400 offers the absolute ultimate in tonal fidelity sumptuously housed in silver gray case with chrome trim.

SPECIFICATIONS

- Studio type heavy duty turntable
- Separate bass and treble controls
- Professional variable reluctance cartridge
- World's finest extended range speaker



CUSTOM IMPERIAL 400

\$169.50 Net



MODEL 10P2

\$89.50 Net

MODEL 6U (not shown)

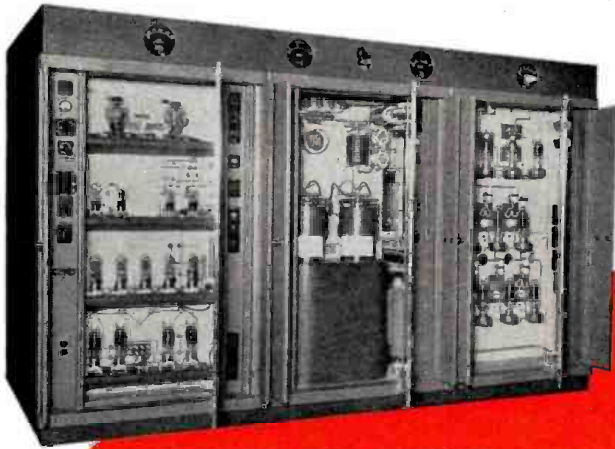
The ideal transcription player for budget-minded organizations, since its low price enables each salesman to be equipped with his own playback. Famous for its portability and fine performance.

\$67.95 Net

WRITE FOR CATALOGUE DEPT. B53

CALIFONE CORPORATION

1041 N. Sycamore Avenue, Hollywood 38, Calif.



TYPE 315 5000 WATT TRANSMITTER

The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.



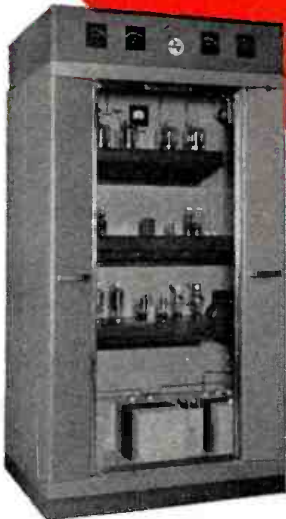
PHASING CONTROL AND POWER DIVISION UNIT

The Phasing Control and Power Division Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

**FOR BROADCASTING EQUIPMENT
ABOVE AND BEYOND THE USUAL STANDARDS**

Continental

IS THE NAME TO REMEMBER



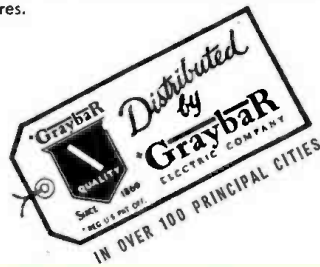
**TYPE 314-2
1000 WATT TRANSMITTER**

A recent addition to the CONTINENTAL line is the Type 314-2 1 KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of refinement features found in larger equipments. All aluminum cabinet of special, unified, frameless design incorporates Transview styling with functional features affording maximum accessibility, shielding, and circulation of air for cooling.

Latest CONTINENTAL creation is the new Type 312 250-Watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.



**TYPE 312
250 WATT TRANSMITTER**



Continental Electronics
MANUFACTURING COMPANY

4212 S. BUCKNER BLVD.

DALLAS 10, TEXAS

PHONE Evergreen 1137

The equipment line that sets the pace..

Collins furnishes high quality equipment for every requirement of the modern broadcasting station . . . transmitters in powers of 250 watts to 10 kilowatts, speech input consoles, remote amplifiers, rack mounted speech equipment, test and control equipment, custom designed audio equipment, transducers, and accessories for all needs.

All of the Collins transmitters are the products of the most advanced engineering. Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived tetrodes.

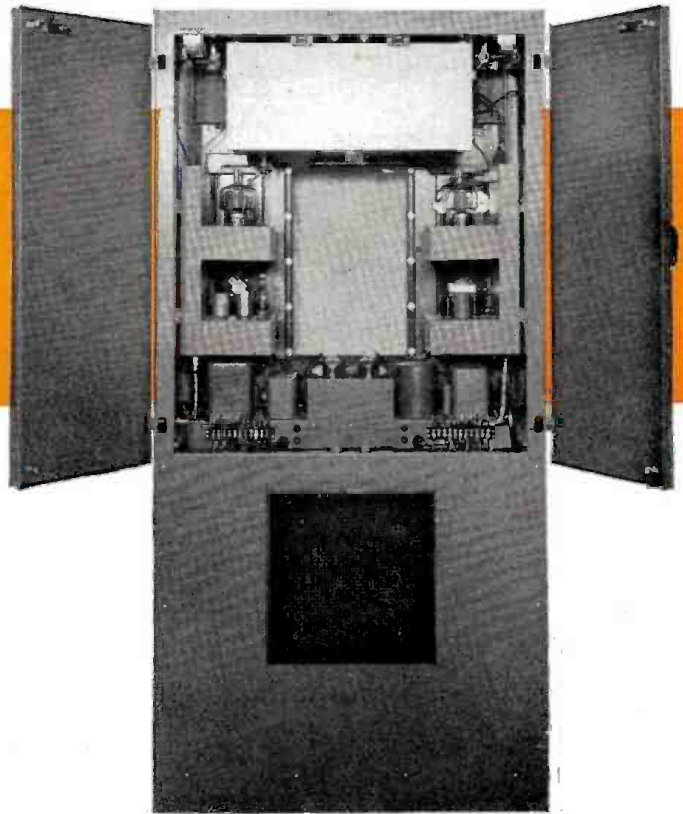


Collins 212A speech input console, above. Facilities are provided for auditioning or rehearsing, cueing and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines. Two program amplifiers are included, making possible the feeding of two independent programs at once, or by operating the line reversal switch, providing an

emergency for normal use. A novel rotating arrangement allows the unit to be lifted forward and upward for access to the underside of the chassis without requiring additional space or interrupting operation. The 212A may be placed against a wall without sacrificing accessibility. Thoroughly engineered, expertly constructed throughout.



The new Collins 300J 250/100 watt AM broadcast transmitter.



Rear, open view of the new Collins 20V 1000/500 watt AM broadcast transmitter.

in engineering, performance and styling

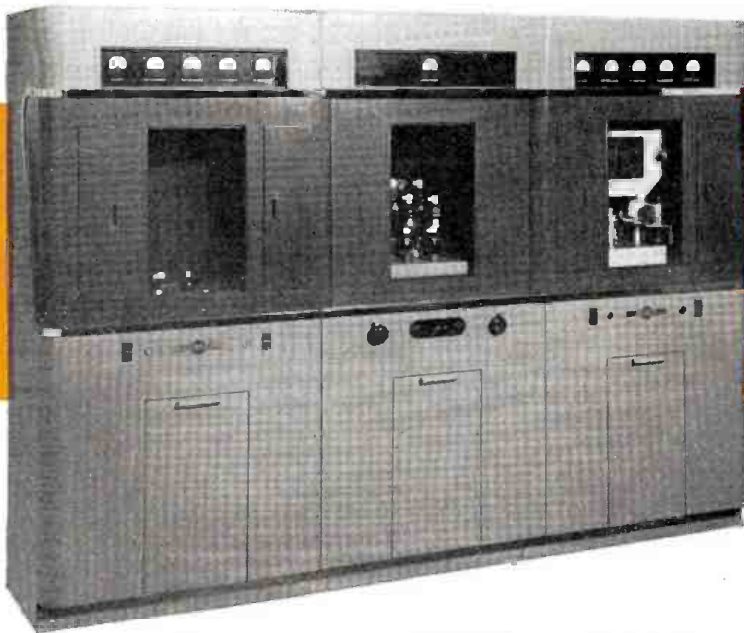
Employment of these efficient tubes also permits the use of low drain, low cost receiver type tubes in the driver stages. Frequency control is by means of the new plug-in, super stability crystals, which have made it possible to eliminate troublesome crystal ovens entirely.

In planning your station, see Collins first. Learn about all the up-to-date features of Collins design, and the high standards under which Collins equipment is manufactured. Your nearest Collins office is fully qualified to serve you.



The Collins 212B speech input console, above, has the same fine features of construction and operation as the 212A, and differs only in that it is smaller, with fewer amplifiers and functional facilities. Unit amplifiers are individually mounted on airplane type shockmounts. The high fidelity 212B fills the needs of the smaller station, and is ideal for single studio control in larger stations. Facilities are provided for one program channel and

an additional channel which functions with the self-contained monitor amplifier. The single program channel exactly duplicates one of the two channels in the 212A. Seven independent input channels are provided including preamplified channels for four microphones and two transcription reproducers, and a high level input for any one of nine remote lines. High level transcription inputs can be supplied.



The new Collins 21E 5 kw/1 kw AM broadcast transmitter. A simple one-night conversion procedure transforms the 5 kw 21E into a 10 kw 21M transmitter.

For broadcast quality, it's . . .



COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 364)

Crouse-Hinds Co.
Syracuse 1, N. Y., Wolf & 7th N. Sts.; A. H. Clarke, Mgr.; Tel: 74-1011
Products: Obstruction lighting and wiring equipment for marking towers including code beacons, obstruction lights, flashers, photoelectric control, junction boxes, relays, pilot lights, etc.

The Daven Co.
Newark 4, N. J., 191 Central Ave.; Edward L. Grayson, Mgr.; Tel: Mitchell 2-6555
Products: AM—Audio attenuators, potentiometers, rheostats, precision wire wound resistors, transmission measuring sets, output power meters, vacuum tube voltmeters, decade resistance boxes, electronic frequency meters, audio effects filters, distortion and noise meters, line equalizers, audio oscillators, volume level indicators and attenuation networks. Multiple input and output networks, fixed attenuators, decade voltage dividers. FM—Video attenuators radio frequency attenuators, rheostats, transmission-measuring sets, output power meters, vacuum tube voltmeters, decade resistance boxes, electronic frequency meters, distortion and noise meters, line equalizers, volume level indicators, R. F. attenuation networks, video attenuation networks, R. F. fixed attenuators, video fixed attenuators, R. F. dividing and combining networks, video line pads, video distribution networks, video roll-off networks

DeWald Radio Mfg. Corp.
Long Island City 1, N. Y., 35-15 37th Ave.; L. N. Weiss, Mgr.; Tel: Stillwell 4-9334
Products: Receivers

Dresser-Stacey Co. (IDECO Div.)
Columbus, 875 Mich. Ave.; J. Roger Hayden, Mgr.; Tel: University 2123
Products: Towers, insulated steel buildings

M. Ducommun Co.
New York 36, 580 Fifth Ave.; A. G. Stepchuk, Mgr.; Tel: Plaza 7-2540
Products: Filmimeters, stopwatches; program, studio timers

Eastern Air Devices, Inc.
Brooklyn 17, 585 Dean St.; E. Janse, Mgr.; Tel: Sterling 3-3406
Products: Sub-fractional horsepower motors and blowers

Eastern Mike-Stand Co.
Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, Mgr.; Tel: Dickens 2-3538
Products: Microphone stands

Ectro, Inc.
Delaware, Ohio, 425-01 S. Sandusky St.; J. F. Meyer, Mgr.; Tel: Delaware 3-1201
Products: Mobile tape recorder; FM: Battery charger for tape recorder

Eidson Electronic Co.
Temple, Texas, 1802 N. Third St.; Merrill Eidson, Mgr.; Tel: 3-3901
Products: Quartz crystals; station frequency measuring service

Eitel-McCullough, Inc.
San Bruno, Calif., 798 San Mateo Ave.; Orrin H. Brown, Mgr.; Tel: Juno 8-1212
Products: Transmitting type vacuum tubes including tubes for RF and audio driver stages, final amplifiers and modulators; STL services. Air cooled and water cooled triodes, tetrodes and pentodes; vacuum capacitors and vacuum switches; contact finger stock; air system tube sockets; tube connectors

Electrical Tower Service, Inc.
Peoria, Ill. P. O. Box 1205; Stanley Bernstein, Mgr.; Tel: 3-9846
Products: Towers

Electows Supply Co.
Madison, Wis., 405 Broom St.; Louis Glass, Mgr.
Products: Towers

Electro-Voice, Inc.
Buchanan, Mich., Carroll & Cecil Sts.; Webster F. Soules, Mgr.; Tel: Buchanan 1000
Garden City, L. I., N. Y., 205 Kilburn Rd.; Phillip C. Erhorn, Mgr.; Tel: Garden City 7-10087
Products: Microphones, monitoring loudspeakers, loudspeaker enclosures

The Elmor Co.
Chicago 2, 29 E. Madison St.; M. J. Stillman, Mgr.; Tel: Central 6-9672
Products: Stop watches, timers, chronographs

Emerson Radio and Phonograph Corp.
New York 11, 111 Eighth Ave.; David Hopkins, Mgr.; Tel: Oregon 5-7000
Products: Receivers

Espey Mfg. Co., Inc.
New York 21, 528 E. 72nd St.; William W. Jablon, Mgr.; Tel: Trafalgar 9-7000
Chicago 44, 5707 W. Lake St.; R. E. Stemm, Mgr.; Tel: CO 1-1566
Dallas 1, 505 N. Ervay St.; J. E. Smith, Mgr.; Tel: RA 2966
Philadelphia, 1622 68th Ave.; Herman Lewis, Mgr.
Portland 5, Ore., 917 S. W. Oak St.; Don H. Burcham, Mgr.
Products: Receivers, tuners, amplifiers, power supplies

Fairchild Recording Equipment Corp.
Whitestone 57, N. Y., 154th St. & 7th Ave.; Ray F. Crews, Mgr.; Tel: Independence 3-2100
Products: Sound recorders (disc and magnetic tape)

Federal Telephone and Radio Corp.
Clifton, N. J., 100 Kingsland Rd.; R. S. Terry, Mgr.; Tel: Nutley 2-3600
Wash. 8, D. C., 1025 Conn. Ave., N. W.; E. J. Girard, Mgr.; Tel: Executive 1697
Products: Transmitting and rectifying tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies

C. H. Fisher & Son
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303
Products: Towers, vertical radiators, erecting, lighting, painting, ground systems

Gates Radio Co.
Quincy, Ill., 123 Hampshire St.; P. S. Gates, Mgr.; Tel: 8202
Houston, 2700 Polk Ave.; Joseph E. Woods, Mgr.; Tel: Atwood 8536
New York, 13 E. 40th St.; L. J. Cervone, Mgr.; Tel: Murray Hill 9-0200
Washington, D. C., Warner Bldg.; Owen J. McReynolds, Mgr.; Tel: Metropolitan 0522
Products: Transmitters, speech equipment, turntables, recording equipment, microphones. FM—Transmitters, studio equipment, antennae, coaxial cable

top performance guaranteed

Minerva

RADIO & TV STOPWATCH



5-star special features!

- ★ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.
- ★ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.
- ★ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.
- INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.
- ★ NON-MAGNETIC—7 JEWELS

Accuracy certified by our
Western Electric Electronic Timer
Write today for new catalog

M. DUCOMMUN CO.

Specialists in Timing Instruments
580 Fifth Avenue, New York 19 • PLAZA 7-2540

Filmometer Model #106F

Special Professional Price

\$18.20

net

(side-slide "noiseless" model with plain 1/5 second dial also available.)

Minerva Stop-watches are relied upon by: CBS Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRIT, WTCP, WHAK, WIBW, WKJG, and others.

Espey Mfg. Co., Inc.
New York 21, 528 E. 72nd St.; William W. Jablon, Mgr.; Tel: Trafalgar 9-7000
Chicago 44, 5707 W. Lake St.; R. E. Stemm, Mgr.; Tel: CO 1-1566
Dallas 1, 505 N. Ervay St.; J. E. Smith, Mgr.; Tel: RA 2966
Philadelphia, 1622 68th Ave.; Herman Lewis, Mgr.
Portland 5, Ore., 917 S. W. Oak St.; Don H. Burcham, Mgr.
Products: Receivers, tuners, amplifiers, power supplies

Fairchild Recording Equipment Corp.
Whitestone 57, N. Y., 154th St. & 7th Ave.; Ray F. Crews, Mgr.; Tel: Independence 3-2100
Products: Sound recorders (disc and magnetic tape)

Federal Telephone and Radio Corp.
Clifton, N. J., 100 Kingsland Rd.; R. S. Terry, Mgr.; Tel: Nutley 2-3600
Wash. 8, D. C., 1025 Conn. Ave., N. W.; E. J. Girard, Mgr.; Tel: Executive 1697
Products: Transmitting and rectifying tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies

C. H. Fisher & Son
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303
Products: Towers, vertical radiators, erecting, lighting, painting, ground systems

Gates Radio Co.
Quincy, Ill., 123 Hampshire St.; P. S. Gates, Mgr.; Tel: 8202
Houston, 2700 Polk Ave.; Joseph E. Woods, Mgr.; Tel: Atwood 8536
New York, 13 E. 40th St.; L. J. Cervone, Mgr.; Tel: Murray Hill 9-0200
Washington, D. C., Warner Bldg.; Owen J. McReynolds, Mgr.; Tel: Metropolitan 0522
Products: Transmitters, speech equipment, turntables, recording equipment, microphones. FM—Transmitters, studio equipment, antennae, coaxial cable

General Electric Co.
Syracuse 1, N. Y., Electronics Park; F. P. Barnes, Mgr.; Tel: Syracuse 76-4411
Atlanta 3, Red Rock Bldg.; J. M. Comer, Mgr.; Tel: Cypress 2581
Boston 15, 963 Commonwealth Ave.; A. F. Wild, Mgr.; Tel: Hubbard 2-1800
Chicago 54, Merchandise Mart; L. H. Naum, Mgr.; Tel: Whitehall 4-3915
Cincinnati 2, 215 W. 3rd St.; J. Wall, Mgr.; Tel: Main 5022
Cleveland 2, Williamson Bldg.; G. F. Oberrender Jr., Mgr.; Tel: Superior 1-6822
Dallas 2, 901 Ross Ave.; J. H. Douglas, Mgr.; Tel: Prospect 4296
Houston, 1100 E. Holcombe Blvd.; H. W. Granberry, Mgr.; Tel: Justin 0657
Los Angeles, 530 W. 6th St.; F. R. Walker, Mgr.; Tel: Trinity 3417
New York 22, 570 Lexington Ave.; C. J. Simon, Mgr.; Tel: Plaza 5-1311
Philadelphia 2, 1405 Locust St.; J. W. I. Cody, Mgr.; Tel: Pennypacker 5-9000
St. Louis 8, 4227 Lindell Blvd.; W. R. Chapin, Mgr.; Tel: Lucas 8873
San Francisco 6, 235 Montgomery St.; C. T. Haist Jr., Mgr.; Tel: Douglas 2-3740
Washington 5, D. C., 777 14th St., N.W.; J. H. Painter, Mgr.; Tel: Executive 3600
Syracuse 1, N. Y., OCS Bldg.; W. G. Broughton, Mgr.; Tel: 2-3308
Products: Audio consoles, amplifiers—limiting, portable and complete line for program monitoring and transcription use, both plug-in and rack mounted. Audio accessories—turntable tone arms, equalizers and pickup heads, patch cords and jacks. Rack cabinets, power and audio boards; cable, microphone and audio; speakers

General Instrument Corp.
Elizabeth 3, N. J., 829 Newark Ave.; E. A. Freed, Mgr.; Tel: Elizabeth 3-4400
Chicago, 3147 Logan Square; Lee Ballengee, Mgr.; Tel: Albany 2-6466
Joliet, Ill.; R. Cheney, Mgr.; Tel: Joliet 3-9345
Chicopee, Mass., 165 Front St.; B. Valliere, Mgr.; Tel: Springfield 3-6621
Products: Variable air capacitors

(Continued on page 370)



STUMP US... if you can!

Yes, we have our own panel of experts here at GATES, and if it's a transmitting equipment problem for AM, FM, TV or Communications in general, you'll find us hard to stump!

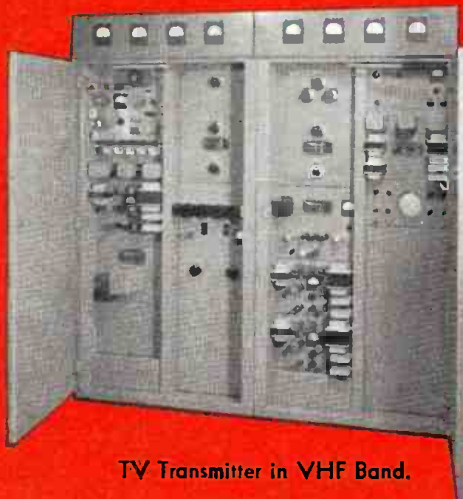
GATES, you see, can supply anything — or everything — in these fields. And, GATES equipment is in use plentifully around the world — which is the best quality testimonial we know of.

If you have a problem — or question — in the transmitting field, submit it to our experts. We'll wager you can't stump them!

LEFT — 250 watt 40-200 mc. all purpose FM Transmitter.



ABOVE — Master Control System manufactured for "Voice of America".



TV Transmitter in VHF Band.



GATES RADIO COMPANY
 MANUFACTURING ENGINEERS SINCE 1922
 Quincy, Illinois, U. S. A.

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C.
 International Division, 13 E. 40th St., New York City
 Canadian Marconi Company, Montreal, Quebec



GATES Studioette with pre-set console.

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 368)

General Radio Co.

Cambridge 39, Mass., 275 Mass. Ave.; Myron T. Smith, Mgr.; Tel: Trowbridge 6-4400

Chicago 5, 920 S. Mich. Ave.; Kipling Adams, Mgr.; Tel: Wabash 2-3820

Los Angeles 38, 1000 N. Seward St.; Frederick Ireland, Mgr.; Tel: Hollywood 9-6201

New York 6, 90 West St.; William R. Thurston, Mgr.; Tel: Worth 2-5837

Products: Station frequency, modulation monitors, distortion and noise meters, test oscillators, signal generators, vacuum tube voltmeters, impedance measuring equipment. FM—Same plus coaxial elements, measuring equipment

Graybar Electric Co., Inc.

New York 17, 420 Lexington Ave.; J. W. LaMarque, Mgr.; Tel: Lexington 2-4000

Atlanta 1, 333 North Ave., N. W.; E. W. Stone, Mgr.; Tel: Cypress 1751

Boston 16, 287 Columbus Ave.; J. P. Lynch, Mgr.; Tel: Kenmore 6-4567

Chicago 7, 850 W. Jackson Blvd.; E. H. Taylor, Mgr.; Tel: Canal 6-4100

Cincinnati 10, 115-129 W. McMicken Ave.; W. H. Hansher, Mgr.; Tel: Main 0600

Cleveland 14, 1010 Rockwell Ave.; A. C. Schwagar, Mgr.; Tel: Cherry 1-1360

Dallas 1, 717 Latimer St.; C. C. Ross, Mgr.; Tel: Randolph 6452

Detroit 1, 55 W. Canfield Ave.; P. L. Gundy, Mgr.; Tel: Temple 1-5500

Houston 3, 1702 Cullen Blvd.; R. T. Asbury, Mgr.; Tel: Atwood 4571

Jacksonville 1, 12th & Main Sts.; W. C. Winfree, Mgr.; Tel: Jacksonville 6-7611

Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, Mgr.; Tel: Baltimore 1644

Long Island City 1, 21-15 Bridge Plaza, N.; R. W. Griffiths, Mgr.; Tel: Exeter 2-2000

Los Angeles 54, 210 Anderson St.; R. B. Thompson, Mgr.; Angelus 3-7282

Minneapolis 15, 824 S. Fourth St.; C. W. Greer, Mgr.; Tel: Geneva 1621

Philadelphia 7, 910 Cherry St.; J. W. Crockett, Mgr.; Tel: Walnut 2-5405

Pittsburgh 12, 900 Ridge Ave.; R. F. Grossett, Mgr.; Tel: Allegheny 1-4100

Richmond 19, Va., 10 S. Sixth St.; E. C. Toms, Mgr.; Tel: Richmond 7-3491

San Francisco 1, 1750 Alameda St.; K. G. Morrison, Mgr.; Tel: Market 1-5131

Seattle 4, King & Occidental Sts.; D. I. Craig, Mgr.; Tel: Mutual 0123

St. Louis 3, 2642 Wash. Ave.; J. P. Lenkerd, Mgr.; Tel: Newstead 4700

Products: Transmitters, antennae, antenna towers, transmission line products, phase monitors, antenna phasing equipment, transmitter and studio measuring equipment, speech input equipment, speech input amplifiers and accessories, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, meters, electron tubes, relays, keys, condensers, jacks, mountings, thermistors, varistors, sound measuring equipment, public utilities, radio-telephone equipment, motor generators, emergency power plants and associated apparatus, tape recorders and reproducers, mobile, vehicle and railroad radio-telephone equipment

The Gray Research & Development Co., Inc.

Manchester, Conn., 658 Hilliard St.; Chester B. Hayes, Mgr.; Tel: Manchester 2-4506

New York, 521 Fifth Ave.; Richard Otto, Mgr.; Tel: Murray Hill 7-4590

Products: Transcription arms and equalizers. Facsimile: Custom-built

F. Sumner Hall, Inc., Audio Equipment Sales Div.

New York 1, 153 W. 33rd St.; F. Sumner Hall, Mgr.; Tel: Bryant 9-9276

Products: Jack panels, jacks, patch cords, plugs, replacement cords, microphone call letter plates and accessories, record labels

The Hallcrafters Co.

Chicago 24, 4401 W. Fifth Ave.; William Halligan, Jr., Mgr.; Tel: Van Buren 6-6300

Products: AM—Receivers, tuners, amplifiers, FM: Receivers; portable and low powered industrial two-way radio telephone

J. M. Hamilton & Co.

Gastonia, N. C., Box 2432; J. M. Hamilton, Mgr.; Tel: 5-5667

Washington, D. C., 1736 Columbia Rd., N. W.; Tel: North 6842

Products: Painting, erection, maintenance of towers

Hammarlund Mfg. Co., Inc.

New York 1, 460 W. 34th St.; Robert B. Moon, Mgr.; Tel: Longacre 5-1300

Products: Communications receivers, transmitter and receiver equipment for remotely controlling operations of broadcast transmitters from control studios. (Supervisory control and telemetering of remote broadcast transmitters.). Variable capacitors, including those for VHF and UHF operations

Harvey Radio Co., Inc.

New York 18, 103 W. 43rd St.; Harvey E. Sampson, Mgr.; Tel: Luxemburg 2-1500

Products: Electronic distributors of broadcast supplies, tape recorders, tubes, batteries, test equipment, audio systems, radio parts

Hewlett-Packard Co.

Palo Alto, Calif.; 395 Page Mill Rd.; W. Noel Eldred, Mgr.; Tel: Davenport 5-4451

Products: AM—Test oscillators, distortion analyzers, vacuum tube voltmeters. FM—Audio signal generators, distortion analyzers, high frequency vacuum tube voltmeters, frequency and modulation monitors

Hogan Labs., Inc.

New York 14, 155 Perry St.; Elliott Crooks; Chelsea 2-7855

Products: Facsimile equipment for broadcast via FM and inter-studio or inter-office communication

Harvey Hubbell, Inc.

Bridgeport 2, State St. & Bostwick Ave.; H. Long, Mgr.; Tel: Bridgeport 5-3151

Chicago 7, 37 S. Sangamon St.; R. L. Renaud, Mgr.; Tel: Monroe 6-3737

Los Angeles 12, 103 N. Santa Fe Ave.; A. M. McMillan, Mgr.; Tel: Mutual 7226

New York 7, 11 Park Pl.; Michael Plombo, Mgr.; Tel: Barclay 7-2657

San Francisco, 542 Natoma St.; Grover A. Andersen, Mgr.; Tel: Underhill 1-5030

Products: Self locking connectors

Hughey & Phillips

Encino, Calif.; M. Witthaus, Mgr.; Tel: State 4-4383

New York 17, 60 E. 42nd St.; H. J. Geist, Mgr.; Tel: Murray Hill 7-1550

Products: Complete line tower lighting equipment including complete kits comprising every item of material necessary to wire and light a tower in compliance with CAA and FCC requirements; also alarm circuit equipment for microwave stations. FM: Same

Hytron Radio & Electronics Co., a Div. of CBS, Inc.

Danvers, Mass., 100 Endicott St.; John Q. Adams, Mgr.; Tel: Danvers 2360

Chicago 39, 5637 W. Diversey Ave.; George Deters, Mgr.; Tel: National 2-1425

New York 16, 432 4th Ave., L. H. Niemann, Mgr.; Tel: Murray Hill 4-4178

Products: Receiving, transmitting tubes

Insuline Corp. of America

Long Island City 1, N. Y., 36-02 35th Ave.; B. L. Cahn, Mgr.; Tel: Astoria 8-3738

Products: Receiving aerials, aerial installation equipment, servicing and testing tools, mechanical components: switches, jacks, plugs, connectors, sockets, dials

Jennings Radio Mfg. Co.

San Jose 8, Calif., 970 McLaughlin Ave.; Calvin K. Townsend, Mgr.; Tel: Cypress 2-4025

Products: Vacuum fixed capacitors, vacuum variable capacitors and vacuum switches

Jensen Mfg. Co.

Chicago 38, 6601 S. Laramie Ave.; Charles A. Hansen, Mgr.; Tel: Portsmouth 7-7600

Products: Loudspeakers, networks, level controls and enclosures for loudspeakers for use for monitoring and similar purposes

Johns-Manville Sales Corp.

New York 16, 22 E. 40th St.; Paul J. Washburn, Mgr.; Tel: Lexington 2-7600

Products: Acoustical materials

E. F. Johnson Co.

Waseca, Minn.; M. W. Will, Mgr.; Tel: 990

Products: AM—Phasing equipment—antenna coupling units, coaxial line and fittings, sampling loops, tower lighting filters, inductors, switches, meters, capacitors, isolation inductors, insulators. FM—Coaxial line and fittings—FM iso. coupler

Kaar Engineering Corp.

Palo Alto, Calif., 2995 Middlefield Rd.; Norman C. Helwig, Mgr.; Tel: Davenport 3-9001

Products: FM—Mobile communication transmitters, receivers

Joseph Kinney Co.

Carnegie, Pa., Rosslyn Rd.; Gilbert I. Clark, Mgr.; Tel: Walnut 2-1226

Products: Electroshield sheet and strip metal: including copper and silver clad steel, copper clad Invar, copper clad stainless steel and silver clad stainless steel; fabricated electroshield, formed, spun, drawn and automatic punch press parts for customers designs; shielded room panels of electroshield

James B. Lansing Sound, Inc.

Los Angeles 39, 2439 Fletcher Dr.; W. H. Thomas, Mgr.; Tel: Normandy 3-2545

Products: High fidelity loudspeakers; divided network loudspeaker systems, high frequency drivers, acoustic lens

The LaPointe-Plascomold Corp.

Rockville, Conn., 155 W. Main St.; Fred A. Hess, Mgr.; Tel: Rockville 5-3351

Products: Receiving antennas, towers, lightning arresters; antenna accessories; boosters, antenna divider networks

Leach Relay Co.

Los Angeles 3, 5919 Avalon Blvd.; J. L. Elliott, Mgr.; Tel: Adams 8221

Products: Relays for broadcast equipment

Lehigh Structural Steel Co.

New York 17, Battery Pl.; J. F. Neary, Mgr.; Tel: Whitehall 4-1424

Washington, D. C., 2539 Pa. Ave., N. W.; Mrs. Alva J. Myers, Mgr.; Tel: Dupont 3457

Products: AM: Towers-vertical radiators, towers for micro-wave use. FM; facsimile: Supporting towers

Lewis & Kaufman, Inc.

Los Gatos, Calif., 17320 El Rancho Ave.; Jack Kaufman, Mgr.; Tel: El Gato 4-3540

Products: Transmitting tubes

(Continued on page 372)

Everything electrical to keep you on the air —

*from a single,
convenient source*

For qualified technical assistance in AM and TV equipment selection, consult the Graybar Broadcast Equipment Representative who serves your area.

Strategically located in key cities, these Graybar specialists know broadcasting problems intimately. They offer you experienced assistance in planning every phase of radio station construction, expansion, or modernization . . . and, of course, TV, too.

In addition, Graybar can provide everything you require for lighting, wiring, ventilating and communication systems for your building and grounds. In these fields, too, Graybar Specialists are available to help you plan.

Important, too, is the fact that Graybar distributes the nation's outstanding lines of equipment . . . maintains a nation-wide warehouse system to help you get on-schedule deliveries.

Make it a point to call Graybar *first* whenever you plan a change in station facilities. You'll get the benefits of Graybar know-how, gained through 25 years of service to broadcasting. *Graybar Electric Co., Inc. Graybar Building, 420 Lexington Avenue, New York 17, N. Y.*

ST. LOUIS
J. P. Lenkerd,
Newstead 4700



SEATTLE
D. I. Craig,
Mutual 0123



RICHMOND
E. C. Toms,
Richmond 7-3491



OMAHA
L. J. O'Connell,
Atlantic 5740



SAN FRANCISCO
K. G. Morrison,
Market 1-5131



PITTSBURGH
R. F. Grosseff,
Allegheny 1-4100



PHILADELPHIA
J. W. Crockett,
Wolnut 2-5405



ATLANTA
E. W. Stone,
Cypress 1751



BOSTON
J. P. Lynch,
Kenmore 6-4567



CHICAGO
E. H. Taylor,
Canal 6-4100



CINCINNATI
W. H. Hansher,
Main 0600



CLEVELAND
A. C. Schwager,
Cherry 1-1360



DALLAS
C. C. Ross,
Randolph 6454



DETROIT
P. L. Gundy,
Temple 1-5500



HOUSTON
R. T. Asbury,
Altwood 4571



JACKSONVILLE
W. C. Winfree,
Jacksonville 6-7611



KANSAS CITY, MO.
R. B. Uhrig,
Baltimore 1644



LITTLE ROCK
W. E. Kunkel,
Little Rock 5-1246



LOS ANGELES
R. B. Thompson,
Angelus 3-7283



MINNEAPOLIS
C. W. Greer,
Geneva 1621



NEW YORK
R. W. Griffiths,
Exeter 2-2000



A Few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Karp Metal • Kilegi • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Standard Electronics • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Teletesting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . .

via
Graybar

IN OVER ONE HUNDRED PRINCIPAL CITIES

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 370)

John E. Lingo & Son, Inc.

Camden 5, N. J., 2814 Buren Ave.; John E. Lingo, Mgr.; Tel: Woodlawn 4-0487
Products: Tubular steel vertical radiators: VHF antennas and supporting towers. FM: Antennas and supporting towers. Facsimile: Supporting poles

Machlett Labs., Inc.

Springdale, Conn., 1063 Hope St.; Henry J. Hoffman, Mgr.; Tel: Stanford 4-5781
Products: High power transmitting and rectifier tubes. FM: Same

Magnecord, Inc.

Chicago 10, 225 W. Ohio St.; C. G. Barker, Mgr.; Tel: Whitehall 4-1889
Products: Professional magnetic tape recorders—reproducers

Measurements Corp.

Boonton, N. J.; Nelson C. Doland, Jr., Mgr.; Tel: Boonton 8-2131
Products: Test equipment—Standard signal, pulse, square wave generators; UHF radio noise and field strength, megohm meters; peak voltmeters, R.F. attenuators, crystal calibrators; intermodulation, megacycle meter; inductance, capacitance bridges, vacuum tube voltmeters, special test instruments. FM signal generators. Special precision components: Condensers, coils and resistors

Merit Coil & Transformer Corp.

Chicago 40, 4427 N. Clark St.; W. J. Barron, Mgr.; Tel: Longbeach 1-6311
Products: Audio and power transformers; reactors

Milo Radio & Electronics Corp.

New York 7, 200 Greenwich St.; M. Putterman, Mgr.; Tel: Beekman 3-2980
Products: Wholesale, standard brand radio-electronic equipment

Minnesota Mining & Mfg. Co.

St. Paul 6, 900 Fauquier St.; Roy J. Gavin, Mgr.; Tel: Cedar 3071
Atlanta 3, 732 Ashby St., N.W.; G. S. Miles, Mgr.; Tel: Elgin 4401
Buffalo 6, N. Y., 330 Greene St.
Chicago 8, 1500 S. Western Ave.; A. J. Forss, Mgr.; Tel: Monroe 6-6126
Cincinnati 2, 47 Central Ave.; J. J. O'Brien, Mgr.; Tel: Parkway 5700-01-02
Cleveland 11, 12430 Elmwood Ave.; A. D. Steele, Mgr.; Tel: Boulevard 2-5200
Dallas 2, 1221 Dragon St.
Denver, 1639 Blake St.
Detroit 13, 8825 Grinnell Ave.
Grand Rapids 4, 815 Monroe Ave.
High Point 3, N. C., 1501 S. Main St.
Hollywood 36, Calif., 446 N. LaBrea Ave.; T. J. Gibbons, Mgr.; Tel: Webster 1-1289
Los Angeles 54, 6411 Randolph St.; M. D. Benson, Mgr.; Tel: Underhill 0-1241
Newton Center 59, Mass., 1330 Centre St.
Philadelphia 8, 401 N. Broad St.; C. M. Jacobson, Mgr.
Pittsburgh 19, Plaza Bldg.
Ridgefield, N. J., 700 Grand Ave.; E. F. Gregg, Mgr..
St. Louis 8, 3700 Forest Park Blvd.; S. P. Van Arsdall, Mgr.
St. Paul 1, 367 Grove St.; J. T. Donahue, Mgr.
San Francisco 10, 450 Alabama St.; M. D. Benson, Mgr.
Seattle 4, 1242 Sixth Ave., S.
Products: Electrical insulation and sound recording tape

Moody Machine Products Co., Inc.

Providence 5, R. I., 42 Dudley St.; Jack Moody, Mgr.; Tel: Gaspee 1-3317-18
Products: Tool kits

Mycalex Corp. of America

New York 20, 30 Rockefeller Plaza; Alfred S. Backus, Mgr.; Tel: Columbus 5-5989
Clifton, N. J., 60 Clifton Blvd.; Tel: Prescott 9-8866
Products: FM, facsimile—Glass-bonded mica high frequency low loss insulation, compression molded and injection molded grades; miniature and sub-miniature tube sockets

National Co., Inc.

Malden 38, Mass., 61 Sherman St.; William W. Bartell, Mgr.; Tel: Malden 2-7950
Products: Receivers

Newcomb Audio Products Co.

Hollywood 38, Calif., 6824 Lexington Ave.; Robert Newcomb, Mgr.; Tel: Hollywood 9-5381
Products: Receivers, public address systems, transcription players, phonographs, amplifiers, phonograph amplifiers

Otto K. Olesen Co.

Hollywood 28, 1534 N. Cahuenga Blvd.; Otto K. Olesen, Mgr.; Tel: Gladstone 5194
Products: Studio lighting equipment, lighting control equipment, dimmer and lighting control consoles, microphone booms

ORRadio Industries, Inc.

Opelika, Ala., T-120 Marvyn Rd.; J. Herbert Orr, Mgr.; Tel: 1123
Products: Magnetic sound recording tape

Oxford Electric Corp.

Chicago 15, 3911 S. Mich. Ave.; Hugo Sundberg, Mgr.; Tel: Atlantic 5-6161
Products: Loudspeakers

Pacific Transducer Corp.

Los Angeles 64, 11921 W. Pico Blvd.; R. S. Clarke, Mgr.; Tel: Arizona 9-6129
Products: Audio sweep frequency generators (AM and FM) and transcriptions, records, wide range reproducers, playback stylus, tone arms, equalizers, audio transformers, needle force gauges

Packard-Bell Co.

Los Angeles 64, 12333 W. Olympic Blvd.; Kenneth R. Johnson, Mgr.; Tel: Bradshaw 2-2171; Arizona 7-6721
Products: Receivers, radio-phonograph combinations; radio-phonograph-recorder combinations

The Pentron Corp.

Chicago 16, 221 E. Cullerton; Irving Rossman, Mgr.; Tel: Victory 2-7234
Products: Multi-speed tape recorders, tape players, electronic mixer, AM tuner, foot control, reel adapters, tape transport mechanism, telephone pickups, external speakers.

Permoflux Corp.

Chicago 39, 4900 W. Grand Ave.; Russell S. Fenton, Mgr.; Tel: Berkshire 7-3200
Glendale 5, Calif., 236 S. Verdugo Rd.; William Bartsch, Mgr.; Tel: Chapman 5-5139
Lansing, Ont., Canada, 45 Sheppard Ave., E.; Peter Posnikoff, Mgr.
Products: High fidelity headphones, speakers and speaker enclosures

Precision Piezo Service

Baton Rouge 10, La., 427 Mayflower St.; C. E. Pearce, Mgr.; Tel: 2-5359
Products: Quartz crystals, holders, ovens

(Continued on page 374)

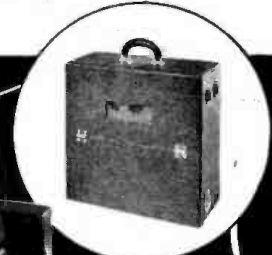
Magnecord



America's most complete line of professional recording equipment

the new magnecord Voyager

One-case PORTABLE — True portability with professional performance — the answer to your demand for a single case portable magnetic tape recorder for professional use. The standard PT6-AH recorder carried back to back with a lightweight line level amplifier — when in use, the amplifier swings up to rest on the recorder as shown (or may be instantly detached). Frequency response at 15"/sec. tape speed is ± 2 db from 50 to 15,000 cycles per sec. Weight 42 pounds, complete; carrying case measures 19" x 7 $\frac{3}{4}$ " x 17 $\frac{3}{4}$ ".



PT6-AH
\$485.00

PT6-D3 \$340.00



dubbing AMPLIFIER

for duplicating master tapes — Makes three duplicate copies simultaneously. From a playback machine, the output goes to the PT6-D3, dubbing amplifier, which in turn feeds to three PT6-A recorders. There's a calibrating circuit to insure equal levels on all tapes. Master motor control switch, volume meter, and headphone jack. Can be switched to any channel. See how the units "stack."

the FINEST Broadcast MAGNECORDER with 3-channel HIGH LEVEL mixing

the recorder PT63-AH — offering wide band response and fidelity. The famous Magnecorder with 3 heads for monitoring from the tape; separate erase, record and playback heads. High speed forward for fast cueing or editing.

the amplifier PT7-P — with inputs for 3 low-impedance microphones with separate pre-amp for each with high level mixing. Separate record and playback amplifiers. Output: zero level at 600 ohms, balanced, and 10 watts of audio; 4" VU meter.



PT63-AH
\$350.00

PT7-P
\$440.00

All prices subject to change without notice

Binaural 3-Dimensional Broadcasting

The newest sensation in radio, as dramatized by progressive stations across the country. Use your present AM and FM channels plus the new Binaural Magnecorder units. Ask us for detailed information on programming and engineering.

(right) Binaural amplifier — \$515.00, and (left) Binaural recorder mechanism, \$364.50.



PT6-BAH

PT6-BN

see your local



under "Recorders"

... or write

Magnecord, Inc., Dept. BY-53
225 West Ohio Street, Chicago 10, Illinois

Name.....

Company.....

Address.....

City..... Zone..... State.....

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 372)

Presto Recording Corp.

Paramus, N. J., P.O. Box 500, Hackensack, N. J.; Thomas B. Aldrich, Mgr.:
Tel: Diamond 3-5700

Buffalo, Ellicott Sq. Bldg.; Robert W. Mitcher, Mgr.; Tel: Garrison 2-0233
Chicago, 220 Kedzie St., Evanston, Ill.; Warren Cozens, Mgr.; Tel: Davis 8-4800

Clayton, Mo., 135 N. Central Ave.; Lee Maynard, Mgr.; Tel: Delmar 3723

Cleveland, 1836 Euclid Ave.; Ernest P. Scott, Mgr.; Tel: Main 1585

Dallas, 505 N. Ervar St., J. Earl Smith, Mgr.; Tel: C-2966

Detroit, 17636 Edinborough Rd.; R. A. Adams, Mgr.; Tel: Vermont 8-1344

Los Angeles, 2331 W. Wash. Blvd.; Lee Owens, Mgr.; Tel: Republic 0203

New York, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550

San Francisco, 79 Ninth St., S. E.; W. J. Purdy, Mgr.

Seattle, 2601 First Ave.; Lloyd Marsh, Mgr.; Tel: Main 8762

Silver Spring, Md., 8614 Georgia Ave.; Morris F. Taylor, Mgr.; Tel: Shepherd
4602

Products: Disc recording, transcription; tape recording, transcription equip-
ment; amplifiers; equalizers, blank recording discs

QRK Electronic Products

Fresno 4, Calif.; Bert Williamson, Mgr.; Tel: 7-1423

Products: Turntables, custom audio equipment, antenna equipment (phasing,
coupling, etc.)

Radex Corp.

Chicago 14, 2076 Elston Ave.; R. R. Cook, Mgr.; Tel: Armitage 6-6900

Products: Impedance matching bridge, audio oscillator, blowers

Radio Corp. of America, RCA Victor Div., Engineering Products Dept., Broadcast Equipment Sales

Camden 2, N. J., Front & Cooper Sts.; E. C. Tracy, Mgr.; Tel: Woodlawn 3-8000

Atlanta 3, Forsyth Bldg.; Tel: Walnut 5948

Boston 16, John Hancock Bldg.; Tel: Hubbard 2-1700

Chicago 11, 666 N. Lake Shore Dr.; Tel: Delaware 7-0700

Cleveland 15, Keith Bldg.; Tel: Cherry 1-3450

Dallas 1, 1907-11 McKinney Ave.; Tel: Riverside 1371-2-3

Hollywood 28, Calif., 1560 N. Vine St.; Tel: Hollywood 9-2154

Kansas City 6, Mo., Dierks Bldg.; Tel: Harrison 6480-1-2

New York 20, 36 W. 49th St.; Tel: Circle 6-4030

San Francisco 3, 1355 Market St.; Tel: Hemlock 1-8300

Products: Audio equipment, AM-FM transmitters, AM-FM antennas, test
and measuring equipment, mobile communications equipment, theatre
equipment

RCA Victor Co., Ltd.

Montreal 30, Que., 1001 Lenoir St.; H. S. Walker, Mgr.; Tel: Wellington 7551

Calgary, Alta., 1210 11th Ave. W.; E. F. Large, Mgr.; Tel: M-3928

Halifax, N. S., 99 Brunswick St.; C. C. Bowers, Mgr.; Tel: 3-6186

Toronto, Ont., 1140 Yonge St.; L. W. Boothe, Mgr.; Tel: Midway 5421

Vancouver, B. C., 1206 Homer St.; C. W. Smith, Mgr.; Tel: Marine 4241

Winnipeg, Man., 168 Market St.; H. Ramsey, Mgr.; Tel: 97-201

Products: Transmitters, transmitter accessories, transcription turntable equip-
ment, microphone accessories, monitoring and test equipment, transmitting
tubes, speech input equipment, acetate recording blanks, amplifier equip-
ment, recording equipment, microphones, faradon condensers, facsimile
equipment, FM transmitters, antenna phasing equipment, engineering
services, loudspeakers, transmission line accessories, crystals and crystal
holders, receivers

Radio Engineering Labs., Inc.

Long Island City 1, N. Y., 36-40 Thirty-Seventh St.; Frank A. Gunther, Mgr.;
Tel: Stillwell 6-2100

Products: FM broadcasting transmitters, 250 watts to 50 kw; antennas-para-
boloid, corner reflector, speech input equipment; monitors; receivers; FM
studio-to-transmitter link (STL) equipment; quadriline amplifiers, serra-
soid modulators; custom-built high quality audio equipment; 10 watt FM
educational transmitter; broadcast mobile transmitter link (MTL) equip-
ment; point-to-point multiplex communications systems; broadcast music
store receiver; bus receivers

Radio-Music Corp.

Port Chester, N. Y. (Byram, Conn.), 84 S. Water St.; Lionel B. Cornwell, Mgr.;
Tel: Byram River 6-8620

Products: Transcription reproducers, turntables, amplifiers; special filter net-
works and transformers

Rangertone, Inc.

Newark 4, N. J., 73 Winthrop St.; Richard H. Ranger, Mgr.; Tel: Humboldt
5-2550

Products: High fidelity magnetic tape recorders and editing equipment

Recoton Corp.

New York 11, 147 W. 22nd St.; Jack Karns, Mgr.; Tel: Oregon 5-7868-69

Products: Playback phonograph needles, cutting styli, cartridges, recording
blanks, magnetic recording tape

Reeves Soundcraft Corp.

New York 22, 10 E. 52nd St.; F. B. Rogers Jr.; Mgr.; Tel: Plaza 9-2644

Products: Magnetic recording tape; recording discs, styli

Rek-O-Kut Co.

Long Island City 1, N. Y., 38-01 Queens Blvd.; G. Silber; Mgr.; Tel: Stillwell
4-7062

Products: Transcription turntables

Rissi Electronic Supply Co.

Detroit 1, 1112 W. Warren Ave.; V. A. Wilton, Mgr.; Tel: Temple 2-5611

Products: Tape, disc recording equipment, power tubes, allied equipment

Schulmerich Electronics, Inc.

Sellersville, Pa., Carillon Hill; H. L. Conover, Mgr.; Tel: Sellersville 2323-24

Products: Carillon bells, Schulmetronic radio bells, carillon bell record-
ings

Schumaker Construction Co.

Michigan City, Ind., E. Mich. St. at Warnke Rd.; K. F. Schumaker, Mgr.; Tel:
3-3218

Products: Erectors towers, antennas and coaxial cable

Hermon Hosmer Scott, Inc.

Cambridge 39, Mass., 385 Putnam Ave.; Victor H. Pomper, Mgr.; Tel: Kirkland
7-0646

Los Angeles 15, 400 W. Pico Blvd.; Henry Feldman, Mgr.

Philadelphia 19, 7135 Germantown Ave.; Harry Estersohn, Mgr.; Tel: Wissa-
hickon 7-1816

Pittsburgh 16, P. O. Box 8046; Emmet J. Tydings, Mgr.; Tel: Fieldbrook 1-5100

Products: Amplifiers, dynamic noise suppressors, dynaural converters, equal-
izers, laboratory apparatus, noise analyzers, octave filters, power supplies,
preamplifiers, sound level meters, vibration meters

Scully Machine Co.

Bridgeport 8, 62 Walter St.; L. J. Scully, Mgr.; Tel: Bridgeport 4-5300

Products: Disc recording machine

Self Winding Clock Co., Inc.

Brooklyn 5, N. Y., 207 Willoughby Ave.; Harvey S. Wellman, Mgr.; Tel: Maine
2-6300

Products: Sweep seconds, dry cell battery operated self winding clocks con-
taining connections for receiving automatic synchronizing pulses from
Western Union lines or manual synchronized pulses from control kit

Shallcross Mfg. Co.

Collingdale, Pa., 520 Pusey Ave.; John S. Shallcross, Mgr.; Tel: Sharon Hill 4700

Products: Audio, fixed and variable, key operated attenuators, rotary taped
instrument and attenuator switches; V. U. meter multipliers; audio trans-
mission test equipment; wire-wound precision resistors, pre-emphasis and
de-emphasis networks.

Shure Brothers, Inc.

Chicago 10, 225 W. Huron St.; J. H. Morin; Mgr.; Tel: Delaware 7-4550

Products: Microphones

Sierra Electronic Corp.

San Carlos, Calif., 1050 Brittan Ave.; W. Feldscher, Mgr.; Tel: Lytell 3-2104

Products: Carrier frequency voltmeters, wave analyzer, bridging transformer,
wide band R. F. transformers (high power). Low frequency directional
couplers. FM: Directional couplers, reflection coefficient meter

(Continued on page 376)

8

reasons why engineers everywhere select **PRESTO** above all others

On this page are eight reasons why PRESTO equipment has won the acclaim of engineers and broadcasters across the country. Each of these precision instruments has been designed to fill a specific need. Each of them is an outstanding example of the careful and painstaking skill that goes into the creation of PRESTO equipment. For further specifications and information concerning these instruments, as well as the wide variety of others offered by PRESTO to meet your specialized requirements, contact your nearest PRESTO representative or write direct.

TAPE RECORDERS

PRESTO RACK MOUNTED RC-10/24

Rack-mounted recorder with 10½" reel capacity. Has solenoid actuated brakes on a three-motor drive system. Torque motors make tension clutches unnecessary. Fast forward and rewind speeds. Three heads for erase, record, reproduce.

PRESTO PORTABLE RC-10/14

The ideal super-quality portable unit. Basically the same as the model RC-10/24. Rotary deck type selector control. Speeds of 7½"/sec. and 15"/sec. giving wide frequency response.

PRESTO PORTABLE PT-920

PRESTO's new addition to the tape family. Succeeds the popular PT-900—and costs less. Exceedingly compact with 10 watt amplifier, 2 speakers and amplifier in one case. Fast forward and rewind speeds, 3 motors, no friction clutch or tension adjustments.

PRESTO TAPE REPRODUCER TL-10

Most amazing development to hit the recording field in years. Makes any standard 16" turntable quickly adaptable to tape. Turntable acts as motor; speeds of 7½"/sec. and 15"/sec. Plugs into standard studio speech input equipment; no preamplifier required.

DISC RECORDERS

PRESTO STUDIO CONSOLE 8 D-G

Designed to cut the finest instantaneous and master recordings. Has radial cantilevered overhead requiring no turntable contact. 1-D cutting head. Direct gear drive and twin motors. Selection of 8 different feed pitches in each direction, including 250 lpi microgroove.

PRESTO PORTABLE 6-N

World favorite! Unusual reliability under all recording conditions. Low mechanical noise level. Speed accuracy excellent at 78 and 33½ rpm. Equipped with 1-D cutting head. Microgroove attachment available at extra cost.

RECORDING AMPLIFIERS

PRESTO 92-B

PRESTO's famous 60 watt recording amplifier for rack mounting. Removable front panel makes maintenance easy. Selector switch and one meter indicate output level and tube plate currents. Push-button selector for recording characteristics. Response: 20 to 17,000 cps.

PRESTO PORTABLE 90-B

Qualities of high fidelity studio console but portable, with complete facilities for remote operation. Distortion of less than 1.5% at maximum output. Equalizers for flat, NAB 33½ rpm, phono, NAB playback and automatic 3 microphone input with mixer and master gain control.



PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y. Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 374)

Skyline Tower Co.

Chicago 36, 5900 S. Ashland Ave.; Walter E. Smith, Mgr.; Tel: Walbrook 5-1288
Products: AM—Vertical radiators; guyed, self-supporting towers. FM, facsimile—Supporting antennas towers; guyed, self-supporting towers

Rawdon Smith Associates

Washington 7, D. C., 2217 M St., N. W.; F. Rawdon Smith, Mgr.; Tel: District 1970
Products: Tape duplication equipment

Sonic Recording Products, Inc.

Freeport, N. Y., 58 Mill Rd.; A. Snyder, Mgr.; Tel: Freeport 8-3610
Products: Instantaneous professional recording blanks

Sonocraft Corp.

New York 36, 115 W. 45th St., Irving Greene, Mgr.; Tel: Luxemburg 2-1750
Products: Sound, recording equipment

Sound Apparatus Co.

Stirling, N. J.; Arthur W. Nieman, Mgr.; Tel: Millington 7-0600
Products: Graphic recorders

The Soundscriber Corp.

New Haven 4, Conn., 146 Munson St.; R. W. Davidson, Mgr.; Tel: 7-2125
Products: Recording equipment

Speak-O-Phone Recording & Equipment Co.

New York 23, 23 W. 60th St.; R. L. Austin, Mgr.; Tel: Columbus 5-1350
Products: Recording equipment, recorder tape, discs

Stainless, Inc.

North Wales, Pa., Third & Montgomery Sts.; John F. Guzewicz, Mgr.; Tel: North Wales 874
New York 7, 50 Church St.; Henry J. Guzewicz, Mgr.; Tel: Digby 9-4379
Phoenix, Ariz., 5711 N. 14th Pl.; Frank Cooke, Mgr.; Tel: Phoenix 3-7235
Products: Self-supporting, Rhomic array, guyed and micro wave towers. Antenna masts. FM: Self-supporting and guyed towers

Stancil-Hoffman Corp.

Hollywood 38, Calif., 1016 N. Highland Ave.; W. V. Stancil, Mgr.; Tel: Hillside 7461
Chattanooga, Tenn., Signal Mountain; W. B. Taylor, Mgr.; Tel: 88-2487
Evanston, Ill., 220 Kedzie St.; Warren Cozzens, Mgr.; Tel: Davis 8-4800
Honolulu, T. H., 1545 S. Beretania; T. Y. Takase, Mgr.; Tel: 9-3769
New York 17, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
Toronto 1, Can., 150 Simcoe St.; S. W. Caldwell, Mgr.; Tel: Em. 6-8727
Products: Magnetic tape recorders for professional use, battery operated minitape recorder

Standard Electronics Corp.

Newark 5, N. J., 285 Emmet St.; H. Philip Nesbitt, Mgr.; Tel: Bigelow 3-5540
Products: Speech input equipment, monitors, power supplies, amplifiers, jack panels

Terminal Radio Corp.

New York 7, 85 Cortlandt St.; William Filler, Mgr.; Tel: Worth 4-3311
Products: Audio equipment for broadcast stations. Portable tape recorders, broadcast station recording and playback equipment. Test equipment. Microphones, radio parts and equipment

The Thomas & Betts Co.

Elizabeth 1, N. J., 36 Butler St.; E. C. Hewitt, Mgr.; Tel: Elizabeth 4-4321
Atlanta, Candler Bldg.; Fred M. Shepard, Mgr.
Bellaire, Texas, P. O. Box 53; John Humber, Mgr.
Boston, 10 High St.; Stephen A. Imhof, Mgr.
Chicago, 411 S. Sangamon St.; H. C. Moses Jr., Mgr.
Cleveland, 1900 Euclid Ave.; Wyman Elliot, Mgr.
Ft. Lauderdale, Fla., P. O. Box 1516; Philip J. Webb, Mgr.
Los Angeles, 459 E. Fourth St.; Karl G. Kempf, Mgr.
New York, 15 Park Pl.; A. C. Biddulph, Mgr.; Tel: Barclay 7-8644
Philadelphia, 1015 Chestnut St.; Donald Wildauer, Mgr.
Products: Pressure wire connectors; grounding seath connectors (solderless)

Tower Construction Co.

Sioux City, Iowa, 1923 Geneva; M. M. Lasensky, Mgr.; Tel: 5-7653
Washington, D. C., 2002 P St., N. W.; Frank Little, Mgr.; Tel: Adams 6393
Products: Towers; erection of towers

Tower Engineering & Construction Co., Inc.

Houston 3, 2930 Pease Ave.; Ben S. Foss, Jr., Mgr.; Tel: Central 7378
Products: Tower erectors

Tower Sales & Erecting Co.

Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303
Products: Tower, vertical radiators, erecting, lighting, painting, ground systems

Trans-Lux News-Sign Co.

New York 20, 1270 Sixth Ave.; Bert W. Roth, Mgr.; Tel: Circle 7-4970
Products: Flashcasting news signs

Transmitter Equipment Mfg. Co., Inc.

New York 14, 345 Hudson St.; Morton B. Kahn, Mgr.; Tel: Watkins 4-1550
Products: Transmitting, receiving equipment for ground, mobile, airborne, specialized services; radar test equipment and electronic training devices

Truscon Steel Co.

Youngstown 1, Ohio; George F. Bateson, Mgr.; Tel: Youngstown 3-2171
Boston 27 (South), 307 Dorchester Ave.; C. H. Watt, Mgr.; Tel: South Boston 8-2420-21-22
Buffalo 3, Rand Bldg., R. A. Bohling, Mgr.; Tel: Madison 5767-9
Chicago 6, 201 N. Wells St., C. L. Spathoit, Mgr.; Tel: Franklin 2-4600
Cleveland 15, Hanna Bldg. Annex; L. F. Stormont, Mgr.; Tel: Superior 1-9010
Dallas 1, M & W Tower Bldg.; H. T. Swanson, Mgr.; Tel: Randolph 5448
Kansas City 6, Mo., 1012 Baltimore Ave.; A. A. Raymond, Mgr.; Tel: Harrison 3673
Los Angeles 22, P. O. Box 6788, E. Los Angeles Branch; G. R. Roden, Mgr.; Tel: Underhill 0-1375
Minneapolis 2, Baker Bldg.; John W. Davies, Mgr.; Tel: Main 5537
New York, 48-18 Northern Blvd.; C. D. Loveland, Mgr.; Tel: Astoria 4-2410
Omaha 2, Insurance Bldg., J. R. Rippey, Mgr.; Tel: Harney 7353
Portland 12, 2139 N. Kerby Ave.; C. W. Anderson, Mgr.; Tel: Trinity 1153
St. Louis 3, Shell Bldg.; W. H. Hogeland, Mgr.; Tel: Central 0146
San Francisco 5, 604 Mission St.; G. F. Carney, Mgr.; Yukon 2-6633
Washington 5, D. C., Investment Bldg.; F. W. Youry, Mgr.; Tel: District 0883
Products: Self-supporting and guyed towers for AM, FM and microwave. Copper mesh ground screen

The Turner Co.

Cedar Rapids, 909 17th St., N. E.; H. M. Murdock, Mgr.; Tel: 3-8144
Products: Microphones

United States Motors Corp.

Oshkosh, Wis., 430 Nebraska; Louis Shriber II, Mgr.; Tel: Blackhawk 9100
Products: Standby power plants

U. S. Recording Co.

Washington 5, D. C., 1121 Vermont Ave. N. W.; Eugene Rosen, Mgr.; Tel: Lincoln 3-2705
Products: Panacoustic line of electronic products, audio control consoles, salesmen's and educational AC-DC playbacks, complete line recording studio broadcast, intercommunication and sound equipment. FM: Amplifiers and installation

United Tower Co.

Petersburg, Va., Union Trust Bldg.; John J. Hoke, Mgr.; Tel: 3347
Products: Guyed-typed and self-supporting towers

Universal General Corp.

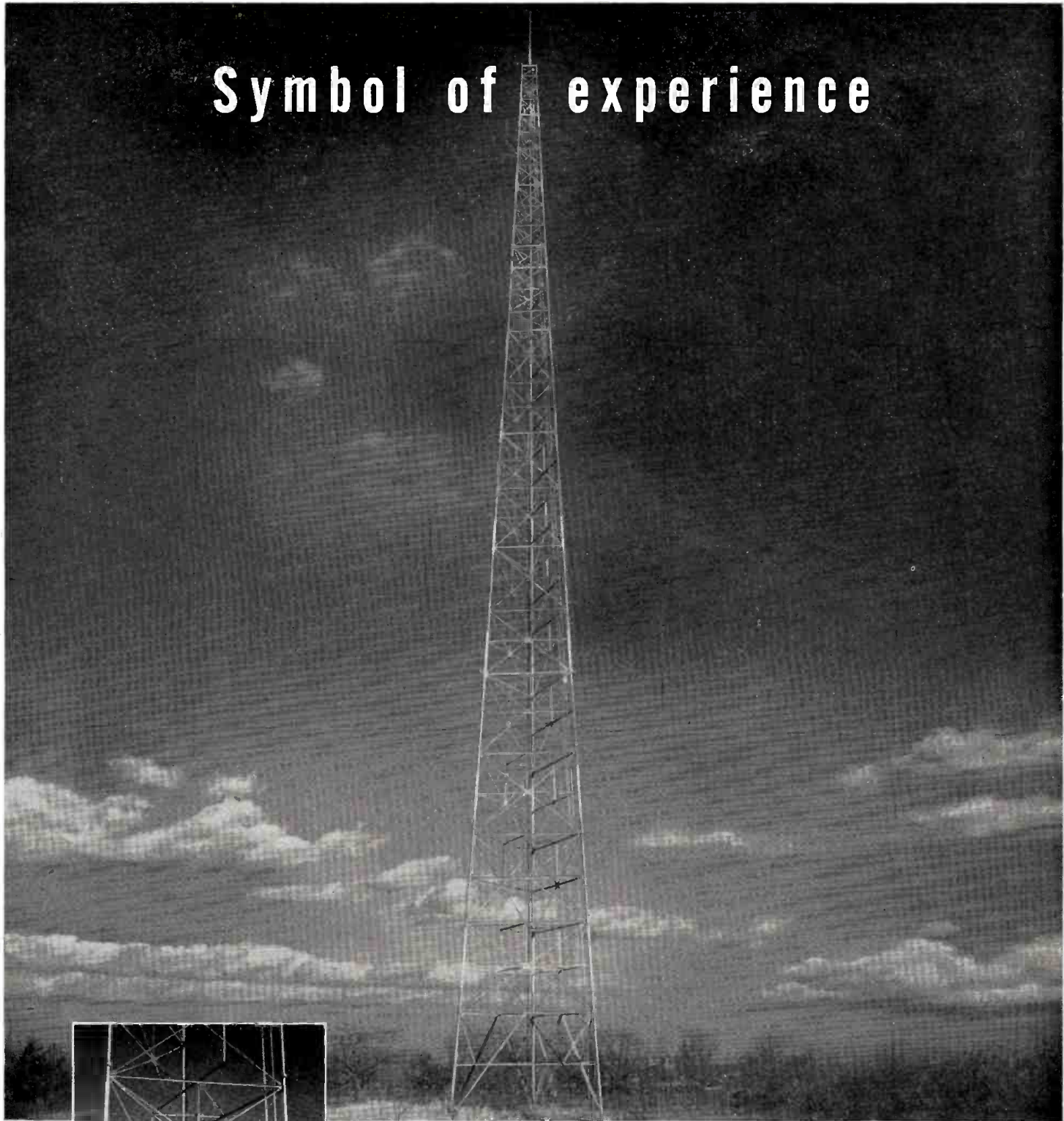
New York 13, 324 Canal St.; Morris Greenberg, Mgr.; Tel: Walker 5-9642
Products: Radio, amplifier kits

University Loudspeakers, Inc.

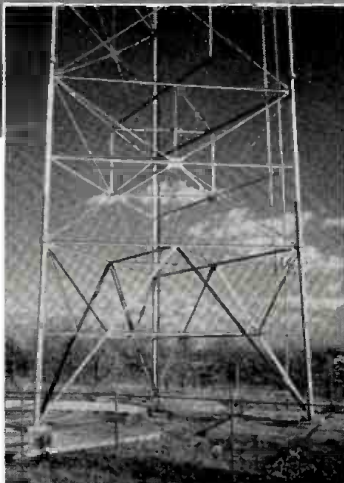
White Plains, N. Y., 80 S. Kensico Ave.; Lawrence J. Epstein, Mgr.; Tel: White Plains 6-7700
Products: AM-FM—Loudspeakers, high fidelity, monitor

(Continued on page 380)

Symbol of experience



WPJB-FM-TV Broadcasting Station, Providence, R.I., using a Truscon Self-Supporting Radio Tower 431 feet high, to support an RCA-TV Double Antenna 2-Section Pylon 14.7 feet high.



Years of research and development are represented in this Truscon Self-Supporting Radio Tower, designed and erected by Truscon for WPJB-FM-TV Broadcasting Station, Providence, Rhode Island.

In every corner of America, and in many foreign countries, there are outstanding examples of Truscon Tower design for AM, FM, TV and Microwave broadcasting. Truscon has the designers, engineers, and fabricators with an unexcelled fund of practical knowledge to meet every tower requirement.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL DIVISION

REPUBLIC STEEL CORPORATION

1104 ALBERT STREET • YOUNGSTOWN 1, OHIO

TRUSCON... a name you can build on



proved performance

WBAL
Baltimore, Md.

WTIC
Hartford, Conn.

WKBW
Buffalo, N. Y.

WHAM
Rochester, N. Y.

WPTF
Raleigh, N. C.

KFAB
Lincoln, Neb.

KGO
San Francisco, Calif.

WHO
Des Moines, Iowa

WBBM
Chicago, Ill.

KABC
San Antonio, Texas

KEX
Portland, Oregon

KDKA
Pittsburgh, Pa.

KXEL
Waterloo, Iowa

WDGY
Minneapolis, Minn.

WHDH
Boston, Mass.

WBZ
Boston, Mass.

KMOX
St. Louis, Mo.

WNEW
New York, N. Y.

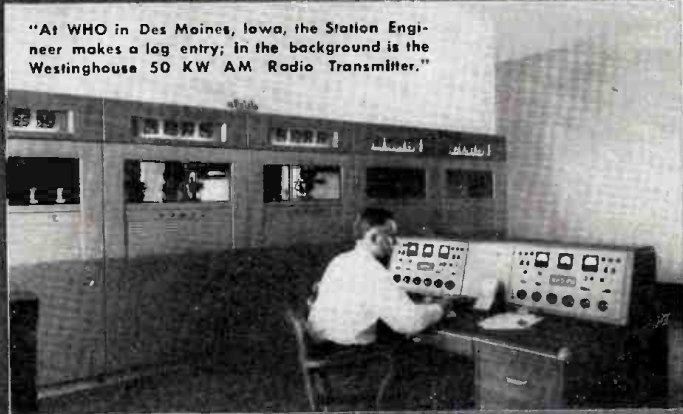
**MAYRINK
VIEGA**
Brazil

CMBC
Havana

**RADIO
JOURNAL**
Brazil

**ALL INDIA
RADIO**
India

JUGO RADIO
Yugoslavia



"At WHO in Des Moines, Iowa, the Station Engineer makes a log entry; In the background is the Westinghouse 50 KW AM Radio Transmitter."

WESTINGHOUSE AM BROADCAST TRANSMITTERS

RELIABILITY—Selenium rectifiers throughout. Years of user experience shows that selenium rectifiers eliminate tube replacements, drastically reduce maintenance, give long life; they are guaranteed for one year.

Thoriated tungsten filaments in all driver and final amplifier tubes. In original installation at KDKA, the power amplifier has operated more than 40,000 hours without failure.

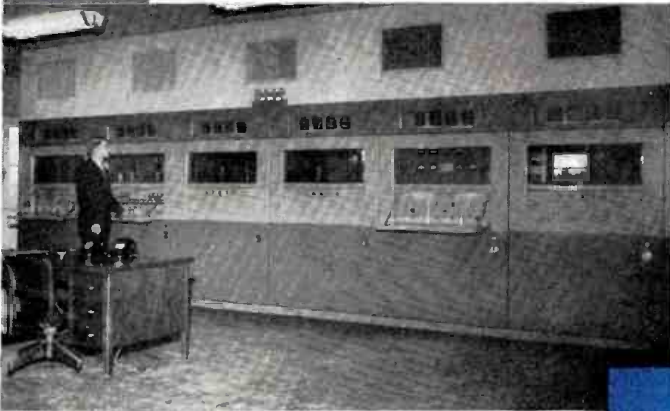
Thorough factory testing before shipment assures reliability. Features include protection against antenna system arc-over; spare tube sockets with filament transformers provided for each final amplifier tube.

ECONOMY—Installation costs reduced by compact cubicle construction using less floor space, fewer man-hours. Selenium rectifiers use less floor space, simplified wiring, need virtually no maintenance.

Thoriated tungsten filament tubes use less heating power, thus lower power consumption and cost.

Air-cooled transmitters eliminate need for explosion-and-fire-proof vault construction.

Fewer tubes—only 20 in the 50 KW transmitter—reduce cost of spare tube inventory.



"At WDGY in Minneapolis, Minn., the Transmitter Engineer trims the RF Drive Stage of the Westinghouse 50 KW AM Radio Transmitter."

Advantages are the rule with Westinghouse, and as always, Westinghouse Engineering assures you the finest in broadcasting equipment.

For fullest details, contact your nearest Westinghouse representative, or write to Westinghouse Electric Corporation, Communications Section, 2519 Wilkens Avenue, Baltimore 3, Maryland.

YOU CAN BE **SURE**... IF IT'S

Westinghouse

FIRST IN BROADCASTING



DIRECTORY OF AM-FM EQUIPMENT MANUFACTURERS

(Continued from page 376)

Utility Electronics Corp.

East Newark, N. J., 231 Grant Ave.; Harry D. Hirsch, Mgr.; Tel: Humboldt 5-3650
Products: Receivers, transmitters, test equipment, FM—Same plus military communication equipment. Facsimile: Transmitters, recorders

Vulcan Tower Co.

Birmingham, Ala., P. O. Box 2467; William Brennan, Mgr.; Tel: 54-4441
Washington, D. C., 3738 Kanawha St., N. W.; William Benns, Mgr.; Tel: Emerson 2-8071
Products: Towers

Wallach & Associates

Cleveland 18, 1532 Hillcrest Rd.; Arthur Wallach, Mgr.; Tel: Yellowstone 2-2353
Products: Allmetal sectional discabinets for filing, protecting recordings and transcriptions, Allmetal sectional and double door tape recording reel cabinets

The Ward Products Corp. Div. of The Gabriel Co.

Cleveland 3, 1523 E. 45th St.; M. R. Friedberg, Mgr.; Tel: Express 1-3300
Jersey City, N. J., One Exchange Pl.; Adolph Schwartz, Mgr.; Tel: Kingswood 4855
Kansas City, Mo., 406 W. 34th St.; R. W. Farris, Mgr.; Tel: Logan 7495
Pasadena, Calif., 40 S. Los Robles; G. S. Marshall, Mgr.; Tel: Sycamore 5-2022
Philadelphia, 121 N. Broad St.; Ken Randall, Mgr.; Tel: Locust 4-2151
Products: AM—Auto, home antennas, two-way communication antennas for remote units. FM—Mobile communication antennas, point-to-point antennas, remote unit antennas

West Coast Electronics Co.

Los Angeles 16, 5873 W. Jefferson Blvd.; John P. Dally, Mgr.; Tel: Texas 0-7211
Products: Amplifiers, UHF, VHF, fixed and mobile, dipole; FM, ground plane; communications systems, radio-teletype, vehicular FM-AM; recorders, magnetic tape

Westinghouse Electric Corp.

Baltimore 3, 2519 Wilkens Ave.; C. W. Miller, Mgr.; Tel: Edmondson 2300
Atlanta 2, 1299 Northside Dr., N. W.; A. W. Rose, Mgr.; Tel: Atwood 1642
Boston 10, 10 High St.; E. S. Mielke, Mgr.; Tel: Liberty 2-0600
Chicago 54, Mdse. Mart Plaza; W. E. Berkey, Mgr.; Tel: Whitehall 4-3860
Cleveland 13, 1370 Ontario St.; D. B. Ralsten, Mgr.; Tel: Cherry 1-7600
Hartford 3, Conn.; 119 Ann St.; E. S. Winlund, Mgr.; Tel: 5-0851
New York 5, 40 Wall St.; A. D. Foster, Mgr.; Tel: Whitehall 3-4321
Philadelphia 4, 3001 Walnut St.; A. Valente, Mgr.; Tel: Evergreen 2-1200
Pittsburgh 30, 306 Fourth Ave.; H. N. Runkle, Mgr.; Tel: Atlantic 1-8400
St. Louis 1, Mo., 411 N. Seventh St.; A. F. Buck, Mgr.; Tel: Central 1120
San Francisco 8, 410 Bush St.; S. H. Harrison, Mgr.; Tel: Exbrook 2-5353
Products: Amplitude and frequency modulated transmitters (5. 10 and 50 kw AM; 1, 3, 10, 50 kw FM) standard transmitter consoles, antenna phasing and tuning equipment transmitting tubes, instruments, meters, relays studio and tower lighting equipment transformers, capacitors, circuit breakers, regulators, precipitrons and switchgear

Weston Electrical Instrument Corp.

Newark 5, N. J., 614 Frelinghuysen Ave.; E. T. Higgons, Mgr.; Tel: Bigelow 3-4700
Chicago 6, 205 W. Wacker Dr.; C. G. Miller, Mgr.; Tel: Franklin 2-4656
New York 7, 50 Church St.; W. J. Healey, Mgr.; Tel: Worth 4-3510
Washington 11, D. C., 6230 Third St., N. W.; L. F. Parachini, Mgr.; Tel: Tuckerman 2414
Products: AM, FM—Insulation, circuit testers; vacuum tube voltmeters; tube checkers; electronic test equipment; VU and DB meters; panel instruments

Wincharger Corp.

Sioux City 2, Iowa, E. 7th & Division Sts.; V. V. Holmes, Mgr.; Tel: 2-1844
Products: Insulated vertical guyed towers. FM—Non-insulated guyed support towers for antennas

Wind Turbine Co.

West Chester, Pa., E. Market St. & Pa. Railroad; Robert W. Weeks, Mgr.; Tel: West Chester 3110
Products: Supply, installation guyed towers; micro-wave relay towers; ground systems, transmission lines

Wright Zimmerman, Inc.

New Brighton, Minn., 330 Fifth Ave.; Joseph D. Zimmerman, Mgr.; Tel: Nester 8877
Products: Loudspeakers, under pillow speaker and relays

Zenith Radio Corp.

Chicago 39, 6001 W. Dickens Ave.; H. J. Hector, Mgr.; Tel: Berkshire 7-7500
New York 1, 527 W. 34th St.; W. W. Boyne, Mgr.; Tel: Longacre 4-6600
Products: Table radios, portables, clock radios, table and console radio-phonographs. TV-radio-phonograph combinations

Zephyr Products Co.

New York 35, 129 E. 124th St.; Irving London, Mgr.; Tel: SA 2-1800
Products: Recording discs, wire recording spools, needles, accessories

Announcing

GATES RADIO COMPANY, QUINCY, ILLINOIS

Now DISTRIBUTING

DISC & TAPE REEL CABINETS

Manufactured by

Wallach & Associates, 1532 Hillcrest Rd., Cleveland 18, O.

SOLVE YOUR DISC PROBLEMS



COPYRIGHT
PAT. PENDING

Made in Four Sizes for 7", 10",
12" and 16" discs.

WITH
ALL METAL, SECTIONAL
DISCABINETS
AND
CATALOGING SYSTEM

The most EFFICIENT, PRACTICAL
and ECONOMICAL method on the
market for Filing, Protecting Record-
ings and Transcriptions.

Solve Your Tape Recording
Reel Storage Problems

with

**TAPE RECORDING
REEL CABINETS**

All metal Sectional Tape Recording
Reel Cabinets. Made in Three Sizes for
5", 7" and 10½" Reel Boxes. Also
made in Double Door Cabinets with
Lock for 5" and 7" Reel Boxes.



Write for Brochures & Prices

**GATES RADIO COMPANY
QUINCY ILLINOIS**

FCC RULES AND REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Jan. 1, 1953. Compiled With the Cooperation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulation.

Allocations and Definitions

IN AM RULES' . . .

§3.1 *Standard broadcast station.*—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 535-1605 kilocycles, inclusive.

§3.2 *Standard broadcast band.*—The term "standard broadcast band" means the band of frequencies extending from 535-1605 kilocycles.

§3.3 *Standard broadcast channel.*—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. The 107 carrier frequencies assigned to standard broadcast stations shall begin at 540 kilocycles and be in successive steps of 10 kilocycles.

§3.4 *Dominant station.*—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

§3.5 *Secondary station.*—The term "secondary station" means any station except a class I station operating on a clear channel.

§3.6 *Daytime.*—The term "daytime" means that period of time between local sunrise and local sunset.

§3.7 *Nighttime.*—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

§3.8 *Sunrise and sunset.*—The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulations of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Times.")

§3.9 *Broadcast day.*—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

§3.10 *Experimental period.*—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

§3.11 *Service areas.*—(a) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

§3.12 *Portable transmitter.*—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

§3.13 *Auxiliary transmitter.*—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

Allocations—(AM)

§3.21 *Three classes of standard broadcast channels.*—(a) *Clear Channel:* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) *Regional channel:* A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

(c) *Local channel:* A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

¹Other definitions which may pertain to standard broadcast stations are included in sections 2.1 and 2.102 and the Communications Act of 1934, as amended.

²The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

INDEX TO SECTIONS

Allocations and Definitions	381
Censorship	396
Facsimile	388
Indecent Language	396
License Renewals	390
Lotteries	394
Multiple Ownership	384
Network Affiliation	388
Operating Schedules	386
Operator Requirements	386
Political Broadcasts	392
Rebroadcasts	392
Recordings and Transcriptions	392
Reports to Be Filed	388
Revocations; Modifications; Suspensions	394
Sponsored Programs	390
Station Identification	390
Studio Location	384
Transfers and Assignments	396

(EDITOR'S NOTE: For convenience, rules for AM and FM have been consolidated under the above general headings.)

§3.22 *Classes and power of standard broadcast stations.*—(a) *Class I station:* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 (a) for further power limitation.)

(b) *Class II station:* A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatt nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations and with other class II stations, in accordance with the Engineering Standards of Allocation.

(EDITOR'S NOTE: Since 1945 the FCC has been considering various changes in the Clear Channel assignments, including the question of daytime skywave. As of Jan. 1 this policy was still pending an FCC decision.)

(c) *Class III station:* A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district² and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station:* A "class III-A station" is a class III station which operates with a power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with Engineering Standards of Allocation.

(2) *Class III-B station:* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) *Class IV station:* A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

(Continued on page 382)

FCC RULES AND REGULATIONS

(Continued from page 381)

§3.23 Time of operation of the several classes of stations.³—The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location see "Average Sunrise and Sunset Times.") Daytime stations operating on local channels may, upon notification to the Commission and the engineer in charge of the district in which they are located, operate at hours beyond those specified in their license.

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.) Specified hours stations operating on local channels except those sharing time with other stations may, upon notification to the Commission and the engineer in charge of the district in which they are located, operate at hours beyond those specified in their license.

§3.24 Broadcast facilities—showing required.—An authorization for a new standard broadcast station or increase in facilities of an existing station⁴ will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That the proposed assignment will tend to affect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(c) That the applicant is financially qualified to construct and operate the proposed station.⁵

(d) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Locations of Transmitters of Standard Broadcast Stations.)

(f) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(g) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

³ Formal application required (Forms 301 and 302).

⁴ Formal applications required. See Standards of Good Engineering Practice for number.

⁵ See money required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

⁶ A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

⁷ See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

⁸ See Agreement with Mexico for further use of this channel.

⁹ See section 3.29 in regard to assigning class IV stations to regional channels.

¹⁰ See North American Regional Broadcasting Agreement for special provisions concerning the assigning of Class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with appendix II, Table I, of said Agreement.

¹¹ Pending action with respect to ratification and entry into force of the North American Regional Broadcasting Agreement, Washington, 1950 (referred to herein as NARBA), no assignment for a standard broadcast station will be made which would be inconsistent with the terms of that Agreement. (Remainder of footnote describes procedures to carry this out, also states that no assignments will be made conflicting with a duly notified station in nations not signatory to NARBA, i.e., Mexico and Haiti.)

¹² In some of the territory contiguous to area 1, the demand for frequencies requires that applications be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania, and New York (except the northeastern corner) not included in area I; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan. Other regions may be added as required.

§3.25 Clear Channels: Class I and II stations.—The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For class II stations which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on Canadian border and provided that such stations operating nighttime (i.e. sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest Canadian border: 540, 690, 740, 860, 990, 1010,⁶ and 1580 kilocycles.

(d) For class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican border: 730, 800, 900, 1050,⁷ 1200,⁸ and 1570 kilocycles.

(e) For class II stations which will deliver not over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point of land in the Bahama Islands, and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest point of land in the Bahama Islands: 1540 kilocycles.

§3.26 Regional channels: Classes III-A and III-B stations.—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations: 550, 560,⁹ 570,¹⁰ 580, 590,¹⁰ 600, 610, 620, 630,¹⁰ 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270,¹⁰ 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

§3.27 Local channels: Class IV stations.—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

§3.28 Assignment of stations to channels.—(a) The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation," Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.¹¹

§3.29 Class IV stations on regional channels. No license will be granted for the operation of a Class IV station on a regional channel, provided, however, that (1) Class IV stations presently authorized to operate on regional channels will not be required to change frequency or power but will not be protected against interference from Class III stations and that (2) applications for Class IV assignments on regional channels which were on file prior to December 18, 1952 may be granted on condition that interference will not be caused to any Class III station* and that the Class III station will be subject to such interference as it may receive from Class III stations.

* The assignment of a Class IV station to a regional channel normally is not considered as making the best usage of the assignment and will be made only when it is shown among other things that

- (1) There are no other transmission facilities in the town or towns in the proposed service area.
- (2) There is no local channel assignment available for that area.
- (3) Adequate economic support is not available for a Class III station.
- (4) It is not practical from an engineering point of view to establish a Class III station and it would not prevent the establishment of any Class III station on that channel or an adjacent channel.

IN FM RULES . . .

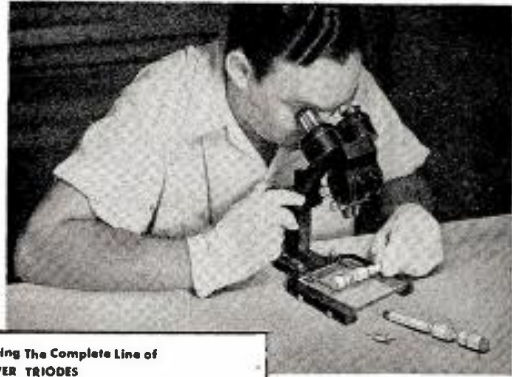
§3.201 Numerical designation of FM broadcast channels.—For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations which are shown in the table below:

[EDITOR'S NOTE: The band is 88-108 mc. Noncommercial educational FM occupies 88-92 mc. Class A commercial channels are shown in 3.203(b), below. The rest are Class B.]

§3.202 Areas of the United States.—For the purpose of allocation the United States is divided into two areas. The first area—Area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg.¹² The second area—Area II—comprehends the remainder of the United States not included in Area I.

(Continued on page 384)

CALL *Federal* FOR TUBES!



Federal power tubes are famous around the world for precision workmanship, dependable operating efficiency and long service life. Their leadership in engineering and design is based on more than 40 years of experience in producing highest-quality components and equipments for radio communications.

Whatever your power requirements—ranging up to 500 KW—you can rely completely on Federal tubes for today's finest broadcast performance . . . !

For data, write Dept. K-968.



F-5680
Used in broadcasting and industrial applications up to 50 Mc.

F-134
Used in high-power broadcasting and industrial service up to 22 Mc.

Basic Technical Data Covering The Complete Line of FEDERAL POWER TRIODES									
WATER COOLED									
TYPE	DESCRIPTION	Maximum Plate Dissipation	Max. A	Maximum Plate Input	Maximum DC Plate Voltage	Maximum Frequency for Maximum Ratings	Max. Beam Current	Max. Beam Voltage	
F-4C22	VHF General Purpose	1 KW	8	2 KW	3,000 V	600 MC		6.5	
F-8002	VHF General Purpose	1.2	21.5	3	3,000	550		1.6	
F-5917	VHF Amplifier	5	20	8	4,900	113		7.5	
F-728-B	General Purpose	5	16	8	8,000	3		21.5	
F-328-B	Two Phase Filament	5	16	8	8,000	3		21.5	
F-889-A	HF General Purpose	5	21	18	8,800	50		11	
F-6019	HF General Purpose	8	25	12	5,900	30		13	
F-89	General Purpose	8	5	18	12,800	1.6		17/22	
F-129-B	HF General Purpose	7.5	26	18	12,800	30		18	
F-3874	Audio Amplifier	7.5	6	15	5,900			7	
F-220CA	General Purpose	10	40	23.5	15,000	4.0		21.5	
F-343-A	General Purpose	10	40	30	18,000	4.0		21.5	
F-897-A	General Purpose	15	50	30	15,000	1.6		17/22	
F-5666	Industrial HF	17.5	21	20	10,000	22.5		11	
F-891-A	General Purpose	20	36	70	20,000	5		10 per section	
F-858	General Purpose	20	42	80	20,000	1.5		25	
F-881	HF General Purpose	20	20	60	10,500	25		12.6	
F-106-B	HF General Purpose	20	21.5	60	10,500	25		12	
F-3771	HF General Purpose	21.5	32	40	13,500	25		7.5	
F-145-A	General Purpose	21	48	50	20,000	4.0		28	
F-9C13	HF General Purpose	21	32	50	15,000	20		23	
F-5512	VHF General Purpose	21	38	80	9,000	11.3		5.2	
F-12-A	General Purpose	40	42	132	20,000	20		13.6 per section	
F-10C10	General Purpose	40	42	120	15,000	20		7.5 per section	
F-125-A	Audio Amplifier	40	75	100	15,000			13.6 per section	
F-9C18	Audio Amplifier	40	75	100	15,000			7.5 per section	
F-895	HF General Purpose	40	37	140	17,000	3		19 per section	
F-5918	HF General Purpose	60	37	300	17,300	22		38.5	
F-867-A	General Purpose	60	48	300	20,000	1.6		23	
F-896-A	General Purpose	60	45	200	20,000	1.6		16.5 per section	
F-134	HF General Purpose	150	21	620	20,000	22		25	
AIR COOLED									
F-1123-A	HF General Purpose	125 W	14.5	375 W	2,000	30 MC		10	
F-127-A	HF General Purpose	200	38	950	3,000	30		10	
F-106-A	General Purpose	250	21	800	2,500	3		11	
F-121-E	General Purpose	375	18	700	2,000	4.5		14	
F-849	General Purpose	400	19	875	2,500	3.0		11	
F-4100H	HF General Purpose	450	38	3 KW	4,000	40		7.5	
F-118-A	HF General Purpose	600	34	3	3,500	30		11	
F-112-A	Audio Amplifier	600	19	8	3,500	30		11	
F-76	VHF Amplifier	1 KW	3	3	3,000	110		6.0	
F-8007-A	VHF General Purpose	1.2	21.5	3	3,500	110		11.0	
F-7C23	Push	1.2	25		17,000	5		13.0	
F-5680	HF General Purpose	2.5	25	12	6,000	30		13.0	
F-5900	HF Industrial	2.5	28	12	6,000	30		18.0	
F-7C25	HF Industrial	2.5	20	5.6	4,500	30		11	
F-3X2500A3	VHF Amplifier	2.5	20	8	4,000	110		7.5	
F-801-B	General Purpose	4	3.5	15	10,000	1.6		17/22	
F-892-B	General Purpose	4	50	18	10,000	1.6		17/22	
F-129-B	HF General Purpose	5	26	18	13,000	30		18	
F-899-BA	HF General Purpose	5	21	16	8,800	75		11	
F-343-AA	General Purpose	5	60	20	18,000	4		21.5	
F-220CA/	General Purpose	5	40	23.5	15,000	4		21.5	
F-310A	General Purpose	5	40	10	5,000			7	
F-8C25	Industrial HF	7.5	21	20	10,000	22.5		11.0	
F-5667	General Purpose	7.5	21	180	20,000	20		13.6 per section	
F-124-B	HF General Purpose	20	42	90	15,000	20		7.5 per section	
F-9C21	HF General Purpose	20	42	75	5,000	20		7.5 per section	
F-9C21	Audio Amplifier	20	36	70	20,000	5		18 per section	
F-893-B	General Purpose	20	37	110	17,000	8		18 per section	

Federal also manufactures vacuum tubes for Rectifying and for Special Purpose; for Television (round and rectangular)

Federal Craftsman subjecting Federal Magnatron Cathode to microscopic inspection to insure uniformity of coating.



F-892-A
F-892-R
Used in 5 and 10 KW AM transmitters

ANOTHER "FIRST" for FEDERAL TUBES—Double Helical Filament

- Does away with bowing
- Eliminates filament-to-grid shorts
- Greatly increases tube life

CALL THESE TELEPHONE NUMBERS for 24-HOUR SERVICE—

DAYTIME CALLS TO FACTORY, CLIFTON, N. J.
W. B. Huston, NUTley 2-3600, Ext. 449
or J. E. Shipco, Ext. 368

NIGHT, SATURDAY, SUNDAY, HOLIDAYS—
W. Vannote, NUTley 2-3261
—if no answer, call KEarny 2-3254



"Federal always has made better tubes"
Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION

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.

FCC RULES AND REGULATIONS

(Continued from page 382)

§3.203 *Class A Stations.*—(a) A class A station is a station which operates on a class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The coverage of a Class A station shall be not more than the equivalent¹³ of 1 kilowatt effective radiated power and antenna height of 250 feet above average terrain, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations. A Class A station will not be licensed with more than 1 kilowatt effective radiated power. The power rating of the transmitter used for a Class A station shall be not less than 250 watts nor more than 1 kilowatt. The signal intensity requirements of Section 2 of the Standards of Good Engineering Practice Concerning FM Broadcast Stations shall determine the minimum coverage of a Class A Station. Class A stations will normally be protected to the 1 mv/m contour; however, assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service.

(b) The following frequencies, except as provided in paragraph (c) of this section, are designated as Class A channels and are assigned for use by Class A stations:

Frequency	Channel	Frequency	Channel	Frequency	Channel
92.1	221	96.7	244	102.3	272
92.7	224	97.7	249	103.1	276
93.5	228	98.3	252	103.9	280
94.3	232	99.3	257	104.9	285
95.3	237	100.1	261	105.5	288
95.9	240	100.9	265	106.3	292
		101.7	269	107.1	296

These channels are available for assignment (1) in cities which are not the central city or cities of a metropolitan district, and (2) in central cities of metropolitan districts which have fewer than six Class B stations.

(c) In the Territory of Hawaii, the frequency band 98-108 mc is allocated for nonbroadcast use. The frequencies 98.1 through 107 mc, inclusive, (Channels 251 through 300 inclusive) will not be assigned in the Territory of Hawaii for use by FM broadcast stations.

§3.204 *Class B Stations.*—(a) A class B station is a station which operates on a class B channel and is designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to rural areas removed from large centers of population. The service area of a class B station will not be protected beyond the 1 mv/m contour; however, class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service. Standard power ratings of transmitters used for class B stations shall be 1 kw or greater. The signal intensity requirements of Section 2 of the Standards of Good Engineering Practice Concerning FM Broadcast Stations shall determine the minimum coverage of a class B station. In the following sub-sections, antenna height above average terrain and effective radiated power are to be determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations.

(1) The coverage of a Class B station in Area I shall be not more than the equivalent¹³ of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.¹⁴ A class B station in Area I will not be licensed with an effective radiated power greater than 20 kilowatts.

(2) The coverage of a Class B station in Area II shall normally be not more than the equivalent¹³ of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain.¹⁴ The use of greater power and antenna height will be encouraged in those portions of Area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height, and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service.

(b) The following frequencies are designated as Class B channels and are assigned for use by Class B stations.

[EDITOR'S NOTE: Class B channels are those channels between 92 mc and 108 mc which are not designated as Class A channels in §3.203(b).]

(c) In the Territory of Hawaii the frequency band 98-108 mc is allocated for nonbroadcast use. The frequencies 98.1 through 107.9 mc inclusive (Channels 251 through 300 inclusive) will not be assigned in the Territory of Hawaii for use by FM broadcast stations.

¹³ For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.

¹⁴ In the determination of appropriate coverage, consideration should be given to population distribution, terrain, service from other FM stations, trade area and other economic factors. Among the recognized trade area authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas) and Hagstrom Map Co. (Four Color Retail Trading Area Map).

¹⁵ The word "control" as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

¹⁶ The word "person," as used herein, includes all persons under common control.

¹⁷ Formal application required (Form 301).

Multiple Ownership*

IN AM RULES . . .

§3.35 *Multiple Ownership.*—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled¹⁵ by any person¹⁶ where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

IN FM RULES . . .

§3.240 *Multiple Ownership.*—(a) No person (including all persons under common control)¹⁵ shall, directly or indirectly, own, operate, or control more than one FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control), shall, directly or indirectly, own, operate, or control more than one FM broadcast station except upon a showing (1) that such ownership, operation or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience or necessity: *Provided, however,* That the Commission will consider the ownership, operation, or control of more than six FM broadcast stations to constitute the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

* [EDITOR'S NOTE: FCC had pending on Jan. 1, but had not acted upon, a proposal to set seven stations as the maximum for common ownership in AM. Six would remain the maximum in FM; five in TV. The proposed rule would also extend to minority interests. In each class (AM, FM, TV) the number of stations controlled by a single person or entity would determine the number of other stations in which the same person (or any stockholder, officer or director in the case of corporations) might have less than controlling interests. The following table would govern. The numbers in the column "S-C" refer to stations controlled. Directly opposite each such number is shown, in the column headed "M-I," the number of other stations in which minority interests would be permitted.]

AM		FM		TV	
S-C	M-I	S-C	M-I	S-C	M-I
7	0	6	0	5	0
6	1 or 2	5	1 or 2	4	1 or 2
5	3 or 4	4	3 or 4	3	3 or 4
4	5 or 6	3	5 or 6	2	5 or 6
3	7 or 8	2	7 or 8	1	7 or 8
2	9 or 10	1	9 or 10	0	9 or 10
1	11 or 12	0	11 or 12		
0	13 or 14				

Studio Location; Originations

IN AM RULES . . .

§3.30 *Station location and program origination.*—(a) Except as provided in subsection (b) below, each standard broadcast station will be licensed to serve primarily a particular city, town, or other political subdivision which will be specified in the station license and the station will be considered to be located in such place. Unless licensed as a synchronous amplifier transmitter, each station shall maintain a studio, which will be known as the main studio, in the place where the station is located, provided that the main studio may be located at the transmitter site whether or not the transmitter site is in the place where the station is located. A majority (computed on the basis of duration and not number) of a station's programs or in the case of a station affiliated with a network two-thirds of such station's non-network program whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

(b) Stations will be licensed to serve more than one city, town, or other political subdivision only where a satisfactory showing is made that such place meets all the requirements of the Rules and Standards of Good Engineering Practice with respect to the location of main studios; that the station can and will originate a substantial number of local live programs from each such place; and that the requirements as to origination of programs contained in subsection (a) above would place an unreasonable burden on the station if it were licensed to serve only one city, town, or other political subdivision. A station licensed to serve more than one place shall be considered to be located in and shall maintain main studios in each such place. With respect to such station the requirements as to origination of programs contained in subsection (a) above shall be satisfied by the origination of programs from any or all of the main studios or from other studios and remote points situated in any or all of the places in which the main studios are located.

(c) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31 *Authority to move main studio.*—The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough of city, State, district, Territory, or possession in which it is located without first making written application¹⁷ to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

IN FM RULES . . .

§3.205—[EDITOR'S NOTE: In substance the same as §3.30, above, except that subsection (c) reads as follows:

"The transmitter of each FM broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located in accordance with the Standards of Good Engineering Practice Concerning FM Broadcast Stations; Provided, however, upon special showing of need, authorization may be granted to locate the transmitter so that adequate service is not rendered to this city, but in no event shall this city be beyond the 50 uv/m contour."]

(Continued on page 386)



**ONE OF THREE, 440'
GUYED VERTICAL RADIATORS**
fabricated & erected for
**RADIO STATION KMON
GREAT FALLS, MONT.**

"FISHER" Towers have withstood the years without failure. — During the past five years we have fabricated and erected 246 radio towers from coast to coast. — Besides twelve installations in Mexico, Puerto Rico, and Hawaii.

Laid end to end, the towers we have built would extend a distance of 61,761 feet! —

All this, without a tower failure. No other tower manufacturer has such a record. — Our engineers can be of valuable assistance in helping to plan your installation of
**AM-FM-TV
Towers**

CONSULT

C. H. FISHER & SON

agents for

TOWER SALES & ERECTING CO.

6100 N.E. Columbia Blvd.

Portland 13, Oregon

FCC RULES AND REGULATIONS

(Continued from page 384)

Operating Schedules

FOR AM STATIONS

§3.71 Minimum operating schedule.—Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p. m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p. m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

§3.72 Operation during experimental period.—The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

§3.73 Specified hours.—If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

§3.86 Local standard time; license provisions.—The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission. [EDITOR'S NOTE: See "Time; Time Changes," below.]

§3.79 License to specify sunrise and sunset hours.—If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

§3.80 Secondary station; filing of operating schedule.—The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

§3.81 Secondary station; failure to reach agreement.—If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

§3.82 Departure from schedule; material violation.—In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

Time; Time Changes

§3.83 Local standard time.—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

§3.84 Daylight saving time.—If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such location. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees; *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

¹⁰ As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.

§3.85 Changes in time; agreement between licensees.—Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

Pre-Sunrise Operation

§3.87 Program transmission prior to local sunrise.—(a) The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise of standard broadcast stations with their authorized daytime facilities, *Provided,* That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference¹⁰ by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located east of the class II station, in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

(b) Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4 a.m. to 6 a.m., local standard time, shall not be included in determining compliance with section 3.71 of these rules.

FOR FM STATIONS . . .

§3.261 Time of Operation.—All FM broadcast stations will be licensed for unlimited time operation. Until further notice a minimum of 6 hours per day of operation will be required, which shall consist of 3 hours during the period of 6 a.m. to 6 p.m., local standard time, and 3 hours during the period of 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the engineer in charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

[EDITOR'S NOTE: FCC had pending, but on Jan. 1 had not acted upon, a proposal to require FM stations operated in conjunction with AM stations to operate at least as many hours between 6 a.m. and midnight as the AM affiliate; in the case of FM-only stations, minimum hours during the first year of operation would be three hours between 6 a.m. and 6 p.m. and three hours between 6 p.m. and midnight; during the second year, four hours in each of the two time periods; thereafter, not less than eight hours between 6 a.m. and 6 p.m. and not less than four hours between 6 p.m. and midnight.]

§3.262 Experimental Operation.—The period between 1:00 a.m. and 6:00 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization by the Commission.

Operator Requirements

IN AM RULES . . .

§3.165 Licensed operator required.—(a) The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located. (See sec. 13.6, 13.7.)

(b) *Licensed operator; other duties.*—The licensed operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided, however,* That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

[EDITOR'S NOTE: FCC has pending, but on Jan. 1 had not acted upon, a proposal to relax operator requirements for standard and FM broadcast stations. This would permit AM and FM stations operating non-directionally with transmitter powers of 10 kw or less to operate by remote control or with restricted operators.]

(Continued on page 388)

Tubes for AM-FM-V.h.f TV-U.h.f TV



GET ALL YOUR TUBES FROM ONE CONVENIENT SOURCE...

Your G-E Tube Distributor



SPEED

Your G-E distributor is right in your area. A phone call brings fast tube deliveries.

ECONOMY

Your distributor draws on the experience and facilities of G.E. to help you obtain more hours of tube life.

FULL LINE

Your General Electric distributor can fill all your AM-FM-TV tube requirements!

5-Star High-Reliability Tubes

G-E 5-Star receiving types are specially designed and built for dependable service and long life. Your distributor also carries a full line of standard General Electric receiving tubes.



Rectifier
Types

You can put your confidence in—

GENERAL  ELECTRIC

166-1C1



Diamond Anniversary

FCC RULES AND REGULATIONS

(Continued from page 386)

IN FM RULES . . .

§3.265 Operator requirements.—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or Form FCC No. 759) of each FM broadcast station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of an FM broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

[EDITOR'S NOTE: FCC has pending, but on Jan. 1 had not acted upon, a proposal to relax operator requirements for standard and FM broadcast stations. This would permit AM and FM stations operating non-directionally with transmitter powers of 10 kw or less to operate by remote control or with restricted operators.]

Facsimile

§3.266 Facsimile broadcasting and multiplex transmission.—(a) FM broadcast stations may transmit simplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations during periods not devoted to FM aural broadcasting. Such transmissions may not exceed one hour during the period between 7 a.m. and midnight (no limit for the hours between midnight and 7 a.m.) and may not be counted toward the minimum operation required by Sec. 3.261. The Commission shall be notified by the licensee of the FM broadcast station of its intent to transmit such facsimile.

(b) FM broadcast stations may, upon securing authorization from the Commission, transmit multiplex facsimile in accordance with transmission standards set forth in the Standards of Good Engineering Practice Concerning FM Broadcast Stations; *Provided* that the transmission of such facsimile does not reduce the quality of aural programs simultaneously transmitted by the licensee below that required by the Standards of Good Engineering Practice Concerning FM Broadcast Stations and that no degradation of such aural programs will result from such facsimile transmissions when received on FM receivers not equipped with filter or other additional equipment.

Network Affiliation

IN AM RULES . . .

§3.101 Exclusive affiliation of station.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, expressed or implied, with a network organization¹⁹ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§3.102 Territorial exclusivity.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This section shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§3.103 Term of affiliation.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years; *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§3.104 Option time.—No license shall be granted to a standard broadcast station which options²⁰ for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours²¹ within each of four segments of the broadcast day, as herein described. The broadcast day is divided

¹⁹The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

²⁰As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

²¹All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

²²These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

²³Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

²⁴The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

²⁵See footnote 24, above.

²⁶EDITOR'S NOTE: Regarding reports filed in compliance with these sections, §3.206(c) provides, in part: "The information filed under §3.241 and network and transcription contracts filed pursuant to §3.242 shall not be open to public inspection."

²⁷Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

into 4 segments as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.²² Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

§3.105 Right to reject programs.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§3.106 Network ownership of stations.²³—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control²⁴ with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§3.107 Dual network operation.—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network *Provided*, That this section shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§3.108 Control by networks of station rates.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

IN FM RULES . . .

§3.231-3.238, inclusive—

[EDITOR'S NOTE: Same as §3.101-3.108, above, with the following exceptions: (1) references are to FM rather than standard stations and networks; and (2) the section on "Network Ownership of Stations" is changed to read as follows:

§3.236 Network ownership of stations.—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control²⁵ of a network organization, for an FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.]

Reports to be Filed²⁶

ALL BROADCAST STATIONS . . .

§1.341 Financial report, broadcast licensees and permittees.—(a) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, together with supporting schedules, a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year.

(b) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before Feb. 1 of each year on Form 324A an estimate of the station's total broadcast revenues and total broadcast expenses for the preceding calendar year.

§1.342 Filing of contracts.—Each licensee or permittee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reported in writing) together with amendments, supplements, and changes therein and cancellations thereof relating to ownership, management or control of licensee or permittee of station, or of any of licensee's or permittee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to: (a) Articles of partnership, association, or incorporation; (b) By-laws affecting character of organization, control, number or powers of its officers or directors, the classification or voting rights of any stock; (c) Any document, instrument, or contract relating to or affecting ownership of licensee or permittee, rights or interests therein, its stock or voting rights thereto; (d) Management contracts, network contracts, transcription network contracts, and time sales to brokers.

§1.343 Ownership reports, broadcast licensees and permittees.—(a) The licensee or permittee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year an ownership report (FCC Form 323) giving the following information as of December 31 of the preceding calendar year.

- (1) In the case of an individual, the name of such individual.
- (2) In the case of a partnership, the names of the partners and the interests of each partner.²⁷
- (3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or permittee or any of its stock.

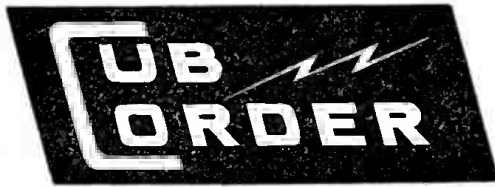
FOR EXAMPLE:

- (a) Where A is the beneficial owner or votes stock held by B, the same

(Continued on page 390)

THE FACTS

about the sensational



Broadcasters everywhere have been waiting for this unique instrument. Here at last is a precision battery-operated tape machine that is completely independent of power lines . . . a skillfully designed and precision manufactured recording unit that is smaller than a portable typewriter and weighs less than 13 pounds!

Perfect for mobile recording anywhere. The operation of the Cub Corder is controlled by the microphone. You slide the switch to start and slide the same switch to stop. Microphone is used for both recording and play back (listening).

Powered by one rechargeable, non-spill storage bat-

tery and one long-lasting dry cell, the Cub Corder is the easiest to operate of all portables. Simple, sturdy construction assures quick maintenance and rugged dependability.

SPECIFICATIONS

POWER SUPPLY

4-volt non-spill storage battery.
Will operate motor and amplifier for 2 hours without recharging; has total life of 450 hours.
67½ volt "B" cell #467 or equivalent
Minimum life 50 hours.

OUTPUT AND INPUT

High impedance for microphone, earphones or external amplifier.

FREQUENCY RESPONSE

200 to 6,000 c.p.s. (at 7½"/sec.)

RECORDING SPEEDS

3¾" and 7½" per sec. or 1½" and 3¾" per sec. Speed change accomplished by use of capstan adaptor. Precision, ball bearing motor with electrical governor.

RE-WIND AND FAST FORWARD

37" per second. Reels must be reversed on reel spindles for power re-winding. Manual re-wind with reel pin.

RECORDING

Single track (for broadcast use) and dual track (long-playing) models. Employs 5" reel of "A" tape (¼" x 600 ft.) Tri-purpose head for erase, record, playback.

PLAYBACK

Playback through microphone. Loud speaker power amplifier can also be used.

STANDARD EQUIPMENT

Microphone, capstan adaptor (for tape speed change), battery charging cable (to charge storage battery from auto cigarette lighter outlet), battery syringe, leather shoulder strap, reel of tape, empty take-up reel, manual re-wind pin, 67½ v "B" battery, 4 v storage battery.

ACCESSORIES

No. 48 AC battery charger adjustable for 115 or 230 v, and head phones.

MOST USEFUL, FULLY PORTABLE TAPE RECORDER FOR A STATION

Record interviews and events aboard ship, train or plane, independent of power lines. • Accident and disaster coverage. • Public opinion interviews. • Man-on-the-street programs. • Cross country sporting events. • Expeditions and explorations. • Police manhunts. • Protection recordings on remote broadcasts. • On-location interviews with V.I.P.s. • Foreign correspondents.

© 1953 Ectro, Inc.

SELECT THE RIGHT MODEL FOR YOUR USE

Model	7½"/sec.	3¾"/sec.	1½"/sec.	Dual Track (Dutra)	Single Track (Sitra)
Cub Corder A-37	X	X		X	
Cub Corder B-13		X	X	X	
Cub Corder C-37	X	X			X
Cub Corder D-13		X	X		X

E C T R O , I N C .

FORMERLY CIRO CAMERAS, INC.

Delaware 1, Ohio

Export Division: 25 Warren Street, New York 7, N. Y.

Cable Address: Ectroparts, New York

FCC RULES AND REGULATIONS

(Continued from page 388)

information should be furnished for A as is required for B.

- (b) Where X corporation controls the licensee or permittee, or holds 25% or more of the stock of the licensee or permittee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee or permittee, together with full information as to the identity and citizenship of the person authorized to vote license's or permittee's stock.
- (c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.
- (d) Full information as to family relationship or business association between two or more officials and/or stockholders.

- (4) In the case of all licensees or permittees: (i) a list of all contracts still in effect required to be filed with the Commission by Section 1.342 showing the date of execution and expiration of each contract: (ii) any interest which the licensee may have in any other broadcast station.

(b) A supplemental ownership report (FCC Form 323) shall be filed by each licensee or permittee within 30 days after any change occurs in the information required by the ownership report (the application or construction permit in the case of a permittee who has not filed an ownership report) from that previously reported. Such report shall include without limitation:

- (1) Any change in capitalization or organization.
- (2) Any change in officers and directors or in operating personnel determining program policy.
- (3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.
- (4) Any change in the officers, directors or stockholders of a corporation other than the licensee or permittee such as X, Y or Z Corporation described in the example above; *provided, however*, that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee or permittee (such as X, Y or Z corporation described in the example above), such change need not be reported in the supplemental report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee or permittee.²⁸

(c) *Exceptions.* Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders who are officers or directors of the corporation, or of other stockholders who have 1% or more of the stock of the corporation.

§1.344 *Definitions of terms used in Sections 1.341-1.343*—As used in Sections 1.341-1.343:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" or "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewals

GENERAL . . .

§1.320 *Application for renewal of license; broadcast and non-broadcast.*—

(a) Unless otherwise directed by the Commission, each application for renewal of license of a Standard Broadcast, FM Broadcast and Television Broadcast Station and an Auxiliary Broadcast Station (Remote Pickup Broadcast, Broadcast STL, Television Pickup, Television STL and Television Inter-city Relay) shall be filed at least 90 days prior to the expiration date of the license sought to be removed; and each application for renewal of license of a non-broadcast station shall be filed at least 60²⁹ days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used:

[EDITOR'S NOTE: There follows a list of forms to be used in filing for license renewals.]

²⁸ Before any change is made in the organization, capitalization, officers, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310(b) of the Communications Act.

²⁹ The 60-day requirement does not apply to Amateurs.

IN AM RULES . . .

§3.34 *Normal license period.*—(a) All standard broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule, and at three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses began Aug. 1, 1951 for stations in Delaware and Pennsylvania, are listed chronologically thereafter for stations in groups of other states down to June 1, 1954 for stations in New Jersey and New York.]

IN FM RULES . . .

Commercial Stations

§3.128 *Normal license period.*—(a) All FM broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m. Eastern Standard Time, in accordance with the following schedule and at three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses began Aug. 1, 1951 for stations in Delaware and Pennsylvania, are listed chronologically thereafter for stations in groups of other states down to June 1, 1954 for stations in New Jersey and New York.]

Station Identification

IN AM RULES . . .

§3.187 *Station identification.*—(a) A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided*,

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, operatic production or forum of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such an announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program, *Provided*, That an announcement within 5 minutes of the times specified in subdivision (2) or paragraph (a) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby, except as otherwise provided in §3.287 of the Commission's Rules Governing FM Broadcast Stations.

IN FM RULES . . .

§3.287 *Station identification.*—(a) A licensee of an FM broadcast station shall make separate station identification announcement (call letters and location) for such station, *Provided, however*, that if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall state that one of the stations is an FM station. Station identification announcement shall be made at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided*:

[EDITOR'S NOTE: Remainder is identical with paragraphs (b), (c), (d), (e), and (f) of §3.187 above.]

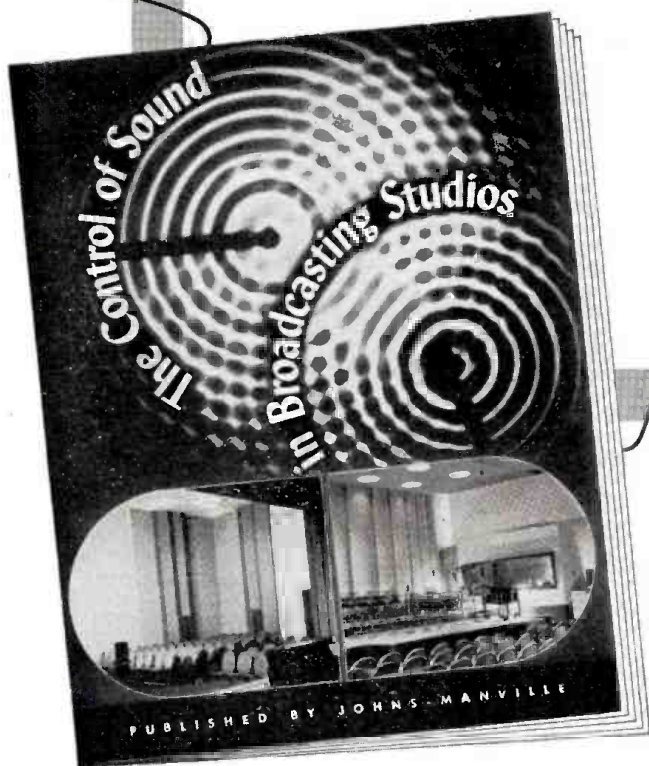
Sponsored Programs (Announcement of)

IN AM RULES . . .

§3.189 *Sponsored programs, announcement of.*—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received

(Continued on page 392)

This **FREE** informative book on **Sound Control** can help solve your studio acoustics problems



THIS BOOK, "The Control of Sound in Broadcasting Studios," analyzes major problems in acoustical treatment for both standard broadcast and television studios. It includes location and layout, reverberation control, etc. . . . discusses modifications possible for small studios . . . recommends the proper acoustical materials to use . . . presents best engineering practice. It shows how to obtain the most desirable acoustic qualities and to isolate against extraneous noises.

It tells, too, how Johns-Manville can furnish and install specific materials to overcome specific acoustical problems . . . shows you why the *undivided responsibility* of a Johns-Manville installation is your assurance of the utmost in results for new studio or modernization requirements.

This valuable book can help you just as it has helped so many others . . . so send today for your FREE copy of "The Control of Sound in Broadcasting Studios." Write Johns-Manville, Box 290, New York 16, N. Y.



Johns-Manville

Pioneers in

Sound Control



FCC RULES AND REGULATIONS

(Continued from page 390)

by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: Provided, however, That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

IN FM RULES . . .

§3.289. [EDITOR'S NOTE: Identical with §3.189 above.]

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one

*During the annual periods in which Daylight Saving Time will be effective, the requirements of this section are waived with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption of Daylight Saving Time in some areas, this waiver being applicable whether the off-the-line recording is made by the network itself at one of its key stations or by an individual station, but only when the off-the-line recording is for broadcast one hour later by those stations which operate on standard time. Furthermore, each station which broadcasts network programs one hour later in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10 a.m. and 10 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription, and indicating whether the transcriptions have been made by the network or the individual station. A network organization or individual station taking advantage of this waiver should so advise the Commission.

§ Sec. 3.190, reprinted here, is from AM rules. In FM it is 3.290.

§ As used in Sec. 3.191, program includes any complete program or part thereof, or any signals if other than A-3 emission.

§ In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

Negotiations conducted for the sale or purchase of radio and television properties.

R. C. CRISLER & Co.

RADIO STATION BROKERS—FINANCING

CINCINNATI, OHIO

1109 UNION TRUST BLDG.

DUNBAR 7775

merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you. . . ." or "Smith Stove Co. offers you. . . ." or "Ajax Pens bring you. . . ." The following are not acceptable: "Write to the Comb Man. . . ." or "Send your money to Nylons, Box. . . ." or "This program is sponsored by your Sink Man. . . ."]

Recordings and Transcriptions

(Identification of)

IN AM RULES . . .

§3.188 Mechanical records.—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; Provided, however, that the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions shall be identified by appropriate announcement immediately preceding the use thereof; Provided, however, that each such program of one minute or less need not be announced as such.

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

IN FM RULES . . .

§3.288—[EDITOR'S NOTE: Identical with §3.188, above.]

Political Broadcasts

FOR AM AND FM *

§3.190. Definitions.—(a) A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

(b) General requirements.—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities. Provided, That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) Rates and practices.—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) Records; inspections.—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

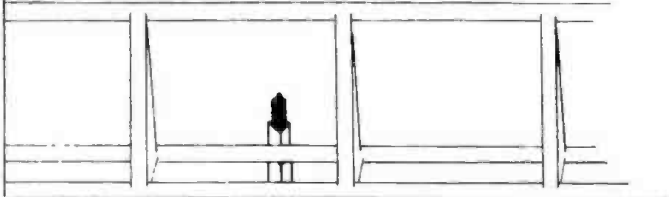
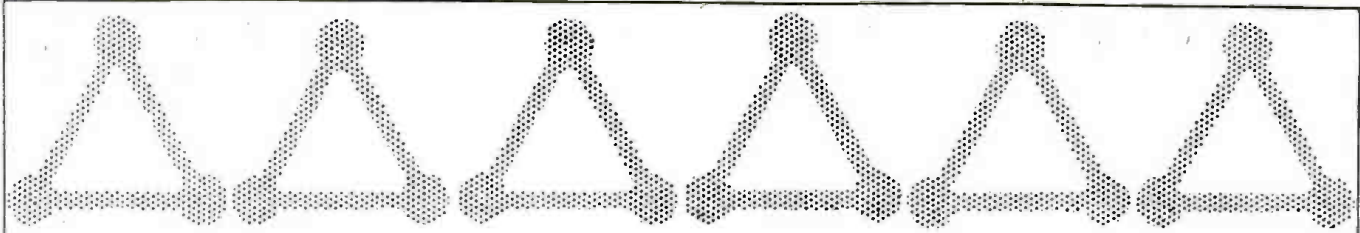
Rebroadcasts

IN AM RULES . . .

§3.191 Rebroadcast.—(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.

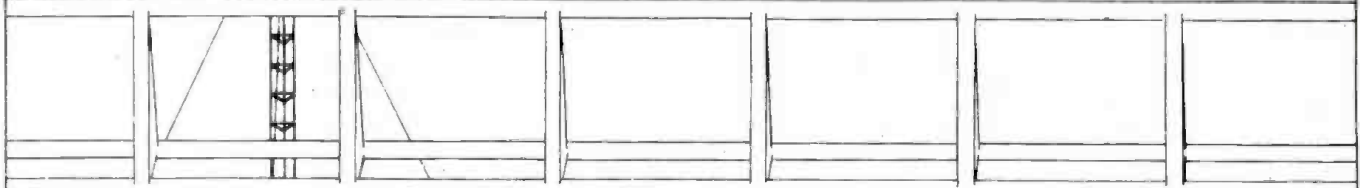
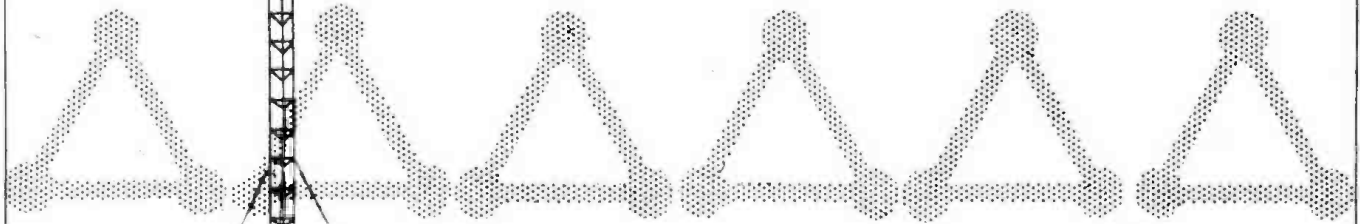
(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies

(Continued on page 394)

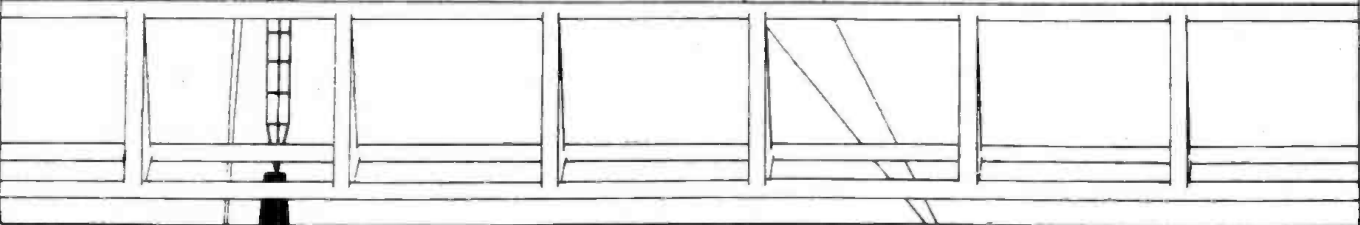
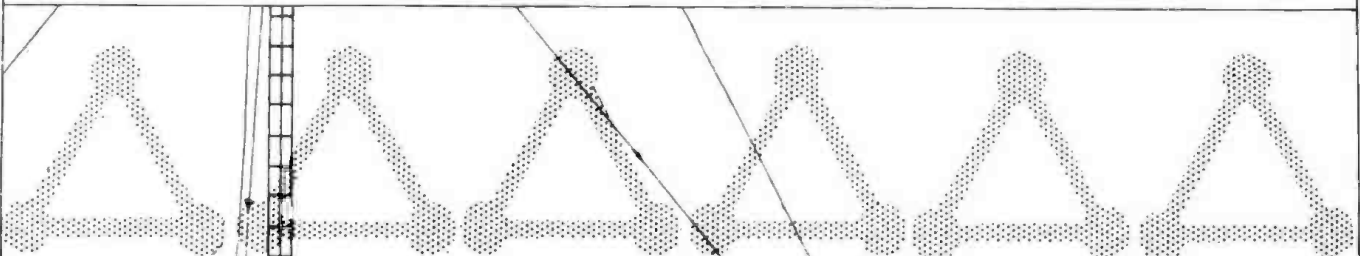
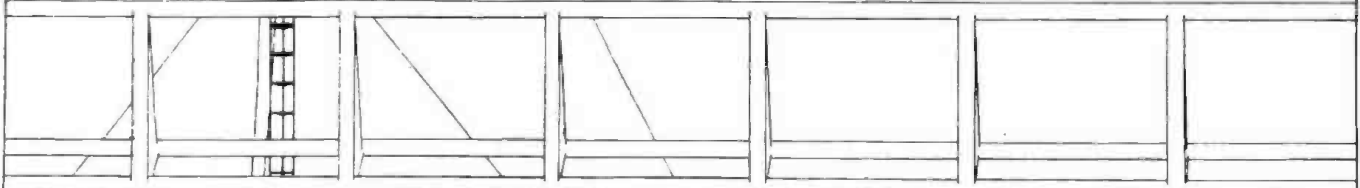
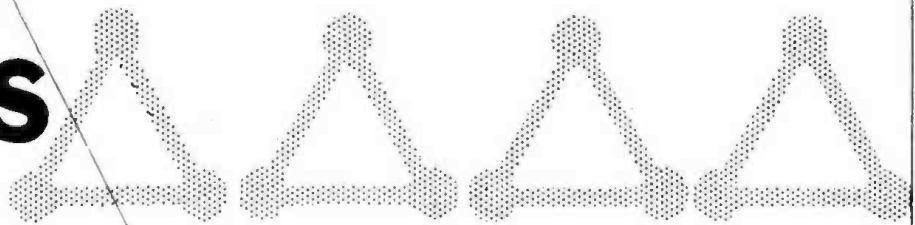


STAINLESS, INC.

NORTH WALES, PENNA.



TOWERS



FCC RULES AND REGULATIONS

(Continued from page 392)

that express authority has been received from the licensee of the station originating the program.³⁴

(c) (1) The licensee of a standard broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (c), the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.^{35 36 37}

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325(b) of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.³⁸

IN FM RULES . . .

§3.291—[EDITOR'S NOTE: Identical in terms with §3.191, above, with two exceptions: Paragraph (e) of §3.191 is deleted in §3.291, and Paragraph (b) relates to rebroadcasts of programs of U.S. "standard, FM or noncommercial educational" stations.]

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES)

§1.401 *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.402 *Revocation of licenses.*—Whenever it appears that grounds exist for revocation of license, as provided in Section 312(a) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that a revocation proceeding should be instituted, an order of revocation will be issued effective not less than 15 days after written notice thereof is given the licensee. The order of revocation shall

³⁴ The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

³⁵ The broadcasting of a program relayed by a remote pickup broadcast station (Sec. 4.401) is not considered a rebroadcast.

³⁶ Informal application may be employed.

³⁷ By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, Section 3.191 (d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.

³⁸ Formal application required. See Standards of Good Engineering Practice for form number.

³⁹ Effective date of the lottery rules was postponed by FCC until current court tests of their legality have been completed. The same is true of §3.292 (FM) which is identical to §3.192, reprinted here.

contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee, the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§1.403 *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureau of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is desired, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and the place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404 *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Chief of the Safety and Special Radio Services Bureau, with respect to amateur operator licenses, or the Chief of the Field Engineering and Monitoring Bureau, with respect to commercial operator licenses, pursuant to authority delegated by the Commission, issues an order suspending the operator license. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee, who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be designated for hearing by the Chief, Safety and Special Radio Services Bureau or the Chief, Field Engineering and Monitoring Bureau, as the case may be, pursuant to authority delegated by the Commission, and said order of suspension shall be held in abeyance until the conclusion of the hearing, which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing, the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

FOR ALL STATIONS . . .

§3.192³⁹ *Lotteries and Give-Away Programs.*—(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See U.S.C. §1304.)

(b) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

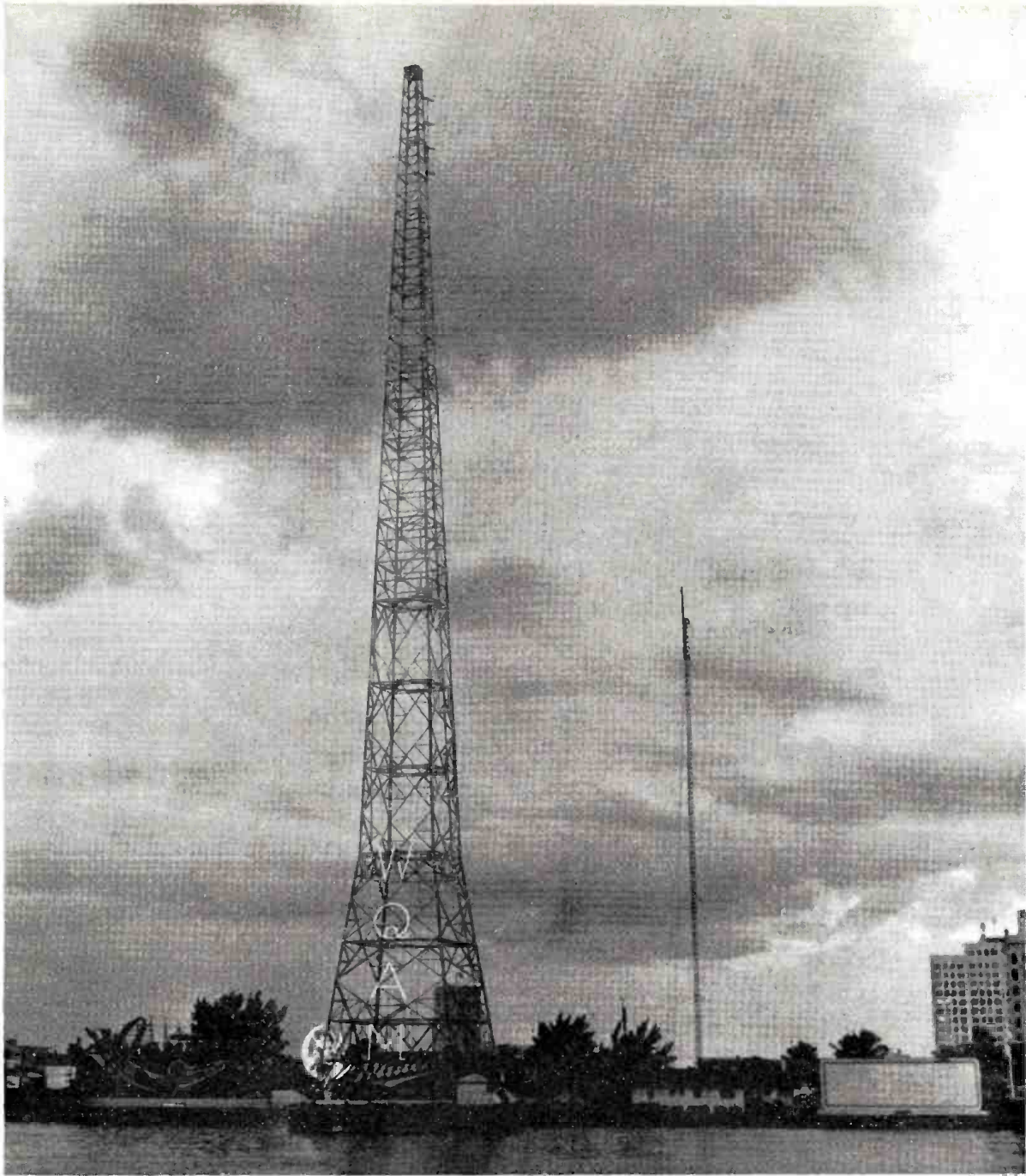
(1) such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

(4) such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase

(Continued on page 396)



LEHIGH

VERTICAL RADIATORS

LEHIGH 380 foot self-supporting Vertical Radiator at Radio Station WQAM, Miami, Florida.

LEHIGH Vertical Radiators are dependable and durable . . . include years of experience in designing and fabricating antennas.

Call or write today for information

LEHIGH STRUCTURAL STEEL COMPANY ● 17 BATTERY PLACE, NEW YORK 4, N. Y.

Offices in Principal Cities ● Plant at Allentown, Pa.

FCC RULES AND REGULATIONS

(Continued from page 394)

or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

§1304 (of U. S. Criminal Code) *Broadcasting Lottery Information*.—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than \$1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

Censorship

FOR ALL STATIONS . . .

§326 (of Communications Act).—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Indecent Language

§1464 (of U. S. Criminal Code) *Broadcasting Obscene Language*.—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than \$10,000 or imprisoned not more than two years, or both.

Transfers and Assignments

VOLUNTARY . . .

§1.321 *Application for voluntary assignment or transfer of control; broadcast*.—(a) Applications for consent to the assignment of construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control), or FCC Form No. 316 (Short Form). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment or transfer of control.

(b) *Pro forma* assignment or transfer applications shall be filed on FCC Form 316. Such cases are defined as cases in which:

(1) There is an assignment from an individual or individuals (including

partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;

(2) There is an assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests;

(3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;

(4) There is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;

(5) There is an involuntary transfer to an executor, administrator or other court appointed officer caused by death or legal disability except that this form does not cover assignments (or transfers) from the executor, administrator or other court appointed officers to the ultimate beneficiary;

(6) There is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests;

(7) There is an assignment of less than a controlling interest in a partnership.

[EDITOR'S NOTE: In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until after Commission approval. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transaction.]

INVOLUNTARY TRANSFERS AND ASSIGNMENTS

§1.323 *Application for involuntary assignment or transfer of control; broadcast and non-broadcast*.—In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

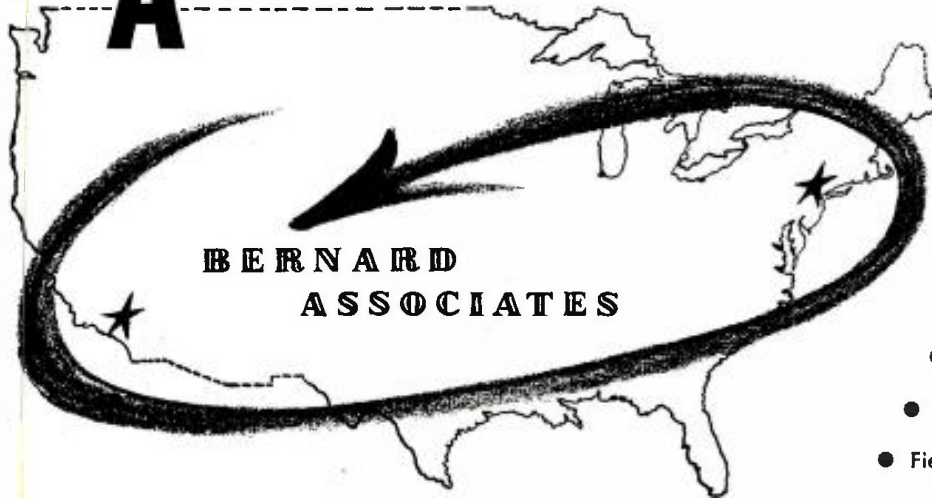
(a) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(b) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. The procedure and forms to be followed are the same as those specified in Sections 1.321 and 1.322. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

A

COMPLETE CONSULTATION AND ENGINEERING SERVICE FOR PROSPECTIVE and PRESENT

OWNERS of
BROADCAST STATIONS



BERNARD
ASSOCIATES

- Frequency Studies.
- Selection of transmitter sites.
- Studio Design and Measurement.
- Antenna measurements and tuning.
- Supervision of Station Construction.
- Proof of Performance Measurements.
- Field Surveys to Check Station Service.
- Preparation of Engineering Data for F.C.C.

TELEVISION.....AM and FM RADIO

BERNARD ASSOCIATES

Consulting Radio and Television Engineers

Telephone: NOrmandy 2-6715

5010 Sunset Boulevard
HOLLYWOOD 27, CALIFORNIA

Department of State, Voice of America Broadcasts

INTERNATIONAL INFORMATION ADMINISTRATION

Headquarters: 1778 Pennsylvania Ave., N.W. Tel.: Republic 5600.
 Administrator: Dr. Wilson Compton.

INTERNATIONAL BROADCASTING SERVICES

New York Headquarters: 251 W. 57th St., New York 19, N. Y. Tel.: Judson 6-2000.

Washington Headquarters: 1778 Pennsylvania Ave., N.W. Tel.: Republic 5600, Extension 3634-3738. (For complete listing of executive personnel of Department of State, see U. S. Government Agencies Dealing with Broadcasting.)

OFFICERS OF INTERNATIONAL BROADCASTING SERVICES

Alfred H. Morton, *Director*
 Robert J. Francis, *Controller*
 Edwin Kretzman, *Policy Advisor*
 James S. Thompson, *Chief, Division of Radio Facilities Operations*
 Alfred H. Puhan, *Chief, Division of Radio Program Operations*
 Leo Lowenthal, *Chief, Division of Radio Program Evaluation*
 George Herrick, *Chief, Division of Radio Facility Plans and Development*
 Sidney Sulkin, *Washington Representative for the Director*
 John F. Hogan, *Chief, Washington Programming*

VOICE OF AMERICA FACT SHEET

Through the medium of radio, the Voice of America works for the attainment of the foreign policy objectives of the United States by presenting a true picture of American aims, by creating psychological strength and resistance to Soviet imperialism, by counteracting anti-American slanders and by exposing the fraud of international communism. In the words of Public Law 402, its purpose is "to promote the better understanding of the United States among the peoples of the world and to strengthen international relations."

Radio is the fastest, most effective day-by-day medium for achieving this objective; it speaks directly to people abroad, instantaneously surmounting barriers of distance, censorship, illiteracy, foreign exchange, paper shortages and tariffs.

More than 125 programs, ranging from 15 minutes to one hour and amounting to approximately 49 program hours and about 365,000 words, are broadcast daily in 46 language services as follows:

Europe		Hrs: Mins
Albanian		: 15
Armenian*		: 30
Azerbaijani*		: 15
German to Austria		: 45
Bulgarian		: 45
Czech and Slovak	1	: 15
English	4	: 15
Estonian**		: 45
Finnish		: 30
French	1	: 00
Georgian*		: 30
German to Germany	1	: 45
Hungarian**	1	: 30
Italian	1	: 25
Latvian*		: 30
Lithuanian**		: 45
Polish**	1	: 45
Portuguese		: 30
Rumanian	1	: 00
Russian**	2	: 15
Serbo-Croat	1	: 15
Slovene		: 15
Spanish		: 45
Tatar*		: 15
Turkestani*		: 15
Ukrainian*	1	: 00
		25 : 55

Far East		Hrs: Mins
Amoy		: 30
Burmese		: 15
Cantonese	1	: 30
English	2	: 45
Hindi		: 30
Indonesian		: 30
Japanese		: 30
Korean	1	: 15
Malayan		: 15
Mandarin	3	: 00
Russian*		: 30
Swatow		: 30
Thai		: 30
Urdu		: 30
Vietnamese		: 30
		13 : 30

Near East		Hrs: Mins
Arabic	1	: 00
English	1	: 00
Greek		: 30
Hebrew		: 30
Persian	1	: 30
Turkish	1	: 00
		5 : 30

Latin America		Hrs: Mins
English	1	: 15
Portuguese		: 45
Spanish	2	: 25
		4 : 25

TOTAL TO ALL AREAS
 49 hrs. 20 mins.

* NOTE: VOA broadcasts 7 hrs. and 30 mins. daily to the USSR and Soviet-controlled areas in Russian, Ukrainian, Armenian, Azerbaijani, Georgian, Tatar, Turkestani, Estonian, Latvian and Lithuanian. These programs, as well as those beamed to the satellites, are recorded at overseas relay bases and rebroadcast—the Russian-language programs on an around-the-clock schedule—to counter intensive Soviet jamming. All repeat broadcasts amount to about 61½ program hours daily.
 ** Originate in part from Munich Program Center.

FACILITIES

Forty-two shortwave transmitters ranging from 20 kw to 200 kw in power are located in the United States—14 on the Pacific Coast, 8 in the Middle West and 20 on the East Coast. These facilities are licensed to private broadcasting companies and operated under contract to the Department.

Government-owned and controlled shortwave relay broadcast operations are located at Munich, Manila, Honolulu and Tangier, and medium wave stations at Munich, Salonika and Manila. Shortwave and medium wave relay facilities are also leased from BBC in Great Britain. Selections of VOA programs are also rebroadcast in medium wave by stations in Western Europe and in Latin America.

In addition, the United States has equipped the U. S. Coast Guard *Courier* with one 150 kw medium wave transmitter and two 35 kw short wave transmitters. The vessel is beginning to relay VOA programs from foreign sea ports under arrangements with friendly nations.

Other relays or rebroadcasts are in effect through arrangement with domestic broadcasters of various countries such as France, Italy, Greece, Korea, Austria, Germany, Ceylon, Viet-Nam, Japan and Trieste.

PROGRAM CONTENT

Programs broadcast from the United States fall into three categories: (1) news; (2) analyses and features, which include political commentaries, press reviews, roundtable discussions, documentaries, etc.; and (3) music. Although the breakdown varies from area to area, in general, the program schedule comprises: news, 37%; analyses and features, 51%; music, 12%. The breakdown for Iron Curtain countries is: news, 51%; analyses and features, 49%; music 0%.

In addition, IBS sends regularly to missions abroad transcribed musical programs and special feature material, as well as kinescopes and

films for placement on overseas local radio and TV stations.

[NOTE: IBS has adopted a policy of curtailing musical broadcasts to Iron Curtain countries, particularly the USSR, on the theory that (1) listeners tune in programs to be informed, not entertained, and (2) music is more susceptible to reprisals from local authorities.]

AUDIENCE INFORMATION

Programs are beamed to areas having a potential audience of 300 million. Surveys, letters from listeners, efforts by the hostile press and radio of certain nations to discredit the broadcasts, the reports from United States missions abroad, correspondents and travelers—all these provide convincing evidence of a regular listening audience of many millions. Letters from listeners have increased from 29,000 per month in 1951 to more than 30,000 per month in 1952.

Program schedules are published in 12 language editions, including English, and are available upon request to overseas listeners. These schedules are distributed to a mailing list of about 1.5 million.

Additionally, the State Dept. has initiated a new periodical, "The Voice of America This Week," containing broadcast highlights from Voice scripts. The highlights are made available each week for domestic consumption.

OPERATIONS INFORMATION

The International Broadcasting Services is responsible for the planning, execution and content of the Voice of America programs. These programs are written, produced and broadcast from studios in New York City and Washington, D. C.

IBS, part of the International Information Administration, is under the jurisdiction of the International Information Administrator, Dr. Wilson Compton, and of the director of the Voice of America, Alfred H. Morton.

The International Information Administration was set up in 1952 as a semi-autonomous agency whose Administrator is directly responsible to the Secretary of State.

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to AM, FM and Related Services

Any qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, 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 serve the public convenience, interest or necessity. The Communications Act also 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.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure", while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services", and, in the case of AM and FM, "Standards of Good Engineering Practice".

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

Selecting a Frequency

Standard (AM) 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 power 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 frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station License" is a comprehensive and concise statement prepared by the FCC Office of Information, which explains in layman's language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 381, are excerpts of the FCC Rules & Regulations most frequently used. Further information concerning rules and regulations may be obtained at the office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. (Under the Communications Act, no license shall be issued for a station prior to the construction of the station unless a permit for such construction has been granted by the Commission.) This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station", which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications which, starting July 1, 1952, gives priority to places now without TV service, to communities with uhf assignments only, and to noncommercial educational TV applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing 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 sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral arguments before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either

party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise 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. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

Licenses

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. 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 public interest.

AM and FM broadcast stations are licensed for the statutory limit of three years; TV stations for one year. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

Forms for Other Purposes

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using Form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature, i.e., where no substantial changes in interest occur.



*The one company that
has everything for
every broadcaster*

AM

FM

TV

**At each of the following locations you
will find a broadcast specialist who is
ready to help you with your problems :**

NEW YORK 20, N. Y.

36 W. 49th Street
Telephone: Circle 6-4030

DALLAS 1, TEXAS

1907-11 McKinney Ave.
Telephone: Riverside 1371

CLEVELAND 15, OHIO

718 Keith Building
Telephone: Cherry 1-3450

ATLANTA 3, GA.

522-533 Forsyth Bldg.
Forsyth and Luckie Streets, N. W.
Telephone: Walnut 5946

KANSAS CITY 6, MO.

340 Dierks Bldg., 1006 Grand Ave.,
Telephone: Harrison 6480

HOLLYWOOD 28, CALIF.

1560 North Vine Street
Telephone: Hollywood 9-2154

SAN FRANCISCO 3, CALIF.

1355 Market Street
Telephone: Hemlock 1-8300

CHICAGO 11, ILLINOIS

666 North Lake Shore Drive
Telephone: Delaware 7-0700

WASHINGTON 6, D. C.

1625 K Street, N. W.
Telephone: District 1260

BOSTON 16, MASS.

John Hancock Bldg., 200 Berkeley
Telephone: Hubbard 2-1700



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N. J.**

Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

WITH EXECUTIVE RADIO PERSONNEL AND ACCOUNTS

N indicates network, S spot, R regional

A

- ACCURATE ADV. AGENCY INC.**
9 W. 60th St., New York 23
Tel.: Circle 7-3885
- A. D. ADAMS ADVERTISING**
277 Broadway
Tel.: Rector 2-6980
Radio Dept.: A. D. Adams, owner.
- AD FRIED ADVERTISING AGENCY**
318 15th St., Oakland 12, Calif.
Tel.: Higate 4-6580
Radio Dept.: Ad Fried, radio director, owner, producer; Constance May, timebuyer, producer; Elaine Fried, musical director, librarian, producer; Gerhard Jacobi, art & production director, producer.
- Radio Accounts:** Bigelow Films (S); American Upholstering Co. (R); Bell Smoked Fish Co. (Tara Bell Brand) (S); Cochran & Celli Chevrolet Dealers (R); Commercial Sales Co. (R); Davi Miracle Foam; Betty Elizabeth Shampoo; Henry delugach Real Estate (R); Morwear Paint Co. (Morwear Brands); Fidelity Roof Co. (R); Rhodes & Jamieson Ltd. (R); Buy-Rite Truck & Equipment Co. (S); The Quiet Hour; Lou Winston Co.; Smith Bros. "Mac" compound (R); Oakland Police & Firemen's Oakland Light Opera Assn. (R); Lo-Pare Cab Co. (R); Roeber's Plumbing Fixtures (R); Fox West Coast Theatres; Bower-Smith Co.; California Metal Crafts; Duplex Dean Plan Services; Elemin Supreme Formula (vitamins); Martin Construction Co.; Grimshaw Nurseries; Western Gem Co.; Gardiner Mfg. Co.; Kountry Boys; Dicks Home Furnishers.
- ADVERTISING ENGINEERS CORP.**
448 S. Hill St., Los Angeles 13
Tel.: Mutual 5039
Radio Dept.: Reed Bear.
- ADVERTISING INC.**
1523-31 Central Nat'l Bank Bldg., Richmond 19
Tel.: 3-2809, 3-2800
Radio Dept.: J. Lynn Miller, A. G. Timewell
Richmond 19—416 E. Main St. Tel.: 3-5867.
- Radio Accounts:** Virginia Electric & Power Co.; Commonwealth Motors Inc.; Virginia Hospital Service Assn.; Virginia Dairy Co.
- THE AITKIN KYNETIC CO.**
1400 S. Penn Square, Philadelphia 2
Tel.: Rittenhouse 6-7810
Radio Dept.: E. M. Gretz, timebuyer; Paul B. Phillips, radio director.
- R. H. ALBER COMPANY**
439 N. Larchmont Blvd., Los Angeles 4
Tel.: Hollywood 9-8273
Radio Dept.: Pauline Hagen, timebuyer and radio director.
- Radio Accounts:** Gospel Broadcasting Assn. (N-S); Unity School of Christianity.
- DON ALLEN & ASSOC.**
409 S. W. 13th Ave., Portland 5, Ore.
Tel.: Capitol 8445
Radio Dept.: Everett Mitchell, radio director; H. Richard Sellar, Roland Gabriel, account executives.
- Radio Accounts:** Arthur Murray's (S); Benjamin Franklin Fed. Savings & Loan; General Electric Supply Corp.; Windolph Pontiac Co.
- ALLEN & REYNOLDS**
1300 Woodman of the World Bldg., Omaha 2
Tel.: Atlantic 4445
Radio Dept.: Milt Stepham, director of radio; Don B. Amssen, assistant director; Douglas Wall, timebuyer; account executives: M. H. Reynolds, Robert Reynolds, Floyd Mellen, Robert Sanford, Lee Dreeves, Jack Hultgren, William Rosborough, William J. Newens.
- Radio Accounts:** Behlen Mfg. Co.; Carpenter Oil Co.; Federal Land Bank; General Electric; Graybar Electric Co.; Hill Hotel; Holsum Bakers; Merchants Biscuit Co.; Micklin Lumber Co.; Northrup-Jones; Omaha Public Power Dist.; Paramount Radio Shop; P. F. Petersen Baking Co.; Byron Reed Co. Inc.; Tekseed Hybrid Co.; U. S. Nat'l Bank; Uncle Sam Breakfast Food Co.; Walnut Grove Products; Webster Motors; T. H. Maenner Real Estate; Fairmont Foods (institutional div.); Omaha Body & Equipment Co.; George H. Lee; Peter Pan Bakery Inc.; Petersen Baking Co.; Pioneer Glass & Paint Co.
- ALLIED ADVERTISING AGENCIES INC.**
167 S. Vermont Ave., Los Angeles 4
Tel.: Dunkirk 7-7331
Radio Dept.: Dick Gardner, radio director; W. F. Gardner, Milton Hoffman, Stuart Heimemann, Bart Ross.
- Radio Accounts:** Dr. F. E. Campbell; Pridham David; Fisher's Compression Seal; Paradise Theatre; Fodor Motors; Harold A. Sparling; West Pico Furniture; Standard Motor Rebuilders; Stylart Card Co.; United Sporting Goods; Angelus Funeral Home; Arden Farms Co.
- ALLIED ADV. AGENCY INC.**
100 Boylston St., Boston 16
Tel.: Hubbard 2-4100
Radio Dept.: Howard Shamban.
- Radio Accounts:** Beacon Wax (N-S); Boston Baby Carriage Co. (S); Sport Auto Stores (S).
- ALTOMARI ADV. AGENCY INC.**
20 Vesey St., New York 7
Tel.: Digby 9-1510
Radio Dept.: Michael Altomari, radio director, timebuyer, account executive.
- Radio Accounts:** Rainbow Greeting Cards, Manhattan Greeting Cards.
- ANDERSON & CAIRNS**
488 Madison Ave., New York 22
Tel.: Murray Hill 8-5800
Radio Dept.: Victor Seydel, radio director and chief timebuyer; Jean Simpson, asst. director and timebuyer.
- Radio Accounts:** Rootes Motors; Nat'l Home Furnishings Show; DuMaurier; Rye-King; Motor Mfrs. & Traders.
- ANTHRACITE ADVERTISING AGENCY**
415 Scranton Times Bldg., Scranton 3, Pa.
Tel.: 9328
Radio Dept.: William A. White, general manager.
- Radio Accounts:** Parodi Cigars Inc.; Fowler & Williams Inc.; Williams Baking Co.
- ARBEER AGENCY INC.**
Advertising Arts Bldg., Wabash at Brown, Terre Haute, Ind.
Tel.: Crawford 3583
Radio Dept.: W. L. Smith, radio director & timebuyer; W. R. Bell, account executive.
- Radio Accounts:** Merchants Nat'l Bank; Toastmaster Bakers.
- JOHN FALKNER ARNDT & CO. INC.**
160 N. 15th St., Philadelphia 9
Tel.: Kingsley 8-8500
- ARNOLD & CO. INC.**
222 Washington St., Boston 8
Tel.: Richmond 2-1220
Radio Dept.: Arnold Z. Rosoff, radio timebuyer.
- ART-COPY ADVERTISING AGENCY**
11 Hill St., Newark 2, N. J.
Tel.: Market 2-7115
Radio Dept.: Seymour Steinhart, radio director & timebuyer; Martin Steinhart, account executive.
- Radio Accounts:** Walter Thornton; Pomona Hosiery.
- ASSOCIATED ADV. AGENCY INC.**
612 First Nat'l Bank Bldg., Cincinnati 2
Tel.: Main 2811
Radio Dept.: S. Malcolm Levy, president; I. C. Levy, secretary-treasurer; W. Wilson Lang, vice president in charge of radio; J. G. Maupin, radio director; Templeton Briggs, executive vice president.
- ATHERTON ADV. AGENCY**
8455 Melrose Pl., Los Angeles 46
Tel.: Webster 3-8488
Radio Dept.: Alfred A. Atherton, owner.
- Radio Accounts:** Pacific Citrus Products Co.
- ATHERTON & CURRIER INC.**
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795
Radio Dept.: John P. Atherton, radio director and timebuyer; W. T. Tieman, timebuyer.
- Toronto—100 Adelaide W. Tel.: Empire 3-5148.** William E. McDonald, manager.
- Radio Accounts:** Eno-Scott & Browne; Potter Drug & Chemical.
- AUBREY, FINLAY, MARLEY & HODGSON INC.**
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600
Radio Dept.: Gene Fromherz, director of media; Richard Fachheimer, Robert Marley, Earl Hodgson, Leonard Krick, vice presidents; J. T. Aubrey, board chairman; J. J. Finlay, president.
- Radio Accounts:** Williamson Candy Co. (N); Pay-U Labs; H & H Cleaner Co.; International Harvester Co. (S).
- N. W. AYER & SON INC.**
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200
Radio Dept.: James E. Hanna, vice president, radio director; Thomas J. McDermott, radio plans; Thomas H. Calhoun, programming, production; John M. Caldwell, copy chief; Wauhilaun LaHay, publicity; Robert A. Mortensen, sports broadcasting; Gordon Braine, radio research; James A. MacDonald, radio traffic; Elga Gamba, billing; Charles M. Wilds, timebuying; Paul F. Kizenberger, Richard S. Bunbury, John W. Purves, Dick Watson, William P. Crossdale, Joan Rutman, Elaine Sloat, timebuyers.
- Hollywood 28-714 Taft Bldg. Tel.: Hempstead 4871; Glenhall Taylor, vice president.**
- Chicago 3-135 S. LaSalle St. Tel.: Randolph 8-3456; Roderick Mitchell, director.**
- Radio Accounts:** Atlantic Refining Co.; B. C. Remedy Co.; Chrysler Corp.; Reuben H. Donnelley; Gordon Baking Co.; Hawaiian Pineapple Co.; Hill Bros. Coffee; Charles E. Hires Co.; Howard D. Johnson Co.; Ill. Bell Tel. Co.; Michigan Bell Tel. Co.; John Morrell & Co.; Nat'l Dairy Products Corp.; Sheffield Farms Milk Co.; United Air Lines; Pennsylvania Co.; Yardley of London Inc.; Regal Shoes Inc.; Delaware Valley Dairy Co.; Chesapeake & Potomac Tel. Co. (all S); Bell Tel. System; Electric Co. Adv. Program (both N); Lever Bros. (Surf); Plymouth Div. of Chrysler Corp. (both N-S).
- AYLIN ADV. AGENCY**
522 Waugh Dr., Houston 19, Tex.
Tel.: Lynchburg 3766
- AYRES & ASSOC. INC.**
1325 N. St., Lincoln, Neb.
Tel.: 2-6928
Radio Dept.: Harry H. Packard, radio director; Warren M. Swanson, W. J. Ayres, William Oliver, account executives; Arthur F. White, timebuyer.
- Radio Accounts:** Steckley Hybrid Corn Co.; Inter-State Nurseries; Cushman Motor Works; Driftmeyer Pub. Co.; Habco Mfg. Co.; Smith Baking Co.; Dammann Mills Inc.; Hill Hatcheries; Hill-Fairchild Feed Co.; Dunsorb Co.; Amtel Productions; Dwarfies Corp.; Permco Mfg. Co.; Lincoln Service & Supply Co.; House of Bauer.
- AZRAEL ADV. AGENCY**
1000 N. Charles St., Baltimore 1
Tel.: Lexington 7575

B

- BADGER & BROWNING & HERSEY INC.**
(See Badger & Browning & Parger)
630 5th Ave., New York 20
Tel.: Circle 7-3719
Radio Dept.: Jack Wilcher, radio director.
- BADGER & BROWNING & PARGER**
(see Badger & Browning & Hersey parent agency)
75 Federal St., Boston
Tel.: Liberty 2-3364
Radio Dept.: Jack Wilcher, radio director.
- FREDERICK E. BAKER & ASSOC.**
Vance Bldg., Seattle 1, Wash.
Tel.: Elliott 0957
- LYNN BAKER INC.**
745 5th Ave., New York 22
Tel.: Murray Hill 8-3505
Radio Dept.: Mary Bentley, media director; Edward Hauser, radio director; Mary Burak, Lewis Hahn, timebuyers; Donald Cutler, Tom Cosgrove, A. J. Hilton, account executives.
- Radio Accounts:** F. W. Woolworth Co.; Coast Fisheries; Atlantic Fisheries Co.; Koppers Co., all S.
- BALDWIN, BOWERS & STRACHAN INC.**
374 Delaware Ave., Buffalo 2, N. Y.
Tel.: Washington 6854
Radio Dept.: Everett L. Thompson, radio director; Joseph H. Radder, Leon A. McNamara Jr., Malcolm L. Barney, Marie D. Cronin, Catharine D. Walsh and Nora L. Cuff.
- Radio Accounts:** American Stores & Co.; Blue Dew Corp.; Brost Motors Inc.; Buffalo Industrial Bank; Buffalo Optical Co.; Crystal Beach Transit Co.; Dodds Dairy; Erie County Savings Bank; First Federal Savings & Loan; General Ice Cream Corp.; Hambleton Terminal Corp.; Kelly Bros. Nurseries Inc.; Kenmore Motors; Mernan Chevrolet; Milk Dealers & Producers; National Pet Foods Inc.; Niagara Frontier Transit; NuWay Markets; Old Dutch Foods Inc.; Pepsi Cola Bottling Co. of Buffalo; Sears, Roebuck & Co.; Seven-Up Bottling Co. of Buffalo; William Simon Brewery Inc.; Villa-Pontiac.
- BALL & DAVIDSON INC.**
1030 Speer Blvd., Denver 4
Tel.: Main 1291
Radio Dept.: Carl A. Salstrand, president; Billy D. Prescott, vice president.
- Radio Accounts:** Bowman Biscuit Co.; The Morey Mercantile Co.; Hugh M. Woods Co.; Howry-Berg Inc.
- BARLOW ADV. AGENCY**
742 James St., Syracuse, N. Y.
Tel.: 9-6644
Radio Dept.: B. J. Stapleton, radio director, account executive; J. R. Coleman, H. H. Goodheart, G. F. Swartz, E. R. Crawford, R. M. McCabe.
- Radio Accounts:** Dairymen's League; Lincoln Bank; P & R Macaroni Co.; C. A. Durr Pkg. Co.
- BARNES-CHASE CO.**
530 Broadway, San Diego 1
Tel.: Franklin 7771
Los Angeles 17—1638 Wilshire Blvd.
Tel.: Dunkirk 4-1193
- BARNES ADVERTISING AGENCY**
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-2393
Radio Dept.: John Barnes, president; John Barnes III, treasurer, account executive; E. R. Wholihan, vice president, account executive; Kenneth J. Goelzer, vice president, account executive; Pat Ann Klopatek, radio director; Gilbert Goetz, timebuyer.
- Radio Accounts:** Marshall & Isley Bank; Roudy, Peckham & Dexter Co.; Wisconsin Ice & Coal; Interstate Bakeries; Building Service; Kohl's Food Stores; Williams Chemical; Marquette U.; Kingsbury Breweries; Dr. Andre Lab.; Otto L. Kuehn Co.
- TED BATES & CO.**
630 5th Ave., New York 20
Tel.: Judson 6-0600
Radio Dept.: H. Austin Peterson, partner in charge; Lester A. Weinrott, manager; John Doherty, business manager; Jay Clark, Allan Dingwall Jr., John Thompson, Grant Tyler, Ed Brown, producers; Vincent Rowe, new program development manager; Christopher Lynch, Macdonald Dunbar, William J. Kennedy, Al Petcavage, Richard Mann, timebuyers.
- Hollywood 28-1680 N. Vine St. Tel.: Hollywood 9-2161; H. Austin Peterson, partner in charge of radio; Frank O'Connor, Henry Saz, producers.**
- Radio Accounts:** Colgate-Palmolive-Peet Co.; Continental Baking Co.; Brown & Williamson Tobacco Corp.; American Home Foods Products; Carter Products; Minute Maid Corp.; Standard Brands Inc.; Pillsbury Mills Inc.; Anahist Co.
- BATTEN, BARTON, DURSTINE & OSBORN INC.**
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800
Radio Dept.: Arthur Pryor Jr., vice president in charge; James Bealle, in charge of new program developments; Carroll P. Newton, vice president, chairman of radio plan board; Arthur Bellaire, commercial supervisor; Frank Silvernail, head timebuyer; Tucker Scott, coordinator; Elenore Scanlan, Fred Stoutland, Robert Tatum, Hope Martinez, Mary Ellis, George Polk, Richard McKeever, Robert Graf, Jack Sinnott, F. A. Wurster, timebuyers; Jim Brown, promotion publicity.
- Boston 16-1220 Statler Office Bldg. Tel.: Hubbard 2-0430; F. W. Hatch, vice president.**
- Buffalo 3-3 Rand Bldg.; Tel.: Cleveland 7915; Alan M. Ward, vice president.**

Chicago 11—919 N. Michigan Ave.; Tel.: Superior 7-9200; H. H. Haupt, vice president.

Cleveland 13—Terminal Tower; Tel.: Tower 1-7270; E. E. Haring, vice president.

Detroit 26—1856 Penobscot Bldg.; Tel.: Woodward 5-0620; R. E. Anderson, vice president.

Hollywood 28—1890 N. Vine St.; Tel.: Hollywood 9-7337; Wayne Tiss, vice president.

Los Angeles 48—6363 Wilshire Blvd.; Tel.: Webster 1-1234; A. W. Neally, vice president.

Minneapolis 2—N. W. Bank Bldg.; Tel.: Lincoln 8401; J. C. Cornelius, Executive vice president; E. A. Cashin, vice president.

Pittsburgh 19—Grant Bldg.; Tel.: Grant 1-8060; L. D. Hansen, vice president.

San Francisco 4—Russ Bldg.; Tel.: Sutter 1-2322; John G. Motheral, vice president.

Radio Accounts (all network): American Tobacco Co.; Armstrong Cork Co.; Cream of Wheat; DeSoto Div., Chrysler Corp.; E. I. DuPont de Nemours & Co. Inc.; George A. Hormel & Co.; Murine; Rexall Drug Co.; U. S. Steel Corp.; Wildroot Co. Inc.

BAY PATH ADVERTISING INC.
9 Elm St., Southbridge, Mass.
Tel.: Southbridge 4-8161
Radio Dept.: Maurice L. LaReau, time-buyer & account executive.

BEAN ADV. AGENCY
136 N. Delaware St., Indianapolis 4
Tel.: Franklin 4248

BEAUMONT, HELLER & SPERLING INC.
6th & Walnut Sts., Reading, Pa.
Tel.: 5-4311
Radio Dept.: Dee Hassler, radio director.

Radio Accounts: Bowers Battery Co.; Maier's Bakery; Ontalaunee Orchards; St. Lawrence Dairy Co.; Eastern Gas Assn.; Crystal Rock Beverage.

HERBERT S. BENJAMIN ASSOCIATES INC.
234 Main St., Baton Rouge, La.
Tel.: 3-2847
Radio Dept.: Allen R. Brent, Lee Herzberg Jr., vice presidents; Thomas B. Rhodes, account executive.

BENNETT, WALTHER & MENADIER INC.
69 Newbury St., Boston 18
Tel.: Kenmore 6-3820-1-2
Radio Dept.: Mrs. Elizabeth D. Parsons, timebuyer.

BENTON & BOWLES INC.
444 Madison Ave., New York 22
Tel.: Murray Hill 8-1100
Radio Dept.: Walter Craig, vice president in charge of radio; William E. Schneider, radio department business manager; Paul Roberts, radio production director; Wilfred S. Roberts, Oliver Barbour, Charles Fisher, Carl Eastman, Don Wallace, Ralph Starr Butler Jr., Arthur Richards, Lawrence White, Olga Druce, Maximilian Bryer, Douglas Burch, Elizabeth Shay, Irwin Segelstein, program directors.
Hollywood 28—6253 Hollywood Blvd.; Tel.: Hillside 9151; Al Kaye, vice president in charge of West Coast operations; Murray Bolen, William States, program directors.

Toronto—91 Yonge St.; Tel.: Empire 3-8222; William H. Fleischman.
Radio Accounts: Assn. of American Railroads; General Foods Corp.; Bituminous Coal Institute; Procter & Gamble Co.; Best Foods Co.; Avco Mfg. Corp. (Crosley Div.); Pepperell Mfg. Co.; American Express; Norwich Pharmacal Co.; Brewing Corp. of America; Cigar Institute of America; Benson & Hedges; French Government Tourist Office.

BERMINGHAM, CASTLEMAN & PIERCE INC.
138 E. 38th St., New York 18
Tel.: Lexington 2-7550
Radio Dept.: John H. McNeil, radio director; Ted P. Wallower, time-buyer; James G. Walker and Herbert Lorentzen, account executives.
Radio Accounts: Griffin Mfg. Co. (S); Conti Products (S); Pilgrim Laundry; Dif Corp. (S); Wilson Co.

TED BERNSTEIN ASSOCIATES
51 Madison Ave., New York 10
Tel.: Murray Hill 5-3730
Radio Dept.: Sylvester J. Bernstein, timebuyer and account executive; Ted Bernstein, Ted Kaufman, account executives.

BOB BETTS ADVERTISING
1st Nat'l Bank Bldg., Denver 2
Tel.: Main 6782
Radio Dept.: John F. Connors, radio director and timebuyer.
Radio Accounts: Frontier Refining Co.; Maplecrest Turkey Farms Inc.; Carlson-Frink Co.; Denver Dairy Council; Stone Hall Co.; Delta Canning Co.; Green Thumb Peat Moss; Alba Dairy; Nevada Dairy.

BEN BEZOFF & CO.
220 Majestic Bldg., Denver 2
Tel.: Alpine 2300

LEE S. BIESPIEL ADV.
605 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-4190
Radio Dept.: Lee S. Biespiel, radio director and timebuyer.
Radio Accounts: John O. Butler Co. (S); Shepler Mfg. Co. (S).

RALPH BING ADVERTISING
306 Frederick Bldg., Cleveland 15, Ohio
Tel.: Superior 1-2773
Radio Dept.: Ralph S. Bing, radio director; Adrienne Neiman radio producer and account executive.
Radio Accounts: Al Sirat Grotto Circus Blaushild Motors; Ace Cigarette Service; Blaushild's Chrysler-Plymouth Hq.; A. D. Pelumis Inc.; Pierre's Ice Cream; Midwest Racing Equipment; Sports Cars Ltd.

BLOW CO. INC.
640 5th Ave., New York 19
Tel.: Plaza 9-1717
Radio Dept.: Roy Winsor, radio director; Roland Gillett, co-director; radio; J. E. Kucera, head time-buyer.
Hollywood — 1606 N. Argyle; Tel.: Hempstead 2377; Edward Feldman, radio director.
San Francisco 3—703 Market St.; Tel.: Garfield 4854.

BLAINE-THOMPSON CO. INC.
234 W. 44th St., New York 36
Tel.: Longacre 4-0800
Radio Dept.: Franklin Hobbs, director; Ingram Ash, timebuyer.
Radio Accounts: Warner Bros. Motion Pictures; Joe Lowe Corp.

FRANK L. BLUMBERG AGENCY
800 Cathedral St., Baltimore 1
Tel.: Mulberry 6672-73
Radio Dept.: Horace J. Elias, radio director.
Radio Accounts: Kress Farm Dairy; Annapolis Dairy; Park Circle Motor Co.; Herman's Dept. Store; American TV Service.

FRED BOCK ADV. CO.
Second Nat'l Bldg., Akron 8
Tel.: Portage 4616
Radio Dept.: John Simpson, radio director; Fred Bock, Pearl Fairall.
Radio Accounts: Home Food Stores; Betsy Ross Coffee; Souvenir Beer; M&B Fruit Juices; Vickers Trailers; Evans Savings; Bissler Furniture; City Bakery; Detling Seeds; Ohio Edison Co.

BILL BONSBY ADVERTISING AGENCY
1717 E. Colfax Ave., Denver 6
Tel.: Florida 4418
Radio Dept.: William F. Angeles Jr., radio director; Jay Tallant, Victor Boccard, account executives.
Radio Accounts: Chemical Corp. of Col.; A. D. Jones & Co.; McCollum-Law Corp.; Bay Petroleum Co.; Irrigation Systems Inc.

BOTSFORD, CONSTANTINE & GARDNER
115 Southwest Fourth Ave., Portland 4, Ore.
Tel.: Atwater 9541
Seattle 4—Central Bldg. Tel.: Elliot 3523.
New York 1—5122 Empire State Bldg. Tel.: Bryant 9-4845.
San Francisco 5—625 Market St. Tel.: Exbrook 2-7565.
LEO P. BOTT JR. ADV.
84 E. Jackson Bldg., Chicago 4.
Tel.: Harrison 7-9187
Radio Dept.: M. Donald Foran, time-buyer.

LEO BOULETTE AGENCY
303 N. Main St., Three Rivers, Mich.
Tel.: 3-4155

BOURNE ASSOC. INC.
60 E. 42d St., New York 17
Tel.: Vanderbilt 6-1423
Radio Dept.: Victor Arden, musical director; Suzanne C. Lloyd, Louise Bagley, talent.

STANLEY G. BOYNTON & SON
159 Pierce St., Birmingham, Mich.
Tel.: Jordan 4-5888
Radio Dept.: Stanley G. Boynton, president and timebuyer; Marjorie Smith, production manager and traffic director.
New York 7—17 E. 42d St. Tel.: Murray Hill 2-0088.
Radio Accounts: Radio Bible Class; The Calvary Hour; America Back to God; National Tennis Matches.

BOZELL & JACOBS INC.
1812 N. Meridian St., Chicago
Tel.: Wabash 4524
Radio Dept.: Phillip Rouda, vice president and radio director; Gertrude Russakov, Eileen Killeen, time-buyers.
Omaha 2—510 Electric Bldg. Tel.: Jackson 8030.
Indianapolis 4—625 Second Ave. S. Tel.: Lincoln 6326.
Seattle 4—2123 Smith Tower. Tel.: Main 0145.
New York 19—31 W. 47th St. Tel.: Judson 6-5588.
Minneapolis—415 S. Sixth St. Tel.: Main 4527.
Shreveport, La.—324 Fairfield Bldg. Tel.: 6124.
Hollywood 28—6711 Sunset Blvd. Tel.: Hillside 2695.
Houston 2—703 United Gas Bldg. Tel.: Fairfax 4106.
Dallas 1813 Thomas Bldg. Tel.: Randolph 5428.
Washington 4—702 Kass Bldg. Tel.: Sterling 2406.
Radio Accounts: Leaf Brands; Pollyana Town & Country (S); Postal Finance Corp.; Northwestern Telephone Co.; Citizens Committee for Banking Amendment; District Nat'l Bank; Central Nat'l Bank; Coronet Sales Club.

ARTHUR BRAITSCHE ADVERTISING
528 Hospital Trust Bldg., Providence 3
Tel.: Dexter 1-4115
Radio Dept.: Arthur Braitsch, director; John A. Lorimer, timebuyer.
Radio Accounts: Baird-North, Inc.; Roger Williams Savings; Weybosset Markets; Strand Theatre; Sally's Fur Studio; Rocky Point Park; Toridheet Oil Burners; Hospital Trust Co.; Palladium Ballroom; Republican Central Committee.

MICHAEL BRAND ASSOC.
8820 Sunset Blvd., Hollywood 46
Tel.: Crestview 6-2393
Radio Dept.: Michael Brand, radio director.

J. CARSON BRANTLEY ADV. AGENCY
Owen Building, Salisbury, N. C.
Tel.: 900
Radio Dept.: J. Carson Brantley, radio director.
Radio Accounts: Duke Power Co. (S); Owen Drug Co.; Carolina Beverage Corp.; Inshour Brick & Tile Co.

BREIG ASSOC.
1715 Witten St., Philadelphia 3
Tel.: Rittenhouse 6-3838

BRENNAN ADV. AGENCY
1414 W. Clay, Houston 6
Tel.: Li 7581

BRUCE B. BREWER & CO.
900 Walnut St., Kansas City 6, Mo.
Tel.: Harrison 4890
Radio Dept.: Jack Kirwan, radio director; Mary E. Klein, timebuyer; Quentin V. Brewer, Kent Boyd, John Griffin, account executives.
Minneapolis—400 Foshay Tower; Tel.: Atlantic 3314; Charles R. Strotz, manager; Loy M. Booton, account executive.

BRINDLEY-ROTH INC.
131 Lafayette W., Detroit 26
Tel.: Woodward 1-8295

BRISACHER, WHEELER & STAFF
1660 Bush St., San Francisco 9
Tel.: Prospect 6-2600
Radio Dept.: Garrett Hollihan, radio director.
New York 3—350 5th Ave. Tel.: Bryant 9-5800; Darrell McCain, media director; Richard I. Clark, timebuyer; Mary Elizabeth Loeber, assistant timebuyer; John H. Butler, radio production; Darrell McCain, media director (New York Office).
Radio Accounts: Hershel California Fruit; Pictsweet Food; California Dairy Industry; Parsons Ammonia; Wheatena; Van Cam; Sea Food; Richmond-Chase; Old Homestead Bakery; Rainer Brewing Co.; East Bay Producers Milk Council; Pacific Intermountain Express; Sacramento Milk Council; Lyons Magnus Inc.; Parkmeced Towers; San Francisco Examiner; San Francisco Milk Industry; San Francisco School of Practical Nursing; Sutro & Co.; Wilson & George Meyer.

B-P-I ADVERTISING
350 Madison St., Detroit 26
Tel.: Woodward 5-0909
Radio Dept.: Mary Lee Lippincott, radio director; Lois M. Michels, time-buyer; Lucilla Mack, Patricia Howe, Adele Hager, account executives.

BROADCAST ADV.
170 S. Beverly Dr., Beverly Hills, Calif. Tel.: Bradshaw 2-4840
Radio Dept.: Ava Edwards, time-buyer; John G. Fryer, production manager.
Radio Accounts: Bible Institute; Haven of Rest; Dr. Floyd B. Johnson; Grace Church of Huntington Park.

BROADCAST ADVERTISING INC.
8 Newbury St., Boston 18
Tel.: Kenmore 6-0854
Radio Dept.: J. E. Murley, director and account executive; J. J. Manning, timebuyer; F. P. Russell, merchandising director.

BROADCAST SERVICE INC.
4801 Gordon Ave., Madison, Wis.
Tel.: 4-5929
Radio Dept.: Richard S. Nickeson, manager; Virginia Green, timebuyer; Lynn Griffy, accountant executive.
Radio Accounts: Ace of Clubs; C. W. Anders Co.; Badger Office Supply; C & P Shopping Center; Crescent Clothing; Refrigeration Equipment; Rentschler Floral.

BROOKE SMITH, FRENCH & DORRANCE INC.
8469 E. Jefferson Ave., Detroit 14
Tel.: Valley 2-9700
Radio Dept.: Hugh Hole, radio director; James P. Danaher, assistant director.
New York 17—52 Vanderbilt Ave.; Tel.: Murray Hill 6-1300; Jay Berry, assistant radio director.
Radio Accounts: Goebel Brewing Co.; Hudson Motor Car Co.; Mullins Mfg. Corp. (Youngstown Kitchens); Chamberlin Corp. of America.

BROOKS ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558
Radio Dept.: Robert Hall, timebuyer, copywriter.

D. P. BROTHER & CO.
3044 Grand Blvd., Detroit 2
Tel.: Trinity 2-8250
Radio Dept.: Carl Georgi Jr., vice president, timebuyer; William J. Davis, timebuyer; Kenneth G. Manuel, radio director; Melvus G. Furney, assistant radio director.
Radio Accounts: Oldsmobile Div. (N-S).

BURTON BROWNE ADV.
619 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7700.
Radio Dept.: Burton Browne, president; James Cody, account executive.

FRANKLIN BRUCK ADV. CORP.
1270 Sixth Ave., New York 20
Tel.: Circle 7-7660
Radio Dept.: D. Davidow, director of radio; C. J. Gavin, timebuyer; Franklin Bruck, M. J. Kleinfeld, M. Heinehan, H. Gold, account executives.

Los Angeles 4—532 N. Cherokee. Tel.: Granite 9378. Howard Blake, manager.
Radio Accounts: Sitroux Inc. (S); Coty Inc. (S); Fashion Frocks Inc. (S); Haelan Labs. (S); Pharmaceuticals Inc. (N-S); Serutan Co. (N-S).

BUCHANAN & CO. INC.
1501 Broadway, New York 36
Tel.: Bryant 9-7900
Radio Dept.: Nat Strom, radio director; William Dashef, executive vice president; John McEvoy, William Boley, account executives.
Los Angeles 48—451 N. LaCienega Blvd.; Tel.: Crestview 5-5231; Charles Coleman, vice president.
San Francisco 4—155 Montgomery St.; Tel.: Yukon 6-2927; Ray Randall, vice president.
Chicago 11—333 N. Michigan Ave.; Tel.: Andover 3-8611; Robert Potter, vice president.
Radio Accounts: Reynolds Metals Co. (N-S); Dictograph Prod. Co. (N-S); United Paramount Theatres (S); Eskimo Pie Corp. (S); Pepsi Cola Bottling Co. (S); Western Airlines (S); Wilbur Clark Desert Inn; Tide-water Associated Oil Co.; Paramount Pictures.

BUCHANAN-THOMAS ADV. Co.
412 S. 19th St., Omaha 2
Tel.: Atlantic 2125
Radio Dept.: Adam Reinemund, radio director; Gene Edward, assistant director.

BUCHEN CO.
400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305
Radio Dept.: Robert Long, radio director; Martin Fritz, C. W. Fisher, timebuyers.

BULLARD AGENCY
219 Court St., Port Huron, Mich.
Tel.: Port Huron 6755
Radio Dept.: Rockwood Bullard.
Radio Accounts: Heintz Frank Sons Inc.; Alma Trailer Co.

G. NORMAN BURK INC.
223 4th Ave., Pittsburgh 22
Tel.: Grant 1-6316
Radio Dept.: G. Norman Burk, account executive, director; Dolores E. McCarthy, timebuyer; Robert L. Forsythe, Kenneth Hoel, account executives.

(Continued on page 402)

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

Radio Accounts: Houlahan Motor Co.; D. J. Kennedy Co.; Meadow Gold Dairies; Midtown Motors Inc.; National Coffee; Standard Floor Co.; United Vacuum Stores; Weisershausen Agency.

LEO BURWELL CO. INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-5959

Radio Dept.: William Weddell, vice president in charge of broadcasting; David Dole, broadcasting operations manager; Lee Bland, program director.

New York 22-677 5th Ave.; Tel.: Murray Hill 8-9480; W. McIlvain, broadcasting manager.
Hollywood 22-1630 E. Vine St.; Hillside 7374; W. Williams, broadcasting manager.

Radio Accounts: Brown Shoe Co. (N); Comstock Canning Corp. (S); Dean Milk Co. (S); Durkee Famous Foods (N); Globe Mills (S); Green Giant Co. (N); Hoover Co. (S); Kellogg Co. (S-N); Chas. Pfizer & Co. (S); Mars Inc. (N); Pillsbury Mills Inc. (N-S); Pure Oil Co. (S-N); Santa Fe Railway (S); Tonn Corp. (N).

BYER & BOWMAN ADVERTISING AGENCY
66 S. Sixth St., Columbus 15
Tel.: Main 3276

Radio Dept.: John D. Metzger, radio director; Martha Sullivan, radio production manager; account executives W. Prentiss Brown, S. N. Hallock, Gene Hameroff, Richard Kennard, Willis F. Munro Jr., Reginald Testement.

Radio Accounts: Ashland Oil & Refining Co.; Academy of Medicine; Buckeye Foods; City National Bank; Clean Products; Dollar Federal Savings & Loan; Farm Bureau (Petroleum Div.); Neon Products; Ohio State Fair; Styron-Beggs Co.; Wood-Nesbitt Inc.; August Wagner Breweries.

BYRUM ADVERTISING AGENCY
924 Broadway, Denver 3, Col.
Tel.: Tabor 7745

Radio Dept.: R. H. Byrum, owner & timebuyer.
Radio Accounts: Denver Gospel Center; Western Seed Co.; Grace & Truth (Rockmont College); Purity Creamery.

C

CABAT-GILL ADVERTISING AGENCY

194 N. Church St., Tucson, Ariz.
Tel.: 2-6362

Radio Dept.: Ernest Cabat, timebuyer; Marjorie F. Duke, account executive.

Radio Accounts: Mulcahy Lumber Co.; Pioneer Paint; Southern Ariz. Bank & Trust Co.

HAROLD CABOT & CO. INC.
136 Federal St., Boston 10
Tel.: Hancock 6-7600

Radio Dept.: Kay Chille, media director; Rita Armstrong, timebuyer.

CAHN-MILLER INC.
510 St. Paul Place, Baltimore 2
Tel.: Saratoga 4466

Radio Dept.: Louis G. Pedlar Jr., radio director.

Radio Accounts: Eutaw Savings Bank; Fidelity Trust Co.; Jarman Motors; Fraternity Federal Savings & Loan Assn.; Popular Club Beverage Co.

CALDWELL LARKIN & CO. INC.
Merchants Bank Bldg., Indianapolis 4
Tel.: Market 6501

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH INC.
247 Park Ave., New York 17
Tel.: Plaza 5-6900

Radio Dept.: Henry F. Hull, radio director; Roy A. Fowler, producer.

Chicago 1-333 N. Michigan Ave.; Tel.: Randolph 6-3831; Philip M. White, manager.

Los Angeles 36-712 S. Curson Ave.; Tel.: York 5145; Harry W. Witt, manager.

Radio Accounts: Stokeley-Van Camp Inc. (N); Prudential Insurance Co. of America (N); Marshall Field & Co.; A. S. Harrison Co. (R); Oakite Products Inc. (R); Marcalus Mfg. Co. (S); Pacific Wines (S).

J. M. CAMP & CO.
Liberty Bldg., Wheaton, Ill.
Tel.: Wheaton 8-4485

Radio Dept.: John M. Camp, owner; Lois Devries, timebuyer; Clarence Benware, account executive.

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200

Radio Dept.: Winslow H. Case, vice president for radio; Joseph J. Hart-

igan, vice president, media director; H. G. Little, president, account executive.

New York 22-1 E. 57th St.; Tel.: Murray Hill 8-3190; Donald R. Benkhart, radio department business manager, account executive; Frank W. Townsend, vice president, manager of New York office.

Chicago 1-230 N. Michigan Ave.; Tel.: Central 6-1946; Earl W. Clements, vice president.

Los Angeles 15-714 W. Olympic Blvd.; Tel.: Richmond 6204; R. C. Francis, vice president.

San Francisco 4-235 Montgomery St.; Tel.: Sutter 1-8736; T. M. Johnston, vice president.

Atlanta 2-45 Edgewood Ave.; Tel.: Lamar 3858; C. G. Thom, manager.

Hollywood 28-Room 11, 1549 N. Vine St.; Tel.: Gladstone 4136; W. H. Case, vice president.

CAMPBELL-MITHUN INC.
1370 Northwestern Bank Bldg., Minneapolis 2
Tel.: Lincoln 8824

Chicago-1024 E. Gibson, space buyer; D. J. Woods, vice president.

Delaware 7-7553, Minnie Kaplan, timebuyer; Bob Noel, radio production.

Radio Accounts: Atwood Coffee (S); Campbell Cereal (S); Gold Seal (S); Griggs, Cooper (S); Theodore Hamm Brewing (N-S); Minnesota Consolidated Canneries; Hi-Lex (S); Land O'Lakes Creameries (S); Northern States Power; Our Own Hardware; Northwestern Nat'l Bank; F. H. Peavy Co.; Great Northern R. R. (S); Pillsbury-Ballard (OvenReady-N-S) (Obelisk-S) (Feeds & Soy Div.-S); Zinsmaster Baking Co.

THE CAPLES CO.
225 E. Erie St., Chicago 11
Tel.: Superior 7-6016

Radio Dept.: W. E. Gibson, space buyer; D. J. Woods, vice president.

New York 17-535 Fifth Ave. Tel.: Murray Hill 7-3577. S. R. Carlin, radio director; H. F. Meyer, vice president.

Omaha 2-1504 Dodge St. Tel.: Jackson 7795. L. M. Branch, vice president; J. D. Farris, account executive.

Los Angeles 5-301 S. Kingsley Dr. Tel.: Dunkirk 7-4255. R. R. Rullman, vice president.

Radio Accounts: C&NW Railway; Union Pacific Railroad; Dorman's Pants Mfg. Co.; Royal Dairy; Western Home Furniture; Zeeman's.

CARNEY ADVERTISING AGENCY INC.
238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 2-3008

Radio Dept.: Doris Jacob, radio director.

Los Angeles-3757 Wilshire. Tel.: Fairfax 2301.

CARTER ADV. AGENCY INC.
912 Baltimore Ave., Kansas City 5, Mo.
Tel.: Harrison 1356

CAYTON INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-1711

Radio Dept.: William D'Arcy Cayton, account executive; Allan Black, radio director; Leonora Thuna, assistant radio director, timebuyer; Donna Quigley, timebuyer.

Radio Accounts: Miracle Adhesive Corp. (S); Virginia Metal Products Corp. (S); Young America Films (S).

CECIL & PRESBREY INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-1234

Radio Dept.: J. Frank Gilday, radio director; Edward E. Simmons, radio production director; Harry Panas, media director; Herbert Gruber, Charlotte Corbett, Jane Smathers, timebuyers; J. P. Beresford, A. M. Foster, S. Dalsimer, D. Lyon, Edward Noakes, Robert Mayer, E. M. K. Murray, Kenneth Twyman, Charles Duffy, Charles Feld, Thomas P. Maloney, Daniel F. Ladd, account executives.

Cincinnati-1814 Union Central Bldg. William Hecker, Tel.: Garfield 5178.

Radio Accounts: Block Drug (S); Electric Auto Lite (N); Nestle Co. (S); Oyster Shell Products Corp. (S); Redtop Brewing Co. (S); Sylvania Electric Products Inc. (S); Union Dime Savings Bank (S); Whitehall Pharmaceutical Co. (S); Cunard Steamship Co. (S); McCormick & Co. (S); Topps Chewing Gum (S).

W. CRAIG CHAMBERS INC.
513 Second Ave., Pittsburgh 19
Tel.: Atlantic 1-4028

Radio Dept.: W. Craig Chambers, president.

Radio Accounts: Clearfield Furs; First Federal Savings & Loan Assn.; Marlane Bridal Shop; Potter McCune Co.; Morrison-McCluan; Peters Packing Co.

CHARLES J. CHARNEY ASSOC.
1819 Broadway, New York 23
Tel.: Plaza 7-0955

Radio Dept.: Alvin George, Melvin H. Levy, timebuyers; Seymour Chodoroff, radio director.

JAMES THOMAS CHIRURG CO.
414 Park Square Bldg., Boston 16
Tel.: Hancock 6-7310

Radio Dept.: Edward B. Pope, media director.

New York 17-122 E. 42d St. Tel.: Murray Hill 7-5040.

C. P. CLARK INC.
James Robertson Hotel, Nashville 3
Tel.: 6-4179

COE ADVERTISING AGENCY
307 Townsend St., Syracuse, N. Y.
Tel.: 4-2197.

Radio Dept.: Smith S. Binning, radio director; Miss Grey Cunderman, assistant radio director.

Radio Accounts: Tedesco Inc.; E. M. O'Donnell Distributors; Grunder & Sons; Jeans Beans Co.; Fairway Packing; Parker Upholstering; Star Vacuum; Hotel Syracuse; Men's Shop; Altman & Greene; Park Brannock; Typewriter Store; E. W. Edwards & Son; Harry Brooks; Chapman Lumber; Great Western Packing; Haberle Congress Brewing; Syracuse Wire & Fence.

ARNOLD COHAN CORP.
460 W. 34th St., New York 1
Tel.: Wisconsin 7-4700

Radio Dept.: Arnold Cohan, president of radio; Michael Gargiulo, production supervisor.

HARRY B. COHEN ADVERTISING CO. INC.
1 East 57th Street, New York 22
Tel.: Murray Hill 8-3030

Radio Dept.: Jack Mosman, vice president, radio production department; Mary Dunlavey, chief timebuyer; Eunice McGarry and William Murphy, timebuyers; account executives Harry B. Cohen, president; Edward Aleshire, executive vice president; Peter Finney, Stuart I. Smith, Edward J. Rosenwald; Harry B. Cohen Jr., secretary.

Radio Accounts: Grove Labs; Chattanooga Medicine Co.; Airline Foods; B. T. Babbitt Inc.; Lydia E. Pinkham Medicine Co.; Sulfur-8 Chemical Co.; West End Brewing Co.

COHEN & MILLER ADVERTISING INC.
1322 New York Ave., N. W., Washington 5, D. C.
Tel.: Sterling 3-3333

Radio Dept.: Elizabeth Doyle, radio director; Reuben Cohen, Irving Kipnes, Sidney E. Wolfe, account executives.

RUSSELL C. COMER CO.
15 W. 10th St., Kansas City 5, Mo.
Tel.: Harrison 3964

Radio Dept.: Jon Yost, radio director; Mrs. E. W. Gollher, media director.

COMPTON ADV. INC.
630 5th Ave., New York 20
Tel.: Circle 6-2800

Radio Dept.: Lewis H. Titterton, production vice president; Marjorie Irwin, business manager; Henry Clochessy, chief timebuyer.

Chicago 4-Suite 2142, 141 W. Jackson Blvd.; Tel.: Harrison 7-6935.

Cincinnati 2-Room 720, 22, 525 Walnut St.; Tel.: Parkway 6961.

Hollywood 28-6253 Hollywood Blvd.; Hollywood 9-8107; Floyd Holm, vice president.

Milwaukee 3-744 N. 4th St.; Tel.: Broadway 1-9475.

Radio Accounts: Procter & Gamble Co. (N-S); Socony Vacuum Oil Co. (S); Standard Brands Inc. (S); Hubinger Co. (S); M. K. Goetz Brewing Co. (S); Personal Products Corp. (S); Goodyear Tire & Rubber Co. (S); Cochran Food Co. (S); Campbell Soup Co. (N-S).

THOMAS F. CONROY INC.
1101 Majestic Bldg., San Antonio 5
Tel.: Garfield 3458

CO-ORDINATED ADVERTISING CORP.
9 E. 38th St., New York 16
Tel.: Lester Wolf, executive producer; Arthur Peltz, director of radio.

Radio Accounts: Sunrise Food Stores; Pioneer Food Stores; General Baking Co.; Baker Importing Co.; Frederick Lowenfels & Son.

COWAN & DENGLER INC.
527 5th Ave., New York 17
Tel.: Murray Hill 8-0700

Radio Dept.: Thomas H. Moore Jr., radio director.

Radio Accounts: Vermont Industries of America Inc.; American Agricultural Chemical Co.; Charles P. Rogers Co.

JOHN GILBERT CRAIG ADV. INC.
913 Washington St., Wilmington 99, Del.
Tel.: 5-6185

CRAIG & WEBSTER ADV. AGENCY
22 Park Place, Lubbock, Tex.
Tel.: 2-2314

Radio Dept.: Rex Webster, radio director; Mrs. Florence Taylor, timebuyer.

CRAMER-KRASSELL CO.
733 N. Van Buren St., Milwaukee 2
Tel.: Daly 8-3500

CREMER & CO.
6777 Hollywood Blvd., Hollywood 28
Tel.: Granite 4137

Radio Dept.: Ed Loveton, media director; Charles Hutchings, creative chief.

CROOK ADV. AGENCY
Southwestern Life Bldg., Dallas 1
Tel.: Riverside 1175

SAMUEL CROOK CO. INC.
28 W. 44th St., New York 36
Tel.: Bryant 9-2588

Radio Dept.: William Dollison, media director.

CUMMINGS, BRAND & McPHERSON ADV.
409 Gas-Electric Bldg., Rockford, Ill.
Tel.: 2-0677

CUNNINGHAM & WALSH INC.
260 Madison Ave., New York 16
Tel.: Murray Hill 3-4906

Radio Dept.: General Accounts-John R. Sheehan, radio director; David P. Lewis, assistant; Fred Bayer, timebuyer; Liggett & Myers-Norman G. Gort, radio director; Moulton Sawin, R. P. Dunnell, assistants.

Hollywood 48-8420 Sunset Blvd.; Tel.: Granite 6131.

Radio Accounts: Liggett & Myers Tobacco Co. (N-S); Narragansett Brewing Co. (F-S); Northwest Airlines (S); Colgate-Palmolive-Peet Co. (S); Internat'l Silver Co. (Holmes & Edwards Div.) (S); Italian Line (S); The News (S); Pan American Coffee Bureau (S); Sunshine Biscuits Inc. (S).

D

DANCER - FITZGERALD-McDOUGAL INC.
(see Dancer - Fitzgerald - Sample Inc.)

114 Sansome St., San Francisco 4
Tel.: Douglas 2-5107

DANCER-FITZGERALD-SAMPLE INC.
(see Dancer-Fitzgerald-McDougal Inc. division)

347 Madison Ave., New York 17
Tel.: Oregon 9-0600

Radio Dept.: Adrian Samish, vice president, director.

Chicago 1-221 N. La Salle St.; Tel.: Financial 6-4700.

Hollywood 28-1680 N. Vine St.; Tel.: Hudson 2-3256.

Toronto 1-Dancer-Fitzgerald-Sample (Canada) Ltd., 6 King St., E.; Tel.: Empire 3-2951.

DAVIS & CO.
912 Pacific Mutual Bldg., Los Angeles 14
Tel.: Michigan 3908

Radio Dept.: Robert J. Davis, Jr., radio director; Toni Anthony, timebuyer.

LEONARD DAVIS ADVERTISING
107 Front St., Worcester 8, Mass.
Tel.: 7-3617

Radio Dept.: Leonard Davis, radio director; Marion Davis, timebuyer.

Radio Accounts: Park Theatre; Reck's Fur Shop; Lubin Clothing; W. T. Grant Co. (Worcester, Fitchburg, Leominster); R & R Plumbing Supply; Singer's Furniture; Grand View Market; World Pants Co.; Narcus Bros.; Fortin's Market.

ROBERT F. DENNIS ADV. AGENCY INC.
4564 York Blvd., Los Angeles 41
Tel.: Albany 2367

Radio Dept.: Robert F. Dennis, radio director.

Radio Accounts: Sparkletts Drink. Water Corp.

DEVEREUX & CO. INC.
266 Genesee St., Utica 2, N. Y.
Tel.: 3-8295

DIENER & DORSKIND INC.
147 W. 42d St., New York 36
Tel.: Bryant 9-8300
Radio Dept.: Leo Greenland, director;
Harry Pollack, account executive;
Larry Seymoure, timebuyer.

DOHERTY, CLIFFORD, STEERS & SHENFIELD INC.
350 5th Ave., New York 1
Tel.: Bryant 9-0445
Radio Dept.: Chester MacCracken, vice president in charge of radio; Donald H. Quinn, timebuyer
Radio Accounts: Bristol-Myers Co. (N-S); Borden's Instant Coffee (R-S); Pharmaco Inc. (S).

RALPH L. DOMBROWER CO. INC.
11 E Franklin St., Richmond 19
Tel.: 3-111-3
Radio Dept.: T. Michaux Moody, radio director.
Radio Accounts: Etchison Hat Co. Inc.; Chesterfield Hat Corp.

DONAHUE & COE INC.
1270 6th Ave., New York 20
Tel.: Columbus 5-4252
Radio Dept.: A. Carl Rigrod, radio director; Evelyn Jones, timebuyer; Charles Patrick, Jack Rosenthal, Oliver A. Kingsbury, Latham Owens, James Ryan, account executives; A. B. Churchill.

Radio Accounts: River Brand Rice; N. Y. World Telegram & Sun; N. Y. Herald Tribune; Metro-Goldwyn-Mayer; Loew's Theatres Inc.; Republic Pictures; Atlantic Ale & Beer; Brandt Theatres; Monarch Wine Co. (all S).

W. B. DONER & CO.
505 Washington Blvd. Bldg., Detroit 26
Tel. Woodward 5-7400
Radio Dept.: Julian A. Grace, Charles F. Rosen, Felix Hower, Wilfred B. Doner.
Chicago—Tel.: Dearborn 24676; Marvin H. Frank.
Radio Accounts: Speedway Petroleum Corp.; Feigenson Bros. Co.; Altas Brewing Co.; Hub Appliance Stores; Big Bear Markets; Federal Dept. Stores; American Savings & Loan Assn.; Annis Furs; Hygrade Food Products Co.; Richards Drive In Cafeterias; Wolverine Raceway.

DOREMUS AND COMPANY
120 Broadway, New York 5
Tel.: Worth 4-0700
Radio Dept.: Edwin R. Rooney Jr., radio director.
Boston 9-53 State St. Tel.: Lafayette 3-0770. Charles W. Morse, vice president.
Philadelphia 2-1518 Walnut St. Tel.: Pennypacker 5-4477. Howard York, vice president.
Chicago 4-208 S. LaSalle St. Tel.: Central 6-9132. Charles C. Greene, vice president.
San Francisco 8-425 Bush St. Tel.: Yukon 2-4080. Ronald Brindley, vice president.
Radio Accounts: Kidder, Peabody & Co.; Union Trust Co.; Troy Savings Bank; Calvin Bullock; Wellington Fund; Provident Trust; Pennington Colkert; Methodist Radio Soc. of Pa. & N. J.; Sellers Inc.; Estabrook & Co.; R. L. Day & Co.; Boston 5-Cent Savings Bank; Boston Federal Savings & Loan Assn.; Automatic Heating Corp. of America; Diamond Match Co.; Pastene Wine & Spirits; American School; Lawn Savings & Loan Assn.; St. Paul Savings & Loan Assn.; Crocker Nat'l Bank.

JOHN C. DOWD INC.
(also see Dowd, Redfield & Johnstone Inc., affiliated agency)
212 Park Sq. Bldg., Boston 16
Tel.: Hubbard 2-8050
Radio Dept.: T. B. Pitman Jr., radio director; L. Stone, W. Walsh.

DOWD, REDFIELD & JOHNSTONE INC.
(see John C. Dowd Inc.)
501 Madison Ave., New York 22
Tel.: Murray Hill 8-1275
Radio Dept.: Harry H. Patterson, radio director; Wallace H. Lancon, assistant; Betty Nasse, timebuyer; Mary Ryan, assistant timebuyer.
Radio Accounts: Block Drug Co. (S); American Protam Co. (N-S); Save-By-Mail Inc.; State-Meter Inc. (S); Bonoil Pkg. Co. (S); Albert Ehlers Inc. (S); Cott Beverage Co. (S); Bristol-Myers Co. (N-S); Rapidol Dist. Corp. (S); Dormin Inc. (S); Continental Glass Heat (S).

DUNDES & FRANK INC.
64 W. 48th St., New York 19
Tel.: Plaza 7-0750
Radio Dept.: Ben Frank, radio director.

ROY S. DURSTINE INC.
730 Fifth Ave., New York
Tel.: Circle 6-1400
Radio Dept.: Maria Cayaras, timebuyer; Hubert Wilke, radio producer; John Malone, account executive.
Los Angeles—3440 Wilshire Blvd. Tel.: Dunkirk 8-3411
San Francisco—156 Montgomery St. Tel.: Yukon 6-6917.

E

EASTBURN & SIEGEL
623 Spring St. N. W., Atlanta
Tel.: Vernon 4707
Radio Accounts: City Sewing Center; State Vacuum Stores; Southern Food Foundation; Motor Exchange; State of Georgia; Solegel Enterprises; Newbro Mfg. Co.; Prior Tire Co.; Charm Cards Inc.

ADAM F. EBY ADVERTISING
336 Andrews Bldg., Buffalo, N. Y.
Tel.: Madison 2921
Radio Dept.: Adam F. Eby, Judy Diebold.

Radio Accounts: Chin Steaks of N. Y.; Stamford Park Race Track; S. R. Gerber Sausage Co. Inc.; Loretto Foods; Mitchell Foods; Gro Green Products; Troyer Driveway Service; Erie Club of Buffalo; Dewey Michaels Promotions; Lang's Creamery; Hunt for Chevrolet Inc.

ELLINGTON & CO. INC.
535 5th Ave., New York 17
Tel.: Murray Hill 7-4300
Radio Dept.: Hal James, vice president in charge of radio; Dan Kane, business manager, timebuyer; Howard Doyle, radio copy chief; Barbara Smith, radio continuity; Doris Lustgarten, new programs; Kay Woelfel, radio production assistant.

Radio Accounts: Cities Service Gas & Oil (N); McKesson & Robbins (S); Bayuk Cigars (S); Cadbury Fry Candy (S).

EMERY ADV. CORP.
2 N. Ave. East, Baltimore 2
Tel.: Vernon 3731
ROBERT J. ENDERS ADV. INC.
1415 K St., N. W., Washington 5
Tel.: Sterling 2222
Radio Dept.: Mary Griffin Jr., radio director; Anne Merriman, timebuyer; William F. Fitzgerald, Sylvia Devey, Marrot Phillips, Hal Rosen, Alfred K. Fingermann, Robert L. Friend, John Swallow, Rudy Vallee, Howard A. Enders, Robert J. Enders.
Philadelphia—Packard Bldg.; Tel.: Ritenthouse 6-5491; Alfred F. Fingermann, manager.
Hollywood—6611 Santa Monica Blvd.; Tel.: Hillside 6118; John Swallow Jr.
New York—270 Park Ave.; Tel.: Plaza 5-4952; Howard A. Enders, vice president.

ALVIN EPSTEIN ADV.
1407 G St., N. W., Washington 5
Tel.: Sterling 3-8850
Radio Dept.: Toni Pearson, radio director, timebuyer; Jean Senter, Juanita Summers, copywriters; Frank Boucher, sales promotion; Jackie Ganze, research; Ruth Graze; Jerome Horowitz, account executives.

Radio Accounts: Dalton's Finance; Clean-Rite Appl.; Crown Credit Co.; Bailey's Clothiers; Certified TV Service; Louis Bernheimer Theatres; Valley Forge Beer; U. S. Storage Co.; Thompson's Honor Dairy; Thomas Circle Radio & TV Co.; Best Theatres; San Bar Restaurant; Shaw & Shaw jewelers; Sears, Roebuck & Co.; Eli Rubin Co.; Quality Music; Nat'l Pipe & Tobacco Co.; R. Mars Contract Co.; Lloyd's of Connecticut Ave.; Herson's B & O; Gertler Furs; Famous Appliances; Dynamic Music; Dynamic Electronics; Greber Bros. Appliance Distributors.

ERWIN WASEY & CO. INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8700
Radio Dept.: James C. Douglass, vice president in charge of radio; Michael Levin, director of radio creative production; Keith Shaffer, radio business manager; Raymond Simms, timebuyer.
Los Angeles 36-5045 Wilshire Blvd.; Tel.: Webster 1-1211; Robert L. Redd, vice president in charge.
Chicago 1-230 N. Michigan Ave.; Tel.: Randolph 6-4852; L. R. Northrup.
Minneapolis 2-Rand Tower; Tel.: Atlantic 1233; Mac Martin.
Oklahoma City—First Nat'l Bank; Tel.: 7-5429; Harold Halsell.
Toronto, Canada—1170 Bay St.; Tel.: Randolph 5187; Ralph L. Lawson.
Montreal, Canada—1121 St. Catherine St.; Tel.: Plateau 9146; Charles Sheppard.

BENJAMIN ESHLEMAN CO.
1522 Locust St., Philadelphia 2
Tel.: Kingsley 5-2590
WILLIAM ESTY CO. INC.
100 E. 42d St., New York 17
Tel.: Murray Hill 5-1900
Radio Dept.: Charles R. White, Helen Phillips; Richard C. Grahl, timebuyer.
Radio Accounts: R. J. Reynolds Tobacco Co. (N-S); Colgate-Palmolive-Peet Co. (N-S); Coca-Cola Bottling Co. (S); Nat'l Carbon Co. (S).

EVANS & ASSOC. ADV.
9th Floor, Dan Waggoner Bldg., Fort Worth 2, Tex.

EVERLING ASSOCIATES
1015 Chestnut St., Philadelphia 7
Tel.: Market 7-2617
Radio Dept.: Alice L. Mooney, timebuyer & account executive; Frank J. Corkery, account executive.
EXPORT ADV. AGENCY
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3875

F

FACTOR-BREYER INC.
607 S. Hobart Blvd., Los Angeles 5
Tel.: Dunkirk 8-8111
Radio Dept.: Farlan Myers, radio director; Ted H. Factor, Donald A. Breyer, Mervyn G. Oakner, account executives; Bernice Levitas, timebuyer.
Radio Accounts: Farmers Insurance; Mission Park Union Mortgage Co.; Studio Girl Cosmetics; J. N. Cazan Co.; Sav-On Drug Stores; Necchi Sewing Machine; Hartfield Stores.
MIKE FADELL ADV. AGENCY
525 Northwestern Bank Bldg., Minneapolis 2
Tel.: Atlantic 3416
FEIGENBAUM & WERMEN ADV. AGENCY
1922 Spruce St., Philadelphia 3
Tel.: Locust 4-1536
Radio Dept.: Stanley Goldstein, radio director.
Radio Accounts: Arrow Store; Old Export Beer; Federal Savings Assns.; Hardwick & Magee; Royalist Cigars; Bendlers Furniture; Garden State Motors; Fox Weis Furs; Reliable Motors; Bunting Glider Co.; Yankee Maid Meat.
COURTLAND D. FERGUSON INC.
315 Nat'l Press Bldg., Washington 4
Tel.: National 7713
Radio Dept.: Joseph McJimsey, radio director.
New York—45 Rockefeller Plaza. Tel.: Plaza 7-2411. Phil Jackson, manager.
Richmond—Life Insurance Co. of Virginia Bldg. Tel.: 7-0788. Richard Nall, manager.
Radio Accounts: Lincoln Warehouse Corp. The Mann Co.; Schindler's Peanut Prod.; Briggs & Co.; Bergmann's Laundry; Griffith Co. owners. Stanley Horner Inc.; Rockingham Poultry; Smith's Transfer & Storage.
LAWRENCE FERTIG & CO. INC.
149 Madison Ave., New York 16
Tel.: Murray Hill 9-7100
Radio Dept.: Joseph Mintzer, radio director and timebuyer.
FIRST UNITED BROADCASTERS
201 N. Wells St., Chicago 6
Tel.: Randolph 6-7800
Radio Dept.: Hugh Rager, managing director; Maryellen Convery, timebuyer.
M. M. FISHER ASSOCIATES
134 N. LaSalle St., Chicago 2
Tel.: Central 6-1610 or 6-1611
Radio Dept.: Jack L. Fisher Sr., owner, account executive; Jack L. (Bud) Fisher Jr., co-owner, account executive; Helene Heinz, timebuyer.
Radio Accounts: Bell Savin & Loan Assn.; Central Democratic Committee of Cook Cty.; Tam O'Shanter Country Club (golf); United Artists Corp.; Universal-International Picture Corp.; National Foundation for Infantile Paralysis; B & B Enterprises; Central Rug & Carpet Co.; Monroe Theatre.

FITZGERALD ADV. AGENCY
Lee Circle Bldg., New Orleans 13
Tel.: Tulane 3131
Radio Dept.: Aubrey Williams, radio director; Mrs. Marie O'Meara, assistant; Dorothy Estes, radio coordinator; Alice Gum, radio traffic; Dorothy Grace, radio promotion, ratings, market data.
Radio Accounts: Wesson Oil & Snowdrift Sales Co. (N-S); Jackson Brewing Co.; Pan-Am Southern Corp.; Alabama-Georgia Syrup Co.; Blue Plate Foods; Godchaux Sugars Inc.; H. G. Hill Stores Inc.; La. State Rice Milling Co.; Maison Blanche; Southern Cotton Oil Co.; Southern Shell Fish Co.
FLACK ADV. AGENCY INC.
Hills Bldg., Syracuse 2, N. Y.
Tel.: 2-3129
RICHARD A. FOLEY ADV. AGENCY INC.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-1560
Radio Dept.: Frank Knight, radio director; David A. Smith, head timebuyer.
Radio Accounts: Baltimore & Ohio R. R.; Abbotts Milk, Ice Cream; Delaware Park Race Track; Beneficial Saving Fund; Burks Pork Products.
FOOD RESEARCH & ADVERTISING
159 E. Chicago Ave., Chicago 11
Tel.: Superior 7-6664
Radio Dept.: Norman E. Kraff, radio director.
Radio Accounts: Macaroni Dinners Inc.; Jordan Carpet Co.; Chef Michele Foods; Adjustable Steel

STARS OVER West Texas

It's Easy—

**TO BUY
15,250 WATTS
SOLID WEST
TEXAS COVERAGE**

**CONTRACT
BUYS ALL
FOUR**

at 20% DISCOUNT
from Regular Rates

- ★ **KRBC - Abilene**
5000 Watts Day—1000 Night
- ★ **KGKL - San Angelo**
5000 Watts Day—1000 Night
- ★ **KBST - Big Spring**
250 Watts
- ★ **KTRN - Wichita Falls**
5000 Watts Day—1000 Night

**1 Contract 1 Billing
for all 4**

See Discounted Rates Under
*West Texas
Packaged Stations*

or contact the
John E. Pearson Co.

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

Post Corp.; Cubette Feeds; Guard Graphite Oil Co.

FOCITE, CONE & BELDING
247 Park Ave., New York 17
Tel.: Murray Hill 8-5000

Radio Dept.: Roger Pryor, Edmund L. Cashman, radio vice presidents; Thomas M. McDonnell, program development director; George Wolf, radio production director.

Chicago 11-155 E. Superior St.; Tel.: Superior 7-4800; Richard J. Cunningham, broadcast operations manager; Harold H. Webber, vice president in charge of media & research; Robert Hussey, vice president, media director; Harry Dieter, radio business manager; Genevieve Lemper, timebuyer.

Los Angeles 17-Statler Center, 900 Wilshire Blvd.; Tel.: Madison 9-3611; George Weaver, media director; Lydia R. Hatton, timebuyer.

San Francisco 4-235 Montgomery St.; Tel.: Sutter 1-2355; Lew A. Jones, media director; Russ Collier, assistant media director; Helen Stenson, timebuyer.

Hollywood 28-6233 Hollywood Blvd.; Tel.: Hollywood 9-6285; C. Burt Oliver, vice president, general manager.

Houston 2-510 Taft; (mail) P. O. Box 4223, Houston 14; Tel.: Justin 5481; Grace Spinhel, timebuyer; Stephen R. Wilhelm, vice president, general manager.

Portland 4, Ore.-644 Pacific Bldg.; Tel.: Broadway 3732; Leith F. Abbott, manager.

Montreal 2-925 Dominion Sq. Bldg., 1010 St. Catherine St. W.; Tel.: University 6-8591.

London W 1-27 Hill St.; Tel.: Mayfair 9181; Brian F. Maccabe, managing director.

Radio Accounts: General Foods; Liebmann Breweries; New York Central; Lever Bros.; American Bakers Assn.; Armour & Co.; Frigidaire Div. General Motors; Hall Bros.; Toni Co.; Internat'l Cellulose Cotton Products; Acme Brewing; Bullock's; Hoffman Radio; Hughes Aircraft; Lockheed; Purex Corp. Ltd.; Security-First National Bank; Sunkist Growers; Union Oil; Westgate-Sun Harbor.

FORT & CO.
416 Providence Rd., Charlotte 1, N. C.
Tel.: 4-7122

Radio Dept.: John L. Fort.

ALBERT FRANK-GUENTHER LAW INC.
131 Cedar St., New York 6
Tel.: Cortlandt 7-5060

Radio Dept.: Robert W. Day, vice president.

Boston 9-10 Post Office Sq.; Tel.: Hancock 6-5900

Chicago 2-1 N. LaSalle St.; Tel.: Dearborn 2-6424

Philadelphia 2-Packard Bldg.; Tel.: Rittenhouse 6-3915

San Francisco 8-246 Bush St.; Tel.: Yukon 6-4641

Washington-1510 19th St. N.W.; Tel.: Columbia 5-4688

Radio Accounts: Kiplinger Washington Agency Inc.; Ethe & Co. (S); United Business Service (S); Western Union Telegraph (S).

JONES FRANKEL CO.
180 N. Wabash Ave., Chicago 1
Tel.: Dearborn 2-5745

Radio Dept.: Lew Sanders, radio director; A. G. Gaines, J. B. Frankel (president), account executive.

FREDERICK-CLINTON CO. INC.
545 5th Ave., New York 17
Tel.: Murray Hill 2-7433

Radio Dept.: Sydney Rubin, vice president, radio director.

Radio Accounts: Modene Paint Co. (S); Adler Shoes for Men (S); Penobscot Shoes (S); Vim Electric Co. (S).

CURT FREIBERGER & CO.
1439 Court Place, Denver 7
Tel.: Alpine 2048

Radio Dept.: Curt Freiburger, account executive and timebuyer; Steve Demarest, copy chief.

OAKLEIGH R. FRENCH & ASSOC.
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037

FRENCH & PRESTON INC.
1 E. 43d St., New York 17
Tel.: Murray Hill 7-8550

Radio Dept.: Charles R. Tanton, radio director; Mildred Gannon, timebuyer; James P. Selvaige, Ted Price, Marjorie Dorrance, account executives.

Washington-1730 I St. N.W.; Tel.: Republic 7-4041; Samuel Bledsoe, manager.

Radio Accounts: Grand Union Co. (S); Francis I. DuPont & Co. (S); Minwax (S); Teddy's The House of Sea Food (S); Nat'l Republican Senatorial Committee (N-S); Gray Mfg. Co. (N).

AD FRIED AGENCY
(see "A" listing).

FRIEND-REISS-McGLONE
221 W. 57th St., New York 19
Tel.: Plaza 7-8030

Radio Dept.: Edward Ratner, radio director.

Radio Accounts: Merkin Paints, Grayson-Robinson; Liqui-Moly; Sweet-Orr; S. Klein; Lafayette Radio; St. Mary's Coats; Grossett & Dunlap.

HARRY M. FROST CO. INC.
280 Tremont St., Boston 16
Tel.: Liberty 2-0813

FULLER & SMITH & ROSS INC.
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600

Radio Dept.: A. E. Duram, radio director; Peter Cardozo, creative copy supervisor; Byron McKinley, radio production supervisor; Ed Kirschner, timebuyer.

Cleveland 15-1501 Euclid Ave.; Tel.: Cherry 1-8700; Richard Reynolds.

Chicago 3-105 W. Adams St.; Tel.: Andover 3-5041.

Radio Accounts: Owens-Corning Fiberglas (N); Keystone Steel & Wire Co. (N); Bryant Heater Div. (S); Burkhardt Brewing Co. (S); Commercial Solvents Corp. (S); Hercules Powder Co (S); Linen Thread Co. (S); Mellon Nat'l Bank (S); Pennzoil Co. (S).

G

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1
Tel.: Central 3200

Radio Dept.: William D. Fisher, vice president, director; Al Chance, production manager; May Kohler, Marshall Smith, production supervisors; Jay Kacin, assistant director; Champ Humphrey, vice president, media research; John Naylor, radio media director; Phil Archer, Grace McMullan, Earl Hotze, timebuyers; Don Cole, promotion director; Jo Mueller, radio traffic.

New York 20-9 Rockefeller Plaza. Tel.: Columbus 5-2000. Roland Martini, vice president in charge, radio director; James Marshutz, assistant.

Radio Accounts: Pet Milk (N-S); Barton Mfg Co. (S); Lion Oil Co. (S); Grove Labs. (S); Ralston Cereals (N-S); First Nat'l Bank; Independent Packing Co.; Monsanto Chemical Co.; Union Electric Co.

SIDNEY GARFIELD & ASSOC.
45 Second St., San Francisco 5
Tel.: Exbrook 2-3420

Radio Dept.: Harold M. Walker, vice president, radio director; Audrey Wagenknecht, timebuyer.

Radio Accounts: Kay Jewelers; No Doz Awakeners; Vano Products; Rough Rider Slacks; Pacific Veg. Oil; Trader Scott; Shut-Eye.

NEWSOM W. GAY ADV.
Gulf States Bldg., Dallas 1
Tel.: Prospect 7300

GEARE-MARSTON INC.
SE corner 22d & Locust Sts., Philadelphia 3
Tel.: Locust 4-0530

GEMMER ASSOC. INC.
208 Strauss Bldg., Fort Wayne 2, Ind.
Tel.: Anthony 1157

Radio Dept.: Duane A. Zimmerman, radio director; Glen H. Smith, account executive.

Radio Accounts: Coal Heating Service; Bluffton Grocery Co.; Eskay Dairy; Hargas-Mills Candy Shops; I. M. O. Distributors; North American Van Lines; Wayne Candies; Jim Kelley Motors.

GEYER ADVERTISING INC.
745 Fifth Ave., New York 22
Tel.: Plaza 5-4400

Radio Dept.: George Duram, vice president, media director; Harry Ford & George Kern, associate media directors; Betty Powell & Jack Manning, timebuyers; Frederick Long, radio production director.

Dayton 2-931 Third Nat'l Bldg.; Tel.: Fulton 4145; E. G. Frost, manager.

Detroit 32-14250 Plymouth Rd.; Tel.: Webster 3-5520; Walker R. Graham, Ralph L. Wolfe, co-managers.

Los Angeles-1680 N. Vine St.; Tel.: Grand 6114; Wright Nodine, vice president & account executive, in charge.

GIBBONS ADVERTISING AGENCY
802 Daniel Bldg., Tulsa 3
Tel.: 4-2444

Radio Dept.: Account executives J. Burr Gibbons, president; John B. Gibbons, vice president; Mercedes Freiday, radio director.

Radio Accounts: Nat'l Bank of Tulsa; Stanleys Funeral Service; State Federal Savings & Loan Assn.; Wortz Biscuit Co.; Tom P. McDermott Inc.; Sand Springs Turkey Farms; Pedrick Labs Inc.; H. M. McDaniel Co.; Prayson Candies Co.; Hope Lumber & Supply Co.; Comet Moving & Storage Co.; Southwest Steel Co.

GILLHAM ADV. AGENCY
Continental Bank Bldg., Salt Lake City
Tel.: 4-5518

Radio Dept.: Heber G. Wolsey, radio director; Larch Cody, assistant director.

Radio Accounts: Cloverleaf Dairy; Colville Ice Cream Co.; Fisher Brewing Co.; Freed Motor; Ogden First Federal Savings; Petty Motor; Purity Biscuit Co.; Royal Baking Co.; Sego Milk Products; Streater Chevrolet Co.; Union Pacific Railroad; Utah Oil Refining Co.; Utah Power & Light; Gift Federal.

BERT S. GITTINGS ADV.
739 N. Broadway, Milwaukee 2
Tel.: BR 6-5948

GLASSER-GAILEY INC.
301 S. Harvard Blvd., Los Angeles 5
Tel.: Dinkirk 4-2141

WM. GLAZER ADV. AGENCY
707 United Office Bldg., Cleveland 13
Tel.: Main 1-7898

Radio Dept.: William Glazer; W. J. Gabriel Jr.

Radio Accounts: Foodtown Super Markets; Mary Lee Candies; Anchor Rubber Products; Doan Mfg. Co.

GLENN ADV. INC.
600 Bailey Ave., Fort Worth, Tex.
Tel.: 2-4476

Dallas 1-1915 Elm St.; Tel.: Riverside 6886.

Los Angeles 43-5429 Crenshaw Blvd.; Tel.: Axminster 2-3663.

GLENN-JORDAN-STOETZAL INC.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-8927

Radio Dept.: John C. Whitley, media director; timebuyer; R. Rozema, account executive.

Radio Accounts: Back to God Hour (Christian Reformed Church) (N-S).

GLEW ADVERTISING AGENCY
211 N. Lafayette Ave., Grand Rapids 3, Mich.
Tel.: 9-4052

Radio Dept.: Francis K. Glew.

GODOY & CROSS ADV. AGENCY
Prado 51, Havana, Cuba
Tel.: A-1941

GOODKIND, JOICE & MORGAN INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6747

Radio Dept.: Florence Neighbors, radio director; H. P. Roberts, executive vice president.

KENT GOODMAN ADV.
6047 Hollywood Blvd., Hollywood 28
Tel.: Gladstone 7168

Radio Dept.: Kent Goodman, radio director; Helen Neschime, timebuyer; Joan Chapman & Larry Goodman, account executives.

Radio Accounts: Transmission Exchange Co.; DuBont Motors; Crenshaw Car Center; Mist-Master.

PHIL GORDON AGENCY INC.
23 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-2103

Radio Dept.: Harry Feuer, radio director; Edward Stern, assistant.

Radio Accounts: J. Grass Noodle Co. (S-N); Esserman Motors (S); Flavour Candy Co. (S); Honey Bee Co. (S); Artistic Card Co. (S).

GOTHAM ADVERTISING CO.
2 W. 46th St., New York 36
Tel.: Luxemburg 2-2880

Radio Dept.: Arthur A. Kron, radio director; Kathleen K. Barton, spot timebuyer; Sally Allen, network timebuyer.

Radio Accounts: Lutheran Laymen's League.

CLARENCE M. GOTSCH & ASSOC.
57 E. Jackson Blvd., Chicago 4
Tel.: Wabash 2-9352

Radio Dept.: Clarence M. Gotsch.

GRANT ADV. INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6500

Radio Dept.: Harry J. Holcombe, radio

director; Jane Baker, assistant; Fred Norman, radio media director; Tee W. Watson, radio media timebuyer; W. R. Watson, H. A. Jones, W. H. Alexander, L. R. McIntosh, K. Browning, J. Fitzmorris, Hill Blackett Jr., account executives.

Dallas 1-1313 Guit States Bldg.; Tel.: Prospect 8121; Thomas Murphy.

Detroit 28-2450 Guardian Bldg.; Tel.: Woodward 3-9400; Edward Grace.

Hollywood-813 N. Highland Ave.; Tel.: Hollywood 9-5371; P. L. Bradley.

Washington 8-1741 DeSales St.; Tel.: Sterling 1467; J. Holt.

Miami 32-Langford Bldg.; Tel.: Miami 3-0773; John Dey.

New York 21-655 Madison Ave.; Tel.: Templeton 8-9393; Robert Cole.

Portland, Ore.-American Bank Bldg.; Tel.: Capitol 9609; T. N. Tracy.

San Francisco-593 Market St.; Tel.: Douglas 2-0369; Jack Early.

Other offices in Bogota, Colombia; Bombay, India; Buenos Aires, Argentina; Calcutta, India; Cape Town, S. Africa; Caracas, Venezuela; Havana, Cuba; Hong Kong, China; Johannesburg, S. Africa; Karachi, Pakistan; London, England; Madras, India; Manila, P. I.; Mexico City, Mex.; Monterrey, Mex.; Montreal, Quebec, Canada; New Delhi, India; Panama, R. de Panama; Rio de Janeiro, Brazil; Santiago de Chile; Sao Paulo, Brazil; Toronto, Ont., Canada.

Radio Accounts: Dodge Div. of Chrysler Corp. (N-S); J. A. Folger & Co. (S); Wander Co. (N-S); Cudahy Pkg. Co. (N-S); Oelrich & Berry (S); Farmcrest Bakeries (S); Chicago Western Corp. (S); Lucky Tiger Hair Tonic (S); Texas Bank & Trust Co. (S); Fuchs Baking Co. (S); Nat'l Airlines (N-S); Florists Telegraph Delivery Assn. (N-S); Excell Labs. (S); Bell Cleaning & Laundry Co. (S).

WILL GRANT ADV. AGENCY
3729 W. 3rd St., Los Angeles 5
Tel.: Dinkirk 7-3361

GRAY & ROGERS
12 S. 12th St., Philadelphia 7
Tel.: Walnut 2-3638

Radio Dept.: Edmund H. Rogers, partner in charge of radio; Walter M. Erickson, radio department head, media, production; John C. Hirst, copy, production; Charlotte Baumann, media assistant.

Radio Accounts: Bell Telephone Co. of Pa.; Diamond State Telephone Co.; Associated Hospital Service of Philadelphia; Hospital Service Plan of Lehigh Valley; M. A. Hanna Co.; Chevrolet Dealers Assoc.; Phila. Zone Planning Assoc.; Phila. Saving Fund Society; Spring Garden Institute; Thomas A. Edison Inc.; Phila. Park Amusement Co.

GREGORY & HOUSE INC.
2157 Euclid Ave., Cleveland 15
Tel.: Main 1-7822

Radio Dept.: Bromley House, radio director; Marian Reeves, timebuyer; Miss Judith Kiline, assistant timebuyer; Howard Senior, Honor Gregory, account executives.

Radio Accounts: Grocery chain; appliance distributor, meat packer, real estate broker, bakery and insurance company.

Los Angeles-303 S. New Hampshire. Tel.: Dinkirk 86187; Clarence Horowitz, manager; account executives, James Hamilton, Kira Melis, Milton Backman.

Terre Haute-522 Ohio St. Tel.: Crawford 8048; Myra Janco, manager, account executive.

Radio Accounts: Cleveland Provision; Cleveland Union Stock Yards; Duge Distributing Co.; R. A. Gail Realty; Household Sales Co.; Lorain County Savings & Trust Co.; Maytag Sales Co.; Pick-N-Pay Food Stores; Sbang Baking Co.; Harden Shoes; Visconsi Builders; Lindy's Inc.; Denels Music Co.; Allied Carpet Co.

GREY ADV. AGENCY INC.
166 W. 33d St., New York 1
Tel.: Chickering 4-3900

Radio Dept.: Alfred L. Hollender, vice president, radio director; Barbara Jones, manager of radio department; Gerald Ford, radio production manager; George Feid, production assistant; Helen Hartwig, timebuyer.

Radio Accounts: Ronson Art Metal Works (N-Canada); Kirsch Beverages (S); Coronet Magazine (S).

GRIFFITH-McCARTHY INC.
601-605 Times Bldg., St. Petersburg 1, Fla.
Tel.: 7-4311
Tampa—206 S. Franklin St.; Tel.: 2-9644
JULIAN GROSS ADV. AGENCY INC.
11 Asylum St., Hartford 3, Conn.
Tel.: 7-7179
GRUBB & PETERSEN ADV. AGENCY
111 N. Market St., Champaign, Ill.
Tel.: 6-3766
Radio Dept.: T. R. Hopkins; Helen Malott
GUENTHER, BROWN & BERNE INC.
1418 Enquirer Bldg., Cincinnati 2
Tel.: Garfield 4244
Dayton—3 E. 2nd St.; Tel.: Hemlock 7411
GUILD, BASCOM & BONFIGLI INC.
130 Kearny St., San Francisco 8
Tel.: Yukon 2-6040
Radio Dept.: Fred Graeser, radio director; Rod MacDonald, media director
Radio Accounts: Rosefield Pkg. Co.; Good Foods Inc.; Roman Meal Co.; Gravem-Inglis Baking Co.; Golden State Co.; Gurley-Lord Co.; Girard's
LAWRENCE C. GUMBINNER ADV. AGENCY INC.
655 Madison Ave., New York 21
Tel.: Templeton 8-1717
Radio Dept.: Paul Gumbinner, radio director and timebuyer; Miss "Dusty" Miller, assistant
Radio Accounts: ChapStick Co.; Messing Bakeries Inc.; Rose-Lux Chemical Co.; S. A. Schonnbrunn & Co. Inc.

H

WM. J. HACKENBERG ADVERTISING
206 Main St., Wheeling, W. Va.
Tel.: Wheeling 8983
Radio Dept.: Wm. J. Hackenberg
Radio Accounts: Cooney-Bentz Co.; Matz Brewing Co.; Posine Jewelers; Alexander & Co.; Colvig's; Horne's
HERBERT SUMMERS HALL ADV.
30 N. LaSalle St., Chicago 2
Tel.: State 2-0670
Radio Dept.: H. S. Hall, F. W. Hall, S. E. Boren
Radio Accounts: Mah Chena Corp.; Hamilton Foods Inc.; NuTrishus Products Corp.; Day Razor Blade Co.; Midwest Food Dist. Co.
JOHN L. HALPIN ADVERTISING
208 State St., Schenectady 5, N. Y.
Tel.: 2-0492
Radio Dept.: John L. Halpin, timebuyer
Radio Accounts: Airport Rug & Carpet Co.; Shrewsbury Rug & Carpet Co.; Schenectady Rug & Carpet Store; Mohawk Nat'l Bank; Cobleskill Agricultural Society; Mineola Rug & Carpet Co.
HAMMER CO.
171 Church St., Hartford 3, Conn.
Tel.: 7-0183
New York—1819 Broadway; Tel.: Plaza 7-0955
HANLY, HICKS & MONTGOMERY INC.
500 Fifth Ave., New York 18
Tel.: Longacre 5-5000
Radio Dept.: H. E. Lehman, media director; account executives, H. M. Montgomery, Robert Mann
Chicago 6—400 W. Madison St. (Wallace-Ferry-Hanly Co.) Tel.: Franklin 2-6440, J. T. Ainley, radio director; L. T. Wallace, account executive
HANSON & RIDLON ASSOC.
212 Essex St., Boston
Tel.: Hancock 6-4924
Radio Dept.: J. A. Ridlon, timebuyer & radio director
Radio Accounts: Touraine Paints
HARRINGTON-RICHARDS
(see Fletcher D. Richards)
256 Sutter St., San Francisco 8
Tel.: Exbrook 2-6025
Radio Dept.: Virginia Miller, timebuyer; A. E. Smith, Henry W. Peterson, account executives
Los Angeles 36—5816 Wilshire Blvd.
Tel.: Webster 3-5577; Greacen R. Mitchell
R. T. HARRIS ADVERTISING AGENCY INC.
Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815
Radio Dept.: Keith Montague, R. T. Harris, Robert G. Love
Radio Accounts: Morning Milk Co.; Prudential Federal Savings & Loan Assn.; Weber-Central Dairy; Hotel Utah; Clover Club Foods; Wyoming Dairy Products; Holsum Bread, Associated Grocers; Home Dairy
HART-CONWAY CO. INC.
45 Exchange St., Rochester 14, N. Y.
Tel.: Locust 3520
Radio Dept.: H. Lyman Hart, Harold E. Kennedy, John P. Street, Joseph P. Brown, E. Ward Phillips, John M. Nixon, account executives
Radio Accounts: Blue Boy Dairy; F. Cappellino & Sons; Crescent-Puritan Laundry; Genesee Valley Trust Co.; Genesee-Monroe Racing Assn.; Haxton Foods Inc.; Levis Music

Store; Qualtop Beverages Inc.; Roseland Park; Security Trust Co.; Siefert & Sons, Sears, Roebuck & Co.; Standard Brewing Co.; Hallman Chevrolet Co.; Franklin Chemical Co.; Kemp Equipment Co.; Sheraton Hotel; W. C. Zink Inc.
GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-0055
Radio Dept.: Thomas Kivlan, vice president for broadcasting; Charles Golling, radio director; John T. Holloway, David Coey, account executives
Radio Accounts: Chicago Show Printing Co.; Hartz Mountain Products; Nash-Underwood Inc.; Nelson Bros.; P. A. Starck Piano Co.; Vermont Marble Co.; Lanahan Co.; United Biscuit Co. (Lakeside, Manchester and Sawyer Divs.)
HARVEY-MASSENGALE CO. INC.
Walton Bldg., Atlanta 3
Tel.: Walnut 9117
Durham, N. C.—Snow Bldg.; Tel.: J-8451
HEINTZ & CO. INC.
323 W. Sixth St., Los Angeles 13
Tel.: Michigan 6061
Radio Dept.: June Morgan, account executive, radio director, timebuyer; account executives, Herbert R. Dickow, Robert P. Heintz
Radio Accounts: Knudsen Creamery Co.; Dempsey-Tegel & Co.; Standard Federal Savings and Loan Assn.; 4 Seasons Inc.; Sterling Electric Motors Inc.
PAUL LYNN HELLER ADV. INC.
911 13th St., N. W., Washington 5
Tel.: National 8-7638
Radio Dept.: Paul Lynn Heller, Gerald F. Feld, Charles H. McCarthy Jr.
HENDERSON ADVERTISING AGENCY
9 W. McBee Ave., Greenville, S. C.
Tel.: 3-8381
Radio Dept.: James M. Henderson, Harold K. McIntyre, account executives, Betty McGowan, timebuyer, Columbia, S. C.—Palmetto State Life Ins. Bldg.; Tel.: 3-1204
Radio Accounts: Texize Chemicals; Greenwood Packing Plant; Southern Gold Margarine; Edisto Dairies
HENRI HURST & McDONALD INC.
121 W. Wacker Drive, Chicago 1
Tel.: Franklin 2-9180
Radio Dept.: J. S. Keck, radio director; L. R. Hall, timebuyer
Radio Accounts: Lennox Furnace Co.; Milnot Co.; Perma Starch Inc.; Skelly Oil Co.; Raytheon Television & Radio Corp.; Roberts, Johnson & Rand
AL HERR ADV. AGENCY INC.
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 2-8040
Radio Dept.: Al Herr, John Rock, account executives; Elton Kocian, radio director; Ruth Walter, timebuyer
C. J. HERRICK ASSOC.
132 W. 43d St., New York 18
Tel.: Lackawanna 4-9310
Radio Dept.: Elaine Samuels, radio director, timebuyer; Clarence J. Herrick, account executive; Neil R. Herrick, assistant timebuyer
Radio Accounts: Wave Crest Gardens; Lake Panamoka; Jane Engel
HEVENOR ADV. AGENCY INC.
11 N. Pearl St., Albany, N. Y.
Tel.: 5-1586
Radio Dept.: Horace L. Hevenor, president, account executive; Edward T. Loveday, vice president, account executive; Hal Greenberg, radio director
Radio Accounts: Fitzgerald Bros. Brewing; Saratoga Vichy Spring Co.; Home Savings Bank; City & County Savings Bank; Union Fern Inc.; Saratoga Raceway; Nat'l City Bank; DeWitt Clinton Hotel; Hendrick Hudson Hotel; Skating Vanities; political; Schenectady Savings Bank; C. O. Hasselbarth Inc.; Martinec Packing Co.; Griffith P. Terry
HEWITT, OGLIVY, BENSON & MATHER
575 Madison Ave., New York
Tel.: Murray Hill 8-6100
Radio Dept.: Clinton F. Wheeler Jr., radio director; Deane Coords, copy chief; Walter Bowe, timebuyer; Rex Coston, traffic; Robert Barker, G. A. Lydecker, account executives
London, England—Roger Lovd
Radio Accounts: Sun Oil Co. (N-S); Chase Nat'l Bank (S)
HICKS & GREIST INC.
Graybar Bldg., New York 17
Tel.: Murray Hill 3-9135
Radio Dept.: Peter A. Krug, radio director; J. A. Drake, S. E. Huntley, C. V. Skoog, account executives
Radio Accounts: Lewyt Corp. (S); Louis L. Libby Foods (S); Waring Products Corp. (S); Sapolin Paints (S); Dixie Cup Co. (S); Home Decorators (S); Servel Inc. (S)
Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 5-1721; Peyton Carrol, manager

IVAN HILL INC.
900 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3116
Radio Dept.: Ivan Hill, president
Radio Accounts: Ivo Inc.; Thomas J. Webb Co.
DAVID S. HILLMAN INC.
9130 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-5586
Radio Dept.: Mary C. O'Brien, radio timebuyer; George N. Laws, radio director
Radio Accounts: Sentinel Radio Corp.
HIRSHON-GARFIELD INC.
745 5th Ave., New York 22
Tel.: Murray Hill 8-8900
Radio Dept.: Robert F. Lewine, director; William F. Sheppard, business manager; Eli Gutterman, timebuyer; Leonard Press, account executive
Boston—Park Square Bldg.; Herbert Stern, director
Radio Accounts: Miles Shoes (S); Plough Drug (S); Prentiss Clothes (S); Adam Hat Stores (S); U. S. Time Corp. (S)
HIXSON & JORGENSEN INC.
2001 Beverly Blvd., Los Angeles 4
Tel.: Dunkirk 8-3121
Radio Dept.: Harriett M. Weigand, timebuyer; H. D. Walsh, radio director
Radio Accounts: Day & Night Water Heater; Kierulff & Co.; Santa Fe Vintage Co.; Richfield Oil Corp.
HOEFER, DIETERICH & BROWN INC.
405 Sansome St., San Francisco 11
Tel.: Yukon 2-0575
Radio Dept.: James A. Brown, John H. Hoefer, account executives; Geneva Hawkins, timebuyer
HOFFMAN & YORK INC.
808 N. 3rd St., Milwaukee 3
Tel.: Daly 8-6510
Radio Dept.: Joel Kursel, vice president, radio program director; Joseph P. Mulvaney, timebuyer; Wilford York, executive vice president, media director
Radio Accounts: Berghoff Brewing Corp.; Gettelman Brewing Corp.; Milwaukee Gas Light Co.; Sawyer Biscuit Co.; Shaler Co.
WILLIAM F. HOLLAND AGENCY
2530 Auburn Ave., Cincinnati 19
Tel.: Capitol 1252
HOLST & CUMMINGS & MYERS
1307 Kapiolani Blvd., Honolulu, T. H.
Tel.: 95291
Radio Dept.: Jim Wahl, director and vice president; Alexa Cogswell, assistant director
San Francisco 5—215 Market St. Tel.: Yukon 65957
Radio Accounts: Bank of Hawaii; Castle & Cooke Ltd.; Theo H. Davies & Co. Ltd.; Hawaii Employers Council; Hawaii Statehood Commission; Hawaii Visitors Bureau; Hawaiian Airlines; Hawaiian Electric Co. Ltd.; Hawaiian Sugar Planters Assn.; Hawaiian Tuna Packers; Kodak Hawaii; Lewers & Cooke; Liberty House; Matson Navigation Co.; Pineapple Cos. of Hawaii; Von Hamm-Young Co. Ltd.; Toni Co.; Lever Bros. Co.; Borden Co.; Electric Auto-Lite Co.; Lambert Propyl-lac-tic; Heinz; Norwich Pharmacal; Honolulu Motors; American Hawaiian Motors
HOLZER CO. INC.
8743 Sunset Blvd., Los Angeles 46
Tel.: Crestview 1-5275
Radio Dept.: Lou Holzer
New York 16—The Penthouse, 77 Park Ave.; Tel.: Murray Hill 4-0788; Sidney Saxe
Radio Accounts: North American Airlines
HOME SAVINGS BANK
11 N. Pearl St., Albany 7
Tel.: 4-4105
Radio Dept.: Lester H. Carson, assistant vice president
Radio Accounts: WPTR
HONIG-COOPER CO.
333 Montgomery St., San Francisco 4
Tel.: Exbrook 2-7004
Radio Dept.: John W. Davis, media director; Gail Myers, assistant timebuyer
Seattle, Wash.—455 Skinner Bldg.
Tel.: Main 6435
Radio Accounts: Marlo Foods; C & H Sugar; Haas Bros.; Calso Water; Italian Swiss Colony Wine; Hotel Mark Hopkins
HOOT ADVERTISING AGENCY
15 E. 40th St., New York 16
Tel.: Murray Hill 6-3714
Radio Dept.: Dexter Halle, radio director; Marianna Lautman, timebuyer; Harold Olson, James Campbell, account executives
Radio Accounts: 17 Brands; Morgen-David Products; Mermaid Brands



the Voice
of the
Oil Country

KBMX

Coalinga, Fresno County, California

... has an audience with money ... and an audience that spends money ... a steady flow from all or part of nine counties ... (ask for our mail map) ...

A strike of close to \$500,000,000.00 "brought-in" by the K B M—Xtra rich market since November, 1950. No wild-cattling here ... oil evaluated (in 1950) at \$105,048,377 and (1950's) natural gas production—\$14,133,554; agriculture—\$325,579,150 (in 1951).

Alane, the city of Coalinga—population 5,520 (1950), averages annually, in retail sales, nearly \$10,000,000.00 and the approximate trade area is 20,000 ...

K B M—X marks the spot—in this rich market, with its assurance of consistently responsive listeners ...

KBMX

B U L O U S F R E S N O C O U N T Y

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

HOUCK & CO. OF FLORIDA INC.
1234 Alfred I. duPont Bldg., Miami 32
Tel.: 82-1391
Radio Dept.: Robert G. Venn, radio director, account executive; Donald W. Bentley, radio copy chief, account executive; Marguerite Gordon, timebuyer; Reggie Martin, account executive.
Radio Accounts: Pepsi Cola; Chase Federal Savings & Loan; Florida Nat'l Bank & Trust Co.; Commercial Bank of Miami; Citizens Federal Savings & Loan; Talkathon Co.
CHARLES W. HOYT CO. INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-2000
Radio Dept.: William Phillip Smith, director of radio; Thomas Lee Jr., assistant; D. H. Humm, radio timebuyer.

Harford 3, Conn.—15 Lewis St. Tel.: 5-6068.
Radio Accounts: Charles Gulden Inc.; Mail Pouch Tobacco; Monticello Drug Co.; KLM Royal Dutch Airlines; Arnold Bakers Inc.; Kirkman Soap Products; N. Y. & New England Apple Institute; Switzerland Cheese Assn.; Lehn & Fink Products Corp.
THE HUBBELL ADV. AGENCY INC.
1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212
Radio Dept.: Frank Hubbell, timebuyer; Inez Wallace, account executive; V. D. Lidyard, director.

Radio Accounts: Jacob Laub Baking Co.; Montana Flour Mills Co.; Ward Products Div. (Gabriel Co.); Gabriel Co.
CHRISTIE HUMBURG ADV. AGENCY
742 N. Forest, Webster Groves, Mo.
Tel.: Republic 8223
Radio Dept.: C. C. Humburg, handling, timebuyer.
Radio Accounts: Atlas Supply Co. H. B. HUMPHREY, ALLEY & RICHARDS INC.

1235 Statler Bldg., Boston 16
Tel.: Liberty 2-6100
Radio Dept.: Sally Larkin, vice president, radio director, timebuyer.
New York 17—370 Lexington Ave., Tel.: Lexington 3020.
HUMPHREY, PRENTKE & ASSOC.
11408 Euclid Ave., Cleveland 6, Ohio
Tel.: Randolph 1582
Radio Dept.: Ralph B. Humphrey, radio director.

Radio Accounts: Nat'l Air Races; Yeager-Raybestos Co.; Stearns Motors.
HURLEY ADVERTISING CO.
214 Securities Bldg., Des Moines 9
Tel.: 4-6289
Radio Dept.: J. E. Hurley, director.
Radio Accounts: Ungles Baking Co.; Donald Duck Bread; Duncan Hines Bread; Peanut Corp. of America; Rislone; Lally's Potato Chips; Iowa Fibre Products; Chevrolet Dealers of Iowa; Boessen the Florist; Paul Manning Chevrolet; Van Dyck Lenox Furnace.

HUTCHINS ADV. CO. INC.
42 East Ave., Rochester 4, N. Y.
Tel.: Hamilton 1160
Philadelphia 40—3701 N. Broad St.; Tel.: Baldwin 3-8200.
New York 19—16-18 W. 46th St.; Tel.: Plaza 7-8526.
Toronto 4—1244 Dufferin St.; Tel.: Kenwood 2737.

IDAHO ADVERTISING AGENCY
908½ Jefferson St., Boise, Idaho
Radio Dept.: B. R. Joy, timebuyer.
Radio Accounts: Music Center; City Dye Works; Gem State Mutual Assns.; Coal Heating Service; Idaho Motor Transport Assn.; Idaho Republican State Central Committee; miscellaneous political accounts.

JACKSON & CO.
62 Worth St., New York 13
Tel.: Worth 4-7005
Radio Dept.: Joan A. Coyne, radio director, timebuyer.
Radio Accounts: Pequot Mills (S-N); J. W. Valentine Co.; Hayward Hosiery Co. (S-N).

TEVIE JACOBS ADV. AGENCY
401 Morris Plan Bldg., Indianapolis 4
Tel.: Imperial 5511
Radio Accounts: Morris Plan; Barrett's Capital Paper Co.; Worcel Trailer Sales.
RAY C. JENKINS ADV. AGENCY
1240 Builders Exchange, Minneapolis 2, Minn.

Tel.: Main 4421
Radio Dept.: Robert D. Blegen, radio director.
Radio Accounts: Marquette Nat'l Bank; Western Oil & Fuel Co.; Murray's Inc.

JESSOP ADV. CO. INC.
First Nat'l Tower, Akron 8
Tel.: Franklin 2169
DUANE JONES CO. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-4848
Radio Dept.: Duane Jones, president; Lawrence J. Leaman, vice president, treasurer; John F. Quick, secretary.
Radio Accounts: Nat'l Selected Products.

RALPH H. JONES CO.
3100 Carew Tower, Cincinnati 2
Tel.: Garfield 2300
New York 36—580 5th Ave.; Tel.: Plaza 7-4600.

JONES & BRAKELEY
150 Nassau St., New York 38
Tel.: Beekman 3-1912
Radio Dept.: Marie C. Power, timebuyer.
JONES & JONES ADV. AGENCY
525 Leonhardt Bldg., Oklahoma City 2
Tel.: Regent 6-3228
Radio Dept.: Henry C. Jones, radio director, timebuyer.

JORDAN CO.
2404 W. 7th St., Los Angeles 5
Tel.: Dunkirk 2-2248
Radio Dept.: Walter C. Hughes Jr., media director; Ellen Jensen, timebuyer; Larry Pendleton, R. L. Randall, account executives.

Radio Accounts: Baconette Products Co.; Lowney Fertilizer Co.; R. C. Wian Enterprises.

K

KAL, EHRlich & MERRICK ADV. INC.
Star Bldg., Washington 4
Tel.: Executive 3700
Radio Dept.: Alvin G. Ehrlich, vice president in charge of radio; David Thomas, radio director; Nella Manes, timebuyer; Phillip Berne, Forest R. Entwistle, Alexander Charles, William Mullett, William Roberts, Joseph Weinstein, account executives.

THE KAPPS CO.
64 East Lake St., Chicago 1
Tel.: State 2-0460
Radio Dept.: Capico Kapps, Joseph Kapps, Albert Kapps.
KASTOR, FARRELL, CHESLEY & CLIFFORD INC.
274 Madison Ave., New York 16
Tel.: Oregon 9-4440
Radio Dept.: Harry B. Walsh, radio director; Nancy E. Booth, assistant; Jack B. Peters, Alice Ross, timebuyers.

Radio Accounts: Vitamin Corp. of America (N-S); Ar. Winarick Inc. (S); Pierce's Proprietaries (S); Stoppers Inc. (S); Hickok Mfg. Co. (S); Plough Inc. (S).
H. W. KASTOR & SONS ADV. CO.
75 E. Wacker Drive, Chicago 1
Tel.: Central 6-5331
Radio Dept.: James H. West, radio director; Walter Kniffin, media director.

JOSEPH KATZ CO.
10 W. Chase St., Baltimore 1
Tel.: Lexington 1500
Radio Dept.: Joseph Katz, president; John T. McHugh, vice president, media; Robert G. Swan, vice president, radio; C. M. Harrison, vice president-treasurer; Morton L. Sallan, radio production.

New York 22—488 Madison Ave.; Tel.: Murray Hill 8-1223; Perry Schofield, N. C. Wildman, vice presidents; Beth Black, media director; Richard Katz, radio production.
Radio Accounts: American Oil Co.; Block Drug Co.; Md. Pharmaceutical Co.; Globe Brewing Co.; Madera Bonded Wine & Liqueur Co.; Cellowax Co.; S. & N. Katz, Jewelers; Pompeian Olive Oil Corp.

HENRY J. KAUFMAN & ASSOC.
1419 H St. N.W., Washington 5
Tel.: District 7400
Radio Dept.: Jeffrey A. Abel, radio director and timebuyer; Robert S. Maurer, radio creative director; Alvin Sarra, White Sonner, account executives.

KAUFMAN-STROUSE ADV.
419 N. Charles St., Baltimore 1
Tel.: Saratoga 2414
Radio Dept.: Renee Davis, all media; Myron Subotnik, production.

KEELER & CARLSON INC.
668 S. Coronado, Los Angeles 5
Tel.: Dunkirk 7-7387
Radio Dept.: Milton Carlson, radio director-producer; Ruth Johnson, timebuyer.

Mexico, D. F.—Apartado 8943
Radio Accounts: La Voz de la Profecia; La Voz del Hogar.
KEELER & SWITES CO.
3001 Carew Tower, Cincinnati 2
Tel.: Parkway 1310
Radio Dept.: Arthur A. Radkey, radio director.

EDWARD S. KELLOGG CO.
603 S. Rampart Blvd., Los Angeles 5
Radio Dept.: Edward S. Kellogg, president; Wally Seidler, radio director
KELLY, ZAHNRDT & KELLY INC.
2343 Hampton Ave., St. Louis 10
Tel.: Highland 2694

Radio Dept.: Virgil A. Kelly, radio director; Walter A. Zahndt, timebuyer, account executive; William H. Thomson, Robert Kelly, Raymond Kelly, account executives.
Radio Accounts: Visit St. Louis Committee; Joseph A. Mrazek Moving & Storage; St. Louis Board of Education; Newberry Radio Co.

KENYON & ECKHARDT INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-5700
Radio Dept.: Wickcliffe W. Crider, vice president in charge of radio.
Hollywood 28—Equitable Bldg.; Tel.: Hempstead 2101.
Chicago 3—135 S. LaSalle St.; Tel.: Randolph 6-6470.
Detroit 26—Penobscot Bldg.; Tel.: Woodward 5-0300.
Atlanta 5—805 Peachtree St., N. E.; Tel.: Vernon 0194.

San Francisco 4—Crocker Bldg.; Tel.: Yukon 2-3070.
Toronto 1—80 King St., W.; Tel.: Empire 3-8314.
KETCHUM, MACLEOD & GROVE INC.
411 Seventh Ave., Pittsburgh 19
Tel.: Court 1-5100
Radio Dept.: Lansing Lindquist, radio director; Edgar J. Donaldson, John D. Held, assistants; James B. Tafel, timebuyer.

Radio Accounts: Braun Baking; Buffalo Chevrolet Dealers; Harrisburg, Maryland, Pittsburgh, Virginia Chevrolet Dealers; Colonial Trust Co.; Dairyman's Cooperative Sales Assn.; Follansbee Steel Corp.; Hospital Service Assoc.; Jones & Laughlin Steel Corp.; Mrs. Light & Heat Co.; Nat'l Electric Products; Natural Gas Co.; Peoples Natural Gas Co.; Reymor & Bros. Inc.; Rieck-McJunkin Dairy Co.; Thorofare Markets; Westinghouse Electric Corp.

KIESEWETTER ASSOC. INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-0923
Radio Dept.: Horace Hagedorn, radio director, vice president; Sam S. Baker, vice president; E. Thompson, timebuyer; E. G. Chase, account executive.

Radio Accounts: V. La Rosa & Sons; Standard Labs.; Rollfast Bicycles; Abraham & Straus; Courtley Ltd.; Stern's Nurseries.
ABBOTT KIMBALL CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-3600
Radio Dept.: Arthur M. Ehrlich, radio director; Miriam Traeger, associate director of radio and timebuyer; Elizabeth Proudfit, research; Alice White, publicity; Rita McNamara, George Bowen, Lawrence W. Radice, Jay E. Perine, account executives.

San Francisco 4—155 Sansome St. Tel.: Exbrook 5188
Los Angeles—Abbott Kimball Bldg., van Ness at Wilshire Blvd. Tel.: Drex 7305
Chicago—333 N. Michigan Ave. Tel.: Michigan 2-0300.
Radio Accounts: Drake America Corp. (Rountree's chocolates); Firth Carpet Co.; Holland Herring Fisheries Inc.; Hathaway Mfg. Co. (curtain fabrics).

KIRCHER, HELTON & COLLETT INC.
1900 Hulman Bldg., Dayton 2
Tel.: Fulton 5161
Radio Dept.: Ralph W. Kaufman, radio director.

PHILIP KLEIN ADV. INC.
1516 Locust St., Philadelphia 6
Tel.: Pennypacker 5-7696
NAT. M. KOLKER ADV. AGENCY
Empire Bldg., Philadelphia 7
Tel.: Kingsley 6-1320
M. R. KORMEYER CO. INC.
Realty Bldg., Louisville 2, Ky.
Tel.: Wa 3357

KRONSTADT ADVERTISING AGENCY
711 14th St. N.W., Washington 5
Tel.: Republic 0272
Radio Dept.: Henry L. Kronstadt, Esther Cannon.

Radio Accounts: Young Men's Shop; Mazor; L. Frank Co.; Harris & Ewing; Capital Fur Shop; Morton's; Joseph De Young; Heid. Furniture; Louis & Don Brown.
KUDNER AGENCY INC.
575 Madison Ave., New York 22
Tel.: Murray Hill 8-6700
Radio Dept.: Myron P. Kirk, vice president, executive radio director; Frank Harting, assistant radio director; Albert W. Reibling, business manager; John P. Marsich, timebuyer; G. Johnstone, L. Dean, C. Rohrbrough, E. Owens, K. Tuttle, A. Corrigan, account executives.

Detroit 2—New Center Bldg.; Tel.: Madison 5315; Martin Rice, Richard Farricker, vice presidents.
San Francisco 5—81 Market St.; Tel.: Garfield 1-5433; J. Hornell.
Washington—Albee Bldg.; Tel.: National 8-5506; F. Getty.
Radio Accounts: Texas Co. (N-S); General Motors (N-S); U. S. Tobacco (N-S); Buick (N-S); Goodyear Tires (N).

KUTTNER & KUTTNER INC.
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7940
Radio Dept.: Milton J. Klee, Harold E. Kuttner, Chester D. Kuttner, account executives; S. S. Korshak, radio director; Stanley C. Kuttner, timebuyer.

New York 19—130 W. 57th St., Tel.: Judson 6-2358.
Radio Accounts: Douglas Lumber Co.; Sampson Co.; Holleb & Co.; Capitol Dairy; Franks Dept. Store; Shainberg Dept. Store.

L

LAHR ADV. AGENCY INC.
915 N. Pennsylvania St., Indianapolis 4
Tel.: Plaza 5328
Radio Dept.: Account executives Fred W. Lahr, George S. Madden, Bernard Howard.

LAKE-SPIRO-SHURMAN INC.
Radio Center Bldg., Memphis 3
Tel.: 5-1571
Radio Dept.: Mrs. Lucille Simmons, radio manager; Robert F. Keefe, radio promotion manager.

Radio Accounts: Plough Sales Corp.; Childs' Razor Blade Co.; Liberty Petroleum Co.; Dixie Nat'l Stockyards; Lucky Heart Labs; Pantaze Drug Stores.
LAMB & KEEN INC.
1616 Walnut St., Philadelphia 3
Tel.: Kingsley 6-3500

LAMBERT & FEASLEY INC.
60 E. 42d St., New York 17
Tel.: Murray Hill 7-8980
Radio Dept.: Frank W. Mace, vice president; general manager; Joseph Burland, media director; Ray H. Kremer, radio director; William Hinman, timebuyer.

LANG, FISHER & STASHOWER INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579
RAYMOND I. LANG ADV.
450 Grant Ave., San Francisco 8
Tel.: Yukon 2-5028
Radio Dept.: Marilyn Johnson, timebuyer; Raymond I. Lang, account executive.

Radio Accounts: Lanal Restaurant; Villa Chartier; Better Hearing Center.
LANNAN & SANDERS ADVERTISING INC.
Fidelity Bldg., Dallas
Tel.: Prospect 1583
Radio Dept.: Robert E. Stuart, radio director; W. Don Fryers, production manager.

Los Angeles—1732 N. LaBrea; Tel.: Mutual 8060. G. S. Lannan, account executive.
Radio Accounts: Continental Trailways Bus System; Transcontinental Bus System Inc.; Dixie Lines, Central Lines, Southern Lines Inc., Western Lines, Panhandle Lines, Pacific Lines, Rocky Mountain Div., Santa Fe System.

C. J. LAROCHE & CO. INC.
247 Park Ave., New York 17
Tel.: Plaza 5-7711
Radio Dept.: John Larry Washburn, radio director; Sally Mansfield, chief timebuyer.

Radio Accounts: Mead Johnson (S); Necco (S); Mackintosh, Lovel & Covell (S); Walt Disney (S).

LAVENSON BUREAU OF ADVERTISING

12 S. 12th St., Philadelphia 7
Tel.: Market 7-8767
Radio Dept.: Harry A. Egbert, radio director.

Radio Accounts: Mrs. Schlorer's Inc.; Fleck Co.

JARL LAWSON ADV. CO.
1722 Broadway, Kansas City 12
Tel.: Jefferson 5155

Radio Dept.: Account executives John Lawson, Wayne H. Ross, Michael Swift.

Eureka Springs, Ark.—11 Howell Ave.; Ned Bailey, manager.
Radio Accounts: Key Work Cloths; Kitty Clover; Mrzek Bakery.

AL PAUL LEFTON CO. INC.

1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500
New York 17—521 5th Ave.; Tel.: Vanderbilt 8-4340.

Chicago 11—435 N. Michigan Ave.; Tel.: Superior 7-9511.

LENNEN & NEWELL

17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170

Radio Dept.: Nicholas E. Keesely, vice president, radio director; George J. Zachary, radio production head; Francis C. Barton Jr., radio department general manager; Frank A. Daniel, business manager; William Smith, timebuyer; Ward Byron, Charles Harrell, George Tompkins, radio directors.

Beverly Hills, Calif.—308 N. Rodeo Dr.; Tel.: Crestview 1-7221; B. R. Potts, vice president in charge; Frank Woodruff, radio director.

LEVY ADV. AGENCY

850 Broad St., Newark 2, N. J.
Tel.: Mitchell 2-0433

TED LEVY ADV. AGENCY

811 Cooper Bldg., Denver 2
Tel.: Main 7133

LEWIN, WILLIAMS & SAYLOR INC.

40 E. 49th St., New York
Tel.: Murray Hill 8-6200

Radio Dept.: Robert Brenner, radio director, timebuyer; account executives Sidney M. Weiss, Richard Gulick, L. Newsteder, A. W. Lewin. Newark, N. J.—11 Commerce St.; Tel.: Mitchell 3-3200; L. Newsteder, account executive.

Radio Accounts: N. Coughlan; Trol Men's; Odell Hair Dresser; Harris-Upham.

LEWIS & GILMAN INC.

1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9900

LILLER, NEAL & BATTLE

310 Walton Bldg., Atlanta 3
Tel.: Cypress 6521

Radio Dept.: Sarah Williams, media director, timebuyer; W. W. Neal, C. K. Liller, partners & account executives; Howard Axelberg, G. L. Watts, Al Sharp, account executives; Helen Gordon, account executive, copy writer.

Radio Accounts: Colonial Stores Inc.; H. W. Lay & Co.; Nat'l Nutrape Co.; Coastal Chemical Co.; Puritan Mills Inc.

LINDSEY & CO. INC.

10 N. 4th St., Richmond 19, Va.
Tel.: 7-3065

W. E. LONG CO.

188 W. Randolph St., Chicago 1
Tel.: Randolph 6-4606

Radio Dept.: Edward C. Fritz Jr., radio director; J. Minetz, assistant.

Radio Accounts: Amrhein's Bakery; Bohemian Baking Co. Inc.; Carpenter Baking Co.; Cotton's Holsum Bakers; Cotton Baking Co.; Cotton Bros. Baking Co.; Dietzen's Bakery; Finney's Bakery; Fluhrer Bakeries; Fuchs Baking Co.; Gase Baking Co.; Haller's Eagle Bakery; Heath's Holsum Bakery; Phoenix Bakery Inc.; Holsum (baking companies in Ft. Wayne, Ind.; Harlingen, Lubbock, Tex.; Roswell, Carlsbad, N. M.; Tampa Fla.; Visalia, Calif.); Jamestown Baking Co.; Jones Bros. Bakery; M. Kautz Baking Co.; Lee Baking Co. (Victoria, Corpus Christi, Tex.); McGough Bakeries (Decatur, Montgomery, Birmingham, Ala.); Master Baking Co.; New Process Baking Co.; W. G. Shipley Baking Co.; Betsy Ross Bakery; Brown's Bakery; Butter Krust Baking Co.; Cross Baking Co.; Fisher Baking Co.; Frudeger Bakery; Giusti Baking Co.; Grunzenhauser Bakery Inc.; J. S. Hershey Baking Co.; Jones Bros.; Lane's Bakery; Alfred Nickles Bakery; Nolde Bros.; Old Homestead Bread Co.; Peerless Bakery; Sally Ann Baking Co.; Sunlite Baking Co.; Williams Baking Co.

T. ROBLEY LOUITT INC.

58 Weybosset St., Providence 3
Tel.: Jackson 1-5858

LOWE & HALL ADVERTISING

600 News Bldg., Greenville, S. C.
Tel.: 5-7489

Radio Dept.: Elliott H. Hall, Jr., Sid-

ney L. Lowe, account executives and timebuyers.

Radio Accounts: Mackey Mortuary; S. C. Hospital Service Plan (Blue Cross); Balentine Packing Co.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1
Tel.: Andover 3-1888

Radio Dept.: Ruth Babick, Kay Morgan, timebuyer; Jane Daly, radio; Montgomery N. McKinney, Vincent R. Bliss.

Radio Accounts: Best Foods Inc.; Jules Montener Inc.; Rit Products.

LYNN-FIELDHOUSE ADV. AGENCY

15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182

New York 17—51 E. 42d St.; Tel.: Murray Hill 2-4048

W. D. LYON CO.

303 2nd Ave., S.E., Cedar Rapids, Ia.
Tel.: 4-2451

Radio Dept.: Robert H. Schubert, radio director; R. P. Ames, timebuyer.

M

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-9380

Radio Dept.: Bill Rega, radio director; Kay Lloyd, assistant; account executives: A. B. Dicus, David W. Stotter; Joan Merrick, timebuyer.

MacGRUDER, BAKEWELL, KOSTKA INC.

1666 California St., Denver

Tel.: Alpine 1477

Radio Dept.: Jack Hull, radio director; Sally Black, timebuyer; George Bakewell, Revill Fox, Louise Hewlett, account executives.

Radio Accounts: Adolph Coors Co.; Citizen's Savings Bank; Denver Federal Savings & Loan Assn.; Denver Tramway Corp.; Empire Savings & Bldg. Loan Assn.; Fairmount Cemetery Assn.; Fontius Shoe Co.; First Nat'l Bank; International Trust Co.

MacLAUGHLIN ADVERTISING AGENCY

601 Ellicott Sq., Buffalo 3

Tel.: Mohawk 5703

Radio Dept.: Frederick R. MacLaughlin, radio account executive; J. Andrea Connaroe, timebuyer, radio director.

Radio Accounts: Rob. Christiansen Re-
frigerator.

MacMANUS, JOHN & ADAMS

1400 Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300

Radio Dept.: Georgiana LeFevre, timebuyer; W.A.P. John, chairman; James R. Adams, president-treasurer; Harvey Luce, executive vice president.

New York 22—444 Madison Ave.; Tel.: Plaza 9-3221; Ernest A. Jones.

Radio Accounts: Pontiac Motors (S); Nat'l Plastic Products Co. (Saran Wrap) (S); Ferry Morse Seed (N); Stegmaier Beer; Cadillac Mtrs. Div. (S); Minnesota Mining (S); Dow Chemical (S).

MacWILKINS, COLE & WEBER

Corbett Bldg., Portland 4, Ore.
Tel.: Broadway 6401

Seattle 1—Republic Bldg.; Tel.: Elliott 7377.

MAHOOL ADVERTISING

914 N. Charles St., Baltimore 1
Tel.: Plaza 3616

Radio Dept.: Account executives Katherine H. Mahool, Robert D. Myers, Robert S. Nyburg.

Radio Accounts: Oil Heat Assn. of Md.; Savings Bank of Baltimore; Metropolitan Savings Bank; Dream Hosiery Mills; Lexington Market Authority; O'Neill & Co.

MALCOLM-HOWARD ADV. AGENCY

203 N. Wabash Ave., Chicago 1
Tel.: Andover 3-0022

W. H. MALE LTD.

1674 Kona St., Honolulu 14
Tel.: 9-1178

Radio Dept.: L. Cunningham, radio director, timebuyer; account executives H. V. Beazlie, Maurice Myers, Earl Goris.

Radio Accounts: City Mill Co.; Dairy-
men's Assn.; Dutch Boy Paint; Hawaii Brewing Corp.; Love's Biscuit & Bread; Motor Supply; Pacific Chemical & Fertilizer; Pacific Insurance Co.; Pet Milk; Schuman Carriage Co.; Territorial Motors; TPA Aloha Airline; Koss-Sherry Ltd.; Republican Party of Hawaii; Schenley International (through McCann-Erickson, New York); Skymaster Reservations.

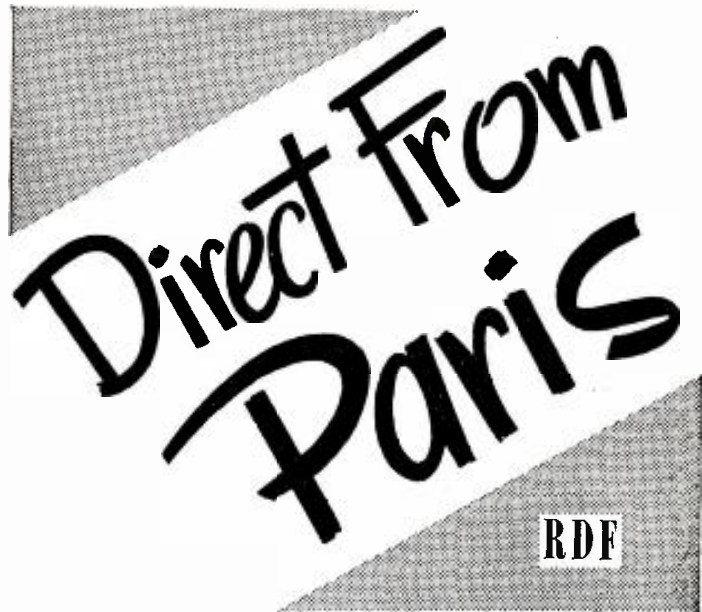
DAVID MALKIEL ADV. AGENCY

172 Newbury St., Boston 16
Tel.: Copley 7-5980

LLOYD MANSFIELD CO. INC.

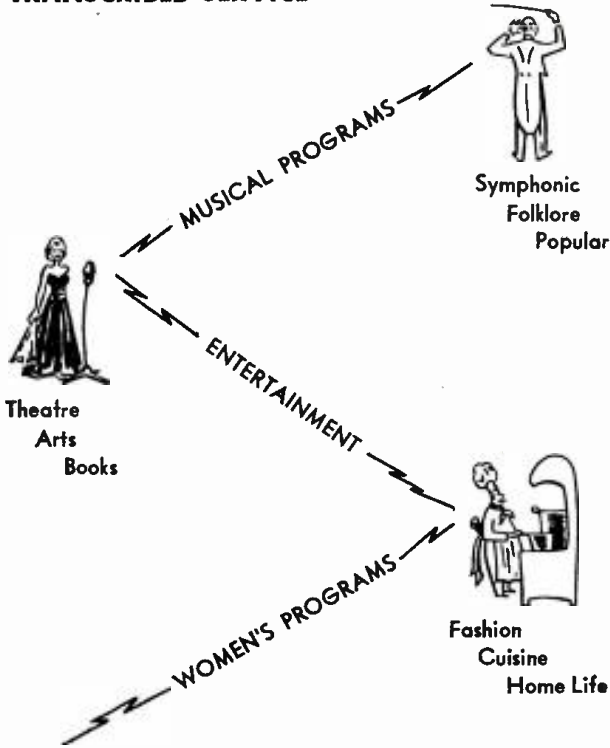
110 Pearl St., Buffalo 2, N. Y.
Tel.: Washington 2762

(Continued on page 408)



RDF

**THE FRENCH BROADCASTING SYSTEM (RDF)
BRINGS YOU FREE OF CHARGE A REGULAR
TRANSCRIBED SERVICE**



**BY SPECIAL SHORTWAVE FEED
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS**

The French Broadcasting System

PIERRE CRENESSE—Director in North America

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

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

MARFREE ADV. CORP.
105 W. 40th St., New York 18
Tel.: Longacre 4-7190
Radio Dept.: Harry A. Friedenber,
radio director, timebuyer; Barnett
Friedenberg, timebuyer.

Chicago—919 N. Michigan; Tel.: White-
hall 4-2651; Shepard Chartor, direc-
tor; Fran Rickey, timebuyer.

Radio Accounts: Bankers Life & Casu-
alty Co.; D-Con Co.; French Mas-
ters Inc.; Harris Chemical Co.;
House of Goddard; James R. Barnett
Co.; Junex Products Co. Inc.; Lo-
box Products Co.; Parker Pharma-
ceutical Co.; R & F Co. Inc.

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022
Radio Dept.: Curt A. Peterson, director
of radio; Eugene Cogan, Cameron
Higgins, timebuyers; account execu-
tives, Robert Haydon Jones, Samu-
el L. Meulendyke.

Radio Accounts: Esso Standard Oil Co.;
International Nickel Co. Inc.

HARWOOD MARTIN ADVERTISING
2519 Connecticut Ave. N. W., Washin-
gton 8
Tel.: Michigan 2-1161
Radio Dept.: Harold Stern, radio direc-
tor; Jean Ort, timebuyer; Mildred
Martin, Margo Phillips, account
executives.

Radio Accounts: American Whole-
salers: Arcade-Sunshine; Beckers;
Clement's Bakery; Hahn Shoe
Stores; The Hecht Co.; Master Auto
Body; P. J. Nece Co.; Leo Rocca
Inc.; Tuerke's; Washington Gas
Light Co.; Woodward & Lothrop;
Blair's Ties & Appliances; Suit
Shop; Palace Laundry.

MASON-RELKIN CO.
20 East 35th St., New York 16
Tel.: Murray Hill 9-3891
Radio Dept.: Roger B. Relkin.
J. M. MATES INC.
280 Madison Ave., New York 16
Tel.: Lexington 2-7450
Radio Dept.: Read Hamilton Wight,
radio director; Richard S. Jackson,
assistant; Edna Catcart, time-
buyer.

Radio Accounts: Canada Dry Inc. (S);
Pyrofax Gas (S); Northam Warren
Corp. (S); Capehart-Farnsworth
Corp. (S).

MATHISSON & ASSOC. INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 8-4090
JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3
Tel.: Gaspee 1-4456
Radio Dept.: Joseph M. Finkle, time-
buyer; Archie M. Finkle, account
executive; Walter Sullivan, copy
chief; Dorothy Barry, production
director.

MAXON INC.
2711 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710
New York 22—12 E. 53d St.; Tel.: Plaza
9-7676
Chicago 11—663 N. Rush St.; Tel.:
Whitehall 4-1676.

THE MAYERS CO. INC.
2301 W. Third St., Los Angeles 5
Tel.: Dunkirk 5-2111
Radio Dept.: Roger Patrick, radio di-
rector; Claire Koren, media direc-
tor.

Radio Accounts: Sears Roebuck & Co.;
Baker Boy; Hoffman Candy; Ban-
dini Fertilizers; Glendale Federal
Savings & Loan.

CHARLES H. MAYNE CO.
8467-B Melrose Place, Los Angeles 46
Tel.: Webster 3-8261

MAYS & CO.
412 W. 8th St., Los Angeles 14
Tel.: Trinity 8534
Radio Dept.: Kay Abner, timebuyer;
Rich Fowler, radio director; Rod-
erick A. Mays, account executive.

Radio Accounts: Barker Bros.; General
Electric Appl.; Four Friendly Deal-
ers.

MCCANN-ERICKSON INC.
50 Rockefeller Plaza, New York 20
Tel.: Judson 6-3400
Radio Dept.: Alfred J. Scalpone, vice
president, coordinator of radio for
all offices, domestic & internat'l;
Leonard F. Erikson, vice president
for radio; Hendrik Boograem, vice
president for new programs; Ralph
B. Koser, vice president, radio
creative director; Dorothy B. Mc-
Cann, vice president, executive pro-
ducer; Edward Sutherland, radio
production director; Clifford C.
Lubkert, radio service manager;
Thaddeus S. Kelly, radio timebuy-
ing manager; J. Neil Reagan, vice
president, manager of Hollywood
office.

Boston 16—200 Berkeley St.; Tel.: Lib-
erty 2-7382; Watson M. Gordon,
vice president.

Cincinnati 2—707 Terrace Plaza Bldg.;
Tel.: Garfield 4524; G. Lester Wil-
liams, vice president.

Cleveland 14—629 Euclid Ave.; Tel.:
Cherry 1-3490; Robert Dalley, vice
president.

Detroit 26—647 Griswold St.; Tel.:
Woodward 2-9792; Paul Holder, vice
president.

Chicago 4—318 S. Michigan Ave.; Tel.:
Webster 9-3701; Sidney A. Wells,
vice president.

San Francisco 4—114 Sansome St.; Tel.:
Douglas 2-5560; H. Q. Hawes, vice
president, manager of Western
operations.

Los Angeles 17—612 S. Flower St.; Tel.:
Mutual 1181; Burt Cochran, vice
president.

Hollywood 28—6331 Hollywood Blvd.;
Tel.: Hillside 8268; J. Neil Reagan,
vice president.

Portland 4, Ore.—310 Pub. Service
Bldg.; Tel.: Atwater 4305; Willard
E. Wilson.

Radio Accounts: American Trust (S);
American Safety Razor (N-S);
Calif. Pkg. Corp. (N-S); Calif.
Spray Chemical (S); Calif. Wine
Assn. (S); Chesediv Mfg. (N-
S); Chrysler Sales Div. (S); Chry-
sler Corp. (S); Cinerama Produc-
tions (S); Columbia Records (S);
Cowles Magazines (S); Frank Fehr
Brewing (S); Gruen Watch (N);
W. P. Fuller & Co. (S); Hood Rub-
ber Co. (S); Lucky Lager Brewing
Co. (S); Mfrs. Trust Co. (S); Nat'l
Biscuit Co. (N-S); Ohio Bell Tele-
phone (R-N); Pacific Power &
Light (S); Pepsodent Div. Lever
Bros. (N); Portland Gas & Coke
(S); S.O.S. Co. (N-S); So. Calif.
Gas (S); So. Counties Gas (S);
Standard Oil of Indiana (S);
Standard Oil of Ohio (N); Swift &
Co. (N); Lelsy Brewing Co. (N);
Richman Bros. (S); Westinghouse
Electric Supply Co. of St. Louis
(S).

MCCARTY CO.
1206 Maple Ave., Los Angeles 15
Tel.: Prospect 7011
Radio Dept.: James B. Lester, radio
director.

San Francisco—116 New Montgomery;
Tel.: Sutter 1-8224
Chicago—20 East Huron St.

MCCORMICK CO.
217 E. 7th Ave., Amarillo, Tex.
Tel.: 6-5333
Radio Dept.: Lawrence Patton, G. Don
Curphey, account executives.

Radio Accounts: Shamrock Oil & Gas
Corp.; First Nat'l Bank of Ama-
rillo; Ted Lokey Oil Co.; Service
& Supply; West Texas Distributing
Co.

WALTER MCCREERY INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533
Radio Dept.: John Bainbridge, radio
director; Virginia White, time-
buyer; account executives Walker
McCreery, Charles B. Ganz, Dave
Larsen, Robert Svenson.

Radio Accounts: Ransom Ins. Agency;
Susan's Baby Portrait Studios; Re-
liable Mortgage Co.; Smiling Irish-
man; Gladwin Constr. Co.; Normal-
sids Co.; Save-By-Mail; Ice Follies;
Los Angeles County Council;
American Legion; Murphy Olds-
mobile; Harris & Frank; Riverside
Rancho; Hull Hotels; Pan Pacific
Aud.

MCKEE & ALBRIGHT INC.
1809 Walnut St., Philadelphia 3
Tel.: Locust 7-4737
Radio Dept.: J. A. McFadden, vice
president; E. R. Walmsley, time-
buyer.

Radio Accounts: Breyers Ice Cream;
Phila. & Reading Coal & Iron Co.;
Caloric Stove Corp.; Fels & Co.;
Western Maryland Dairy.

J. WALTER McLEAN ADVERTISING
601 Chronicle Bldg., Spokane 1
Tel.: Temple 2509
Radio Dept.: J. Walter McLean.

MELDRUM & FEWSMITH INC.
1220 Huron Rd., Cleveland 15
Tel.: Cherry 1-3510
Radio Dept.: Richard Fansler, Keith R.
Frazine, Charles J. Lonsdale, Robert
G. Henry.

Birmingham, Mich.—135 N. Woodward
Ave.; Tel.: Midwest 4-9800.
New York 17—342 Madison Ave.; Tel.:
Murray Hill 7-1171; K. R. Frazine.

Radio Accounts: Dearborn Motors
Corp.; American Brewing Co.;
Apex Electrical Mfg. Co.; Glidden
Co.; Pilsener Brewing Co.; Seiber-
ling Rubber Co.; Willard Storage
Battery Co.

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7860
Radio Dept.: E. J. Green, radio direc-
tor; George Rich, associate radio
director; Stuart L. Novy, radio pro-
duction; Kay Knight, timebuyer;
Betty Nicholas, asst. timebuyer.

Radio Accounts: E. J. Brach & Sons
Inc.; Chicago Nat'l League Ball
Club; Chicago Transit Authority;
Evans Fur Co. Ill. Meat Co.; Myzon
Inc.; Patricia Stevens Inc.; Perfect
Plus Hosiery Mills Inc.; Marie
Krusse Nurseries; Wm. Wrigley Jr.
Co.; Clark's Super Gas; Wisconsin
& Michigan Steamship Lines; Mil-
waukee Elec. Rwy. & Transport Co.

C. L. MILLER CO. INC.
521 Fifth Ave., New York 17
Tel.: Murray Hill 2-1010
Radio Dept.: G. V. Carhart, radio di-
rector; Rita Driscoll, timebuyer.

Chicago 1—333 N. Michigan Ave. Tel.:
Central 6-1640. I. M. Tuteur.

Radio Accounts: Corn Products Sales;
Circle Line Sight Seeing Yachts.

J. W. MILLER CO.
76 Broad St., Guilford, Conn.
Tel.: Glendale 3-2748

DAN B. MINER CO.
304 S. Kingsley Drive, Los Angeles 5
Tel.: Dunkirk 8-3301
Radio Dept.: Mildred Sanders, vice
president in charge; Robert C.
Black, Arthur E. Trask, assistant
radio directors; Kay Ostrander,
timebuyer.

Radio Accounts: Interstate Bakeries
Corp.; Butay Products; Forest
Lawn Co.; Thrifty Drug Stores;
Kendall Foods Inc.; Freeman Frozen
Foods; Luer Products Ltd.; Pre-
pared Products Ltd.; American
Beauty Products.

MOGGE-PRIVETT INC.
712 S. Curson Ave., Los Angeles 36
Tel.: York 7243
Radio Dept.: Jane Leider, timebuyer.

EMIL MOGUL CO.
250 W. 57 St., New York 19
Tel.: Columbus 5-2480
Radio Dept.: Florence Katz, timebuyer;
Lester J. Mallets, radio business
manager.

Radio Accounts: Barney's Clothes;
Canadian Fur Corp.; Gem Packing;
National Shoes; Ronzoni Macaroni
Co.; Santaripa Wine; Nu-Pax;
Berio Olive Oil; Knomark Mfg. Co.;
Rayco Auto Seat Covers; Chock
Full o' Nuts; Supreme Wines Inc.

MOREY, HUMM & JOHNSTONE INC.
350 Fifth Ave., New York 1
Tel.: Longacre 4-2240
Radio Dept.: W. L. Wernicke, radio
director; K. S. Shanahan, time-
buyer; account executives S. F.
Ellsworth, L. B. Van Doren.

New York 20—9 Rockefeller Plaza; Tel.:
Plaza 7-8060; W. L. Wernicke.

Radio Accounts: Sinclair Refining Co.;
Richland Oil (N.Y.).

RAYMOND R. MORGAN CO.
6233 Hollywood Blvd., Hollywood 28
Tel.: Hempstead 4194
Radio Dept.: Raymond R. Morgan,
president; Robert C. Temple, execu-
tive vice president; James C.
Morgan, vice president for radio;
Terri Brady, timebuyer; Jack Kerr,
Henry Gerstenkorn, Porter F. An-
derson, account executives.

San Francisco 11—280 California St.;
Tel.: Douglas 2-6073; Porter F. An-
derson.

Chicago 11—Goodkind, Joice & Mor-
gan Inc.; Palmolive Bldg.; Tel.:
Superior 7-6746; Harlow P. Roberts,
Clyde M. Joice.

Radio Accounts: White King Soap Co.
(N); Folger Coffee Co. (N); Planters
Nut & Chocolate Co. (N).

MORSE INTERNATIONAL INC.
122 E. 42d St., New York 17
Tel.: Oregon 9-4600
Radio Dept.: C. C. Slaybaugh, radio
director.

Radio Accounts: Vick Chemical Co.
(N-S); A. D. McKelvy Co. (S);
The Solskin Co. (S).

MOSS ASSOC.
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377
Radio Dept.: Ely Landau, radio direc-
tor.

C. WENDEL MUENCH & CO.
75 E. Wacker Dr., Chicago 1
Tel.: Financial 6-3481

Radio Dept.: Victor Fabian, timebuyer;
Weldon O. Yocum, account execu-
tive.

Radio Accounts: Fox DeLuxe Foods;
Iowa Soap Co.; Maurer-Neuer
Corp.; Neuhoff Bros.; Pavelka
Bros.; Miracloth Corp.

IRVIN MYERSON AGENCY
330 S. Wells St., Chicago 6
Tel.: Harrison 7-6828
Radio Dept.: Irvin Myerson
Radio Accounts: Wine Corp. of Amer-
ica (N).

N

NEALE ADVERTISING ASSOC.
448 S. Hill St., Los Angeles 13
Tel.: Michigan 2149
Radio Dept.: Ted Neale Jr., timebuyer.

NEEDHAM & GROHMANN INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 5-6200
Radio Dept.: William R. Seth, vice
president in charge of radio; Harry
C. Ledingham, media director,
timebuyer; account executives John
M. Handley, vice president, and
John M. Kell.

Radio Accounts: Nestle Co. Inc.; Amer-
ican Steel Wool Co.; Waldorf-
Astoria Hotel.

NEEDHAM, LOUIS & BRORBY INC.
135 S. LaSalle St., Chicago 3
Tel.: State 2-5151
Radio Dept.: James G. Coninos, vice
president, account executive, di-
rector of radio; Alan Wallace, vice
president for programming; Chris-
topher Ford, radio producer; Floyd
G. Van Etten, programs negotiator;
Otto R. Stadelman, vice president,
media director; Jane McKendry,
Donald DeCarlo, radio spot buyers;
account executives Maurice H.
Needham, John J. Louis Sr., Mel-
vin Brorby, Marvin O. Clausen;
Edmond C. Dollard; W. Raymond
Fowler; Paul C. Harper Jr., William
D. Horne Jr., James L. Isham,
Walfrid C. Johnson, Joseph J.
Keene, Granger F. Kenly; William
R. Kinnaird, William L. Lavicka,
Ewin A. Miessler, Frederick A.
Mitchell, Ruth Wood Muench, Wil-
liam H. Ohio, Edward W. S. Reed,
Robert F. Steinhoff, Noel D. Tur-
ner, John A. Willoughby.

Hollywood 28—1680 N. Vine St.; Tel.:
Hudson 2-2391; Frank Pittman, vice
president, manager.

New York 20—1270 Ave. of Americas,
Rockefeller Center; Tel.: Plaza
7-0333; Richard L. Eastland, man-
ager.

Toronto 5—890 Bay St.; Tel.: Randolph
5530 & 8613; John A. Willoughby,
vice president, managing director.

Radio Accounts: Derby Foods Inc. (N);
Phenix Foods Co. (S); Household
Finance Corp. (R-S); Kraft Foods
(N-S); Quaker Oats (S); Swift &
Co. (S); S. C. Johnson & Son Inc.
(N-S); Morton Salt Co. (S); Wle-
boldt Stores Inc. (S); State Farm
Ins. Co. (N); Marathon Corp. (S);
Eagle-Picher Co. (S).

GEORGE R. NELSON INC.
266 State St., Schenectady, N. Y.
Tel.: 35
Radio Dept.: George R. Nelson, pres-
ident, treasurer; Helen C. Nelson,
vice president; Alice Pach, secre-
tary; Robert S. Cragin, radio di-
rector, copy chief; Michael Danyla
Jr., assistant copy chief; Anne F.
Pratt, timebuyer; Pearl Veeder,
copy writer.

Radio Accounts: William W. Lee &
Co.; Saratoga Assn. (racing); Ster-
ling Furniture Mart.

NEWMAN, LYNNE & ASSOC. INC.
400 Florida Nat'l Bank Bldg., Jackson-
ville 2, Fla.
Tel.: Jacksonville 3-4435

KELSO NORMAN ADV.
222 Kearny St., San Francisco 8
Tel.: Douglas 2-3942

O

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412
Radio Dept.: R. T. O'Connell.
Radio Accounts: Pomatex Co.

OHIO ADV. AGENCY INC.
2300 Payne Ave., Cleveland 14
Tel.: Superior 1-7070

OLIAN ADVERTISING CO.
909 Ambassador Bldg., St. Louis 1
Tel.: Central 8380
Radio Dept.: Harman I. Moseley, radio
director; Harold A. Thomas, James
Spencer, Albert Maescher Jr., ac-
count executives.

OLMSTED & FOLEY
1200 Second Ave., Minneapolis 3
Tel.: Atlantic 8168
Radio Dept.: James D. McTighe, radio director; W. H. Olmsted, John T. Foley, Clarence Russell, John K. Northland, R. B. Pile, account executives.

Radio Accounts: Marshall-Wells; Regan Bros. Bakery; Rochester Dairy; Chun King Sales; Owatonna Canning Co.; Russell-Miller Milling Co.; Northland Milk Co.

O'NEIL, LARSON & MCMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 3-4470
Radio Dept.: Walter Zivi, radio director; Marshall Edinger, timebuyer; Lois Schultz, assistant timebuyer; Stan Kaatz, production director.

New York—290 Madison Ave.; Tel.: Murray Hill 3-8930; Peg Robinson, timebuyer.

Toronto—447 Jarvis; Tel.: Princess 4481; Bob Keston, director.

ROBERT W. ORR & ASSOC. INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050
Radio Dept.: Louis L. Ergman, radio director; Eleanor Accles, timebuyer; George DePue Jr., Eldon Sullivan; Joseph R. Joyce, vice presidents; Leonard A. Hopkins.

Los Angeles 46—9130 Sunset Blvd.; Tel.: Crestview 5-0104; Richard Diggs.

Washington 25—c/o Nat'l Guard Bureau, Room 3E 181, The Pentagon; Tel.: Liberty 5-8700 (Ext. 71268); Donald J. Wilkins.

Radio Accounts: Andrew Jergens Co. (N.); Wallerstein Candy Inc. (S); National Guard (S).

MERRITT OWENS ADV. AGENCY INC.
New Brotherhood Bldg., Kansas City 1, Kan.
Tel.: Drexel 7250
Radio Dept.: Merritt Owens, Earl Allvine, R. Grant Neds, account executives.

Radio Accounts: Joe M. O'Neil Motor Co.; Feld Chevrolet; Home Federal Savings & Loan; Wyandale Laundry; Kelley-Williams Motor Co.

P

PACIFIC NATIONAL ADV. AGENCY
2124 Fourth Ave., Seattle 1
Tel.: Elhot 1401
Radio Dept.: Trevor Evans, timebuyer, radio director; Gertrude M. Nyman, timebuyer.

Portland 4, Ore.—715 Cascade Bldg. Tel.: Capitol 1021. Milton Foland.

Spokane—606 Chronicle Bldg. Tel.: Madison 4371. Harold Bacon, Martha Boss.

Radio Accounts: Fisher Flouring Mills Co.; Federal Old Line Insurance; Ivar Haglund (Acres of Clams); Lang & Co.; Washington Co-oo Farmers Assn.; Cowman-Campbell Paint Co.; Washington State Fruit Commission.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424
Radio Dept.: Patrick A. Petrino, media manager; Weymouth Symmes.

PATCH & CURTIS
437 E. Broadway, Long Beach 2, Calif. Tel.: 6-1259
Radio Dept.: John Curtis, radio director, account executive.

Radio Accounts: Harrod Diagnostic Offices; California Chiropractic Assn.; Lafayette Hotel; House of Harmony.

PEARSON ADV. AGENCY INC.
250 Park Ave., New York 17
Tel.: Murray Hill 8-3055
Radio Dept.: C. H. Pearson, president-treasurer; W. W. Heffelfinger, vice president; Cecelia H. Pearson, secretary.

PECK ADV. AGENCY INC.
400 Madison Ave., New York 17
Tel.: Plaza 9-0900
Radio Dept.: Harry Peck, board chairman; Harry Krawit, president; Sidney Alexander, Norman Mack, Roy Gordon, Herman Stolley, John Schuman, Herbert Coughlin, vice presidents; S. S. Schweitzer, radio director; Russell Alben, assistant.

Radio Accounts: Premier Foods; Howard Clothes; Old Dutch Coffee; Charles of the Ritz; I. J. Fox, Corday Perfumes; Industrial Bank of Commerce.

PERRY-BROWN Inc.
2831 Vernon Place, Cincinnati 19
Tel.: Plaza 8200
Radio Dept.: Edward J. Doran, radio director, timebuyer.

Radio Accounts: Willson Dairy; political; miscellaneous.

J. R. PERSHALL CO.
105 W. Adams St., Chicago
Tel.: Franklin 2-8440
Radio Dept.: George B. Bogart, William E. Sproat, vice presidents; J. W. Wagner, media assistant.

Radio Accounts: State Street Council; Chicago, North Shore & Milwaukee Railway; Zenith Radio Dist. Corp.

THE PHILLIPS-RAMSEY CO.
604 First Nat'l Bank Bldg., San Diego 1
Tel.: Franklin 2121.
Radio Dept.: Orva Huff, radio director; Robert F. Lewis, media buyer; W. L. Phillips, C. C. Ramsey, account executives.

JOSEPH W. PINKUS ADV.
318 Market St., Newark 2, N. J.
Tel.: Mitchell 2-5475
Radio Dept.: Joseph W. Pinkus, timebuyer.

Radio Accounts: Perfume Import Co.; American Healthaids Co.; Radio-Offers Co.

PLATT-FORBES INC.
7 E. 44th St., New York 17
Tel.: Murray Hill 7-3240
Radio Dept.: William S. Walker, vice president; Thomas O'Donnell, secretary, media director; Guy Wallace, vice president.

Boston 16—31 Providence St.; Tel.: Kenmore 6-3103.

Radio Accounts: Gambarelli & Davitto Wines & Vermouth; Squirrel Brand & Co.

POLLYEA ADVERTISING
670 Cherry St., Terre Haute, Ind.
Tel.: Crawford 6707
Radio Dept.: Marie Pershing, radio director, timebuyer.

Radio Accounts: Hulman & Co.; K. C. Fords; F. W. Cook Co.

POSNER-ZABIN ADVERTISING
95 Madison Ave., New York 16
Tel.: Murray Hill 9-2672
Radio Dept.: James B. Zabin, R. J. Potts-Calkins & Holden 215 W. Pershing Rd., Kansas City 8
Tel.: Grand 8775
Radio Dept.: William J. Brewer, radio director.

POTTS-TURNBULL ADV. CO.
912 Baltimore Ave., Kansas City 6
Tel.: Victor 9400

POWELL-GRANT ADV. INC.
1168 Penobscot Bldg., Detroit 26
Tel.: Woodward 1-4321
Radio Dept.: Robert H. Powell, account executive, timebuyer; Bill Gayek, account executive; Charles Schlap-pacase, assistant radio director.

Radio Accounts: Charlie's Nash; Detroit City Ice & Fuel; Dorman's Cafe Lounge; Highland Park Motors; Jefferson Lincoln Mercury; Hillcrest Country Club; Kay-Way-Kales Kramer; Military Inn; Kirby Corp.; Thiele Constr.; Miller Boat & Motor Co.; Plymouth Dealers; McDonald Trailer Sales; Motor City Speedway; Louis Rose Co.; Park Motor Sales.

JOHN O. POWERS CO.
110 William St., New York 38
Tel.: Worth 4-7361
Radio Dept.: Robert W. Powers, treasurer.

PRATER ADV. AGENCY INC.
705 Chestnut St., St. Louis 1
Tel.: Garfield 6480

PRESBA, FELLERS & PRESBA INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-7683
Radio Dept.: W. B. Presba, president, account executive; Marquis M. Smith, vice president, radio director, account executive; E. E. Eldridge, timebuyer.

Radio Accounts: Beltone Hearing Service; Book House for Children; Flex-O-Glass Inc.; Keeley Brewing Co.; Olson Rug Co.; Six Dental Products.

PROEBSTING, TAYLOR INC.
100 E. Ohio St., Chicago 11
Tel.: Whitehall 4-1051
Radio Dept.: K. C. August, Earl C. Collings, account executives; Stephanie M. Seeder, timebuyer.

Radio Accounts: American Extension School of Law & Elmer Wheeler Training Institute; Hooker Glass & Paint Mfg. Co.

PROFILE ADV.
73 B St., Manchester, N.H.
Tel.: 4-4991

R

RADIO ADV. CORP. OF AMERICA
47 Audubon Ave., Jersey City 5
Tel.: Bergen 4-2332
Radio Dept.: Paul Apello, radio director; John Critelli, timebuyer.

Radio Accounts: Korex Diet Gum; Watchung Lake; Specialty Sales Co.; Grand Central Autos; Stage Coach Inn; Searn's Magic Club; AFCO Sales Corp.; D. Wolf & Co.; Greeting Cards; China Clipper; Dent-Re-Par Inc.; David Scham-roth Co.

RANDALL CO.
75 Pearl St., Hartford 3, Conn.
Tel.: 7-1179
Radio Dept.: Florence Grady, radio director.

Radio Accounts: General Electric Supply; George E. Dewey Co.; Hartford Gas Co.; Hoffman Wallpaper Co.; New England Laundry Co.; Savitt Jewelers; Wachtel's Dept. Store.

FRED M. RANDALL CO.
3314 Book Tower, Detroit 26
Tel.: Woodward 1-4862

Radio Dept.: Charles E. Foerster, time-buyer; Hugh R. Mack Jr., radio director; account executives R. D. Hughes, Hal G. Trump.

RAY-HIRSCH CO. INC.
37 W. 57th St., New York 19
Tel.: Murray Hill 8-3515
KNOX REEVES ADV. INC.
600 First Nat'l-Soo Line Bldg., Minneapolis 2
Tel.: Bridgeport 7701
Radio Dept.: R. E. Neff, radio director; William S. Shepherd, radio program director; G. B. Brown, timebuyer; R. W. Stafford, Paul Phillips, R. H. Burbank, account executives.

Radio Accounts: General Mills Inc. (N-S); Pacific Gamble Robinson Co.; Midland Nat'l Bank; Art Instruction Inc.

REINCKE, MEYER & FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440
Radio Dept.: Frank M. Baker, radio director.

Radio Accounts: Anderson Co.; Chicago Burlington & Quincy; Sterling Ins. Co.; International Sports Show.

EMIL REINHARDT ADV. AGENCY
1736 Franklin St., Oakland 12, Calif.
Tel.: Templebar 2-2408

FLETCHER D. RICHARDS INC.
(see Harrington-Richards, division)
10 Rockefeller Plaza, New York 20
Tel.: Judson 6-5400
Radio Dept.: E. A. Elliott, vice president for media; Edwin S. Reynolds, radio director; S. J. Frolick, radio commercials supervisor; Robert S. Colodzin, in charge of radio production; William L. Russell, in charge of radio copy; J. M. Kelly, timebuyer; Barbara M. Kiefer, radio traffic coordinator.

Chicago 1—211 N. LaSalle St.; Tel.: Financial 6-3585.

Radio Accounts: American Machine & Foundry Co. (S); Durham-Enders Razor Corp. (S); Eastern Air Lines (S); Foremost Dairies Inc. (S); Peter Fox Brewing Co. (S); Nat'l Sugar Refining Co. (S); United States Rubber Co. (N); Squirt Beverage Co. (S); Morris Plan Co. (S); Western Pacific Railway Co. (S); Avoset Co. (S).

M. EVANS RICHMOND AGENCY
127 S. 22d St., Philadelphia 3
Tel.: Locust 7-1674
Boston 16—230 Boylston St. Tel.: Commonwealth 6-4491.

Hollywood—Yucca Vine Bldg. Tel.: Hempstead 3517.

RICKARD & CO. INC.
11 E. 36th St., New York 16
Tel.: Murray Hill 6-4870
Radio Accounts: Oakite Products Inc. RINGER & ASSOCIATES INC.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8131
Radio Dept.: Les Ringer.

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5768
Radio Accounts: Ford Optical; John Kohler Clothing; Shulte Optical Co.; Spiro's Apparel; Stanley's Corrective Shoes; Moskin Clothes.

ROBERTSON ADVERTISING AGENCY
721 U. S. Nat'l Bldg., Denver 7
Tel.: Keystone 6289
Radio Dept.: Walter Kranz, radio director; Marshall Robertson, Mary Robertson, timebuyers, account executives; John Eby, Wendell McWilliams, account executives; Margaret Pierson, traffic director.

Radio Accounts: Miller Super Markets; Elitch Gardens; Frumess Jewelry Co.; Cottell Clothing Co.; Thoro Products Co.; Grayson Apparel Co.; Wolfberg Theatres; Weicker Transfer & Storage Co.; Contractors' Heating & Supply; Mel Collier Music; Knight Campbell Music.

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6293
Radio Dept.: Talbot Johns, radio director; Robert C. Neuman, media director; Elwood J. Robinson, Melvin A. Jensen, John W. Haynes, account executives.

Radio Accounts: Loma Linda Food Co.; Packard-Bell Co.; Pioneer Savings & Loan Assn.; California Federal Savings & Loan Assn.; Lincoln Savings & Loan Assn.

ROCHE, WILLIAMS & CLEARY INC.
135 S. La Salle St., Chicago 3
Tel.: Randolph 6-9780
Radio Dept.: F. R. Stewarth, timebuyer.

Radio Accounts: The Studebaker Corp. (N-S); Holland Furnace Co. (N-S); Chi.-Milwaukee-St. Paul & Pac. R. R. Co. (S); Hardware Mutual Casualty Co. (S); John Puhl Products Co. (S); Stewart & Ashby Coffee Co. (S); Deepfreeze Appli-

(Continued on page 410)

want to
sell?
your Ideas *your Products?*

IN EUROPE?

reach more people at less cost through
**THE WORLD'S TWO MOST
POWERFUL COMMERCIAL STATIONS**

"RADIO LUXEMBOURG 1"
232 k/cs 150,000 watts
—for all European languages—

"RADIO LUXEMBOURG 2"
1439 k/cs 150,000 watts
—for English-language programs—

EXCLUSIVE REPRESENTATIVE U. S. A.
GUY BOLAM,
AMERICAN SALES AND SERVICING AGENCY
175 5th Ave., N. Y. 10 Algonquin 4-7881

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional

(Continued)

ance Div., Motor Products Corp. (N-S); National Toilet Co. (S).
ROCKLIN, IRVING & ASSOC.
 32 W. Randolph St., Chicago 1
 Tel.: Randolph 8-2324
 Radio Dept.: I. Rocklin, Lou Burrows, account executives; Trina Shuchat, assistant radio; Helen Wurtzburg, Radio Accounts; Cole-Finder Inc.; Walton Motors; Union Life; Lincoln City; Chicago Furniture Mart; Kay-Den; Television Appliance Mart; Roxy; Balaban's; Cedar Trees; No-Glare; Bulk Service; Martin Jewelers; Reliable Drapery.

IRVING ROSEN ADVERTISING
 230 Fifth Ave., New York 1
 Tel.: Oregon 9-1926
 Radio Dept.: Irving Rosen, timebuyer; E. Wayne, production.
ROSS ADV. AGENCY
 4059 Lindell Blvd., St. Louis 8
 Tel.: Lucas 1322
 Los Angeles 4-184 S. Alvarado St.; Tel.: Dunkirk 7-2148.
 So. Nyack, N. Y.—156 Piedmont Ave.; Tel.: 7-2506.
 Kansas City 6, Mo.—823 Walnut St.; Tel.: Baltimore 6730.

CHARLES ROSS ADV. AGENCY
 1418 N. Highland Ave., Hollywood 28
 Tel.: Hudson 2-1184
CHARLES L. RUMRILL & CO. INC.
 339 East Ave., Rochester, N. Y.
 Radio Dept.: Alan Brown, radio director.
LOWE RUNKLE CO.
 1305 Liberty Bank Bldg., Oklahoma City 2
 Tel.: RE 6-3521
 Radio Dept.: Maury Ferguson, radio director; Howard Neumann, Harold Kranz, timebuyers and account executives; Roger Pishny, account executive.

Radio Accounts: Ralston Purina Co.; Cain's Coffee Co.; Liberty Nat'l Bank & Trust; Local Federal Savings & Loan Assn.; Arkansas City Flour Mills; Dulaneys; Big Red Warehouse; Simpson Auto Co.; Oklahoma Electrical Supply.
RUTHRAUFF & RYAN INC.
 405 Lexington Ave., New York 17
 Tel.: Murray Hill 6-6400
 Radio Dept.: Tom Slater, vice president, director; Grant V. Flynn, network timebuyer; Daniel M. Gordon, media director; Henry Frankel, talent buyer.

Chicago 1—360 N. Michigan Ave., Tel.: Financial 6-1833; R. W. Metzger, radio director.
 Hollywood 4—1680 N. Vine St.; Tel.: Hillside 7593; Charles Bowes, manager.
 Detroit 2—7430 2d Blvd.; Tel.: Trinity 4-2200; Tod Reed, vice president, manager.
 Cincinnati 2—Carew Tower; Tel.: Main 2413; John L. Magro, manager.

St. Louis 1—611 Olive St.; Tel.: Main 0127; Oscar A. Zahner, senior vice president, manager.
 Dallas 1—505 N. Ervay St.; Tel.: Victor 4-4986; Roger Bacon, manager.
 Houston 2—Gulf Oil Bldg.; Tel.: Charter 4-1741; W. Van A. Combs, manager.
 Seattle 1—Northern Life Tower; Tel.: Elliott 1572; Francis G. Mullins, vice president, manager.
 San Francisco 4—235 Montgomery St.; Tel.: Exbrook 4616; John L. Harvey, vice president, manager, account executive.

Toronto 1—2 Toronto St.; Tel.: Plaza 1515; Gordon Ralston, manager.
LEWIS EDWIN RYAN
 726 Jackson Place N.W., Washington 6
 Tel.: Republic 7-7606

S
MAXWELL SACKHEIM & CO. INC.
 670 5th Ave., New York 19
 Tel.: Plaza 8-2086
 Radio Dept.: Rae E. Elbrock
 Radio Accounts: Children's Record Guild; Arman Co.; Marbleboro-Smith Co.
ST. GEORGES & KEYES INC.
 250 Park Ave., New York 17
 Tel.: Plaza 5-1180
 Radio Dept.: James J. Freeman, radio director; William O'Brien, timebuyer.
 Radio Accounts: Davison Chemical Corp. (S); Commonwealth Products Co. (S).
WALKER SAUSSY ADVERTISING
 823 Perdido St., New Orleans 12
 Tel.: Magnolia 3218
 Radio Dept.: Walker Saussy, Charles Bloom II, P. J. Stakelum Jr., Dorothea Schiesinger, Joseph C. Shields Jr., account executives.
 Radio Accounts: American Brewing Co.; Wm. B. Reilly Co. Inc.; Elmer Candy

Co.; Petrolane Gas Co.; J. T. Gibbons Inc.; L. A. Frey Co. Inc.
FRANK B. SAWDON INC. ADV.
 480 Lexington Ave., New York 17
 Tel.: Plaza 5-2516
 Radio Dept.: Jerry Bess, radio director in charge of timebuying.
 Chicago—75 E. Wacker Dr.; Tel.: Dearborn 2-0826; Marty Hogan, office manager.
 Radio Accounts: Robert Hall Clothes; Abelson's Inc. Jewelry.
THE SAXTON AGENCY
 312 E. Wisconsin Ave., Milwaukee 2
 Tel.: Broadway 6-2142
 Radio Dept.: H. Ellis Saxton, radio director; Eunice Grobe, timebuyer.

SCHIEDLER, BECK & WERNER INC.
 487 Park Ave., New York 22
 Tel.: Murray Hill 8-8666
 Radio Dept.: Vera Brennan, radio director; Anne Small, Sally Reynolds, Nina Flinn, timebuyers.
 Radio Accounts: Manhattan Soap Co.; Mueller Co.; G. F. Heublein & Bro. Inc.; Int'l Salt Co. Inc.; McIlhenny Co.; Economics Lab. Inc.; Wm. Gretz Brewing Co.
SCHOENFELD, HUBER & GREEN LTD.
 520 N. Michigan Ave., Chicago 11
 Tel.: Whitehall 4-0818
 Radio Dept.: Lewis G. Green, radio director; Merritt R. Schoenfeld, account executive; Miriam R. Orr, timebuyer.

SCHOLTS ADV. SERVICE
 1201 W. Fourth St., Los Angeles 17
 Tel.: Michigan 2396
 Radio Dept.: Ruth S. Arnot, radio director.
SCHWIMMER & SCOTT INC.
 75 E. Wacker Dr., Chicago 1
 Tel.: Dearborn 2-1815
 Radio Dept.: Robert Knapp, copy chief, executive, radio director; Evelyn Vanderploeg, timebuyer; Dick Osterlander, radio director; account executives President R. J. Scott, Vice President C. H. Lilienfeld, Fred Vosse, Ed Guy, Charles Jones.

Radio Accounts: Boyer Internat'l Labs. Inc.; Chicago Stadium Corp.; Citrus Products Co.; Consolidated Royal Chemical Corp.; Helzberg's Diamond Shops Inc.; Nat'l Tea Co.; RealLemon Puritan Co.; Red Dot Foods Inc.; Salerno-Megowen Biscuit Co.; Spiegel Inc.; Walgreen Co.
SCOTT'S AGENCY INC.
 11 Pemberton Sq., Boston 8
 Tel.: Capitol 7-2425
RUSSEL M. SEEDS CO. INC.
 919 N. Michigan Ave., Chicago 11
 Tel.: Delaware 7-1045
 Radio Dept.: Russell B. Young, vice president in charge of radio; Richard Mulford, assistant; Merle Myers, timebuyer, account executives; Freeman Keyes, president; George Aayard, executive vice president; Harry Maus, vice president; Fred Willson, James Withereil, Harry Goldsmith.

Hollywood—7324 Santa Monica Blvd.; Tel.: Hollywood 9-1103; Lou Place, vice president; Fenton Coe.
 Radio Accounts: Admiral Corp. (N); Brown & Williamson Tobacco Co. (S); Hadaol (S)
ROSCOE W. SEGAR ADVERTISING
 2125 N. E. 48th Ave., Portland 13, Ore.
 Tel.: Trinity 3445
 Radio Dept.: D. D. Segar, timebuyer and radio director.
 Radio Accounts: Niklas & Son; G. B. Wallace Co.
SHAFFER, BRENNAN, MARGULIS ADV. CO.
 4 N. 8th St., St. Louis 1
 Tel.: Main 2579
THE LEONARD SHANE AGENCY
 104 S. Vermont Ave., Los Angeles 4
 Tel.: Dunkirk 8-3215
 Radio Dept.: Leonard Shane, president; Robert S. Howell, general manager; William T. Crago, radio director, timebuyer; J. M. Lench, assistant radio director, timebuyer; F. J. Rudolph, commercial manager; James Ward, senior account executive; Lytle Westcott, assistant.

RALPH SHARP ADV. INC.
 2300 Guardian Bldg., Detroit 26
 Tel.: Woodward 2-9070
 Radio Dept.: Art Seely, radio director; Lloyd Raddell, media director.
JOHN W. SHAW ADVERTISING
 716 N. Rush St., Chicago 11
 Tel.: Mohawk 4-6322
 Radio Dept.: John W. Shaw, president; Sylvia Slive, timebuyer; David E. Guerrant, vice president, account executive.
 Radio Accounts: Armour & Co. (N); Drummond Parking Co.
SHERMAN & MARQUETTE INC.
 919 N. Michigan Ave., Chicago 11
 Tel.: Delaware 7-8000

Radio Dept.: Louis E. Tilden, radio director; Clifford E. Bolgard, media director; Miss A. E. Anderson, timebuyer.
 Radio Accounts: The Quaker Oats Co. (N-S); Oscar Mayer & Co. (S).
CHARLES SILVER & CO.
 737 N. Michigan Ave., Chicago 11
 Tel.: Superior 7-6825
 Radio Dept.: Ben Solomon, radio director, account executive; Charles Silver, account executive.
 Radio Accounts: Rival Dog Food (S); Elam Mills (S).
SIMMONDS & SIMMONDS INC.
 201 N. Wells St., Chicago 6
 Tel.: Anderson 3-6645
 Radio Dept.: Kenneth R. Willert, radio director, timebuyer; George O'Leary, Phil Tobias Jr., Curtis Winters, account executives.

Radio Accounts: Dr. LeGear Poultry & Livestock; American Grease Stick Co.; American Beauty Macaroni; Atlas Pharmaceutical Dist. Co.; Chicago Forging & Mfg. Co.; Johnny Burgoon; Beck Eng. Combustion; Happy Transportation; Craft Hosiery; Hopy Mills; Hal Collins Co.; International Electric; Harrison Pharmaceutical Dist. Co.; Jon Paul Pharmaceutical Dist. Co.; Krakettes Co.; Linda Sue Candies; Nappanee Milling Co.; Perk Dog Food; Rudd-Humphreys Co.; Sanford Webb Motor Co.; Universal Mills.
SIMON & GWYNN
 622 Commerce Title Bldg., Memphis
 Tel.: 5-2404
 Radio Dept.: Milton Simon, account executive; H. N. Gwynn, account executive, timebuyer.

Nashville—930 Stahman Bldg.; Tel.: 5-8909; Ken Leckie, account executive.
 Radio Accounts: American Snuff Co.; American Tea & Coffee; The Hum-Co Co.; Ronco Foods; Slumber Products Corp.
SIMONS-MICHELSON CO.
 Lafayette Bldg., Detroit 26
 Tel.: Woodward 3-3000
RAYMOND L. SINES & ASSOC.
 291 Geary St., San Francisco
 Tel.: Sutter 1-8137
 Radio Dept.: Beth Norman, timebuyer.
LEONARD M. SIVE & ASSOC. INC.
 22 W. 7th St., Cincinnati 2
 Tel.: Garfield 3000
 Radio Dept.: Robert G. Grannen, account executive, radio director; Leonard M. Sive, Cyril J. Wedding, account executives.

SMITH & BULL ADV. AGENCY
 6642 Sunset Blvd., Hollywood 28
 Tel.: Hempstead 5671
 Radio Dept.: Richard T. Parker, radio director; Jane T. Darden, timebuyer.
SMITH, TAYLOR & JENKINS INC.
 223 Fourth Ave., Pittsburgh 22
 Tel.: Atlantic 1-9312
 Radio Dept.: Les Sterne, radio director; Tom Cadden, writer; A. L. Marisco, musical director; Ron Taylor, Cook Thompson, Bob Quaid, Bill Sutherland, account executives.
 Radio Accounts: PGH Brewing; PGH Prov. & Packing; Sealy Mattress; Dad's Root Beer; Dr. Ellis; Otto Milk; Walter H. Burns.
STAAKE & SCHOONMAKER CO.
 808 Kalamazoo Bldg., Kalamazoo, Mich.
 Tel.: 3-1678
 Radio Dept.: Carl B. Schoonmaker, John G. Eldredge.

Radio Accounts: First Nat'l Bank.
CHARLES N. STAHL ADV. AGENCY
 440 S. Boylston St., Los Angeles 17
 Tel.: Madison 7844
 Radio Dept.: John F. Courcier, Charles N. Stahl.
 San Francisco—Stahl-Casey Advertising, 208 Sheldon Bldg.; Tel.: Exbrook 2-4713; John J. Casey.
 Radio Accounts: Dr. Beauchamp; Fletcher Jones.
STANLEY ADV. AGENCY INC.
 2616 David Broderick Tower, Detroit 26
 Tel.: Woodward 5-6155
 Radio Dept.: Stanley Altschuler, manager; Leonard Kotowski, account executive; Barbara Fisher, timebuyer.

BARTON A. STEBBINS
 1250 Wilshire Blvd., Los Angeles 17
 Tel.: Trinity 8821
 Radio Dept.: E. C. Bloodworth, radio director; Nat Jeffras, account executive. A. W. Gudelman, timebuyer, account executive.
 Radio Accounts: Signal Oil Co.; Certified Grocers of Calif.; Brewster's Food Supplement.
STEINER, TOWERS, DOBRIN & KAUS
 221 W. 57th St., New York 19
 Tel.: Circle 6-0912
 Radio Dept.: Jack Steiner, Frank Kaus, STERLING ADV. AGENCY INC.
 535 5th Ave., New York 17
 Tel.: Murray Hill 7-3400
 Radio Dept.: Myron L. Broun, radio director.

STOCKTON-WEST-BURKHART INC.
 1300 First Nat'l Bank Bldg., Cincinnati 2
 Tel.: Dunbar 5600

Radio Dept.: Ranald S. West, vice president, director of radio; Miner Raymond III, manager of radio production; Robert A. McDowell, vice president and director of media; James A. Gray, radio timebuyer; Lawrence G. Puchta, J. H. Phillips, W. S. Brown, account executives.
 New York 22—501 Madison Ave. Tel.: Eldorado 5-1041. Richard Dunn, manager.
 Radio Accounts—C. G. & E.; Ohio Oil; Hudepohl; Andrew Jergens Co.; Central Trust Co.
STOCKWELL & MARCUSE
 Industrial Bank Bldg., Detroit 26
 Tel.: Woodward 1-4484
STODEL ADV. CO.
 5611 Melrose Ave., Hollywood 38
 Tel.: Hollywood 9-7163
STORM & KLEIN INC.
 50 E. 42d St., New York 17
 Tel.: Murray Hill 7-4460
 Radio Dept.: Edward Klein, media director; Arthur Klein, timebuyer.

STREET & FINNEY INC.
 76 9th Ave., New York 11
 Tel.: Watkins 4-8510
 Radio Dept.: Howard Miller, radio production director; Warren Faxon, John T. Kelly Jr., Robert Finney, W. G. Johnston, account executives; Helen A. Thomas, timebuyer.
 Chicago 3—120 S. LaSalle St. Tel.: Randolph 6-3657. Frank E. Duggan, account executive.

Radio Accounts: Foster Milburn Co.; Chattanooga Medicine Co.; G. T. Fulford Co.; Kress & Owen Co.; Colgate-Palmolive-Peet Co.
BOB STUBBS & ASSOC.
 735 N. Vine St., Hollywood 38
 Tel.: Hillside 0249
 Radio Dept.: R. B. Struble, radio director; Len McLean, timebuyer; Bruce Bailey, music director; Hank Caldwell, Baden Powell, Ted Yerxa, Karen Struble, account executives.
 Radio Accounts: Empire Home Improvement Co.; Foundation Films Corp.; Felix DeCola Inc.; Customers Club Inc.

CHARLES R. STUART ADV.
 625 Market St., San Francisco
 Tel.: Douglas 2-2438
 Radio Dept.: Fred M. Parke, account executive.
 Radio Accounts: Bank of America (N).
DANIEL F. SULLIVAN CO.
 216 Tremont St., Boston 16
 Tel.: Hancock 6-7643
SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
 437 5th Ave., New York 16
 Tel.: Oregon 9-2500
 Radio Dept.: Philip H. Cohen, vice president for radio; Francis Minehan, vice president for media; John McCorkle, Jean Carroll, Stephen Suren, timebuyers.

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hillside 2119. J. J. VanNostrand, vice president for radio.
SUPERIOR ADVERTISING INC.
 300 Fort Wayne Bank Bldg., Fort Wayne 2
 Tel.: Anthony 6131
 Radio Dept.: T. M. Perkins, president.
 Radio Accounts: McMillen Feed Mills.
SUTHERLAND-ABBOTT
 234 Clarendon St., Boston 16
 Tel.: Kenmore 6-1472
 Radio Dept.: Thomas R. Covey, Jr., radio director; Evelyn Victor, assistant.

Radio Accounts: Blue Cross-Blue Shield; Homelite Corp.; Orange Food Products; Schlotterbeck & Foss Co.
SYKES ADVERTISING INC.
 1101 Fifth Ave., Pittsburgh 19
 Tel.: Grant 1-6120
 Radio Dept.: Milnor Roberts, radio director.

T
TAGGART & YOUNG
 7364 Beverly Blvd., Los Angeles 36
 Tel.: Webster 3-8108
 Radio Dept.: Ray Lewis, radio director.
 Radio Accounts: Parklabrea; Tom Ray Pontiac Co.
TATHAM-LAIRD INC.
 64 E. Jackson Blvd., Chicago 4
 Tel.: Harrison 7-3700
 Radio Dept.: George A. Bolas, radio director.

New York 22—595 Madison Ave.; Tel.: Plaza 3-7057; H. Lawrence Holcomb, William Vance, radio supervisors.
 Radio Accounts: Toni Co. (N-S); General Mills (N); Geo. Wiedemann Brewing Co. (S).
GEORGE TAYLOR ADV. AGENCY
 420 Market St., San Francisco 11
 Tel.: Garfield 1-6812
 Radio Dept.: George Taylor, Carl Christopher, timebuyers and account executives.
 Radio Accounts: J. E. French Co.; Hoberg's; Byington Electric; Exposition Fish Grotto; Henry Doegler; Panelli's; Mel's Drive-In; Paoli's.

TECH AGENCY INC.
1004 E. Jefferson Ave., Detroit 7
Tel.: Woodward 2-7367
Radio Dept.: M. W. Winthrop, radio director, timebuyer

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000
Radio Dept.: Stanley Resor, president; John U. Reber, vice president in charge of radio; James O. Luce, Anne C. Wright, Jayne M. Shannon, timebuyers; Virginia Spragle, H. Bart McHugh Jr., Howard Reilly, radio talent buyers

Chicago 11—410 N. Michigan Ave.; Tel.: Superior 7-0303; George C. Reeves, manager; Peter Cavallo, radio director; Ed Fitzgerald, timebuyer.
Detroit 26—535 Griswold St.; Tel.: Woodward 2-8890; Norman H. Strouse, manager, vice president.
Los Angeles 43—6399 Wilshire Blvd.; Tel.: Webster 3-7201; Thomas Cooper, vice president, general manager; Eileen Henriquez, timebuyer.

San Francisco 4—320 California St.; Tel.: Garfield 3510; Henry T. Stanton, vice president, general manager; Fred Fidler, vice president, manager; Frances Austin, timebuyer.

Lakeland, Fla.—712 Marble Arcade Bldg.; Tel.: 2-4571; John Forshaw, manager.

Coral Gables, Fla.—220 Miracle Mile; Tel.: Miami 83-5457; Frank W. Linder, manager.

Seattle 1—White-Henry-Stuart Bldg.; 1338 4th Ave.; Tel.: Main 8576; Floyd O. Flint, manager. (also 22 foreign offices).

Radio Accounts: Credit Union Nat'l Assn., Ford Div. of Ford Motor Co., Johns-Manville Corp., Kraft Foods Co. (S), Lever Bros. Co. (S), RCA (S), Swift & Co. (S), all N; Libby, McNeil & Libby, Standard Brands Inc., J. B. Williams Co., all R; P. Ballantine & Sons, Ford Dealers, Northern Trust Co., Pan American World Airways, Pan American Grace Airways, RCA Victor, Safeway Stores Inc., Shell Oil Co., Ward Baking Co., J. B. Williams, Carolina Coach Co., Fannie Farmer Candy Shops, Indiana Bell Tel. Co., Kilmer & Co., Mentholatum Co., Modern Coach Co., Southwest Airways, Washington State Apples, Wash. State Dairies, Wash. State Ferries, Yellow Cab Co. of L. A., all S.

ARTHUR TOWELL INC.
119 Monona Ave., Madison 1, Wis.
Tel.: 6-2668
Radio Dept.: Philip M. Davies, radio director.

Radio Accounts: Nat'l Guardian Life; Oscar Mayer & Co.; Mautz Paint & Varnish Co.; Gisholt Machine Co.; Magnecord Inc.

TOWN CRIER AGENCY INC.
305 Wickham Bldg., Council Bluffs, Iowa.
Tel.: 7768
Radio Dept.: D. H. Filbert, radio director; William Belcher, Norman Filbert Jr., account executives.

Radio Accounts: Roberts Dairy Co.; Broadway Cleaners; Continental Keller; Soft Water Service; State Savings Bank; Emarines Printers; Playland Park.

TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404
Radio Dept.: Philip A. Baeker, radio director; Frank S. Kent, William Irwin Tracy, Hudson Budd, account executives.

Radio Accounts: H. C. Brill Co. Inc.; Gristede Bros. Inc.; J. W. Beardsley's Sons; Dellwood Dairy Co.; Packers Tar Soap Inc.; Charles & Co. Inc.

TRACY-LOCKE CO. INC.
1307 Pacific Ave., Dallas 1
Tel.: Prospect 8655
Radio Dept.: Philip L. McHugh, radio director; Ernestine Cummings; assistant radio director; Ernestine Parker, media director; Morris Hite, president, account executive; Robert I. Preis, account executive.

Houston 2—711 Main St.; Tel.: Charter 5467; Clay W. Stephenson Jr., account executive & vice president.

Radio Accounts: Adleta Co.; Anheuser-Busch for Texas; Mrs. Baird's Bakeries; Borden Co.; Burrus Mills Inc.; Comet Rice; Duncan Coffee Co.; Imperial Sugar Co.; Skillern Drug Co.

TURNER ADV. AGENCY
101 E. Ontario St., Chicago 11
Tel.: Michigan 2-8426
Radio Dept.: John K. Turner, J. Gordon Turner, Al R. Boyd, account executives.

Radio Accounts: O-Cedar Corp.; Berry Bros.

C. J. ULRICH & ASSOC.
3253 Irving Park Rd., Chicago 18
Radio Dept.: C. J. Ulrich, timebuyer.

VANSANT, DUGDALE & CO.
15 E. Fayette St., Baltimore 2
Tel.: Lexington 5400
Radio Dept.: Robert V. Walsh, radio director; Rita G. Eastman, radio copy; Marilyn Bauer, timebuyer; R. E. Daiger, C. M. Buchanan, H. G. Erck, Nicholas VanSant, D. J. Loden, account executives; Harry Brian, vice president, copy & plans; Donald B. Buckley, marketing, research director; Uran Moss, media director.

Radio Accounts: Anchor Post Products; Black & Decker (home utilities); Charles D. Bridgell; The Crosse & Blackwell Co.; Equitable Trust Co.; A. B. Farquhar; Fram Corp. (automotive); Gibbs & Co.; International Bedding; Schluderberg-Kurdle Co.; Sherwood Bros. Inc.; B. F. Shriver Co.; Tilghman Packing Co.; U. S. F. & G.; Harry T. Campbell Sons Corp.; Lacy Products Inc.; Lehigh Chemical Products Co.

CARLO VINTI ADVERTISING
431 Fifth Ave., New York 16
Tel.: Murray Hill 9-8476
Radio Dept.: Carlo Vinti, producer; Joseph Vinti, writer; Joseph Bamboschek, musical director; Anthony Stivanello, staging.

Radio Accounts: Uddo & Taormina; Gallo Wines; J. Ossola Co.; National Candles.

San Francisco, Philadelphia and Chicago branch offices.

W

GEOFFREY WADE ADV.
20 N. Wacker Dr., Chicago 6
Tel.: State 2-7369
Radio Dept.: Paul McCluer, general manager; Louis J. Nelson, media director; Jack Farnell, director of radio operations; D. S. Williams, timebuyer.

Hollywood 28—6223 Selma Ave.; Tel.: Hillside 7457; R. E. Dwyer, manager; Forrest F. Owen Jr., radio director; Ed Pierce, assistant radio director.

Radio Accounts: Miles Labs. (N-S); Murphy Products Co. (S); De Mets Inc. (S).

LOUIS E. WADE INC.
204 Paramount Bldg., Fort Wayne 2
Tel.: Anthony 6282
Radio Dept.: Louis E. Wade, account executive and timebuyer; Edward P. Wade, account executive.

Radio Accounts: G. E. Bursley Co.; The Howard Co.; Patterson-Fletcher Co.; Meyer Drug Co.; Wolf Bedding Co.

WADSWORTH & WALKER INC.
517 Gerona Ave., Miami 46, Fla.
(Mail: PO Box 466, Coconut Grove Sta., Miami 33)
Tel.: Miami 87-3666
Radio Dept.: Ralph K. Wadsworth, president.
New York 17—369 Lexington Ave.; Tel.: Murray Hill 5-6100.

HUGH WAGENSEIL & ASSOC.
Talbot Bldg., Dayton 2
Tel.: Hemlock 5542

WALKER & DOWNING GENERAL AGENCY
532 Oliver Bldg., Pittsburgh 34
Tel.: Grant 1-1900
Radio Dept.: Robert Stevens, radio director; William O. Burge, Frank A. Orr, assistant directors.

WALLACE-FERRY-HANLY CO.
400 W. Madison St., Chicago 6
Tel.: Franklin 2-6440
(For Personnel, see Hanly, Hicks & Montgomery)

Radio Accounts: Campana Sales Co. (N).

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 4-5800
Radio Dept.: William P. Warwick, radio director; Joe Gratz, Robert Steen, assistants.

Los Angeles 5—2405 W. 8th St.; Tel.: Dunkirk 3-1141; Cecil Underwood, radio director.

Radio Accounts: Equitable Life Assurance Society (N); Ex-Lax Inc. (N-S); Hoffman Beverage Co. (S); Larus & Bro. Co. (S); Los Angeles Brewing Co. (R-S); Kingan & Co. (N-S); Pabst Sales Co. (N-S).

WATTS, PAYNE-ADVERTISING INC.
900 S. Main St., Tulsa 3
Tel.: 3-8108
Radio Dept.: Don Mitchell, radio director; account executives Don Dyer, Benton Ferguson, R. C. Keefe, Leslie Hauger.

Dallas—Fidelity Bldg. Tel.: Riverside 5201. Marie Callahan, Burke Gilliam, account executives.

Radio Accounts: Oklahoma Tire & Supply Co.; United Federal Savings & Loan; Mid-West Chevrolet; Bell Oil & Gas Co.; White Auto Stores;

Blackburn's Syrup; Bryan & Sons; Burt's Ice Cream; Will Rogers Hotel; Ozark Nurseries; Hanns Lumber Co.; Watt Plumbing Supply; Pepsi Cola; First Nat'l Bank & Trust; Mayo Hotel; Brookside State Bank; Palace Office Supply; Political Party, Tennessee Dairies.

WAXELBAUM ADVERTISING CO.
10 E. 43rd St., New York 17
Tel.: Murray Hill 2-7398

LUTHER WEAVER & ASSOC.
405 Oppenheim Bldg., St. Paul 5
Tel.: Garfield 4715
Radio Dept.: Luther Weaver, radio executive & owner; Don Gardner, account executive.

THE ARMAND S. WEILL CO.
170 Franklin St., Buffalo 2
Tel.: Washington 6250
Toronto 2, Ont., Canada—225 Mutual St.; Tel.: Empire 35112

MILTON WEINBERG ADV. CO.
3508 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 3-4134
Radio Dept.: William H. Krauch, radio director; account executive; Selma Solmann, media director; Florie Field, timebuyer.

WILLIAM H. WEINTRAUB & CO. INC.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-3900
Radio Dept.: Harry Trenner, vice president in charge of radio; Carlos A. Franco, general manager of radio; Gladys York, timebuyer.
New York—49 E. 53d St.; Tel.: Plaza 9-8483.

Radio Accounts: Blatz Brewing Co. WEISS & GELLER INC.
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-1124
Radio Dept.: Marvin L. Mann, vice president, radio director; Jack Bard, media analyst, timebuyer; Irving D. Auspitz, creative director; Don Paul Nathanson, vice president, account supervisor; Eugene W. Cooper, Byron Bonnhelm, account executives.

New York 17—400 Madison Ave.; Tel.: Plaza 4-4070; Bruce M. Dodge, radio production director; Frank P. Higgins, assistant.

Radio Accounts: Toni Co. Div. Gillette Co. (N-S); Wine Corp. of America (N-S); Terre Haute Brewing Co. (S); Wyler Soups (S); College Inn Foods (S).

WELSH-HOLLANDER ADV.
350 S. Alvarado St., Los Angeles 5
Tel.: Dunkirk 9-1171
L. W. WENDT CO.

Strain Bldg., Great Falls, Mont. S.
Radio Dept.: W. E. Wendt, account executive.

Radio Accounts: Great Falls Breweries; Jersey Gold Foods; Montana Bank; Montana Flour Mills.

WERTHEIM ADV. ASSOC.
11 W. 42d St., New York 36
Tel.: Wisconsin 7-5978

WESLEY ASSOC.
247 Park Ave., New York 17
Tel.: Eldorado 5-2680
Radio Dept.: J. D. Knap Jr., media director; C. O. Sloane, account executive.

Radio Accounts: Shulton Inc.; Winston Inc.; Paradise Prod.; Lipstae.

WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-2214
Radio Dept.: George Anthony, media department manager; Hazel S. Beaver, assistant media manager.

San Francisco 3—785 Market St.; Tel.: Garfield 1-1716; Harold H. Marquis, vice president.

Portland 5, Ore.—833 American Bank Bldg.; Tel.: Broadway 7373; Richard K. Stanton, vice president.

Seattle 4—1473 Dexter Horton Bldg.; Tel.: Mutual 1066; Wells R. Wiley, vice president.

Long Beach 12, Calif.—602 Pacific Ave.; Tel.: 7-5171; Jack Horner, manager. (Fashion Arts Div.)

Los Angeles 5—2404 W 7th St.; Tel.: Dunkirk 7-4348; Charles B. Smith, manager.

Radio Accounts: Norris-Thermador Corp.; Northrop Aircraft Inc.; General Petroleum Corp.; J. W. Robinson Co.; Pacific Northern Airlines Inc.; Wilbur-Ellis Co.; Calif. Farm Bureau Federation; Niagara Equipment Co.; Atlas Heating & Ventilating Co.; M. E. Bernstein Co.; Gallagher Motors Inc.

WESTERN ADVERTISING AGENCY INC.
668 S. Coronado, Los Angeles 5
Tel.: Dunkirk 7-7367
Radio Dept.: Milton V. Carlson, radio director; Ruth Johnson, timebuyer; account executives V. M. Barton, Ray Banks, John Moore, Ken Slee.

Radio Accounts: Voice of Prophecy Inc. (N-S); Inter-American Division, SDA (S); Art Frost; Ontra Cafeterias; Stationers Corp; Overseas Div. of Gen. Conference of SDA.

(Continued on page 412)

KSFO

FRANCISCO'S

MOST POWERFUL INDEPENDENT

DELIVERS MORE LISTENERS PER DOLLAR THAN ANY OTHER NORTHERN CALIFORNIA RADIO STATION....

BAR NONE!

KSFO

560 KC.

VAN NISS at GREENWICH SAN FRANCISCO, CALIF.

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Directory of 1952 NATIONAL AND REGIONAL RADIO ADVERTISERS

AND THEIR AGENCIES

United States and Canada

N NETWORK, S SPOT, D-C DEALER COOPERATIVE
Compiled and Copyrighted 1952 by Broadcasting Publications, Inc.

A
ABBOTTS DAIRIES Inc., 3041-43 Chestnut St., Philadelphia, dairy products and ice cream. Adv. Exec.: George G. Dittenback. Agency: Richard A. Foley Adv. Philadelphia. Acct. Exec.: Lee E. Hood.
ABRAHAM & STRAUS, 4200 Fulton St., Brooklyn, N. Y., department store. Adv. Exec.: Edward Berman. Agency: Klesewetter & Assoc., New York.
ACME BREWERIES, 726 Fulton St., San Francisco. Acme Gold Label beer. Adv. Exec.: Eliot Stoutenburgh. Agency: Foote, Cone & Belding, San Francisco.
ACME-EVANS Co., 802 W. Washington Ave., Indianapolis, E-Z Bake all purpose flour; Angelite and White Plume cake flour; White Rose flour, and E-Z Bake, white and yellow corn meal. Adv. Exec.: C. A. Cox. Agency: Ross Roy Inc., Detroit.
ACME FEEDS Inc., Forest Park, Ill., feeds for livestock. Agency: DeMunn & McGuinness Inc., Chicago.
ACME QUALITY PAINTS Inc., 8250 St. Aubin Ave., Detroit, paint, varnish and lacquer. Adv. Exec.: F. J. Schulte. Agency: Kientz, Harst & McDonald Inc., Chicago. Acct. Exec.: W. D. McDonald.
ADA MILLING Co., Ada, Okla., Cambric flour and Evergreen feeds. Agency: Galloway-Wallace Adv., Oklahoma City. Acct. Exec.: John W. Wallace.
ADAMS Corp., Korn Kurl Div., 1126 Harvey St., Beloit, Wis., Korn Kuris, Kornfections and Kurley Kuris.
ADELPHI PAINT & COLOR WORKS Inc., 86-00 Dumont, N. Y., paint products(S). Adv. Exec.: Bernard N. Cullen.
HOTEL ADELPHI, Chestnut & 13th St., Philadelphia, rooms and restaurants. Adv. Exec.: Henry Haas. Agency: Adrian Bauer Adv., Philadelphia. Acct. Exec.: A. Bauer.
ADLER SHOES FOR MEN, 122 E. 42d St., New York, shoes. Agency: Frederick-Clinton Co., New York. Acct. Exec.: Harold Rieff.
ADOLPH'S FOOD PRODUCTS, 2315 Magnolia Blvd., Burbank, Calif., seasoned meat tenderizer. Adv. Exec.: Robert H. Deutsch. Agency: Harvey & Shelley Co., Los Angeles. Acct. Exec.: James P. Shelley.
AETNA PLYWOOD & VENEER Co., 1731 Elston Ave., Chicago, plywood, veneer, tile boards, doors and plastic sheets. Adv. Exec.: George Garland. Agency: Wamsley & Heer, Chicago. Acct. Exec.: Raymond Heer.
AETNA PRODUCTS Co., 202 E. 44th St., New York, Del-E-Tape typewriter ribbons. Adv. Exec.: Fred Newman. Agency: Turner & Dyson, New York. Acct. Exec.: Franklin W. Dyson.
AIRADIO Inc., Melrose Ave. & Barry Pl., Stamford, Conn. aircraft communication equipment and variable condensers. Adv. Exec.: W. E. Burgess. Agency: Hugh Graham & Assoc., New Britain, Conn.
AIRLINE FOODS Corp., 1130 Elizabeth Ave. W., Linden, N. J., food products. Adv. Exec.: Fred Matthei. Agency: Mann-Ellis Inc., New York. Acct. Exec.: Jerome Sobel.
AIRMAID HOSIERY MILLS, 4408 2d Ave., Dallas, Tex., nylon hose. Adv. Exec.: Dorothy M. Cantrell. Agency: Taylor - Norsworthy, Dallas. Acct. Exec.: T. W. Norsworthy.
AIR-WAY ELECTRIC APPLIANCE Corp., 2101 Auburn Ave., Toledo, vacuum cleaners. Agency: Beeson-Reichert Inc., Toledo. Acct. Exec.: G. D. Welles Jr.
ALABAMA-GEORGIA SYRUP Co., North Court, Montgomery, Ala., syrup. Adv. Exec.: J. E. Griggs. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: Joe L. Killen.
ALADDIN LABS. Inc., 419 S. 6th St., Minneapolis, Jon-E hand warmer. Agency: Erwin Wasey & Co., Minneapolis. Acct. Exec.: James Keeler.
ALASKA STEAMSHIP Co., Pier 42, Seattle, passenger and freight service to S. E. and S. W. Alaska and Bering Sea. Agency: Frederick E. Baker & Assoc., Seattle.
ALBATROS Inc., Caribou, Me., granular fertilizer. Adv. Exec.: W. G. Robertson. Agency: R. Nelly Assoc., Boothbay Harbor, Me. Acct. Exec.: Hartley Baxter.
ALBERS MILLING Co., 5045 Wilshire Blvd., Los Angeles, Albers cereals and foods and Friska dog food. Adv. Exec.: William N. Huse. Agency: Erwin Wasey & Co., Los Angeles. Acct. Exec.: Eric Lifner.
ELI E. ALBERT Inc., 935 Broadway, New York, boys' wear. Agency: Stevens Adv., New York. Acct. Exec.: Gloria Felicia Sobelman.
ALBIN ENTERPRISES, 1401 W. 8th St., Los Angeles, DyBasik dentifrices and Ekday hose nozzle. Agency: Edward S. Kellogg Co., Los Angeles.
THE ALDEN-WONDERALL Co., 6524

Walker St., Minneapolis, infants' and children's wear. Agency: Bozell & Jacobs, Minneapolis.
ALL-AMERICAN AIRWAYS Inc., Washington National Airport, Washington, D. C., air travel. Adv. Exec.: David L. Miller. Agency: Buchanan & Co., New York.
ALLEN-EDMONDS SHOE Corp., Beloit, Wis., shoes. Agency: Baker, Johnson & Dickinson Adv., Milwaukee. Acct. Exec.: Dick Harrison.
J. P. ALLEN & Co., 215 Peachtree St., Atlanta, apparel. Adv. Exec.: Sarabelle Slicer. Agency: Spadea Inc., New York. Acct. Exec.: James V. Spadea.
ALLEN Mfg. Co., 300 10th Ave. N., Nashville, Tenn., ranges, heaters and oil burning appliances. Adv. Exec.: M. M. Dowlen. Agency: C. P. Clark Inc., Nashville.
ALLEN PRODUCTS Co., 1038 N. Jerome St., Allentown, Pa., Alpo dog food. Agency: Weightman Inc., Philadelphia. Acct. Exec.: Jack Rensel.
ALLES & FISHER Inc., 718 Columbus Ave., Boston, J. A. and 83 cigars. Adv. Exec.: Simon C. Hyneman. Agency: L. B. Hawes General Adv., Boston.
ALLIED MILLS Inc., Board of Trade Bldg., Chicago, O-Brand flour, Kreemex pancake flour, Wayne and Amco feeds. Adv. Exec.: John L. Richardson. Agency: Western Adv., Chicago. Acct. Exec.: Lee Hammett.
ALLIED VAN LINES Inc., 1018 S. Wash Ave., Chicago, long distance movers. Adv. Exec.: M. T. McGuineas. Agency: McCann-Erickson Inc., Chicago. Acct. Exec.: James Kurz.
ALLIS-CHALMERS Mfg. Co., 1128 S.

70th St., Milwaukee, electrical and industrial machinery. Adv. Exec.: R. A. Crosby (Tractor Div.); Arthur R. Tofté (General Machinery Div.). Agencies: Bert S. Gittins Adv., Milwaukee (Tractor Div.); Compton Adv., New York (institutional general business paper and export advertising). Acct. Exec.: E. Battey.
ALLSTATE INSURANCE Co., 3245 W. Arthington St., Chicago, automobile insurance. Adv. Exec.: R. E. Gorman. Agency: Christiansen Adv., Chicago.
ALTES BREWING Co., 3765 Hurlbut Ave., Detroit, Golden Lager beer. Adv. Exec.: John P. Rudden. Agencies: McCann-Erickson, Detroit. Acct. Exec.: H. R. Doering; The Phillips-Ramsey Co., San Diego (West Coast advertising).
ALTORFER BROS. Co., E. Peoria, Ill., washers and ironers. Adv. Exec.: G. C. Cyr. Agency: Cramer-Krasselt Co., Milwaukee.
ALVES PHOTO SERVICE Inc., Quincy, Mass., Christmas cards. Adv. Exec.: John J. Alves. Agency: The Bresnick Co., Boston.
AMALGAMATED CLOTHING WORKERS OF AMERICA, 15 Union Sq., New York, union label campaign. Adv. Exec.: Howard D. Samuel. Agency: Ben Sackheim Inc., New York. Acct. Exec.: Lloyd Whitebrook.
AMANA REFRIGERATION Inc., Amana, Iowa, food freezers and refrigerators. Adv. Exec.: M. E. Morris. Agency: Maury Lee & Marshall, New York. Acct. Exec.: Maury Bergman.
AMBASSADOR HOTEL, 3400 Wilshire Blvd., Los Angeles. Adv. Exec.: Don

J. Daley. Agency: Swafford & Co., Los Angeles. Adv. Exec.: C. K. Swafford.
FRED W. AMEND Co., 805 N. Griffin St., Danville, Ill., Chuckles candy. Agency: Henri, Hurst & McDonald Inc., Chicago.
THE AMERICAN AGRICULTURAL CHEMICAL Co., 50 Church St., New York, fertilizers and chemicals. Adv. Exec.: Gerard W. Gaffney. Agency: Cowan & Dangler Inc., New York.
AMERICAN BAKERIES Co., 520 Ten Pryor St. Bldg., Atlanta, wholesale bakery products (N) (S). Adv. Exec.: W. E. Tompkins. Agency: Tucker, Wayne & Co., Atlanta. Acct. Exec.: D. D. Connah.
AMERICAN BEAUTY MACARONI Co., 552 Campbell St., Kansas City, macaroni, spaghetti, vermicelli and egg noodles. Adv. Exec.: Ralph Sarli. Agencies: Simmonds & Simmonds Inc., Chicago; Dan B. Miner Co., Los Angeles (Western Div.); Rogers & Smith, Kansas City (Kansas City Div.).
AMERICAN BIRD PRODUCTS Inc., 2610 W. 25th Pl., Chicago, American 3 Vees bird food. Adv. Exec.: M. R. North.
AMERICAN BREWERY Inc., 1700 N. Gay St., Baltimore, Md., ale and beer. Adv. Exec.: R. Lester FitzSimons. Agency: Elmer D. Free, Baltimore.
AMERICAN BREWING Co., 717 Blenheim St., New Orleans, Regal beer. Adv. Exec.: Michael O'Brien. Agency: Walker Saussy Adv., New Orleans.
AMERICAN BUSLINES Inc., 616 S. Michigan Ave., Chicago, bus transportation. Agency: Hanson & Hanson Inc., Chicago. Acct. Exec.: Ray Hanson.
AMERICAN CHEMICAL PAINT Co., Ambler, Pa., ACP chemicals, Dextidine, Rodine, Cuprodine, Flosol, Lithoform, Rotoone, Fruitone and Transplanteone. Adv. Exec.: Norman P. Gentieu. Agency: Gray & Rogers, Philadelphia.
AMERICAN CHICLE Co., Thompson Ave. & Manly St., Long Island City, N. Y., chewing gum. Adv. Exec.: R. L. Harris. Agencies: Sullivan, Stauffer, Colwell & Bayles, New York (Dentym, Chiclets, Beeman's and 5 cent gum brands); Dancer - Fitzgerald - Sample, New York (Crawford's cough gum and Chlorophyll gum).
AMERICAN CIGARETTE & CIGAR Co., 111 Fifth Ave., New York, Pall Mall cigarettes and International cigars. Adv. Exec.: A. Gordon Findlay. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.
AMERICAN COFFEE Co., 800 Magazine St., New Orleans, French Market, French Opera, Morning Joy and St. Charles coffees. Adv. Exec.: Lowry Snow. Agency: Robert Kottwitz Adv., New Orleans. Acct. Exec.: Robert Kottwitz.
AMERICAN CRANBERRY EXCHANGE, 5 S. Six St., Boston, Eatmor cranberries. Agency: EEDO, New York. Acct. Exec.: Leicester H. Sherrill.
AMERICAN EXPRESS Co., 65 Broadway, New York, travel, travelers cheques, money orders, import-export shipping. Adv. Exec.: Ed Roberts. Agencies: Benton & Bowles, New York (travelers cheques); The Caples Co., New York (travel orders and foreign remittances); Kelly, Nason Inc., New York (travel and foreign traffic). Acct. Exec.: Paul Winshlo.
AMERICAN FIELD SEED Co., 1929 W. 43d St., Chicago, farm seeds. Agency: Lessing Adv. Co., Des Moines.
AMERICAN FRIGID-DOUGH Inc., 4920 W. Madison St., Chicago, Frigid-Dough. Adv. Exec.: Marvin R. Folkow. Agency: Schwimmer & Scott, Chicago.
AMERICAN FRUIT GROWERS Inc., P. O. Box 2035, Terminal Annex, Los Angeles, Blue Goose fresh fruits and vegetables and Tuba-Lemon (S). Adv. Exec.: L. E. Risk. Agency: Mogge-Privett Inc., Los Angeles. Acct. Exec.: Norton W. Mogge.
AMERICAN GIRL SHOE Co., 120 Kingston St., Boston, shoes. Adv. Exec.: O. J. Sullivan. Agency: Bresnick Co., Boston. Acct. Exec.: Oscar Bresnick.
AMERICAN GREASE STICK Co., Muskegon, Mich., specialized lubricants. Agency: Simmonds & Simmonds Inc., Chicago.
AMERICAN GUERNSEY CATTLE CLUB, 70 Main St., Peterborough, N. H., promotion of Guernsey breed and products. Adv. Exec.: Elsworth W. Bunce. Agency: Badger, Browning & Parcher, Boston. Acct. Exec.: C. F. Parcher.
AMERICAN HOME FOODS Inc., 22 E. 40th St., New York, food products. Adv. Exec.: Warren Tingdale. Agencies: Young & Rubicam, New York (Clapp's baby food and Chef Boy-Ar-Dee quality foods); Ted Bates & Co., New York (Duff's baking mix and G. Washington Div.); W. Earl Bothwell Inc., New York (Burnett Div.).
AMERICAN INDEMNITY Co., 2328 East B. Galveston, Tex., fire and casualty insurance. Adv. Exec.: C. S. Kuhn.

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

N Network, S Spot, R Regional
(Continued)

WESTHEIMER & BLOCK, 315 N. 7th St., St. Louis 1. Tel.: Garfield 4080.
TOM WESTWOOD ADV. AGENCY, 416 W. 8th St., Los Angeles 14. Tel.: Trinity 8496.
 Radio Dept.: Tom Westwood, account executive; Agnes M. Larson, time-buyer.
Radio Accounts: Voice of China (N); So. Calif. Lutheran Hour.
WARD WHEELER CO., Lincoln-Liberty Bldg., Philadelphia 7. Tel.: Rittenhouse 6-7500.
 New York 22-444 Madison Ave.; Tel.: Plaza 3-7120.
Hollywood-California Bank Bldg.; Tel.: Hillside 9231.
WHITE ADVERTISING AGENCY OF OKLAHOMA, 19 W. 10th St., Tulsa 14, Okla. Tel.: 2-5194.
Radio Dept.: Marguerite Cunningham, radio director; L. E. White, Bruce D. Hall, account executives.
 Oklahoma City—415 Commerce Exchange Bldg.; Tel.: Regent 6-7878; Stephen Olesluk, account executive.
Radio Accounts: Healing Waters Inc.; Allied Paint Co.; Doenges Motors; Associated Grocers; Whitaker-Manah; Christmas Inc.; Hall-Smart Inc.; Arthur Murray; General Electric Dist.
THOMAS C. WILSON ADV. AGENCY, 33 E. Truckee River Lane, P.O. Box 1011, Reno, Nev. Tel.: 27013.
WINIUS-BRANDON CO., 1706 Olive St., St. Louis 3. Tel.: Chestnut 6380.
Radio Dept.: Vernon L. Morelock, vice president and radio director; Rosalie A. Pietuch, assistant radio director.
Radio Accounts: Deep Rock Oil Corp.; American Packing Co.; H. C. Cole Milling Co.; Boatmen's Bank.
WOLFE-JICKLING-CONKEY INC., 327 John R. St., Detroit 26. Tel.: Woodward 1-1865.
WOODARD & VOSS INC., 24 James St., Albany 7, N. Y. Tel.: 9-1249.
WORTMAN, BARTON & SPOHN INC., 345 Madison Ave., New York 17. Tel.: Murray Hill 4-5920.
Radio Dept.: Elbert B. M. Wortman, account executive; Hortense Essler, timebuyer.
Radio Accounts: Nat'l Paper Products Co.; Allied Group Assoc.

Y

YAMBERT-PROCHNOW INC., 220 N. Canon Dr., Beverly Hills, Calif. Tel.: Bradshaw 2-5418, Crestview 5-5531.
Radio Dept.: Ralph Yambert, president; Ray Prochnow, Vaughn Shedd, vice

presidents.
YOUNG & RUBICAM INC., 285 Madison Ave., New York 17. Tel.: Murray Hill 9-5000.
Radio Dept.: Everard W. Meade, vice president, director of radio, in charge of production; Joseph A. Moran, vice president, associate radio director; David Levy, vice president in charge of radio talent and new programs; Rodney Erickson, manager of radio operations; John L. Swazey, manager of radio commercial copy; Harry Rauch, manager of radio publicity department; Frank Coulter Jr., manager of radio timebuying.
 Chicago 1-33 N. Michigan Ave.; Tel.: Financial 6-0750; Philip Bowman, radio director; Marion Reuter, chief timebuyer; Margaret Alger, Kay B. Presnell, timebuyers.
 Detroit 26-645 Griswold St.; Tel.: Woodward 1-0067.
 San Francisco 4-235 Montgomery St.; Tel.: Douglas 4-6977; Edward Merrill, vice president, manager; James McManus, timebuyer.
 Hollywood 28-6253 Hollywood Blvd.; Tel.: Hollywood 9-2731; Walter Bunker, vice president and manager of radio; Edward Meade, vice president and director of radio; Milton Samuel, manager of radio publicity.
 Montreal — University Tower; Tel.: Plateau 4691; Jean-Francois Pelletier, radio director.
 Toronto 1-Bank of Nova Scotia Bldg.; Tel.: Adelaide 5035; George Lamont, media supervisor; W. D. Byles, radio supervisor.
 Mexico, D.F.—Edijo 7-Sexto Piso; Tel.: 10-49-00; Luis Gurza, vice president and radio supervisor.
 London—Roxburgh House, 285 Regent St. W1; Tel.: Regent 0211-4; George D. Bryson, managing director.
Radio Accounts: Borden Co. (S); Bristol-Myers Co. (N); General Foods (N-S); Gulf Oil Corp. (N-S); Duff-Mott Co. (N); Thomas J. Lipton Inc. (N); Metropolitan Life Ins. Co. (N); Purity Bakeries (S); Rath Pkg. Co. (N); Singer Sewing Machine Co. (S) and others.

Z

ZIMMER, KELLER & CALVERT INC., 28 Adams Ave., W. Detroit 21. Tel.: Woodward 1-9151.
Radio Dept.: A. H. Ritter, radio director; C. D. Vortman, timebuyer; John McManus, John Buzby, Richard Long.
Radio Accounts: General Mills (Formula Feed Div.); Stroh Brewery Co.; Farmers & Manufacturers Beet Sugar Assn.

AMERICAN ISRAELI SHIPPING Co., 27 William St., New York, steamship agent. Adv. Exec.: R. Arar. Agency: A. B. Landau Inc., New York.

AMERICAN LIFE & ACCIDENT INSURANCE Co., American Life Bldg., St. Louis, life, health, accident and hospitalization insurance. Agency: Adv-Radio Service Co., St. Louis.

AMERICAN LIMOGES CHINA Corp., 865 Fifth Ave., New York, dinnerware. Agency: Scheck Adv., Newark, N. J.

AMERICAN LUGGAGE WORKS Inc., 669 Elmwood Ave., Providence, R. I., luggage. Agency: John C. Dowd Inc., Boston. Acct. Exec.: Victor North.

AMERICAN MAIZE-PRODUCTS Co., 100 E. 42d St., New York, Amazo bulk syrup, sugars, starches oil and chemicals; Amazo package—Instant dessert, corn starch, liquid and dry laundry starch. Agency: Kenyon & Eckhardt Inc., New York.

AMERICAN MOLASSES Co., 120 Wall St., New York, Grandma's Old Fashioned Unsulphured molasses (N) (S). Adv. Exec.: John C. Jones. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: A. W. Fargo Jr.

AMERICAN OIL Co., American Bldg., Baltimore, Amoco petroleum products. Adv. Exec.: E. F. Kalkhof. Agency: The Joseph Katz Co., Baltimore. Acct. Exec.: John T. McNeil.

AMERICAN RICE GROWERS COOPERATIVE Assn., Lake Charles, La., Blue Ribbon and White House rice. Agency: Greer, Hawkins & Allen, Houston, Tex. Acct. Exec.: W. E. Allen.

AMERICAN SAFETY RAZOR Co., 315 Jay St., Brooklyn, N. Y., razor blades, razors, shaving brushes and cigarette lighters. Adv. Exec.: Charles Solomon. Agencies: Federal Adv. New York (Gem razors and blades and Ever-Ready shaving cream). Acct. Exec.: Jules Singer; BBDO, New York (Blue Star blades and razors and Treet blades); McCann-Erickson Inc., New York (Silver Star blades and razors and A.S.R. Ascot lighters); Hoffman Adv., New York (A.S.R. surgeons' blades).

AMERICAN SCHOOL, 58th and Drexel Sts., Chicago, home study courses. Adv. Exec.: C. M. Elliott. Agencies: Equity Adv., New York; Doremus & Co., Chicago. Acct. Exec.: Charles Greene.

AMERICAN SCIENTIFIC LABORATORIES Inc., 4001 Sherman Ave., Madison, Wis., insecticide and rodenticide. Adv. Exec.: Hubert D. White. Agency: Arthur Towell Inc., Madison, Wis.

AMERICAN STEEL WOOL Mfg. Co., 42-24 Orchard St., Long Island City, N. Y., scouring pads, soap filled pads and steel wool in all forms. Agency: Needham & Grohmann, New York. Acct. Exec.: John Hanley.

AMERICAN STORES Co., 424 N. 19th St., Philadelphia, grocery stores. Adv. Exec.: Joseph S. Kraemer.

AMERICAN STUDIOS, La Crosse, Wis., mail-order photo finishing and Christmas cards. Agency: Shaffer, Brennan & Margulis Adv., St. Louis. Acct. Exec.: S. I. Rosenfeld.

AMERICAN SUGAR REFINING Co., 120 Wall St., New York, Domino, Franklin and Sunny Cane sugars. Adv. Exec.: Paul Allen. Agency: Ted Bates & Co., New York.

AMERICAN TELEPHONE & TELEGRAPH Co., 195 Broadway, New York, Bell System services. Adv. Exec.: Will Whitmore. Agencies: N. W. Ayer & Son, Philadelphia; Cunningham & Walsh Inc., New York.

AMERICAN TELEVISION Inc., 5050 N. Broadway, Chicago, TV sets. Adv. Exec.: E. Conrad.

THE AMERICAN TOBACCO Co., 111 Fifth Ave., New York, Lucky Strike and Herbert Tareyton cigarettes; Rol-Tan cigars. Adv. Exec.: Albert R. Stevens. Agencies: BBDO, New York (Lucky Strike); Acct. Exec.: Thayer Cummings; The M. H. Hackett Co., New York (Herbert Tareyton); Lawrence C. Gumbinner Adv., New York (Rol-Tan cigars).

AMERICAN TRAILER Co., 4030 Wisconsin Ave., Washington, D. C., house trailers, laboratory and display trailers, parts and accessories. Adv. Exec.: Edward F. Gillian. Agency: James S. Beattie Adv., Washington.

AMERICAN TRUCKING Assn., 1426 16th St., N. W., Washington, D. C. Adv. Exec.: Walter W. Belson. Agency: J. Walter Thomson Co., New York.

AMERICAN TRUST Co., 464 California St., San Francisco, general banking services. Adv. Exec.: Lester B. Johnson. Agency: McCann-Erickson Inc., San Francisco.

AMUROL PRODUCTS Co., 116 S. Michigan Ave., Chicago, toothpaste, tooth-powder and sugarless ammoniated chewing gum. Adv. Exec.: B. S. Petruilis. Agency: Jones Frankel Co., Chicago.

ANALIST Co., 21 Gray Oaks Ave., Yonkers, N. Y., tablets and syrup for colds and hay fever. Agencies: BBDO, New York (Analist tablets and atomizer); Ted Bates & Co., New York (new products development and Histo-

Plus). Acct. Exec.: C. N. MacNelly; McKim Adv., Montreal (Canadian).

ANDY ANDERSON SPORTING GOODS Co., 120-124 W. Grand Ave., Oklahoma City, general sporting goods. Adv. Exec.: S. E. White. Agency: Galloway-Walker Adv., Oklahoma City.

BEN H. ANDERSON Mfg. Co., Wisconsin Dells, Wis., milking machines, water heaters, milk coolers, grain, corn, baled hay elevators, hay crushers, crop pulverizers, cleaning solutions, wash tanks and tables. Agency: Ralph Timmons Inc., Madison, Wis.

THE ANDERSON Co., 1075 Grant St., Gary, Ind., Anco windshield wiper equipment. Adv. Exec.: P. W. Kurtz. Agency: Reincke, Meyer & Finn Inc., Chicago.

ANDREA RADIO Corp., 27-01 Bridge Plaza N., Long Island City, N. Y., radio and TV equipment. Agency: Royal & de Fuzman, New York.

CENTRE DREWE Inc., 745 Fifth Ave., New York, Sring shampoo. Adv. Exec.: Marion Norris. Agency: Fred Gardner Co., New York. Acct. Exec.: Fred Gardner.

THE ANGLIO CALIFORNIA NATIONAL BANK OF SAN FRANCISCO, 1 Sansome St., San Francisco, automobile financing service (R). Adv. Exec.: Monroe A. Bloom. Agencies: Gordon & Engelman, San Francisco. Acct. Exec.: Yvonne Engelman; Foote, Cone & Belding, San Francisco (general banking service). Acct. Exec.: Innis Bromfield.

ANIMAL FOUNDATION Inc., Sherburne, N. Y., Hunt Club dog food. Adv. Exec.: Kenneth L. Duffes. Agency: Mosser & Cotins Inc., Utica, N. Y.

ANNIS FURS, 1274 Library St., Detroit, furs. Agency: W. B. Dorer & Co., Detroit. Acct. Exec.: Felix Hower.

CHARLES ANTELL Inc., 913 Cathedral St., Baltimore, Formula No. 9 hair and scalp treatment. Adv. Exec.: Michael Davidson. Agency: Television Adv. Assoc., Baltimore.

ANTHRACITE INSTITUTE, 101 Park Ave., New York, Pennsylvania anthracite coal. Agency: J. Walter Thompson Co., New York.

THE AP PARTS Corp., 1801 Spielbusch Ave., Toledo, mufflers, tail pipes and exhaust pipes. Adv. Exec.: Albert Joseph. Agency: Clark & Ricker Inc., Detroit. Acct. Exec.: Gus Bobertz.

APEX ELECTRICAL Mfg. Co., 1070 E. 152d St., Cleveland, cleaners, washers and ironers. Adv. Exec.: Harry G. McDavitt. Agency: Meldrum & Fessmith Inc., Cleveland. Acct. Exec.: H. W. Cooper.

APEX NEWS & HAIR Co., Indiana & Arctic Ave., Atlantic City, N. J., cosmetics and pharmaceuticals. Adv. Exec.: A. J. Morgan.

AQUATOGS Inc., 250 W. 39th St., New York, All Weather apparel. Agency: Everett Bennett Adv., New York. Acct. Exec.: Everett Goldstein.

ARCADY FARMS MILLING Co., 223 W. Jackson St., Chicago, feeds. Adv. Exec.: Jay Dusek. Agency: Biddle Co., Bloomington, Ill. Acct. Exec.: Bruce Green.

ARCHER-DANIELS-MIDLAND Co., 600 Roanoke Bldg., Minneapolis, linseed and soybean oils and meals; mixed feeds, flour, special oils, fish oils, chemicals, fatty acids, core oils and binders and dehydrated alfalfa meal. Adv. Exec.: Gene Fowler. Agencies: Alfred Colle Co., Minneapolis; Martin Williams Inc., Minneapolis (Commander Larabee Div.); Bayless-Kerr Co., Cleveland (Chemical and Foundry Products Div.); (Caltine-Radford, Kansas City (W. G. Small Div.).

V. ARENA & SONS Inc., 910 E. Main St., Norristown, Pa., macaroni, spaghetti and noodles. Agency: St. George & Keyes, Baltimore. Acct. Exec.: Peter Torrieri.

AR-EX COSMETICS Inc., 1036 W. Van Buren St., Chicago, cosmetics. Agency: Industrial Adv. Assoc., Chicago. Acct. Exec.: Milton Peterson.

ARIZONA BREWING Co., P. O. Box 1672, Phoenix, Ariz., A-1 Pilsner beer. Adv. Exec.: J. F. Lanser. Agency: Adv. Counselors of Arizona, Phoenix. Acct. Exec.: Ivan Shun.

ARKANSAS FUEL OIL Co., Slattery Bldg., Shreveport, La., kerosene, motor oil, tires and accessories. Adv. Exec.: Lester Moore. Agency: Ellington & Co., New York.

ARKAY JUNIOR FROCKS Inc., 498 7th Ave., New York, dresses. Agency: Douglas D. Soman Adv., New York.

ARKWRIGHT Inc., 128 W. 31st St., New York, general department store merchandise. Agency: Ralph Schockey, Larchmont, N. Y.

ARMAND Co., 120 Des Moines St., Des Moines, cosmetics, beauty preparations and toiletries for men. Agency: Ivan Hill Inc., Chicago. Acct. Exec.: Ivan Hill.

ARMCO DRAINAGE & METAL PRODUCTS Co., 701 Curtis St., Middletown, Ohio, fabricated construction and drainage products. Adv. Exec.: H. V. Mercer. Agency: N. W. Ayer & Son, Philadelphia.

ARMOUR & Co., Union Stock Yards, Chicago, meats, eggs, poultry, cheese, margarin, dog food. Adv. Exec.: George

Hamm, Radio-TV Adv. Exec.: H. H. Leland. Agencies: Foote, Cone & Belding, Chicago; John W. Shaw Adv., Chicago; Smith Taylor & Jenkins, Pittsburgh; Merrill Kramer Inc., Memphis; Olmsted and Foley, Minneapolis.

ARMOUR & Co. (Soap Division) 1355 West 31st St., Chicago, 9, Illion, Dial Soap, Dial Shampoo, Chiffon Soap Flakes, Perk Soap, Armour Suds. Adv. Exec.: K. L. Skillin. Radio and TV Exec.: W. J. Stenson. Agencies: Foote, Cone & Belding, Chicago; John W. Shaw Adv., Chicago.

ARMSTRONG CORK Co., Liberty St., Lancaster, Pa., Armstrong flooring materials (N). Adv. Exec.: Max Ganzhaf. Agency: BBDO, New York. Acct. Exec.: Paul Markman.

ARMSTRONG PACKING Co., P. O. Box 549 Ft. Worth, Tex., Bird-Brand shortening and salad oil. Agency: Couchman Adv., Dallas. Acct. Exec.: Albert Couchman.

ARMSTRONG RUBBER Co., 475 Elm St., West Haven, Conn., tires, tubes and batteries. Adv. Exec.: Leo Sklarz. Agency: Maxon Inc., New York.

ARNOLD & ABORN Inc., 243 Pearl St., New York, Aborn's and Putnam coffee. Agency: Samuel C. Croot Co., New York.

ARNOLD BAKERS Inc., 10 Traverse Ave., Port Chester, N. Y., bread, rolls and cookies. Adv. Exec.: J. Dudley Calhoun. Agency: Benton & Bowles, New York. Acct. Exec.: Lester S. Rounds.

ARROW MILLS Inc., Becker Ave., Houston, Tex., American Maid flour; Arrow and Elco feeds. Agency: Aylin Adv., Houston. Acct. Exec.: Robert Aylin.

ARROW PETROLEUM Co., 7419 Franklin St., Forest Park, Ill., fuel oil and service. Agency: Dancer-Fitzgerald-Sample Inc., Chicago.

ART INSTRUCTION Inc., 500 S. 4th St., Minneapolis, home study art courses. Adv. Exec.: J. C. Buckbee. Agencies: Knox-Reeves Adv.; Olmsted & Foley Adv.; Melamed-Hobbs Inc.; Foulke Agency Inc.; all Minneapolis.

ASTRA COSMETICS Inc., 9 Park St., Montclair, N. J., Imra odorless hair remover cream and Sutra suntan lotion. Agencies: Abbott Kimball Co., New York (Imra). Acct. Exec.: Harry Mulder; Kelly, Nason Inc., New York (Sutra). Acct. Exec.: Jordan Hargrove.

ARTVOGUE OF CALIF. Corp., 1863 Mission St., San Francisco, men's sport-shirts and jackets. Adv. Exec.: P. B. Hillman. Agency: Bernard E. Schnitzer, San Francisco. Acct. Exec.: Bernard Schnitzer.

ASHLAND OIL & REFINING Co., 1409 Winchester Ave., Ashland, Ky., gas, motor oil, greases, naphthas, kerosene, fuel oils, asphalt and specialties. Adv. Exec.: F. W. Munro. Agency: Byer & Bowman Adv., Columbus, Ohio.

ASKEP Co., Stamford, Conn., proprietary medicines. Adv. Exec.: Irvin Fitterman. Agency: Roberts & Reimers Inc., New York. Acct. Exec.: J. K. Lucken.

ASSOCIATED BULB GROWERS OF HOLLAND, 29 Broadway, New York, Dutch tulip and other bulbs. Adv. Exec.: Walter Roosen. Agency: Flagler Adv., Buffalo.

ASSOCIATED SERUM PRODUCERS, 830 Liberty Bldg., Des Moines. Agency: Fairall Co., 830 Liberty Bldg., Des Moines.

ASSOCIATION OF AMERICAN RAILROADS, Transportation Bldg., Washington, D. C. Adv. Exec.: H. F. McLauray. Agency: Benton & Bowles, New York.

THE ASTRUP Co., 2937 W. 25th St., Cleveland, industrial and cotton fabrics; awning and special hardware; rope, webbing and awnings. Adv. Exec.: F. A. Sinkler. Agency: Hubbell Adv., Cleveland. Acct. Exec.: Frank Hubbell.

ATKINS & DURBROW Inc., 165 John St., New York, Pioneer and Concentrated peat moss and OK litter; Driconure organic fertilizer. Agency: Lindsay Adv., New York. Acct. Exec.: Merrill K. Lindsay.

ATLANTA BAKING Co., 165 Bailey St. S.W., Atlanta, Betsy Ross and Holsum bread. Agency: W. E. Long Co., Chicago.

ATLANTIC BREWING Co., 1549 W. Frierlton St., Chicago, Tavern Pale beer. Adv. Exec.: Leo M. Lederer. Agency: W. B. Doner & Co., Chicago.

ATLANTIC COAL Co. of Massachusetts, 80 Federal St., Boston, coal. Agency: John C. Dowd Inc., Boston.

ATLANTIC PLASTICS Co., 1582 E. 105th St., Cleveland, toys.

THE ATLANTIC REFINING Co., 280 S. Broad St., Philadelphia, petroleum products (S). Adv. Exec.: Richard Borden. Agency: N. W. Ayer & Son Inc., Philadelphia. Acct. Exec.: Norton Cotterill.

ATLANTIC SYRUP REFINING Corp., Richmond & Schiller St., Philadelphia, Quaker Maid syrup. Agency: Lavenson Bureau of Adv., Philadelphia.

ATLANTIS SALES Corp., 50 Mustard St., Rochester, N. Y., Coleman's and

K X L A

10,000 on 1110

THE Western Music Station

Makes Another New High

The Gross
is the
Best Ever

IN THE BIG Los Angeles Market

K X L A

IS A
Must

GET WITH-IT K X L A

Loyal K. King, Pres.-Mgr.

(Continued on page 414)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

French's mustard; Instant potato: Good Luck pie crust mix and pie filling; French's birdseed and pet food; Silver silver polish. Adv. Exec.: O. L. Westgate. Agency: Richard A. Foley Adv., Philadelphia.

ATLAS CHICK CO., 2651 Chouteau St., St. Louis, baby chicks and feed. Adv. Exec.: Miss Miller. Agency: Christy Humburg Adv., St. Louis. Acct. Exec.: C. C. Humburg.

ATWOOD COFFEE CO., 1129 Currie Ave., Minneapolis, coffee. Agency: Campbell-Mithun, Minneapolis.

AUDICOM Inc., Great Barrington, Mass., high-fidelity magazine.

AUSTENAL LABORATORIES Inc., 224 E. 39th St., New York, microcast process for casting intricate shapes of metal parts. Adv. Exec.: John B. Mannion. Agency: Frank C. Nahser Inc., Chicago.

JAMES AUSTIN Co., Mars, Pa., Shur Glo wax carpet cleaner and A-1 bleach. Adv. Exec.: H. G. Austin Jr. Agency: W. Craig Chambers Inc., Pittsburgh, Pa. Acct. Exec.: Craig Chambers.

AUSTIN-GREENE Inc., 11 W. 25th St., New York, Remayne lipstick. Adv. Exec.: Ben Greene.

AUTO-OWNERS INSURANCE Co., 303 W. Kalamazoo St., Lansing, Mich., automobile, casualty, compensation, fire insurance and security bonds. Adv. Exec.: Dwight O. Thomas. Agency: Lamas Agency, Lansing.

AUTOMATIC BURNER Corp., 1823 Carroll Ave., Chicago, oil burners. Agency: Paul Grant Adv., Chicago. Acct. Exec.: Paul Grant.

AUTOMATIC WASHER Co., Newton, Iowa, Laundry Queen electric washers. Adv. Exec.: J. Wesley George. Agency: W. W. Garrison Co., Chicago. Acct. Exec.: Earl Lines.

AVCO Mfg. Corp., 420 Lexington Ave., New York, refrigerators, TV receivers, radios, freezers, kitchen cabinet and sinks, ranges, water heaters, military and commercial aircraft engines, farm implements, automatic door operators, busses, trolleys and naval and commercial vessels. Agency: Benton & Bowles, New York.

AVOSET Co., 661 Geary St., San Francisco, sterilized and pressurized dairy cream. Agency: Harrington-Richard, Div., San Francisco. Acct. Exec.: A. Smith.

HARRIET HUBBARD AYER Inc., 390 Park Ave., New York, cosmetics and toilet preparations. Adv. Exec.: Robert P. Breckenridge. Agency: Ellington & Co., New York.

L. S. AYERS & Co., 1 W. Washington St., Indianapolis, women's, children's, men's and home furnishings.

B

B. C. REMEDY Co., 423 Morris St., Durham, N. C., B. C. for headaches and neuralgia. Agency: Harvey-Massengale Co., Durham. Acct. Exec.: C. Knox Massey.

BMC MFG. CORP., 5-9 Griswold St., Binghamton, N. Y., juvenile wheel goods, children's tractors, auto wagons and wrenches. Adv. Exec.: Otto W. Scheiterle. Agency: Riger & Sheehy, Binghamton. Acct. Exec.: Fred Riger.

B-1 BEVERAGE Co., 2301 Hampton Ave., St. Louis, lemon lime soda and sparkling water. Adv. Exec.: Oliver C. Thener. Agency: William Zalken & Assoc., St. Louis.

B.W.B. FOODS, Mexico, N. Y., beans. Agency: Fellows Adv., Syracuse.

B. T. BABBITT Inc., 386 4th Ave., New York, cleanser. Adv. Exec.: John L. Gardner. Agencies: Dancer-Fitzgerald-Sample, New York (Bab-O). Acct. Exec.: Charles C. Fitzmorris; Harry B. Cohen Adv., New York (Gilm). Acct. Exec.: Edward Aleshire.

BABIJUICE Corp., 13 N. Market St., Boston, oranges. Agency: John C. Dowd Inc., Boston.

HABSON BROS. Co., 2815-2851 W. 19th St., Chicago, Surge milkers, Dairy Maid water heaters, electric fences and milker stalls. Agency: Ross Roy Inc., Chicago. Acct. Exec.: John G. Fogarty.

BACHE & Co., 38 Wall St., New York, investment brokers. Adv. Exec.: Henry Gellermann. Agency: Albert Frank-Guenther Law Inc., New York.

BACHMAN BAKERIES Inc., 2501 Kutztown Rd., Reading, Pa., pretzels. Adv. Exec.: W. Raymond McGonigle. Agency: Aitkin-Kynett Co., Philadelphia.

BACHRACH STUDIOS, 44 Hunt St., Newton, Mass., portrait photographs. Adv. Exec.: Priscilla Gough. Agency: Carl Reimers Co., New York.

BACONETTE PRODUCTS Co., 1927 Glendale Blvd., Los Angeles, bacon snacks. Adv. Exec.: H. Lund. Agency: The Jordan Co., Los Angeles.

BAENSCH FOOD PRODUCTS Co., 1025 E. Locust St., Milwaukee, Ma Baensch's MB Brand herring.

WALTER BAINUM Inc., 1029 Delta Ave., Cincinnati, Mary Lowell creams, lotions and deodorants. Agency: Robert Acomb Inc., Cincinnati.

MRS. BAIRD'S BAKERIES Inc., 1401 N. Carroll St., Dallas Tex., bread (S). Adv. Exec.: Eddie J. Baird. Agency: Tracy-Locke Co., Dallas Acct. Exec.: William J. James.

BAKER BOY BAKERIES Inc., 1234 S. Lorena St., Los Angeles, confection roll. Agency: The Mayers Co., Los Angeles. Acct. Exec.: Mike Gold.

BALL BROTHERS Co., Muncie, Ind., fruit jars, caps, jelly glasses and jar rubbers. Agency: Applegate Adv., Muncie.

BALL HEALTH SCHOOL, 120 Bluff St., Excelsior Springs, Mo., institutional treatments for chronic conditions. Adv. Exec.: V. M. Hodgins. Agency: Phillips-Reick-Fardon Adv., Kansas City. Acct. Exec.: Ralph Page.

P. BALLANTINE & SONS, 57 Freeman St., Newark, N. J., ale, beer, porter and stout. Adv. Exec.: Henry Gorski. Agency: J. Walter Thompson Co., New York. Acct. Exec.: Walter R. Hine and Kelsey Denton.

L. BAMBERGER & Co., 131 Market St., Newark, N. J., department store. Agency: United Adv., Newark.

BANGOR & AROOSTOCK RAILROAD Co., Bangor, Me., railroad service.

BANK OF AMERICA, National Trust & Savings Assn., 300 Montgomery St., San Francisco, banking in principal California communities. Adv. Exec.: L. E. Townsend. Agency: Charles R. Stuart Adv., San Francisco. Acct. Exec.: Charles P. Johnson.

BANKERS LIFE & CASUALTY Co., 4434 W. Lawrence St., Chicago, White Cross insurance plan. Adv. Exec.: M. Polakow. Agency: Marfree Adv., Chicago.

BAR 20 ASSOCIATES, 17 N. Desplaines St., Chicago, children's savings club. Adv. Exec.: J. Bernard Strauss. Agency: Bozell & Jacobs Inc., Chicago. Acct. Exec.: Philip Rouda.

THE BARBASOL Co., 846 N. Senate Ave., Indianapolis, shaving cream, lotion deodorant and Fore'n Aft shaving lotion. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: G. E. Wasey.

BARCELO, MARQUES & Co., Avenida de Hostos 114, Arecibo, P. R., rum. Agency: L. H. Hartman Co., New York. Acct. Exec.: Louis H. Hartman.

BARCOLENE Co., 200 Camden St., Boston, all purpose cleaner. Agency: Ingalls-Minter Co., Boston. Acct. Exec.: Robert O'Brien.

BARDAHL LUBRICANTS Ltd., Montreal, lubricants. Adv. Exec.: Alex Henderson. Agency: Walsh Adv., Montreal. Acct. Exec.: George Temple.

BARDAHL OIL Co., 5635 Natural Bridge, St. Louis, lubricating oil. Agency: The Harold Kirsch Co., St. Louis. Acct. Exec.: Harold Kirsch.

BARECO OIL Co., 424 S. Cheyenne St., Tulsa, Okla., petroleum products.

BARKIN, LEVIN & Co., 512 7th Ave., New York, Lassie Jr. and Lassie Maid coats. Adv. Exec.: Morton S. Levin. Agency: Sterling Adv., New York. Acct. Exec.: Joel Kaplan.

THE BARNES IMPORTERS, E. Aurora, N. Y., flower bulbs. Agency: Arcadian Adv., New York.

BARNES-ZIMMERMAN Inc., 4558 Lyndale St., Minneapolis, preserves. Agency: Ray C. Jenkins Adv., Minneapolis.

BARNEY'S CLOTHES Inc., 106 7th Ave., New York, men's and boy's clothing. Adv. Exec.: Fred Pressman. Agency: Emil Mogul Co., New York. Acct. Exec.: Milton Guttenplan.

BARRICINI CANDY SHOPS, 202 W. 34th St., New York, candy. Adv. Exec.: Wallace Cane. Agency: Gould & Tierney Inc., New York.

THE BARRINGER HOTELS, Columbia, S. C., hotel chain. Adv. Exec.: R. W. Woodham.

BARTON Mfg. Co., 4157 Kingshighway, St. Louis, dynamine shoe polish. Adv. Exec.: W. H. Clark. Agency: Gardner Adv., St. Louis. Acct. Exec.: Paul Lehner.

LUDWIG BAUMANN, 35th St. & 8th Ave., New York, furniture, and clothing. Adv. Exec.: H. Presser.

BAUMER FOODS, 4301 Tulane Ave., New Orleans, preserves and pepper sauce. Adv. Exec.: Alvin A. Baumer. Agency: Stone-Stevens, New Orleans. Acct. Exec.: Helion Dickson.

BAVARIAN BREWING Co., 528 W. 12th St., Covington, Ky., beer (N) (S). Adv. Exec.: William R. Schott. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: Dick Jones.

H. C. BAXTER & BRO., P. O. Box 319, Brunswick, Me., canned, frozen and dehydrated foods. Adv. Exec.: F. Webster Brown. Agency: James Thomas Chirurg Co., Boston. Acct. Exec.: Edmund Shea.

THE BAYER Co., Div. of Sterling Drug Inc., 1450 Broadway, New York, Bayer aspirin. Agency: Dancer-Fitzgerald-Sample Inc., New York.

BEAM PRODUCTS Co., 25-17 41st Ave., Long Island City, New York, Silver Polish 'n Plate and Beam Crystals. Adv. Exec.: Anthony Moncayo. Agency: Ritter, Sanford & Price Inc., New York. Acct. Exec.: Howard Sanford.

J. W. BEARDSLEY'S SONS, 698 Frelinghuysen Ave., Newark, N. J., shredded codfish, mustard and peanut butter. Adv. Exec.: Leonard de S. Beardsley. Agency: Tracy-Kent & Co., New York.

BEAU BRUMMEL TIES Inc., 440 E. McMillan St., Cincinnati, ties. Adv. Exec.: Harry J. Weisbaum. Agency: Sheridan Adv., Cincinnati.

L. E. BEAUDIN SHOE Co., Factory St., Hanover, Pa., shoes. Adv. Exec.: George V. Foye. Agency: Fradkin Adv., New York. Acct. Exec.: Russell Fradkin.

THE BEAUMONT Co., 2630-52 Pine St., St. Louis, 4-Way cold tablets. Agency: Harry B. Cohen Adv., New York.

BEAULURE LAB. Inc., P. O. Box 1809, Wilmington, Del., lotion. Adv. Exec.: W. G. Crichton. Agency: John Gilbert Craig Adv., Wilmington. Acct. Exec.: K. A. Walsh.

BEAUTE VUES Corp., Box 869, Hollywood, Calif., Nutri-Tonic permanent wave, Hair Luxury and cream shampoo. Adv. Exec.: M. G. Ronk. Agency: Hixson & Jorgensen, Los Angeles. Acct. Exec.: William H. Betts.

BEAUTY SALES, 9174 Sunset Blvd., Hollywood, Shampoo-Curl, Champoo, Color Curl, Color-Out, Twenty-Twenty, Fur-Keeps and Dr. Bonneville's pet shampoo. Agency: Barton A. Stebbins Agency, Los Angeles. Acct. Exec.: A. W. Gudeiman.

ARTHUR BECK Co., 1801 S. Jefferson St., Chicago, Art-Beck Baster. Agency: Cummings, Brand & McPherson Adv., Chicago.

BEECH-NUT PACKING Co., Canajoharie, N. Y., coffee, strained foods, junior foods, peanut butter and gums. Adv. Exec.: Ralph Foote. Agency: Kenyon & Eckhardt, New York. Acct. Exec.: George MacGregor.

BEEMAN'S LAB. Inc., 758 Ponce de Leon Pl., N.E., Atlanta, Beeman's B-Q-R and B-G-O. Agency: Harvey-Massengale Co., Atlanta.

BEHLEN Mfg. Co., Columbus, Neb., Behlen Hi-Speed tractor gear box and egg case clamps, corn cribs, crop griers and metal frameless buildings. Adv. Exec.: C. V. Jones. Agency: Allen & Reynolds, Omaha.

PAUL F. BEICH Co., Bloomington, Ind., Whiz Mint, Chewy Nougat, Cream Peanut Cluster and Pecan Pete candy. Adv. Exec.: Paul M. Beich. Agency: Biddle Co., Bloomington.

BELDING CORTICELLI, 119 W. 40th St., New York, fabrics, lingerie, threads and sewing kits. Adv. Exec.: A. Gross Jr. Agency: Sterling Adv., New York.

BELL BAKERIES, 425 4th Ave., New York, bread and cake. Adv. Exec.: Miss F. V. Peterson.

BELL BRANDS FOODS, 2555 Chambers St., Los Angeles, potato chips, peanut butter and shoe string potatoes. Adv. Exec.: C. F. Fuller. Agency: McCann-Erickson, Los Angeles. Acct. Exec.: William Lee.

BELL & Co., Bellans Park, Orangeburg, N. Y., Bell-ans. Adv. Exec.: J. G. Dodge. Agency: Dowd, Redfield & Johnstone Inc., N. Y.

BELL TELEPHONE Co. of Pennsylvania, 1835 Arch St., Philadelphia, utility. Agency: Gray & Rogers, Philadelphia. Acct. Exec.: J. B. Gray and E. H. Rogers.

THE WILLIAM G. BELL Co., 189 State St., Boston, seasoning and prepared stuffing. Adv. Exec.: Norman S. Dillingham. Agency: H. B. LaQuatte Inc., New York. Acct. Exec.: H. B. LaQuatte.

BELLIN-WONDERSTOEN Corp., 211 W. 61st St., New York, hair eraser. Agency: Emerson-Rogers Inc., New York.

BELMONT RADIO CORP., 5921 W. Dickens Ave., Chicago, radio. Adv. Exec.: Allen Henry. Agency: Henr Hurst & McDonald Inc., Chicago, Ill. Acct. Exec.: K. W. Sickinger.

BELT Corp., Orient, Ohio, Harvest-Handler elevators and industrial conveyors. Adv. Exec.: W. W. Wallace. Agency: Byer & Bowman Adv., Acct. Exec.: Richard L. Kennard.

BELTONE HEARING AID Co., 1451 W. 19th St., Chicago, Beltone Mono-Pac hearing aids. Adv. Exec.: David H. Barnow. Agencies: Ruthrauff & Ryan, Chicago. Acct. Exec.: Henry Harshelm; Olan Adv., Chicago. Acct. Exec.: M. H. Bronner.

BENDIX AVIATION Corp., Fisher Bldg., Detroit, aviation, automobile marine and industrial products: radios, radar and TV. Adv. Exec.: W. A. Mara. Agency: MacManus, John & Adams Inc., Detroit. Acct. Exec.: Hovey Hagerman.

BENDIX HOME APPLIANCES, Div Avco Mfg. Corp., 3300 W. Sample St., South Bend 6, Ind. Bendix Home Laundry. Adv. Exec.: Frank S. Ryan. Agency: Tatham-Laird Inc., Chicago.

BENEFICIAL MANAGEMENT Corp (Personal Finance Co.), 15 Washington St., Newark, N. J., loans and financing. Adv. Exec.: Charles M. Cawley. Agency: Charles Dallas Reach Co., Newark.

BEN-GEE PRODUCTS Co., Oak Lawn Ill., Ben-Gee vegetable dinner. Agency: Schoenfeld, Huber & Green, Chicago. Acct. Exec.: Merritt R. Schoenfeld.

BEN-HUR Mfg. Co., 634 E. Keefe Ave., Milwaukee, farm and home freezers. Agency: Morrison Adv., Milwaukee.

RICHARD BENNETT Assoc., 51 Madison Ave., New York, men's clothier. Adv. Exec.: Jesse L. Ballew. Agency: Carl Reimers Co., New York. Acct. Exec.: Arthur Forester.

BEN-HUR PRODUCTS, 800 Tractor Ave., Los Angeles 13, Cal., Ben-Hur coffee, tea, spices, extracts and Jell-Teen desserts, Golden West coffee. Adv. Exec.: R. B. Chaney. Agency: Mogge-Privett Inc., Los Angeles. Acct. Exec.: A. R. Mogge.

BENJAMIN FRANKLIN HOTEL, Chestnut & Ninth Sts., Philadelphia Adv. Exec.: Ralph W. Temple. Agency: Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

BENRUS WATCH Co., 200 Hudson St., New York, Benrus Watches. Adv. Exec.: Harvey M. Bond. Agency: J. D. Tarcher & Co., N. Y. Acct. Exec.: Leonard Tarcher.

W. L. M. BENS DROP Co., 89 Broad St., Boston, Royal Dutch candy and cocoa. Agency: James Thomas Chirurg Co., Boston. Acct. Exec.: Ben Shattuck.

BENSON & HEDGES, 600 Fifth Ave., New York, cigarettes, cigars, and tobaccos. Adv. Exec.: Carl V. Schuchard. Agencies: Benton & Bowles, New York (Parliament and Virginia Rounds); Al Paul Lefton Co., New York (Benson & Hedges private blend cigarettes).

BERGHOFF BREWING Corp., 1022 Grant Ave., Ft. Wayne, Ind., Berghoff-1887 beer and Hof-Brau beer and ale. Adv. Exec.: F. B. Evans Jr. Agency: Geo. H. Hartman Co., Chicago. Acct. Exec.: G. H. Hartman.

BERKE BROS. DISTILLERIES Inc., 1010 Massachusetts Ave., Boston, cordials and brandies. Adv. Exec.: E. S. Berkowitz. Agency: The Reingold Co., Boston. Acct. Exec.: Harold Reingold.

BERLEW Mfg. Co., 299 Rutland Rd., Freeport, N. Y., leather jackets. Agency: Chelsea Adv., New York. Acct. Exec.: Max Sinowitz.

BERLOU MFG. Co., 600 Monroe St., Marion, Ohio, Mopthproof. Adv. Exec.: J. D. House Jr. Agency: Jay H. Maish Co., Marion, Ohio. Acct. Exec.: Bob Byrd.

BEROLIO IMPORT Co., 99 Hudson St., New York, imported olive oil. Agency: Emil Mogul Co., New York.

BERRY SEED Co., Clarinda, Iowa, seeds. Adv. Exec.: Charles E. Sinn. Agency: Lessing Adv. Inc., Des Moines. Acct. Exec.: R. J. Flynn.

BERTOLLI TRADING Corp., 100 Hudson St., New York, olive oil. Adv. Exec.: Henry Scaramelli.

BETTAR ICE CREAM Co., 45 S. Catherine St., Baltimore, ice cream, chocolate syrup and powder. Adv. Exec.: Elsie B. Carlner. Agency: Frank L. Blumberg Adv., Baltimore.

BETTER VISION INSTITUTE Inc., 630 Fifth Ave., New York, optical industry assn. Adv. Exec.: M. J. Julian. Agency: Roberts & Reimers, New York.

BETTY ZANE CORN PRODUCTS Inc., 640 Bellfontaine Ave., Marion, Ohio, package and bulk popcorn and popcorn oil. Adv. Exec.: M. J. Newton. Agency: Kane Adv., Bloomington, Ill. Acct. Exec.: Arthur P. Kane.

BREWLEY MILLS, 1101 E. 9th St., Ft. Worth, Tex., flour, corn meal and feeds for poultry and livestock. Agency: Glenn Adv., Ft. Worth. Acct. Exec.: Ray K. Glenn.

BIB Corp., Bartow Rd., Lakeland, Fla., orange juice. Adv. Exec.: W. Paul Lee. Agency: Blaine-Thompson Co., New York. Acct. Exec.: Albert Lesser.

BIO-RESEARCH Inc., 400 Madison Ave., New York, Coromist for colds. Agency: J. Walter Thompson Co., New York.

BIRGE Co., 390 Niagara St., Buffalo, Birge Wallpaper-Home. Adv. Exec.: W. E. Pisset. Agency: Lloyd Mansfield Co., Buffalo.

BIRMINGHAM SLAG Co., 2019 Sixth Ave. N., Birmingham, Ala., slag, asphalt and concrete. Adv. Exec.: Glenn Ireland II. Agency: Parker, Luckie & Assoc., Birmingham.

BISCEGLIA BROS. WINE Corp., 47-46 30th St., Long Island City, N. Y., wines. Adv. Exec.: Bruno Bisceglia. Agency: St. George & Keyes Inc., New York. Acct. Exec.: Stanley J. Keyes.

HAZEL BISHOP Inc., 745 Fifth Ave., New York, Complexion Glow lipstick. Adv. Exec.: Norman Jay. Agency: Raymond Spector Co., New York.

BISMARCK HOTEL, 171 W. Randolph St., Chicago, rooms and restaurants. Adv. Exec.: Olof Gates. Agency: Reincke, Meyer & Finn Inc., Chicago.

BITUMINOUS COAL INSTITUTE, 815 Southern Bldg., Washington, D. C., Bituminous coal. Adv. Exec.: Ralph C. Mulligan. Agency: Benton & Bowles, New York. Acct. Exec.: Frank Whalen.

BLACKHAWK BREWING Co., 1801 W. 3d St., Davenport, Iowa, Premium Pilsener. Blackhawk Pilsener and Blackhawk Old Lager beer. Adv. Exec.: A. F. Neff. Agency: H. M. Stahl Adv., Rock Island, Ill.

BLAIR OF VIRGINIA, Div. of Morton Mfg. Corp., 2101 Hudson St., Lynchburg, Va., foods, drugs and cosmetics. Adv. Execs.: Jack Knight and G. E. Bond. Agencies: Shaffer-Brennan-Margulis Adv., St. Louis (Blair div.); Lawrence C. Gumbiner Adv., New York Chap Stick div.); Harvey-Mas-sengale Co., Atlanta (Snow White div.).

BLANTON Co., 3400 N. Wharf St., St. Louis, Creamo margarine salad dressing, mayonnaise, salad and cooking oils. Adv. Exec.: H. E. Threlkeld. Agency: Wesley K. Nash Co., St. Louis.

BLATCHFORD CALF MEAL Co., 2-26 E. Madison St., Waukegan, Ill., calf meal, pellets and vitadine.

THE BLIS-TO-SOL Co., Macon Ga., Blis-To-Sol.

BLOCK DRUG Co., 257 Cornelison Ave., Jersey City, N. J., drug products. Adv. Exec.: George G. Abrams. Agencies: Cecil & Presbrey, New York (Amm-ident, Polident, Py Co Pay and Green Mint [S]). Acct. Exec.: A. Foster; Joseph Katz Co., Baltimore (Mintop shampoo and Alkaidis [S]). Acct. Exec.: N. Wildman; Dowd, Redfield & Johnstone, New York (Poslam, Omega oil and Stera Kleen [S]). Acct. Exec.: E. Johnstone.

THE WILLIAM H. BLOCK Co., 50 N. Illinois St., Indianapolis, women specialties. Agency: The Albert Woodley Co., New York.

BLUE BOY ICE CREAM Co., Hudson, Rochester, N. Y., ice cream and sherberts. Agency: Hart-Conway Co., Rochester. Acct. Exec.: John M. Nixon.

BLUE DEW Corp., 1392 Niagara St., Buffalo, Blue Dew (N) (S). Adv. Exec.: Frank C. Genco. Agency: Bowman & Block Inc., Buffalo.

BLUE MAGIC, 815 Biddle St., Ardmore, Pa., starch.

BLUE MOON FOODS Inc., Thorp, Wis., Blue Moon cheese spreads loaf and bulk cheese; Goin N'Rich cheese; dry milk solids, and butter. Adv. Exec.: Harold Oidroyd. Agency: Friend-Krieger Adv., New York.

BLUE RIBBON BAKEWARE & ENTERPRISES Corp., 4506 Forrest Ave., Downers Grove, Ill., cake pans, cooking utensils. Adv. Exec.: Kenneth W. Walker. Agency: Kane Adv., Bloomington, Ill. Acct. Exec.: Edmund R. Kane.

BLUE STAR FOODS, 626 6th St., Rockford, Ill., food specialties. Adv. Exec.: Richard Long. Agency: Baker, Johnson & Dickinson, Milwaukee.

BLUEBIRD DIAMOND SYNDICATE, 55 E. Washington St., Chicago, diamond rings and wedding rings. Adv. Exec.: Rudolph Samuels. Agency: Newby & Peron Inc., Chicago. Acct. Exec.: A. Hubert Peron.

BLUEHILL FOODS, 711 S. Broadway, Denver, Col., cheese, peanut butter, preserves, salad dressing and candy. Adv. Exec.: Math Brunner. Agencies: Wayne Welch, Denver; Glasser-Gailey, Los Angeles.

BLUMENTHAL BROTHERS, Margaret & James St., Philadelphia, packaged confections. Adv. Exec.: Samuel K. Blumenthal. Agency: Lavenson Bureau of Adv., Philadelphia. Acct. Execs.: H. A. Egbert and J. H. Lanenson.

JOHN BLYE Inc., 565 Fifth Ave., New York, men's wear. Adv. Exec.: Irma P. Lobel. Agency: Roland Brandwein Adv., New York. Acct. Exec.: Roland Brandwein.

BOBROW BROS., 220 S. 5th St., Philadelphia, Bold, Swift and Leda cigars. Adv. Exec.: Herbert M. Bobrow. Agency: Ernest William Greenfield Adv., Philadelphia. Acct. Exec.: E. W. Greenfield.

BOHEMIAN DISTRIBUTING Co., 2254 E. 49th St., Los Angeles, wines, liqueurs and beer. Adv. Exec.: Paul Taranto. Agencies: Foote, Cone & Belding, Los

Angeles. Acct. Exec.: Sherman Slade; Davis & Co., Los Angeles (Royal Crest liqueurs).

BOL Mfg. Co., 5145 W. Lake St., Chicago, Hopalong Cassidy Aid drink. Adv. Exec.: Elmer B. Hanke. Agency: Good-kind, Joyce & Morgan, Chicago. Acct. Exec.: Henry Nathan.

BON-TON FOODS Inc., S. Richland Ave., York, Pa., potato chips, corn twesties and popcorn. Agency: W. H. Long Co., York, Acct. Exec.: John R. Adams.

BONAFIDE MILLS, 295 Fifth Ave., New York, Bonny Maid floor coverings. Adv. Exec.: A. Spector. Agencies: Gibraltar Adv. New York; H. W. Fairfax Adv. New York. Acct. Exec.: Stanley I. Fishel.

J. H. BONCK Co., 1100 S. Jefferson Davis Pkwy., New Orleans, Tulane sportshirts and workclothes. Agency: Sewell, Thompson & Caire, New Orleans. Acct. Exec.: K. B. Thompson.

BOND STORES Inc., 35th St. & Fifth Ave., New York, men's and women's clothes. Adv. Exec.: S. N. King. Agency: Neff-Rogov Inc., New York.

BONNIERS Inc., 605 Madison Ave., New York, Scandinavian gift imports. Adv. Exec.: G. Holmquist. Agency: Paul Smullen Adv., New York.

BONOIL PACKING Corp., 4006 Second Ave., Brooklyn, N. Y., Bon pure imported olive oil, maraschino cherries and anchovies. Adv. Exec.: William Crisafulli. Agency: Hirshon-Garfield Inc., New York.

BONOMO CULTURE INSTITUTE, 1841 Broadway, New York, self-improvement courses for men and women. Agency: R. T. O'Connell Co., New York.

THE BOOK HOUSE FOR CHILDREN, 360 N. Michigan Ave., Chicago, children's books. Agency: Presba, Fellers & Presba Inc., Chicago.

BOOK PRESENTATIONS, 100 6th Ave., New York, books. Adv. Exec.: John Stevenson. Agency: Schwab & Beatty Inc., New York.

BOOTS PURE DRUG Co., 270 Park Ave., New York, Blandlax pharmaceutical products. Agency: Hazard Adv., New York. Acct. Exec.: Donald B. Foresman.

BORDEN Co., 350 Madison Ave., New York, grocery products. Adv. Exec.: Henry Schachte. Agencies: Young & Rubicam, New York (Borden's sweetened condensed milk, evaporated milk, malted milk, powdered milk, powdered lemon juice, None Such mince meat and Starlac); Scheideler, Beck & Werner, New York (Hemo and Borden's instant mix hot chocolate); Doherty, Clifford, Steers & Shenfield Inc., New York (Pioneer ice cream brands and instant coffee).

BORDEN'S DOG FOOD Co., 350 Madison Ave., New York, dog food. Adv. Exec.: Ray Bailey. Agency: Young & Rubicam, New York.

BORG-ERICKSON Corp., 1133 N. Kilbourn Ave., Chicago, bathroom scales. Agency: Wallace-Ferry-Hanly Co., Chicago.

BOSCH BREWING Co., Memorial Rd., Houghton, Mich., beer. Adv. Exec.: J. Raymond Fox. Agency: Brindley-Roth Inc., Detroit.

BOSCO Co., 180 Madison Ave., New York, milk amplifier. Agency: Robert W. Orr & Assoc., New York.

BOSTON & ALBANY RAILROAD, South Station, Boston, Adv. Exec.: J. T. Webster. Agency: Foote, Cone & Belding, New York. Acct. Exec.: H. W. Frier.

BOSTON BEER Co., 245 W. 2d St., S. Boston, Boston Light ale and beer. Agency: Haldeman & Schindler, Boston. Acct. Exec.: Aaron Schindler.

BOSTON & MAINE RAILROAD, North Station, Boston, transportation. Agency: Harold Cabot & Co., Boston. Acct. Exec.: Harold Cabot.

BOSTON STORE, 331 W. Wisconsin Ave., Milwaukee, department store. Adv. Exec.: Rubin H. Faber. Agency: Sterling Adv., New York.

BOSTON WOVEN HOSE & RUBBER Co., 29 Hampshire St., Cambridge, Mass., transmission conveyor, belting and V-belts and industrial hose. Adv. Exec.: H. S. Johnson. Agency: Sutherland & Abbott, Boston.

BOTANY MILLS Inc., Dayton Ave., Passaic, N. J., worsted woolens, Merino yarn, fabrics for men's, women's and children's clothing. Agencies: Albert J. Silverstein-Bert Goldsmith Inc., New York (fabrics for men); Botany tie, muffler, sportswear and socks; men's and women's robes; hand-knitting yarns; lanolin soap, and cosmetics). Acct. Exec.: Bert Goldsmith; Sterling Adv., New York (women's ready-to-wear fabrics). Acct. Exec.: R. Englemore; Gotham Adv., New York (export).

MARCEL BOUCHER ET CIE, 304 E. 23d St., New York, costume jewelry.

BOVRIL OF AMERICA Inc., 350 5th Ave., New York, Bovril. Adv. Exec.: Gene Reiley. Agency: Hilton & Riggio Inc., New York.

BOWERY SAVINGS BANK, 110 E. 42d St., New York, bank service. Agency: Edwin Bird Wilson Inc., New York. Acct. Exec.: J. C. Madden.

BOWEY'S Inc., 679 Orleans St., Chicago, Dari-Rich chocolate flavored syrup and chocolate products for ice cream and soda fountains and dairies. Adv. Exec.: George B. Millikan. Agency: Sorensen & Co., Chicago. Acct. Exec.: Roy A. Sorensen.

BOWMAN BISQUIT Co., 842 Walnut St., Denver, Col., cookies and crackers. Agency: Ball & Davidson Inc., Denver. Acct. Exec.: C. A. Salstrand.

BOWMAN DAIRY Co., 140 W. Ontario St., Chicago, dairy products. Adv. Exec.: P. H. Kemper. Agency: J. Walter Thompson Co., Chicago. Acct. Exec.: Theodore P. Jardine.

BOWMAN GUM, 4865 Stenton Ave., Philadelphia, Blony and Bub bubble gum. Agencies: Franklin Bruck Adv. Corp., New York; George Moll Adv., Philadelphia.


BOYER BROS., Altoona, Pa., Mallo-Cup candy bar. Adv. Exec.: R. J. Boyer. Agency: Hening & Co., Philadelphia.

BOYER INTERNATIONAL LABS. Inc., 2700 S. Wabash Ave., Chicago, H-A hair arranger. Agency: George H. Hartman Co., Chicago. Acct. Exec.: Edwin Cahn.

WALTER N. BOYSEN Co., 42d & Linden, St., Oakland, Calif., paints, varnishes and enamels. Adv. Exec.: D. M. Schindler. Agency: Emil Reinhardt Adv., Oakland.

E. J. BRACH & SONS, 4656 W. Kinzie St., Chicago, candy. Adv. Exec.: Edwin O. Blomquist. Agency: Arthur Meyerhoff & Co., Chicago.

(Continued on page 416)



The Standard of Excellence in Coverage Maps

TIME SAVERS TIME-PROVEN TIME SELLERS

1952 DATA • 32 Coordinated, Accurate Items

Over 600 Produced, Write for Samples and Prices

Walter P. Burn

17 Washington St., Middlebury, Vermont

Compiler of the Marketbook State Maps and the Broadcasting-Telecasting Wall Maps

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

BRADSON Co., 10903 Chandler Blvd., N. Hollywood, Calif., garden sprayers. Agency: The Jordon Co., Los Angeles. Acct. Exec.: Paul Jordon.

BRAMHALL Co., 1210 E. Green St., Pasadena, Calif., Unmask cosmetics. Adv. Exec.: Dan W. Layman Jr. Agency: R. W. Webster Adv., Los Angeles. Acct. Exec.: R. W. Webster.

CARL BRANDENFELS, St. Helens, Ore., scalp and hair applications and massage. Adv. Exec.: Carl Brandenfels. Agency: James Emmett Adv., Portland.

BRANIFF INTERNATIONAL AIRWAYS, Love Field, Dallas, Tex., air transportation. Agency: R. J. Potts-Calkins & Holden, Kansas City.

BRAUER BROS. SHOE Co., 22 S. Sarah St., St. Louis, Paradise shoes and Tango pumps. Adv. Exec.: A. J. Brauer Jr. Agency: Marjorie Wilten Adv., Clayton, Mo.

BRAVO MACARONI Co., 89 Canal St., Rochester, N. Y., spaghetti, macaroni and egg noodles. Adv. Exec.: Horace Giola. Agency: Feldman-Lefter Inc., Rochester. Acct. Exec.: Samuel H. Feldman.

BREAKSTONE BROS. Inc., 45 Hubert St., New York, dairy products. Adv. Exec.: R. Samuel. Agencies: McKee & Albright, Philadelphia. Acct. Exec.: J. C. Gallagher; H. C. Morris & Co., New York (Breakstone cheese). Acct. Exec.: H. C. Morris.

BREATHESY DISTRIBUTORS Inc., 65 Cedar St., Seattle, Adv. Exec.: D. V. Bell. Agency: Strang & Prosser Adv., Seattle.

JOHN H. BRECK Inc., 115 Dwight St., Springfield, Mass., hair and scalp preparations. Adv. Exec.: Edward J. Breck. Agency: Charles Sheldon Adv., Springfield, Mass.

JOSEPH BRECK & SON Corp., 401 Summer St., Boston, Mass., seeds and horticultural merchandise, housewares and giftwares. Adv. Exec.: Walter Masson. Agencies: Maxwell Sackheim & Co., New York. Acct. Exec.: Lester Wanderman; Tarler & Skinner Inc., Boston (wholesale div.). Acct. Exec.: Fred Ford.

MARCUS BREIER SONS Inc., 1107 Broadway, New York, Bantamac jacket, sweaters and slacks. Agency: Doyle, Dane & Bernbach Inc., New York.

M. J. BREITENBACH Co., 304 E. 23d St., New York, Gude's Pepto-Mangan. Agency: Herschel Z. Deutsch & Co., New York.

BREWING Corp. of America, 9400 Quincy Ave., Cleveland, Carling's Red Cap ale and Black Label beer. Adv. Exec.: R. C. Garretson. Agencies: Benton & Bowles, New York (Red Cap ale); Lang, Fisher & Stashower Inc., Cleveland (Black Label beer). Acct. Exec.: Fred P. Stashower.

BREYER ICE CREAM Co., 43d & Woodland Ave., Philadelphia, ice cream. Agency: McKee & Albright Inc., Philadelphia.

BRIDGEPORT BRASS Co., Bridgeport, Conn., pipe, wire and brass goods. Adv. Exec.: Philip Davidson. Agency: Hazard Adv. Co., New York. Acct. Exec.: Herbert Peck.

H. C. BRILL Co., 375-381 Verona Ave., Newark, N. J., Brill spanish rice, macaroni dinner and spaghetti sauce. Agency: Tracy, Kent & Co., New York. Acct. Exec.: William I. Tracy.

BRIMM'S PLASTIC LINER Co., 1740 Bailey Ave., Buffalo, plastic liner for false teeth. Agency: BBDO, Buffalo.

BRISTOL-MYERS Co., 630 Fifth Ave., New York, toothpaste, shaving preparations, deodorants and lotions. Adv. Execs.: W. T. Drew, R. C. Whitman, R. K. Van Nostrand, L. H. Bristol Jr., W. P. Lantz. Agencies: Doherty, Clifford, Steers & Shenfield Inc., New York (Ipana toothpaste, Ingram's shaving cream, Vitals, Benex brushless shave, Mum). Acct. Execs.: Joel Jacobs and Harry Ireland; Young & Rubicam, New York (Brushy hand lotion, Sal Hepatica, Minit-Rub, Ingram's Ammonium Ion tooth powder). Acct. Exec.: J. E. Grimm Jr.; Kenyon & Eckhardt, New York (Resistab); Ronalds Adv., Montreal (Canadab); Bociaro Adv., New York (foreign).

BRITISH COLONIAL HOTEL, Nassau, Bahamas. Agencies: Kelly, Nelson Inc., New York; Robert Hance Adv., Philadelphia.

BRITISH COLUMBIA FRUIT BOARD, Kelowna, B. C., British Columbia grown fruit. Adv. Exec.: K. L. Johnson. Agency: Canadian Adv., Montreal, Can.

BRITISH COMMONWEALTH PACIFIC AIRLINES, 53 Martin Pl., Sydney, Australia, service between Australia, New Zealand, U.S. and Canada. Agency: Cecil & Presbrey, New York (U.S.).

BRITTON Div., Associated Sales Inc., 2020 Live Oak St., Dallas, Britton Myotronic battery. Adv. Exec.: William D. Keys. Agency: Advertising Assoc., Dallas.

BROADMOOR HOTEL Inc., Colorado Springs, Col., rooms, sports facilities and resort accommodations. Adv. Exec.: T. Ortis Johnston. Agency: MacGruder-Bakewell-Kosta, Denver.

THE BROADWAY DEPARTMENT STORE Inc., 401 S. Broadway, Los Angeles, department store. Adv. Exec.: Dorothy Skaar Hansen. Agency: McCann-Erickson, Los Angeles.

B. J. BROCK & Co., 4513 W. 153rd Lawdale, Los Angeles, dinnerware & accessories. Agency: J. M. Straus, Los Angeles.

BROCK CANDY Co., Chattanooga, Tenn., Brock candy bar. Agency: Liller, Neal & Battle Adv., Atlanta. Acct. Exec.: W. W. Neal.

BROCK & Co., 420 E. Erie Ave., Philadelphia, frozen french fried potatoes. Adv. Exec.: Walter E. Buechele. Agency: Clements Co., Philadelphia.

BROCK HILL FARMS Inc., 5230 Milwaukee Ave., Chicago, concentrated acidophilus milk. Agency: T. R. Bauerle Adv., Sierra Madre, Calif.

BROCKLES FOODS Co., 811 S. Ervay St., Dallas, Tex., special dressing and french dressing. Agency: Hepworth Adv., Dallas. Acct. Exec.: S. W. Hepworth.

BROOKSIDE DISTILLING PRODUCTS Corp., 610 S. Washington Ave., Scranton, Pa., Don Juan wines. Agency: Harrison Adv., Scranton.

BROPAR DISTRIBUTORS, 1029 Donaldson Ave., San Antonio, Tex., ladies shoulder bags and gift items. Adv. Exec.: T. R. Parr. Agency: Pitluk Adv., San Antonio.

ARTHUR BROWN & BRO. Inc., 2 W. 46th St., New York, artists and drafting supplies and materials. Adv. Exec.: William Einhorn. Agency: Reiss Adv., New York.

BROWN & HALEY, 100 E. 26th St., Tacoma, Wash., Almond Roca candy. Agency: Honig-Cooper Co., Seattle.

JIM BROWN STORES Inc., 6560 Juniata Ave., Cleveland, farm and home supplies. Agency: John Yezbak & Co., Cleveland. Acct. Exec.: John Yezbak.

BROWN SHOE Co., 1600 Washington Ave., St. Louis, Buster Brown shoes for children; Robles shoes for men; Air Step, Naturalizer, Life Stride and Westport shoes for women. Adv. Exec.: R. G. Stolz. Agency: Leo Burnett Co., Chicago. Acct. Exec.: O. W. Heath.

BROWN & WILLIAMSON TOBACCO Corp., 1600 W. Hill St., Louisville, Ky., cigarettes and tobacco. Adv. Exec.: W. S. Cutchins. Agencies: Russel M. Seeds Co., Chicago (Raleigh and Wing cigarettes) and Sir Walter Raleigh smoking tobacco); Ted Bates & Co., New York (Kool, Life and Viceroy cigarettes).

E. T. BROWNE DRUG Co., 127 Water St., New York, Palmer's Skin Success soap ointment and bleach cream. Adv. Exec.: E. T. Browne. Agencies: Cole & Co., Memphis. Acct. Exec.: Lester W. Cole; The Export Adv. Agency, Chicago (export).

BROWNIE BAKING Co., West 225 Indiana St., Spokane, Wash., Brownie cookies. Agency: Virgil Warren Adv., Spokane. Acct. Exec.: Robert M. Coons.

BROWNSTEIN-LOUIS Co., 1228 San Julian St., Los Angeles, Calif., women's shirts and men's sport shirts. Adv. Exec.: Ross L. Lewin. Agency: The Mayers Co., Los Angeles. Acct. Exec.: Larry Lewin.

E. L. BRUCE Co., Thomas St., Memphis, Tenn., hardwood floorings, floor finishes, yellow pine and hardwoods. Adv. Exec.: Harvey Creech. Agencies: Christiansen Adv., Chicago (household products div.); Acct. Exec.: H. E. Christiansen; Greenhaw & Rush Inc., Memphis (Terminix, hardwoods and flooring div.). Acct. Exec.: Holton Rush.

BRUNER-RITTER Inc., 630 Fifth Ave., New York, Brettein watch bracelet. Adv. Exec.: Marvin J. Bruner. Agency: Laurence C. Gumbinner Adv., New York.

BRYANT HEATER DIV., Affiliated Gas Equipment Inc., 17825 St. Clair Ave., Cleveland, gas fired heating equipment, automatic water heaters and dehumidifiers. Adv. Exec.: Howard A. Kennedy. Agency: Fuller & Smith & Ross, Cleveland. Acct. Exec.: A. C. Schneider.

LANE BRYANT Inc., 465 Fifth Ave., New York, women's apparel, stores and mail order. Adv. Exec.: Robert Wadsworth. Agency: E. H. Baker Adv., Chicago. Acct. Exec.: Murrey Schneiderman.

BUBBLE UP Corp., 1064 W. Fifth Ave., Columbus, Ohio, beverages. Agency: Jack Kelly Adv., Columbus. Acct. Exec.: Jack Kelly.

S. BUCHSBAUM & Co., 1737 S. Michigan Ave., Chicago, men's and women's accessories. Adv. Exec.: Howard Gold. Agency: Irving J. Rosenbloom Adv., Chicago. Acct. Exec.: Irving J. Rosenbloom.

THE BUCKEYE BREWING Co., 1501 Michigan St., Toledo, Buckeye beer. Adv. Exec.: Harry O. Jedd. Agency: W. B. Doner & Co., Detroit.

BUCKEYE POTATO CHIP Co., 2687 E. 5th St., Columbus, Ohio, potato chips, pretzels, shoestring potatoes. Agency: Byer & Bowman, Columbus. Acct. Exec.: R. W. Testament.

W. K. BUCKLEY Inc., 37 Franklin St., Buffalo, Jack & Jill cough syrup for children. Adv. Exec.: R. B. Prindville. Agencies: Grant Adv., Chicago. Acct. Exec.: J. Kennedy; Victor van der Linde Co., New York; Harold F. Stanfield, West Toronto (Canadian).

BUCKMAN LABS., Memphis, Tenn., Buderma ointment. Adv. Exec.: W. D. Stitt. Agency: Merrill Kremer Inc., Memphis. Acct. Exec.: Marshall J. Smith.

BUDGET PACK Inc., 3140 E. Pico Blvd., Los Angeles, beans, rice, dried fruit, candy, macaroni, spices and desserts. Agency: Factor-Breyer, Los Angeles.

BUFFALO OPTICAL Co., 559 Main St., Buffalo, C-Far field glasses. Adv. Exec.: O. W. Cleal. Agency: Baldwin Bowers & Strachan Inc., Buffalo.

BITONIT MACARONI Corp., Huyler St. S., Hackensack, N. J., macaroni. Adv. Exec.: Edward D. Lancelotti. Agency: Harold J. Siesel Co., New York.

BULLSEYE Corp., 150 Amity Rd., New Haven, Conn., car polish. Agency: Turner & Dyson Inc., New York.

BULOVA WATCH Co., 630 Fifth Ave., New York, watches (\$). Adv. Exec.: R. F. Warren. Agency: Blow Co., New York. Acct. Exec.: C. T. Clyne.

BUNNY BEAR Inc., 210 Broadway, Everett, Mass., infant nursery products. Adv. Exec.: Frank Greeley. Agency: Silton Bros. Inc., Boston. Acct. Exec.: Jason Silton.

THE BURGER BREWING Co., Liberty at Central Pkwy., Cincinnati, beer and ale. Agency: Midland Adv., Cincinnati. Acct. Exec.: Byron Fischer.

EDWARD & JOHN BURKE Ltd., 47-24 27th St., Long Island City, New York, Guinness Extra stout and Burke's ale. Agency: Hewitt, Ogilvy, Benson & Mather, New York. Acct. Exec.: David Ogilvy.

THE BURKHARDT BREWING Co., 529 Grant St., Akron, Ohio, beer and ale. Adv. Exec.: W. G. Burkhardt. Agency: Fuller & Smith & Ross Inc., Cleveland.

T. W. BURLESON & SON, 224 N. Rogers St., Waxahachie, Tex., honey. Agency: Rogers & Smith, Dallas. Acct. Exec.: Randall E. Brooks.

BURLINGTON MILLS Corp., 350 Fifth Ave., New York, women's wear fabrics, men's wear fabrics, decorative, industrial and transportation fabrics; Cameo hosiery. Adv. Exec.: A. Stanley Kramer. Agencies: Hirshon-Garfield Inc., New York; Morey, Humm & Johnson Inc., New York (women's fashion advertising). Acct. Exec.: Muriel Johnston.

BURNS CUBOID Co., Santa Ana, Calif., Cubold foot balancer. Adv. Exec.: J. G. Knapp. Agency: Jaffe & Jaffe Adv., Los Angeles. Acct. Exec.: Louis Rangno.

BURNS MARTIN Co., 147 Summer St., Boston, men's clothing. Adv. Exec.: Bernard N. Abelson. Agency: Roberts & Reimers Inc., New York. Acct. Exec.: J. Lucken.

BURPEE CAN SEALER Co., 128 W. Liberty St., Barrington, Ill., Burpee automatic electric french fryer (\$). Adv. Exec.: Donald E. Hall. Agency: Buchanan & Co., Chicago. Acct. Exec.: Robert Potter.

BURRUS MILL & ELEVATOR Co., P. O. Box 448, Dallas, Tex., Light Crust. Adv. Exec.: John H. Hicks Jr. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Herbert Lehman.

BURSON KNITTING Co., Rockford, Ill., fashioned hose and knitted novelties.

BURTON-MORROW Co., Ft. Joralemon, Brooklyn, N. Y., extracts. Adv. Exec.: Gabriel Lowenstein. Agency: Hilton & Riggo, New York.

D. P. BUSHNELL & Co., 41-43 E. Green St., Pasadena, Calif., binoculars. Adv. Exec.: George Roosevelt. Agency: Van Der Boom, Hunt & McNaughton Inc., Los Angeles.

BU-TAY PRODUCTS Ltd., 5832 S. Garfield St., Los Angeles, Rain Drops water conditioner and bluing. Agency: Dan B. Miner, Los Angeles.

BUXTON Inc., 93 Orleans St., Springfield, Mass., Lady Buxton accessories for women. Agency: Amos Parrish & Co., New York.

BYMART-TINTAIR Inc., 677 Fifth Ave., New York, Tintair hair coloring and Lightening Change home hair lightener. Adv. Exec.: Mitchell Findlay. Agency: Cecil & Presbrey, New York. Acct. Exec.: George C. Oswald.

C

CABANY PRODUCTS Inc., 9025 Santa Monica Blvd., Los Angeles, Cabany oriental cleaner. Adv. Exec.: Mildred Cabany. Agency: Mogge-Privett, Los Angeles, Calif. Acct. Exec.: Snowden Hunter.

CADILLAC EMPLOYMENT AGENCY Inc., 220 S. State St., Chicago.

THE CAHOKIA FLOUR Co., 6060 Manchester St., St. Louis, Adv. Exec.: R. R. Zimmerman. Agency: Harold Kirsch Adv., St. Louis.

CALIFORNIA FLOWER Co., 400 Reservoir Ave., Providence, R. I., Calart flowers. Agency: Knight & Gilbert, Providence, R. I.

CALIFORNIA DAIRY INDUSTRY ADVISORY BOARD, 907 12th St., Sacramento, Calif. Agency: Brisacher, Wheeler & Staff, San Francisco. Acct. Exec.: Franklin C. Wheeler.

CALIFORNIA FIG INSTITUTE, 846 Divisadero St., Fresno, Calif., California dried figs. Agency: Elwood J. Robinson Adv., Los Angeles. Acct. Exec.: Elwood J. Robinson.

CALIFORNIA FLYERS, SCHOOL OF AERONAUTICS, 1720 W. Florence Ave., Inglewood, Calif., aviation mechanics, aircraft and engine mechanics, engineering drafting (aircraft, Jet engine overhaul and maintenance) training courses. Agency: John H. Riordan Co., Los Angeles. Acct. Exec.: John H. Riordan.

CALIFORNIA FRUIT GROWERS EXCHANGE, PRODUCTS DEPT., 616 E. Grove St., Ontario, Calif., citrus fruit products, single strength, concentrated and frozen citrus juices, orangeade and lemonade bases, pectin, lemon oil, orange oil. Agency: Foote-Cone-Belding, Los Angeles. Acct. Exec.: Nelson Carter.

CALIFORNIA & HAWAII SUGAR REFINING Co. Ltd., Matson Bldg., San Francisco, C & H sugars. Agency: Honig-Cooper, San Francisco. Acct. Exec.: E. B. Krough.

CALIFORNIA LIMA BEAN GROWERS Assn., 1100 E. 5th St., Oxnard, Calif., Seaside dried California lima beans. Agency: Mogge-Privett, Los Angeles.

CALIFORNIA NURSERY Co., Niles, Calif., growers and retailers of general nursery stock. Agency: Ryder-Ingram Ltd., Oakland, Calif. Acct. Exec.: R. L. Ingram.

THE CALIFORNIA OIL Co., Barber, N. J., Calso gasoline, RPM motor oils, lubricants. Adv. Exec.: M. F. Barry. Agency: BBDO, New York.

CALIFORNIA PACKING Corp., 215 Fremont St., San Francisco, Del Monte canned fruits, vegetables, dried fruit, canned fish, coffee. Adv. Exec.: Harold H. Yost. Agency: McCann-Erickson, San Francisco. Acct. Exec.: F. H. McCrea.

CALIFORNIA PET FOODS Co., 204 Broadway, Sacramento, Calif. Bonnie dog and cat food; Snappy dog food. Agency: Chapin - Damm, Sacramento, Calif. Acct. Exec.: R. Chapin.

CALIFORNIA PRUNE & APRICOT GROWER'S Assn., Market & San Antonio St., San Jose, Sunsweet, Tenderized prunes, apricots. Adv. Exec.: E. N. Thayer. Agency: Long Adv., San Jose, Calif. Acct. Exec.: Alvin Long.

CALIFORNIA SPORTSWEAR Co., 1024 Maple Ave., Los Angeles, Californian leather sportswear. Adv. Exec.: I. Whiser. Agency: Hixson - Jorgensen Adv., Los Angeles.

CALIFORNIA SPRAY-CHEMICAL Corp., Lucas & Ortho Way Sts., Richmond, Calif., Volk, Ortho-K, Kleenup, Ortho, Copsil, Bug-Geta, Extrax, Greenol, Ant-B-Gon, Vapotone, Isotox agricultural and garden pesticides. Adv. Exec.: Louis F. Czufin. Agency: McCann-Erickson, San Francisco.

CALIFORNIA TUNA PACKING Corp., Box 130038, San Diego, Calif., Nielsen, Seapreme, tuna. Adv. Exec.: C. A. Holliday. Agency: Armstrong-Schramm, San Diego. Acct. Exec.: G. E. Vinson.

CALIFORNIA WINE Assn., 760 S. Parkview St., Los Angeles, Aristocrat and A. R. Morrow brandy; Ambassador, F. L. and Gustaf wines; F. L. vermouth, champagnes. Agency: McCann-Erickson, San Francisco.

CALLAWAY MILLS Inc., 295 Fifth Ave., New York, cotton textiles. Agency: J. M. Mathes, New York.

CALO DOG FOOD Co. Inc., 1530 E. Twelfth St., Oakland, Calif., Calo dog and puppy food, biscuits, cat food; Victory Brand, Our Best Friend, His Master's Choice dog and cat food products. Agency: Frank Wright Adv., San Francisco. Acct. Exec.: Frank Wright.

CALORIC STOVE Corp., Widener Blvd., Philadelphia, gas ranges. Adv. Exec.: V. Klein. Agency: McKee & Albright Inc., Philadelphia.

CAL-RAY BAKERIES, 427 Howard St., Glendale, Calif., packaged cookies. Agency: R. W. Webster Adv., Los Angeles. Acct. Exec.: Richard T. Guppy.

CALSO WATER Co., 333 12th St., San Francisco, Calso water. Adv. Exec.: J. G. Knapp. Agency: Honig-Cooper, San Francisco. Acct. Exec.: Heber H. Smith.

CAMDEN COUNTY BEVERAGE Co., Fillmore & Bulson Sts., Camden, N. J., Camden Pilsner, Camden Light Lager and Lord Camden ale. Agency: Wayne Adv., Philadelphia.

CAMEO CLEANSER Corp., 4600 S. Tripp Ave., Chicago, Cameo cleanser. Agency: Maxon Inc., Chicago.

WM. CAMERON & Co., Waco, Tex., building materials and home equipment. Adv. Exec.: A. E. Quinn. Agencies: Richard C. Bush Adv., Waco (retail); Erie Racey Adv., Dallas, Tex. (wholesale).

WILLIAM A. CAMP Co. Inc., 100 Hudson St., New York, American Beauty pistachio, Indian nuts, Norwegian Beauty Brand sardines, kippered snacks. Agency: Bass Adv., New York.

S. H. CAMP & Co., 109 W. Washington St., Jackson, Mich., Camp surgical supports for women, men and children. Agency: Frank H. Kaufman & Co., New York. Acct. Exec.: Frank H. Kaufman.

CAMP CHEMICAL Co. Inc., 2d Ave. & 13th St., Brooklyn, N. Y., chemicals for septic tanks. Agency: Powerad Adv., New York.

CAMPANA SALES Co., Batavia, Ill., Campana Italian Balm, Solitair Cake Make-up, Dreskin, Dreskin Coolies, Solitair lipstick, Campana Magic Touch Cream Make-up, DDD prescription, Parfums An'ou, Ayds vitamin candy. Adv. Exec.: Richard M. Crull. Agencies: Tim Morrow Adv., Chicago. Acct. Exec.: Frank Duggan, (DDD Prescription); Wallace-Ferry, Hanly Chicago. Acct. Exec.: T. Wallace; Morey-Humm-Johnstone, New York; H. W. Kaster, Chicago. Acct. Exec.: Herman Kaster (Ayds); Cockfield-Brown Co., Montreal.

CAMPBELL CEREAL Co., 1212 Foshay Tower, Minneapolis, Malt-O-Meal (S). Adv. Exec.: Rosalie K. Kretschmer. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Art Lund.

H. D. CAMPBELL Co., Rochelle, Ill., farm supplies, including poultry equipment, stock tank heaters and waterers.

CAMPBELL SOUP Co., Camden, N. J., Campbell's soups, pork and beans, tomato juice, tomato ketchup, Franco-American spaghetti, macaroni, beef gravy, spaghetti sauce, V-8 cocktail vegetable juices. Adv. Exec.: H. M. Stevens (soups), J. R. Johnson (Franco-American products). Agencies: Ward Wheelock, Philadelphia (Campbell's soups); Dancer - Fitzgerald - Sample, New York (Franco-American products); Compton Adv., New York (Campbell's pork and beans, tomato juice); Robert Otto, New York (export).

HARRY T. CAMPBELL SONS Corp., Towson, Md., White Camel crushed stone; Sakrete dry mix concrete; Camelite asphalt paving; Cameline for the ground; Camelshell poultry feed; Camelwhite for paper, paint, rubber industry. Agency: Van Sant & Dugdale, Baltimore. Acct. Exec.: Nick Van Sant.

CANADA DRY GINGER ALE Inc., 100 Park Ave., New York, carbonated beverages, alcoholic beverages. Adv. Exec.: F. E. Benson. Agency: J. M. McTheis Inc., New York. Acct. Exec.: William T. Okie.

THE CANADA STARCH Co., Ltd., 1940 Sun Life Bldg., Montreal, corn syrups, corn starches, corn oil and laundry starch (N) (S). Adv. Exec.: C. R. Norwood. Agency: Vickers & Benson Ltd., Montreal. Acct. Exec.: R. E. Gourlay.

CANADIAN ACE BREWING Co., 3901 S. Emerald St., Chicago, Canadian Ace brand beer, ale. Adv. Exec.: A. Levrant. Agency: Louis Wetzmann Adv., Los Angeles. Acct. Exec.: Louis Wetzmann.

CANADIAN INTERNATIONAL TRADE FAIR, Toronto, Agency: Walsh Adv., Toronto. Acct. Exec.: John Milne.

CANDO Co., 13-15 Custom House St., Boston, silver and metal polish. Adv. Exec.: James A. Byrne. Agency: Chambers & Wiswell, Boston. Acct. Exec.: George Chambers.

JOHN B. CANEPA Co., 310 W. Grand Ave., Chicago, Red Cross macaroni products. Agency: J. Edward Long Adv., Chicago.

A. J. CANFIELD Co., 6788 South, S. Chicago, Canfield ginger ale, carbonated beverages. Adv. Exec.: C. T. Jegan. Agency: William Hart Adler, Chicago. Acct. Exec.: K. C. Ring.

CANFIELD OIL Co., 3216 E. 55th St., Cleveland, motor oils, gasolines, greases. Agency: Frank M. Wolf & Assoc., Cleveland. Acct. Exec.: Frank M. Wolf.

CANNON MILLS Inc., 70 Worth St., New York, Cannon towels, sheets and pillow cases; hosiery. Adv. Exec.: George Beyer Jr. Agencies: N. W. Ayer & Son, New York (towels and bedspreads). Acct. Exec.: Robert Landsdon; Young & Rubicam, New York (sheets, pillow cases, hosiery). Acct. Exec.: Raymond Browne.

CANNON SHOE Co., Lafayette Ave. & Dickson St., Baltimore, Cannon, Harpers; Roy Logan and Hollywood shoes.

CAPITAL AIRLINES, National Airport, Washington, D. C., passenger, mail, air freight, air express. Agency: Lewis Edwin Ryan Adv., Washington. Acct. Exec.: Robt. Cory.

THE CAPITAL CITY PRODUCTS Co., 1st W. 1st Ave., Columbus, Dixie margarine, Kingette food products. Adv. Exec.: H. A. Patzer. Agency: Clark-Ricker, Detroit.

CAPITOL RECORDS Inc., Sunset & Vine, Hollywood, Calif., Capitol records. Adv. Exec.: Jack Coerne. Agency: Calkins, Holden, Carlock, McClinton & Smith, Los Angeles. Acct. Exec.: David R. Fenwick.

J. CAPPS & SONS Ltd., Jacksonville, Ill., Capps clothes for men. Agency: Prater Adv., St. Louis, Mo. Acct. Exec.: George L. Prater.

THE CAPRI, 3010 Collins Ave., Miami Beach, Fla., hotel. Agency: Advertising Trade Service, New York. Acct. Exec.: Chas. Friedlander.

CAPUDINE CHEMICAL Co., 122 E. Martin St., Raleigh, N. C., medical. Adv. Exec.: Edwin W. Yates. Agency: Dilard Jacobs Adv., Atlanta, Ga.

CARBOLA CHEMICAL Co., Natural Bridge, New York, CCC wood killer, Hylite water putty and Carbola. Adv. Exec.: H. T. Koenig. Agency: Armand S. Weill, Buffalo, N. Y.

CARBONA PRODUCTS Co., 30-50 Greenpoint Ave., Long Island, N. Y., Carbona cleaning fluid, shoe whitener, shoe polishes and soapless lather. Adv. Exec.: Andrew F. Warren. Agency: Ralph Harris, New York.

THE CARBORUNDUM Co., Niagara Falls, N. Y., abrasive and refractory products. Adv. Exec.: A. W. Cowles.

Agencies: Comstock & Co., Buffalo, N. Y. Acct. Exec.: S. J. Hiles; G. M. Basford & Co., New York. Acct. Exec.: John De Wolf.

CARDINAL DIAMOND SYNDICATE, 720 Olive St., St. Louis, diamond engagement and wedding rings. Agency: Olian Adv., St. Louis.

CARDINET CANDY Co., 2172 Market St., Oakland, Calif., Baffle Bar, Nob-Hill, Uno candy bars. Agency: Elliott-Daly-Sherman, San Francisco.

THE ALLEN D. CARDWELL Mfg. Corp., Whiting St., Plainville, Conn., electronic devices and variable air capacitors.

THE CAREY SALT Co., Ave. B & Polar, Hutchinson, Kan., table salt (S). Adv. Exec.: Warren K. Rodat. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: E. A. Warner.

CARGILL Inc., 200 Grain Exchange St., Minneapolis, Cargill feeds, hybrid seed corn, general feed and lawn grass seeds, nutrena feeds. Agency: Bruce B. Brewer, Minneapolis. Acct. Exec.: Chas. R. Strotz.

HAMILTON CARHARTT OVERALL Co., 1698 W. Lafayette St., Detroit, Mich., Hamilton Carhartt overalls. Agency: Aarons, Sill & Caron, Detroit.

THE CARLAY Co., Batavia, Ill., Ayds vitamin candy reducing plan. Adv. Exec.: R. M. Crull. Agency: Presba, Fellers & Presba, Chicago.

CARLSON HYBRID CORN Co., Audubon, Iowa, hybrid corn, corn cribs and bins.

CAREY SALT Co., Carey Bldg., Hutchinson, Kan., Adv. Exec.: Warren K. Rodat. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: G. F. Uplik.

CARMO SHOE Mfg. Co., Union, Mo., Carmelles women's novelty shoes. Adv. Exec.: J. I. Kaplan. Agency: Datche Adv., St. Louis.

CARNATION Co., 5045 Wilshire Blvd., Los Angeles, Carnation evaporated milk. Adv. Exec.: L. W. Nolte (evap. milk div.), Walter Mever (fresh milk and ice cream div.), W. N. Huse (Albers Cereal and Friskies div.). Agencies: Erwin-Wasey Co., Los Angeles. Acct. Exec.: Norman Best, Eric Lifer, Archibald Douglass; Baker Adv., Toronto. Acct. Exec.: W. E. Trimble.

CARNEY Co. Inc., 153 Chestnut St., Mankato, Minn., insulation products. Agency: Alfred Colle Co., Minneapolis. Acct. Exec.: Alfred Colle.

CARR, ADAMS & COLLIER Co., Dubuque, Iowa, lumber. Adv. Exec.: Allen E. Stoltz.

CARR-CONSOLIDATED BISCUIT Co., 188 N. Pennsylvania Ave., Wilkes-Barre, Pa., crackers and cookies (S). Adv. Exec.: Fred W. Paget. Agency: BBDO, New York. Acct. Exec.: F. J. Mahoney.

CARSON PIRIE SCOTT & Co., 1 S. State St., Chicago, general merchandise. Adv. Exec.: R. B. Schlesinger.

CARTER CARBURETOR Corp., 2840 N. Spring Ave., St. Louis, automatic and manual choke carburetors; mechanical and electric fuel pumps; ceramic and screen type fuel filters, oil pressure switches. Adv. Exec.: D. A. Bragdon. Agency: Oakleigh R. French, St. Louis. Acct. Exec.: O. R. French.

CARTER HOTELS OPERATING Corp., 31st St. & 7th Ave., New York, hotels (Governor Clinton, Dixie, George Washington, Essex, Avery, Garde). Agencies: Koehl, Landis & Landan, New York. Acct. Exec.: Al Koehl (Governor Clinton); H. C. Morris Co., New York. Acct. Exec.: H. C. Morris (Dixie and George Washington).

THE CARTER OIL Co., Tulsa, Okla., Carter petroleum products. Adv. Exec.: F. Van Iderstine. Agency: Rogers-Smith, Kansas City. Acct. Exec.: B. G. Wasser.

CARTER PRODUCTS Inc., 53 Park Pl., New York, Arrid cream deodorant, Nair lotion depilatory, Rise push button shave lather, Billow push button shampoo. Adv. Exec.: Alan B. Miller Jr. and Robert A. H. Peterson. Agencies: Ted Bates & Co., New York (Nair); Sullivan, Stauffer, Colwell & Bayles, New York (Arrid and Rise shave lather); Cecil & Presbrey, New York (Billow); Colman-Prentis-Varley, New York (exports).

CARUSO BRANDS Inc., 45 W. 57th St., New York, Caruso brand foods, macaroni products. Agency: Birmingham-Castleman-Pierce, New York.

CASE'S PORK PACK Co. Inc., 644 Washington St., Trenton, N. J., Case's pork roll, pork pack. Agency: Lohmeyer-Adelman Adv., Philadelphia. Acct. Exec.: J. Griffith Rensel.

CASITE DIV., Hastings Mfg. Co., Thorne & Hanover Sts., Hastings, Mich., Casite (motor tune-up product) (S). Adv. Exec.: Don H. Collins. Agency: Keeling & Co., Indianapolis. Acct. Exec.: Lowell H. Stormont.

CATALINA Inc., 443 S. San Pedro St., Los Angeles, Catalina bathing suits, sweaters. Adv. Exec.: Oscar Meinhardt. Agency: David S. Hillman, Los Angeles. Acct. Exec.: D. Hillman.

CATERPILLAR TRACTOR Co., Peoria, Ill., Caterpillar diesel track-type and wheel-type tractors, marine engines, graders, diesel engines, earthmoving equipment. Adv. Exec.: W. K. Cox. Agencies: N. W. Ayer & Son, Chicago. Acct. Exec.: F. W. Hecker; Hoiser Adv., Peoria, Ill. Acct. Exec.: R. Thompson.

CAT'S PAW RUBBER Co. Inc., Warner & Ostend Sts., Baltimore, Cat's Paw rubber soles and heels, cortex soles, Foster rubber heels and soles, orthopedic rubber heels. Adv. Exec.: Larry L. Esterson. Agency: S. A. Levynne Co., Baltimore. Acct. Exec.: S. A. Levynne.

C-B DRUG Co., 222 S. College St., Charlotte, N. C., C-B drug products. Agency: Walter J. Klein Co., Charlotte, N. C. Acct. Exec.: Will S. Johnson.

THE CELLOWAX Co., 7 S. Gay St., Baltimore, Cellowax for floors and Bluko cleaner. Agency: Joseph Katz Co., Baltimore.

THE CENTAUR-CALDWELL Div. of Sterling Drug Inc., 1450 Broadway, New York, Fletcher's Castoria, Z.B.T. baby powder with olive oil, Mollie hairbrush shaving cream, Dr. Caldwell's laxative, Midol and Ironized Yeast tablets, P-W tablets, Campho-Phenique, Tod'l baby bath. Agencies: Carl S. Brown, New York (Fletcher's Castoria, Dr. Caldwell's laxative, Fletcher's Z.B.T. baby products, Tod'l baby bath); The Thompson-Koch Co., New York (P-W tablets, Midol, Campho-Phenique, Ironized yeast). Acct. Exec.: Carl Baumgartner; Dancer-Fitzgerald-Sample, New York (Cal-aspirin, Mollie shaving cream). Acct. Exec.: George Torney.

CENTENNIAL FLOURING MILLS Co., 340 Central Bldg., Seattle, Wash., Silk-Sifted family flour, cake flour, Centennial pancake and waffle flour, Health-builder feeds. Agency: Richard G. Montgomery Adv., Portland, Ore. Acct. Exec.: Richard G. Montgomery.

CENTLIVRE BREWING Corp., 2501 Spy Run Ave., Fort Wayne, Ind., Old Crown ale, beer. Adv. Exec.: Herman G. Centlivre. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Louis Westheimer.

CENTRAL NATIONAL BANK, Roosevelt Rd. at Halsted St., Chicago. Agency: Bozell-Jacobs, Chicago. Acct. Exec.: Harry J. Lazarus.

CENTRAL PAINT & VARNISH WORKS Inc., 59-69 Prospect St., Brooklyn, N. Y., paints and varnishes. Agency: Du Fine & Kaufman, New York. Acct. Exec.: Robert Kaller.

CERTAIN-TEED PRODUCTS Corp., 120 Lancaster Ave., Ardmore, Pa., Certain-Teed building materials. Adv. Exec.: R. B. James. Agency: Gray & Rogers, Philadelphia.

CERTIFIED BRANDS Inc., 512 Delaware St., Kansas City, Fleming coffee, Golden Wedding coffee. Agency: Rogers-Smith, Kansas City.

CHALMERS GELATINE Corp., P. O. Box 156, Williamsville, N. Y., Chalmers gelatine, Mi-Gel and Chalmers chocolate pudding. Agencies: Flagler Adv., Buffalo, N. Y.; The Armand S. Weill Co., Buffalo.

F. B. CHAMBERLAIN Co., 41 Branch St., St. Louis, Jack Frost buckwheat and pancake flour; Chamberlain's flavoring extracts; Mamma's pancake flour; Perfect chick feed and bird food. Adv. Exec.: E. D. Darley.

CHAMBERLAIN SALES Corp., 702 6th Ave., Des Moines, Chamberlain's lotion. Adv. Exec.: D. S. Chamberlain. Agency: BBDO, Chicago. Acct. Exec.: K. W. Ellis.

CHAMBERS BROS. FUR Mfr., 350 7th Ave., New York, Evergrey furs. Agency: Norman D. Waters & Assoc., New York.

CHAMBERS Corp., Shelbyville, Ind., gas ranges. Adv. Exec.: C. E. Parson. Agency: Lewin, Williams & Saylor Inc., Newark, N. J. Acct. Exec.: Sheldon F. Berlow.

CHAMBERS DISTRIBUTING Co., 34 Exchange Pl., Jersey City, N. J., Chambers gas ranges. Adv. Exec.:

(Continued on page 418)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

Charles W. Zemer. Agency: Lewin, Williams & Saylor Inc., Newark, N. J. Acct. Exec.: Sheldon F. Berlow.

CHAMPION MOTORS Co., Minneapolis, Minn., outboard motors. Agency: Alfred Colle, Minneapolis. Acct. Exec.: Kirk McCoy.

CHAMPION SPARK PLUG Co., Upton Ave., Toledo, spark plugs. Adv. Exec.: F. E. Southard. Agencies: MacManus, John & Adams, Detroit. Acct. Exec.: John MacManus; J. Walter Thompson Co., New York.

CHAMPLIN REFINING Co., 118 E. Randolph St., Enid, Okla., petroleum products. Adv. Exec.: L. E. Noble. Agency: Ford Adv., Enid, Okla.

CHANGING TIMES—THE KIPLINGER MAGAZINE, 1729 H. St., N. W., Washington, D. C. Kiplinger magazine. Agency: Albert Frank-Guenther Law, Washington, D. C. Acct. Exec.: Robt. W. Day.

CHARLES NURSERY, Belleville, Ill., vegetable plants and nursery stock. Adv. Exec.: Virginia B. Wilson. Agency: Shaffer, Brennan & Margulis, St. Louis. Acct. Exec.: S. I. Rosenfeld.

CHARMS Co., 601 Bangs Ave., Asbury Park, N. J.; Charms candy. Agency: Schneck Adv., Newark, N. J. Acct. Exec.: Morris Schneck.

CHASE CANDY Co., 4230 Gravois Ave., St. Louis. Chase candies, Cello-Fresh bags, Nickel Naks. Agency: Price-Robinson-Frank, Chicago.

CHASE NATIONAL BANK, Pine, corner Nassau, New York, banking service. Agencies: Albert Frank-Guenther Law, New York; Dornus & Co., New York; Hewitt, Ogilvy, Benson & Mather, New York.

CHATTANOOGA MEDICINE Co., 1715 W. 38th St., Chattanooga, Tenn., Black-Draught, Syrup of Black-Draught and Black-Draught tablets (S). Adv. Exec.: Frank Walsh. Agencies: Harry B. Cohen Adv., New York. Acct. Exec.: Harry B. Cohen (Cardui and Zyrone (S)); Street & Finney, New York. Acct. Exec.: Robert Finney (Solstice). Noble-Dury & Assoc., Nashville, Tenn. Acct. Exec.: W. S. Graham.

CHELSEA MILLING Co., Chelsea, Mich., Jiffy biscuit mix and pie crust. Adv. Exec.: Howard Holmes. Agency: Clark-Rickard Adv., Detroit.

CHEMICALS Inc., 2601 Wood St., Oakland, Calif., plastic and liquid starch, household bleach and powdered bleach. Agency: Sidney Garfield, San Francisco.

CHESAPEAKE & OHIO RAILWAY Co., 406 Terminal Tower, Cleveland, transportation. Adv. Exec.: Walter S. Jackson. Agency: Robert Conahay Adv., New York. Acct. Exec.: Robt. S. Conahay.

THE CHESAPEAKE & POTOMAC TELEPHONE Co., 725 13th St., N. W., Washington, D. C., telephone service. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: T. Beverley Keim.

CHESEBROUGH Mfg. Co., 17 State St., New York, Vaseline products. Adv. Exec.: Albert B. Richardson. Agencies: McCann-Erickson, New York; J. Walter Thompson Co., New York; Clayton Adv., New York; Cockfield-Brown, Montreal; Noyes-Sproul, New York.

CHEVROLET MOTOR DIV., General Motors Corp., General Motors Bldg., Detroit, Chevrolet passenger cars, trucks. Adv. Exec.: W. G. Power. Agency: Campbell-Ewald, Detroit. Acct. Exec.: H. G. Little.

CHICAGO BURLINGTON & QUINCY RAILROAD, 547 W. Jackson Blvd., Chicago. Agency: Reincke, Meyer & Finn, Chicago. Acct. Exec.: J. J. Finn.

THE CHICAGO DAILY NEWS, Daily News Plaza, Chicago, newspaper. Adv. Exec.: L. F. Beiderman and A. Torsell. Agency: Patton, Hagerly & Sullivan, Chicago. Acct. Exec.: Walter H. Hagerly.

CHICAGO ELECTRIC Mfg. Co., 6333 W. 65th St., Chicago, Handyhot portable washers, electric appliances; Handyfreeze electric ice cream freezers and fans. Agency: Buchanan Co., Chicago. Acct. Exec.: Robert Potter.

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD, 516 W. Jackson Blvd., Chicago, railroad transportation. Agency: Roche-Williams-Cleary, Chicago. Acct. Exec.: J. V. Gilmour.

CHICAGO & NORTH WESTERN RAILWAY, 400 W. Madison St., Chi-

cago. Adv. Exec.: Raymond P. Schaffer. Agency: The Caples Co., Chicago. Acct. Exec.: R. A. Hansen.

CHICAGO ROLLER SKATE Co., 4408-4458 W. Lake St., Chicago, Ill., roller skates; rubber tire wheels. Agency: C. J. Ollendorf Adv., Chicago.

CHICAGO & SOUTHERN AIR LINES Inc., Municipal Airport, Memphis, Tenn., air travel, mail and cargo. Agency: Laughlin-Wilson-Baxter & Persons, Memphis. Acct. Exec.: E. M. Richards.

CHICAGO TITLE & TRUST Co., 111 W. Washington St., Chicago, real estate titles and trusts. Agency: Earle Ludgin & Co., Chicago.

CHICAGO TRIBUNE, 435 N. Michigan Ave., Chicago, newspaper. Adv. Exec.: C. E. McKittrick. Agencies: N. W. Ayer & Son, Chicago. Acct. Exec.: Norman Bankart, Burnet-Kuhn Adv., Chicago. Acct. Exec.: Frank Woods.

CHICAGO WESTERN Corp., 4119 W. Grand St., Chicago, Pinafore chicken. Agency: Phil Gordon Adv., Chicago. Acct. Exec.: Phil Abrams.

CHILDREN'S RECORD GUILD, 27 Thompson St., New York, children's phonograph records. Agencies: Maxwell Sackheim & Co., New York. Acct. Exec.: Lester Wunderman; Huber Hoge, New York.

CHIN & LEE Co. Inc., 123 Bank St., New York, chow mein, Chinese dinner, chop suey, fried noodles, soy sauce. Agency: Kastor-Farrell-Chesley-Clifford, New York.

CHIPMAN CHEMICAL Co. Inc., Bound Brook, N. J., insecticides, fungicides, weed killers. Adv. Exec.: G. W. Case. Agency: Paul M. Healy Adv., Montclair, N. J.

CHOCOLATE PRODUCTS Co., 415 W. Scott St., Chicago, Stillicious chocolate drink, Kayo chocolate drink, chocolate ice cream coatings. Agency: Melamed-Hobbs Co., Minneapolis. Acct. Exec.: Louis Melamed.

THE CHRISTIAN SCIENCE PUBLISHING SOCIETY, One Norway St., Boston. The Christian Science Monitor newspaper. Adv. Exec.: M. Alvah Blanchard. Agencies: Harold Cabot Adv., Boston; Walton Butterfield, New York; A. W. Ellis, Norwalk, Conn.

CHRISTIE, BROWN & Co. Ltd., 202 King St., East Toronto, biscuits. Agency: MacLaren Adv., Toronto.

CHRISTMAS CLUB, 230 Park Ave., New York, Christmas club. Agency: Brooke, Smith, French & Dorrance, New York. Acct. Exec.: H. Pengel.

CHRISTY CHEMICAL Corp., 21 Putnam Lane, Worcester, Mass., Drygas anti-freeze. Agency: Humbert-Jones, New York. Acct. Exec.: R. C. Jones.

CHRYSLER SALES Div., Chrysler Corp., 12,200 E. Jefferson Ave., Detroit, Chrysler Windsor, Windsor Deluxe, Saratoga, Chrysler New Yorker, Chrysler Imperial, Crown Imperial. Agency: McCann-Erickson, Detroit. Acct. Exec.: Paul Holder.

CHUNK-E-NUT PRODUCTS Co. of PITTSBURGH Inc., 2908 Smallman St., Pittsburgh, Pa., Chunk-E-Nut peanut butter, vacuum packed peanuts, nutmeats. Agency: C. J. LaRoche, New York.

EDMUND T. CHURCH Co. Inc., 902 Broadway, New York, men's sportswear. Adv. Exec.: David A. Church. Agency: Zlowe Co., New York.

CHURCH & DWIGHT Co. Inc., 70 Pine St., New York, Arm & Hammer Brand, Cow Brand baking soda. Adv. Exec.: P. F. Curran. Agencies: J. Walter Thompson Co., New York (Arm & Hammer & Cow Brand baking soda); Brooke, Smith, French & Dorrance, New York (Arm & Hammer concentrated sal soda).

CINCH PRODUCTS Inc., 4540 W. Colorado Blvd., Los Angeles, Cinch cake and corn bread mixes. Agency: Elwood J. Robinson Adv., Los Angeles. Acct. Exec.: Mel Jensen.

CINCY PRODUCTS Co., 2817 Highland Ave., Cincinnati, wall paper cleaner. Agency: The Ralph H. Jones Co., Cincinnati.

CITATION HAT Co., 2330 W. Cermak Rd., Chicago, Citation hats.

CITRUS PRODUCTS Co., 11 East Hubbard St., Chicago, Ill., Kist beverages; Chocolate Soldier chocolate drink, Plus 4, Blue Bird and Century beverage bases. Agency: Schwimmer & Scott, Chicago. Acct. Exec.: C. Lillienfeld.

CITIES SERVICE Co., 60 Wall St., New York. Agency: Ellington & Co., New York. Acct. Exec.: C. L. Landon.

CITIZENS NATIONAL TRUST & SAVINGS BANK OF LOS ANGELES, 457 S. Spring St., Los Angeles, banking and trust department services. Agency: Hixson-Jorgensen, Los Angeles.

CITY OF ATLANTIC CITY, Convention Hall, Atlantic City, N. J., resort. Agency: Dorland Adv., Atlantic City, N. J. Acct. Exec.: Edward Wallis.

CITY PRODUCTS Corp., 33 S. Clark St., Chicago, ice cream, dairy products, beer, cold storage, ice, fuel and refrigerators. Adv. Exec.: T. J. Beck. Agency: Cruttenden-Egar Adv., Chicago. Acct. Exec.: Leon H. Lewis.

CLARIDGE FOOD Co. Inc., 41-23 Murray St., Flushing, N. Y., canned meats, hamburgers, meat balls, spaghetti sauce, hash, frankfurters, luncheon meat. Agency: Al Paul Lefton Co., New York.

CLARIDGE HOTEL, Indiana Ave. & Park L. & Boardwalk, Atlantic City, N. J. Adv. Exec.: Ada Taylor. Agency: Dorland Adv., Atlantic City. Acct. Exec.: E. A. Wallis.

HOTEL CLARIDGE Inc., 109 N. Main St., Memphis, Tenn. Agency: Warren Billingsley, Memphis.

CLARK BROTHERS CHEWING GUM Co., Merchant St. N. S., Pittsburgh, Pa., Tendermint, Freshmint chewing gum. Adv. Exec.: Chas. Clark. Agency: McCann-Erickson, New York.

CLASSIC PRODUCTS Co., 130 W. 26 St., New York, Canasta play kits, The 100 Puzzle plastic. Agency: Ritter, Sanford & Price, New York.

CLEAN HOME PRODUCTS Inc., 2029-33 Clybourn St., Chicago, Apex moth products and Vapair room deodorant. Agency: Al Paul Lefton Co., Chicago.

CLEAN PRODUCTS Co., 815 E. Mound St., Columbus, Clean wallpaper cleaner. Agency: Byer & Bowman, Columbus. Acct. Exec.: R. Testament.

CLEARSITE LABS, 916 Forbes St., Pittsburgh, Pa., Clearsite chemically treated cloth for fogproofing. Adv. Exec.: T. A. O'Leary. Agency: John R. C. Williams.

CLEVELAND & BUFFALO STEAMSHIP Co., 333 N. Michigan Ave., Chicago, steamships. Agency: Filmore Co., Chicago. Acct. Exec.: Edith A. Tucker.

THE CLEVELAND ELECTRIC ILLUMINATING Co., 75 Public Square, Cleveland, promotional advertising. Agency: D'Arcy Adv., Cleveland. Acct. Exec.: V. L. Fladager.

CLEVELAND-SANDUSKY BREWING Corp., 2764 E. 55th St., Cleveland, beer and ale (S). Adv. Exec.: Kenneth Sleds. Agency: H. Grider Adv., Cleveland. Acct. Exec.: Jack Barker.

CLICQUOT CLUB Co., Mills, Mass., Clicquot Club pale dry and golden ginger ales, sparkling water. Agency: Frank Weston Adv., Providence, R. I.

CLUB ALUMINUM PRODUCTS Co., 1250 Fullerton Ave., Chicago, waterless cookware, coffee dispensers and hand crafted glassware (N). Adv. Exec.: Charles E. Anderson. Agency: The Buchen Co., Chicago. Acct. Exec.: Joe Caro.

CLUETT, PEABODY & Co. Inc., 10 E. 40th St., New York, Arrow collars, shirts, ties, handkerchiefs, underwear, sport shirts. Adv. Exec.: G. A. Phillips and G. A. Steers. Agency: Young & Rubicam, New York.

CLYDE BEATTY CIRCUS, 837 Micheltorena, Los Angeles, circus (S). Adv. Exec.: Norman Carroll.

COASTAL LABORATORIES Inc., 98 N. E. 73 St., Miami, Fla., Sul-Spa for arthritis. Agency: Chambre Adv., Miami.

THE COCA-COLA Co., 515 Madison Ave., New York, Coca-Cola. Agency: D'Arcy Adv., New York.

COHN-GOLDWATER Mfg. Co., 525 E. 12th St., Los Angeles, Palmday shirts, sports wear, Boss work clothes. Agency: Hixson-Jorgensen, Los Angeles.

COKER'S PEDIGREED SEED Co., Hartsville, S. C., seeds. Adv. Exec.: J. W. Taibert.

C. B. S.-COLUMBIA Inc., 170 53rd St., Brooklyn, New York, radio, television and wire recorders. Agency: Bennett, Walther & Menadier, New York.

JOHN A. COLBY & SONS, 129 N. Wash St., Chicago, household furnishings. Adv. Exec.: George A. Hossack. Agency: Welsey Aves, Grand Rapids, Mich.

COLE HOT BLAST Mfg. Co., 3917 S. Racine Ave., Chicago, gas, oil, coal and wood heating stoves. Adv. Exec.: A. F. Wedderspoon. Agency: Symonds, MacKendzie & Co., Chicago.

COLDEN Mfg. Co., 71 Bruen St., Newark, N. J., URI-SIST '716 baby crib mattress. Agency: Richard & Gunther, New York. Acct. Exec.: Frank Barth.

THE COLEMAN Co., 2nd & St. Francis St., Wichita, Kan., Coleman gasoline lanterns, irons, burners, trailer heaters and camp stoves; gas and oil heaters, oil, gas and LP gas floor furnaces; Blend-Air oil and gas heating plants. Adv. Exec.: A. W. Boyer. Agencies: N. W. Ayer & Son, Philadelphia, Pa. (major appliances); Potts-Turnbull, Kansas City (small appliances). Acct. Exec.: Irving Lauderdale.

COLGATE - PALMOLIVE - PEET Co. Ltd., 64 Colgate Ave., Toronto, Fab, Colgate dental cream, Halo, Palmolive shaving cream and Palmolive soap (N) (S). Adv. Exec.: R. E. Jones. Agencies: Spitzer-Mills Ltd., Toronto; Acct. Exec.: S. R. Charles (Vel, Lustre Cream, Colgate Chlorophyll toothpaste and Colgate beauty soap); H. E. Foster Adv., Toronto; Acct. Exec.: R. A. Cauley (Ajax, Super Suds, Colgate shaving cream, Veto, and Palmolive shampoo); L. S. Heagerty Adv., Toronto; Acct. Exec.: L. S. Heagerty (Cashmere Bouquet soap and cosmetics (N) (S)). Agency: Grant Adv., Toronto; Acct. Exec.: S. Wren.

COLLEGE INN FOOD PRODUCTS Co., 4301 S. Ashland Ave., Chicago, tomato juice cocktail, boned chicken, chicken a la king. Agency: Weiss & Geller, Chicago. Acct. Exec.: Bernard Gross.

P. F. COLLIER & SON, 640 Fifth Ave., New York, books. Agency: Kudner Agency, New York.

HAL COLLINS Co., Box 95, Dallas, Tex., Bakers hair tonic, shampoo. Agency: Simmonds-Simmonds, Dallas, Tex. Acct. Exec.: P. J. Crandall.

COLONIAL AIRLINES Inc., 230 Park Ave., New York. Agency: Hilton & Riggle, New York.

COLONIAL BAKING Co., 4410 Gravois St., St. Louis, bread products. Adv. Exec.: W. H. Williams. Agency: Herrod Adv., St. Louis.

COLONIAL DAMES Inc., 4652 Hollywood Blvd., Hollywood, Calif., Colonial Dames, Campus cosmetics, Bachelor Button for men. Adv. Exec.: Ruth Falkerrich.

COLONIAL PROVISION Co. Inc., 128 Cross St., Boston, Colonial Master smoked shoulders. Adv. Exec.: Samuel Rabinowitz. Agencies: Arnold & Co., Boston. Acct. Exec.: Arnold Z. Rosoff.

COLONIAL STORES Inc., Norfolk, Va., Our Pride bread, rolls and cakes; Gold and Silver Label coffee; CS canned fruits and vegetables. Agency: Liller, Neal & Battle, Atlanta, Ga. Acct. Exec.: C. K. Liller.

COLORADO BREWING Corp., 240 N. Convent St., Trinidad, Col., Colorado Three Star beer.

THE COLORADO FUEL & IRON Corp., Continental Oil Bldg., Denver, wire and wire products, card clothing, metal conveyor belts, industrial woven wire cloth, wire rope, springs and formed wire, automotive products, insect wire screening, hex mesh netting, hardware, cloth, door springs, gate springs, nails, brads, wire clothesline, reelock chain link fence, electrically welded fabric, coke and coke by-products. Adv. Exec.: Harmon Davis and Robt. W. Brown. Agency: Doyle, Kitchen & McCormick, New York.

THE COLORADO MILLING & ELEVATOR Co., 620 Equitable Bldg., Denver, flour, feed and grain products. Adv. Exec.: Forrest G. Meyer. Agencies: Ed M. Hunter, Denver. Acct. Exec.: Ed M. Hunter; Arthur G. Rippey Adv., Denver. Acct. Exec.: V. Ewing.

COLORADO POTATO FLAKE & Mfg. Co., 1298 S. Broadway St., Denver, Red Seal potato chips, vacuum packed shoestring potatoes. Agency: Curt Freiburger, Denver. Acct. Exec.: C. J. Freiburger.

COLORADO STATE ADV. & PUBLICITY COMMITTEE, State Capitol Bldg., Denver, Col., State of Colorado to tourists. Agencies: Galen E. Broyles, Denver; Curt Freiburger Adv., Denver; Max Goldberg Adv., Denver (winter sports and special radio prom.); Ed M. Hunter & Co., Denver (hunting and fishing prom.); Conner Adv., Denver (agriculture products prom.); Axelson Adv., Denver (industrial prom.).

COLORIZER Assoc., 345 Western Ave., Chicago, paint color system (method of selecting and producing color). Agency: Arthur G. Rippey Adv., Denver. Acct. Exec.: V. Ewing.

COLT SHOES Inc., 657 Atlantic Ave., Boston, Mass., Foot-Balance and Kinetic shoes. Adv. Exec.: Irving S. Getz.

COLUMBIA BAKING Co., 375 Highland Ave., Atlanta, Ga., Southern bread and cake. Agency: Freitag Adv., Atlanta, Ga.

COLUMBIA BREWERIES, P. O. Box 1517, Tacoma, Wash., Alt Heidelberg beer, Columbia ale. Agency: Howard J. Ryan & Son, Seattle.

COLUMBIA BROADCASTING SYSTEM Inc., 485 Madison Ave., New York. Agency: McCann-Erickson, New York. Acct. Exec.: Arthur Kemp.

COLUMBIA DIAMOND RIGHTS DIV. of Axel Bros. Inc., 21-10 49th Ave., Long Island City, N. Y., Columbia diamond rings. Adv. Exec.: Arthur M. Hollis. Agency: Gramercy Adv., New York. Acct. Exec.: Maurice Goldberger.

COLUMBIA PICTURES Corp., 729 7th Ave., New York, motion pictures. Adv. Exec.: John Cunningham. Agency: Weiss & Geller, New York.

COLUMBIA RECORDS Inc., 1473 Barnum Ave., Bridgeport, Conn., Columbia Masterworks of popular records. Adv. Exec.: Albert B. Earl. Agency: McCann-Erickson, New York. Acct. Exec.: Arthur J. Kemp.

COLUMBIA TOBACCO Co. Inc., 601 W. 26th St., New York. Du Maurier cigarettes. Agency: Anderson & Cairns, New York. Acct. Exec.: H. A. Thompson.

MAURICE L. CONDON Co. Inc., 270 Ferris Ave., White Plains, N. Y., Boat-life plastic finish and boat lumber. Agency: Grant-Wadsworth, New York.

CONGRESS CIGAR Co., 647 Fifth Ave., New York, La Palina cigars. Agency: Schimmer & Scott, Chicago.

CONMAR PRODUCTS Corp., 140 Thomas St., Newark, N. J., Conmar slide fasteners. Agency: William H. Weintraub, New York. Acct. Exec.: James Eysler.

CONRO Mfg., 615 N. Good St., Dallas, Tex., jeans, overalls, dungarees. Agency: Glenn Adv., Dallas, Tex. Acct. Exec.: Arnold C. Shaw.

CONSOLIDATED CIGAR Corp., 67 W. 44th St., New York, Dutch Masters and Harvester cigars. Agency: Erwin, Wasey & Co., New York.

CONSOLIDATED COSMETICS, 30 W. Hubbard St., Chicago, Ill., lanolin plus liquid, hand lotion, cleansing cream for dry skin, lanolin plus for the hair, shampoo, superfatted soap; Dr. Health's denture adhesive; Spic deodorant pads; deodorant powder. Agency: Tim Morrow Adv., Chicago.

CONSOLIDATED DAIRY PRODUCTS Co., 635 Elliott Ave. W., Seattle, Dairgold evaporated milk, butter, cheese, milk powder. Agency: Mac Wilkins, Cole & Weber, Portland, Ore.

CONSOLIDATED FREIGHTWAYS Inc., 2029 N. W. Quimby St., Portland, Ore., motor truck freight service. Adv. Exec.: Rod Adair. Agency: Simon-Smith, Portland, Ore. Acct. Exec.: Chan Clarkson.

CONSOLIDATED ROYAL CHEMICAL Corp., 657 S. Chicago Ave., Chicago, Peruna, Velure hand lotion, Kolor Bak, Acidine, Calocide, Lee's Cream Lyptos, Radio Girl perfume and deodorant, Krank's toilettries, Zymol, Trokneys, Yeast Foam tablets, Hamlin's Wizard oil, turpo, Mar-O-Oil shampoo, Spray-a-Wave hair set, lotion and shampoo. Agency: Ruthrauff & Ryan, Chicago (Krank's shave kreem, Mar-O-Oil shampoo and Kolor Bak and Spray-A-Wave products).

HOTEL CONTINENTAL, 106 W. 11th St., Kansas City, Adv. Exec.: R. E. McEachin. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: Ed Warner.

CONTINENTAL AIR LINES Inc., Stapleton Airfield, Denver, Col., air transportation. Agency: Galen E. Broyles, Denver. Acct. Exec.: Robt. B. McWilliams.

CONTINENTAL BAKING Co., 630 Fifth Ave., New York, Wonder bread and Hostess cake (N) (S). Adv. Exec.: Lee Mack Marshall. Agency: Ted Bates & Co., New York. Acct. Exec.: Walker G. Everett.

CONTINENTAL OIL Co., 1000 S. Pine St., Ponca City, Okla., Conoco motor oil and gas (S). Adv. Exec.: W. A. Morgan. Agency: Benton & Bowles, New York. Acct. Exec.: Jack Reeder.

CONTINENTAL TRAILWAYS BUS SYSTEM, 315 Continental Ave., Dallas, Tex., bus service. Agency: Lannan-Sanders, Dallas, Tex. Acct. Exec.: George S. Lannan and R. E. Stuart.

COMET RICE MILLS, 1600 Cedar St., Beaumont, Tex., Comet rice. Agency: Leuch & Leche, Dallas, Tex. Acct. Exec.: Miles F. Leche.

COMETTE HOSIERY MILLS, New Braunfels, Tex., Comette nylons. Agency: Glenn Adv., Dallas, Tex. Acct. Exec.: Ward Wilcox.

COMMANDER - LARABEE MILLING Co., 525 Twenty W 9th St., Kansas City, Sunfed, Larabee's Best, Alry Fairy. Agency: William-Martin, Minneapolis. Acct. Exec.: Larry Williams.

COMPAGIE PARISIENNE, 107 Burr Rd., San Antonio, Tex., Rhodius perfumes. Agency: Shaffer-Brennan-Margulis, St. Louis. Acct. Exec.: S. I. Rosenfeld.

W. H. COMSTOCK Co. Ltd., Morristown, N. Y., Morses pills, Comstock's liniment. Agencies: Foreign Adv., New York; Tandy Adv., Toronto.

COMSTOCK CANNING Corp., 203 W. Miller St., Newark, N. J., pie sliced apples. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Howard H. Bede.

CONSOLIDATED EDISON Co. OF NEW YORK Inc., 4 Irving Pl., New York, gas, steam and electrical service. Agency: BBDO, New York.

CONSOLIDATED PRODUCTS Co., 119 N. Washington St., Danville, Ill., semi-solid emulsion, semi-solid pig emulsion, Kaff-A semi-solid chick emulsion, sparx-barx-pex. Adv. Exec.: F. A. South. Agency: Dancer - Fitzgerald-Sample, Chicago.

COOK CHEMICAL Co., 935 N. Wabash St., Kansas City, Real-Kill bug-killer, stock and barn insect killer, chlordane emulsion concentrate. Adv. Exec.: Leonard E. Juengling. Agency: Phillip E. Lindsay Adv., Kansas City.

F. W. COOK Co. Inc., 11 N. W. 7th St., Evansville, Ind., Cook's Goldblume beer, Cook's 500 ale. Agency: Pollyea Inc., Terre Haute, Ind.

MAX COOK SPORTING GOODS Co., 1808 Glenarm St., Denver, Col., sporting goods. Adv. Exec.: Harold Cook. Agency: Ted Levy Adv., Denver.

COOK PAINT & VARNISH Co., 14th & Knox Sts., Kansas City, Mo., paint products, wallpapers and accessories. Adv. Exec.: C. O. Bratten Jr. Agencies: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: J. B. Woodbury.

THOS. COOK & SON Inc., 587 Fifth Ave., New York, travel. Agency: Cunningham & Walsh, New York.

COOLTAN Inc., 247 Park Ave., New York, Cooltan sun lotion. Agency: Foote, Cone & Belding, New York. Acct. Exec.: B. David Kaplan.

THE COOPER-BESSEMER Corp., N. Sandusky St., Mt. Vernon, Ohio, gas, gas-diesel and diesel engines; engine and motor driven gas and air compressors; liquid pumps for gas transmission; refinery, marine and general industrial power plants. Adv. Exec.: E. R. Bonnist. Agency: Griswold-Eshleman Co., Cleveland. Acct. Exec.: R. S. Warren.

THE O. A. COOPER Co., Humboldt, Neb., feeds (S). Adv. Exec.: Guy Cooper Jr. Agency: Universal Adv. Omaha. Acct. Exec.: Millard Rosenberg.

COOPER TIRE & RUBBER Co., Lima & Western Aves., Findlay, Ohio, tires, tubes, accessories. Adv. Exec.: Warren Whiting. Agency: Mumm, Mullay & Nichols, Columbus. Acct. Exec.: H. W. Amburn.

COOPER WELLS & Co., St. Joseph, Mich., Admission hosiery. Adv. Exec.: Kenneth I. Wallis. Agency: M. E. Recu Adv., Chicago.

COPPER BRITE Inc., 1109 N. Poinsette Pl., Los Angeles, metal polish. Agency: Davis Co., Los Angeles. Acct. Exec.: Roland E. Jacobson.

COOPERATIVE GRANGE LEAGUE FEDERATION EXCHANGE Inc., Ithaca, N. Y., feeds, seeds, fertilizers and farm equipment.

THE CORN KING Co., 700 16th N. E., Cedar Rapids, Iowa, Corn King mineral feed, disinfectants, insecticides, livestock and poultry remedies.

CORN PRODUCTS REFINING Co., 17 Battery Pl., New York, Karo table corn syrup; Mazola salad and cooking oil; Kingsford and Duryea's corn starch; Kre-Mel puddings; Argo and Linit laundry starch, Niagara cold water starch. Adv. Exec.: Wm. E. Hecht. Agency: C. L. Miller Co., New York.

ADOLPH COORS Co., Golden, Col., Coors beer, malted milk. Adv. Exec.: Paul G. Reeves. Agency: MacGruder-Bakewell-Kosta, Denver.

THE COOTER Co., 308 W. Washington St., Chicago, Ill., food products, soap, cleansers. Adv. Exec.: C. L. Pankratz. Agency: C. L. Miller Co., Chicago. Acct. Exec.: Irving M. Tuteur.

COSMETICS DISTRIBUTORS Inc., 257 Cornillon Ave., Jersey City, N. J., Minipoo dry shampoo. Adv. Exec.: G. J. Abrams. Agency: The Joseph Katz Co., New York. Acct. Exec.: Nat Wildman.

E. J. COSSMAN & Co., 1003 Pennsylvania Ave., Pittsburgh, Pa., Wild West toys.

COTT BEVERAGE Corp., 197 Chatham St., New Haven, Conn., beverages. Agency: John C. Dowd Inc., Boston.

COTTON PRODUCTS Co. Inc., Opelousas, La., Lou Ana shortening, salad oil. Adv. Exec.: J. P. Doherty.

G. N. COUGHLAN Co., 29 Spring St., West Orange, N. J., chimney sweep soot destroyer, De-moist (Desiccant), Bean-X, slice king, pantastic and process 33 paint brush cleaner. Adv. Exec.: C. H. Wulf. Agency: Lewin, Williams & Saylor Inc., Newark, N. J. Acct. Exec.: Richard Gulick.

COYNE ELECTRICAL SCHOOL Inc., 500 S. Paulina St., Chicago, resident courses in electricity, radio, television. Agencies: Gordon Best Adv., Chicago. Acct. Exec.: Roy Kirtland (electrical and radio schools); Phil Gordon Adv., Chicago. Acct. Exec.: Phil Gordon (books).

CRAWFORD'S Inc., 1013 Walnut St., Kansas City, maternity apparel. Agency: Allmayer-Fox Inc., Kansas City. Acct. Exec.: Elinor Fox.

CRAG PRODUCTS Inc., 744 Broad St., Newark, N. J., Model-Weid hobby cement. Agency: Franklin Fader Co., Newark, N. J. Acct. Exec.: Franklin Fader.

CRAWFORD CLOTHES Inc., 34-02 Queens Blvd., Long Island City, N. Y., men's clothes. Adv. Exec.: Harold Kane. Agency: Al Paul Lefton Co., New York. Acct. Exec.: Milton S. Gladstone.

THE CREAM OF WHEAT Corp., 730 Stinson Blvd., Minneapolis, Cream of Wheat. Agencies: BBDO, Minneapolis. Acct. Exec.: Edward Cashin; Robert Otto & Co., New York.

CRESCENT ELECTRIC SUPPLY Co., 200 S. Main St., Dubuque, Iowa, radio-TV appliances and houseware. Adv. Exec.: Ray Cesar. Agency: W. D. Lyons Co., Cedar Rapids, Iowa. Acct. Exec.: Bill Munsell.

CREST SPECIALTY, NOT Inc., 663 W. Washington Blvd., Chicago, Spiffy collar stay downs, reel pipe cleaners, extension tracks; Crest plastic linoleum binding; Baby Dinette baby feeding set; Crest plastic shelf edging, baby feeding set, plastic ash trays and gift sets. Agency: Edward A. Grossfeld & Staff, Chicago. Acct. Exec.: A. E. Grossfeld.

THE CRETE MILLS, Crete, Neb., wheat flour, pancake flour, cereals, corn meal, corn grits, Victor poultry and stock feeds. Agency: R. A. Moritz Adv., Davenport, Iowa.

CRIBBEN & SEXTON Co., 680 N. Sacramento Blvd., Chicago, Universal gas ranges. Agency: Christiansen Adv., Chicago.

THE CROFT BREWING Co., 165 Terrace St., Boston, Croft Cream Ale and Gamecock ale.

CROSLBY DIV.-AVCO Mfg. Corp., 1329 Arlington St., Cincinnati, radio, TV and appliances. Adv. Exec.: G. E. Simons. Agency: Benton & Bowles Inc., New York. Acct. Exec.: Neal Nyland.

CROSS CANADA SALES, 106 Adelaide St. W., Toronto, Cross-Tarch plastic starch. Agency: Tandy Co., Toronto. Acct. Exec.: W. H. Wilkes.

THE CROSSE & BLACKWELL Co., 6801 Eastern Ave., Baltimore, Crosse & Blackwell food products, liquors. Adv. Exec.: T. J. Finucan. Agencies: Vansant-Dugdale & Co., Baltimore; Emery Adv., Baltimore (liquors).

CROSSLAND Mfg. Co., 2294 Albion St., Toledo, mothproofing products, rug shampoos, water repellents and detergents. Agency: Miller Co., Toledo.

CROWN BROILER Co., 2330 Fifth Ave., New York, Crown infra-red broilers. Agency: Ziowe, New York.

B. T. CRUMP Co. Inc., Richmond, Va., hassocks, set covers, harness etc. Agency: Lindsay Co., Richmond, Va. Acct. Exec.: T. M. Curtis.

CUBBISON MELBA TOAST & CRACKER Co., 3419 Pasadena Ave., Los Angeles, Melba Toast, Melbets, Zwieback, Vegetized Toast, Dunkerettes, Soya Toast, wheat germ toast, soya

(Continued on page 420)

MEET THE

SUPER SALESMAN

WHO CALLS ON OVER 700,000 PEOPLE IN SAN DIEGO'S BOOMING \$ BILLION \$ MARKET

5000 WATTS FULL TIME 600 KC.



DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

crackers, wheat soda crackers, Hollywood Cup. Agency: Larry Raymond Adv., Los Angeles. Acct. Exec.: Larry Raymond.

THE CUDAHY PACKING Co., 33d & O Sts., Omaha, Neb. (S). Adv. Exec.: L. G. Tremblay. Agency: Grant Adv., Chicago.

CUE PUBLISHING Co. Inc., 6 E. 39th St., New York. Cue magazine. Agency: Will Burgess & Co., New York.

THE CUMBERLAND BREWING Co., 711 N. Center St., Cumberland, Md. Old Export beer. Adv. Exec.: J. H. Stately. Agency: Harry Feigenbaum Adv., Philadelphia. Acct. Exec.: Leonard Schoor.

GILBERT CUMMINS & Co. Inc., 2800 Frederick Ave., Baltimore. Cummins silver polish. Agency: I. A. Goldman Adv., Baltimore.

JAMES CUNNINGHAM SON & Co., 13 Canal St., Rochester, N. Y., trailer toilets and government contracts. Adv. Exec.: P. F. Cunningham. Agency: Bruce Aldon Adv., Rochester, N. Y.

CUPRINOL DIV., Darworth Inc., Simsbury, Conn. Cuprinol wood, rope, fabric preservatives. Agency: J. C. Bull Co., New York. Acct. Exec.: R. A. Gibney.

CURTICE BROTHERS Co., 155 W. Main St., Rochester, N. Y., Blue Label ketchup, canned and frozen vegetables, tomato juice cocktail. Adv. Exec.: F. J. Miller. Agency: Chambers-Wigzell, Boston. Acct. Exec.: Geo. C. Wiswell.

CURTIS PUBLISHING Co., Independence Square, Philadelphia. The Saturday Evening Post, Ladies' Home Journal, Country Gentleman, Holiday, Jack & Jill. Agencies: BBDO, New York (S, E, P, and Holiday); N. W. Ayer & Son, Philadelphia (Ladies' Home Journal). Acct. Exec.: L. Davis Jones. Lamb-Keen, Philadelphia (Country Gentleman). Acct. Exec.: J. O. Ellington.

CURTISS CANDY Co., 1101 Belmont Ave., Chicago. Baby Ruth, Butterfinger, Coconut Groves candies; Curtiss fruit drops, mints, Vutylid gum. Adv. Exec.: C. E. Lahon. Agency: C. L. Miller, Chicago. Acct. Exec.: I. M. Tuteur.

CURTISS-WRIGHT Corp., Wood-Ridge, N. J., Wright aircraft, engines, and Curtiss electric propellers. Agency: Chas. Dallas Reach Co., Newark, N. J. Acct. Exec.: D. G. Cutter.

CUTAWAY HARROW DIV., Orkell Inc., P. O. Box 208, Hartford, Conn., Clark Cutaway harrows, wonder diskers. Adv. Exec.: A. A. Medica. Agency: John B. Fairbairn Adv., Hartford, Conn. Acct. Exec.: John B. Fairbairn.

H. H. CUTLER Co., 120 Ionia Ave. S. W., Grand Rapids, Mich., Cuver-Ups plastic aprons; infants wear; miscellaneous film items. Agency: Wesley Aves & Assoc., Grand Rapids.

CYMA WATCH Co., 608 Fifth Ave., New York. Cyma watches and clocks. Agency: Irving Berk Adv., New York.

CYNTHIA SWEETS Co., 16 New St. East, Boston. Cynthia sweets, Miss Cynthia Foss, Chimey Corner chocolates. Adv. Exec.: Monroe L. Sharaf. Agency: Lasker-Riseman, Boston.

D

D. F. S. LABORATORIES INC., 108 Washington St., Spokane, Wash., Dr. Sells golden emulsion. Agency: Devine-Bassard, Inc., Spokane. Acct. Exec.: H. D. King.

D-W-G CIGAR Corp., 2180 E. Milwaukee Ave., Detroit, El Verso, Durbonnet, Emerson and R. G. Dun cigars. Agency: Century Adv., Detroit.

DAD'S ROOT BEER Co., 2800 N. Talman Ave., Chicago, Dad's Old Fashioned root beer. Agency: Ross Roy Inc., Detroit. Acct. Exec.: Mark T. Martin.

DAGGETT CHOCOLATE Co., 400 Main St., Cambridge, Mass., Page & Shaw, Apollo, Walter M. Lowney and Daggett chocolates and candy. Adv. Exec.: F. L. Daggett. Agency: Harry M. Frost Co. Inc., Boston. Acct. Exec.: Karl M. Frost.

DAILEY PICKLE CANNING Co., Saginaw, Mich., Dailey's pickles. Agency: Herbert W. Frank Agency, Boston.

DAINY ASSOCIATION Co., Depot St., Lyndonville, Vt., Kow Kare, Bag Balm, bag balm dilators. Adv. Exec.: Walter A. Myers. Agency: Hays Adv. Inc., Burlington, Vt.

DAIRYMEN'S LEAGUE CO-OPERATIVE Assn., 100 Park Ave., New York. Dairylea, Weckerle, Bartholomay milk,

milk products and dried skim milk. Barlow Adv. Inc., Syracuse, N. Y. Acct. Exec.: E. S. Barlow.

THE DALLAS MORNING NEWS, Young & Houston Sts., Dallas, Tex., The Dallas Morning News, radio stations WFAA-AM-FM and Texas Almanac. Agency: Randall-Gay-Perry, Dallas, Tex. Acct. Exec.: James Randall.

DAMAR DISTRIBUTING Co., 22 Treat Pl., Newark, N. J., Damar household accessories and supplies. Agency: Maxwell Sackheim Inc., New York. Acct. Exec.: Lester Wunderman.

JOHN B. DANIEL Inc., 76 Central Ave., S.W., Atlanta, Ga., Pasadyne, Cheney's expectorant. Agency: Lillard Jacobs Agency, Atlanta, Ga.

DARLINGTON NURSERY OF PITTSBURGH, Beechwood Blvd. & Wilkins Ave., Pittsburgh, Pa., nursery stock. Agency: Wiltman-Callahan, Pittsburgh, Pa.

H. DAROFF & SONS Inc., 2320 Walnut St., Phila., Pa., Botany 500 clothes. Agency: Alfred J. Silberstein-Bert-Goldsmith Inc., New York. Acct. Exec.: Bert Goldsmith.

D'ARRIGO BROS. CO. OF MASS., 271 Market Terminal, Boston, Andy Boy Brand broccoll, Pasqual celery and chefs-salad. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: Robert F. O'Brien.

KAY DAUMIT Inc., 105 Hudson St., Jersey City, N. J., Lustré Cream shampoo and hair dressing. Agency: Lennen-Mitchell Inc., New York. Acct. Exec.: Gordon Cates.

THE H. B. DAVIS Co., Bayard & Severn Sts., Baltimore, paint products. Adv. Exec.: George V. Wise. Agency: H. W. Buddemeier Co., Baltimore.

DAWE'S PRODUCTS Co., 4800 So. Richmond St., Chicago, vitamin products, drug, bakery and feeds. Adv. Exec.: F. E. McBride. Agency: K. E. Shepard Inc., Chicago.

DAWN BIBLE STUDENTS Assn., East Rutherford, N. J., Frank & Ernest radio program.

DAWSON'S BREWERY Inc., 29 Brook St., New Bedford, Mass., Dawson's ale and beer. Agency: Bresnick Co. Inc., Boston.

DAY & NIGHT DIV., Affiliated Gas Equipment Co., 700 Royal Oaks Ave., Monrovia, Calif., gas water heaters, space heaters and electric water coolers. Adv. Exec.: Gene B. MacFarland. Agency: Hixon & Jorgenson Inc., Los Angeles. Acct. Exec.: Tyler Macdonald.

DAYLOR LABS., 551 S. Oxford St., Los Angeles, Dr. Day's dental plate liner. Agency: Earl R. Culp Co., Los Angeles. Acct. Exec.: E. R. Culp.

DAY'S TAILORED CLOTHING Inc., 209 South A St., Tacoma, Wash., men's and boy's work and dress trousers and industrial uniforms. Adv. Exec.: Norman Runions. Agency: Gardner-Jacobson Inc., Tacoma, Wash. Acct. Exec.: George Gardner.

THE DAYTON BREAD Co., 913 So. Patterson Blvd., Dayton, Miami Maid bread. Agency: Hutzler Adv. Inc., Dayton. Acct. Exec.: H. H. Hutzler.

THE DAYTON Co., 7th & Nicollet Ave., Minneapolis, fashions. Adv. Exec.: Joseph Witmer. Agency: Nelson-Willis Inc., Minneapolis.

DAYTON RUBBER Co., Riverview Ave., Dayton, tires, tubes, belts, printers' rollers, textile spinning cots and loom supplies and foam rubber products. Agencies: Geyer-Nowell-Ganger Inc., New York; Allnan Co., Detroit (Thorobred truck & pass. tires).

DAYTONA BEACH CHAMBER OF COMMERCE, Chamber of Commerce Bldg., Daytona Beach, Fla., summer and winter resort. Agency: Bacon-Hartman-Vollbrecht, St. Augustine, Fla. Acct. Exec.: Milton Bacon.

D'CON Corp., 112 E. Walton St., Chicago, insecticides, rat poisons, cesspool equipment and outdoor products. Adv. Exec.: Alvin Elcoff. Agencies: Marfree Adv., Chicago; Ruthrauff & Ryan, Chicago.

DEAN STUDIOS, 211 7th St., Des Moines, Iowa, agents wanted. Agency: Lessing Adv. Co. Inc., Des Moines. Acct. Exec.: Roy Flynn.

DEARBORN STOVE Co., 1700 W. Commerce St., Dallas, Tex., stoves and coolers. Adv. Exec.: C. K. Foslsein. Agency: Rogers & Smith, Dallas. Acct. Exec.: Wilson Goss and Randall E. Brooks.

DECCA RECORDS Inc., 50 W. 57th St., New York, Decca records. Agency: Cunningham & Walsh Inc., New York.

DECORATIVE CABINETS Corp., 261 5th Ave., New York, E-Z-DO wardrobes, chests and closet accessories. Adv. Exec.: Jay Gubitz. Agency: Reiss Adv., New York. Acct. Exec.: Joseph Reiss.

DEEP ROCK OIL Corp., 816 S. Mich. Ave., Chicago, Deep Rock petroleum products. Adv. Exec.: W. J. Fuchs. Agency: Winius-Brandon Co., St. Louis, Mo.

DEEPWATER SEA FOODS Inc., Boothbay Harbor, Me., live lobsters. Agency: R. Nelly Assoc. Inc., Boothbay Harbor. DEFORREST'S TRAINING Inc., 2533 N. Ashland St., Chicago, home study and residential school in radio, industrial electronics, television. Adv. Exec.: C. C. Hammack. Agency: George F. Florey Inc., Chicago.

DeJUR-AMSCO Corp., 45th & Northern Blvd., Long Island City, N. Y., exposure meters, enlargers, cameras and projectors. Adv. Exec.: Edward Bassuk. Agency: Grey Adv. Inc., New York. Acct. Exec.: David L. Rand.

DE KALB AGRICULTURAL Assn. Inc., De Kalb, Ill., hybrid seed corn. Adv. Exec.: Leo B. Olson. Agency: Western Adv. Inc., Chicago. Acct. Exec.: Paul W. Limerick.

DELAWARE & HUDSON RAILROAD, Plaza, Albany, N. Y., travel. Agencies: Albert Woodley Co., New York; Hevelon Adv., Albany. McKim Adv. Ltd., Montreal, Can.

DELAWARE, LACKAWANNA & WESTERN COAL Co., 120 Broadway St., New York, Blue coal, Glen Alden coal. Adv. Exec.: William Englehart Jr. Agencies: Kuthrauff & Ryan Inc., New York. Acct. Exec.: Edward Simons; Vickers-Benson Ltd., Montreal, Can.

DELCO APPLIANCE DIV., General Motors Corp., 391 Lyell Ave., Rochester, N. Y., Delco-Heat (automatic heating equipment for oil or gas), Delco water systems (deep well pumps, shallow well pumps, jet pumps) and Delco appliance electric motors. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: E. W. Fish.

HOTEL DELMONICO, 502 Park Ave., New York. Agency: Koehl, Landis & Landan, New York.

DELTA AIR LINES Inc., Municipal Airport, Atlanta, Ga., air transportation (S). Adv. Exec.: James H. Cobb Jr. Agency: Burd Dowling Adams, Atlanta. Acct. Exec.: B. D. Adams.

DELTA CHEMICAL Mfg. Co., Western Ave. & Washington Blvd., Baltimore. Deltox cleanser, bleacher. Agency: Frank D. Webb Inc., Baltimore.

DENALAN Co. Inc., 973 Page St., San Francisco, Denalan dental plate cleanser. Agency: Rhoades & Davis, San Francisco. Acct. Exec.: Robert Davis.

THE GEORGE D. DENNISON Co., 350 Fifth Ave., New York, Dennison lingerie. Agency: Leonard Gussow, James Hyman Adv., New York.

DENNISON'S FOODS, 9957 Medford Ave., Oakland, Calif., Dennison's food products. Agency: Blow Co. Inc., San Francisco.

DENVER & RIO GRANDE WESTERN RAILROAD Co., Rio Grande Bldg., Denver, Col., railroad transportation. Adv. Exec.: C. T. Sillis. Agency: Axelsson Adv., Denver. Acct. Exec.: Thos. H. Axelsson.

DEPARTMENT OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DEPT. OF COMMERCE, COMMONWEALTH OF PENN., Room 129 Main Capitol, Harrisburg, Pa., industrial and recreational facilities of the Commonwealth. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Raymond J. Gorman (tourist and recreation); Benjamin Eshleman Co., Philadelphia.

DE SOTO DIV., Chrysler Corp., 8000 Wyoming St., Detroit, De Soto automobiles. Agency: BBDO, New York.

DETECTA SCALES Inc., 540 Park Ave., Brooklyn, N. Y., Detecto bathroom scales, baby scales, doctor's-type scale for the home; Detecto Medic physician scale; Detecto Diet dietetic scale; Detecto-Gram, Jacobs, Post-O-Meter parcel post computing scales, industrial and commercial scales and Detecto aluminum hangers. Adv. Exec.: C. Harold Greene. Agency: Doyle-Dane-Bernback, New York.

DETROIT CHEMICAL SPECIALTIES Inc., 101 S. Waterman St., Detroit, cleaner and polish.

THE DETROIT EDISON Co., 2000 Second Ave., Detroit, Institutional Adv. Exec.: Paul L. Penfield and Richard S. Snannon. Agency: Campbell-Ewald Co., Detroit. Acct. Exec.: William Gage Jr.

THE DETROIT FREE PRESS, 321 W. Lafayette Ave., Detroit, Mich., newspaper. Adv. Exec.: Elliott Shumaker. Adv. Exec.: Gilbert Hatie. Adv. Exec.: W. Campbell. Agencies: Simons-Michelson Co., Detroit. Livingstone Porter Hicks, Detroit.

DETROIT-MICHIGAN STOVE Co., 6900 E. Jefferson Ave., Detroit, Mich., Detroit Jewel. Garland domestic gas ranges, com'l equipment. Adv. Exec.: E. C. Barrows. Agency: Zimmerman & Calvert, Detroit, Mich. Acct. Exec.: Harry Calvert.

THE DETROIT NEWS, 615 W. Lafayette St., Detroit, newspaper. Adv. Exec.: Edward B. Houseal and Reginald G. Brophy. Agency: W. B. Doner Co., Detroit. Acct. Exec.: Felix Hower.

DIAMOND FERTILIZER Co., Sanusky, Ohio, commercial fertilizer, dust sprays, insecticides, fungicides and weed killers. Agency: Gregory-House Inc., Cleveland.

THE DIAMOND MATCH Co., 122 E. 42d St., New York, matches, pulp and paper products. Adv. Exec.: J. D. Evans. Agency: Benton & Bowles Inc., New York.

DIAMOND STATE BREWERY Inc., Wilmington, Del., Stoeckle, Diamond State beer. Agency: J. Robert Mendte Inc., Philadelphia.

DIANA CORSET Co., 1 E. 33d St., New York, girdles. Agency: Lester Harrison Inc., New York.

DFI Corp., South Ave., Garwood, N. J., Dix hand sander and washing powder. Agency: Birmingham, Castleman & Pierce, New York.

DINKLER HOTELS, 88 Forsyth St., Atlanta, Ga., Agencies: Koehl, Landis & Landan Inc., New York.

DIPLOMAT PRODUCTS Inc., 2815 Patterson Plank Rd., North Bergen, N. J., food products. Agency: Tracy-Kent & Co., New York.

DISABLED AMERICAN VETERANS SERVICE FOUNDATION, 808 17 St., N. W., Washington, D. C., D. A. V. puzzle contest. Agency: Owen & Chappel, New York.

THE DIVERSEY Corp., 1820 Roscoe St., Chicago, Diversol, Protek Metallum, Ecolux, Luxe cleaners, disinfectants for food plants; Enoz most products, industrial insecticides, 909,505 for use in metal industries; Aqualic oil absorbent and Plyowax floor wax. Adv. Exec.: Lynn A. Saylor. Agency: Cruttenden-Eger, Chicago. Acct. Exec.: Robert Eger.

DIXIE BREWING Co., 2401 Tulane Ave., New Orleans, Dixie beer. Agency: Sewell, Thompson & Caire, New Orleans.

DIXIE COFFEE Co., 2021 Morris Ave., Birmingham, Ala., Dixie Club coffee and tea. Agency: Keegan Adv., Birmingham.

DIXIE CUP Co., 24th & Dixie Ave., Easton, Pa., Dixie Vortex paper cups, Pac-Kup containers, Ice Cream Dixies and Twinkle cone shaped wrappers. Agency: Hicks Greist, New York. Acct. Exec.: Harry Hicks Jr.

DIXIE FOUNDRY Co., Cleveland, Tenn., gas ranges. Adv. Exec.: Robert Rymer. Agency: Gordon-Allison, Atlanta, Ga. Acct. Exec.: Howard Allison Jr.

DIXIE MILLS Co., 51 So. Tenth St., East St. Louis, Ill., poultry, livestock, rabbit and dog feeds. Agency: Oakleigh R. French & Assoc., St. Louis.

JOSEPH DIXON CRUCIBLE Co., 167 Wayne St., Jersey City, N. J., graphite, graphite products, lubricants, crucibles, paints and pencils. Adv. Exec.: John Leckie. Agencies: Franklin Fader Co., Newark, N. J.; Fletcher R. Richards Inc., New York (pencils).

DOBLER BREWING Co., 180 Elm St., Albany, Doblér private seal large beer and Doblér XXX ale. Agency: Dave Fris Adv., Albany.

DR. PEPPER Co., Box 5086, Dallas, Tex., Dr. Pepper soft drink. Adv. Exec.: A. H. Caperton. Agency: Ruthrauff & Ryan Inc., Dallas, Tex.

DODGE Division, Chrysler Corp., 7900 Joseph Campau Ave., Detroit, Dodge passenger cars and trucks. Adv. Exec.: A. E. Horne. Adv. Exec.: W. L. Kessinger. Agencies: Ruthrauff & Ryan Inc., New York and Detroit; Ross Roy Inc., Detroit.

HARRY DOEHLA Co., Fitchburg, Mass., greeting cards (agents). Agency: Schwab & Beatty Inc., New York. Acct. Exec.: James E. Schenck.

DOESKIN PRODUCTS Inc., 11 W. 42d St., New York. Sanapak sanitary napkins, Doeskin facial tissues, dinner napkins and bathroom tissue. Agency: Federal Adv., New York.

DOLCIN Corp., 683 Fifth Ave., New York, Dolcin proprietary pharmaceutical. Agency: Victor can der Linde Co., New York. Acct. Exec.: C. E. Rains.

DOMESTIC FINANCE Corp., 231 S. LaSalle St., Chicago, personal finance service. Adv. Exec.: W. K. Schaffer. Agency: Albert Frank-Guethner Law Inc., Chicago. Acct. Exec.: G. H. Knott.

D'ORSAY SALES Co., 71 Fifth Ave., New York. D'Orsay perfume, toilet preparations. Agency: Morton Freund Adv., New York.

DORETT POOLS Ltd., 44-02 23d St., Long Island City, N. Y., canned chicken, turkey and meat products and fancy soups. Agency: Geare-Marston Inc., New York.

DOT LINE Co., New Bedford, Mass., Golden Dot Line fishing line. Agency: Grant-Wadsworth Inc., New York. Acct. Exec.: Hal Tvetter.

THE DOW CHEMICAL Co., 1478 Market St., Chattanooga, Tenn., Double Cola. Agency: Aubrey, Finley, Marley, Hodgson Inc., Chicago. Acct. Exec.: L. B. Krick.

DOUBLEDAY & Co., 575 Madison Ave., New York, books. Adv. Exec.: Robert Preyer. Agency: Franklin Spier Inc., New York.

DOUGHEY INDUSTRIES Inc., Machines Div., 215 No. Main Ave., New Richmond, Wis., Doughboy rotary thermoplastic, cellophane sealer and seamer toys, flour and feeds. Agencies: BBDO, Minneapolis (toys, flour, feed, farm equipment).

DOULTON & Co., 11 E. 26th St., New York, Royal Doulton china. Agency: Calkins & Holden, Carlock, McClintock & Smith, New York.

DOW CORNING Corp., Midland, Mich., silicones Sight Savers eye glass cleaners. L. S. Putnam. Agency: Don Wagnitz Adv., Midland, Mich. Acct. Exec.: Don Wagnitz.

DOYLE PACKING Co., 165 Branchport Ave., Long Branch, N. J., Strongheart dog food. Agency: John H. Rloridan Co., Los Angeles.

THE DRACKETT Co., 5020 Spring Grove Ave., Cincinnati, Drano and Windex (S). Adv. Exec.: L. A. Aue. Agencies: Young & Rubicam, New York. Acct. Exec.: J. Brooks Emory (Super Charge (S)); Ralph H. Jones Co., Cincinnati. Acct. Exec.: S. A. Willer.

DRAKE AMERICA Corp., 20 E. 50th St., New York, Rowntree Dairy Biscuits Magic, Carefree chocolates; men's and women's cashmere and fine wool sweaters, cardigans; Drake 100,200,300 men's hose. Agency: Abbott Kimball Co., New York.

DREER'S OF PHILADELPHIA, 1934 Arch St., Philadelphia, Pa., seeds, garden items, housewares and gifts. Agency: H. W. Fairfax Adv., New York. Acct. Exec.: James Fisher.

THE DREWRY LTD., U. S. A. Inc., 1408 Elwood Ave., South Bend, Ind., Drewry's ale and beer. Adv. Exec.: Leslie D. Fairbairn. Agency: MacFarland-Aveyard & Co., Chicago.

DREXEL Laboratories, Park Theatre Bldg., Highland Park, Upper Darby, Pa., Victory Ointment, FLYOX rectal ointment, Evons hygienic powder, Nef-Text tablets, Wonder salve and soap. Agency: L. E. Evons Adv., Drexel Hill, Pa. Acct. Exec.: H. Herman.

DRY DOCK SAVINGS BANK, 742 Lexington Ave., New York. Agency: Campbell-Ewald Co., New York. Acct. Exec.: Lynn B. Dudley.

DUKE POWER Co., Charlotte, N. C., public utilities, services and appliances. Agencies: Ayer-Gillett Inc., Charlotte, N. C. Acct. Exec.: M. B. Gillett; The J. Carson Brantley Adv. Agency, Salisbury, N. C. (radio).

DULANE Inc., 1900 No. River Rd., River Grove, Ill., fryrite, butteryte and cofferyte electrical appliances. Agency: Lauesen-Salomon, Chicago. Acct. Exec.: Milton H. Sellhorn.

JOHN H. DULANY & SON Co., Fruitland, Md., fruits and vegetables (S). Adv. Exec.: William H. Everngam Jr. Agency: W. Earl Ethwell Inc., New York. Acct. Exec.: Kenath Sponzel.

DULUTH BREWING & MALTING Co., 231 So. 29 Av. W., Duluth, Minn., Royal Bohemian beer. Adv. Exec.: P. C. Engel.

JUDSON DUNAWAY Corp., Grove & Third Sts., Dover, N. H., Expello moth destroyers, insecticides, Vanish toilet bowl cleaner and Elf drain opener. Adv. Exec.: Nelson C. Latremore. Agency: J. M. Mathes Inc., New York.

DUNCAN COFFEE Co., 1200 Carr St., Houston, Tex., Admiralty, Bright & Early and Maryland Club coffee; Dun-

can tea. Agency: Tracy-Locke Co., Houston.

DUNN & MCCARTHY Inc., 41-49 Jettickton St., Auburn, N. Y., Enna Jettickton Normal Heel Hugger shoes. Adv. Exec.: John J. Lane. Agency: Amos Parrish & Co., New York. Acct. Exec.: David T. Levine.

DUO-THERM DIV., Motor Wheel Corp., E. Saginaw St., Lansing, Mich., fuel oil and gas appliances, space heaters, water heaters and floor furnaces. Adv. Exec.: G. B. York. Agency: Young & Rubicam, Chicago. Acct. Exec.: Erik Isgrig.

DUPLI-COLOR PRODUCTS Co., 2440 S. Michigan Ave., Chicago, Dupli-Color automotive and household touch-up spray gun and pigmented car polish. Agency: Burlingame-Grossman Adv., Chicago.

E. I. du PONT de Nemours & Co., Wilmington, Del., Zerone and Zerex anti-freeze; industrial finishes, automotive finishing and refinishing; Duco and Dulux finishes; 7 Chemical Specialties; agricultural insecticides and fungicides, seed disinfectants, garden insecticides, acids and heavy chemicals. Agency: BBDO, New York.

DUQUESNE BREWING Co. OF PITTSBURGH, S. 22 & Mary Sts., Pittsburgh, Pa., Duquesne pilsener and Can-O-Beer. Agency: Walker-Downing, Pittsburgh, Pa. Acct. Exec.: V. I. Mailhand.

DURACLEAN Co., Duraclean Bldg., Deerfield, Ill., Duraclean, Duraproof. Adv. Exec.: L. J. Gulitch. Agency: Western Adv., Racine, Wis. Acct. Exec.: R. J. Wentzel.

DURALUMINUM Mfg. Co., 802 Myrtle Ave., Brooklyn, N. Y., extension ladders. Agency: A. M. Seidler, Brooklyn. Acct. Exec.: A. M. Seidler.

THE DURALUX Co., 770 Spruce St., Wooster, Ohio, Duralux vacuum coffee makers.

DURHAM-ENDERS RAZOR Corp., Box 82, Mystic Conn., Durham Duplex safety razors and blades; Enders speed razors and blades; Wade and Butcher cutlery and Duplex Dog Dresser. Agency: Fletcher D. Richards Inc., New York. Acct. Exec.: John Barteau.

DURKEE-ATWOOD Co., 215 7th St., N. E., Minneapolis, fan belts, FHP belts, radiator hose, Dor-tite, industrial belts, inner tubes, automotive chemicals, frost shields, friction tape, rubber tape and Dur-A-Cloth. Adv. Exec.: C. T. Stafford. Agency: Harold C. Walker Adv., Minneapolis. Acct. Exec.: H. C. Walker.

DURKEE-MOWER Inc., P. O. Box 470, Lynn, Mass., Marshmallow Fluff and Sweeco. Adv. Exec.: H. Allen Durkee. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl Frost.

DURLACQUE Mfg. Co., 3861 Windsor Pl., St. Louis, Mo., Durlacque cleaner. Agency: Warner Adv., St. Louis.

DURO Co., 537 E. Monument St., Dayton, Ohio, water systems and water softeners. Agency: Weber, Geiger & Kalat Inc., Dayton. Acct. Exec.: H. A. Weber.

DUSHARME PRODUCTS Inc., 540 Sexton Bldg., Minneapolis, Minn., Dusharme hair cream. Adv. Exec.: Bernard T. Maldonado. Agency: Graves & Assoc., Minneapolis.

DUSORB SALES Corp., Shenandoah, Iowa, Dusorb and For cleaner. Agency: Allen-Reynolds, Omaha, Neb. Acct. Exec.: Robert Reynolds.

DUTCHESS UNDERWEAR Corp., 350 Fifth Ave., New York, knit underwear, gowns, pajamas, slips, panties and petticoats. Agency: Ray Austrian & Assoc., New York.

DUVAL'S CONSENSUS Inc., 41-43 Crescent St., Long Island City, N. Y., digest of investment advisory service. Adv. Exec.: Pierre A. DuVal. Agency: Albert Frank-Guethner Law Inc., New York. Acct. Exec.: Frank D. Cruickshank.

DWARFIES Corp., 4th & W. Broadway St., Council Bluffs, Iowa, Dwarfies popped rice and wheat. Adv. Exec.: J. J. Oberdin. Agency: Buchanan-Thomas, Omaha, Neb. Acct. Exec.: A. Reinemund.

DWINELL-WRIGHT Co., 68 Fargo St., Boston, White House coffee and tea; Caraja coffee. Adv. Exec.: G. Roland Crampton.

DYE HOME IMPROVEMENT Co., 21164 W. McNichols Rd., Detroit, Lifetime aluminum siding for homes. Agency: W. B. Doner & Co., Detroit.

E

E. & B. Brewing Co., 2437 Orleans St., Detroit, E. & B., Brew 103, E. & B. Golden Ale, Schmidt's beer. Agency: Simons-Michelson Co., Detroit.

EAGLE CHEMICAL Co., Chattanooga, Tenn., Spra-Kill insecticide. Agency: Edwin C. Huster Co., Knoxville. Acct. Exec.: Jack Kress.

EARLY APPLE ADVISORY BOARD, Bk. of Sonoma St., Sebastopol, Calif., Gravenstein, White Astrachan apples. Agency: Wakefield Adv., San Francisco.

THE EARLY & DANIEL Co., Federal Reserve Bank Bldg., Cincinnati, Tuxedo

animal and poultry feeds and terminal grain elevators. Agency: Keeler-Stites Co., Cincinnati.

EASE Inc., 2228 N. Hollywood Way, Burbank, Calif., Ease quality detergents (soaps).

EAST IDAHO BREWING Inc., 601 N. First St., Pocatello, Ida., Aero Club beer.

EAST SIDE WINERY, Lodi, Calif., Royal Host wine and brandy. Agency: Jewell Adv., Oakland, Calif. Acct. Exec.: Ralph Jewell.

EASTERN AIR LINES Inc., 10 Rockefeller Plaza, New York, The Great Silver Fleet air transportation. Agency: Fletcher D. Richards Inc., New York. Acct. Exec.: Bradley Walker.

EASTERN STATES EXPOSITION, 1305 Memorial Ave., West Springfield, Mass. Agency: William B. Remington Inc., Springfield, Mass. Acct. Exec.: Arthur Smith.

EASTERN WINE Corp., 151st St. & Cromwell Ave., New York, Chateau Martin champagne, sparkling burgundy, California and American wines, vermouths and fruit wines (S). Adv. Exec.: Maurice Greenberg. Agency: Ben B. Bliss & Co., New York.

EASY WASHING MACHINE Corp., So-lar & Spencer Sts., Syracuse, N. Y., Easy washers and ironers. Adv. Exec.: Richard E. Weiss. Agency: BBDO, Buffalo, N. Y. Acct. Exec.: Dale Casto.

EATON METAL PRODUCTS Corp., 1301 Willis Ave., Omaha, Neb., oil tanks and filling station equipment truck tanks. Agency: Bozell-Jacobs, Omaha, Neb. Acct. Exec.: Robert Davis.

PETER ECKRICH & SONS Inc., 1025 Osage St., Fort Wayne, Ind., Eck-Rich meat products. Adv. Exec.: Lavern E. Gelow. Agency: Westheimer-Block, St. Louis.

ECLIPSE FOOD PRODUCTS Inc., 663 Admiral St., Providence, R. I., coffee and fruit syrups. Agency: Joseph Maxwell Co., Providence, R. I. Acct. Exec.: Joseph M. Finkle.

ECLIPSE SLEEP PRODUCTS Inc., 36 Milford St., Brooklyn, N. Y., springs and beddings. Agency: E. T. Howard Co., New York.

EDGEWATER BEACH HOTEL, 5349 Sheridan Rd., Chicago.

THOMAS A. EDISON Inc., W. Orange, N. J., sound recording and reproducing equipment, nickel iron alkaline storage batteries, lead-acid storage batteries, portable electric lighting equipment, electric control equipment, fire detection devices, industrial and aircraft instruments, medical gases and miscellaneous products. Adv. Exec.: John E. Sloane. Agencies: Green-Brodie, New York (Ediphone Div.), Acct. Exec.: Julian Brodie; Gotham Adv., New York (instrument and medical gas divs., and institutional adv.). Acct. Exec.: G. Ellsworth Harris; Lasky Co., Newark, N. J. (storage batteries); Gray & Rogers, Philadelphia (automotive and international divs.).

EDISON CHEMICAL Co., 30 W. Washington St., Chicago, Dermassage body rub. Agency: Critchfield & Co., Chicago. Acct. Exec.: Jocelyn Tyler.

EDMUNDSON-DUHE RICE MILL Co., Rayne, La., Regent and Chinito rice. Agency: Griffith-McCarthy Inc., Tampa, Fla. Acct. Exec.: R. E. McCarthy.

EFFINGER BREWING Co., 415 Lynn St., Baraboo, Wis., beers. Agency: Madison Adv., Madison, Wis. Acct. Exec.: Fred Rickli.

EGAN FICKETT & Co., 286 West St., New York, Nevins, Hurdy Gurdy fresh oranges and grapefruit. Agency: Dorothy B. Skinner Adv., New York.

EKCO PRODUCTS Co., 1949 N. Cicero Ave., Chicago, A. & J., Best, Ekco Brite, Flint, Geneva Forge, Katzinger, Eckoware, Mary Ann, Eckoline, Ovenex, pressure cookers, kitchen tools, cutlery, tinware, baking pan equipment, Minute Mop mops. Adv. Exec.: Maurice B. Cossman. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: M. N. McKinney.

EL DORADO OIL WORKS, 311 California St., San Francisco, vegetable feed concentrates. Sidney Garfield & Assoc., San Francisco.

THE ELECTRIC AUTO-LITE Co., Champlain & Mulberry Sts., Toledo, sparkplugs, batteries, starting, lighting and ignition equipment. Adv. Exec.: D. B. Seem. Agencies: Ruthrauff & Ryan Inc., Detroit. Acct. Exec.: Tod Reed; Cecil & Presbrey Inc., New York (Suspense radio show and television); National Export Adv. Service Inc., New York.

ELECTRIC COMPANIES ADVERTISING PROGRAM, 30 Rockefeller Plaza, New York. Agency: N. W. Ayer & Son Inc., New York. Acct. Exec.: Dwight C. Van Meter.

ELECTRIC DEODORIZER Corp., 9999 Broadstreet, Detroit, Odor-Master electric deodorizer and Edco safety switch. Agency: Betteridge & Co., Detroit.

ELGIN AMERICAN DIV. OF ILLINOIS WATCH CASE Co., 853 Dundee Ave., Elgin, Ill., compacts, cigarette cases, dresser sets, simulated pearls, lighters, carryalls. Adv. Exec.: Dale Menhoff. Agencies: Russel M. Seeds Co., Chicago. Acct. Exec.: Harry B. Goldsmith Jr. and George Bayard, Stewart-Bowman-MacPherson, Toronto.

MARY ELLEN Inc., 2323 4th St., Berkeley, Calif., jams and jellies. Agency: Jewel Adv., Oakland, Calif.

ELLENA BROTHERS WINERY, Edwards, Calif., Regina wines, sparkling wines, brandies and Ellena's Special Cuvee wines. Agency: Edward S. Kellogg Co., Los Angeles. Acct. Exec.: Edward S. Kellogg.

O. M. ELLESSON Co., 4428 N. Sheridan St., Chicago, watch bands. Agency: Albert Frank-Guethner Law Inc., New York.

ELLIS CANNING Co., 1575 Alcott St., Denver, Col., tamales, chile and canned goods. Agency: Ted Levy Adv., Denver, Col. Acct. Exec.: Ted Levy.

ELMER CANDY Co., 540 Magazine St., New Orleans, La., candy and preserves. Adv. Exec.: M. M. Elmer. Agency: Walker Saussy Adv., New Orleans, La.

EMBREE Mfg. Co., 10 W. Mravlag Pl., Elizabeth, N. J., Lift liquid restorer, Rollilo cotton metal polish and Wipe-On plastic finish. Adv. Exec.: Elliot Howell. Agency: Metropolitan Adv. Co., New York.

EMERSON DRUG Co., Lombard & Utaw Sts., Baltimore, Bromo-Seltzer. Agencies: BBDO, New York. Acct. Exec.: Herbert West; F. H. Hayhurst Co. Ltd., Toronto.

EMERSON RADIO & PHONOGRAPH Corp., 111 8th Ave., New York, Emerson radio and television. Adv. Exec.: Gerald Light. Agency: Grady-Wagner Co., New York. Acct. Exec.: Warren Lightfoot.

EMERY, BIRD, THAYER Co., 11th & Walnut Sts., Kansas City, Mo., dept. store. Adv. Exec.: Roy Craft. Agency: R. J. Potts, Calkins & Holden Inc., Kansas City.

EMPIRE CARD Co., 150-152 Fox St., Elmira, N. Y., agents-cards. Adv. Exec.: Harry Botnick. Agency: Equity Adv., New York. Acct. Exec.: I. Weinberg.

(Continued on page 422)

FOR A REAL
SELLING
JOB...
TAKE A
WIRL
WITH US
IN PEORIA
5000 WATTS
ABC-MUTUAL
1290 KC
Avery-Knodel

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

EMPIRE CRAFTS Corp., Newark, N. J., sterling and plated flatware. Agency: Moser-Cotins Inc., Utica, N. Y. Acct. Exec.: J. N. Brown.

THE EMPIRE DISTRICT ELECTRIC Co., 602 Joplin St., Joplin, Mo., electric service and electric appliances. Acct. Exec.: Klau-Van Pietersom-Dunlap Assoc., Milwaukee, Wis. Acct. Exec.: V. F. Lawrence.

EMPIRE MILLWORK Corp., Northern & Willets Point Bldgs., Corona, N. Y., lumber and millwork. Adv. Exec.: Edward M. Gilbert. Agency: Rose-Martin Inc., New York. Acct. Exec.: Irl W. Rose II.

ENAMEL PRODUCTS Co., 300 Eddy Rd., Cleveland, Korok table top. Adv. Exec.: R. H. Norweb. Agency: Carr Liggett Adv., Cleveland. Acct. Exec.: John F. Wilson.

ENDEAVOR PRESS, 212 Fifth Ave., New York, books. Agency: Roberts-Reimers Inc., New York.

END-O-CORN, End-O-Corn Bldg., Rutland, Vt., End-O-Corn foot comfort products. Agency: Earl C. Noyes Adv., Rutland, Vt. Acct. Exec.: F. S. Webster.

ENO-SCOTT & BOWNE, 60 Orange St., Bloomfield, N. J., Scott's Emulsion. Scott's ointment, eno effervescent salt and brylcreem. Agencies: Atherton-Currier Inc., New York (Scott's emulsion and brylcreem); Hewitt, Oglivvy, Benson & Mather, New York (Eno Effervescent salts).

EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S., 393 7th Ave., New York. Adv. Exec.: Leslie R. Shope. Agency: Warwick-Legler Inc., New York.

EQUITABLE LIFE INSURANCE OF IOWA, 6th & Locust Sts., Des Moines, Iowa. Agency: Walter E. Battenfield Co., Des Moines, Iowa. Acct. Exec.: R. B. MacRae.

THE ERIE BREWING CO., 22d & State Sts., Erie, Pa. Agency: The Yount Co. Erie, Pa. Acct. Exec.: M. A. Yount.

ESKIMO PIE Corp., Bloomfield Ave. & Broad Sts., Bloomfield, N. J. Adv. Exec.: W. W. Wade. Agency: Buchanan & Co. Inc., New York. Acct. Exec.: William Dasbaff.

ESQUIRE Inc., 488 Madison Ave., New York, Esquire, Coronet, Esquire's Apparel Arts magazines. Adv. Exec.: Paul Jones, Jesse A. Spier and Dan E. Prevost. Agencies: Doyle-Dane-Bernbach Inc., New York (Esquire and Coronet); Schwimmer & Scott Inc., Chicago.

ESSEX HOUSE, 160 Central Park S., New York, apartment and transient hotel. Adv. Exec.: Henry A. Miller. Agency: Needham & Grohmann Inc., New York.

ESSLINGER'S Inc., 10th & Callowhill St., Philadelphia, Esslinger Premium bean (s). Adv. Exec.: Robert M. Brown. Agency: J. Cunningham Cox, Philadelphia. Acct. Exec.: Joseph Cox Jr.

ESSO STANDARD OIL Co., 15 W. 51st St., New York, Esso extra gasoline, motor oil, Esso motor oil, Atlas tires, batteries and accessories; specialty products and Esso heating oil and oil burners; Mistol, Nujol, Flit household insecticide. Adv. Exec.: R. M. Gray. Agency: Marschalk & Pratt Co., New York. Acct. Exec.: H. C. Marschalk.

THE EUCLID CANDY CO. OF CALIFORNIA Inc., 715 Battery St., San Francisco, Love Nest, Rep. Cap, Full of Almonds, Go, Jumbo 5c candy bars. Agency: Sidney Garfield & Assoc., San Francisco. Acct. Exec.: Sidney Garfield.

EVANGELICAL FOUNDATION Inc., 1700 Spruce St., Philadelphia, Eternity magazine. Agencies: Lee Ramsdell & Co., Philadelphia. Acct. Exec.: Gerald F. Selinger; Walter F. Bennett & Co., Chicago. Acct. Exec.: Fred Dienert.

THE EVANS CASE Co., 21 East St., N. Attleboro, Mass., Evans cigarette lighters, cigarette cases, smoking accessories, compacts and fitted ladies' handbags. Adv. Exec.: Arthur Bates. Agency: McNeill-McCleery Inc., Hollywood, Calif.

EVERLAST METAL PRODUCTS Corp., 225 Fifth Ave., New York, gift accessories. Agency: Norman C. Preston Adv., New York. Acct. Exec.: Norman C. Preston.

EVERSHARP Inc., 1800 Roscoe St., Chicago, Eversharp schick injector razor, blades and writing instruments. Agencies: The Blow Co., New York; Foreign Adv. & Service Bureau, New York.

EVERSMAN Mfg. Co., Curtis & Fifth Sts., Denver, Colo., Eversman land leveler and cotton chopper. Agency: Galen E. Broyles Co. Inc., Denver. Acct. Exec.: Galen Broyles.

F

FADA RADIO & ELECTRIC Co., 525 Main St., Belleville, N. J., radios. Adv. Exec.: Charles Roberts. Agency: Sternfield & Godley Inc., New York. Acct. Exec.: Samuel Godley.

FAIRBANKS, MORSE & Co., 600 S. Michigan Ave., Chicago, Fairbanks-Morse diesel locomotives, diesel engines, electric machinery, pumps, scales, motor cars, domestic water and light plants, windmills, feed grinders and gasoline engines. Adv. Exec.: Lewis A. Harlow. Agency: The Buchen Co., Chicago.

FAIRMONT CANNING Co., Fairmont, Minn., Saladettes ready-to-serve vegetable salad. Agency: Patton, Hagerty & Sullivan Inc., Chicago.

FAIRMONT FOODS Co., 1201 Jones St., Omaha, Neb., frozen foods and vegetables and dairy products (S). Adv. Exec.: R. J. LaRue. Agencies: Buchanan-Thomas Adv. Co., Omaha (Fairmont feeds and hatchery). Acct. Exec.: R. E. Savage; Allen & Reynolds, Omaha. Acct. Exec.: R. Sanford.

FALLS CITY BREWING Co., 3050 West Broadway, Louisville, Ky., Falls City beer. Agency: Prater Adv., St. Louis. Acct. Exec.: George L. Prater.

FALSTAFF BREWING Corp., 3617 Olive St., St. Louis, beer (N) (S). Adv. Exec.: Alvin Griesdieck Jr. Agency: Dancer-Fitzgerald-Sample, New York. Acct. Exec.: Charles L. Hotchkiss.

FANT MILLING Co., Sherman, Tex., Gladiola flour, baking powder, Sunflo feeds, Gladiola mixes and corn meal. Agency: Couchman Adv., Dallas, Tex. Acct. Exec.: Albert Couchman.

FARM BUREAU MUTUAL AUTO INSURANCE Co., 246 N. High St., Columbus, complete coverage automobile insurance. Agency: Ben Sackheim Inc., New York.

FARMER SEED & NURSERY Co., Faribault, Minn., garden seeds, farm seeds and nursery stock. Adv. Exec.: E. J. Klekenapp. Agency: Graves & Assocs., Minneapolis.

FARMERS LUMBER & SUPPLY Co., 516 S. Chambers St., Sioux City, Iowa, truck bodies and hoist.

FATHER JOHN'S MEDICINE Co., 73-93 Market St., Lowell, Mass., Father John's medicine (S). Adv. Exec.: Willard A. Parker. Agency: Carleton & Hovey Co., Lowell. Acct. Exec.: W. A. Parker.

FAULTLESS STARCH Co., 1025 W. 8th St., Kansas City, Faultless Starch. Adv. Exec.: Merrill W. Hoyt. Agency: Bruce B. Brewer & Co., Kansas City.

FRED FEAR & Co., Foot Joramdon St., Brooklyn, N. Y., Gold Cup pure maple syrup, Puritan, My Wife's, New England, Champion, Royal pancake syrups, Burton's, Marrows flavoring extracts, Puritan root beer extract, Chick-Chick, Presto easter egg colors, Dorse little neck clam products. Agency: Hilton & Morris Inc., New York.

FEDERS-QUIGAN Corp., 57 Tona-wanda St., Buffalo, automobile radiators, car heater cores, electric water coolers, heating and cooling coils, unit coolers, refrigeration parts, air-cooled fin and tube condensers, finned evaporators, railroad car heaters, heating and cooling coils, room air conditioners, unit heaters. Adv. Exec.: R. E. Cassatt. Agencies: BBDO Buffalo. Acct. Exec.: W. A. Hart Jr.; Horace A. Laney, Buffalo (heating and water cooler divs.).

FEDERAL OLD LINE INSURANCE Co., 1530 Queen Anne St., Seattle, protection insurance. Agency: Pacific National Adv. Agency, Seattle. Acct. Exec.: Frank Horsley.

FEDERS SUPPLY & Mfg. Co., 1304 Union Ave., Kansas City, poultry, hog and cattle feeds. Agency: James R. Reese Adv. Co., Kansas City.

FRANK FEHR BREWING Co., 412 Fehr Ave., Louisville, Ky., Fehr's X. L. beer. Adv. Exec.: Fehr Kremer. Agency: McCann-Erickson Inc., Chicago, Ill.

FELBER BISCUIT Co., Div. of United Biscuit Co. of America, Grant Ave. & McCoy St., Columbus, Ohio, crackers and cookie-cakes. Agency: Harry M. Miller Inc., Columbus. Acct. Exec.: J. E. Maguire.

JOHN J. FELIN & Co., 4142 German-town St., Philadelphia, pork packer. Agency: Lewis & Gilman Inc., Philadelphia.

FELLOWS MEDICAL Mfg. Co., 26 Christopher St., New York, Fellows

compound syrup, Chloral Hydrate capsules, Arbec Lippostories, Erqua tablets, E-Ven Elixir tonics, Sulfaquin, vitamin B-complex liquid and capsules, Fello-Sed sedative elixir, Erqua liquid, Theophylline tabs, Ionlex with folic acid. Agencies: Hoffman Adv., New York; J. Walter Thompson Co. Ltd., Montreal.

FELS & Co., 73d & Woodland Ave., Philadelphia, Feis-Naphtha soap and chips, Felso and Rol. Adv. Exec.: Max Erown. Agency: McKee & Albright Inc., Philadelphia. Acct. Exec.: Roy McKee.

MELTON, SIBLEY & Co., 136 N. 4th St., Philadelphia, paints, varnishes, lacquers and enamels. Agency: Lamb & Keen, Philadelphia. Acct. Exec.: Norman MacAfee.

H. FENDRICH Inc., 101 Oakley St., Evansville, Ind., Charles Denby, La Fendrich and Black Hawk cigars. Adv. Exec.: F. C. Fischer. Agencies: G. A. Saas & Co., Indianapolis (La Fendrich cigars); Russel M. Seeds Co., Indianapolis.

HARRY FERGUSON Inc., Box 322, R. P. A., Detroit, Ferguson tractor and implements. Adv. Exec.: Philip A. Brown. Agency: Fuller & Smith & Ross Inc., Cleveland. Acct. Exec.: Dolph Jansen Jr.

EARL FERRIS NURSERY, 811 4th St., N. E. Hampton, Iowa, nursery stock. Agency: Lessing Adv. Co., Des Moines. Acct. Exec.: R. J. Flynn.

FERRY-MORSE SEED Co., Brush & Monroe Sts., Detroit, vegetable and flower seeds. Adv. Exec.: Frank Kastner. Agency: MacManus, John & Adams Inc., Detroit. Acct. Exec.: Sherwood & Collins, Dallas.

FENSEMEIER BREWING Co., Huntington, W. Va., West Virginia pilsner beer. Agency: King-Cotterman, Parkersburg, W. Va.

THE FICTION BOOK CLUB, 100 6th Ave., New York, books. Adv. Exec.: John Stevenson. Agency: Smith-Hagel-Snyder, New York.

FIDELITY UNION LIFE INSURANCE Co., 912 Commerce St., Dallas. Agency: Pondrom & Collins, Dallas.

HENRY FIELD SEED & NURSERY Co., Shenandoah, Iowa, seeds, nursery stocks and allied lines. Adv. Exec.: Jack Foster. Agency: Staples & Travis Inc., Kansas City. Acct. Exec.: Laurance S. Staples.

FUJI-OIL PRODUCTS Corp., 170 N. Halstead St., Chicago, Fuji-Oil soapless and Lather-Oil shampoo and cream shampoos. Agency: Malcolm-Howard Adv., Chicago. Acct. Exec.: Arthur M. Holland.

J. H. FILBERT Inc., 3701 Southwestern Blvd., Baltimore, Mrs. Filbert's margarine and mayonnaise. Adv. Exec.: J. F. Diener. Agency: Sullivan, Stauffer, Colwell & Bayes Inc., New York. Acct. Exec.: Luther Wood.

WILLIAM FILENE'S SONS Co., 426 Washington St., Boston, ready-to-wear and accessories. Adv. Exec.: Lou Kaufman. Agencies: Dorland Adv. Ltd., New York. Acct. Exec.: Goldie Keller; BBDO, Boston.

FINDERS Mfg. Co., 3669 S. Michigan Ave., Chicago, Hollywood electric housewares (S). Agency: Kuttner & Kuttner, Chicago. Acct. Exec.: Chester Kuttner.

FIRESIDE MARSHMALLOW Co., 5 W. Hubbard St., Chicago, Fireside marshmallow creme, marshmallows and candy.

THE FIRESTONE TIRE & RUBBER Co., 1200 Firestone Pkwy., Akron, Ohio, Firestone tires, tubes, home and auto supplies; Foamex foam latex; Contro elastic yarn; Velon plastic products; Velva-Flo faucet aerator; aircraft steel and industrial products. Adv. Exec.: C. B. Ryan. Agencies: Sweeney & James Co., Cleveland. Acct. Exec.: F. G. James; Grey Adv. Inc., New York (Foamex, elastic and mattress products). Acct. Exec.: Bernard I. Brownold; Russell T. Kelley Ltd., Hamilton, Ont.

FIRMAN LEATHER GOODS Corp., 137 E. 25th St., New York, Maximilian bonded luggage. Agency: Mann-Ellis Inc., New York. Acct. Exec.: Kurt J. Mann.

FIRST NATIONAL BANK OF ATLANTA, 14 Peachtree St., Atlanta, Ga.

FIRST NATIONAL BANK OF BOSTON, 67 Milk St., Boston. Agencies: BBDO, Boston; Albert Frank-Guenther Law Inc., Boston.

THE FIRST NATIONAL BANK OF PORTLAND, Fifth, Sixth & Stark Sts., Portland. Agency: Northwest Adv. Service Inc., Portland. Acct. Exec.: Grover Williams.

FIRST NATIONAL BANK OF ST. LOUIS, 305 N. Broadway, St. Louis, bank services. Agency: Gardner Adv. Co., St. Louis.

FIRST NATIONAL STORES Inc., 5 Middlesex Ave., Somerville, Mass., food chain stores. Adv. Exec.: J. M. Duane. Agency: John C. Dowd Inc., Boston.

FIRST WIS. NATIONAL BANK OF MILWAUKEE, 743 N. Water St., Milwaukee. Adv. Exec.: Robert A. Brown. Agency: Marvin A. Lemkuhl Adv., Milwaukee. Acct. Exec.: Marvin A. Lemkuhl.

FISCHER BAKING Co., 242 Livingston St., Newark, N. J., bread and bakery products. Adv. Exec.: George Fischer. Agency: Scheck Adv., Newark, N. J.

CARL FISCHER Inc., 56 Cooper Sq., New York, music. Adv. Exec.: John W. Drain.

A. EDWARD FISHER & Co., 580 Fifth Ave., New York, Lovebright diamond rings.

FISHER BROS. Co., 2323 Lakeside Ave., Cleveland, fisher foods. Adv. Exec.: George Fisher. Agency: The Griswold-Eshleman Co., Cleveland. Acct. Exec.: Sam K. Beetham.

FISHER CHEESE Co., Wapakoneta, Ohio, Fisher's cheese. Agency: Don Kemper Co. Dayton, Ohio. Acct. Exec.: Don Kemper.

FISHER FLOURING MILLS Co., Harbor Island, Seattle, Wash., Fisher's Blend flour, Zoom, instant cereal, Fisher's biskit mix, cake flour, wheat germ, bakery flours and feeds. Agency: Pacific National Adv., Seattle. Acct. Exec.: Trevor Evans.

FISHER NUT & CHOCOLATE Co., 2323 Wycliff St., St. Paul, peanuts (S). Adv. Exec.: L. R. Smeling. Agency: O'Neill Adv., St. Paul. Acct. Exec.: Avery Mack.

THE F. W. FITCH Co., 2630-52 Pine St., St. Louis, Fitch's dandruff remover shampoo, ideal hair tonic and no-brush shaving creams. Adv. Exec.: R. J. Piggott. Agencies: Gardner Adv. Co., St. Louis; Vickers-Benson Ltd., Toronto.

FITGER BREWING Co., 600 E. Superior St., Duluth, Minn., Nordlager, Rex Imperial Dry beers.

FITZGERALD BROS. BREWING Co., 498 River St., Troy, N. Y., Fitzgerald's Garrywain ale, Burgomaster beer and pale ale. Adv. Exec.: Arthur T. Newland. Agency: Havenor Adv. Inc., Albany, N. Y. Acct. Exec.: Edward T. Loveloy.

FITZPATRICK BROS. Inc., 1300 W. 32d Pl., Chicago, Kitchen Klenser, Automatic soap flakes and Big Jack soap. Adv. Exec.: J. Courtney Fitzpatrick. Agency: Russel M. Seeds Co., Chicago.

FIVE STAR Mfg. Co., East Grand Forks, Minn., Freeman headboat engine heater. Agency: Holden, Clifford, Flint, Inc., Detroit. Acct. Exec.: Robert LaRue.

FLAGSTAFF FOODS, Fayette St., Perth Amboy, N. J., Flagstaff food products. Adv. Exec.: Harold Levy. Agency: Weiss & Geller, New York.

FLEET-WING Corp., 1438 Midland Bldg., Cleveland, Ohio, gasoline, oil and petroleum products. Agency: Griswold & Eshleman Co., Cleveland.

FLEETWOOD COFFEE Co., 246 E. 11th St., Chattanooga, Tenn., packaged roasted coffee and tea. Adv. Exec.: R. H. Lelper. Agency: Nelson Chesman Co., Chattanooga.

FLEMING & SONS Inc., 1120 Clarendon St., Dallas, Wallrite decorated bldg. paper. Adv. Exec.: J. B. Fleming. Agency: Couchman Adv., Dallas.

FLETCHER PRODUCTS Inc., 1106 South Broadway, Los Angeles, Maxolin, Veg-lax, Tend-R-Lip lotion and No-Smoke mouth wash. Adv. Exec.: John R. Payne. Agency: Hobson Adv., Los Angeles. Acct. Exec.: Richard Hobson.

FLEX-LET Corp., 580 Fifth Ave., New York, Flex-Let watch bands. Agency: Ben Sackheim Inc., New York.

FLEX-O-GLASS Inc., 1104 N. Cicero Ave., Chicago, glass substitutes. Adv. Exec.: Harold Warp. Agency: Presba, Fellers & Presba Inc., Chicago.

FLEXSTEEL SPRING DIV., 113 N. E. 6th St., Minneapolis, flexsteel springs and furniture. Agency: P. G. Powell Adv., Dallas, Tex.

FLINT & WALLING Mfg. Co., Kendallville, Ind., F & W water systems. Adv. Exec.: R. Richard Moran. Agency: Sidener & Van Ryper Inc., Indianapolis. Acct. Exec.: E. L. Van Ryper.

FLORENCE STOVE Co., 205 School St., Gardner, Mass., gas ranges, electric ranges, combination oil and gas ranges; combination coal and gas ranges, oil ranges and oilburning heaters. Adv. Exec.: R. B. Carey. Agency: Ruthrauff & Ryan Inc., New York. Acct. Exec.: R. M. Watson.

FLORIDA CITRUS COMMISSION, 326 Main St., Lakeland, Fla., all Florida citrus products (N) (S), Adv. Exec.: Ralph M. Henry. Agency: J. Walter Thompson Co., New York. Acct. Exec.: David C. Cory.

FLORIDA CITRUS EXCHANGE, 110 Oak Ave., Tampa, Fla., Seald-Sweet, Mor-Juce, Florigold, Fla. orange, grapefruit and tangerines. Adv. Exec.: Carlisle Kyle. Agency: Griffith & McCarthy Inc., Tampa, Fla.

FLORIDA FISHING TACKLE Mfg. Co., 2100 1st Ave., S., St. Petersburg, Fla., fishing tackle. Agency: Griffith-McCarthy Inc., St. Petersburg, Fla. Acct. Exec.: Stanley Nutting.

FLORIDA STATE ADV. COMMISSION, Caldwell Bldg., Tallahassee, Fla. Agencies: August Dorr Adv., Miami (Fla.); Hal Leyshon & Assoc. Inc., New York (publicity and public relations); Henry Quedna Inc., Tampa (industrial and agricultural).

THE FLOWERS' TELEGRAPH DELIVERY Assn., 200 Lafayette Bldg., Detroit, flowers-by-wire. Agency: Grant Adv. Co., New York. Acct. Exec.: Robert Cole.

FLOTILL PRODUCTS Inc., Fresno & Charter Way, Stockton, Calif., canners. Agency: Beacon Adv., New York.

FLOWERY MANICURE PRODUCTS Corp., 3636 Park Ave., New York, Flowery manicure aids. Agency: Wendell P. Colton Co., New York.

FOLEY & Co., 945-47 George St., Chicago, Foley's honey and tar cough syrup, cold fyter, quilts, throat towels and basic tablets. Adv. Exec.: J. B. Foley. Agency: Lauser & Salomon, Chicago. Acct. Exec.: Wendell Walker.

J. A. FOLGER & Co., 330 W. 8th St., Kansas City, coffee. Adv. Exec.: Lincoln Bagley. Agency: Grant Adv. Co., Chicago. Acct. Exec.: Howard A. Jones.

J. A. FOLGER & Co., 101 Howard St., San Francisco, coffee (N). Adv. Exec.: Peter Folger. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: P. F. Anderson.

FOOD MACHINERY & CHEMICAL Corp., 333 W. Julian St., San Jose, Calif., agricultural equipment, food canning and freezing and packaging equipment, automotive and fire fighting equipment, packing house and processing equipment, pumps and water systems, industrial chemicals, insecticides and fungicides, packaging and set-up paper box equipment. Adv. Exec.: F. E. Rosewater. Agencies: The McCarty Co., San Francisco and Los Angeles; Neale Adv. Assocs., Los Angeles; James J. McMahon Inc., New York; Brooke, Smith, French & Dorrance Inc., Detroit; Marsteller, Gebhardt & Reed Inc., Pittsburgh; R. E. Lovelkin Corp., Philadelphia; Sanford Adv., Lakeland, Fla.; Hoffman & York Inc., Milwaukee.

JAS. H. FORBES TEA & COFFEE Co., 922-928 Clark Ave., St. Louis, coffee, tea, spices, extracts and prepared mustards. Agency: Hirsch-Rutledge Inc., St. Louis. Acct. Exec.: M. L. Rutledge.

FORD Mfg. Inc., 430 WOW Bldg., Omaha, Neb., ford grain doors and railroad supplies.

FORD MOTOR Co., 3000 Schaefer Rd., Dearborn, Mich., Ford passenger cars, trucks and commercial cars; Mercury passenger cars; Lincoln and Lincoln Continental passenger cars; benzol, charcoal and other by-products. Adv. Exec.: Gordon C. Eldredge (Ford) and Robert F. G. Copeland (Lincoln-Mercury). Agencies: J. Walter Thompson Co., Chicago (all Ford adv.); Ford products and dealer adv.; Kenyon & Eckhardt Inc., New York (Lincoln-Mercury divs. and institutional adv.). Acct. Exec.: W. Breckenridge.

FOREMOST DAIRIES Inc., 2903 College St., Jacksonville, Fla., milk, ice cream, milk products, orange juice. Agency: Fletcher D. Richards Inc., New York.

FORMAN FORD & Co., 111 S. 2d St., Minneapolis, Arm-R Sub-Surface finishes and paint. Agency: Ray C. Jenkins Adv., Minneapolis. Acct. Exec.: Ray C. Jenkins.

L. C. FORMAN & SONS Inc., Pittsford, N. Y., Forman's piccalilli. Adv. Exec.: Wilbur E. Forman. Agency: C. Wendell Muench & Co., Chicago.

THE FORMFIT Co., 400 So. Peoria St., Chicago, Formfit, Life, Panel Art, Breath-O-Spring, Pagan Charm, Thrill corsetry. Adv. Exec.: W. H. Lowy. Agency: MacFarland, Aveyard & Co., Chicago.

FORNEY ARC WELDERS Inc., 1800 La Porte Ave., Ft. Collins, Col., electric arc welders and accessories.

FORSYTH PACKING Co., Kingston, N. Y., Forsyth's Formost ham, bacon and frankfurts; Catskill Mountain smoked turkeys, sausage, hams and bacon. Kaplan & Bruck, New York.

FORT DODGE TENT & AWNING Co., 618 North 1st St., Fort Dodge, Iowa, heat-houser. Agency: Peterson Adv., Fort Dodge. Acct. Exec.: Thos. Peterson.

FORT PITT BREWING Co., 16th & Mary Sts., Sharpsburg, Pa., beer and ale. Agency: BBDO, Pittsburgh, Pa. Acct. Exec.: Faris Feland.

FOSGATE CITRUS CONCENTRATE COOPERATIVES, Orlando, Fla., Duncan Hines frozen orange juice. Agency: A. P. Phillips Co., Orlando, Fla.

FOSTER BOAT Co., Charlevoix, Mich., rowboats, cruisers, outboard boats, oars and rowing coaches.

FOSTER BROS. Mfg. Co., 811 Broad St., Utica, N. Y., Ideal springs, steel beds, daybeds, cribs, studio couches and mattresses.

IRVIN B. FOSTER SPORTSWEAR Co., Kensington & Ontario Sts., Philadelphia, men's and boys' tailored sportswear. Adv. Exec.: Jack Brazina. Agency: Solis S. Cantor Adv., Philadelphia. Acct. Exec.: Solis S. Cantor.

L. W. FOSTER SPORTSWEAR Co., Hancock & West Moreland Sts., Philadelphia, sportswear. Adv. Exec.: Howard Yusem. Agency: Leonard F. Fellman & Assocs., Philadelphia.

FOSTER-MILBURN Co., 468 Dewitt St., Buffalo, N. Y., Doan's pills. Adv. Exec.: M. W. Landon. Agency: Street & Finney Inc., New York.

FOUSHORP Inc., 136 W. 32d St., New York, photographic equipment and supplies. Adv. Exec.: Edwin N. London. Agency: Curtis Adv. Co., New York. Acct. Exec.: Larry Curtis.

4 SEASONS Inc., 1213 N. Highland Ave., Hollywood, Calif., 4 Seasons salad dressing base. Agency: Carl Heintz & Co. Adv., Los Angeles. Acct. Exec.: Carl Heintz.

THE FOUR WHEEL DRIVE AUTO Co., E. 12th St., Clintonville, Wis., FWD trucks. Adv. Exec.: Arthur J. Danley. Agency: Klau-Van Pietersom-Dunlap Assocs. Inc., Milwaukee, Wis. Acct. Exec.: Burton E. Hotvedt.

FOUNNES BROS. & Co., 411 Fifth Ave., New York, ladies', men's and children's gloves (leather and fabric) and nylon hosiery. Agency: The Rockmore Co., New York.

H. FOX & Co., 418 Thatford Ave., Brooklyn, N. Y., U-Besytur. Agency: Paul Smalen Adv., New York.

FOX HEAD BREWING Co., 227 Maple Ave., Waukesha, Wis., Beer and ale (S). Adv. Exec.: Roy J. Bernier. Agency: Klau-Van Pietersom & Dunlap Assocs., Milwaukee; Acct. Exec.: Marvin Reed.

I. J. FOX Inc., 393 Fifth Ave., New York, furs. Adv. Exec.: Maurice W. Ryback.

PETER FOX BREWING Co., 2626 W. Monroe St., Chicago, Fox Deluxe. Adv. Exec.: Albert J. Meyers. Agency: Fletcher D. Richards Inc., Chicago.

FOXHILT FEEDS Div. of Ames In-Cross Inc., Insurance Exchange Bldg., Des Moines, stock feeds, poultry feeds and hybrid chicks. Agency: Fairall & Co., Des Moines. Acct. Exec.: J. S. McLaren.

FRANCES DENNEY, 5935 Woodland Ave., West Philadelphia, Frances Denney toilet preparation. Agency: Gray & Rogers, Philadelphia.

WALLY FRANK Ltd., 150 Nassau St., New York, Wally Frank pipes and tobaccos. Adv. Exec.: Ernest Brian. Agencies: Huber Hoge & Sons, New York; Dundes & Frank Inc., New York.

FRANKENMUTH BREWING Co., Frankenmuth, Mich., Mel-O-Dry, Old English and bran ale. Agency: Ralph Sharp Adv., Detroit.

FRANKLIN BREWING Co., 117 N. Sandusky St., Columbus, Ohio, beer. Adv. Exec.: Donald L. Hines. Agency: Kelly & Lamb Adv., Columbus. Acct. Exec.: Nevin Rhodes.

THE FRANTZ Co., 1033 East Ohio St., Pittsburgh, Pa., Doc Frantz special bread, M-O-L. Agency: Bauchman, Kelly & Trautman, Pittsburgh. Acct. Exec.: H. B. Trautman.

FRAZAR FOODS Ltd., Desert Springs, Calif., dried vegetables, meat tenderizer and jelly powder. Adv. Exec.: Nelson A. Frazar. Agency: Hal Seidel, Hollywood.

FREDONIA PRODUCTS Co., 200 Water St., Fredonia, N. Y.; Old Manor, Old Settlement, Old Waldorf, Old Plymouth, Old Ransom, Old Portland, Star Kosher and old Pioneer wines. Agencies: Edward Hamburg Adv., New York; Pirsam Adv. Service, New York.

FREE METHODIST CHURCH WEST LAWN, 64th & S. Kemensky Sts., Chicago, Light & Life hour. Agency: Walter F. Bennett & Co., Chicago.

FREEDOM-VALVOLINE OIL Co., 6th St. & 3rd Ave., Fredon, Pa., refiners and marketers of Pa. crude, rust control products. Adv. Exec.: Wayne R. Spahr. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: Joseph Epstein.

FREEMANTEL VOICE INSTITUTE Inc., 205 W. 57th St., New York, home study courses in public speaking and singing. Agency: Moss Assocs., New York. Acct. Exec.: Joseph Moss.

FREIHOFFER BAKING Co., 20th & Indiana Ave., Philadelphia, Freihofer's bread, cake, sweet dough and dough-

nuts. Agency: Richard A. Foley Adv., Philadelphia. Acct. Exec.: Charles H. Eyles.

THE R. T. FRENCH Co., 50 Mustard St., Rochester, N. Y., prepared mustard, spices, bird seed, bird gravel, worcestertshire sauce; instant potato; Good Luck pie crust mix and pie fillings; Silvo silver polish. Adv. Exec.: O. L. Westgate. Agencies: Richard A. Foley Adv. Inc., Philadelphia. Acct. Exec.: Charles H. Eyles (bird seed, pet supplies, Silvo silver polish); J. Walter Thompson Co., New York. Acct. Exec.: Wm. Resor. (French's mustard, spices, extracts, worcestertshire sauce, instant potato, Good Luck products; Lennen & Newell, New York.

HENRY FRIEDRICKS & Co., 205 W. 39th St., New York, Brittany coats. Adv. Exec.: Melvin A. Turkel.

FRIEND BROS. Inc., 407 Main St., Melrose Mass., canned baked beans, other foods. Agency: Ingalls & Minitor Co., Boston. Acct. Exec.: J. R. Minitor.

FRIGIDAIRE Div., General Motors Corp., 300 Taylor St., Dayton, Frigidaire electric refrigerators, ranges, automatic washers, ironers, dryers, food freezers, water heaters, dehumidifier, water coolers, air conditioners, ice cream cabinets, ice makers, beverage coolers, milk coolers and commercial refrigeration equipment. Adv. Exec.: F. H. Peters. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: Fairfax M. Cone.

FRITO Co., 2600 Cedar Springs St., Dallas, Tex., Fritos, Chee-Tos, Ta-Tos. Adv. Exec.: John R. McCarty. Agency: Glenn Adv., Dallas. Acct. Exec.: Ray K.

THE FRONTIER REFINING Co., 410 Boston Bldg., Denver, Col., petroleum products (S). Adv. Exec.: Joe E. Tracey. Agency: Bob Betts Adv., Denver. Acct. Exec.: Bob Betts.

FROST BROS., Houston St., San Antonio, Tex., women's specialty store. Agency: J. G. Proctor Adv., New York. Acct. Exec.: Ray Hanna.

FROST LUMBER INDUSTRIES Inc., P.O. Drawer 1125, Shreveport, La., lumber. Adv. Exec.: J. L. Avery. Agency: Brooks-Pollard Co., Little Rock, Ark.

FROSTIE WINTERS Inc., 270 Park Ave., New York, Kopal cosmetic enamel for teeth and Cosmedent cosmetic toothpaste. Adv. Exec.: John H. Winters. Agency: Waddell & Winters, New York.

FROSTY CREME PRODUCTS Inc., 4555 Delmar Blvd., St. Louis, Cemi-Curl home permanent wave. Agency: Roman Adv., St. Louis.

FROSTY MORN MEATS Inc., Kinston, N. C., Frosty Morn hams and bacon. Adv. Exec.: Clarence Hinsdale. Agency: Noble & Drury Assocs., Nashville, Tenn. Acct. Exec.: Albert Noble.

FRUZOLA Co., 439 Third East St., Salt Lake City, Utah, Fruzola, Lik-M-Ade. Agency: Ross Jurney & Assocs., Salt Lake City, Utah.

FUEHRMANN SCHMIDT BREWING Co., 301 E. Commerce St., Shamokin, Pa., F & S beer and ale. Adv. Exec.: J. Oliver Schmidt Jr.

FULCRUM OIL Co., 315 13th St., Franklin, Pa., watch, clock, instrument and gun and reel oils. Agency: P. W. Price Adv., Erie, Pa. Acct. Exec.: Paul W. Price.

C. E. FULFORD (CANADA) Ltd., 310 Dupont St., Toronto, Zam-Buk ointment and bile beans tablet. Agency: Stevenson & Scott Ltd., Toronto.

FULHAM BROS. Inc., 28 Fish Pier, Boston, Four Fishermen frozen sea foods. Agency: Ingalls & Minitor Co., Boston. Acct. Exec.: J. R. Minitor.

W. P. FULLER & Co., 301 Mission St., San Francisco, paints, glass and wallpaper. Adv. Exec.: L. H. Markwood. Agency: McCann-Erickson Inc., San Francisco. Acct. Exec.: H. Thomas.

FUNK BROS. SEED Co., 1300 W. Washington St., Bloomington, Ill., hybrid corn, soybean feed products and farm seeds. Acct. Exec.: R. J. Laible. Agency: E. H. Brown Adv., Chicago.

WILFRED FUNK Inc., 33 W. 46th St., New York, books. Adv. Exec.: Peter Funk. Agencies: Franklin Spier Inc., New York; Schwab & Beatty Inc., New York. Acct. Exec.: James Schwenck.

R. E. FUNSTEN Co., 1515 Delmar St., St. Louis, Funsten's pecans. Agency: Oakleigh R. French & Assoc., St. Louis.

R. H. FYFE & Co., 2001 Woodward St., Detroit, shoes.

G

THE GABRIEL Co., 1523 E. 45th St., Cleveland, Ohio, shock absorbers, coil springs, thermostats, metalume and celastic. Agencies: Hubbell Adv. Inc., Cleveland. Acct. Exec.: Frank Hubbell; Gregory & House Inc., Cleveland.

GABY Co., 1825 N. 8th St., Philadelphia, Gaby greaseless sun-tan lotion, greaseless hand lotion, sun-tan oil and anti-chap Radnal hand cream. Agency: The Joseph Katz Co., New York. Acct. Exec.: A. R. Kochroch.

THE GADGET-OF-THE-MONTH CLUB Inc., 6800 Lexington Ave., Los Angeles, sampling new products via club memberships. Adv. Exec.: James Marshall. Agency: David-Harrison-Simmonds, Los Angeles. Acct. Exec.: T. S. Simmonds.

GADGET PREVUE SYSTEM OF AMERICA Ltd., 6800 Lexington Ave., Los Angeles, sampling new products via home demonstrations. Adv. Exec.: Peggy Ryan.

THE GALLAHER DRUG Co., 301 E. 1st St., Dayton, Ohio, retail drug stores. Adv. Exec.: E. U. Blom. Agency: Hugo Wagensell & Assoc., Dayton, Ohio. Acct. Exec.: Hugo Wagensell.

GALLO WINES, P.O. Box 1173, Modesto, Calif., Gallo wines (N) (S). Adv. Exec.: Neil Shaver. Agency: BBDO, San Francisco. Acct. Exec.: Christy Allen.

GALVESTON-HOUSTON BREWERIES Inc., Galveston, Tex., Southern Select beer. Adv. Exec.: H. S. Autrey. Agency: Ruthrauff & Ryan, Houston, Tex.

GAMBLE-SKOGMO Inc., 15 N. 8th St., Minneapolis, auto supplies, hardware, radio, appliances, and wearing apparel. Adv. Exec.: F. E. Johnson. Agency: BBDO, Minneapolis.

GARFIELD TEA Co., Tracy Ave., Hewlett, N. Y., Garfield tea and headache powders. Agency: Artwill Adv. Co., New York.

GARFIELD WILLIAMSON Inc., 1072 West Side Ave., Jersey City, N. J., Wonderlawn, Yankee, Green Circle grass seed, Plantspur, Imp fertilizers, Metameal slug-pestroyer, Winterlife bird food, Rhodono plant stimulant, Mako compost-fertilizer maker and Chinchex bug control powder.

GARRETT & Co., 882 3d Ave., Brooklyn, Virginia Dare wine, Paul Garrett sparkling burgundy and champagne, and Garrett's American wines. Adv. Exec.: C. B. Cole. Agency: David J. Mahoney Inc., New York.

GASETTERIA Inc., 1031 E. Washington, Indianapolis, petroleum products. Adv. Exec.: Bernard C. McKay.

THE GATES RUBBER Co., 999 S. Broadway, Denver, Gates tires, tubes and batteries; Gates fan belts, radiator hose, car mats, industrial and garden hose, Vulco ropes, mechanical rubber goods, camelback and repair materials. Adv. Exec.: Ralph M. Heckman.

Agencies: Cloyd F. Woolley Inc., Denver.

(Continued on page 424)

TWICE AS MANY LOCAL ADVERTISERS

as on any other New Haven station

BECAUSE WAVZ GETS RESULTS!

For coverage in Connecticut's No. 1 market, call collect

WAVZ

New Haven, Connecticut.
Spruce 7-4761

Daniel W. Kops, General Manager
Richard Monahan, Comm. Manager

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

ver. Acct. Exec.: Cloyd F. Woolley; R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: Gerald Updike.

GATWAY WHOLESALE SPORTING GOODS Co., 1321 Main St., Kansas City. Fishing tackle. Adv. Exec.: L. A. Cumow. Agency: R. J. Potts-Calkins & Holden Inc., Kansas City. Acct. Exec.: H. J. Potts.

GAYLORD, 5th & Hamilton St., Pittsburgh, hosiery and women's accessories; giftwares and housewares. Agency: Lando Adv., Pittsburgh. Acct. Exec.: Robert Lando.

GEIGY Co., 89 Barclay St., New York, dyes, auxiliary textile chemicals, insecticides, agricultural chemicals and specialty products. Agencies: Robert E. Brady Co., New York; L. W. Frohlich & Co., New York.

GELLMAN Mfg. Co., 1700 1st St., Rock Island, Ill., Sew-Gen electric sewing machine. Agency: Kenneth B. Butler & Assocs., Mendota, Ill.

GEM PACKING Corp., 83 33rd St., Brooklyn, edible oils. Adv. Exec.: Remo F. Giordano. Agency: Emil Mogal Co., New York.

GENERAL BAKING Co., 420 Lexington Ave., New York, Bond bread and other bakery products. Adv. Exec.: A. Waldron Stone. Agencies: BBDO, New York. Acct. Exec.: Charles Dalton; Al Paul Lefson Inc., Philadelphia. Acct. Exec.: J. J. Wilson.

GENERAL CHEMICAL Div., Allied Chemical & Dye Corp., 40 Rector St., New York, heavy chemicals, agricultural insecticides, reagent and fine chemicals, household aerosol products and Aircx. Adv. Exec.: J. J. Tomlinson. Agencies: Atherton & Currier Inc., New York; Cunningham & Walsh Inc., New York (household aerosol products and Aircx).

GENERAL CIGAR Co., 119 W. 40th St., New York, Robert Burns, White Owl, William Penn and Van Dyck cigars. Adv. Exec.: W. L. Rubin. Agencies: Federal Adv. Inc., New York (Van Dyck). Acct. Exec.: Jules Singer; Young & Rubicam Inc., New York (White Owl); Donahue & Coe Inc., New York (Robert Burns). Acct. Exec.: Robert E. Rinehart.

GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS, 6840 Eastern Ave., Takoma Park, Md., religious group sponsoring Voice of Prophecy (N) (S). Agency: Western Adv., Los Angeles. Acct. Exec.: Milton Carlson.

GENERAL CONTROLS Co., 801 Allen Ave., Glendale, Calif., pressure temperature and flow controls. Adv. Exec.: Henry B. Safford. Agency: Hixson-Jorgensen Inc., Los Angeles. Acct. Exec.: C. B. Hosking.

GENERAL DYE-STOP Corp. (Antara Chemicals Div.), 435 Hudson Ave., New York, detergent and other surfactants, intermediates and iron powders. Adv. Exec.: D. R. Martin. Agency: House of J. Hayden Twiss, New York.

GENERAL ELECTRIC Co., Schnectady, N. Y., electrical equipment for utilities, industries, commerce and home. Agencies: BBDO, New York; Foster & Davies Inc., Cleveland; Maxon Inc., New York; Kenyon & Eckhardt Inc., New York; Benton & Bowles Inc., New York; Klau-Yan Peterson-Dunlap Assoc., Milwaukee, Wis.; Young & Rubicam Inc., New York.

GENERAL ELECTRIC Co., Electronics Div., Electronics Park, Syracuse, radio, television and electronics. Agency: Maxon Inc., New York. Acct. Exec.: M. F. Mahony.

GENERAL ELECTRIC Co., Lamp Div., Nela Park, Cleveland, GE lamps. Agencies: Foster & Davies Inc., Cleveland. Acct. Exec.: M. R. Davies. BBDO, Cleveland. Acct. Exec.: G. F. Cozzens.

GENERAL ELECTRIC SMALL APPLIANCE Div., 1285 Bron Ave., Bridgeport, Conn., electric housewares, clocks, vacuum cleaners, automatic blankets, fans and heating pads. Adv. Exec.: P. A. Wassmandorf. Agency: Young & Rubicam Inc., New York. Acct. Exec.: Harold Brettnier.

GENERAL FINANCE Corp., 184 W. Lake St., Chicago, auto and industrial financing and small loans.

GENERAL FOODS Corp., 250 Park Ave., New York, food products. Adv. Execs.: Edwin W. Ebel, Robert R. Mathews, Richard Whidden. Agencies: Young & Rubicam Inc., New York (Jell-O, Jell-O Puddings, Minute Tapioca, Minute Rice, Minute Gelatin, Swans Down Cake, Family Flour, Instant Cake Mix, Corn Muffin Mix & Bran Muffin Mix, Sanka, Instant Sanka, Kaffee Hag, Grape-Nuts, Grape-Nuts Flakes, Grape-Nuts Wheat Meal, Franklin Baker Coconut; all Birds Eye

Products. Export: Bireley's Products, all products of Gen. Seafoods Div. & Electricoole Slis. Inc. Div., Foote, Cone & Belding, New York; (Instant Postum & Postum-Cereal, Post's Krinkles, Calumet Baking Powder, Post Toasties, La France & Satina); Benton & Bowles Inc., New York, Certo, Sure-Jell, Log Cabin Syrup, Post's 40% Bran Flakes, Post's Raisin Bran, Post-Tens, Post's Puffed Rice, Post's Puffed Wheat, Post's Sugar Crisp, D-Zerta, Bliss Coffee, Ridgways Tea, Maxwell House Tea, Diamond Crystal Salt, Walter Baker Products, Gaines Meal & Gaines Krunchon; all Snider Products, Yuban Coffee; Instant Maxwell House Soluble Coffee, Baker's 4-in-1 Cocoa Mix; Baker Adv. Agency Ltd., Toronto. Acct. Exec.: W. R. Baker.

GENERAL GROCER Co., 301 S. 8th St., St. Louis, Topmost, American Lady, Like Fresh foods, Cobcut corn and Manhattan coffee. Adv. Exec.: Dana Brown. Agency: Olian Adv., St. Louis. Acct. Exec.: Margaret Hart Nelson.

GENERAL ICE CREAM Corp., 101 Nott Terrace, Schenectady, N. Y., Seatek ice cream, milk and other dairy products; Deerfoot Farm meat products. Adv. Exec.: E. M. Rice. Agencies: McKee & Albright Inc., Philadelphia; Dave Fris Adv. Co., Albany; Hoag & Provandine Inc., Boston; Baldwin, Bowers & Strachan, Buffalo, N. Y.; Charles L. Rumrill & Co., Rochester, N. Y.; N. W. Ayer & Son, Philadelphia.

GENERAL INSURANCE CO. OF AMERICA, General Insurance Bldg., Seattle. Agency: MacWilkins, Cole & Weber, Seattle.

GENERAL MILLS Inc., 400 2d Ave., Minneapolis, Wheaties, Kit Chexios, Bisquick, Betty Crocker cake mixes, Gold Medal kitchen tested flour, Softasilk cake flour, Crustquick bakers flour, Larro feeds and vitamin products; home appliances and industrial machinery. Adv. Execs.: C. S. Samuelson, W. B. Cash, G. S. Barnes and J. S. Fish. Agencies: Dancer-Fitzgerald-Sample Inc., New York. Acct. Execs.: Donald Manchester and H. M. Danes; Gold Medal Kitchen tested flour, Softasilk cake flour and Cheerios, Betty Crocker cereal tray and cake mixes; Knox Reeves Adv., Minneapolis. Acct. Execs.: E. E. Syvster and Wayne Hunt (Wheaties, Bisquick and Crustquick); BBDO, Minneapolis. Acct. Exec.: J. M. Bridge (public relations and home appliances and Betty Crocker-TV); Tatham-Laird Inc., Chicago. Acct. Execs.: A. E. Tatham and G. A. Bolas; Zimmer Keller & Calvert Inc., Detroit; Dancer-Fitzgerald & McDougall Inc., San Francisco.

GENERAL MILLS Inc., Larrowe Div., Box 88, N. End Sta., Detroit, dairy, poultry, hog, turkey, rabbit, dog feeds. Adv. Exec.: O. C. Hamilton. Agency: Zimmer, Keller & Calvert Inc., Detroit. Acct. Exec.: R. H. Gass.

GENERAL MILLS Inc., Sperry Div., 118 New Montgomery St., San Francisco, flour, cereal and formula feeds. Agency: Knox Reeves Adv., San Francisco. Acct. Exec.: H. R. Ohleyer.

GENERAL MOTORS Corp., General Motors Bldg., Detroit. Agencies: D. P. Brother & Co., Detroit (Olds and A. C. spark plugs); Campbell-Ewald Co., Detroit (Chevrolet, Delco-products, Delco-Remy, guide lamp, Harrison radiator, Packard electric, United Motors service, Saginaw steering gear, Central Foundry Div. Delco radio, Moraine products; Motor Holding Div. Rochester Products Div. and Aero-products Div.); Campbell-Ewald Co., New York (Hyatt bearings, General Motors Acceptance Corp.); Geyer, Newell & Ganger Inc., Dayton, Ohio; Albert Frank-Guenther Law Inc., New York; Kudner Agency Inc., New York (Buick, Fisher body, General Motors Institutional, diesel, electro-motive Allison, Detroit diesel, Cleveland diesel engine Divs. and GMC truck and coach Div.); Foote, Cone & Belding, Chicago (Frigidaire and Delco appliances); MacManus, John & Adams Inc., Detroit (Pontiac and Cadillac); McKim Adv. Ltd., Toronto (G. M. Diesel Ltd.); MacLaren Adv. Co. Ltd., Toronto (General Motors Products of Canada Ltd. and The McKinnon Industries Ltd.); Baker Adv. Ltd., Toronto (Frigidaire products of Can. Ltd.).

GENERAL PAINT Corp., 2627 Army St., San Francisco, General paint, Trend Tones, Velva-Cote, Flex, Quickstep, Heavy-Kote L & S portland cement, paint and other products. Adv. Exec.: B. Blake. Agency: J. J. Weiner Co., San Francisco. Acct. Exec.: J. J. Weiner.

GENERAL RETAIL Corp., Nashville, Tenn. (Div. General Shoe Corp.), Adv. Exec.: Wm. H. Maclay. Agency: Campbell-Ewald Co., Chicago. Acct. Exec.: Earl Clements.

GENERAL SHOE Corp., 111 7th Ave. N. Nashville, Tenn., shoes. Agency: Nobel-Dury & Assoc., Nashville. Acct. Exec.: Albert Noble.

THE GENERAL TIRE & RUBBER Co., Englewood Ave., Akron, Ohio, general automobile, truck, industrial and airplane tires, storage batteries and mechanical rubber goods, Silentbloc vibration mounts and bearings. Agency: D'Arcy Adv., Cleveland. Acct. Exec.: Kent Lee.

THE GENESSEE BREWING Co., 100 National St., Rochester, N. Y., beer and ale (S). Adv. Exec.: James P. Duffy. Agency: Rogers & Porter, Rochester. Acct. Exec.: Earl A. Rogers.

GENEVA FORGE Inc., 1949 N. Cicero Ave., Chicago, cutlery. Adv. Exec.: Earl Lewis. Agency: Earle Ludgin & Co., Chicago.

GENEVA MODERN KITCHENS Inc., Geneva, Ill., steel kitchen cabinets and stainless steel sinks (S). Adv. Exec.: Norman H. Lea. Agency: O'Grady-Anderson-Gray Inc., Chicago. Acct. Exec.: W. E. O'Grady.

GEORGIA POWER Co., P. O. 1719, Atlanta, Ga., industrial development of Ga. Adv. Exec.: Joseph W. Kling. R. GERBER & Co., 648 Randolph St., Chicago, Gerger's corn popping package and corn popping oil, Gerber's olive oil. Agency: Newby & Peron Inc., Chicago.

GERITY - MICHIGAN Corp., 1385 Beecher St., Adrian, Mich., Dishmaster dishwasher and bathroom accessories. Adv. Exec.: T. O. McCollough. Agency: Albert Frank-Guenther Law Inc., New York.

GEROTOR MAY Corp., Maryland Ave. & Oliver St., Baltimore, hydraulic pumps. Adv. Exec.: C. R. Collins. Agency: S. A. Levynne Co., Baltimore. Acct. Exec.: George N. Lucas.

THE WILLIAM GERST BREWING Co., 821 6th Ave. S., Nashville, Tenn., Gerst beer and Gerst Old Style ale. Adv. Exec.: William J. Gerst. Agency: Doyne Adv. Nashville.

GETZELMAN BREWING Co., 4400 W. State St., Milwaukee, beer. Agency: Hoffman & York, Milwaukee. Acct. Exec.: G. Willard Meyer.

JOHN O. GILBERT CHOCOLATE Co., Jackson, Mich., chocolate candies. Adv. Exec.: E. B. Wandel. Agency: Guy C. Gore Co., Jackson, Mich.

GILL BROS. SEED Co., N. E. 99th & Halsey St., Portland, Ore., seeds, dahlias, gladiolus, fertilizers and sprays. Adv. Exec.: Ray W. Gill. Agency: Richard G. Montgomery & Assoc., Portland. Acct. Exec.: R. G. Montgomery.

MARTIN GILLET & Co., Lombard & Cheapside Sts., Baltimore, He-No tea, House of Lords coffee, tea and mayonnaise and Pudding dessert. Agency: Clinton D. Carr & Co., Baltimore.

THE GILLETTE Co., 15 W. 1st St., Boston, Gillette, Probak, Valet Autostrap safety razors and blades, Gillette brushless and lather shaving creams. Adv. Execs.: J. J. Lambert and Joseph Novak. Agency: Maxon Inc., Detroit. Acct. Execs.: Lou R. Maxon and Searle Hendee.

GINGHAM GIRL PRODUCTS Inc., 2336 O St., Lincoln, Neb., Gingham Girl wax and furniture polish. Adv. Exec.: J. W. Moyer.

I. GINSBERG & BROS. Inc., 1350 Broadway St., New York, Queen Make dresses. Adv. Exec.: Ralph Ginsberg. Agency: Spadea Inc., New York.

GIOLA MACARONI Co., 1700 Elmwood Ave., Buffalo, macaroni products. Agency: Storm Adv., Rochester. Acct. Exec.: Morry Storm.

GIRARD'S Inc., 502 Irwin St., San Rafael, Calif., Girard's french dressing. Agency: Hixson & Jorgenson Inc., San Francisco.

A. GIURLANI & BRO., 537 Front St., San Francisco, Star olive oil and gancia wines, vermouths and Milleflore liqueur. Agency: Hixson & Jorgenson Inc., San Francisco. Acct. Exec.: Jay Her.

GIVEN MFG. Co., 3301 Fruitland Ave., Los Angeles, Waste King pulverator and restaurant pulverator. Agency: H. M. Gardner & Assoc., Los Angeles. Acct. Exec.: Harold Gardner.

GLAMOUR PRODUCTS Co., 5405 Wilshire St., Los Angeles, Vitrex dietary supplement. Agencies: Barton A. Stebbins Adv., Los Angeles; Kamir Adv., Houston, Tex.; Eastburn & Siegel, Atlanta, Ga.

THE GLAND-O-LAC Co., 19th & Leavenworth Sts., Omaha, Neb., Funiol and complete line of medicines and biologics for chickens. Adv. Exec.: Joe Rice. Agency: Bozell & Jacobs, Omaha, Neb.

GLASER, CRANDELL Co., 2000 S. Western Ave., Chicago, Everbest preserves and Derby Sauces and Everbest Chinese foods. Agency: Ruthrauff & Ryan, Chicago.

GLAZE-ALL PRODUCTS Inc., 1501 W. Division St., Chicago, Glaze-All auto wax and window spray and transparent rubber dressing. Adv. Exec.: Roy N. Wilmes.

GLENWOOD RANGE Co., 300 W. Water St., Taunton, Mass., ranges, washers and refrigerators. Adv. Exec.: Malcolm Leach. Agency: John C. Dowd Inc., Boston. Acct. Exec.: William J. Haughey.

THE GLESSNER Co., 230 E. Sandusky St., Findlay, Ohio, Dr. Drake's croup remedy for children, Glessco for adults. Adv. Exec.: Harry C. Glessner. Agency: Wendell P. Colton Co., New York.

THE GLIDDEN Co., 11001 Madison Ave., Cleveland, Ohio, Japalac, Ripolin, Spread Satin, Spread Flat, Endurance House Paint, Endurance Imperial house paint, Florenamel, Gliddenspray, Day-Lite, Gldair aviation finishes, Nubelite, powdered metals, soya products, naval stores, chemicals and pigments, oils, industrial finishes and coatings, Durkees dressings, mayonnaise, shortening, livestock, poultry and pet feeds. Adv. Execs.: N. B. Betzold, Tully H. Turney and Joseph N. Fritsch. Agencies: Meldrum & Fewsmith Inc., Cleveland. Acct. Exec.: H. W. Cooper; The Lee Donnelly Co., Cleveland.

OTIS E. GLIDDEN & Co., Waukesha, Wis., Zymenol medical. Agency: Paulson-Gerlach & Assoc., Milwaukee, Wis. Acct. Exec.: Webster Kuswa.

THE GLOBE BREWING Co., 327 S. Hanover St., Baltimore, Arrow beer. Agency: The Joseph Katz Co., Baltimore. Acct. Exec.: John McHugh.

GLOBE FERTILIZER Co., 4130 Bandini Blvd., Los Angeles, fertilizers.

GLOBE MILKER Co., E. 1st & Court Sts., Des Moines, Globe milk cooler, heaters, can racks and freezers. Adv. Exec.: Charles I. McConnell. Agency: Cary-Hill Inc., Des Moines. Acct. Exec.: James L. Hill.

GLO-LURE Inc., Medford, Wis., fishing equipment. Adv. Exec.: Gordon Thielk.

THE GLUCKIN Corp., 148 Madison Ave., New York, Celebrity, Marvelform, Best Malt, Secret Charm and Adjusta Bra. Agency: James Elliott Russell Inc., New York. Acct. Exec.: A. Harvey Stein.

GLUEK BREWING Co., 2000 N. E. Marshall St., Minneapolis. Adv. Exec.: Louis A. Gluek. Agency: Vance Pidgeon & Assoc., Minneapolis.

GLYCO-MIST Inc., 1200 Switzer Ave., St. Louis, Glyco-Mist household deodorant. Adv. Exec.: Jack Varley. Agency: Leche & Leche Adv., Dallas. Acct. Exec.: Miles F. Leche.

GODCHAUX SUGARS Inc., Carondelet Bldg., New Orleans, La., Godchaux pure cane sugar, Serry Hitter and horticultural products. Adv. Exec.: J. A. Godchaux. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: J. Epstein.

GOEBEL BREWING Co., Rivard & Maple St., Detroit, beer. Adv. Exec.: Arnold C. Graham Jr. Agencies: Brooke, Smith, French & Dorrance Inc., Detroit. Acct. Exec.: C. A. Monroe; Russell, Harris & Wood Inc., San Francisco.

M. K. GOETZ BREWING Co., 601 Albe-marle St., St. Joseph, Mo., Goetz Country Club beer. Adv. Exec.: Allen B. Russell. Agency: Compton Adv., Chicago. Acct. Exec.: Richard K. Montgomery.

GOLD MEDAL HAIR PRODUCTS Inc., 337 Kings Highway, Brooklyn, Medalo hair styles, hair pieces, marcel irons, pressing combs, sun glasses, Be-Gone hair and scalp preparations and Carbonel products. Adv. Exec.: Jerome Freedman. Agency: W. L. Vornack Inc., Brooklyn.

GOLD SEAL Co., Bismarck, N. D., Gold Seal wax cleaning products and snow powdered bleach. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Bud Howard.

GOLDMAN PHARMACAL Co., 216 Federal St., Camden, N. J., Garwood's tablets and Zandene. Agency: Emjay Co., Camden, N. J.

GOLDEN KEY MILK, Arcade Bldg., St. Louis, Golden Key milk. Adv. Exec.: R. A. Buck. Agency: Gardner Adv., St. Louis. Acct. Exec.: Charles P. Michels.

GOLDEN MIX Inc., 105 W. Monroe St., Chicago, Golden Mix for griddle cakes. Agency: E. H. Brown Adv. Agency, Chicago.

GOLDEN NUGGET SWEETS Ltd., 1975 Market St., San Francisco, Big Hunk and Look candy bars. Agency: Conner, Jackson, Walker, McClure, San Francisco. Acct. Exec.: J. H. Jackson.

GOLDEN PEACOCK Inc., Paris, Tenn., Golden Peacock toilet preparations and cosmetics and Mitchums esoterica. Adv. Exec.: M. E. Warren.

GOLDEN STATE Co., Ltd., 425 Battery St., San Francisco, dairy products. Adv. Exec.: C. L. Nelson. Agency: Guild, Bascom & Bonfigli Adv., San Francisco.

GOLDTONE RAZOR BLADE Co., 432 Flane St., Newark, Goldtone razor blades. Agency: Market Research & Adv. Inc., New York.

SAMUEL GOLDWYN PRODUCTIONS Inc., 1270 6th Ave., New York, motion pictures. Agency: Foote, Cone & Belding, New York. Acct. Exec.: Harold Holt.

GOOCH FEED MILL Co., 6th & South St., Lincoln, Neb., poultry and livestock feeds. Adv. Exec.: M. A. Fensler.

GOOCH MILLING & ELEVATOR Co., 6th & South Sts., Lincoln, Neb., flour, pancake flour and corn meal. Adv. Exec.: M. A. Fensler. Agency: Rogers & Smith, Kansas City. Acct. Exec.: Richard Brigham.

GOOD FOODS Inc., 5725 Highway St., Minneapolis, Skippy peanut butter. Adv. Exec.: A. M. Brisbois. Agency: Guild, Bascom & Bonfigli, San Francisco.

GOOD LUCK FOOD Co., 101 Manhattan St., Rochester, Good Luck desserts and pie crust. Adv. Exec.: Oscar Westgate. Agency: J. Walter Thompson Co., New York.

A. GOODMAN & SONS, 21-07 41st Ave., Long Island City, N. Y., Goodman's noodles, spaghetti and matzo products. Agency: Al Paul Lefton Co., New York.

THE B. F. GOODRICH Co., 500 S. Main St., Akron, Ohio, Silvertown tires and tubes; Glasstex batteries; Seal-O-Matic puncture sealing tubes; auto and home line of accessories and merchandises.

THE GOODYEAR TIRE & RUBBER Co., 1144 E. Market St., Akron, Ohio, tire and tubes for autos, bicycles, farms, motorcycles, toys and trucks; mechanical goods; transmission and V-belts, hose, rubber linings, packings; printers' supplies, mats, molded and extruded rubber parts, rubber rolls; Neolite soles and heels, rubber soles and heels and innersoles; Airfoam—auto seats, mattresses, pillows, furniture cushioning; rubber and Vinyl flooring; plicofilm for packaging, vinyl-film for rainwear, covers and draperies; Pholite, Phio-tuf and Chemigum; air bags, camelback, patches, repair gum; Rims—truck and bus, off-the-road and tractor rims; Rubberized fabric—balloons, balls, boats, rafts, batteries and brake lining—auto, truck and diesel engine; auto accessories, bicycles and lawnmowers. Adv. Exec.: D. T. Buchanan. Agencies: Young & Rubicam Inc., New York (passenger tires and life guard tubes); Compton Adv., New York (shoe products); Kudner Agency Inc., New York; Norman Malone & Assoc., Akron, Ohio.

GOODY'S Ltd., 436-440 S. Liberty St., Winston-Salem, N. C., Goody's headache powders. Adv. Exec.: C. L. Jordan. Agency: Long Adv., Winston-Salem, N. C.

GORDON BAKING Co., 2303 E. Vernor St., Detroit, Silver Cup bread. Agency: N. W. Ayer & Son, Detroit.

GORE PRODUCTS Inc., 610 Girod St., New Orleans, La., H. F. for athlete's foot. Agency: Stone-Stevens Inc., New Orleans, La.

GOSPEL BROADCASTING Assn., 44 S. Mentor St., Pasadena, Calif., religion. Agency: R. H. Alber Co., Los Angeles.

THE H. W. GOSSARD Co., 111 N. Canal St., Chicago, Gossard Deb, Hi-Top, Narroline, Stride-ease, Flair bras and other foundation garments and brassieres. Agency: Weiss & Geller Inc., Chicago. Acct. Exec.: Irving Auspitz.

GOTHIC JARPROOF WATCH Corp., 37 W. 57th St., New York, watches.

GOTTFRIED Co., 1778 E. 30th St., Cleveland, Marie Dressler, Mynette dresses and Seas-n-rite suits. Adv. Exec.: R. P. Cone. Agency: Lustig Adv., Cleveland. Acct. Exec.: Leroy Lustig.

GOULARD & OLENA Inc., Skillman, N. J., termite insulation. Agency: Metropolitan Adv. Co., New York. Acct. Exec.: Harry D. Adair.

GOVERNMENT OF THE PROVINCE OF ALBERTA, PUBLICITY OFFICE DEPARTMENT OF ECONOMIC AFFAIRS, Legislative Bldg., Edmonton, Alberta, industrial resources of province. Agencies: Stewart-Bowman-MacPherson Ltd., Edmonton, Alberta. Acct. Exec.: W. M. Kerr; James Lovick & Co., L., Calgary, Alberta. Acct. Exec.: Dave Wood; J. J. Gibbons Ltd., Edmonton, Alberta. Acct. Exec.: E. Maloney.

GRACE DOWNS MODEL & AIR CAREER SCHOOL, 1055 Fifth Ave., New York, model school. Agency: Gunn-Mears Adv., New York.

BILLY GRAHAM EVANGELIST Assn., 1620 Harmon Pl., Minneapolis, Hour of Decision radio program. Agency: Walter F. Bennett & Co., Chicago.

GRANADA WINES Inc., 95 Harvey St., Cambridge, Mass., Granada wines. Adv. Exec.: John L. Campbell. Agency: Daniel F. Sullivan Co., Boston. Acct. Exec.: Charles W. Rankin.

THE GRAND UNION Co., 100 Broadway, E. Paterson, N. J., grocery products (S). Adv. Exec.: Franklyn S. Ferry. Agency: French & Preston, New York. Acct. Exec.: C. R. Janton.

GRANNY GOOSE FOODS Co., 916 98th St., Oakland, food products. Agency: Russell, Harris & Wood Inc., San Francisco.

W. T. GRANT Co., 1441 Broadway, New York, general retail merchandise (S). Adv. Exec.: Joseph R. Rowen.

THE GRAPETTE Co., 112 E. Grinstead St., Camden, Ark., Grapette beverages. GRAPHIC GREETINGS Inc., 106 East 19th St., New York, greeting cards. Agency: Douglas D. Simon Adv., New York. Acct. Exec.: Charles Sandak.

L. J. GRASS NOODLE Co., 6027 Wentworth Ave., Chicago, Mrs. Grass' genuine egg noodles, noodle soup mix with vegetables, noodle soup mix with chicken fat. Agency: Charles Silver & Co., Chicago.

GRAYMOASTER Co., 43-44 21st St., Long Island City, N. Y., Gravy Master seasoning. Agency: Samuel Croot Co., New York.

SEYMOUR GREAN & Co., 131 W. 30th St., New York, wholesale furs. Agency: Lind-Gilbert Assoc., New York. Acct. Exec.: Mrs. Gilbert.

THE GREAT ATLANTIC & PACIFIC TEA Co., 420 Lexington Ave., New York, A & P chain stores. Agencies: Paris & Peart, New York; Carl Bylor & Assoc.

THE GREAT CHINA FOOD PRODUCTS Co., 2520-58 S. State St., Chicago, China Beauty brand canned chinese food products. Agency: Ewell & Thurber & Assoc., Chicago.

GREAT LAKES PRODUCTS Inc., 8655 Military St., Detroit, bait casting rods and reels. Agency: Advisors Inc., Detroit.

GREAT WESTERN SUGAR Co., Sugar Bldg., Denver, G. W. sugars. Adv. Exec.: Thomas H. Ferril. Agency: John S. Barrows, Denver. Acct. Exec.: John S. Barrows.

GREEN SPOT Inc., 1501 Beverly Blvd., Los Angeles, Green Spot orange and grapefruit beverages and concord grape concentrate. Adv. Exec.: H. M. Kitchen. Agency: Beaumont & Hohman Inc., Los Angeles.

GREETING CARD ASSOC., 195 W. End Ave., New York, greeting cards. Agency: Schwab & Beatty Inc., New York.

WILLIAM GRETZ BREWING Co., 1536 Germantown Ave., Philadelphia, Gretz beer. Adv. Exec.: Karl L. Gretz. Agency: Scheideler, Beck & Werner Inc., New York. Acct. Exec.: Philip Gentner.

GREY HOSIERY MILLS, Bristol, Va., Mary Grey hosiery. Agency: Claude Harrison & Co., Roanoke, Va.

GREYHOUND Corp., 2650 Board of Trade Bldg., Chicago, bus service. Agency: Beaumont & Hohman Inc., Chicago. Acct. Exec.: H. A. Hohman.

THE GREYSTONE Corp., 100 6th Ave., New York, Greystone press books, fiction book club and executive books. Agencies: H. B. Humphrey, Alley & Richards Inc., New York. Acct. Exec.: N. C. Smith, Schwab & Beatty Inc., New York. Acct. Exec.: John Jenks.

GRID-L-RICH Inc., 646 N. Michigan St., Chicago, Grid-L-Redi pancake batter. Agency: Olian Adv., Chicago.

GRIESEDECK BROS. BREWERY Co., 1920 Shenandoah Ave., St. Louis, beer. Adv. Exec.: Harold W. Neusitz. Agency: Ruthrauff & Ryan, St. Louis. Acct. Exec.: Oscar Zahner.

GRIESEDECK WESTERN BREWERY Co., 1201 W. E St., Belleville, Ill., Stag beer. Adv. Exec.: Frank B. Griesedieck. Agency: Maxon Inc., Chicago. Acct. Execs.: Vinton Hall and Lester Sholty.

GRIESEDECK WESTERN BREWERY Co., 3607 N. Florissant Ave., St. Louis, Hyde Park beer. Adv. Exec.: Frank B. Griesedieck. Agency: Erwin, Wasey & Co., Chicago. Acct. Exec.: Joe Benge.

GRIFFIN GROCERY Co., Muskogee,

(Continued on page 426)

1899—1953

54 Years Publishing

FACTS!

marshalled to do
Your bidding—

Modern business and Sales Management depends for its vigor upon accurately marshalled FACTS—conclusive Facts—ready for instant reference.

There are approximately 14,500 complete business data items in the MCKITTRICK DIRECTORY OF ADVERTISERS—Geographical Section and Classified Section respectively. Items that yield all the essential FACTS about National Advertisers—their Products, Trade Names, Executive Personnel, Appropriations, Media, When Lists are made up, Distribution, etc.

Sales problems are always changing and maximum Spot-Sales can be obtained through

- * FACTS that help increase the time spent with prospects.
- * FACTS that help make calls more profitable.
- * FACTS that reveal additional opportunities in the territory.

Why not plan your Sales and Promotional campaigns on the basis of these determinable FACTS?

Why not send for further information as to the cost and other essential details concerning this directory and Service?

GEORGE MCKITTRICK & COMPANY

108 Fulton Street

New York 38, N. Y.

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

Okl., Griffin's coffee, tea and canned foods. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: E. A. Warner.

GRIFFIN Mfg. Co., 410 Willoughby Ave., Brooklyn, shoe polish. Adv. Exec.: W. F. Smith. Agency: Birmingham, Castleman & Pierce Inc., New York. Acct. Exec.: A. Birmingham.

GRIGGS, COOPER & Co., 1821 University St., St. Paul, Minn., Home Brand foods; Minut cracker, and cookies; Sweetest Maid candles. Agency: Campbell-Mithun Inc., Minneapolis.

GRINNELL BROTHERS, 1515 Woodward Ave., Detroit, pianos, television and musical instruments. Adv. Exec.: Louise Herald.

GROCERY STORE PRODUCTS Co., West Chester, Pa. Agencies: Campbell-Ewald Co., Chicago (Foulds products); Ted Bates & Co., New York (Kitcher Bouquet, Cream of Rice and B in B mustrooms) Acct. Exec.: J. R. Bush.

THE GROBLER SOCIETY Inc., 2 W. 45th St., New York, The Book of Knowledge (set and annual), Book of Popular Science (set), Land and People (set) and The Grobler Encyclopedia. Adv. Exec.: Don S. Taylor. Agencies: Doyle Dane Bernbach, New York, Acct. Exec.: Joseph Dailey; John Shrager Inc., New York; Wertheim, E. Taylor, New York.

CROSSETT & DUNLAP Inc., 1107 Broadway, New York, books (reprint, juvenile and original). Agency: Sussman & Sugar Inc., New York. Acct. Exec.: Melvin Fauer.

JULIUS GROSSMAN Inc., 415 Fifth Ave., New York, Pedemod and Julius Grossman shoes for women. Adv. Exec.: Samuel G. Staff. Agency: Sterling Adv., New York. Acct. Exec.: Wm. Forray.

THE GROVE Co., 8300 Manchester St., St. Louis, jackets for boys, men, women and girls; children sportswear items. Agency: Hirsch & Rutledge Inc., St. Louis. Acct. Exec.: Maurice Hirsch.

GROVE LABS. Inc., 8877 Ladue Rd., St. Louis, cold tablets. Adv. Exec.: Robert J. Piggott. Agencies: Gardner Adv., St. Louis (Bromo-Quinine cold tablets (S)). Acct. Exec.: Charles E. Claggett; Harry B. Cohen Adv., New York (4-way Brand cold tablets, Grove's chill tonic and Pfunde tablets (S)). Acct. Exec.: Harry E. Cohen.

THE GRUEN WATCH Co., Time Hill, Cincinnati, wrist and pocket watches. Agencies: McCann-Erickson, New York; Locke, Johnson & Co. Ltd., Toronto.

GUARANTEE TRUST LIFE INSURANCE Co., 624 S. Michigan Ave., Chicago, insurance. Agency: J. L. Stewart Agency, Chicago. Acct. Exec.: J. L. Stewart.

THE GUBERSON Corp., 1000 Forest Ave., Dallas, oil field equip. Adv. Exec.: Harry S. Zane Jr. Agency: Rogers & Smith, Dallas. Acct. Exec.: Dave McConnell.

J. H. GULD Co., Rupert, Vt., Dr. Guild's Green Mountain asthmatic compound and asthmatic cigarettes. Agency: Chas. W. Hoyt Co., Inc., New York. Acct. Exec.: F. A. Whipple.

CHARLES GULDEN Inc., 50 Elizabeth St., New York, Gulden's mustard. Adv. Exec.: A. Schief. Agency: Chas. W. Hoyt Co., New York.

GULF BREWING Co., 5301 Polk Ave., Houston, Tex., Grand Prize beer. Adv. Exec.: Rex E. Potter. Agency: Foote, Cone & Belding, Houston. Acct. Exec.: Lovick Draper.

GULF OIL Corp., Gulf Bldg., Pittsburgh, That Good Gulf, No-Nox gasoline motor-fuel, Gulfride, Gulfube and Supreme motor oil. Adv. Exec.: W. E. Dermody. Agencies: Young & Rubicam, New York. Acct. Exec.: Paul C. Richardson; Calkins & Holden, Carlisle, McClintock & Smith Inc., New York. Acct. Exec.: J. Sherwood Smith.

GUNTER HOTEL Corp., 205 E. Houston St., San Antonio, Adv. Exec.: W. E. Corrin. Agency: Pittluk Adv. Co., San Antonio, Tex.

GUNTHER BREWING Co., 1211 S. Conkling St., Baltimore, beer and ale. Agency: Blow Co., New York.

GURNEY SEED & NURSERY Co., Yankton, S. D., seeds. Adv. Exec.: Jack Foster. Agency: Staples & Travis Inc., Kansas City. Acct. Exec.: Lawrence S. Staples.

GUSTINETTES Inc., 30-28 Starr Ave., Long Island City, Gustinettes slippers, Goodnites, Beachcharmers and M. Gustin Originals. Agency: Guilford Adv., New York. Acct. Exec.: Frances Guilford.

GUTHRIE BISCUIT Co., 116 New Montgomery St., San Francisco, Busy Baker soda crackers, Pirates' Gold graham and Tea Timer party crackers. Adv.

Exec.: C. J. Kellogg. Agency: Ruthrauff & Ryan, San Francisco, Acct. Exec.: Geo. Lichty.

H

THE H-B SALES Co., Div. of C. A. Briggs Co., 19 Brooks St., Brighton, Mass., H-B cough drops. Agency: Chambers & Wiswell Inc., Boston.

H & H CLEANER Co., 134 E. Locust St., Des Moines, Iowa, H & H rug, carpet and upholstery cleaner. Agency: Aubrey, Finley, Marley & Hodgson Inc., Chicago. Acct. Exec.: Leonard Krick.

H. & S. SALES Co., 1665 N. Milwaukee Ave., Chicago, H & S cigarette case and lighter. Agency: Roberts, Mac Avinche & Senne, Chicago.

HAAS, BARUCH & Co., 4700 Boyle Ave., Los Angeles, Iris and Black & White canned and preserved foods. Adv. Exec.: B. Kerker. Agency: Erwin, Wasey & Co., Los Angeles.

A. C. L. HAASE Co., 4300 Geraldine St., St. Louis, spanish olives, olive oil, maraschino cherries, barbecue and cocktail sauce, and pickled fish. Adv. Exec.: I. Finch Jr., Agency: Hirsch & Rutledge Inc., St. Louis.

HABCO MFG Co., Columbus, Neb., Habco all-galvanized corn cribs, Habco jet all-purpose portable crop driers, Habco commercial grain driers and electric hammermills. Agency: Ayres & Assoc., Lincoln, Neb.

HABITANT SOUP Co., Commercial St., Manchester, N. H., soups. Adv. Exec.: Remi Limoges. Agency: Chambers & Wiswell Inc., Boston.

HAFFENREFFER & Co., 30 Germania St., Boston, Pickwick ale and Boylston beer. Adv. Exec.: T. C. Haffenreffer Jr. Agency: H. B. Humphrey, Alley & Richards, Boston.

HAFNER ASSOCIATES Inc., 350 Fifth Ave., New York, upholstery and plastic fabrics. Agency: Humbert & Jones, New York. Acct. Exec.: Kingsley E. Humber.

HALEY CANNING Co., 560 S. 4th St., Hillsboro, Ore., canned meat and chicken products. Agency: Shonwalter Lynch Adv., Portland.

HALF MOON FRUIT & PRODUCE Co., 161 Washington St., San Francisco, Salton Sea brand grapefruit, Mell-Glow and Valley King brands strawberries, melons and turkeys, packaged tomatoes. Agency: Wank & Wank, San Francisco. Acct. Exec.: Roland Hauck.

HALL BROS. Inc., 25th & Grand Ave., Kansas City, Hallmark greeting cards. Agency: Foote, Cone & Belding, Chicago.

MARTIN L. HALL Co., 365 C St., Boston, Victor coffee. Agency: John C. Dowd Inc., Boston.

HALL-NEAL PUBLISHING Co., 1324 N. Capital Ave., Indianapolis, Ind., Victor gas, oil and coal furnaces. Agency: Siders & Van Riper Inc., Indianapolis.

HALL OF ART, 13 E. 40th St., New York, paintings. Agency: Chas Z. Offin Adv., New York.

ROBERT HALL CLOTHES Inc., 1241 Broadway St., New York, clothing. Adv. Exec.: Patrick J. O'Neill. Agency: Frank B. Sawdon Inc., New York. Acct. Exec.: F. B. Sawdon.

THE HALICHAFTERS Co., 4401 W. Fifth St., Chicago, TV and short wave radio communications equipment. Adv. Exec.: J. S. Mahoney. Agency: Sorenson & Co., Chicago. Acct. Exec.: Roy Sorenson.

HAMILTON-BEACH Co., Racine, Wis., Food mixers, vacuum cleaners, service equipment for fountain, restaurant and bar. Adv. Exec.: John E. Egan. Agencies: Erwin, Wasey & Co., Chicago. Acct. Exec.: Don Elrod (domestic appliances); Western Adv. Inc., Racine, Wis. Acct. Exec.: Taylor Brokaw (commercial appliances).

THE HAMILTON Co., 600 Oakland Ave., N. E., Cedar Rapids, Iowa, farm implements and seeds. Agency: Altman-Gilbert Adv., Cedar Rapids. Acct. Exec.: Margaret Gilbert.

HAMLINS WIZARD OIL Co., 230 W. Huron St., Chicago, Hamlins Wizard Oil. Agency: Barnes Adv. Inc., Milwaukee, Wis.

THEO. HAMM BREWING Co., 720 Payne Ave., St. Paul, Minn., Hamm's beer. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: Richard Forrest.

HAMPDEN BREWING Co., 4595 N. Chicopee St., Williamansett, Mass., Hampden mild ale and Hampden dry lager beer. Adv. Exec.: William J. Massey. Agency: Reinhold Co., Boston. Acct. Exec.: H. Q. Reinhold.

HANCE BROS. & WHITE Co., 12th & Hamilton Sts., Philadelphia, Frog-in-your-Throat? Gasoda and Phenol

Sodique. Adv. Exec.: Richard A. Kaskey. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: M. Slomlin.

PETER HAND BREWERY Co., 1000 W. North Ave., Chicago, Melster Brau beer. Agency: BBDO, Chicago. Acct. Exec.: George Vonderlin.

HANDEE FARM EQUIPMENT Corp., Bettendorf, Iowa, conversion tractor axle. Adv. Exec.: R. H. Swartz. Agency: Bawden Bros. Inc., Davenport, Iowa.

THE JAMES HANLEY Co., 35 Jackson St., Providence, R. I., Hanley ale and lager beer. Agency: Ted Black Agency, Reading, Pa.

HAPPINESS TOURS, 39 S. State St., Chicago, All-expense plan tours. Agency: Frank Engel, Chicago. Acct. Exec.: Frank Engel.

HARDWARE MUTUALS, Stevens Point, Wis., mutual casualty and fire insurance. Adv. Exec.: H. E. Manske. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: Stewart Weston.

HARFORD FROCKS Inc., 3301 Cole-rain Ave., Cincinnati, dresses. Adv. Exec.: C. E. Israel. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: Harry Schneiderman.

HARLAN PUBLISHING Co., Green-law, N. Y., travel, geographic topics and books. Agencies: Metropolitan Adv. Co., New York. Acct. Exec.: Harry D. Adair; Huber Hoge & Sons, New York. Acct. Exec.: Herman Liebenson.

H. M. HARPER Co., 8200 Lehigh Rd., Morton Grove, Ill., non-ferrous and stainless steel fastenings. Agency: The Buchen Co., Chicago. Acct. Exec.: Leon Morgan.

THE H. HARRIS Co., 174 E. 4th St., St. Paul, Minn., Harris coats and Harriswear men's and women's jackets and stormcoats. Agency: Melamed-Hobbs Inc., St. Paul, Minn. Acct. Exec.: Louis Melamed.

HARRIS, UPHAM & Co., 14 Wall St., New York, stocks, bonds, commodities. Adv. Exec.: J. F. Burns. Agency: Lewin, Williams & Saylor Inc., New York. Acct. Exec.: Wray Kennedy.

A. S. HARRISON Co., South Norwalk, Conn., Preen floor wax, K. T. wall wax and Preenet. Adv. Exec.: Jacques Wiese. Agency: Calkins & Holden, Carlisle, McClintock & Smith, New York. Acct. Exec.: Z. C. Barnes.

HARRISON HOT SPRINGS HOTEL, Harrison, B. C. Canada, resort hotel. Agency: James Lovick & Co. Ltd., Toronto. Acct. Exec.: D. L. Craig.

HARRISON PRODUCTS Inc., 43 2d St., San Francisco, Shut-Eye and NoDoz awakensers tablets. Agency: Sidney Garfield & Assoc., San Francisco.

HART PUBLISHING CO., 114 E. 32d St., New York, books.

HART & VICK Inc., 55 Stone St., Rochester, N. Y., seeds and plants. Agency: Hart-Conway Co., Rochester, N. Y. Acct. Exec.: Ward Phillips.

HARTFORD FARMS, Hartford, Mich., nursery. Adv. Exec.: C. de Jong. Agencies: Forrest U. Webster, Detroit; Boulette Agency, Three Rivers, Mich.

HART'S BAKERY, 647 Madison St., Memphis, Tenn., Hart's bread. Agency: Bill Killebrew, Memphis. Acct. Exec.: Bill Killebrew.

HARVEY-WHIPPLE Inc., 2155 Columbus Ave., Springfield, Mass., Master Kraft conversion oil burners, warm air conditioning equipment and boiler burner units.

HARWOOD PHARMACAL Co., 507 Central Ave., Newark, N. J., Snooze tablets. Adv. Exec.: A. G. Horowitz. Agency: London Adv., Newark, N. J. Acct. Exec.: Nathan London.

HASKINS BROS. & Co., Div. of Manhattan Soap Co., Omaha, Neb., Blue Barrell and Tribby soap. Agency: Schneider, Beck & Werner Inc., New York.

HATHAWAY BAKERIES Inc., 44 Life St., Boston, Life breads and cake. Agency: Bresnick & Co., Boston.

HAUCK BAKERY Co., 1436 O'Fallon St., St. Louis, bread and cakes.

HAXTON FOODS Inc., Maple Ave., Oakfield, N. Y., canned vegetables. Adv. Exec.: William V. Birdnaghe. Agency: Hart-Conway Co., Rochester, N. Y. Acct. Exec.: J. B. Brown.

HECHT Co. F at 7th St., N. W., Washington, D. C., department store. Adv. Exec.: Richard Meyer. Agencies: Lester Harrison Inc., New York; Harwood Martin Adv., Washington, D. C.

HEEMAN Mfg. Co., 515 Palmer St., Wooster, Ohio, Wooster dog ration and Lawnbuilder. Agency: Meermans Inc., Cleveland.

HET DIV. OF DEMERT & DOUGHERTY Inc., 3001 W. 47th St., Chicago, Heet gas line anti-freeze. Agency:

Ruthrauff & Ryan Inc., Chicago.

HEGER PRODUCTS Co., 425 1st St., N. W., North, St. Paul, dog food. Adv. Exec.: R. Knox. Agency: Ray C. Jenkins Adv., Minneapolis.

THE HEIL Co., 3000 W. Montan St., Milwaukee, truck bodies and hoists, oil burners, truck tanks, dehydrators and bottle washers. Adv. Exec.: H. F. Pugh. Agencies: Hoffman & York Inc., Milwaukee. Acct. Exec.: Scott Fitz; Cramer-Krasselt Co., Milwaukee. Acct. Exec.: Paul Godfrey.

G. HEILEMAN BREWING Co., 1027 S. Third St., La Crosse, Wis., Heilman's Old Style Lager beer. Adv. Exec.: C. L. McCall. Agency: Gordon Best Co., Chicago. Acct. Exec.: Gordon Best.

H. J. HEINZ Co., 1062 Progress St., Pittsburgh, 57 Varieties food products and Sun-Maid raisins. Adv. Exec.: Arthur Dimond. Agencies: Maxon Inc., Detroit. Acct. Exec.: Geo. Eversman; MacLaren Adv. Co. Ltd., Toronto; National Export Adv. Inc., New York.

HELIN TACKLE Co., 3669 Meldrum St., Detroit, Flatfish fishing lures. Agency: Dudgeon, Taylor & Bruske Inc., Detroit. Acct. Exec.: W. C. Dudgeon.

HELWIG & LEITCH Inc., 101 N. Haven St., Baltimore, Majestic beverage syrup, mayonnaises, and pickles. Adv. Exec.: L. Chickering. Agency: Harrison Pitt Inc., Baltimore. Acct. Exec.: Merlin J. Pitt.

HELZBERG'S MIDDLE WEST'S LARGEST JEWELERS, 1013 A McGee St., Kansas City, jewelry stores. Adv. Exec.: G. H. Yukon. Agency: Schwimmer & Scott, Chicago. Acct. Exec.: R. J. Scott.

PETER HENDERSON, STUMPP & WALTER Co., 1010 Garfield Ave., Jersey City, N. J., seedsmen and garden supplies. Agency: E. M. Freystadt Assos. Inc., New York.

HENLEIN BROS. Co., 205 W. 4th St., Cincinnati, shirts and slacks. Adv. Exec.: Paul L. Henlein. Agencies: Kellor & Stites Co., Cincinnati; S. C. Baer Co., Cincinnati.

THE HENNAFOAM Co., 733 Broadway, New York, Glean shampoo, Sattay creme shampoo and Lustrefoam cream shampoo. Adv. Exec.: Dorothy G. Horowitz. Agency: Will Burgess & Co., New York.

HENRI'S FOOD PRODUCTS Co., 233 E. Keefe Ave., Milwaukee, Henri's Tasse dressing and Henri's french dressing. Agency: The Cramer-Krasselt Co., Milwaukee.

J. FRED HENRY PUBLICATIONS Inc., 444 Madison Ave., New York, Greenland, Silver Screen and Skyways magazines.

JOS. HENSLEER BREWING Co., 73 Wilson Ave., Newark, N. J., Hensler's beer. Adv. Exec.: Don Stedfeld. Agency: Lewin, Williams & Saylor Inc., Newark, N. J. Acct. Exec.: Richard H. Gulick.

HERCULES POWDER Co., Delaware Trust Bldg., Wilmington, Del., explosives, cellulose products, naval stores, paper making chemicals and industrial chemicals. Agency: Fuller & Smith & Ross Inc., New York. Acct. Exec.: Walter Morris.

HERSHEL CALIFORNIA FRUIT PRODUCTS Co., San Jose, Calif., Contadina Udo to pasta. Agency: Brisacher, Wheeler & Staff, San Francisco.

HEYWOOD BOOT & SHOE Co., 70 Winter St., Worcester, Mass., Heywood and Matrix shoes for men.

THE HIBERNIA NATIONAL BANK IN NEW ORLEANS, New Orleans, La., bank service. Agency: William B. Wisdom Inc., New Orleans.

HICKOK OIL Corp., 2313 Madison Ave., Toledo, petroleum products. Adv. Exec.: F. E. Tracy. Agency: The Miller Agency Co., Toledo.

BESSIE V. HICKS SCHOOL OF DRAMATIC ARTS, 1425 Chestnut St., Philadelphia, school. Agency: Gray & Rogers, Philadelphia.

HILEX Co., 319 E. Kellogg Blvd., St. Paul, Hilex. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Goodwin Alarik.

HILL POULTRY SERVICE Co., 940 E. Clarendon Drive, Dallas, poultry remedies. Agency: R. J. Burke Adv., Dallas.

THE HILLS BROS. Co., 110 Washington St., N. Y., Dromedary food products. Agency: Blow Co., New York.

HILLTOP LABS. Inc., 718 Washington Ave., Minneapolis, poultry remedies. Adv. Exec.: Henry N. Schmidt. Agency: Frizzell Adv. Inc., Minneapolis.

HILTON HOTELS Corp., 720 Michigan Ave., Chicago, hotels. Agencies: Needham & Grohmann, New York. Acct. Exec.: H. Victor Grohmann; Kircher, Helton & Collett Inc., Dayton.

HINZE AMBROSIA Inc., Ambrosia

cleanser, cream, tightener, powder and cleansing pads; cologne after shave lotion. Agency: Street & Finney Inc., New York.

HI-V Corp., 280 Jelliffe Ave., N. J., Hi-V orange juice and food concentrates. Agency: Franklin Bruck Adv., New York. Acct. Exec.: Franklin Bruck.

H. H. HIXSON & Co., 1218 N. Halsted St., Chicago, Hixson's coffee. Agency: Ewell & Thurber Assoc., Chicago.

Acct. Exec.: Earl E. Sprout.

THE HOBART Mfg. Co., Penna. Ave., Troy, Ohio, food store, kitchen and bakery equipment. Adv. Exec.: J. Don Mason. Agency: Kircher, Helton & Collett Inc., Dayton. Acct. Exec.: James Hadley.

HOBEN CANDY Corp., Ashley, Ill., Hoben's chocolate malted. Agency: Grant Adv., Dallas. Acct. Exec.: Samuel W. Hepworth.

HOFFMAN BEVERAGE Co., 400 Grove St., Newark, N. J., Hoffman pale dry ginger ale, club soda, Collins mixer, assorted fruit beverages, distrs. of Fabs Blue Ribbon beer. Adv. Exec.: Barney Brlenza. Agency: Warwick & Legler, New York. Acct. Exec.: Henry Legler.

HOFFMAN CANDY Co., 8600 Avalon Blvd., Los Angeles, Cup-O-Gold candy bar. Adv. Exec.: Harry Boartosh. Agency: The Mayers Co., Los Angeles. Acct. Exec.: Larry Lewin.

RUBE P. HOFFMAN Co., 766 S. Los Angeles St., Los Angeles, woolen and rayon piece goods.

HOGAN LABS. Inc., 155 Perry St., New York, products licensed under Hogan Faximile system patents.

JOHN HOHENADEL BREWERY Inc., Conrad & Indian Queen Lane, Philadelphia. Hohenadel beer and Indian Queen ale. Adv. Exec.: George R. Moore. Agency: Seberhagen Inc., Philadelphia. Acct. Exec.: F. Howard Seberhagen.

M. HOHNER Inc., 351 4th Ave., New York, harmonicas, accordions and piano accordions. Agency: The Bobley Co., New York.

HOLCOMB & HOKE Mfg. Co., 1545 Van Buren St., Indianapolis, Ind., Floor accordion type folding door, Fire Tender stokers, Silent Breeze ventilating fans, Motosaver cooling system cleaner and H & H visible fast oil changer. Agencies: A. V. Grindie Adv., Indianapolis. Acct. Exec.: A. V. Grindie (stokers and fans); Keeling & Co., Indianapolis. Acct. Exec.: L. T. Sogard.

HOLIDAY BRANDS Inc., South St., Walpole, Mass., Holiday soluble coffee. Agency: Hoag & Provandie Inc., Boston. Acct. Exec.: Paul Provandie.

HOLLEB & Co., 3225 S. Western Ave., Chicago, Holleb's Supreme foods. Adv. Exec.: Nat. Holleb. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Chester Kuttner.

THE R. M. HOLLINGSHEAD Corp., 840 Cooper St., Camden, N. J., Whiz aviation, industrial, automotive and household chemical products, including Whiz motor rhythm, Ho-Zof venus polish, hydraulic brake fluid and lusterize cleaner. Agencies: Campbell-Mithun Inc., Chicago. McConnell, Eastman & Co., Ltd., Toronto.

HOLLYVOGUE OF CALIFORNIA 2700 S. Grand Ave., Los Angeles, hosiery.

HOLLYWOOD FILM STUDIOS, 7021 Santa Monica Blvd., Hollywood, photo enlargements. Agency: Harold S. Schwartz & Assoc., Chicago.

HOLLYWOOD SHOE POLISH Inc., 105-79 Van Wyck, Richmond Hill, N. Y., shoe polish and Sami-White. Adv. Exec.: Irving Sternberg. Agency: Wendell P. Colton Co., New York.

D. H. HOLMES Co., 819 Canal St., New Orleans, La., department store. Agency: Walker Saussy Adv., New Orleans.

HOLSTEIN-FRIESIAN ASSN. of America, Brattleboro, Vt., dairy cattle. Adv. Exec.: Ben Brown. Agency: Meermans Inc., Cleveland. Acct. Exec.: J. P. Garlough.

HENRY HOLT & Co., 383 Madison Ave., New York, books, magazines and records. Adv. Exec.: Fred S. Rosenay. Agencies: Denhard, Pfeiffer & Wells Inc., New York. Acct. Exec.: Andrew Stewart. Maxwell Sackheim & Co., New York; Thwing & Altman Inc., New York.

HO-MA SALES Co., 725 W. Fulton Market St., Chicago, Ho-Ma shrimp. Adv. Exec.: I. P. Roth. Agency: Frederic R. Kleiman Adv., Chicago.

HOME-MAKERS HAVEN, 73-04 37th Ave., Jackson Heights, N. Y., kitchen utensils. Adv. Exec.: King Rosenbaum.

HOME PRODUCTS INTERNATIONAL, 22 E. 40th St., New York, Agencies: McCann-Erickson Inc., New York. Acct. Exec.: Arthur L. Grimes; Dillon-Cousins & Assoc., New York.

HOME-CRAFTS, 789 Broadway, New York, books. Agencies: Falace Adv., New York. Acct. Exec.: Nat. Sokol; Huber Hoge & Sons, New York.

HOMESTEAD VALVE Mfg. Co., Box 348, Coraopolis, Pa., valves, steam-cleaning machines and cleaning compounds. Adv. Exec.: Elliott G. Johnson. Agency: Smith, Taylor & Jenkins Inc., Pittsburgh.

HOMIX PRODUCTS Inc., 120 Wall St., New York, OZ mixes. Agency: Roy S. Durstine Inc., New York. Acct. Exec.: Ralph Allum.

HONEYBUGS Inc., 47 W. 34th St., New York, Honeybugs slippers. Adv. Exec.: Edward White. Agency: Herbert W. Frank Adv., Boston.

THE HONIG Corp., 710 N. Citrus Ave., Hollywood, Honig's-Pellicol hair and scalp lotion.

HOOD CHEMICAL Co., 1937 S. Broad St., Philadelphia, 33 bleach, Zero, EZ starch and Aunt Phoebe's ammonia. Agency: Hilton & Riggio Inc., New York.

HOOKER GLASS & PAINT Mfg. Co., 659 W. Washington Blvd., Chicago, Kingpaint. Adv. Exec.: B. W. Kunst. Agency: Proebsting-Taylor Inc., Chicago.

HOPKINS & HOPKINS PHARMACEUTICAL Co., 37 N. 2d St., Philadelphia. Agency: Joseph J. Rossi, Philadelphia.

HORLACHER BREWING Co., 311 Gordon St., Allentown, Pa., Perfection and Short Snorter and Horlacher's and Cougher beer. Agency: W. Wallace Orr Inc., Philadelphia.

HORLICKS Corp., 2120 Northwestern Ave., Racine, Wis., Horlicks malted milk, powder and tablets; Horlicks instant cocoa. Agency: Ruthrauff & Ryan Inc., Chicago.

GEORGE A. HORMEL & Co., Austin, Minn., Hormel Good Foods and Flavor-Sealed products. Adv. Exec.: Carson J. Morris. Agencies: BBDO, Minneapolis; Robert Otto & Co., New York.

HORN & HARDART BAKING Co., 208 S. Warnock St., Philadelphia, Automat chain restaurants and retail shops. Agency: The Clements Co., Philadelphia.

JACOB HORNING BREWING Co., 3111 N. 22 St., Philadelphia, Horning beer, ale, and porter and Londonderry ale. Agency: The Clements Co., Philadelphia. Acct. Exec.: Robert Smith.

HOROWITZ BROS. & MARGARETEN, Review Ave. at 29th St., Long Island City, N. Y., Horowitz-Margaretten matzoths and noodle products, canned chicken products and Kosher food specialties. Agencies: The Keelson Co., New York; Advertisers Broadcasting Co., New York.

HOTEL HOLLYWOOD KICKER-BOCKER, 1714 N. Ivar St., Hollywood. HOTPOINT Inc., 5600 W. Taylor St., Chicago, electric ranges, refrigerators, food freezers, water heaters, dishwashers, disposal, washing machines, clothes dryers, ironers, steel and aluminum cabinets and commercial cooking equipment. Adv. Exec.: C. C. Gramer. Agencies: J. R. Pershall Co., Chicago (home appliance trade); Maxon Inc., Chicago (home appliance consumer); Casler, Hempstead & Hanford Inc., Chicago (commercial cooking equipment).

HOT SPRINGS CHAMBER OF COMMERCE, 115 Central Ave., Hot Springs, Ark., Hot Springs National Park. Agency: Brooks-Pollard Co., Little Rock, Ark.

HOUGHTON MIFFLIN Co., 2 Park St., Boston, books. Adv. Exec.: Constance P. Coyle. Agency: Hermon W. Stevens Agency, Boston.

HOUSE BEAUTIFUL CURTAINS Inc., 36 W. 25th St., New York, House beautiful, Framettes, Shur-drape and Frame-Val curtains. Agency: Bachenhelmer-Lewis, New York. Acct. Exec.: Paul Kallan.

THE HOUSE FOR MEN Inc., 609 N. LaSalle St., Chicago, men's toiletries. Agency: Earl B. Shields Adv., Chicago.

HOUSE OF GODDARD, 317 W. Van Buren St., Chicago, Quilt lady. Agency: Marfree Agency, Chicago.

HOUSE OF OLD MOLINEAUX Inc., 35 Lansdowne St., Boston, California, Old Molineaux and imported Molineaux, Three Monks and Old Madrid wines. Adv. Exec.: Joseph T. Hanlon. Agency: Hirshon-Garfield, Boston.

HOUSE OF SEEDS, 405 E. 74th St., New York, seeds, bulbs, plants. Agency: Griffin, Appel Assoc., New York. Acct. Exec.: J. T. Southwell.

THE HOUSE OF VISION, 30 N. Michigan Ave., Chicago, glasses and frames. Agency: Stubbs Montgomery Inc., Chicago. Acct. Exec.: M. M. Montgomery.

HOUSEHOLD FINANCE Corp., 919 N. Michigan Ave., Chicago, consumer finance service. Adv. Exec.: N. T. Schwin. Agency: Needham, Louis & Brorby Inc., Chicago. Acct. Exec.: James G. Cominos.

THE HOUSTON CHRONICLE, 512-20 Travis St., Houston, daily paper.

HOUSTON PACKING Co., 3301 Navigation Blvd., Houston, Jasmine ham, bacon, shortening and sausage. Agency: Ruthrauff & Ryan Inc., Houston.

HOWARD FOOD PRODUCTS Co., 16

Sutton St., North Andover, Mass., mayonnaise, old fashioned picallini, sweet mustard pickles and pure preserves.

HOWARD STORES Corp., 40 Flatbush Ave. Extension, Brooklyn, N. Y., men's and boys' clothing and furnishings. Agency: Peck Adv., New York.

W. J. HOWEY Co., Howey-in-the-Hills, Fla., Lifeguard citrus fruits.

HUBBARD MILLING Co., Mankato, Minn., Hubbard's Sunshine concentrates and Mother Hubbard flour. Agency: Kinnard & Kinnard Inc., Minneapolis.

THE HUBINGER Co., 601 Main St., Keokuk, Iowa, Quick elastic starch. Agency: Compton Adv. Inc., Chicago.

THE HUDEPOHL BREWING Co., 40 E. McMichen Ave., Cincinnati, Hudepohl beer and Chevy ale. Agency: Stockton, West & Burkhardt Inc., Cincinnati.

HUDNUT SALES Co., 113 W. 18th St., New York, Du Barry beauty preparations, Hudnut perfumes of distinction, Richard Hudnut hair preparations, Richard Hudnut home permanents, Richard Hudnut salon, Chen Yu nail lacquer and Chen Yu products. Adv. Exec.: J. Canne. Agencies: Kenyon & Eckhardt Inc., New York (DuBarry and other beauty preparations, Richard Hudnut hair preparations, Richard Hudnut home permanent wave, Chen Yu nail lacquer and products); Abbott Kimball Co., New York, (DuBarry success school and salon services); Dancer-Fitzgerald-Sample Inc., New York (Tru-Tint).

THE HUDSON COAL Co., 424 Wyoming Ave., Scranton, Pa., Hudson anthracite. Agency: The Clements Co., Philadelphia.

HUDSON HOUSE Inc., 325 S. E. Water St., Portland, Ore., canned foods. Adv. Exec.: Ralph Madsen. Agency: Blitz Adv. Agency, Portland, Ore. Acct. Exec.: Arnold Blitz Jr.

THE J. L. HUDSON Co., 1206 Woodward St., Detroit, Mich., department store. Adv. Exec.: Wm. B. Bond. Agencies: Money, Humm & Johnstone, New York; Wolfe-Jickling-Conkey Inc., Detroit.

HUDSON MOTOR CAR Co., 12601 E. Jefferson Ave., Detroit, Hudson passenger cars. Agencies: Brooke, Smith, French & Dorrance Inc., Detroit. Acct. Exec.: George Johnston; Ronalds Adv. Ltd., Toronto.

HUDSON PULP & PAPER Corp., 505 Park Ave., New York, Hudson Table, Hudson Reamow, Hudson Guest, Hudson Damask napkins and towels; Ultra Soft toilet tissue, Leading Lady tissue; Blue Ribbon, Orange Core gummed tape and Multiwall sacks. Adv. Execs.: Richard C. Staelin and Julian B. Mendelsohn. Agencies: Biow Co., New York. Acct. Execs.: John Tolgo and Louis Berger (Hudson napkins); Robertson & Buckley Inc., Chicago. Acct. Exec.: Scott Robertson (Blue Ribbon and Orange Gummed tape and Multi-wall sacks).

HULL HOTELS, 7006 Hollywood Blvd., Hollywood, hotels. Agency: Walter McCreey Inc., Beverly Hills, Calif.

HULMAN & Co., 900 Washburn Ave., Terre Haute, Ind., Clabber Girl baking powder and KC baking powder foods. Agency: Polyea Inc., Terre Haute, Ind.

HUMBLE OIL & REFINING Co., Main & Polk Sts., Houston, petroleum products. Adv. Exec.: G. A. Mabry. Agencies: McCann-Erickson, New York. Acct. Exec.: J. L. Deane; Wilkinson-Schweitz & Tips Inc., Houston. Acct. Exec.: J. B. Wilkinson.

THE HUMKO Co., 1702 N. Thomas St., Memphis, Tenn., Humko cream white and Kopald shortening. Adv. Exec.: John H. Curtis. Agency: Simon & Gwynn, Memphis, Tenn. Acct. Exec.: Milton Simon.

HUMPHREYS MEDICINE Co., 273 Lafayette St., New York, Humphrey's family medicines, witch hazel, ointment and Trokell's. Agencies: G. F. Sweet & Co. Inc., Hartford, Conn.; Atherton & Currier Inc., New York (Trokell's).

C. HOWARD HUNT PEN Co., 7th & State St., Camden, N. J., Boston pencil sharpeners, Hunt pens, Speedball drawing and lettering materials. Agency: Stewart-Jordan Co., Philadelphia. Acct. Exec.: D. J. Crouse.

HUNT FOODS Inc., 1747 W. Commonwealth Ave., Fullerton, Calif., Hunt food products and Pride of the Farm catsup. Agency: Young & Rubicam, Hollywood, Calif. Acct. Exec.: E. E. Smith.

HUNTER ENGINEERING Co., Hunter Ave. & Ladue Rd., St. Louis, Tune-In wheel balancer. Agency: Oakleigh R. French & Assoc., St. Louis.

(Continued on page 428)

want to
buy
an-

island?

WTHI

CRS • TERRE HAUTE, IND.

PROBABLY YOU DON'T!

and we really don't have an island for sale

But, we do have for sale the great Wabash Valley Area — a virtual island boasting buying power of over 300,000 individuals: all working, striving at their ever expanding industry, farms and business. An area 70 to 175 miles, from the nearest major trading centers.

Yes, here in this RICH, GROWING AND ISOLATED MARKET, WTHI has a dominance voice in the everyday needs, knowledge and entertainment of its listeners.

Here is an area, that, to be sold, must be reached from within.

WTHI

is Terre Haute's strongest station-

YOUR BEST BUY IN THE GREAT WABASH VALLEY AREA

Represented Exclusively by THE BOLLIG COMPANY

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

E. F. HUTTON & Co., 61 Broadway, New York, financial literature service. Agencies: Doremus & Co., New York. Acct. Exec.: Barry McMennamin; Erwin Wasey & Co., Los Angeles.

THE HYDRO-ELECTRIC POWER COMMISSION OF ONTARIO, 620 University Ave., Toronto, electric services. Agency: Harry E. Foster Adv. Ltd., Toronto. Acct. Exec.: R. B. Wakely.

HYDROX Corp., 415 East 24th St., Chicago, Hydrox Sealtest ice cream. Agency: Dancer, Fitzgerald & Sample, Chicago.

HY-LINE POULTRY FARMS, Div. of Pioneer Hi-Bred Corn Co., 1206 Mulberry St., Des Moines, hybrid chicks. Adv. Exec.: James L. Bradley. Agencies: E. H. Brown Adv., Chicago. Acct. Exec.: L. H. Harvey; Wallace Adv., Des Moines.

HYPERCIN Inc., 657 S. Chicago Ave., Chicago. Agency: Ruthrauff & Ryan Inc., Chicago. Acct. Exec.: Rudy Singer.

HYSTER Co., 2902 N. E. Clackamas St., Portland, tractor hoists and logging arches, straddle trucks, lift trucks and earth moving equipment and mobile cranes. Adv. Exec.: Dar Johnson. Agency: Simon & Smith, Portland.

IDEAL Co., 24th & Mary Sts., Waco, Tex., Ideal standardize millwork.

IDEAL FILM & SUPPLY Co., 243 W. 55th St., New York, still film and motion picture film. Agency: Richard & Gunther Inc., New York. Acct. Exec.: Morton Reischer.

IDEAL MACARONI Co., 2018 Scovill St., Cleveland, Ippolito Ideal macaroni and spaghetti. Agency: The Carpenter Adv. Co., Cleveland. Acct. Exec.: V. J. Siena.

IDEAL TOY Corp., 200 Fifth Ave., New York, dolls, animals and toys. Agency: Atlantic Adv. Co., New York. Acct. Exec.: Irving Glick.

ILGENFRITZ NURSERIES Inc., Monroe, Mich., fruit trees, shrubs, evergreens and farm implements. Agency: Barton Alexander Adv., Toledo.

ILLINOIS BELL TELEPHONE Co., 212 W. Washington St., Chicago. Adv. Exec.: W. R. Scargle. Agency: N. W. Ayer & Son, Chicago.

ILLINOIS CANNING Co., Hoopston, Ill., Joan of Arc canned goods. Agency: Goodkind, Joice & Morgan Inc., Chicago. Acct. Exec.: Harlow P. Roberts.

ILLINOIS MILK Co., Quincy, Ill., mineral feeds. Agency: Helmer & Halbach, Quincy, Ill.

ILLINOIS MEAT Co., 3939 Wallace St., Chicago, Broadcast Brand corned beef hash, Broadcast Redi-Meat, Broadcast Brand canned meats in glass and tin. Adv. Exec.: R. E. Brickman. Agency: Arthur Meyerhoff & Co., Chicago.

ILLINOIS WATCH CASE Co., 853 Dundee Ave., Elgin, Ill., Elgin American compacts, cigarette cases, lighters, dresser sets, cultured and simulated pearls, lipstick mirrors and carryalls (N) (S). Adv. Exec.: Dale G. Mehroff. Agencies: Russel M. Seeds Co., Chicago. Acct. Exec.: Fred Willson; Frank Brodsky Adv., Chicago (Certina watches (N) (S)). Acct. Exec.: Frank Brodsky.

IMPERIAL PRODUCTS Inc., 525 Walnut St., Cincinnati. Seal-O-Matic window shades and accessories and plastic drapes and cottage sets. Agency: Associated Adv. Inc., Cincinnati. Acct. Exec.: S. M. Levy.

IMPERIAL PRODUCTS Co., 1600 Fontain St., Philadelphia, Air-Oma. Agency: Solis S. Cantor Adv., Philadelphia.

IMPERIAL SUGAR Co., Sugar Land, Tex., Imperial pure cane sugar. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Morris Hite.

INDEPENDENT GROCERS' ALLIANCE DISTRIBUTING Co., 131 S. Wabash St., Chicago, food products (N) (S). Adv. Exec.: Orville W. Jehler. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

INDEPENDENT MILWAUKEE BREWERY, 2701 S. 13th St., Milwaukee, Braumeister, lager and pilsener. Independent and Log Cabin beer, ginger ale and sodas. Agency: Scott Inc., Milwaukee. Acct. Exec.: Harry H. Scott.

INDEPENDENT SILO Co., 752 Vandallia St., St. Paul, silos. Agency: Foulke Agency Inc., Minneapolis.

INDIANA FARM BUREAU COOPERATIVE Assn., 47 S. Penn St., Indianapolis, farm supplies. Adv. Exec.: Melvin Cranfill. Agency: Agricultural Adv. & Research, Ithaca, N. Y.

INDUSTRIAL BANK OF COMMERCE, 56 E. 42d St., New York. Agency: Peck Adv. Agency, New York.

INDUSTRIAL ENGINEERING & Mfg. Co., Brimfield, Ind., farm elevators. Agency: Willis S. Martin Co., Fort Wayne, Ind.

INDUSTRIAL MANAGEMENT Corp., 3350 San Fernando Rd., Los Angeles, fire extinguishers.

INDUSTRIAL TAPE Corp., U. S. Highway No. 1, New Brunswick, N. J., Permacel industrial tapes, Texcel cellophane tape and Bondex thermoplastics. Adv. Exec.: Walter M. Cramp. Agency: Kenyon & Eckhardt, New York. Acct. Exec.: Glenn Wiggins.

INDUSTRIAL TRAINING INSTITUTE Inc., 2154 W. Lawrence Ave., Chicago, residence and correspondence courses. Adv. Exec.: C. H. Smith. Agency: Agency Service Corp., Chicago.

INGBER Inc., H & Westmoreland St., Philadelphia, handbags. Agency: Leonard P. Fellman & Assoc., Philadelphia.

INNER-AID MEDICINE Co., 923 Walnut St., Cincinnati, inner-aid medicine. Agency: Rand-Reis Adv., Cincinnati. Acct. Exec.: R. A. Fallon.

INNER-TONE MEDICINE Co., Covington, Ky., vitamin and iron tonic. Agency: Advertisers Agency Inc., Cincinnati.

IN-SINK-ERATOR Mfg. Co., 1225 14th St., Racine, Wis., food-waste disposers (S). Adv. Exec.: R. M. Cox. Agency: Christopher-Williams & Bridges, Chicago. Acct. Exec.: R. J. Christopher.

INSTITUTE OF COMMERCIAL ART Inc., Westport, Conn., home-study courses. Agency: Donahue & Coe, New York. Acct. Exec.: William H. Schneider.

INTERNATIONAL BEDDING Co., 1016 Guilford Ave., Baltimore, Cloud bedding products. Adv. Exec.: Howard M. Taylor Jr. Agency: VanSant, Dugdale & Co., Baltimore. Acct. Exec.: Nick VanSant.

INTERNATIONAL CORRESPONDENCE SCHOOLS, 1001 Wyoming Ave., Scranton, Pa., correspondence education. Adv. Exec.: Herman C. Daych. Agency: N. W. Ayer & Son, Philadelphia.

INTERNATIONAL CORSET Co., 315 S. Union St., Aurora, Ill., LaCamille, Conceal Lace, LaSenorita. Nu Control corsets and combination garments. Adv. Exec.: H. P. Junkins. Agency: Brandt Adv. Co., Chicago. Acct. Exec.: Eddy S. Brandt.

INTERNATIONAL GOLF PRODUCTS, 4457 W. Madison St., Chicago, Miracle adjustable golf club. Adv. Exec.: W. W. Beutler. Agency: Kolb & Abraham, Chicago.

INTERNATIONAL HARVESTER Co., 180 N. Michigan Ave., Chicago, International trucks and industrial tractors, power units, International Harvester refrigeration, McCormick farm equipment and Farmall tractors. Agencies: Aubrey, Finlay, Marley & Hodgson Inc., Chicago. Acct. Exec.: J. T. Aubrey (farm tractor and farm equipment); McCann-Erickson Inc., Chicago. Acct. Exec.: W. C. Krause, and R. R. Dunwoody; Young & Rubicam Inc., Chicago. Acct. Exec.: R. K. MacDougal (motor trucks); Leo Burnett Co., Chicago (industrial power products).

INTERNATIONAL Mfg. Co., Roxbury, Mass., Teddy Tot baby auto seats and auto cribs; Rayline auto accessories and Rayline license plate frames. Agency: Herbert W. Frank Adv. Agency, Boston.

INTERNATIONAL MILLING Co., 890 McKnight Bldg., Minneapolis, Robin Hood, Cinderella and Town Crier flour (S). Adv. Exec.: Robert E. Thompson. Agency: H. W. Kastor & Sons, Chicago. Acct. Exec.: J. Urice.

INTERNATIONAL SALT Co., Spruce & Adams Sts., Scranton, Pa., Sterling salt. Adv. Exec.: James K. Gearhart. Agency: Scheideler, Beck & Werner Inc., New York.

INTERNATIONAL SHOE Co., 1509 Washington Ave., St. Louis, shoes. Adv. Exec.: A. L. Johnson.

INTERNATIONAL SILVER Co., 48 State St., Meriden, Conn., sterling silver and silver plate. Adv. Exec.: George Morrison. Agencies: Cunningham & Walsh Inc., New York; Young & Rubicam, New York (International sterling and 1847 Rogers Bros. silverplate); Fuller & Smith & Ross Inc., New York (Rogers sterling and Wm. Rogers & Son silverplate); Young & Rubicam Ltd., Toronto.

INTERSTATE BAKERIES Corp., 34th & Broadway Sts., Kansas City, Butter-Nut bread and Dolly Madison cake; Weber's and Log Cabin bread and Four

S bread. Adv. Exec.: E. B. Hueter. Agencies: R. J. Potts-Calkins & Holden, Kansas City; Dan B. Miner Co., Los Angeles (California plants and Log Cabin bread).

INTERSTATE ENGINEERING Corp., 2250 East Imperial Highway, El Segundo, Calif., Compact vacuum cleaners, Revelation vacuum and precision aircraft parts. Agency: Mogge-Privett Inc., Los Angeles.

INTER-STATE NURSERIES Inc., E. St., Hamburg, Iowa, nursery stock and vegetable seeds. Adv. Exec.: C. O. Sjuin. Agency: Ayres & Assoc., Lincoln, Neb. Acct. Exec.: Gus Swanson.

INVESTORS DIVERSIFIED SERVICES Inc., 200 Roanoke Bldg., Minneapolis, investment certificates. Adv. Exec.: William T. Cobb. Agency: BBDO, Minneapolis. Acct. Exec.: E. A. Cashin.

IODENT CHEMICAL Co., 2233 Park Ave., Detroit, Iodent tooth paste, tooth powder, tooth brushes and Liqid Center cough drops. Agency: Grant Adv., Detroit. Acct. Exec.: W. O. Seelye.

IOWA PACKING Co., Des Moines, Iowa, Old Homestead hams and bacon and OH frankfurters. Agency: The Blakemore Co., Des Moines.

IOWA SOAP Co., 810 Valley St., Burlington, Iowa, Magic Washer, Nola flakes, Protex, Palm Rose and Nola toilet soap. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: C. W. Muench.

IRONRITE Inc., 332 Cass Ave., Mount Clemens, Mich., ironers. Adv. Exec.: Dick Sierk. Agency: Brooke, Smith, French & Dorrance, Detroit. Acct. Exec.: Clark Wilmot.

IROQUOIS BEVERAGE Corp., 194-270 Pratt St., Buffalo, N. Y., Iroquois Indian Head beer and ale. Adv. Exec.: Nick J. Schwab Jr. Agency: Lloyd Mansfield Co., Buffalo, N. Y.

IRWILL KNITWEAR Corp., 1372 Broadway, New York, women's apparel, ladies' sweaters and women's play clothes. Agency: Douglas D. Simon, Adv. New York. Acct. Exec.: Charles Sandak.

ISBRANDTSEN & SONS Inc., 26 Broadway, New York, coffee. Adv. Exec.: George Ruby. Agency: Cowan & Dangler, New York. Acct. Exec.: Porter Leach.

ISLAND CREEK COAL SALES Co., Huntington, W. Va., Pioneer Island Creek, Black Onyx, Scarlet Flame, Scarlet Glo, Indian Maid Pocahontas, 4 Point Pocahontas, Marianna Phoenix and Brownie coal. Agency: Stockton, West, Burkhardt Inc., Cincinnati.

ITALIAN STATE TOURIST OFFICE, 21 E. 51st St., New York, Italian tours. Agency: Kelly, Nason Inc., New York. Acct. Exec.: P. J. McAvard.

ITALIAN SWISS COLONY, 781 Beach St., San Francisco, wines. Agencies: Honig-Cooper Co., San Francisco. Acct. Exec.: L. Honig (Gold Medal, private stock and Tido wines); Harrington-Richards, San Francisco. Acct. Exec.: Eugene Harrington (Brand wines).

ITASCA WEAVER'S GUILD, Itasca, Tex., drapery fabrics. Agency: Rogers & Smith, Dallas.

IVANO Inc., 2100 Indiana Ave., Chicago, locking gas tank caps, rear view mirrors and synthetic sponges. Agency: Henri, Hurs & McDonald Inc., Chicago. Acct. Exec.: B. W. Foster.

JACKSON BREWING Co., Decatur & Wilkinson St., New Orleans, beer (R) (S). Adv. Exec.: Robert J. Fabacher. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: J. H. Epstein.

JACKSON INDUSTRIES Inc., 500 E. 40th St., Chicago, TV sets and radio phonographs. Agency: The Filmore Co., Chicago.

JACKSON & PERKINS Co., Newark, N. Y., new patented roses, fruits and perennials. Adv. Exec.: K. C. Tack. Agency: Maxwell Sackheim & Co., New York.

JACOB WIND ELECTRIC Co., 2111 Washington Ave., N. Minneapolis, electric plants, refrigerators and electric welders. Agency: Graves & Assoc., Minneapolis. Acct. Exec.: I. H. Graves.

JACOBY-BENDER Inc., 161 Avenue of the Americas, New York, JB watch band. Agency: Lewin, Williams & Saylor Inc., New York.

JACQUES SEED CO., Prescott, Wis., hybrid seed corn. Agency: Triangle Adv. Inc., Chicago.

JACUZZI BROS. Inc., 5327 Jacuzzi Ave., Richmond, Calif., pumps, injector pumps, and aquamat. Adv. Exec.:

Loren Cato. Agency: West-Marquis Inc., San Francisco.

JAGUAR CARS Ltd., Coventry, England, Jaguar passenger cars. Agency: Nelson Adv. Service, London.

JAMES MFG. Co., 104 W. Milwaukee Ave., Ft. Atkinson, Wis., barn and poultry equipment. Adv. Exec.: C. H. Hanson. Agency: Haul-Van Pietersom-Dunlap Assoc., Milwaukee.

JAMISON BEDDING Inc., 110 N. First St., Nashville, Tenn., Sweet Slumber textile mattress. Adv. Exec.: Moulton Farrar. Agency: Beck Adv. Agency, Nashville. Acct. Exec.: George W. Doyno.

JANNEY, SEMPLE, HILL & Co., 2d & Marquette Ave., Minneapolis, paints. Agency: Ruthrauff & Ryan Inc., Chicago.

JAX BREWING Co., Jacksonville, Fla., beer. Adv. Exec.: S. Ostner. Agency: Newman, Lynde & Assoc., Jacksonville.

JAYVEE BRAND Inc., 1920 S. E. Grand St., Portland, Ore., Jayvee baby line, Nancy Didee pants and Warner Bros. bibs.

JEFFERSON ISLAND SALT Co., 186 St. Mathews Ave., Louisville, Ky., Hexagon table salt, Sof-T-Salt mineral supplement salt and Champions Choice trace mineral. Agency: Noble-Drury & Assoc., Nashville, Tenn.

JELKE GOOD LUCK PRODUCTS, 390 Park Ave., New York, Good Luck margarine and salad dressing. Adv. Exec.: Harvey Howells. Agency: Hewitt, Ogilvy, Benson & Mather, New York.

JEOFFROY MFG. Inc., 500 N. Philadelphia St., Amarillo, Tex., chisel plows. Agency: Southwest Advertisers, Amarillo. Acct. Exec.: Leon Krupp.

THE ANDREW JERGENS Co., Spring Grove & Alfred Sts., Cincinnati, Jergens lotion, toilet soap and perfumes; Woodbury's facial soap and cosmetics. Agencies: Stockton, West, Burkhardt Inc., Cincinnati; Robert W. Orr & Assoc., New York; Gotham Adv., New York.

JEKYLL ISLAND PACKING Co., Brunswick, Ga., Jekyll Island, Dixiana shrimp and frozen seafood. Adv. Exec.: Dick Cobb.

JETRON Inc., 757 N. Broadway, Milwaukee Wis., Jetron furniture polish, car wax, floor polish and cleaner, car wash. Adv. Exec.: Duke Larson. Agency: Ken Nelson Creative Adv., Minneapolis.

JETTRONAIRES Inc., 2417 Walnut St., McKeesport, Pa., heating systems. Adv. Exec.: Harry D. Rejohn. Agency: Dan W. Frye Adv., Pittsburgh, Pa.

JEWEL TEA Co., Barrington, Ill., Coffee, food products and housewares. Adv. Exec.: D. H. Stringer.

J. D. JEWELL Inc., Gainesville, Ga., Jesse Jewell's frying chicken. Adv. Exec.: Theron Brown. Agency: Crawford & Porter Adv., Atlanta, Ga.

JOHN IRVING SHOE CORP., 119 Beach St., Boston, Mary Jane, Crosby, Wilson, John Irving, Reed's, Reel's shoes and handbags, hosiery and gloves.

JOHNS-MANTLE Bldg. Co., 22 E. 40th St., New York, building materials, insulations and allied industrial products. Adv. Exec.: R. L. Johnson, Arthur D. Lierman and Howard T. Bain. Agency: J. Walter Thompson Co., New York. Acct. Exec.: W. C. McKeehan.

JOHN'S QUILT SHOP, 101-103 E. Center St., Girard, Ill., remnants, quilt pieces and buttons. Agency: Palan Adv. Co., St. Louis. Acct. Exec.: Alfred H. Vorhaus.

JOHNSON ANT CONTROL, Walnut Creek, Calif., Honeytrail ant syrup and Earwig powder. Agency: Babcock Adv., San Francisco.

S. C. JOHNSON & SON Inc., 1525 Howe St., Racine, Wis., Johnson's Glo-Coat, Pride paste liquid and cream wax, Carnu auto polish, electric floor polisher, product finishes, maintenance and industrial waxes, Drax fabric finish and Brisk laundry finish. Agencies: Needham, Louis & Brorby Inc., Chicago. Acct. Exec.: J. J. Louis; Robert Otto & Co., New York.

JOHNSON, STEPHENS & SHINKLE SHOE Co., 4242 Laclede Ave., St. Louis, Rhythm Step women's shoes. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: Joe Horan.

JOHNSTON & MURPHY, 40-54 Lincoln St., Newark, N. J., men's shoes. Agency: Erwin, Wasey & Co., New York.

J. JOLLES STUDIOS Inc., 33 E. 33d St., New York, handbags, needlepoint, wool and cotton yarns. Agency: Jules Golomb, New York.

JONAS BROS. Inc., 1037 Broadway, Denver, furs and taxidermy. Agencies:

Collins Adv., Denver. Acct. Exec.: Mrs. M. R. Collins (furs); Edward M. Hunter & Co., Denver. Acct. Exec.: Edward Hunter (taxidermy).
JONES & BROWN Inc., 439 6th Ave., Pittsburgh, plastic wall tile. Adv. Exec.: Norman Gilbert. Agency: Dubin & Feldman Inc., Pittsburgh.
JOHN WILEY JONES Co., Hardwood Ave., Caledonia, N. Y., Sunny Sol brand chemicals. Agency: Chas. L. Rumrill & Co., Rochester, N. Y.
JORDON MARSH Co., 450 Washington St., Boston, store merchandise. Adv. Exec.: E. B. Lawrence. Agency: Hirsch-Garfield Inc., Boston. Acct. Exec.: Ruby Newman.
THE JOSEPH & FEISS Co., 2149 W. 53d St., Cleveland, Clothcraft tailored clothes. Agency: Lewin, Williams & Saylor Inc., New York.
JOSKES OF TEXAS, San Antonio, Tex., general department store, farm and ranch store, sportsman's store, hardware store, automotive supply store and appliance stores. Agencies: J. G. Proctor Co. Inc., New York; Pitluk Adv. Co., San Antonio. Acct. Exec.: Jack Pitluk.
JOURNAL OF LIVING MAGAZINE, 1819 Broadway, New York. Agency: Franklin Bruck Adv., New York. Acct. Exec.: Franklin Bruck.
JUICE INDUSTRIES, Box 157, Dunedin, Fla., Sunfilled single strength orange juice, grapefruit juice, blended juice, concentrated orange and grapefruit juices; Toucans condensed orange juice; Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.
THE JULEP Co., Sycamore, Ill., Howell's root beer and soda fountain syrups. Adv. Exec.: V. P. St. Aubin. Agency: C. Wendell Muench & Co., Chicago. Acct. Exec.: C. Wendell Muench.
THE JULIAN & KOKENGE Co., 280 S. Front St., Columbus, Foot Saver shoes. Adv. Exec.: H. D. Erk. Agency: Aubrey, Finlay, Wiley & Hodson, Chicago. Acct. Exec.: John J. Finlay.
JUNE DAIRY PRODUCTS Co., 105 Hudson St., New York, dairy products. Adv. Exec.: Phil Grant. Agency: Friend-Krieger Adv., New York. Acct. Exec.: B. Friend.
JUNKET BRAND FOODS Div., Little Falls, N. Y., Junket brand Rennet powder and tablets, quick fudge mix and Danish dessert, freezing mix and sherbet mix. Adv. Exec.: Clement F. Theisen. Jr. Agencies: McCann-Erickson Inc., New York; Noyes & Sproul Inc., New York; McKim Adv. Ltd., Montreal.

K

THE K-R-O Co., 19 N. Limestone St., Springfield, Ohio, K-R-O and K-R-O ready mixed rodent exterminator. Agency: Erwin Wasey & Co., Chicago. Acct. Exec.: D. S. Elrod.
KABO Inc., 729-737 Milwaukee Ave., Chicago, Kabo girdles, corsets and brassieres, bandeau and brassielles. Agency: Stubbs & Montgomery Inc., Chicago.
KADIN BROS Inc., 20 W. 33d St., New York, Rambler hand bags. Adv. Exec.: Sidney Kadin. Agency: Mervin and Jesse Levine Inc., New York.
KAISER-FRAZER Corp., Willow Run, Mich., automobiles. Adv. Exec.: Charles J. Leonard. Agency: Wm. H. Weintraub & Co., New York.
KANNENGIESSER & Co., 76 9th Ave., New York, Kanana Banana Flakes. Adv. Exec.: David Kannengiesser. Agency: Paris & Peart, New York.
JOSEPH KANNER HAT Co., S. Norwalk, Conn., Gaxton hat. Agency: Madison Adv. Co., New York. Acct. Exec.: Joseph Glicksman.
KASCO MILLS Inc., Waverly, N. Y., Kasco dog ration, feeds for poultry, livestock and dogs. Adv. Exec.: Lewis Heemstra and E. M. Knapp. Agency: Clark & Rickard Inc., Detroit. Acct. Exec.: Marc Ivey.
KATZ DRUG Co., 1130 Walnut St., Kansas City, drugs and general merchandise. Adv. Exec.: Glen D. Farris. Agency: Bruce B. Brewer & Co., Kansas City.
KAUFMANN DEPARTMENT STORES, Pittsburgh. Agency: Wm. H. Weintraub & Co., New York.
KAUKAUNA DAIRY Co., Kaukauna, Wis., Kaukauna Klub cheese. Agency: L. W. Ramsey Co., Chicago.
KAY ASSOCS. Inc., 702 H St., N. W., Washington, D. C., Kay jewelry. Agency: Advertising Assoc. Inc., Washington, D. C. Acct. Exec.: Simon Hirshman.
KAY SAKS OF CALIFORNIA, 35 Dorman Ave., San Francisco, women's apparel. Agency: Bernard B. Schnitzer Inc., San Francisco. Acct. Exec.: Bernard Schnitzer.
KAYE-HALBERT Corp., 3555 Hayden Ave., Culver City, Calif., TV sets.
KEE ZIPPER Co., 541 W. 34th St., New York, zippers. Agencies: Modern Merchandising Bureau Inc., New York.

Acct. Exec.: Magnus Hendel. Turner & Dyson Inc., New York.
KEELEY BREWING Co., 516 E. 28th St., Chicago, Ye Olde Inn ale, Keeley half and half, Ye Olde stout and Keeley lager beer and ale.
O. D. KEEP ASSOCS. Inc., 606 N. San Vicente St., Los Angeles, Fortnight magazines. Adv. Exec.: Rene Champollion. Agency: West-Marquis Inc., Los Angeles.
KELBERT WATCH Co., 608 Fifth Ave., New York, Kelbert watches and chronographs. Agency: Ray Austrian & Assoc., New York.
KELLOGG Co., 235 Porter St., Battle Creek, Mich., Kellogg's Corn Flakes, All-Bran, Rice Krispies, Kellogg's Shredded Wheat, Pep, Krumbles, 40% Bran Flakes, Raisin Bran Flakes, Corn Soya, variety package Corn Pops and Gro-Pup dog food. Adv. Exec.: Howard M. List. Agencies: Kenyon & Eckhardt Inc., New York. Acct. Exec.: John Brown; Klau-Van Pietersom-Dunlap Assocs. Inc., Milwaukee (animal feeds); Leo Burnett Co., Chicago (Corn Soya, Rice Krispies, Corn Pops, Gold Medal Spaghetti, Macaroni and Kellogg Corn Flakes). Acct. Exec.: James E. Weber; J. Walter Thompson Co., New York.
KELLY BROS. NURSERIES Inc., Dansville, N. Y., nursery stock. Adv. Exec.: John W. Kelly. Agency: Baldwin, Bowers & Strachan Inc., Buffalo, N. Y.
KEMP & LANE Inc., Le Roy, N. Y., Kemp's Balsam; Racon corn plasters; Lane's cold tablets; Lane's tea; Orange-ine tablets and powders; Goff's cough syrup and Herbitol. Agency: Hutchins Adv. Inc., Rochester, N. Y.
KENDALL Mfg. Co., 125 Lawrence St., Lawrence, Mass., Soapine granulated soap for washing machine, dish pan and tub and World soap flakes. Agency: Bennett, Walther & Menadier Inc., Boston. Acct. Exec.: E. C. Whittemore.
KENDALL MILLS, Walpole, Mass., Curly diapers and cheesecloth, nursery items; Lane's cold tablets; Lane's tea; Orange-ine tablets and powders; Goff's cough syrup and Herbitol. Agency: Hutchins Adv. Inc., Rochester, N. Y.
KENDALL REFINING Co., 77 N. Kendall Ave., Bradford, Pa., Kendall motor oil, greases, gasoline and gear lube. Agency: Landsheft & Barber Inc., Buffalo, N. Y. Acct. Exec.: H. L. Barber.
KEN-L-PRODUCTS Div., of the Quaker Oats Co., Merchandise Mart, Chicago, Ken-L-Ration, Ken-L-Meal and Ken-L-Biskit. Adv. Exec.: J. P. Odell. Agency: Needham, Louis, & Brorby, Chicago. Acct. Exec.: W. C. Johnson and W. L. Lavicka.
THE KENNEL FOOD SUPPLY Co., Fairfield, Conn., Cero-Meato dog food.
THE C. D. KENNY Div., Consolidated Grocers Corp., 518 S. Eutaw St., Baltimore, canned fruits and vegetables, coffees, teas and food products. Adv. Exec.: A. E. Freeman. Agency: Harry J. Patz Co., Baltimore. Acct. Exec.: Theodore J. Patz.
KENT PRODUCTS Inc., 612 Broadway, Kansas City, Richmade and Farbest oleomargarine. Agency: Rogers & Smith, Kansas City.
THE KENTON PHARMACAL Co., 423 Greenup St., Covington, Ky., Brown-tone hair tint. Agency: Tim Morrow Adv., Chicago.
KEY PRODUCTS Corp., 800 N. Clark St., Chicago, auto seat covers. Adv. Exec.: J. Milhills. Agency: Paul Grant Adv., Chicago.
KEY WORK CLOTHES Inc., Fort Scott, Kans., Key work clothes. Agency: Carl Lawson Adv. Co., Kansas City.
KEYSTONE CHIPSTEAK Co., Spring Garden Ave., Pittsburgh, frozen chipsteaks and hamburgers. Agency: Wiltman & Callahan, Pittsburgh. Acct. Exec.: R. F. Wiltman.
KEYSTONE LABS. Inc., 491 S. 3d St., Memphis, cosmetics, toilet articles and household preparations. Adv. Exec.: C. M. Clark. Agency: Cole & Co., Memphis. Acct. Exec.: E. T. Harding.
KEYSTONE STEEL & WIRE Co., Peoria, Ill., Keymesh reinforcing for stucco, overcoating and plaster; Red Brand fences; Red Top steel posts, and Keystone wire. Adv. Exec.: Harold L. Coons. Agencies: Fuller & Smith & Ross Inc., Chicago; Mace Adv. Inc., Peoria, Ill.
THE KILGEN ORGAN Co., 4632 W. Florissant Ave., St. Louis, Kilgen organs and harmonic ensemble organs. Adv. Exec.: C. Blackman. Agency: H. George Bloch Adv. Co., St. Louis.
KILMER & Co. Inc., Stamford, Conn., Swamp Root proprietary remedy.
C. M. KIMBALL Co., 131 State St., Boston, Red Cap, Cleaner-Wind-O-Wash ammonia, bleach, silver polishes, Red Cap germicide and Refresh-R. Agency: Chambers & Wiswell Inc., Boston.
MILES KIMBALL Co., Kimball Bldg., Oshkosh, Wis., gift wares, housewares, toys and greeting cards. Adv. Exec.:

R. C. Robertson. Agency: Gordon Best Co., Chicago. Acct. Exec.: Frank Morr.
KING-KONE Corp., 780 E. 138th St., New York, Old London melba toast. Agency: Courtland D. Ferguson Inc., Washington, D. C.
KING MIDAS FLOUR MILLS, 660 Grain Exchange St., Minneapolis, wheat and rye flour. Adv. Exec.: Robert Mullen. Agency: Crutenden & Eger Adv., Chicago.
KINGAN & Co., 55 S. Blackford St., Indianapolis, pork, beef, sausage, canned meats, lard and shortening. Adv. Exec.: Dean Foster. Agency: Warwick & Legler, New York.
KINGSBURY BREWERIES Co., 901 Marshall St., Manitowoc, Wis., Kingsbury aristocrat of beer. Agency: Barnes Adv. Inc., Milwaukee. Acct. Exec.: John Barnes.
KINGSTON WATCH Co., 48 W. 48th St., New York, watches. Adv. Exec.: Edward R. Berger. Agency: Albert Weisberg Adv., New York.
KIP Inc., 778 E. Pico St., Los Angeles, KIP antipyrexol. Agency: Philip Meany Co., Los Angeles, Acct. Exec.: Philip J. Meany.
KIRKMAN & SON, Div. of Colgate-Palmolive-Peet Co., Jersey City, N. J., Kirkman borax soap, soap flakes, granulated soap, soap powder, cleanser, complexion soap and glycerine. Adv. Exec.: S. Melcher Jr. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: R. H. Dingwall.
KIRKWOOD HOTEL, Des Moines, Iowa. Agency: Fairall & Co., Des Moines.
KIRSCH BEVERAGES Inc., 921 Flushing Ave., Brooklyn, N. Y., beverages and No-Cal dietetic flavors (S). Adv. Exec.: Don Barry. Agency: Grey Adv., New York. Acct. Exec.: A. Lieberman.
KITCHEN ART FOODS Inc., 2320 N. Damen Ave., Chicago, Py-O-Mix mixes, KA Rice Feast. Agency: Roche, Williams & Cleary Inc., Chicago.
KITCHENS OF SARA LEE, 11th Ave., at 51st St., New York, Sara Lee butter and cheese cake. Agency: Ehrlich & Neuwirth Inc., New York. Acct. Exec.: Frank Neuwirth.
KLAUS GRABE Inc., 719 Lexington Ave., New York, furniture.
MRS. KLEIN'S, 4565 S. State St., Chicago, food products. Adv. Exec.: B. A. Klein. Agency: Sales Aide, Chicago.

Acct. Exec.: Howard A. Gardner.
KLEPPER Co., 1472 Broadway, New York, Klepper, foldboat and raincoats. Adv. Exec.: Karl F. Wede. Agency: Mann-Ellis Inc., New York.
KLOEPEL HOTELS Inc., Adam St., Jacksonville, Fla., hotels. Adv. Exec.: Robert Kloppel. Agency: Newman, Lynde & Assocs. Inc., Jacksonville, Fla.
KNAPHEIDE Mfg. Co., 440 S. 6th St., Quincy, Ill., truck bodies. Agency: Helmar & Halback, Quincy, Ill.
KNAPP-MONARCH Co., 3501 Bent St., St. Louis, electrical appliances, electric fans, insulated jugs and Sparklet syphons. Adv. Exec.: Robert L. Weigl. Agencies: Gardner Adv. Co., St. Louis; Olian Adv., St. Louis.
ALFRED A. KNOPF Inc., 501 Madison Ave., New York, books. Adv. Exec.: D. U. Hermann. Agency: Denhard, Pfeiffer & Wells Inc., New York. Acct. Exec.: Charles H. Denhard.
THE KNOTT HOTELS Corp., 575 Madison Ave., New York, hotels. Agency: J. M. Mathes Inc., New York. Acct. Exec.: Samuel Lanham.
THE KNOX Co., 1651 N. Arghle Ave., Los Angeles, Cystex, Diotex, Nixoderm, Kolade, Chinaroid, Buroids, Mendaco, Romind and Amosan. Adv. Exec.: Charles Gustafson. Agency: Allen C. Smith Adv. Co., Kansas City.
KNOX GELATINE Co., 13 Knox Ave., Johnstown, N. Y., Knox sparkling gelatine. Adv. Exec.: W. C. Bittel. Agencies: Charles W. Hoyt Co., New York. Acct. Exec.: E. W. Hoyt; Murray Breese Assocs., New York.
KNUDSEN CREAMERY Co., of California, 1974 Santee St., Los Angeles, dairy products. Agency: Heintz & Co., Los Angeles. Acct. Exec.: June Morgan.
HARRY D. KOENIG & Co., 276 Fifth Ave., New York, L'Estrona hormone face cream. Adv. Exec.: Sanford J. Koenig. Agency: Erland Adv., New York. Acct. Exec.: Louis H. Ehrlich.
KOENIG LABS., 116 N. Paulina St., Chicago, Koenig's Nervine.
KOOL VENT METAL AWNING Corp., of America, Keystone Bldg., Pittsburgh, ventilated awnings of aluminum. Agency: Marsteller, Gebhardt & Reed, Pittsburgh.
KOPPERS Co., Koppers Bldg., Pitts-


(Continued on page 430)

DALLAS 175 MILES

SHREVEPORT 120 M

HOUSTON 120 MILES

BEAUMONT 110 MILES



KTRE
LUFKIN, TEXAS

mutual
AM TV
(FULLTIME) (APPLIED FOR)

OUTSIDE RADIO
COVERAGE IS VERY
LIMITED. TV IS, OF
COURSE, NIL.

CENTER TRADING
CITY FOR
300,000
PEOPLE

Why KTRE—1000 WATTS
and LUFKIN Should Be
Included in YOUR Next
Advertising Budget!

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

burgh, coke, gas, tar products, Koppers-Becker coke ovens, manufactured gas equipment, piston rings, Fast's couplings, aeromatic propellers, treated ties, poles, lumber, Tarmac road tar and pitch and felt roofs, disinfectants and insecticides, chemicals and plastics. Agencies: BBDO, Pittsburgh; Van Sant, Dugdale & Co., Baltimore; Charles Dallas Reach Co., Newark, N. J., Acct. Exec.: Charles Dallas Reach; Lynn Baker Inc., New York.

KORACH BROS. Co., 913 W. Van Buren St., Chicago, Johnnye juniors. Adv. Exec.: Melvin Stern. Agency: Allan. Marin & Assoc., Chicago.

KORDAY SPORTSWEAR INC., 1385 Broadway, New York, sportswear. Adv. Exec.: Newton R. Herson. Agency: Chernow Co., New York.

KORMON WATER Co., Fall River, Mass., Formon water bleach. Agency: A. J. Kearns Co., Fall River, Mass.

THE KOSTKO Co., 1115 N. Franklin St., Chicago, Kosto prepared dessert. Adv. Exec.: C. Sippel Jr. Agency: L. W. Ramsey Co., Chicago.

KRAFT FOODS Co., 500 Peshtigo Court, Chicago, Kraft cheese, Velveeta, Philadelphia brand cream cheese, Old English brand process cheddar cheese, Kraft cheese spreads, Miracle Whip salad dressing, Kraft kitchen-fresh mayonnaise, Miracle sandwich spread, French dressings, Parkay margarine, Kraft dinner, Kraft malted milk, Kraft dairy-fresh caramels, Kraft salad oil, Kraco and Kraylates. Adv. Execs.: John B. McLaughlin, Tad Jeffrey, William W. Heerter, Tom E. Chantron and Raymond J. Lahvic. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: Arthur Farlow; Needham, Louis & Borby, Chicago. Acct. Exec.: Ray Fowler (Parkay and Kraco).

KRAUSE PLOW Corp., Hutchinson, Kan., plows. Adv. Exec.: Virgil E. Smith. Agency: McCormick-Armstrong Co., Wichita, Kan. Acct. Exec.: Warren R. Kinney.

KRESGE Co., 2727 2d St., Detroit, chain stores. Adv. Exec.: W. F. Crissman.

THE KRETSCHMER Corp., Carrollton, Mich., wheat germ. Adv. Exec.: Charles H. Kretschmer Jr. Agency: Gleason Adv., Detroit.

KREY PACKING Co., 2100 Bremen St., St. Louis, Krey hams, bacon, sausage and canned meat specialties. Adv. Exec.: Paul S. Carothers. Agency: Ruthrauff & Ryan Inc., St. Louis. Acct. Exec.: D. Mars.

KROEHLER Mfg. Co., Naperville, Ill., living room, bedroom furniture and theatre chairs. Adv. Exec.: L. W. Keller. Agency: Henri Hurst & McDonald Inc., Chicago. Acct. Exec.: W. Zitz.

THE KROGER Co., 35 E. 7th St., Cincinnati, grocery and meat products. Adv. Exec.: Wm. J. Sanning. Agency: The Ralph H. Jones Co., Cincinnati. Acct. Exec.: C. M. Robertson Jr.

KROLL BROS. Co., 1858 W. Hastings St., Chicago, Kroll juvenile furniture and baby carriages. Agency: A. Martin Rothardt Inc., Chicago.

KRUGER BEVERAGE Co., 249 Johnson Ave., Newark, N. J., Krueger carbonated beverages. Adv. Exec.: Arthur Culbertson.

KRUSE NURSERY, Bloomington, Ill. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: John H. Mack. Acct. Exec.: John M. Phillips.

G. KRUGER BREWING CO., 75 Belmont Ave., Newark, N. J., Krueger beer and ale. Agency: Charles Dallas Reach Co., Newark, N. J. Acct. Exec.: A. Schmidt.

KUHN PAINT Co., 4020 Center St., Houston, Tex., paints, varnishes and wallpaper. Adv. Exec.: J. G. Crowell. Agency: Wilkinson-Schwartz & Tins Inc., Houston, Tex. Acct. Exec.: Dave Williams.

KUNER-EMPSON Co., Brighton, Col., Kiner's food products. Agency: Arthur G. Roper & Co., Denver. Acct. Exec.: C. G. Henderson.

LABORATORY PRODUCTS Co., 111 W. Monroe St., Chicago, Quits cure smoking habit. Agency: Goodkind, Joice & Morgan Inc., Chicago.

LACO PRODUCTS Inc., 4201 Pulaski Highway, Baltimore, Laco castle soap and shampoo, olive oil. Agency: Van Sant, Dugdale & Co., Baltimore.

LA CROSSE BREWERIES Inc., La Crosse, Wis., Peerless beer. Adv. Exec.: Harold Strobel. Agency: H. M. Gross Co., Chicago.

LAKE LABS., Box 3925, Strathmoor St., Detroit, Dermol for psoriasis. Adv. Exec.: J. V. Cordes. Agency: E. H. Brown Adv., Chicago.

LA MAUR Inc., 520 Plymouth Bldg., Minneapolis, Modart creme shampoo. Adv. Exec.: L. M. Spiegel. Agency: Hilton & Riggio Inc., New York.

LAMBERT PHARMACAL Co., Div. of the Lambert Co., 217 Franklin Ave., St. Louis, Listerine antiseptic, Listerine tooth paste and tooth powder, Lambert Listerine shaving cream (lather and brushless) and H. V. 222 Fungicide and Permacide. Agencies: Lambert & Feasley Inc., New York. Acct. Exec.: Gerald Blake II; National Export Adv. Service, New York.

LANCE Inc., 1300 S. Boulevard, Charlotte, N. C., peanut food products.

LAND O'LAKES CREAMERIES Inc., 2215 N. E. Kennedy St., Minneapolis, Land O'Lakes butter, eggs, cheese, poultry, salad dressing, evaporated milk, dried milk, casein, feeds and seeds. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Lee A. Ter-rill.

LAND TITLE BANK & TRUST Co., Broad & Chestnut St., Philadelphia. Adv. Exec.: W. W. Delamater. Agencies: Merrill Anderson Co., New York; Adrian Bauer Adv. Agency, Philadelphia.

HARRY LANG Mfg. Co., 3d & Vine Sts., Des Moines, Iowa, Kwiki children's play and dress clothes. Agency: Bozell & Jacobs Inc., Minneapolis. Acct. Exec.: Sam Kaufman.

LANGENDORF UNITED BAKERIES Inc., 1160 McAllister, San Francisco, Barbara Ann, Langendorf, Butter-Nut and Holsum, Hollywood and Dr. Penland bread and bakery products. Adv. Exec.: Glenn Ray. Agencies: Blow Co., San Francisco (Langendorf bread, cake and Dr. Penland's Hollywood bread); Russell, Harris & Wood Inc., San Francisco; Schoits Adv. Service, Los Angeles. Acct. Exec.: Wm. Schoits (Barbara Ann products); Brisacher, Wheeler & Staff, San Francisco (Butter-Nut div.).

J. LANGRALL & BROTHER Inc., 1205 Alicantne St., Baltimore, Maryland Chief canned foods. Agency: Moses Adv. Service, Baltimore.

LAN-O-SHEEN Inc., 804 Finch Bldg., St. Paul, Minn., Lan-O-Sheen cleaner and soap powder and No-Film glass cleaner liquid. Adv. Exec.: Glenn M. Knoblauch.

V. LA ROSA & SONS Inc., 473 Kent Ave., Brooklyn, macaroni products. Adv. Exec.: Vincent S. LaRosa. Agencies: Kiesewetter Assoc., Inc., New York; Luotto Adv. Agency, New York.

LARSON LABS. Inc., 211 W. 8th St., Erie, Pa., Mintglo, Adhesive Balm, Analgesic cream and pre-tape dressing, Larson's Suntan Insect Mist (Aerosol), suntan lotion, insect repellent, Larson's foot note (Aerosol) and hygienic foot care. Agency: P. W. Price Adv., Erie, Pa. Acct. Exec.: P. W. Price.

LARUS & BROTHER Co., 22nd & Cary St., Richmond, Va., tobacco and cigarettes. Agencies: Warwick & Legler Inc., New York. Acct. Exec.: Henry Lesler; The F. H. Hayhurst Co. Ltd., Toronto.

LASER LABS., Foshay Tower, Minneapolis, Natcol hair color restorer. Agencies: Olmstead & Foley Agency, Minneapolis; Bruce B. Brewer Co., Minneapolis.

LASKIN BROS. Inc., 325 N. 13th St., Philadelphia, Nu-Eve tricot lingerie. Agency: Herman Genth, Philadelphia. Acct. Exec.: Herman Genth.

HOTEL LAST FRONTIER, Highway 91, Las Vegas, Nev., hotel.

LA TOURAINE COFFEE Co., 291 Atlantic Ave., Boston, La Touraine coffee and tea. Adv. Exec.: A. E. Peterson. Agency: Ingalls-Minitzer Co., Boston. Acct. Exec.: J. Raymond Minitzer.

LA VALLE Inc., 632 Broadway, New York, women's shoes.

LAWRENCE LABS., 55 W. 42d St., New York, Sulfoam shampoo. Agency: J. R. Flanagan Adv., New York.

H. W. LAY & Co., 173 Blvd., N. E., Atlanta, Ga., Lay's potato chips, peanuts, peanut butter and Fritos. Agency: Liller, Neal & Battle Adv., Atlanta. Acct. Exec.: Al E. Sharp.

LAYTON'S Inc., 255 Morgan Bldg., Portland, Ore., hair and scalp formula. Agency: Searcy Adv., Portland, Ore.

LEAF GUM Co., 1155 N. Cicero Ave., Chicago, Pal-c bubble gum, Bubble Gum Kind-1c bubble gum, Cannon Ball-c bubble gum. Agency: Bozell & Jacobs Inc., Chicago. Acct. Exec.: Nathan E. Jacobs.

LEAF OIL LABS., Sutton, Neb., Leaf liniment. Adv. Exec.: H. B. May. Agency: Ayres & Assoc., Lincoln, Neb. Acct. Exec.: Warren M. Swanson.

LEBANON STEEL FOUNDRY, Lebanon, Pa., alloy and steel castings. Agency: Foltz-Wessinger Inc., Lancaster, Pa.

THE LeBLANC Corp., Lafayette, Ind., Radacol dietary supplement (S). Adv. Exec.: Frank E. Heaston. Agency: Russel Seeds Co., Chicago.

LECTRICOVERS Inc., 330 Fifth Ave., New York, electric blankets. Agency: Herschel Z. Deutsch & Co., New York. Acct. Exec.: William Swagerman.

LECTROLITE Corp., Defiance, Ohio, alloy automotive tools. Agency: Howard Swink Adv. Agency, Marion, Ohio.

THE FRANK H. LEE Co., Danbury, Conn., Lee fine hats and Lee Water-Bloc hats. Agency: Grey Adv. Agency Inc., New York. Acct. Exec.: E. R. Richer.

GEORGE H. LEE Co., 1115 Harney St., Omaha, Neb., stock and poultry remedies. Adv. Exec.: John F. Sheehan. Agency: Allen & Reynolds, Omaha, Neb. Acct. Exec.: Milton Reynolds.

THE H. D. LEE Co., 20th & Wyandotte St., Kansas City, work clothing. Adv. Exec.: R. L. Edgerton. Agency: Gardner Adv. Co., St. Louis.

WILLIAM W. LEE & Co., 1007 24th St., Watervliet, N. Y., Lee's Save the Baby. Adv. Exec.: Lois Uicher Klemm. Agency: George R. Nelson Inc., Schenectady, N. Y. Acct. Exec.: Geo. R. Nelson.

THOMAS LEEING & Co., 155 E. 44th St., New York, Ben-Gay (Baume Bengue Analgesique) Cathenamine and Nephthalin, Amend's solution and Calmitol. Agencies: William Esty Co., New York. Acct. Exec.: A. S. Hardin; William Douglas MacAdams, New York. Acct. Exec.: Dr. A. M. Sackler.

LEARD MILLS, 173 W. Madison St., Chicago, nylon crocheted thread and all types of needcraft (N). Adv. Exec.: Ralph A. Fried. Agency: George Koehnke, Chicago.

LEWARD PRODUCTS Ltd., 173 W. Madison St., Chicago, threads, yarns and needcraft items. Agency: Frank R. Brodsky, Chicago.

DR. L. D. LEGER MEDICINE Co., 4161 Beck Ave., St. Louis, Mo., stock, poultry and dog remedies. Agency: Simmonds & Simmonds Inc., Chicago. Acct. Exec.: Phil W. Tobias.

FRANCIS H. LEGGETT & Co., 220 12th Ave., New York, food products. Adv. Exec.: Roy B. Andersen. Agencies: Peck Adv., New York (Premier foods (S)). Acct. Exec.: S. G. Alexander; Joseph Jacobs, New York (Premier sun ripened pineapple (S)).

LEIGH CHEMICAL PRODUCTS Co., Chestertown, Md., Anderol detergent. Adv. Exec.: Robert L. Anderson. Agency: Fox & MacKenzie Inc., Philadelphia. Acct. Exec.: John W. Schoeninger.

LEHN & FINK PRODUCTS Corp., 445 Park Ave., New York, Dorothy Gray preparations, Lesquendieu preparations, Lysol disinfectant, Hinds Honey and Almond Fragrance Cream, Etiquet Deodorant Cream, Lehn & Fink specialties, Tussy cosmetics, Amphy germicide, consumer special preparations and O-Syl disinfectant, Lygel and Lygenes, Peb-Ammo ammoniated tooth powder and paste. Adv. Exec.: William Hausberg and Albert Flaut. Agencies: Lennen & Newell Inc., New York (Lysol, Amphy, Dorothy Gray and Pep-Ammo); McCann-Erickson Inc., New York (Hinds Honey and Almond Cream and Etiquet); Charles W. Hoyt Co., New York (O'Syl disinfectant); Grey Adv., New York (Tussy); Spitzwe & Mills Ltd., Toronto (Canadian on Lysol and Hinds Honey and Almond Cream, Dorothy Gray and Etiquet).

THE LEHON Co., 4425 S. Oakley Ave., Chicago, Mule-Hide asphalt roofing products and siding. Adv. Exec.: E. L. Sorsen. Agency: Ewell & Thurber Assoc., Chicago.

LEIGH FOODS Inc., 715 Fifth Ave., New York, Flamingo frozen orange juice (S). Adv. Exec.: Stanley V. McArthur.

THE LEISY BREWING Co., 3400 Vega Ave., Cleveland, Leisy's Light, Dortmund style beer. Adv. Exec.: Norman A. Fox. Agency: McCann-Erickson Inc., New York.

LEJON FRERES Inc., 1011 Filbert St., Philadelphia, Neckline beauty creams. Agency: Weightman Inc., Philadelphia.

LEKTROLITE Corp., 1907 Park Ave., New York, Lektrolite flameless cigarette lighters. Agency: Victor A. Bennett Co., New York. Acct. Exec.: E. D. Kahn.

LEMS LABS. Inc., 2039-45 N. 6th St., Philadelphia, Lem-O-Dine medical products. Adv. Exec.: E. B. Omsky. Agency: Philip Klein, Philadelphia. Acct. Exec.: Edward Felbin.

LENOX HOTEL, 140 North St., Buffalo, N. Y.

LENTHERIC Inc., 673 Fifth Ave., New York, perfumes and cosmetics. Agency: Cunningham & Walsh Inc., New York.

SOL LENZNER Corp., 636 Genesee St., Buffalo, Aqua Marinated herrings and Queen-O beverage and syrups. Adv. Exec.: I. Z. Lenzner. Agency: Bowman & Block, Buffalo. Acct. Exec.: Nat Block.

LEONARD DIV., Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit, refrigerators, home freezers, electric ranges, electric water heaters and air driers. Agency: Geyer, Newell & Ganger, Detroit. Acct. Exec.: A. Hughes Wilson.

LEOPOLD-MORSE Co., Adams Sq., Boston, men's clothing. Agency: Hirsch-Garfinkel Inc., Boston. Acct. Exec.: Gabriel M. Stern.

LESLIE SALT Co., 505 Beach St., San Francisco, Leslie salt. Agency: Long Adv. Service, San Francisco. Acct. Exec.: Milton Wise.

THE LETZ MFG. Co., 800 E. North Rd., Crown Point, Ind., Letz roughage mills, hay choppers, silo fillers and feed grinders. Adv. Exec.: Walter G. Whitehead. Agency: Critchfield & Co., Chicago. Acct. Exec.: E. P. Nesbitt.

LEVER BROS. Co., 390 Park Ave., New York, soaps, powders and food products. Adv. Exec.: Howard R. Bloomquist, George B. Smith, William H. Scully and William K. Eastham. Agencies: Ruthrauff & Ryan, New York (Spry and bulk edibles and Rinsol). Acct. Exec.: Lee Frierson; BBDO New York (Swan soap and Breeze). Acct. Execs.: Lee White and William R. Heese; J. Walter Thompson Co., New York (Lux Toilet soap). Acct. Exec.: K. W. Hinks; Sullivan Stauffer, Colwell & Bayles, New York (Lifebuoy and Silver Dust). Acct. Execs.: Thomas S. Coleman and Clemens Hathaway; N. W. Ayer & Son, Philadelphia (Surf). Acct. Exec.: John Upton.

THE LEVERING COFFEE Co., 105 South St., Baltimore, Md., Lord Calvert coffee, Lady Calvert and Vesper teas. Agency: Speed & Co., Baltimore. Acct. Exec.: F. B. Speed.

HERBERT LEVY, 325 W. Jackson Blvd., Chicago, dresses.

LEWIS HOTEL TRAINING SCHOOL, 2301 Pennsylvania Ave., N. W., Washington, D. C., home study and resident courses. Agency: Kaplan & Bruck, New York.

LEWIS HOWE Co., 319 S. Fourth St., St. Louis, Nature's Remedy (NR tablets) and Tums. Adv. Exec.: Irwin L. Mahl. Agencies: Dancer-Fitzgerald & Sample, New York (Tums); Ruthrauff & Ryan, Chicago (Nature's Remedy and Tums).

I. LEWIS CIGAR Mfg. Co., 165 Morris Ave., Newark, N. J., La Coronada, S. Seidenberg & Co.'s After Dinner, Melba and John Ruskin cigars (N) (S). Agency: Lewis Adv., Newark, N. J. Acct. Exec.: Milton L. Lewis.

LEWYT Corp., 80 Broadway, Brooklyn, vacuum cleaners. Agency: Hicks & Greist Inc., New York. Acct. Exec.: Harold Greist.

THE LEXINGTON HOTEL, Lexington Ave., New York. Agency: Elmo Ecker Adv., New York.

LOUIS L. LIBBY FOOD PRODUCTS Inc., 5-26 47th Ave., Long Island City, N. Y., Louis L. Libby's frozen foods. Agency: Hicks & Greist Inc., New York.

LIBBY, McNEILL & LIBBY, Chicago, Libby's 100 Famous Food Products.

Adv. Exec.: Alexander Rogers. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: T. P. Jardine; Foote, Cone & Belding, Chicago. Acct. Exec.: S. L. Williams (Pineapple products); BBDO Chicago. Acct. Exec.: Henry Haupt (Frozen Food Div.); McConnell, Eastman & Co., Toronto. Acct. Exec.: John Eastman.

LIBERTY BELL STUDIOS, 1013 Filbert St., Philadelphia, greeting cards. Agency: Harry Feigenbaum Adv. Agency, Philadelphia.

THE LIBERTY CHERRY & FRUIT CO., 227 W. Southern Ave., Covington, Ky. Liberty maraschino cherries and glace fruits. Agencies: Jesse M. Joseph Adv., Cincinnati. Acct. Exec.: Jesse M. Joseph; The James Fisher Co. Ltd., Toronto.

LIBERTY ORCHARDS CO., 117 Mission St., Cashmere, Wash., fruit-nut confections. Agency: Beaumont & Hohman Inc., Seattle. Acct. Exec.: Campbell Beaumont.

LIEBMAN BREWERIES Inc., 36 Forest St., Brooklyn, Rheingold extra dry lager beer, Rheingold ale and McSorley's ale. Adv. Exec.: William L. Dye. Agency: Foote, Cone & Belding, New York. Acct. Exec.: Frank Delano.

LIFE & CASUALTY INSURANCE Co. of Tennessee, 159 4th Ave., N. Nashville, Tenn., life insurance. Agency: L. W. Roush Co., Nashville, Tenn.

LIFE INSURANCE Co. of Georgia, 573 W. Peachtree St., N. E., Atlanta Ga. insurance. Agency: Allen, McRae & Bealer Adv., Atlanta.

LIFE SAVERS Corp., N. Main St., Port Chester, N. Y., Life Savers, mints and candy drops. Agencies: Young & Rubicam, New York. Acct. Exec.: John E. Grimm Jr., Young & Rubicam Ltd., Toronto.

LIGGETT & MYERS TOBACCO Co., 630 Fifth Ave., New York, Chesterfield, Fatima and Piedmont cigarettes; Velvet and Granger Rough Cut smoking tobacco and Star and Horse Shoe plug tobacco. Adv. Exec.: Lawrence W. Bruff. Agency: Cunningham & Walsh Inc., New York. Acct. Exec.: F. H. Walsh.

LIGHT GRAIN & MILLING Co., Liberal, Kan., Girdle King pancake and waffle mix. Agency: Lago & Whitehead, Wichita, Kan. Acct. Exec.: Paul A. Lago.

LILY MILLS Co., Shelby, N. C., Lily yarns and sewing thread. Agency: Bennett Adv. Inc., High Point, N. C.

THE LINCOLN ELECTRIC Co., 22801 St. Clair St., Cleveland, Ohio, Shield-Arc welders, Fleetweld electrodes and welding supplies. Adv. Exec.: A. F. Davis. Agency: The Griswold-Eshleman Co., Cleveland. Acct. Exec.: Lee R. Canfield.

LINCOLN INDUSTRIES Inc., Marion, Va., furniture plastics. Agency: Houck & Co., Roanoke, Va.

LINCOLN TAILORS, Lincoln, Neb., Stylecraft tailors, Lincoln trousers. Adv. Exec.: Leon Nefsky. Agency: Buchanan-Thomas Adv. Co., Omaha, Neb. Acct. Exec.: R. R. Foster.

LINDSEY-ROBINSON & Co., Inc., 702 Shenandoah Ave., N. W., Roanoke, Va., Fair-Acre feed and Gambill's Best flour. Adv. Exec.: L. H. Howze. Agency: Courland D. Ferguson Inc., Richmond, Va.

LION OIL Co., Lion Oil Bldg., El Dorado, Ark., petroleum and chemical products. Adv. Exec.: C. R. Olson. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: C. Yost.

THE LION Inc., 700 N. Pennsylvania Ave., Wilkes-Barre, Pa., Gibbons beer and ale. Adv. Exec.: James Swartz. Agency: Henry W. Gann Adv., Scranton, Pa.

THOMAS J. LIPTON Inc., 1500 Hudson St., Hoboken, N. J., Lipton tea and tea bags, Lipton soups and Frostee frozen dessert mix (N) (S), Agencies: Young & Rubicam Inc., New York. Acct. Exec.: Edward Bond (tea and soup mix); Ruthrauff & Ryan, New York. Acct. Exec.: Thomas W. Richey (Frostee frozen dessert mix).

LIQUID VENEER Corp., Kehr & Urban Sts., Buffalo, N. Y., Liquid Veneer mops and wax; Rat-Nip, Purgo, Veneer-O-Lac, Radiator Neverleak, Purgo, Rust Kill, Liquid Veneer, auto polish, Liquid veneer glass polish, Kleensweet and Little Pete. Agencies: Lloyd Mansfield Co., Buffalo, N. Y. Acct. Exec.: Lloyd Mansfield; Ellis Adv. Co., Buffalo, N. Y.

LITTLE CROW MILLING Co., Warsaw, Ind., coco-wheats. Adv. Exec.: R. D. Maish. Agency: Rogers & Smith, Chicago. Acct. Exec.: R. H. Reynolds.

LIVERIGHT PUB. Corp., 386 4th Ave., New York, books. Agency: Gelles Adv. Inc., New York.

LO-CALORY FOOD Co., 1819 Broadway, New York, R. D. X., diet aid.

Agency: Grey Adv., New York. Acct. Exec.: Cleve Carey.

LOCKWEDGE SHOE Corp. of America Inc., 280 S. Front St., Columbus, Ohio, Dr. M. W. Locke shoe. Adv. Exec.: H. D. Erk. Agency: Frederick-Clinton Co., New York. Acct. Exec.: R. S. Buckbinder.

LOEW'S Inc., 1540 Broadway, New York, M-G-M motion pictures and Loew's theatre circuit. Adv. Exec.: S. F. Seadler. Agency: Donahue & Coe, New York. Acct. Exec.: O. A. Kingsbury.

LOFT CANDY Corp., 3838 Ninth St., Long Island City, N. Y., candy, gifts and toys. Agency: Al Paul Lefton Co., New York.

LOGAN Co., 200 Cabel St., Louisville, Ky., conveyors, builders iron and wire works, bedding, fireplace screens and fireplace equipment and summer furniture. Adv. Exec.: W. Hume Logan Jr. Agency: Farson, Huff & Northlich, Louisville, Ky.

LOMA LINDA FOOD Co., Arlington, Calif., Gravy Quick. Adv. Exec.: Werner Carlson. Agency: Elwood J. Robinson Adv., Los Angeles. Acct. Exec.: Elwood J. Robinson.

LONDON GRAMOPHONE Corp., 521-39 W. 25th St., New York, London records. Agency: Manhattan Adv., New York. Acct. Exec.: G. Friedman.

LONE STAR GAS Co., 301 S. Harwood St., Dallas, natural gas service and gas appliances, ranges, refrigerators, water heaters and air conditioning equipment.

LONGERAN Mfg. Co., 704 Clark St., Albion, Mich., oil and gas burning home heaters dehumidifiers and furnaces. Agency: Netedu Adv., St. Joseph, Mich.

THE LONG-BELL LUMBER Co., 10th & Grand Ave., Kansas City, building materials. Adv. Exec.: Tom Hope. Agency: Ford Adv., Enid, Okla.

LONGINES-WITTMAYER WATCH Co., 180 Fifth Ave., New York, Wittmayer, Longines watches and scientific instruments. Adv. Exec.: Lillian L. Shapiro. Agency: Victor A. Bennett Co., New York.

LORENZ BROOM & MOP Co., Arlington, Calif., Lorenz sponge rubber broom. Agency: Elwood J. Robinson & Co., Los Angeles. Acct. Exec.: R. C. Neuman.

LOS ANGELES BREWING Co., 1910 N. Main St., Los Angeles, beer. Agency: Warwick & Legler Inc., Los Angeles.

LOS ANGELES NUT HOUSE, 4920 S. Soto St., Los Angeles, peanut butter and packaged nut meats, potato chips and candy. Agency: Erwin, Wasey & Co., Los Angeles. Acct. Exec.: Mel Smith.

LOS ANGELES SOAP Co., 617 1st St., Los Angeles, White King granulated soap, Mission Bell, White King, Sierra Pine toilet soaps, Scotch triple action cleanser and Merrill's rich suds. Adv. Exec.: E. M. Finehout. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: Raymond R. Morgan.

LOS ANGELES TIMES, 202 W. 1st St., Los Angeles, newspaper. Adv. Exec.: Emile A. Hartford. Agency: Smalley, Levitt & Smith Inc., Los Angeles. Acct. Exec.: Edwin Brandt.

ANDY LOTSHAW & Co., 126 N. Clinton St., Chicago, Gorjus hair dressing and Lotshaw body rub. Agency: Simmonds & Simmonds Inc., Chicago. Acct. Exec.: Curtis R. Winters.

LOUISIANA DEPT. OF COMMERCE & INDUSTRY, 2301 State Capitol St., Baton Rouge, La., industrial and tourist advantages. Agency: Bauerlein Adv., New Orleans, La.

LOUISIANA SWEET POTATO ADV. and DEVELOPMENT COMMISSION, Domicile, Baton Rouge, La., sweet potatoes. Agency: Bauerlein, New Orleans, La.

LOUISVILLE & NASHVILLE RAILROAD Co., 9th & Broadway, Louisville, Ky., railroad service. Agency: Griswold-Eshleman Co., Cleveland. Acct. Exec.: R. H. Ewing.

JOE LOWE Corp., 601 W. 28th St., New York, Popsicle, Fudgescie, Creamscie and ice cream-on-a-stick. Adv. Exec.: Richard H. Gross. Agency: Blaine-Thompson Co., New York.

LOWE SEED Co., Aroma Park, Ill., hybrid seed corn.

R. LOWENBAUM Mfg. Co., 2225 Locust St., St. Louis, Junior Miss dresses and junior sportswear. Adv. Exec.: Joseph Glaser Jr. Agency: Marjorie Wilten Adv., Clayton, Mo.

FRED I. LOWENFELS & SON, 16 Jay St., New York, butter and margarine (S). Adv. Exec.: Albert Lowenfels. Agency: Al Paul Lefton Co., New York. Acct. Exec.: Bob Misch.

LOWRY HOTEL, 339 Wabasha St., St. Paul, Minn. Agency: David Inc., St. Paul, Minn.

LUBER-TONE Inc., 2112 Washington Ave., St. Louis, Luber-Tone lubricant for automobiles, aircraft and diesel engines.

LUCKY CLUB Co., 635 Delmonte Way, St. Louis, Lucky Club concentrate and syrup and Holiday concentrate. Agency: Maxwell Adv. Co., St. Louis. Acct. Exec.: Joseph A. Maxwell.

LUCKY LAGER BREWING Co., 2801 Newhall St., San Francisco, Lucky Lager. Agency: McCann-Erickson, San Francisco. Acct. Exec.: Burton C. Granicher.

LUCKY TIGER Mfg. Co., 2901 Fairmount Ave., Kansas City, Lucky Tiger hair tonic, Never-Tel deodorant, Magic shampoo. Agency: Grant Adv., Chicago. Acct. Exec.: Hill Blackett Sr.

LUSK CANDY Co., Davenport, Iowa, candy. Adv. Exec.: I. Friedman. Agency: Alter Adv., Rock Island, Ill.

FLORENCE LUSTIG OF NEW YORK, 54 E. 57th St., New York, women's fashions. Agency: The Bobley Co., New York. Acct. Exec.: Harry W. Bobley.

LUTHERAN LAYMAN'S LEAGUE, 3558 S. Jefferson St., St. Louis, religious broadcast. Agencies: Gotham Adv. Co., New York. Acct. Exec.: Arthur Kron; Pan American Broadcasting Co., New York. Acct. Exec.: Eugene Bernald.

LUX CLOCK Mfg. Co., Waterbury, Conn., clocks and timing devices. Agency: Edward Graceman & Assoc., Hartford, Conn.

LYON VAN & STORAGE Co., 1950 S. Vermont Ave., Los Angeles, moving services and storage household goods. Agency: Smalley, Levitt & Smith, Los Angeles. Acct. Exec.: Jack Smalley.

M

"M" SYSTEM Inc., U. S. Highway 61 N., Vicksburg, Miss., "M" system trailer coaches. Agency: Lake-Spiro-Shurman Inc., Memphis.

M & M LTD., 200 N. 12th St., Newark, N. J., M & M's candy coated chocolate. Agency: William Estry Co., New York. Acct. Exec.: Mark Byron.

M. & N. CIGAR Mrs. Inc., 1390 E. 30th St., Cleveland, Student Prince, Cameo, John Carver and Judge Wright cigars. Agency: Ohio Adv., Cleveland.

MABLEY & CAREW, Carew Tower, Cincinnati, specialty and department store.

MACFADDEN - DEAUVILLE HOTEL, 6701 Collins Ave., Miami Beach, Fla., hotel.

MACFADDEN MEN'S GROUP, 285 E. 42d St., New York, True Detective, Saga, Sport magazines. Agency: Ruthrauff & Ryan, New York.

MACFADDEN, TRUE STORY WOMEN'S GROUP, 205 E. 42d St., New York, True Story, True Romance, True Experiences, True Love Stories, Photoplay and Radio Television Mirror. Agency: Ruthrauff & Ryan, New York.

MACKIE LOVEJOY Mfg. Co., 1701 N. Salina St., Syracuse, N. Y., candles. Agency: Kelly, Nason Inc., New York.

MACLEVY DANCE STUDIO SYSTEM Inc., 189 Lexington Ave., New York, chain of children's talent schools. Agency: Associated Adv. Service, New York. Acct. Exec.: Robert Lipman.

MACY'S, Broadway & 34th St., New York, department store. Adv. Exec.: Louis Tannenbaum. Agency: Grey Adv. Inc., New York. Acct. Exec.: Jack Wyatt and Joseph Bailey.

THE MADERA BONDED WINE & LIQUOR Co., 1300-1308 Russell, Baltimore, Madera's wines and liquors. Agency: The Joseph Katz Co., Baltimore. Acct. Exec.: E. Lyell Gunts.

MADISON SILO Co., 119 Monona Ave., Madison, Wis., Madison concrete stave silos. Agency: Ralph Timmons Inc., Madison, Wis.

MAGIC CHEF Inc., 1641 S. Kings-highway Blvd., St. Louis, domestic and commercial ranges, broilers, bake ovens, kitchen heating ranges with gas, oil or coal and gas and oil space heaters. Adv. Exec.: Tom Gibbons. Agency: Kruppnick & Assoc., St. Louis. Acct. Exec.: Tom J. Connelly.

(Continued on page 432)

-EVEN THE STRONGEST MAY HAVE A WEAKNESS!

Yes, sometimes the strongest of advertising campaigns prove weak in areas that count the most.

In the nation's third market bolster your campaign economically with KFVD's help.

★ 5000 watt coverage encompasses 5,000,000-plus people in primary area!

★ Rate structure among the most reasonable of any comparable station ANYWHERE!

KFVD

LOS ANGELES

Represented Nationally
by
Joseph Hershey McGillvra



DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

MAGIC FISHING REEL Co., 1749 Wazee St., Denver, fishing reel. Agency: Harold Walter Clark Inc., Denver.

MAGNA ENGINEERING Corp., Menlo Park, Calif., Shoptsmith power tools. Adv. Exec.: Jerry Steimle. Agency: N. W. Ayer & Son, San Francisco.

MAGNOLIA PETROLEUM Co., Magnolia Bldg., Dallas, petroleum products. Adv. Exec.: R. M. Carter. Agency: Ratcliffe Adv. Agency, Dallas.

MAGNUS HARMONICA Corp., 439 Frelinghuysen Ave., Newark, N. J., plastic harmonicas, accordions, portable organs, and plastic musical instruments.

THE MAHDEEN Co., 260 North St., Nacogdoches, Tex., Mahdeen for dandruff, Mahdeen shampoo and hair cream. Adv. Exec.: E. C. Best. Agency: Grant Adv., Dallas.

MAHR Co., 707 19th St., Des Moines, Iowa, house plant specialties. Adv. Exec.: Leighton Authier. Agency: Lessing Adv. Co., Des Moines. Acct. Exec.: C. T. Flynn.

T. E. MAICO Co., 21 N. Third St., Minneapolis, hearing aids, audiometers, stethetrons and group hearing aids. Agency: Bozell & Jacobs Inc., Minneapolis. Acct. Exec.: Lloyd Borg.

MAIER BREWING Co., 440 Aliso St., Los Angeles, Brew 102 beer. Agency: John I. Edwards & Assoc., Los Angeles.

MAINE SARDINE INDUSTRY, 48 Winthrop St., Augusta, Me., sardines. Agency: Brooke, Smith, French & Dorrance, New York.

MAJESTIC FABRICATORS Inc., 9th Ave. & W. Iowa St., Evansville, Ind., chrome furniture. Agency: Keller-Crescent Co., Evansville, Ind.

MAJESTIC Mfg. Co., 4550 Gustine St., St. Louis, Majestic combination 2-fuel single oven ranges. Agency: Warner & Assoc., St. Louis.

MAJESTIC RADIO & TELEVISION, 385 4th Ave., New York, Majestic television and radio receivers, Garod TV and radio. Agency: Shappe-Wilkes Inc., New York. Acct. Exec.: Sam Groden.

MALBE, 525 7th Ave., New York, blouses. Agency: Shephard & Edwards, New York.

MALL TOOL Co., 7740 S. Chicago St., Chicago, Mall and Mallaw tools, Mall drill, portable power tools and chain saw. Adv. Exec.: E. E. Reinke. Agency: Paulson-Gerlach & Assoc., Milwaukee. Acct. Exec.: B. J. Paulson.

MALLEABLE IRON RANGE Co., Beaver Dam, Wis., Monarch electric ranges, water heaters, gas ranges, coal-wood and oil circulators, coal-wood ranges. Adv. Exec.: C. W. Halder. Agency: Greer-Murray Co., Oshkosh, Wis.

MALONEY BROS. NURSERY Co., 285 Main St., Dansville, N. Y., fruit trees, roses and shrubs. Adv. Exec.: H. W. Maloney. Agency: The Armand S. Weill Co., Buffalo, N. Y.

MALTEX Co., Burlington, Vt., Maltex cereal and Maypl Oats cereal. Agency: Samuel Croot Co., New York. Acct. Exec.: Donald Brant.

MANCHESTER BISCUIT Co., Sioux Falls, S. D., cookies and crackers. Agency: George H. Hartman Co., Chicago.

MANDEE FABRICS Inc., 1412 Broadway, New York, rayon and rayon acetate fabrics. Adv. Exec.: Abby Levine. Agency: William Wilbur Adv., New York. Acct. Exec.: Trudy Richmond. Acct. Exec.: Florence Lord.

MANHATTAN SOAP Co., 441 Lexington Ave., New York, Sweethart soap and Blu-White flakes (N) (S) Adv. Exec.: A. Barr. Agency: Scheideler, Beck & Werner Inc., New York. Acct. Exec.: J. Scheideler.

THE B. MANISCHEWITZ Co., 143 Bay St., Jersey City, N. J., Matzo and Kosher food products. Agency: A. B. Landau Inc., New York. Acct. Exec.: Herman Youngleib.

THE B. MANISCHEWITZ Co. of New York Inc., 673 Broadway, New York, Matzos and Matzo products. Agency: A. B. Landau Inc., New York. Acct. Exec.: Herman Youngleib.

MANSFIELD SHOES, Whitman, Mass., shoes. Adv. Exec.: Walter Avery. Agency: Young & Rubicam, New York. Acct. Exec.: Raymond Browne.

MANUFACTURERS & TRADERS

TRUST Co., 284 Main St., Buffalo, N. Y. Agencies: Comstock & Co., Buffalo, N. Y. Acct. Exec.: Henry W. Comstock; Edwin Bird Wilson Inc., New York.

MANUFACTURERS TRUST Co., 55 Broad St., New York. Agency: McCann-Erickson, New York. Acct. Exec.: Thomas T. Ryan.

MARATHON LINE Co., Homer, N. Y., fishing lines.

D. J. MARCEY Co., 77 W. Washington St., Chicago, Arlac remedy for hay fever and allergies, Nodexo for body odor and Nicillin for acne. Agency: Frederic R. Kleinman Adv., Chicago.

MARGO WINE Co., 12th & Sedgley Ave., Philadelphia, California and American wines. Agency: J. M. Korn & Co., Philadelphia.

MARHOEFER PACKING Co., 820 Fulton, Chicago, meat specialties. Agency: Ruthrauff & Ryan, Chicago.

THE MARIETTA CONCRETE Corp., Marietta, Ohio, farm and industrial silos and concrete products. Adv. Exec.: F. Leonard Christy. Agency: Harry M. Miller Inc., Columbus. Acct. Exec.: Harold Wellinger.

MARINE ELECTROLYSIS ELIMINATOR Co., 617 Dearborn St., Seattle, Wash., Red Devil spot and carbon remover. Agency: Penman-Neil Adv. Agency, Seattle. Acct. Exec.: F. A. Bartlett.

THE MARINE TRUST Co. of Western New York, 237 Main St., Buffalo, bank services (S). Adv. Exec.: George J. Enser. Agency: HBDO, Buffalo. Acct. Exec.: Ivan L. Peterson.

MARITIME MILLING Co., Chamber of Commerce Bldg., Buffalo, dairy, stock and poultry feeds. Agency: Lloyd Mansfield Co., Buffalo, N. Y.

HOTEL MARK HOPKINS, 999 California St., San Francisco, Adv. Exec.: K. Hart Smith. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Jack Davis.

MARLBORO SHIRT Co., Paca & Lombard Sts., Baltimore, men's and boys' dress shirts, sportswear and outerwear. Adv. Exec.: A. J. Wolf. Agency: Leonard F. Fellman & Assoc., Philadelphia.

MARLENE'S Inc., 230 N. Michigan Ave., Chicago, Marlene's hair waving shampoo and Mynex reducing tablets. Agency: O'Neil, Larson, & McMahon, Chicago. Acct. Exec.: James C. Corr.

THE MARLIN FIREARMS Co., 79 Willow St., New Haven, Conn., guns and razor blades. Adv. Exec.: Lawrence B. Ferguson. Agency: Scheideler, Beck & Werner, New York.

MARLIN - ROCKWELL Corp., 402 Chandler St., Jamestown, N. Y., M-R-C bearings. Adv. Exec.: C. W. Rauch. Agency: Griffin & Rowland, New York. Acct. Exec.: Harold Griffith.

THE MARQUETTE NATIONAL BANK OF MINNEAPOLIS, 517 Marquette Ave., Minneapolis. Agency: Ray C. Jenkins Adv., Minneapolis. Acct. Exec.: Ray C. Jenkins.

MARS Inc., 2019 N. Oak Park Ave., Chicago, Milky Way, Snickers, The 3 Musketeers, Mars, Forever Yours, Dr. I. Q. and Mars cocoonant bar. Agency: Leo Burnett Co., Chicago. Acct. Exec.: R. E. Ellis.

MARS TELEVISION Inc., Colonial Ave., Corona, N. Y., Mars television. Agency: Mann-Ellis Inc., New York.

MARSHALL CANNING Co., Marshalltown, Iowa, Brown Beauty beans and canned vegetables. Adv. Exec.: A. W. Cober. Agency: The L. W. Ramsey Co., Chicago.

MARSHALL - WELLS Co., Duluth, Minn., Easycoat paint, home appliances, tires, Zenith washers. Adv. Exec.: A. H. Myhre. Agency: Olmsted & Foley Adv. S., Minneapolis. Acct. Exec.: John T. Foley.

MARTHA MAID Mfg. Co., 367 W. Adams St., Chicago, women's slips and lingerie. Adv. Exec.: Louis S. Horwitch. Agency: Allan Marin & Assoc., Chicago.

THE GLENN L. MARTIN Co., Baltimore, Md., military and commercial aircraft, aircraft equipment and special weapons. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: Thomas F. C. Quinn.

MARTIN INDUSTRIES Inc., 2517 S. Michigan St., Chicago, mail order house. Agency: Frederic R. Kleinman Adv., Chicago.

PEGGY MARTIN BLOUSE & SPORTS-WEAR, 1410 Broadway, New York.

Peggy Martin Originals. Adv. Exec.: Irving S. Friedman.

JOSEPH MARTINSON & Co., 190 Franklin St., New York, Martinson's coffee and tea. Agencies: Al Paul Lefton Co., New York. Acct. Exec.: Robert Misch; Neff-Rogow Inc., New York.

THE MARYLAND PHARMACEUTICAL Co., 2419 Greenmount Ave., Baltimore, REM for Coughs and REL for head colds. Agency: Joseph Katz Co., Baltimore.

C. H. MASLAND & SONS, Spring Rd., Carlisle, Pa., Masland Beautblend broadloom rugs and carpets, hunting and fishing clothes. Agency: Anderson & Cairns Inc., New York. Acct. Exec.: Karl Kripe.

MASON, AU & MAGENHEIMER CONFECTIONERY Mfg. Co., P. O. Box 549, Mineola, L. I., N. Y., Mason Peaks, Mason Mints, Mason Black Crows and Dots confections. Adv. Exec.: F. E. Magenheimer. Agency: Turner & Dyson Inc., New York.

MASON CITY BRICK & TILE Co., Mason City, Iowa, Denison Kwilklay tile. Adv. Exec.: C. H. Koplen. Agency: Son De Regger Adv., Des Moines.

MASON & MASON Inc., 213 N. Desplaines, Chicago, Mason's root beer. Agency: Irving J. Rosenbloom Adv., Chicago. Acct. Exec.: Irving J. Rosenbloom.

THE MASSACHUSETTS DEVELOPMENT & INDUSTRIAL COMMISSION, 20 Somerset St., Boston. Agencies: Bernard F. Ostreicher Adv., Boston; Burke Adv., Boston; Holdeman & Schindler Inc., Boston.

THE MASSEY-HARRIS Co., Racine, Wis., complete line modern tractor farming equipment. Adv. Exec.: J. H. Dalton. Agency: Klau-Van Pletersom-Dulap Assoc., Milwaukee. Acct. Exec.: P. Nordloh.

JOHN W. MASURY & SON Inc., 1700 Bayard St., Baltimore, paints. Agency: H. W. Beddemeler Co., Baltimore.

MATSON NAVIGATION Co., 215 Market St., San Francisco, travel from San Francisco, Los Angeles to Hawaii, New Zealand, Australia, via Samoa and Fiji. Agency: Holst & Cummings Ltd., San Francisco.

MAURER-NEUER Corp., 1221 Baltimore St., Kansas City, meat packers. Adv. Exec.: Marilla E. Kingsbury. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: W. O. Youcum.

MAVAR SHRIMP & OYSTER Co. Ltd., East Beach & Maple Sts., Biloxi, Miss., Victor shrimps and oysters. Agency: Caire Assoc., New Orleans, La.

EARL E. MAY SEED Co., Shenandoah, Iowa, seeds, nursery stock, hybrid corn and baby chicks. Adv. Exec.: W. V. Overbey. Agency: Allen & Reynolds, Omaha, Neb.

GEORGE S. MAY Co., Engineering Bldg., Chicago, business engineering services. Adv. Exec.: C. A. Fosson. Agencies: E. H. Brown Adv., Chicago. Acct. Exec.: James A. Duffy; M. M. Fisher Assoc., Chicago.

MAYBERT Corp., 325 E. 3d St., Mt. Vernon, N. Y., Marrie Magic tube cream shampoo. Adv. Exec.: B. S. Colnes. Agency: Hilton & Riggo, New York. Acct. Exec.: Robert Stivers.

OSCAR MAYER & Co., 910 Mayer Ave., Madison, Wis., meat products (S). Agency: Sherman & Marquette, Chicago. Acct. Exec.: Larry Wherry.

ALFRED W. McCANN JR., 104 E. 40th St., New York, food products.

McCOLL-FRONTENAC OIL Co., Ltd., 360 St. James St., Montreal, petroleum products. Agency: Ronalds Adv. Ltd., Montreal.

McCONNELL SCHOOLS Inc., 1030 Nicollet Ave., Minneapolis, air hostess-stewardess training, modeling and self development course. Agency: Alfred Colle Co., Minneapolis, Minn. Acct. Exec.: Sam Bridges.

McCONNON & Co., 326 E. 3d St., Winona, Minn., household, farm necessities and agricultural chemicals. Adv. Exec.: G. A. Ostrom. Agency: Graves & Assoc., Minneapolis.

McCORMICK & Co., 414 Light St., Baltimore, McCormick spices, flavoring extracts, food colors, mayonnaise, mustard, Bee Brand insect powder, spray and disinfectant, Red Arrow and Black Arrow insecticides, household drugs, iron glue and coffee. Adv. Exec.: Keene A. Roadman. Agency:

Cecil & Presbrey Inc., New York, Asst. Exec.: Taylor S. Castrell.

McDOUGALL-BUTLER Co., 6-24 Evans, Buffalo, N. Y., paints, enamels, varnish and furniture polish. Adv. Exec.: A. S. Butler Jr. Agency: J. G. Kelly Co., Buffalo, N. Y. Acct. Exec.: James Kelly.

ALFRED D. McKELVY Co., 711 Fifth Ave., New York, Seaforth toiletries. Adv. Exec.: Ben M. Hines. Agency: Morse International, New York.

JAY G. MCKENNA Inc., P. O. Box 877, Elkhart, Ind., Kennatrack sliding door hardware. Adv. Exec.: Paul R. Fishbaugh. Agency: Lincoln J. Carter Adv. Agency, S. Bend, Ind. Acct. Exec.: Lincoln Carter.

MCKENZIE MILLING Co., Quincy, Mich., pancake flour. Agency: Aubrey, Farley, Marley & Hodgson Inc., Chicago. Acct. Exec.: Leonard Krick.

MCKESSON & ROBBINS Inc., Grasmere Ave., Bridgeport, Conn., Calox tooth powder, Albolene cream, Yodora deodorant, Albolene-Liquid, Soretone, McKesson's specialties, health helps, toiletries, vitamin products, Bexel vitamins, Ora denture cleanser, Tawn toiletries for men and Tartan suntan lotion. Agencies: J. D. Tarcher & Co., New York (Calox tooth powder, Yodora deodorant cream, Tartan suntan lotion and Bexel vitamin capsules); Ellington & Co., New York (Albolene cream, Ora denture cleanser, Soretone and Tawn toiletries); Murray Breese Assoc., New York (Octofen and Surin).

W. F. McLAUGHLIN & Co., 610 N. LaSalle St., Chicago, Manor House coffee. Adv. Exec.: Herbert P. McLaughlin. Agency: Earle Ludgin & Co., Chicago.

McMILLEN FEED MILLS, 300 Fort Wayne Bank Bldg., Fort Wayne, Ind., Master Mix complete concentrates and straight feeds. Agencies: Bonsib Adv. Agency, Ft. Wayne; Superior Adv., Ft. Wayne.

McNAIRS' YIELD-TESTED SEED Co., Laurinburg, N. C., agricultural crop seeds.

JOHN McQUADE Co., 229 E. 42d St., New York, house paints, varnishes and enamels. Adv. Exec.: W. B. Hanft. Agency: Hicks & Greist Inc., New York. Acct. Exec.: C. Halverson.

MEDOMAK CANNING Co., Rockland, Me., One Pie Brand pie fillings. Agency: Ingalls-Miniter Co., Boston. Acct. Exec.: J. R. Miniter.

MEGOWEN EDUCATOR FOOD Co., 27 Jackson St., Lowell, Mass., Crax and Educator saltines. Agency: John C. Dowd Inc., Boston. Acct. Exec.: Lawrence Duane.

MEGS MACARONI Co., Harrisburg, Pa., Pennsylvania Dutch Bott Bol pot pie. Adv. Exec.: D. W. Wolfe. Agency: Michenor & O'Connor Inc., Harrisburg, Pa. Acct. Exec.: Walter O'Connor.

MELETIO SEA FOOD Co., 828 N. 6th St., St. Louis, Golden Dipt breeding, fish and sea food. Agency: Oakleigh R. French & Assoc., St. Louis. Acct. Exec.: Al Maescher.

MELROSE CEDAR POINT Inc., Cedar Point, Sandusky, Ohio, resort. Adv. Exec.: D. M. Schelder. Agency: Koehl, Landis & Landan Inc., New York. Acct. Exec.: Russell C. Rowan.

THE MELVILLE Co., 3301 Colerain St., Cincinnati, agents. Adv. Exec.: Joel Freedman. Agency: E. H. Brown Adv. Agency, Chicago. Acct. Exec.: Harry Schneiderman.

MELVILLE SHOE Corp., 25 W. 43d St., New York, John Ward and Thom McAn shoes. Agency: Anderson & Cairns Inc., New York. Acct. Exec.: John N. Jackson (Thom McAn shoes); Neff-Rogow Inc., New York; Pedlar & Ryan Inc., New York (John Ward shoes).

THE MELVIN Co., P. O. Box 72, S. Pasadena, Calif., Rasema for skin irritations and Dozets sedative. Agency: General Adv. Agency Inc., Hollywood.

THE MENNEN Co., 345 Central Ave., Newark, N. J., Mennen lanolin oil, Lather and Brushless Shave, Skin Bracer, Skin Balm, talcum for men, Quinsana, lanolin baby oil, baby powder, baby soap, baby cream, Tips-For-Tots, Mennen cream hair oil, Mennen baby magic skin care. Adv. Exec.: Leonard V. Colson. Agencies: Grey Adv., New York (baby products and Quinsana); Kenyon & Eckhart Inc., New York (shaving products).

THE MENTHOLATUM Co., 1380 Niagara St., Buffalo, N. Y., Mentholum and Mentholum medicated stick. Agency: J. Walter Thompson Co., New York.

MERCANTILE TRUST Co., 721 Locust St., St. Louis, bank and trust services. Adv. Exec.: Ralph K. Brown. Agencies: Oakleigh & Assoc., St. Louis. Acct. Exec.: C. S. Pangman; Albert Frank-Guenther Law, New York.

MERCHANTS MUTUAL CASUALTY Co., Merchants Mutual Bldg., Buffalo, automobile insurance. Agency: Finley H. Greene Adv., Buffalo. Acct. Exec.: F. R. Greene.

MERIT GREETING CARD Co., 370 Plane St., Newark, N. J., greeting cards. Agency: Louis F. Herman Adv., Newark, N. J.

MERLITE INDUSTRIES Inc., Merlrite fire extinguishers. Agency: Schwab & Beatty Inc., New York.

MEROD-JACCARD & KING JEWELRY Co., 900 Locust St., St. Louis. Adv. Exec.: Helen Prange. Agency: Casmir Adv. Co., New York.

MERRILL - CLARK - MEINIG Inc., 437 Fifth Ave., New York, Shalimar women's gloves. Agency: Sterling Adv., New York. Acct. Exec.: Leona Bowman.

MESA COUNTY PEACH GROWERS, Palisade, Col. peaches. Agency: Conner Adv. Inc., Denver. Acct. Exec.: Cecil R. Conner.

METAL TEXTILE Corp., 647 E. 1st Ave., Roselle, N. J., Chore-Boy, Chore-Girl, Chore Chum, Chore Knob, Chore Mop, Chore Sponge, Monel-O metal knitted products and Golden Fleece pot cleaner. Agency: The Franklin Fader Co., Newark, N. J. Acct. Exec.: Franklin Fader.

METAL TILE PRODUCTS Inc., 225 E. Walnut St., Hastings, Mich., Hastings Alumitile wall tile, Alum-Awning awnings and aluminum doorhops. Agency: MacDonald-Cook Co., South Bend, Ind. Acct. Exec.: C. A. Macdonald.

METROPOLIS BREWERY OF NEW JERSEY Inc., 1024 Lambertson St., Trenton, Champaign (N) (S). Adv. Exec.: Benjamin Hertzberg. Agency: Hilton & Riggio, New York. Acct. Exec.: Peter Hilton.

METROPOLITAN LIFE INSURANCE Co., 1 Madison Ave., New York. Adv. Exec.: Robert C. Durham. Agencies: Young & Rubicam, New York. Acct. Exec.: D. H. Payne; Young & Rubicam, Montreal and Toronto.

METZ BREWING Co., 210 Hickory St., Omaha, Neb., Metz extra dry and Metz Supreme beer. Adv. Exec.: Francis M. Curran. Agency: Buchanan-Thomas Adv., Omaha. Acct. Exec.: Charles Harding.

MEYENBERG MILK PRODUCTS Co., Russ Bldg., San Francisco, Meyenberg's All-Pure evaporated milk and condensed sweetened milk. Agency: J. Walter Thomson Co., Los Angeles. Acct. Exec.: Douglas Merservey.

THE MEYER FURNACE Co., 1300 S. Washington St., Peoria, Ill., Weir-Meyer heating and air conditioning equipment. Agency: Arbingast, Becht & Assoc., Peoria, Ill. Acct. Exec.: Harper Arbingast.

THE MIAMI MARGARINE Co., 107-109 E. Pearl St., Cincinnati, Nu-Maid and Fairview margarine. Agency: The Ralph H. Jones Co., Cincinnati. Acct. Exec.: Stanley A. Willer.

ED MICHAUD Ltd., 440 McGill St., Montreal, Buckley Brooks hats. Adv. Exec.: J. Hector Lalonde. Agency: E. W. Reynolds Ltd., Montreal. Acct. Exec.: A. S. Morrison.

MICHIGAN BLUEBERRY GROWERS Assn., Grand Junction, Mich., cultivated blueberries. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: K. G. Martin.

MICHIGAN BULB Co., 950 Monroe Ave., Grand Rapids, Mich., flower bulbs. Adv. Exec.: Forrest C. Laug. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter McWilliams.

MICHIGAN CHEMICAL Corp., St. Louis, Mich., pestmaster, DDT insecticides, pharmaceuticals and industrial chemicals. Agency: Wesley Aves & Assoc., Grand Rapids, Mich.

MICHIGAN MUSHROOM Co., Niles, Mich., canned mushrooms, mushroom steak sauce, cream of mushroom soup and stock and asparagus. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

MICHIGAN MUTUAL LIABILITY Co., 28 W. Adams Ave., Detroit, casualty insurance. Agency: Otto & Abbs Inc., Detroit.

MICHIGAN STATE APPLE COMMISSION, 309 Seymour St., Lansing, Mich., Michigan apples.

MICKELBERRY'S FOOD PRODUCTS Co., 801 W. 49th Pl., Chicago, Mickelberry's Old Farm sausage, bacon and other high-grade meat specialties. Adv. Exec.: M. Mickelberry. Agency: L. W.

Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.

KING MIDAS FLOUR Co., 680 Grain Exchange Bldg., Minneapolis, flour and feeds (S). Adv. Exec.: Robert L. Mullen. Agencies: Crutenden & Esler, Chicago. Acct. Exec.: Harley B. Hobbs (flour); Mullen - Nicolin, Minneapolis. Acct. Exec.: Robert D. Nicolin (feeds).

MID-CONTINENT AIRLINES Inc., 102 E. 9th St., Kansas City, air transportation. Adv. Exec.: P. E. Condon. Agencies: Creative Adv., N. Kansas City. Acct. Exec.: Ben K. West; Valentine-Radford Adv., Kansas City.

MID-CONTINENT PETROLEUM Corp., Mid-Continent Bldg., Tulsa, Okla., complete line of "D-X" and Diamond motor oil, lubricating gasoline, greases and lubricants. Adv. Exec.: Dale Rogers. Agency: R. J. Potts, Calkins & Holden, Kansas City. Acct. Exec.: J. B. Woodbury.

MIDDLEBROOKE LANCASTER Inc., 304-10 Hewes St., Brooklyn, Nutrine padettes, hair products, beauty and barber supplies. Adv. Exec.: James Miller. Agency: Lancaster Adv., New York.

THE MIDLAND FLOUR MILLING Co., 1725 Armour Rd., N. Kansas City, Town Crier flour. Agency: Crook Adv., Dallas, Tex. Acct. Exec.: James Anderson.

MIDLAND SHOE Co., 1412 Washington Ave., St. Louis, Fenmore women's shoes, Hardtreads children's and men's shoes, De Rose women's shoes. Agency: Larson Adv. Co., St. Louis. Acct. Exec.: LaVerne Simon.

MIDWAY Co., Kearney, Neb., miniature radios, gifts, novelty merchandise and intercommunication equipment. Agency: Arrow Adv. Agency, Kearney.

MIDWEST CHEMICAL DEVELOPMENT Corp., 1243 W. 3d St., Cleveland, Pell's tablets. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: Walter Rubens.

MIFFLIN CHEMICAL Co., 1801 S. Delaware Ave., Philadelphia, Mifflin rubbing alcohol. Agency: The Joseph Katz Co., New York.

S. E. MIGHTON Co., Bedford, Ohio, ABC dog and cat food. Agencies: Gregory & House Inc., Cleveland. Acct. Exec.: Honor Gregory; G. Norman Burk Inc., Pittsburgh. Acct. Exec.: G. N. Burk.

D. W. MIKESSELL Inc., 142 S. Williams St., Dayton, potato chips. Agency: Weber, Geiger & Kalat Inc., Dayton. Acct. Exec.: Edward J. Kalat.

MILADY BRASSIERE & CORSET Co., 6 E. 32d St., New York, Fruit of the Loom, and Ladyform bras and girdles. Agency: Wexton Co., New York.

LOUIS MILANI FOODS Inc., 2312 W. Olympic Blvd., Los Angeles, Milani foods. Agency: Leonard Shane Agency, Los Angeles. Acct. Exec.: James Ward.

MILES LABS. Inc., 1127 Myrtle St., Elkhart, Ind., Alka-Seltzer, One-A-Day vitamins, Bactine and Tabcin (N). Adv. Exec.: Perry L. Shupert. Agency: Geoffrey Wade Adv., Chicago. Acct. Exec.: Geoffrey Wade II.

MILES SHOES Inc., 345 Hudson St., New York, shoe chain. Agency: Hirsch-Garfield Inc., New York.

THE E. B. MILLAR COFFEE Co., 1822 Blake St., Denver, Millar's hotel and restaurant coffee. Agency: Bradley Lane Adv., Denver.

MILLER-BECKER Co., 8411 Central Ave., Cleveland, Ohio, Cotton Club beverages. Adv. Exec.: Rudy Miller. Agency: Lang, Fisher & Strashower Inc., Cleveland. Acct. Exec.: Alvin B. Fisher.

MILLER BREWING Co., 4000 W. State St., Milwaukee, Miller High Life beer. Adv. Exec.: Vernon S. Mullen Jr. Agency: Mathisson & Assoc., Inc., Milwaukee.

MILLER & HOLLIS Corp., 57 Beverly St., Boston.

I. MILLER PICKLES Inc., 337 Payne Ave., N. Tonawanda, N. Y., pickle products. Agency: Ellis Adv. Co., Buffalo, N. Y.

MILLER-JONES Co., 46 E. Fulton St., Columbus, Ohio, men's, women's and children's shoes, houseslippers, rubbers, purses and hosiery. Adv. Exec.: W. V. Davis. Agency: Mumm, Mullay & Nichols Inc., Columbus, Ohio. Acct. Exec.: G. A. Salter.

MILLER Mfg. Co., 5919 Tireman Ave., Detroit, Kardek car-top carriers.

MILLER & RHOADS, Richmond, Va., department store. Agency: Dowd, Redfield & Johnstone Inc., New York.

MILLER STOCKMAN SUPPLY Co., 1551 Lawrence St., Denver, hats, boots and riding equipment. Adv. Exec.: Henry Fischer. Agency: Axelsen Adv., Denver. Acct. Exec.: George Salstrand.

MILLER TABLE PAD & VENETIAN BLIND Mfg. Co., 1260 Coney Island Ave., Brooklyn, N. Y., venetian blinds and table pads. Agency: The Bobley Co., New York. Acct. Exec.: Lloyd S. Howard.

MILNOT Co., Litchfield, Ill., Milnot milk compounds. Adv. Exec.: Victor Hauser. Agency: Henri Hurst & McDonald Inc., Chicago. Acct. Exec.: R. E. White.

MILTON OIL Co., 800 Clayton Rd., St. Louis, petroleum products, tires and batteries. Adv. Exec.: Walter K. Hamburg. Agency: Olian Adv. Co., St. Louis. Acct. Exec.: Irwin A. Olian.

MILWAUKEE SENTINEL, Plankinton & Michigan Sts., Milwaukee, newspaper. Adv. Exec.: Howard T. Wheat.

E. N. MIMMS Co., 908 Mason St., Louisville, Ky., air circulating and ventilating electric fans. Adv. Exec.: E. N. Mimms. Agency: M. R. Kopmeyer Co., Louisville, Ky.

MINERVA WAX PAPER Co., 1430 Grant Blvd., Minerva, Ohio, wax papers and foil. Agency: H. Grider Adv., Cleveland.

MINIT-MAN Inc., 427 Penobscot Bldg., Detroit, Minit-Man automatic car washer. Agency: Active Assoc., Detroit. Acct. Exec.: E. E. Cloutier.

MINNEAPOLIS BREWING Co., 1215 Marshall St., N. E., Minneapolis, Grain Belt beer and Grain Belt Premium. Agency: BBDO, Minneapolis. Acct. Exec.: Sterling Cassel.

MINNESOTA DIV. of Publicity, Dept. of Business Research & Development, State Capitol, St. Paul, Minnesota travel advertising. Agency: Melamed-Hobbs Inc., St. Paul.

MINNESOTA MINING & Mfg. Co., 900 Fauquier St., St. Paul, "3-M" coated abrasives, Scotch brand tapes, "3-M" adhesives and coatings, Scotchlite reflective sheeting, Underseal rubberized coating, sound recording tapes, color pigments and roofing granules. Agency: BBDO, Minneapolis.

MINNESOTA PAINTS Inc., 1101 S. 3d St., Minneapolis, paints, varnishes, enamels and allied products. Adv. Exec.: D. J. Palmer. Agency: Nelson-Willis Inc., Minneapolis. Acct. Exec.: Herb Willis.

DAVE MINOR Co., 242 E. Ohio St., Chicago, piano and guitar courses. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: N. J. McMahon.

P. W. MINOR & SON Inc., 35 State St., Batavia, N. Y., Tredeasy women's shoes. Adv. Exec.: Charles B. Taft. Agency: Ed Wolf & Assoc., Rochester, N. Y. Acct. Exec.: E. B. Holdren.

MINUTE MAID Corp., 488 Madison Ave., New York, quick frozen orange juice concentrate. Adv. Exec.: James W. Ryan and Raymond S. Judd. Agency: Ted Bates & Co., New York.

MIRACLOTH Corp., 400 W. Madison St., Chicago, Miracloth for cleaning purposes. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: W. O. Yocum.

MIRA-SHAM Corp., 400 W. Madison St., Chicago, simulated chamois. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: W. O. Yocum.

MISSION BELL WINERIES, Box 329, Madera, Calif., Mission Bell wines. Agency: Young & Rubicam, San Francisco.

MISSOURI, KANSAS & OKLAHOMA TRAILWAYS, Cincinnati at 4th St., Tulsa, Okla., motor passenger transportation. Adv. Exec.: W. P. Hicks. Agency: Watts-Payne Adv., Tulsa. Acct. Exec.: R. C. Keefe.

MISSOURI - KANSAS - TEXAS LINES, Railway Exchange Bldg., St. Louis, transportation. Agency: Winius-Brandon Co., St. Louis. Acct. Exec.: Robert Kuepfer.

MODEL-CRAFT Inc., 521 W. Monroe St., Chicago, rubber molding sets. Agency: M. M. Owen Inc., New York.

MODERN HANDCRAFT Inc., 2401 Burlington St., Kansas City, Workbasket and Profitable Hobbies magazines. Adv. Exec.: John E. Tilotson. Agency: E. H. Brown Adv., Chicago.

MODGLIN Co., 3235 San Fernando Rd., Los Angeles, Perma-Broom, Whisk-Off and Perma-Scrub plastic products. Adv. Exec.: R. G. Rettig. Agency: Dancer-Fitzgerald-Sample, New York.

MOHAWK CARPET MILLS Inc., Lyon St., Amsterdam, N. Y., 295 Fifth Ave., New York, rugs and carpets. Agency: Maxon Inc., Detroit.

THE MOHAWK RUBBER Co., 1235 2d Ave., Akron, Ohio, Mohawk tires, tubes, repair materials and accessories. Adv. Exec.: George Hall Jr. Agency: Bayless-Kerr Co., Cleveland. Acct. Exec.: Neville Bayless.

MONARCH KNITTING Co., 712 Metropolitan Bldg., Toronto, knitted outer wear, underwear, hosiery, fabrics and yarns. Adv. Exec.: John Lawrence. Agency: Harry E. Foster Adv. Ltd., Toronto.

MONARCH WINE Co., 4500 2d Ave., Brooklyn, Manischewitz kosher wine. Agency: Donahue & Coe, New York. Acct. Exec.: Charles E. Patrick.

MONSANTO CHEMICAL Co., 1700 S. Second St., St. Louis, chemicals and plastics. Agency: Gardner Adv. Co., St. Louis. Acct. Execs.: C. H. Trapp, S. M. Ballard and T. R. Snyder.

MONTAG Bros., 182 Marietta St., Atlanta, social stationery. Agency: MacGruder-Bakewell-Kostka Inc., Denver, Col.

MONTAG STOVE & FURNACE WORKS, 2011 N. Columbia Blvd., Portland, Ore., furnaces, ranges, oil burners, wood and coal ranges. Agency: Pacific National Adv. Agency, Portland, Ore.

THE MONTANA FLOUR MILLS Co., 1635 Merwin St., Cleveland, Sapphire flour and biscuit mix, Farin-O-Germ breakfast food and wheat germ. Agency: Hubbell Adv., Cleveland. Acct. Exec.: Frank Hubbell.

MONTGOMERY WARD & Co., 618 W. Chicago Ave., Chicago, mail order house. Agency: Foote, Cone & Belding, Chicago.

WILLIAM MONTGOMERY Co., 999 N. 2d St., Philadelphia, Montco coffee. Adv. Exec.: John H. Durney. Agency: Aitkin-Kynett Co., Philadelphia.

MONTICELLO DRUG Co., 75 Broad St., Viaduct St., Jacksonville, Fla., 666 malaria and cold preparation, cold tablets, saline and nose drops. Adv. Exec.: M. A. Christman. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: J. R. Roberts.

MOODY BIBLE INSTITUTE, 820 N. La Salle St., Chicago, Christian educational school. Adv. Exec.: Lawrence W. Matter. Agency: Evers Adv., Chicago. Acct. Exec.: Elvin Torsell.

MOODY PRESS, 820 N. LaSalle St., Chicago. Adv. Exec.: John H. Raymond. Agency: Revere Adv., Chicago.

A. F. MOORE & Co., 538 Franklin St., Worcester, Mass., Snobby bleach, starch and ammonia. Agency: C. Jerry Soulding Inc., Worcester, Mass. Acct. Exec.: Robert F. Hayward.

BENJAMIN MOORE & Co., 511 Canal St., New York, paints and varnishes. Adv. Exec.: H. B. Martin. Agency: St. Georges & Keyes Inc., New York.

THE MOORE Div. of Conlon-Moore Corp., 105 E. Benton St., Joliet, Ill., heating and cooking appliances. Agency: Kane Adv., Bloomington, Ill.

THE MOREY MERCANTILE Co., P. O. Box 5150 TA, Denver, Solitaire brand groceries. Agency: Ball & Davidson Inc., Denver.

MORNING MILK Co., Salt Lake City, Utah, evaporated milk. Agency: R. T. Harris Adv. Agency, Salt Lake City. Acct. Exec.: R. T. Harris.

MORRISON Co., 1007 Vine St., Philadelphia, Mrs. Morrison's puddings. Agency: The Buckley Organization, Philadelphia. Acct. Exec.: George C. Martin.

THE MORRISON MILLING Co., 319 E. Prairie St., Denton, Tex., Morrison's Peacemaker flour and meal. Agency: Gandy-Owens Adv., Dallas. Acct. Exec.: W. P. Gandy.

THE MORTON DOG FOOD Co., 1500 S. 5th St., Minneapolis, dog food.

MORTON SALT Co., 120 S. LaSalle St., Chicago. Adv. Exec.: G. W. Carrington. Adv. Exec.: W. K. Yates. Agencies: Needham, Louis & Brorby, Chicago; Klay-Van Pietersom-Dunlap Assos., Milwaukee. Acct. Exec.: A. R. McGinnis.

MOTHER'S CAKE & COOKIE Co., 801 81st Ave., Oakland, Calif., cookies and fruit cake (S). Adv. Exec.: T. H. Wilson. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Herber Smith.

MOTH-KING Corp., 14512 Burt Rd., Detroit, Moth-King electric vaporizer. Agency: Campbell-Ewald Co., Detroit.

MOTOROLA Inc., 4545 Augusta Blvd., Chicago, Motorola auto, home, 2-way communication radios and television receivers. Adv. Exec.: Jack Pettersen. Agencies: Gourfain-Cobb Adv. Chicago; Ruthrauff & Ryan Inc., New York.

MT. SUNAPEE STATE PARK, Mt. Sunapee, N. H., recreational facilities. Agency: Weston Adv., Manchester, N. H. Acct. Exec.: Ed St. Aubin.

GEORGE MUEHLEBACH BREWING Co., 316 Oak St., Kansas City, Muehlebach lager beer. Agency: McCann-Erickson, Chicago. Acct. Exec.: Walter Anderson.

(Continued on page 434)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

MUENCH-KREUZER CANDLE CO., 617 E. Hiawatha Blvd., Syracuse, N. Y. Emkay novelty, decorative and religious candles. Agency: Moser & Cotlins Inc., Utica, N. Y.

PERD. MULHENS Inc., 25 W. 45th St., New York, 4711 toilet preparations and 4711 eau de cologne. Agency: Kelly, Nason Inc., New York.

MUNTZ TV Inc., 1735 Belmont Ave., Chicago, television receivers. Agency: Michael Shore Adv., Chicago. Acct. Exec.: Michael Shore.

THE MURINE Co., 660 N. Wabash Ave., Chicago, Murine. Agency: BBDO. Chicago. Acct. Exec.: Kenneth W. Ellis.

MURPHY PAINT DIV., Interchemical Corp., 224 McWhorter St., Newark, N. J., Setafast canvas paint, Murphy Color-Scheme paints and paint specialties. Adv. Exec.: H. E. Chemidlin. Agency: Burke Dowling Adams Inc., Montclair, N. J.

MURPHY PRODUCTS Co., 556 Dodge St., Burlington, Wis., livestock and poultry concentrates. Adv. Exec.: T. C. Burchard. Agency: Geoffrey Wade Adv., Chicago. Acct. Exec.: Larry Davidson.

MUSART DISTRIBUTING Corp., 158 W. 56th St., New York, classical records. C. H. MUSSELMAN Co., Biglerville, Pennsylvania, Musselman's food products. Agency: The Clements Co. Inc., Philadelphia.

THE MUSTEROLE Co., 1748 E. 27th St., Cleveland, Musterole. Adv. Exec.: G. L. Berkeley. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: Walter Holt.

MUTUAL BENEFIT HEALTH & ACCIDENT Assn., Omaha, Neb., health, accident and hospitalization insurance. Agency: Bozell & Jacobs, Omaha.

MUTUAL BROADCASTING SYSTEM Inc., 1449 Broadway St., New York, and Tribune Tower, Chicago, radio time. Adv. Exec.: James S. Tyler.

THE MUTUAL LIFE ASSURANCE CO. OF CANADA, Waterloo, Ont., Adv. Exec.: W. J. Cowls. Agency: MacLaren Adv. Co. Ltd., Toronto.

MUTUAL PRODUCTS Co., 509 N. 4th St., Minneapolis, Dairyade and Formula 33 concentrated food compounds for calves, pigs and poultry. Adv. Exec.: K. F. Long.

MUTUAL TRUCK PARTS Co., 2000 S. Wabash Ave., Chicago, truck parts and equipment. Adv. Exec.: Louis E. Delson. Agency: Ray Freedman & Assoc., Chicago. Acct. Exec.: Martin J. Simmons.

JOE FRANKLIN MYERS INDUSTRIES, 6120 Lemmon Ave., Dallas, candies. Adv. Exec.: Joe Franklin Myers. Agency: Watts-Payne Adv., Dallas. Acct. Exec.: Marie J. Callahan.

MYSTIC FOAM Corp., 2003-07 St. Clair Ave., Cleveland, Ohio, Mystic Foam cleaner for rugs and Mystic-Zip household cleaner. Agency: Carpenter Adv. Cleveland. Acct. Exec.: Frank Lamorelle.

N

THE NACOR MEDICINE CO., State Life Bldg., Indianapolis, Ind., Nacor, Nacorlax tablets and Nacor Kaps. Adv. Exec.: M. L. Haymann. Agency: E. H. Grew & Co., Chicago. Acct. Exec.: Harry Schneiderman.

NAHGLIAN BROS. Inc., 169 N. Wabash Ave., Chicago, oriental rugs. Agency: Wesley Aves & Assoc., Grand Rapids, Mich.

NALLEY'S Inc., 3410 S. Lawrence St., Tacoma, Wash., mayonnaise, salad dressing, syrup, pickles, relish and potato chips. Agencies: The Condon Co., Tacoma, Wash. (Nalley's Lumber-Jack Syrup, potato chips and pickles); Ruthrauff & Ryan, Seattle (Nalley's mayonnaise, tang dressings and meat products).

NANAST Co., 6219 Madison St., W. New York, N. J., jewelry. Adv. Exec.: Martin Buchwald. Agency: Stephen Goertl Assoc., New York.

THE NANCE Co., W. Trade St., Charlotte, N. C., Blue Caps capsules for relief of cold. Agency: Ayer & Gillett Inc., Charlotte, N. C. Acct. Exec.: W. B. Wright.

NAPA VALLEY GRAPE PRODUCTS Inc., 337 Jackson Ave., New York, Colo. Betsy Ross, Bear State, San Gabriel and Popplano wines. Agency: Emil Mogul Co., New York.

NARDS SPORTSWEAR, 409 Browder St., Dallas, misses and juniors sports-

wear. Adv. Exec.: Allen J. Gold. Agency: Brough Adv., Dallas. Acct. Exec.: John Brough.

NARRAGANSETT BREWING Co., Cranston, R. I., beer (S). Adv. Exec.: John W. Haley. Agency: Cunningham & Walsh Inc., New York. Acct. Exec.: William K. Pfeiert.

NASH COFFEE, 1745 University Ave., St. Paul, Nash's Coffee. Agency: Erwin, Wasey & Co., Minneapolis.

NASH-KELVINATOR Corp., 14250 Plymouth Rd., Detroit, Kelvinator electric refrigerators, Kelvinator water coolers, electric ranges, home freezers, condensing units, electric water heaters, ice cream cabinets and bottled beverage coolers. Agencies: Geyer, Newell & Ganger, Detroit. Acct. Exec.: R. L. Wolfe; McKim Adv. Ltd., Toronto.

NASH & KINSELLA L.A.B. Inc., 1015 N. 11th St., St. Louis, Mo., 2-Way roach and insect spray. Agency: Wesley K. Nash Co., St. Louis. Acct. Exec.: W. K. Nash.

NATCO Inc., 4401 W. North Ave., Chicago. Natco sound projector. Adv. Exec.: George Factor and Jack Lipson. Agency: Gordon Best Co., Chicago. Acct. Exec.: Burton G. Feldman.

NATIONAL AIRLINES Inc., 3240 N. W. 27th Ave., Miami, Fla., passenger air transportation. Adv. Exec.: John M. Stoddard. Agency: Grant Adv., Miami. Acct. Exec.: John A. Dey.

NATIONAL BISCUIT Co., 449 W. 14th St., New York, crackers, cookies, cereals and dog food (N) (S). Adv. Exec.: George Oliva. Agency: McCann-Erickson, New York. Acct. Exec.: William H. Conine.

NATIONAL BREWERIES Ltd., 990 Notre Dame St., W., Montreal, Black Horse ale and porter, Kingsbeer lager, Dow ale and stout, Boswell ale, Champlain ale and porter. Agencies: BBDO, New York. Acct. Exec.: L. H. Sherrill (Black Horse Ale in U. S. A.); Vickers & Benson Ltd., Montreal. Acct. Exec.: W. B. Dennis.

NATIONAL BREWING Co., 1027 S. Conkling St., Baltimore, beer (S). Adv. Exec.: Norman S. Almony. Agency: Owen & Chappell, New York. Acct. Exec.: John Schneider.

NATIONAL CARBON Co., Div. of Union Carbide & Carbon Corp., 30 E. 42d St., New York, Eveready flashlight batteries, dry cells, Eveready radio batteries, Prestone and Trek antifreeze. Agency: William Esty Co., New York. Acct. Exec.: W. J. Wulfeck.

NATIONAL CHEMICAL & Mfg. Co., 3617 S. May St., Chicago, Luminall paints, Marb-L-Cote paint products, X-Cell-All paint and varnish removers. Agency: Petchsch, Hecht & O'Connor Inc., Chicago.

NATIONAL CRANBERRY ASSOC., Main St., Hanson, Mass., Ocean Spray jellied cranberry sauce, whole cranberry sauce and cranberry juice cocktail. Agency: Harry M. Frost Co., Boston. Acct. Exec.: Karl M. Frost.

NATIONAL DAIRY PRODUCTS Corp., 230 Park Ave., New York, Sealtest ice cream and dairy products and Kraft foods. Agencies: N. W. Ayer & Son, New York (all Sealtest products); J. Walter Thompson Co., Chicago.

NATIONAL DISTILLERS PRODUCTS Corp., 120 Broadway, New York; whiskies, scotch whiskies, rums, specialties. Adv. Exec.: Alynn Shilling. Agencies: Kudner Agency, New York. Acct. Exec.: C. M. Rohrabough; Lawrence Fertig & Co., New York. Acct. Exec.: Lawrence Fertig and Philip Lukin; Fletcher Richards Inc., New York; Honig-Cooper Co., San Francisco; Kenyon & Eckhardt, New York.

NATIONAL DRUG & CHEMICAL CO. OF CANADA Ltd., 442 St. Gabriel St., Montreal, Pasmore's bronchial mixture, Montserrat lime fruit juice, Gin pills for the kidneys, Cough Checkers and Lazy liver pills. Agency: McKim Adv. Ltd., Montreal. Acct. Exec.: K. Muir.

NATIONAL ECONOMIC COUNCIL Inc., 350 Fifth Ave., New York, institutional. Agency: Gunn-Mears Adv. Corp., New York.

NATIONAL FARM LOAN ASSOC. OF RICHMOND, 1300 E. Main St., Richmond, Va., farm loans.

NATIONAL GAS & FURNITURE Co., 108 W. Front St., Sikeston, Mo., furniture and appliances. Agency: Harold Kirsch Co., St. Louis. Acct. Exec.: Harold Kirsch.

THE NATIONAL GROCERY Co., 1000 4th Ave., Seattle, Reliance pure foods, Happy Home products, Gold Shield coffee, Wyde A Wake syrup and Lang's salted nuts. Agency: Pacific National Adv., Seattle. Acct. Exec.: W. H. Horsley.

NATIONAL GUARD BUREAU, Pentagon Bldg., Washington, D. C., recruiting and community relations. Agency: Robert E. Orr & Assocs., New York.

NATIONAL HONEY PACKERS, Mt. Sterling, Ill., honey delite. Agency: Mace Adv. Agency, Peoria, Ill.

NATIONAL HOTEL CO., Amico Bldg., Galveston, Tex., hotels. Agency: Alert Adv. Agency, Galveston, Tex. Acct. Exec.: Jack R. Hamilton.

THE NATIONAL LIFE & ACCIDENT INSURANCE Co., National Bldg., Nashville, Tenn. Adv. Exec.: Powell Stamper.

NATIONAL MUTUAL BENEFIT LEGAL RESERVE LIFE INSURANCE Co., Insurance Bldg., Madison, Wis. Agency: Arthur Towell Inc., Madison. Acct. Exec.: Arthur Towell.

NATIONAL NU-GRAPE Co., 794 Forest Rd. N. E., Atlanta, Ga., Nu-Grape soda and Sun Crest. Adv. Exec.: W. G. Grant. Agency: Lillier, Neal & Battle Adv. Agency, Atlanta, Ga. Acct. Exec.: G. L. Watts.

NATIONAL NURSERIES, Biloxi, Miss., nursery stock.

NATIONAL PACKING Corp., 56 Commercial Wharf, Boston, Kitty Snicker cat food. Adv. Exec.: W. J. Cavanaugh. Agency: Chambers & Wiswell Inc., Boston.

NATIONAL RAILWAYS OF MEXICO, 19 Bolivar St., Mexico City, transportation. Adv. Exec.: Jose M. Benitez.

NATIONAL RE-CLEAN Corp., 1263 Atlantic Ave., Brooklyn, N. Y. Agency: Duane Jones Co., New York.

NATIONAL REFINING Co., 1808 Standard Bldg., Cleveland, White Rose gasoline and En-ar-co oils and greases. Adv. Exec.: C. J. Kurz. Agency: The Hubbel Adv. Agency Inc., Cleveland. Acct. Exec.: Frank Hubbel.

NATIONAL SCHOOLS, 4000 S. Figueroa St., Los Angeles, radio-television and diesel-automotive correspondence and resident courses. Adv. Exec.: E. D. S. Howes. Agency: Erwin, Wasey & Co. Ltd., Los Angeles. Acct. Exec.: Erle Howry.

NATIONAL SELECTED PRODUCTS Inc., 120 Broadway, New York, 7-Minit pie, crust mix, 7-Minit ready-to-make pies, 7-Minit corn muffin, 7-Minit old-fashioned cake frosting. Agency: Duane Jones Inc., New York.

THE NATIONAL SHAWMUT BANK OF BOSTON, 40 Water St., Boston, banking services (S). Adv. Exec.: John J. Barry. Agency: Blow Co., New York. Acct. Exec.: John Edwin Hamm.

NATIONAL SILVER Co., 295 Fifth Ave., New York, King Edward and Guildcraft silverplate, National sterling, F. B. Rogers Silver Co., Monarch Silver Co., Viceroy Silver Co., Royal Brand Cutlery Co., Santa Anita Pottery, Cheltenham & Co. Ltd., Lady Berkshire dresserware, Cavalier copperware and chromeware and Emerald-Glo giftware. Agency: Grey Adv. Inc., New York.

NATIONAL TOILET Co., 125 W. Washington St., Paris, Tenn., Nadinola cream. Adv. Exec.: F. M. Allen. Agency: Roche, Williams & Cleary, Chicago. Acct. Exec.: M. F. Williamson.

NATIONAL TRAILWAYS BUS SYSTEM, 108 N. State St., Chicago, bus system. Agency: J. Walter Thompson Co., Chicago. Acct. Exec.: Carl Von Ammond.

NATIONAL VENTILATED AWNING Co., 605 Hall St., Dallas, Zephyr aluminum and red wood awnings. Agency: Tracy-Cocke Co., Dallas. Acct. Exec.: Paul Rafferty.

NATIONWIDE AIRLINES Inc., Detroit City Airport, Detroit, daily intrastate air service. Adv. Exec.: J. V. Weesner and J. C. Cooney. Agency: A. L. Perkins & Co., Indianapolis, Ind.

NAUGHTON FARMS Inc., 211 Ferris Ave., Waxahachie, Tex., nursery stock. Agency: Hedrick & Simons, Nashville, Tenn.

NECCI SEWING MACHINE SALES Co., 164 W. 25th St., New York, Necci sewing machines. Agency: Doyle Dane Bernbach Inc., New York. Acct. Exec.: Louis M. Cottin.

NECK'S Inc., 44 W. 143d St., New York, Neckle's stores. Agency: Weiss & Geller, New York.

NEHI Corp., 10th & 9th Ave., Columbus, Nehi and Par-T-Pak beverages and Royal Crown Cola. Adv. Exec.: T. H. Stanley and J. W. Gates. Agency: BBDO, New York. Acct. Exec.: S. A. Harned.

B. NELSON Co., 10 E. 39th St., New York, shoe remodelling, dyeing and orthopedic work. Agency: The Rockmore Co., New York. Acct. Exec.: Milton M. Rockmore.

NELSON BROS. FURNITURE Co., 4840 Broadway St., Chicago, furniture. Agency: George H. Hartman Co., Chicago. Acct. Exec.: Thomas Kivlan.

NELSON-HALL Co., 210 S. Clinton St., Chicago, educational books. Adv. Exec.: Lew Osborne. Agency: Adams Adv., Chicago.

NEOSHO NURSERIES Co., Neosho, Mo., nursery products. Agency: R. J. Potts-Calkins & Holden, Kansas City, Mo. Acct. Exec.: George Magill.

NESCO Inc., 201 N. Michigan Ave., Chicago, Nesco decorated ware, tinware, galvanized ware, kerosene stoves, ranges, heaters, electric roasters and casseroles and steel drums. Adv. Exec.: William J. Freund. Agency: Western Adv., Chicago. Acct. Exec.: Lee Hammett.

THE NESTLE Co., 2 William St., White Plains, N. Y., Nescafe, Nester, instant tea, Nestle's bouillon cubes, Lactogen, Dextrogen, Nestle's evaporated milk and Maggi products, Nestle's chocolate and cocoa products, Nestle's Quik instant chocolate flavor and Nestle's cookie mix. Agencies: Cecil & Presbrey, New York (chocolate and grocery products); Needham & Grohmann Inc., New York (Maggi products, Nestle bouillon cubes and Nestea instant tea); Sherman & Margutte, Chicago (Nescafe).

NESTLE-LEMUR Co., 902 Broadway, New York, cosmetics and toiletries, permanent wave machines and supplies. Agencies: R. T. O'Connell Co., New York. Acct. Exec.: R. T. O'Connell (Nestle baby hair treatment, Nestle lite, Nestle spraze, Nestle bob pins, colorine and colorint Nestle professional beauty products); The Wesley Assoc., New York. Acct. Exec.: L. G. Wesley (Pinad Lilac Vegetal, Eau De Quinine Set-up and Mavis talcum powder); Lewin, Williams & Saylor Inc., New York (Blue Waltz perfume, Djer-Kiss talcum and lipstick).

NESTOR JOHNSON Mfg. Co., 1900 N. Springfield Ave., Chicago, Johnson card shuffler. Adv. Exec.: H. O. Jacobson. Agency: Aubrey, Finley, Marley & Hodgson Inc., Chicago. Acct. Exec.: Leonard Krick.

NETTLE CREEK INDUSTRIES Inc., Richmond, Ind., Lazyback foam rubber casual pillows. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: E. W. Leach.

A. E. NETTLETON Co., E. Willow & State St., Syracuse, N. Y., Nettleton and Lady Nettleton shoes. Adv. Exec.: John A. Lemly. Agency: Barlow Adv. Inc., Syracuse.

NEUHOFF PACKING Co., Adams St., Nashville, Tenn., Old Hickory bacon and Old Time Country-style sausage. Agency: Doyne Adv., Nashville, Tenn. Acct. Exec.: George W. Doyne.

NEVERUB Corp., 1901 Cloyburn St., Chicago, waxes, polishes and floor finishes. Agency: Frederick Asher Inc., Chicago.

NEW ENGLAND COKE Co., 250 Stuart St., Boston, fuel (S). Adv. Exec.: Rudolph Bruce. Agency: J. T. Chirung Co., Boston. Acct. Exec.: W. L. Sheppardson.

NEW ENGLAND CONFECTIONERY Co., 254 Massachusetts Ave., Cambridge, Mass., Necco Candies. Adv. Exec.: Wade Jones. Agency: C. J. LaRoche & Co., New York.

NEW ENGLAND ELECTRIC SYSTEM, 441 Stuart St., Boston, public utility. Adv. Exec.: M. A. Reichheld. Agencies: Harold Cabot & Co., Boston. Acct. Exec.: Edward F. Chase; Doremus & Co., Boston.

NEW ENGLAND TRANSPORTATION Co., 532 S. Station, Boston, transportation. Agency: Chambers & Wiswell Inc., Boston.

NEW HOLLAND MACHINE Co., New Holland, Pa., farm machinery. Adv. Exec.: H. Joseph Hull Jr. Agency: J. Walter Thompson Co., New York.

NEW IDEA Div., Avco Mfg. Corp., Coldwater, Ohio, manure spreaders, corn pickers, field mowers, hay rakes, elevators, wagons, New Idea-Horn hydraulic loaders, stalk and vine shredders and wagon boxes. Adv. Exec.: A. R. Bowler. Agencies: Mumm, Mulvey & Nichols Inc., Columbus, Ohio. Acct. Exec.: William M. Mumm Jr.; Ralph Dalton & Assoc., Troy, Ohio.

N. J. BELL TELEPHONE Co., 540 Broad St., Newark, N. J., telephone service. Adv. Exec.: J. V. Ryan. Agency: Charles Dallas Reach Co., Newark, N. J. Acct. Exec.: F. R. Riskey.

THE NEW LEADER, 7 E. 15th St., New York, magazine. Agency: Will Burgess & Co., New York.

NEW ORLEANS PUBLIC SERVICE Inc., 317 Baronne St., New Orleans, La., electric, gas and transit service. Agency: Bauerlein Adv. Inc., New Orleans, La. Acct. Exec.: Pierre Villere.

NEW YORK CENTRAL SYSTEM, 466 Lexington Ave., New York, transportation. Adv. Exec.: J. T. Webster.

Agency: Foote, Cone & Belding, New York. Acct. Exec.: H. W. Frier.

NEW YORK HERALD TRIBUNE, 230 W. 41st St., New York. Adv. Exec.: William R. Bulter, John D. Thees Jr., George Barthelme and James W. Sykes. Agency: Donahue & Coe Inc., New York. Acct. Exec.: Robert Carley.

NEW YORK JOURNAL-AMERICAN, 220 South St., New York. Adv. Execs.: John Irvin and Kurt R. Brink.

NEW YORK MAIL ORDER HOUSE Inc., 220 Fifth Ave., New York. Adv. Exec.: Louis Shapiro. Agency: Watson & Fried Inc., New York. Acct. Exec.: Al. J. J. J.

NEW YORK MIRROR, 235 E. 45th St., New York. Circulation and advertising.

NEW YORK & NEW ENGLAND APPLE INSTITUTE Inc., 43 Crown St., Kingston, N. Y., apples. Adv. Exec.: L. W. Marvin. Agency: Charles W. Hoyt Co., New York.

NEW YORK STATE DEPARTMENT OF COMMERCE, 112 State St., Albany, N. Y. Agency: BBDO, New York. Acct. Exec.: Bayard Pope.

THE NEW YORKER MAGAZINE, 25 W. 43d St., New York. Magazine. Adv. Exec.: E. Melville Price. Agency: Carl Reimers Co., New York.

THE NEWARK (N. J.) NEWS, 215-221 Market St., Newark, newspaper. Adv. Execs.: James A. Doyle and Andrew J. Flanagan.

NEUBRO Mfg. Co., 199 Walker St., S. W., Atlanta, Ga., Queen hair dressing, skin whitener, facial creams, Tuxedo Club pomade, Silky Strate and Medic-Aid. Agency: Bennett & Co., Atlanta, Ga. Acct. Exec.: Lee Bennett.

NEWELL GUTRADT Co., 368 Fremont St., San Francisco, Stryker's soap and cleaner. Adv. Exec.: A. Haas Jr. Agency: Guild, Bascom & Bonfigli, San Francisco.

NEWLY WEDS BAKING Co., 2453 S. Indiana St., Chicago, Ice Cream 'N' Cake Roll. Adv. Exec.: Paul Angell. Agency: Russel M. Seeds Co., Chicago. Acct. Exec.: Fred W. Swanson.

NIAGARA CHEMICAL Div., Food Machinery & Chemical Corp., Middleport, N. Y., insecticides, fungicides, dusts and dusters and industrial sulphurs. Agencies: Marsteller, Gebhardt & Reed, Pittsburgh. Acct. Exec.: Rod S. Reed, Ardell Adv. Agency Ltd., S. Hamilton, Ont., Can.

NICOLAY-DANCEY Inc., 5801 Grandy St., Detroit, New Era potato chips. Adv. Exec.: A. R. Pegler. Agencies: Tom Schroeder Agency, Detroit, Otto & Abbs Adv., Detroit; Ewell & Thuber Assoc., Chicago.

THE NITRAGEN Co. Inc., 3025 W. Custer Ave., Milwaukee, Nitragen legume inoculation. Agency: Western Adv. Inc., Racine, Wis. Acct. Exec.: Elmer Otte.

NIX COSMETICS Co., Memphis, Tenn., Nix deodorant, bleach cream, lotion bleach and vitamins. Adv. Exec.: Paul Edwards. Agency: Cole & Co., Memphis, Tenn.

NOONAN SONS, 38 Portland St., Boston, Noonan's shampoo and hair preparations. Agency: Lasker-Riseman Inc., Boston.

NORGE DIV., Borg-Warner Corp., Merchandise Mart, Chicago, Norge refrigerators, washers, conventional and automatic gas ranges, electric ranges, electric water heaters and home freezers. Agencies: J. Walter Thompson Co., Chicago; Russell M. Seeds Co., Chicago.

NORMA PENCIL Corp., 137 W. 14th St., New York, Norma multicolor pencils. Agency: William G. Seidenbaum & Co., New York. Acct. Exec.: William G. Seidenbaum.

NORRIS-THERMADOR Corp., 5215 S. Boyle Ave., Los Angeles, bathtubs and sinks. Agency: West-Marquis Co., Los Angeles. Acct. Exec.: C. N. La Vene.

NORTH AMERICAN SWEETS Corp., 233 S. 1st St., Brooklyn, N. Y., Sweetop creamed frosting. Agency: Weiss & Geller, New York. Acct. Exec.: Max Tendrich.

NORTH AMERICAN VAN LINES Inc., Fort Wayne, Ind., transportation of household goods, displays and exhibits. Agency: Applegate Adv. Agency, Muncie, Ind.

NORTH CAROLINA EQUIPMENT Co., 3101 Hillsboro St., Raleigh, N. C., construction, industrial and logging equipment. Adv. Exec.: G. B. Hooks.

NORTH STAR AIRCOACH, 32 Dearborn St., Chicago, travel. Agency: Shore Assoc. Corp., Los Angeles.

NORTHEAST AIRLINES Inc., 239 Prescott St., Logan International Airport, E. Boston, airline service. Agencies: John C. Dowd Inc., Boston. Acct.

Exec.: Gerald A. Higgins; Dowd, Redfield & Johnstone Inc., New York.

NORTHERN CALIFORNIA ELECTRICAL BUREAU, 1355 Market St., San Francisco, promotion of lighting, appliances, radio, TV and adequate wiring. Agency: Jean Scott Frickelton, San Francisco. Acct. Exec.: Jean Scott Frickelton.

NORTHERN STATES POWER Co., 15 S. Fifth St., Minneapolis, water heater, barn ventilator and electrical equipment for farm use. Adv. Exec.: Thomas Kettle. Agency: Campbell-Mithun Inc., Minneapolis.

NORTHERN TACKLE Co., P. O. Box 37, Trevor, Wis., fishing tackle. Adv. Exec.: C. F. Mellin Jr. Agency: Patton-Hagerty-Sullivan Inc., Chicago. Acct. Exec.: W. H. Hagerty.

THE NORTHERN TRUST Co., 50 S. La Salle St., Chicago, banking. Adv. Exec.: J. E. O'Loughlin. Agencies: J. Walter Thompson Co., Chicago; Waldie & Briggs Inc., Chicago.

NORTHLAND FOODS Inc., Duluth, Minn., Wilderness Cherry pie mix filling, blueberry and raspberry pie filling. Agency: Olmsted & Foley Adv., Minneapolis. Acct. Exec.: Tom Harder.

NORTHLAND SKI Mfg. Co., 1201-1225 Henry St., N. St. Paul, Minn., skis, toboggans, ice hockey sticks, snow shoes and accessories. Adv. Exec.: C. A. Lund. Agency: Melamed-Hobbs Inc., S. Minneapolis. Acct. Exec.: V. C. Soash.

NORTHMONT HOSIERY Co., Reading, Pa., women's nylon stockings. Adv. Exec.: Joseph A. Quinlan. Agency: Beaumont, Heller & Sperling Inc., Reading. Acct. Exec.: D. H. Beaumont.

NORTHPOR AERONAUTICAL INSTITUTE, 1515 E. Broadway St., Hawthorne, Calif., aircraft training. Agency: West-Marquis Inc., Los Angeles. Acct. Exec.: John R. West.

NORTHROP, KING & Co., 15th Ave., N. E. & Jackson St., Minneapolis, seeds and feeds. Adv. Exec.: R. D. Coursen. Agency: BBDO, Minneapolis. Acct. Exec.: R. B. Savage Jr.

NORTHWEST ELECTRIC Co., Pukwana, S. D., Devil-Dog burglar alarm. Agency: O'Neil, Larson & McMahon, Chicago.

NORTHWESTERN BELL TELEPHONE Co., 118 S. 19th St., Omaha, Neb., telephone service. Adv. Exec.: Robert L. Howard. Agency: BBDO, Minneapolis. Acct. Exec.: J. P. Devaney.

NORTHWESTERN NATIONAL BANK OF MINNEAPOLIS, 620 Marquette Ave., Minneapolis. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Kenneth Ruble.

THE NORWICH PHARMACAL Co., Eaton Ave., Norwich, N. Y., Norforms, Unguentine, Amolin powder and cream, Pepto-Bismol, Respamol, Zemacon, Unguentine Rectal Cones, and Ocusol and NP-27. Agencies: Benton & Bowles, New York (consumer products); Moser & Cotins Inc., Utica, N. Y. Acct. Exec.: J. N. Brown (baby products); Kleswetter Assoc., New York. Acct. Exec.: E. G. Chase (pharmaceuticals and NP-27); National Export Adv. Service Inc., New York; Cockfield, Brown & Co. Ltd., Toronto.

NOXZEMA CHEMICAL Co., 32d & Falls Cliff Rd., Baltimore, Noxzema medicated greaseless skin cream, shaving cream, cold cream and suntan lotion. Agencies: Sullivan, Stauffer, Colwell & Bayles Inc., New York; Irwin Vladimir & Co., New York.

NU-ENAMEL Corp., 444 Lake Shore Dr., Chicago, paints and enamels. Adv. Exec.: R. Comacho. Agency: Cooper & Meyers Assoc., New York. Acct. Exec.: H. Meyers.

NUN BETTER TEXTILE PRODUCTS Co., 691 Houston St., N. E., Atlanta, Ga., Nun-Lint utility cloths.

NUTRENA MILLS Inc., 200 Grand Exchange St., Minneapolis, livestock and poultry feeds. Adv. Exec.: E. C. Fuller. Agency: Bruce B. Brewer & Co., Minneapolis. Acct. Exec.: C. R. Strotz.

NYO-LENE LABS., 426 Washington St., New York, Filmasque facial treatment and other cosmetics and Nyola nail film coloring.

THE OAKFORD Co., 316 S. Washington St., Peoria, Ill., America's Cup Coffee, Perfection syrup and Blue Ribbon food products. Adv. Exec.: D. L. Hinegardner. Agency: Arbingast, Becht & Assoc., Peoria, Ill.

CLARENCE A. O'BRIEN & HARVEY B. JACOBSON, 1406 G St., N. W., Washington, D. C., registered patent attorneys. Adv. Exec.: Harvey B. Jacobson. Agency: Koster Adv. Co., Washington. Acct. Exec.: Marinus Koster.

O-CEDAR Corp., 2248 W. 49th St., Chicago, O-Cedar polishes, mops, waxes, cleaners and Dri-Glo furniture polish. Agency: Young & Rubicam, Chicago. Acct. Exec.: Frederick G. Williams.

THE OCULINE Co., 9538 Brighton Way, Beverly Hills, Oculine eye drops, bath and salve pads.

THE ODELL Co., 230 Wright St., Newark, N. J., Trol for hair control (S). Adv. Exec.: Sheldon R. Odell. Agency: Lewin, Williams & Saylor, Newark. Acct. Exec.: R. Gulch.

ODIN STOVE Mfg. Co., 342 W. 12th St., Erie, Pa., Odin beautyrange. Adv. Exec.: Everett Hampel. Agency: Mitchell & Knepper, Erie, Pa. Acct. Exec.: George Mitchell.

O'DONNELL-USEN FISHERIES Corp., Fish Pier, Boston and Taste O'Sea fish. Agency: Arnold & Co., Boston. Acct. Exec.: Arnold Z. Rosoff.

OELERICH & BERRY Co., 864 N. Larabee St., Chicago, Old Manse syrup. Agency: Grant Adv. Chicago. Acct. Exec.: W. H. Alexander.

OERTEL BREWING Co., 1400 Story Ave., Louisville, Ky., Oertels 92 beer. Agency: M. R. Koppmeyer Co., Louisville. Acct. Exec.: M. R. Koppmeyer.

THE OHIO BELL TELEPHONE Co., 750 Huron St., Cleveland, Bell telephone service. Adv. Exec.: John C. Heiskell. Agency: McCann-Erickson Inc., Cleveland. Acct. Exec.: Robert Dailey.

OHIO HYBRID SEED Co., Croton, Ohio, seed corn and other farm seeds. Agency: Mumm, Mullay & Nichols Inc., Columbus. Acct. Exec.: William Mumm Jr.

THE OHIO MATCH Co., Wadsworth, Ohio, matches. Agency: Young & Rubicam, New York. Acct. Exec.: Eldon Smith.

THE OHIO OIL Co., 539 S. Main St., Findlay, Ohio, Marathon gasoline, oils, greases. Agency: Stockton, West, Burkhardt Inc., Cincinnati. Acct. Exec.: William Z. Burkhardt.

O'KEEFE & MERRITT Co., 3700 E. Olympic Blvd., Los Angeles, gas ranges. Agency: Richard B. Atchison, Los Angeles.

O'KEEFE'S Inc., Ellicott Sq. Bldg., Buffalo, O'Keefe's ale, beer and stout. Agency: The Armand S. Weill Co., Buffalo. Acct. Exec.: Robert Weill.

OLD COLONY TRUST Co., One Federal St., Boston, corporate fiduciary. Adv. Exec.: R. W. Stanley. Agencies: BBDO, Boston; Albert Frank-Guenther Law Inc., Boston.

OLD COUNTRY TROTTER Assn., Westbury, L. I., Rossevelt Raceway (races).

OLD DUTCH MUSTARD Co., 80 Metropolitan Ave., Brooklyn, West Indian hot sauce and Old Dutch mustard. Agency: Grant Adv., New York. Acct. Exec.: L. V. Stapleton.

OLD FASHIONED MILLERS Inc., 540 E. 7th St., St. Paul, Enright's flour. Agency: Arnold M. Niemeier & Assoc., St. Paul.

OLD JUDGE COFFEE Co., 704 N. 2d St., St. Louis, Old Judge coffee and tea. Agency: Gardner Adv. Co., St. Louis.

OLD MISSION LAB., 57 E. Magnolia Blvd., Burbank, Calif., OM tablets. Agency: Sudler Co., Los Angeles. Acct. Exec.: Culbreth Sudler.

OLD MONASTERY WINE Co., 11 Albert St., New Haven, Conn., Old Monastery wines. Agency: Arnold & Co., Boston.

OLD TOWN SHOE Co., 179 Lincoln St., Boston, Oldmanne Trotters women's shoes. Adv. Exec.: L. H. Fischman. Agency: Frederick-Clinton Co., New York. Acct. Exec.: Leon Fischman.

OLD TRUSTY DOG FOOD Co., 278 West St., Needham Heights, Mass., Old Trusty dog food. Agency: Moser & Cotins Inc., Utica, N. Y.

OLDSMOBILE Div., General Motors Corp., Township St., Lansing, Mich., automobiles (N) (S). Adv. Exec.: L. F. Carlson. Agency: D. P. Brothers & Co., Detroit. Acct. Exec.: Guy Warren.

THE OLIVE TABLET Co., 29 E. 5th Ave., Columbus, Dr. Edwards olive tablets. Adv. Exec.: Fred E. Rathburn. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: George E. Wasey.

OLLENDORFF WATCH Co., 20 W. 47th St., New York, Gotham, Mercury and Ollendorf watches. Adv. Exec.: Michael Merrill. Agency: H. C. Morris & Co., New York. Acct. Exec.: Herman Morris.

OLSON Co., 233 Broadway, New York, screen and storm windows. Agency: E. T. Howard Co., New York.

OLSON RUG Co., 2800 N. Crawford St., Chicago, remade rugs. Adv. Exec.: Arthur W. Prussing. Agencies: Mason Warner Co., Chicago. Acct. Exec.: M. M. Warner; Presba, Felliers & Presba Inc., Chicago.

OLSON TRAVEL ORGANIZATION, 39 LaSalle St., Chicago, European tours. Agency: Kencliff, Breslich & Co., Chicago.

OLYMPIA BREWING Co., P. O. Box 947, Olympia, Wash., Olympia beer. Agency: Botsford, Constantine & Gardner, Seattle, Wash. Acct. Exec.: C. F. Constantine.

OLYMPIC KNITWEAR Inc., 1372 Broadway, New York, Tish-U-Knit sweaters. Agency: Sterling Adv. Inc., New York. Acct. Exec.: Joel Kaplan.

OLYMPIA LUGGAGE Corp., 200 Biddle St., Kane, Pa., plastic luggage. Agency: Sukes Adv. Inc., Pittsburgh.

OLYPTIC RADIO & TELEVISION Inc., 34-01 38th Ave., Long Island City, N. Y., Olympic radio and television receivers. Adv. Exec.: George F. Bart. Agency: Hicks & Greist Inc., New York. Acct. Exec.: Mrs. E. M. Sheldon.

OMAR Inc., 1910 Harney St., Omaha, breads and pastries (S). Adv. Exec.: Norman W. Lauchner. Agency: Fitzmorris & Miller, Chicago. Acct. Exec.: Charles Fitzmorris.

OMAR PRODUCTS Co., 1770 Genesee Ave., Columbus, Omar wallpaper cleaner. Agency: Wheeler-Kight & Gainey Inc., Columbus.

OMNIBOOK MAGAZINE, 76 9th Ave., New York, Omnibook magazine. Adv. Exec.: William K. Hutson. Agency: Huber Hoge & Sons, New York. Acct. Exec.: Cecil C. Hoge.

OMSEN Corp., 47 E. 61st St., New York, Dicta-Write shorthand (new short hand method).

OMTAR BISCUIT Co., 12 Watson St., Buffalo, crackers and cakes. Adv. Exec.: B. N. Grassman. Agency: The Moss-Chase Co., Buffalo. Acct. Exec.: Edmund Felt.

ONTARIO DEPT. OF TRAVEL & PUBLICITY, Queens Park, Toronto, vacationing in Ontario. Agencies: McKim Adv. Ltd., Toronto. Acct. Exec.: Howard Wilson; McConnell, Eastman & Co. Ltd., Toronto. Acct. Exec.: George Dixon; Locke, Johnson & Co. Toronto. Acct. Execs.: Clark Locke and Crawford Hall.

JOHN OPITZ Inc., 50-14 39th St., Long Island City, N. Y., J-O insecticides. Agency: Tracy, Kent & Co., New York. Acct. Exec.: William Irwin Tracy.

ORANGE BLOSSOM ORANGE JUICE, Miami, Fla., orange juice and fruit salad. Adv. Exec.: Arnie Shutzman. Agency: Sidney B. Gorchov Adv., Miami Beach, Fla. Acct. Exec.: Sidney B. Gorchov.

ORANGE-CRUSH Co., 318 W. Superior St., Chicago, Orange Crush and Old Colony beverages. Adv. Exec.: Don E. Boettger. Agency: Fitzmorris & Miller, Chicago. Acct. Exec.: Charles C. Fitzmorris Jr.

ORCHARD INDUSTRIES Inc., 18404 Morang Rd., Detroit, Actionrod steel fishing rod and Actionglas fishing rod. Adv. Exec.: Don H. Collins. Agency: Keating & Co., Indianapolis. Acct. Exec.: Ralph Roberts.

OREGON JOURNAL, 800 S. W. Front Ave., Portland, Ore. Adv. Execs.: Morris L. Sharp and Arthur B. Wallace. Agency: Hal Short Inc., Portland.

OREGON WASHINGTON-CALIFORNIA FEAR BUREAU, 502 Woodlark Bldg., Portland, Ore., winter pears. Agency: Pacific National Adv., Portland. Acct. Exec.: Milton Folland.

ORIENTAL FOODS Inc., 4100 S. Broadway St., Los Angeles, Jan-U-Wine brand foods. Agency: Coleman-Jones, Los Angeles.

ORIENTAL SHOW-YOU Co., Columbia City, Ind., chop suey products. Adv. Exec.: Shinz Ohki. Agency: Ross Adv., Ft. Wayne, Ind.

ORLEY Corp., 475 Schaefer Rd., Detroit, home freezers and refrigerators. Agency: Russel M. Seeds Co., Chicago. J. OSSOLA Co., 155 Hudson St., New York, Torino brand food delicacies. Agencies: H. L. Mihic & Co., New York; Carlo Vinti Adv., New York.

OTARION Inc., 159 N. Dearborn St., Chicago, hearing aids, audiometers, speech testing equipment. Agency: Reincke, Meyer & Finn Inc., Chicago.

OUR OWN HARDWARE Co., 618 N. 3d St., Minneapolis, general hardware, sporting goods, electrical appliances, paints, major appliances, housewares and floor coverings. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Ralph Campbell.

THE OVERBROOK EGG NOG Corp., 32 S. Hanover St., Baltimore, Overbrook premium egg nog, mint and orange, flavored gin and sloe gin. Agency: The Joseph Katz Co., New York.

OWENS-CORNING FIBERGLAS Corp., Nicholas Bldg., Toledo, Ohio, Fiberglass products. Adv. Exec.: Peter J. Fudge. Agency: Fuller & Smith & Ross Inc., Cleveland.

OXO (UNITED STATES OF AMERICA) Ltd., 581 Boylston St., Boston, Oxo beef cubes and Fray Bentos brand corned beef. Agency: Platt-Forbes Inc., New York. Acct. Exec.: Parmelee Lyman.

OYSTER SHELL PRODUCTS Corp., 271 North Ave., New Rochelle, N. Y., Pilot Brand oyster shell and Reef brand crushed oyster shell. Agency: Cecil & Presbrey Inc., New York.

(Continued on page 436)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

P

P. D. Q. COUGH REMEDY Co., Evansville, Ind., cough remedy. Agency: The B. & M. Co., Evansville, Ind.

P & K Inc., 122 Dixie Highway, Mokense, Ill., fishhooks, fishing tackle and accessories. Adv. Exec.: William Barkow. Agency: Van Hecker Inc., Chicago. Acct. Exec.: William Barkow.

PACBET SALES Co., 221 N. LaSalle St., Chicago, Pabst Blue Ribbon beer. Adv. Exec.: Richard H. Hehman. Agency: Warwick & Legler, New York. Acct. Exec.: Henry Legler.

PACIFIC AMERICAN FISHERIES, Bellingham, Wash., Deming's Sam-O-Lets salmon. Agency: Honig-Cooper Co., Seattle. Acct. Exec.: Warren Kraft.

PACIFIC BREWING & MALTING Co., San Jose, Calif., Wielands extra pale lager beer. Agency: Elliott, Goetze & Boone, San Francisco.

PACIFIC CITRUS PRODUCTS Co., P. O. Box 392, Fullerton, Calif., Hawaiian punch. Agency: Atherton Adv. Agency, Los Angeles.

PACIFIC COAST BORAX Co., 100 Park Ave., New York, Twenty Mule Team borax, boric acid soap chips, Boraxo toilet soap and dance floor Spangles. Agency: McCann-Erickson, New York. Acct. Exec.: Fred Anderson.

PACIFIC COAST PACKERS Ltd., 2100 MacPherson Ave., New Westminster, B. C., Can., Kremer Whipt salad dressing. Adv. Exec.: F. H. Beaven. Agency: O'Brien Adv. Ltd., Vancouver. Acct. Exec.: D. M. Tyerman.

PACIFIC CRACKER Co., 6233 S. Gramercy Pl., Los Angeles, Treats Thin Flake crackers and Honey Treats. Agency: Mogge-Privett Inc., Los Angeles. Acct. Exec.: Norton W. Mogge.

PACIFIC GUANO Co., 2d at Hearst St., Berkeley, Calif., Gaviota commercial fertilizers Gavidice insecticides and fungicides and Superstraw seeds. Agency: Emil Reinhardt Adv., Oakland.

PACIFIC NORTHERN AIRLINES Inc., P. O. Box 1020, Anchorage, Alaska, scheduled air transportation. Agency: West-Marquis Inc., Seattle, Wash. Acct. Exec.: Welis R. Wiley.

PACIFIC OLIVE Co., Visalia, Calif., Early California olives. Adv. Exec.: John Seaman. Agency: Abbott Kimball Co., Los Angeles.

PACIFIC POWER & LIGHT Co., Public Service Bldg., Portland, electrical utility. Adv. Exec.: R. H. Roley. Agency: McCann-Erickson, Portland. Acct. Exec.: W. E. Wilson.

THE PACIFIC TELEPHONE & TELEGRAPH Co., 140 New Montgomery St., San Francisco, telephone service. Adv. Exec.: G. M. Foster. Agency: BBDO, San Francisco.

PACIFIC VINEGAR Co., 24th & Welcome Ave., Richmond, Maynor's wine vinegar. Agency: J. J. Weiner Co., San Francisco.

PACKARD MOTOR CAR Co., 1580 E. Grand Blvd., Detroit, Packard motor cars. Adv. Exec.: Fred W. Adams. Agency: Maxon Inc., Detroit.

PACKERS TAR SOAP Inc., Roosevelt St., Mystic, Conn., Packers tar soap, Pine Tar shampoo, olive oil shampoo, Charm, Scalptone and Charm soap deodorant. Agency: Tracy, Kent & Co., New York.

PAGE BOY Co., 2033 Cedar Springs Ave., Dallas, maternity dresses. Agency: Laughlin-Wilson-Baxter & Persons, Dallas.

THE PAGE DAIRY Co., Wade & Knapp Sts., Toledo, milk. Agency: Barton Alexander Adv., Toledo. Acct. Exec.: Barton Alexander.

PAINE FURNITURE Co., 81 Arlington St., Boston, furniture. Adv. Exec.: Carl Masson. Agency: Doremus & Co., Boston.

PAINE, WEBBER, JACKSON & CURTIS, 25 Broad St., New York, investments. Agency: Doremus & Co., New York. Acct. Exec.: Barry McMennamin.

PAL BLADE Co., 43 W. 57th St., New York, Pal hollow-ground razor blade. Adv. Exec.: Charles R. Schatten. Agency: Al Paul Lefton Co., New York.

PALLEY SUPPLY Co., Glendale, Calif., catalog. Agency: Allen & Marshall Adv., Los Angeles. Acct. Exec.: Herbert West and C. A. Both.

PALM BEACH Co., 240 W. 7th St., Cincinnati, Palm Beach, Springweave Tropicals, Sunfrosts, Tropicals, Palm Springs and Resortweave men's suits. Adv. Exec.: John J. Walsh. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Kenneth D. Stewart.

PALMER CHEMICAL Co., 1601 Forest St., Georgetown, Tex., Palmer's Magic all purpose polish.

PALMER MFG. Corp., 2200 W. Fillmore St., Phoenix, Sho-Breeze air coolers, evaporative coolers and gas fired heating equipment. Adv. Exec.: George W. Benson. Agency: Miller Adv. Agency Inc., Phoenix. Acct. Exec.: J. R. Miller.

PAN-AMERICAN COFFEE BUREAU, 120 Wall St., New York, coffee. Agency: Robert W. Orr & Assoc., New York; Cunningham & Walsh Inc., New York.

PAN AMERICAN-GRACE AIRWAYS Inc., 135 E. 42d St., New York, air transportation. Adv. Exec.: W. P. Donkin. Agency: J. Walter Thompson Co., New York. Acct. Exec.: Maurice Hanson.

PAN AMERICAN LABS. Inc., 919 Olympia Bldg., Miami, Fla., Benephyl Oral solution. Agency: August Dorr Adv., Miami, Fla. Agency: David Hurst. Agency: P. R. GON PACKING, 75 S. E. Washington St., Portland, Ore., canned tuna. Agency: Searcy Adv. Agency: Portland. Acct. Exec.: J. Holden.

PARAMOUNT PICTURES Corp., 1501 Broadway, New York, Paramount motion pictures. Adv. Exec.: Sidney Blumentstock. Agency: Buchanan & Co., New York.

PARFUMS CORDAY Inc., 730 Fifth Ave., New York, Corday perfumes and dusting powder, Eau de Cologne, Eau de Toilette and bath preparations. Agency: Peck Adv. Agency, New York. Acct. Exec.: Norman Mack.

PARFUMS EVYAN Inc., 2 F. End Ave., New York, White Shoulders, Gay Diversion, Golden Shadows and Enchanting Menace perfumes. Agency: Hilton & Riggio Inc., New York. Acct. Exec.: Peter Hilton.

PARIS SHOPS, 509 Main St., New Rochelle, N. Y., fashions and gift items. Agency: Shevio Inc., New York.

PARK EAST, THE MAGAZINE OF NEW YORK, 220 E. 42d St., New York, magazine. Agency: Donahue & Co Inc., New York. Acct. Exec.: Walter Weir.

PARK & TILFORD, 485 Fifth Ave., New York, Park & Tilford perfumes and cosmetics, and Winx eye preparations. Agencies: Storm & Klein Inc., New York. Acct. Exec.: Allston E. Storm; Ronalds Adv., Ltd., Montreal.

PARKER HERBEX Corp., Stamford, Conn., Parker-Herbex hair treatments. Agency: Calkins & Holden, McClinton & Smith Inc., New York.

PARKER HOUSE, Tremont & School Sts., Boston. Agency: Albert Frank Guenther Law, Boston. Acct. Exec.: A. Hirschbaum.

PARKWAY BAKING Co., 1238 Ridge Ave., Philadelphia, Twin Pack bread. Agency: J. M. Korn & Co., Philadelphia.

PARMAN & KENDALL, Homestead, Fla., Par-Ken fresh frozen limeade. Agency: Newman, Lynde & Assoc. Inc., Jacksonville, Fla. Acct. Exec.: Allan C. Gottschaldt.

PARSONS AMMONIA Co., 19 Rector St., New York, Parsons sudsy household ammonia. Agency: Brisacher, Wheeler & Staff Inc., New York.

PARX PRODUCTS Corp., 1270 6th Ave., New York, Parx plastic fingernail covering. Agency: Henry J. Kaufman & Assoc., Washington, D. C. Acct. Exec.: Alvin A. Sarra.

HOTEL PASO DEL NORTE, El Paso & San Antonio, El Paso, Tex. Adv. Exec.: Carl Hertzog. Agency: Mithoff Adv., El Paso, Tex. Acct. Exec.: Warren Mithoff.

THE JOHN G. PATON Co., 630 Fifth Ave., New York, Golden Blossom honey and Paton's canned goods. Agency: Brisacher, Wheeler & Staff, New York.

PATTEN FOOD PRODUCTS, Chattanooga, Tenn., Mis' Julie's pie crust and pie filling mixes. Adv. Exec.: Frank Walsh. Agency: Liller, Neal & Battle Adv., Atlanta. Acct. Exec.: W. W. Neal.

PATTERSON ENTERPRISES, Canton, Tex., nursery and floral stock. Agency: Watts, Payne Adv., Dallas. Acct. Exec.: Marie Callahan.

PAXTON & GALLAGHER Co., Ninth & Jones Sts., Omaha, Neb., Butter-Nu. coffee. Adv. Exec.: Edward A. Creighton Jr. Agency: Buchanan-Thomas Adv. Co., Omaha, Neb. Acct. Exec.: C. C. Buchanan.

PAY WAY FEED MILLS Inc., 3d & Broadway Sts., Kansas City, livestock and poultry feeds. Agency: Frank E. Whalen Adv., Kansas City.

PAY-U LABS Inc., 29th & Chestnut Sts., Quincy Ill., feeds, worm expellers and other supplies for livestock and poultry. Agency: Aubrey, Finlay, Marley & Hodgson, Chicago. Acct. Exec.: D. R. Collins.

PEARCE Mfg. Co., Latrobe, Pa., blankets and woolen goods. Adv. Exec.: F. J. Harvey. Agency: Edward M. Power Co., Pittsburgh.

PEARSON PHARMACAL Co., 350 E. 35th St., New York, Eye-Gene eye drops and Ennds chlorophyll tablets (N). Adv. Exec.: Robert C. Hartstall. Agency: Harry B. Cohen Adv., New York. Acct. Exec.: Stuart Smith.

F. H. PRAVEY & Co., 760 Grain Exchange Bldg., Minneapolis, weed sprays, feeds, grain. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: K. D. Ruble.

PEAVEY PAPER MILLS, Ladysmith, Wis., White Sail tissue.

PELTON'S SPUDNUTS Inc., 1488 S. State St., Salt Lake City, pastry products. Agency: Jarman & Skaggs, Salt Lake City. Acct. Exec.: Bill A. Skaggs.

PENATHOL LABS., 1111 Griswold St., Detroit, Penathol medical. Adv. Exec.: Dr. Otto Weissa. Agency: First United Broadcasters, Chicago.

PENICK & FORD Ltd., 420 Lexington Ave., New York, Br'er Rabbit molasses and syrup, Vermont Malt syrup, My-T-Fine desserts and Penick syrup (S). Adv. Exec.: Charles F. Fleischmann. Agencies: BBDO, New York. Acct. Exec.: Charles Dalton (MY-T-FINE desserts); J. Walter Thompson Co., New York. Acct. Exec.: Robert Shirrey (syrups and molasses).

PEN-JEL Corp., 2400 Nicholson Ave., Kansas City, fruit pectin in powder form. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: Alex Coleman.

PENN-CHAMP OIL Co., Butler, Pa., Aunt Sue's dry cleaner, self-polishing wax, window cleaner, Penn-Champ motor oil, lighter fluid, Kilzum DDT insecticide and stock spray. Agency: Paris & Peart, New York.

PENN FISHING TACKLE Mfg. Co., 307 N. Hunting Park Ave., Philadelphia, Penn fishing reel. Agency: Walter S. Chittick Co., Philadelphia.

PENN SHERATON HOTEL, 3900 Chestnut St., Philadelphia. Agency: Robert L. Hance Adv., Philadelphia. Acct. Exec.: R. L. Hance.

J. C. PENNEY Co., 330 W. 34th St., New York, chain department stores. Adv. Exec.: John A. Fitz Randolph. Agency: Roy S. Durstine Inc., New York.

THE PENNSYLVANIA RAILROAD, 1617 Pennsylvania Blvd., Philadelphia, transportation. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: Al Paul Lefton.

PENNSYLVANIA SALT Mfg. Co., Widener Bldg., Philadelphia, industrial chemicals for water sanitation and sewage disposal, textile processing, pulp and paper operations, glass and ceramics production, pickling and refining of primary metals, finishing of fabricated metal parts, petroleum refining and petrochemicals, and for the production of chemicals and allied products; chemical specialties for agriculture, E-K line for cleaning and sanitizing in dairy and food processing industries, Knox-Out insecticides for home and garden, Iye products for cold working of metals; Erusto line of laundry specialties, cleaners for railroad use, maintenance cleaners, dishwashing compounds and corrosion-resistant paints and cements. Agency: Geare-Marston Inc., Philadelphia. Acct. Exec.: Edward Scull.

PENOBSCOT SHOE Co., Old Town, Me., tramp-eze shoes. Adv. Exec.: Leon H. Fischman. Agency: Frederick Clinton Co., New York. Acct. Exec.: Harold S. Rieff.

PEOPLES FIRST NATIONAL BANK & TRUST Co., 5th & Wood Sts., Pittsburgh, bank. Agencies: Ketchum, MacLeod & Grove Inc., Pittsburgh. Acct. Exec.: W. Geissinger; Bachman, Kelly & Trautman Inc., Pittsburgh.

PEP BOYS, MANNY, MOE & JACK OF CALIFORNIA, 1122-24 W. Washington Blvd., Los Angeles, auto accessories and parts, tools, radio and bike supplies. Adv. Exec.: David Gary. Agency: Milton Weinberg Adv. Co., Los Angeles. Acct. Exec.: William Krauch.

PEPPARD SEED Co., 1101 W. 8th St., Kansas City, Pepsocoe field seeds, Pepsop popcorn and Funk G hybrid seed corn. Adv. Exec.: C. F. Peppard. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: C. L. Robinson.

PEPSI-COLA Co., 3 W. 57th St., New York, Pepsi-Cola and Everevs beverages. Agency: Blow Co., New York. Acct. Exec.: Milton Blow.

PEPSODENT, Div. of Lever Bros. Co., 390 Park Ave., New York, Pepsodent

tooth powder, tooth paste, antiseptic, toothbrush, Lifebuoy, shaving cream, Rayve cream shampoo, Rayve home wave, Chlorodont toothpaste and Shadow-Wave home permanent. Adv. Exec.: West Woodbridge Jr. Agencies: McCann-Erickson Inc., New York. Acct. Exec.: Rud McKee, Al Roby (Pepsodent), Tom Lane and Wells Spence (Shadow-Wave); J. Walter Thompson Co., New York. Acct. Exec.: Ken Hinks (Rayve creme shampoo and chlorodont toothpaste).

PEQUOT MILLS, 47 Congress St., Salem, Mass., Pequot sheets and pillow cases and cotton sheeting. Agency: Jackson & Co., New York. Acct. Exec.: John Yeargain.

PERFECT CIRCLE Corp., 552 S. Washington St., Hagerstown, Ind., piston rings. Adv. Exec.: John Senn. Agencies: Henri Hurst & McDonald Inc., Chicago. Acct. Exec.: E. F. Hascall; McConnell, Eastman & Co. Ltd., Toronto.

PERFORMER Corp., 152 Madison Ave., New York, ladies' slips. Adv. Exec.: M. B. Desreau. Agency: Lane Adv. Agency Inc., New York.

PERFECTION BISCUIT Co., 250 Pearl St., Ft. Wayne, Ind., biscuits, crackers, bread and cake. Adv. Exec.: J. S. Littlejohn. Agency: Wayne Adv., Ft. Wayne, Ind.

PERIODICAL HOUSE Inc., 23 W. 47th St., New York, Secrets and Revealing magazines. Adv. Exec.: Alan B. Grant.

PERMA STARCH Co., Sangamon Ordnance Works, Illinois, Ill., Perma starch. Adv. Exec.: P. V. Eakin. Agency: Henri Hurst & McDonald, Chicago.

PERMA-STONE Co., 719 E. Hudson St., Columbus, Perma-Stone. Agency: Mumm, Mully & Nichols Inc., Columbus. Acct. Exec.: Leo Smith.

PERSONNA BLADE Co., 43 W. 57th St., New York, Personna precision blades. Agency: J. D. Tarcher & Co., New York.

PET DAIRY PRODUCTS Co., 303 W. Walnut St., Johnson City, Tenn., Pet ice cream, milk and dairy products. Agency: Robert E. Clarke & Assoc. Inc., Miami, Fla. Acct. Exec.: George I. Clarke.

PET FOOD Co., Portland, Ore., Beg-More dog and cat food. Agency: Don Dawson Co., Portland.

PET MILK Co., 1401 Arcade Bldg., St. Louis, Pet evaporated milk and Pet nonfat dry milk (N) (S). Adv. Exec.: C. J. Hibbard. Agency: Gardner Adv., St. Louis. Acct. Exec.: H. O. White-side.

PETAJAN Co., 1037 N. Astor St., Milwaukee, Wis., M-Ten powdered meat tenderizer and Au Jus instant beef stock. Agency: Andrews Agency Inc., Milwaukee.

PETCO Corp., 8530 W. National Ave., Milwaukee, petroleum products. Agency: Arthur Meyerhoff & Co., Milwaukee. Acct. Exec.: George Grabin.

PETER PAN FOUNDATIONS Inc., 312 Fifth Ave., New York, Merry-Go-Round, Peter Pan, Hidden Treasure, Tripl Treasure and Inner Circle bras. Agency: Ben Sackheim Inc., New York. Acct. Exec.: Doris Newman.

PETER PAUL Inc., New Haven Rd., Naugatuck, Conn., Mounds, Almond Joy, Walnettos, Chocletos and Coconetos. Adv. Exec.: Elliott Plowe. Agency: Maxon Inc., New York. Acct. Exec.: Robert R. Ferry.

PETRI WINE Co., San Francisco, Petri brand wines, vermouth, brandy, champagnes and sparkling burgundies. Adv. Exec.: Hugh D. Smith. Agency: Young & Rubicam, San Francisco. Acct. Exec.: Winton R. Smith.

PFIFFER BREWING Co., 3740 Bellevue Ave., Detroit, Pfeiffer's Famous beer. Agency: Maxon Inc., Detroit. Acct. Exec.: William D. Laurie Sr.

PFISTER ASSOCIATED GROWERS Inc., Aurora, Ill., genuine Pfister hybrids. Agency: L. W. Ransay Co., Daventport, Iowa. Acct. Exec.: Pax Schaffer.

PHARMACO Inc., Galloping Hill Rd., Kenilworth, N. J., Feen-a-Mint and Choo (S). Adv. Exec.: Alan Brown. Agency: Doherty, Clifford & Shenfield Inc., New York. Acct. Exec.: Ronald Bradley.

PHELPS DODGE REFINING Corp., 40 Wall St., New York, copper and nickel sulphate, selenium and tellurium. Agency: Atherton & Currier Inc., New York. Acct. Exec.: J. D. Molnar.

PHERRI-ZOL LABS Inc., P. O. Box 53, Prior Lake, Minn., Pherrri-Zol for polsion ivy. Adv. Exec.: Robert E. Appel. Agencies: Minnesota Editorial Assn., Minneapolis; Foulke Agency Inc., Minneapolis.

PHILADELPHIA DAIRY PRODUCTS Co., 4th & Poplar St., Philadelphia,

Aristocrat, Dolly Madison and other ice creams and milk. Agencies: Adrian Bauer Adv. Agency, Philadelphia. Acct. Exec.: Alan Tripp; Scheck Adv. Agency, Newark, N. J.

PHILADELPHIA ELECTRIC Co., 1000 Chestnut St., Philadelphia. Adv. Exec.: C. R. Laws. Agency: Al Paul Lefton Co., Philadelphia.

THE PHILADELPHIA INQUIRER, 400 N. Broad St., Philadelphia, newspaper. Adv. Exec.: Gordon F. Chelf. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: Paul Brown.

THE PHILADELPHIA & READING COAL & IRON Co., Reading Terminal, Philadelphia, Famous Reading Anthracite. Adv. Exec.: Miss V. I. Schlicks. Agency: McKee & Albright Inc., Philadelphia.

PHILADELPHIA TRANSPORTATION Co., 1405 Locust St., Philadelphia, mass transportation. Adv. Exec.: John F. Grogan. Agency: Al Paul Lefton Co., Philadelphia.

PHILCO Corp., Tioga & C Sts., Philadelphia, Philco home set radios, TV receivers, radio-phonographs, automobile radio sets, refrigerators, freezers, air conditioners, high efficiency tubes, Philco batteries and electric ranges, replacement parts, export products and microwave television and communications relay systems. Agency: Hutchins Adv. Co., Philadelphia.

PHILIP MORRIS & CO. Ltd., 100 Park Ave., New York, Dunhill and Philip Morris cigarettes (N) (S). Adv. Exec.: Roger M. Greene. Agency: Blow Co., New York. Acct. Exec.: Everett Bradley and C. P. Tyler.

PHILIPPINE AIR LINES Inc., 212 Stockton St., San Francisco, air lines. Agency: Walter-Boland Assoc., San Francisco. Acct. Exec.: B. W. Boland.

PHILLIPS & BUTTORFF Mfg. Co., 217 3d Ave., N. Nashville, Tenn., Enterprise ranges. Adv. Exec.: D. T. Kennard. Agency: C. P. Clard Inc., Nashville.

THE CHAS. H. PHILLIPS CO., Div. of Sterling Drug Inc., 1450 Broadway, New York. Phillips Milk of Magnesia, tablets, tooth paste, face creams, Haley's M. O., Emerge cleaning fluid, lighter fluid and shoe white. Agencies: Thompson-Kaufman, New York; Dancer-Fitzgerald-Sample Inc., New York.

DR. P. PHILLIPS CANNING Co., 60 W. Robinson Ave., Orlando, Fla., Dr. Phillips juices. Agency: David H. Obermeyer Adv., Orlando, Fla.

PHILLIPS-JONES Corp., 1225 Broadway, New York, Van Heusen man's shirts, sports shirts, pajamas, neckwear, collars, underwear and swim trunks. Adv. Exec.: Robert J. Mohr. Agency: Grey Adv., New York. Acct. Exec.: Ted Kaufman.

PHILLIPS PACKING Co., Cambridge, Md., soups, vegetables, meat products and specialties. Agency: Clements Co., Philadelphia.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., Phillips 66 gasoline and motor oil. Adv. Exec.: O. E. Bettis. Agency: Lambert & Feasley, New York. Acct. Exec.: Frank W. Mace.

PHOENIX BREWERY Corp., 300 Emslie St., Buffalo, Phoenix light lager, Phoenix cream ale, Gubernorn Club premium ale and beer. Agency: Ellis Adv. Co., Buffalo.

PICTSWEET FOODS Inc., Mt. Vernon, Wash., PictSweet canned peas, corn, green beans and frozen food. Agencies: Frisacher, Wheeler & Staff, San Francisco. Acct. Exec.: Franklin C. Wheeler.

PI-DO Corp., 808 Slocum St., Dallas, Pi-Do pie crust mix and Bis-Do biscuit mix. Agency: McMains Inc., Dallas.

PIEDMONT AIRLINES, Smith Reynolds Airport, Winston-Salem, N. C., airline transportation. Agency: Hugh A. Deadwyler Adv., Charlotte, N. C. Acct. Exec.: S. C. Hair.

PIEDMONT APPLE PRODUCTS CO., S. 1st St., Charlottesville, Va., Old Piedmont brand blackberry wine and Piney River apple wine. Agency: Advertising Inc., Richmond, Va.

PIEL BROS., 315 Liberty Ave., Brooklyn, Piel's and Trommer's beer. Agency: Kenyon & Eckhardt, New York. Acct. Exec.: Maurice V. Oquist.

F. O. PIERCE Co., 2-33 50th Ave., Long Island City, fine paints and varnishes. Adv. Exec.: Edward Thompson. Agency: A. Weisberg & Co., New York. Acct. Exec.: Albert Weisberg.

PIERCE'S PROPRIETARIES Inc., 127 Dehr St., Buffalo, Dr. Pierce's Favorite Prescription and Golden Medical Discovery. Adv. Exec.: R. Vaughn Pierce. Agencies: Kastor, Farrell, Chesley & Clifford Inc., New York (Golden Medical Discovery); The Joseph Katz Co., New York. Acct. Exec.: Nat Wildman (Dr. Pierce's Favorite Prescription and Fermidrin); The F. H. Hayhurst Co. Ltd., Toronto; Irwin Vladimir & Co., New York.

PILLSBURY MILLS Inc., Pillsbury Bldg., Minneapolis, Pillsbury's Best flour, Sno Sheen cake flour, Farina, Wheat Bran, pancake mix, buckwheat pancake mix, pie crust mix, hot roll

mix, White Cake mix, Chocolate Fudge cake mix, Yellow Cake mix, Obelisk flour, Ballard mixes and Ballard oven-ready biscuits. Adv. Execs.: Earl A. Clasen and Maurice E. Cook. Agencies: Leo Burnett Co., Chicago. Acct. Exec.: Joe Greeley; Vance Pidgeon & Assoc., Minneapolis. Acct. Exec.: Allen Royce (bakery products and Pr-Mix sales); Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Al A. Whitman; Irwin Vladimir & Co., New York. Acct. Exec.: Irwin Vladimir.

PILOT LIFE INSURANCE Co., Greensboro, N. C., multiple line insurance. Adv. Exec.: C. R. Andrews. Agency: Walter J. Klein Co., Charlotte, N. C. Acct. Exec.: Walter J. Klein.

PILOT RADIO Corp., 37-06 38th St., Long Island City, N. Y., Pilot TV and FM receivers and phono combinations. Adv. Exec.: Jerry Hart. Agency: Alfred Paul Berger Co., New York.

PILSENER BREWING Co., N. Cedar & Diamond Ave., Hazelton, Pa., Pilsener beer, ale and porter. Adv. Exec.: George P. Weaver.

PINE BROS., 140 N. 8th St., Philadelphia, Gluciner cough tablets. Agency: Young & Rubicam, New York.

THE PINEX Co., 123 W. Columbia St., Ft. Wayne, Ind., Pinex, Antihistamin and Pinex cough remedy. Agency: Ruseel M. Seeds Co., Chicago. Acct. Exec.: Harry Goldsmith.

LYDIA E. PINKHAM MEDICINE Co., 271 Western Ave., Lynn, Mass., Lydia E. Pinkham's Vegetable Compound. Adv. Exec.: Mary H. Gillespie. Agency: Harry B. Cohen Adv., New York.

PIONEER AIRLINES Inc., Love Field, Dallas, airlines. Agency: Rogers & Smith Adv., Dallas. Acct. Exec.: Dave McConnell.

PIONEER CORN Co., 221 N. Main St., Tipton, Ind., hybrid corn. Agency: Compton Adv. Inc., Chicago. Acct. Exec.: William B. Hill.

PIONEER HI-BRED CORN Co., 1206 Mulberry St., Des Moines, Iowa, hybrid seed corn and Hy-Line chicks. Adv. Exec.: James Bradley. Agencies: Wallace Adv. Agency, Des Moines. Acct. Exec.: Ross Wallace; E. H. Brown Adv., Chicago. Acct. Exec.: L. H. Harvey.

PIONEER ICE CREAM Div., The Borden Co., 205 E. 24th St., New York, Borden's Reid's and Horton's Ricciardi and Carpenter's ice cream. Agencies: Doherty, Clifford & Shenfield Inc., New York. Acct. Exec.: Joel Jacobs (Reid's, Horton's, Ricciardi's and Carpenter's ice cream and local adv. on Borden's ice cream); Young & Rubicam, New York.

PIONEER LIFE INSURANCE Co., Pioneer Life Bldg., Rockford, Ill. Agencies: J. L. Stewart Agency, Chicago; Charles Edson & Co., Chicago.

PIPER BRACE Co., 811 Wyandotte St., Kansas City, Rupture-Eraser, Foot-Easer and Back-Easer. Adv. Exec.: N. R. Nelkin. Agency: John Kaye Agency, Kansas City. Acct. Exec.: John Goldberg.

PITTSBURGH BREWING Co., 3340 Liberty Ave., Pittsburgh, Pa., beer (S). Adv. Exec.: S. E. Cowell. Agency: Smith Taylor, Jenkins Inc., Pittsburgh. Acct. Exec.: R. P. Taylor.

PITTSBURGH FLATE GLASS Co., 2000 Grant Bldg., Pittsburgh, Pittsburgh, Sunproof, Wallhide, Waterspar, Rupture-Chromsol, selection Color Dynasol, Columbia, micronized Pitt-dice, Corona, Goldstripe, Fleetwing and Lightning paints. Adv. Execs.: G. B. Motheral, James Plunket and Michael J. Batenburg. Agencies: Maxon Inc., Detroit (paint); Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: C. M. Buchanan.

PITTSBURGH WATER HEATER Co., 193 Chartiers Ave., Pittsburgh, domestic and industrial gas fired water heaters. Agency: James A. Stewart Co., Carnegie, Pa.

PLANKINTON PACKING Co., 230 S. Muskego Ave., Milwaukee, meats and meat products. Adv. Exec.: C. N. Colling. Agency: Cramer-Krasselt Co., Milwaukee. Acct. Exec.: H. Hackbarth.

PLANTABBS Corp., 1105 Maryland Ave., Baltimore, Fulton's Plantabbs plant food tablets. Adv. Exec.: D. H. Fulton Jr. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: E. Lyell Gunts.

PLANTERS NUT & CHOCOLATE Co., 632 S. Main St., Wilkes-Barre, Pa., Planters salted peanuts and Hi Hat peanut cooking oil. Adv. Exec.: M. Peruzzi. Agencies: Goodkind, Joice & Morgan Inc., Chicago; Raymond R. Morgan Co., Hollywood; Lynn-Fieldhouse, Wilkes-Barre, Pa.

PLASTICS INDUSTRIES TECHNICAL INSTITUTE, Dept. of West Coast University, 1601 B. Western Ave., Los Angeles, plastics instruction and education. Agency: The Jordan Co., Los Angeles. Acct. Exec.: Larry Pendleton.

PLASTI-KOTE Inc., 425 Lakeside St., N. W., Cleveland, paint products. Agency: Ohio Adv. Agency Inc., Cleveland. Acct. Exec.: S. L. Abrams.

PLEASANT VALLEY FARMS, Gresham, Ore., Holland bulbs, shrubs, trees. Agency: Hal Short & Co., Portland, Ore.

PLOUGH Inc., 3022 Jackson Ave., Memphis, Tenn., Penetro products, St. Joseph aspirin, St. Joseph Aspirin for Children, St. Joseph family medicines, Penetro-Rub, Moroline, Black & White beauty preparations, Argotane, Ever-Ready oil, Mufti products, Brethem, Mexsana skin cream, Gets-It and Majors cement, Kremola complexion soap, D. C. H. Barry's soap and Revelation tooth powder. Adv. Exec.: Frank G. Morris. Agencies: Lake-Spiro-Shurman Inc., Memphis. Acct. Exec.: Avron Spiro; Lawrence C. Gumbinner Adv., New York; Export Adv. Inc., Chicago.

PLYMOUTH MOTOR CORP., Div. of Chrysler Corp., 6334 Lynch Rd., Plymouth passenger and commercial motor vehicles. Agency: N. W. Ayer & Son Inc., Philadelphia.

THE H. & S. POGUE Co., 4th & Race Sts., Cincinnati, general merchandise. Adv. Exec.: Mrs. Olive Cooper. Agency: Douglas D. Simon Adv., New York. Acct. Exec.: Charles Sandak.

LEO POLLOCK Co., 139 Duane St., New York, Polly Christmas tree lights. Agency: Walter J. Galagher Adv., New York.

POMPEIAN OLIVE OIL Corp., 4201 Pulaski Highway, Baltimore, pure imported olive oil. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: Edgar Kassen.

A. H. POND Co., 120 E. Washington St., Syracuse, Keepsake diamond rings. Adv. Exec.: Albert W. Doolittle. Agency: Flack Adv., Syracuse. Acct. Exec.: Willis B. Conlin.

PONTIAC MOTOR DIV., General Motors Corp., Pontiac, Mich., Pontiac automobiles. Adv. Execs.: B. B. Kimball and Ray E. Markuson. Agency: MacManus, John & Adams Inc., Detroit. Acct. Exec.: Paul Foley.

POPULAR SCIENCE MONTHLY, 353 4th Ave., New York.

PORTWOOD Co., 855 6th Ave., New York, postage stamps for collectors. Agency: The Lampert Agency, New York.

PH. H. POSTEL'S MILLING Co., 2 W. Main St., Mscoutah, Ill., elegant feeds. Agency: Warner & Assoc., St. Louis.

POTATO PRODUCTS Corp., East Grand Forks, Minn., potato chips, potato flour and shoestring potatoes and fresh potatoes.

POTTER DRUG & CHEMICAL Corp., 123-153 Medford St., Malden, Mass., Cuticura soap, ointment, talcum powder, shaving stick, Cuticura liquid and shaving cream, baby oil, hand cream and shampoo. Agency: Atherton & Currier Inc., New York. Acct. Exec.: J. W. Atherton.

JOHN ROBERT POWERS, 14 Newbury St., Boston, school of personality development. Agency: Reilly, Brown & Willard Inc., Boston. Acct. Exec.: Robert H. Stackhouse.

JOHN ROBERT POWERS PRODUCTS Co., 681 Fifth Ave., New York, cosmetics. Agency: Cecil & Presbrey Inc., New York. Acct. Exec.: Harvey Kneeland.

PRAIRIE SCHOONER Inc., 1501 W. Bristol St., Elkhart, Ind., house trailers. Adv. Exec.: W. G. Reiter. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Warren Johnson.

PRENTIS CLOTHES, 162 Fifth Ave., New York, men's and women's clothing. Adv. Exec.: Louis Sosman. Agency: Hirshon-Garfield Inc., New York.

PREPARED PRODUCTS Co., 474 S. Arroyo Pkwy., Pasadena, Calif., Dixie Fry seasoned flour. Adv. Exec.: Walter W. Taylor. Agency: Dan B. Miner Co., Los Angeles. Acct. Exec.: Andrew D. Carpenter.

PRES-A-LITE Corp., 432 4th Ave., New York, automatic lighter dispenser. Adv. Exec.: S. Glazier. Agency: William H. Weintraub & Co., New York.

HOTEL PRESIDENT Inc., 14th & Baltimore Sts., Kansas City. Adv. Exec.: George Bowles. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: J. B. Woodbury.

PREST-O-LITE BATTERY Co., Toledo, storage batteries for autos, trucks, buses, diesels, tractors, radio and lightplants. Adv. Exec.: D. B. Seem. Agencies: Ruthrauff & Ryan, Detroit; National Export Adv. Service Inc., New York.

PRESTO BEVERAGE Corp., 834 Sterling Pl., Brooklyn, Presto beverage powder. Adv. Exec.: Howard B. Reifel.

PRIM PRODUCTS Co., 457 Stuart St., Boston, Prim plastic starch and hand cleaner. Adv. Exec.: Alonzo J. Shadman. Agency: Copley Adv. Agency, Boston. Acct. Exec.: A. J. Cucchiara.

PRIMA-BISMARCH BREWING Co., 2762 S. Archer Ave., Chicago, malt beverages. Adv. Exec.: Ralph A.

Heller. Agency: Newby & Peron Inc., Chicago.

PRIMROSE HOUSE Inc., 746 N. Senate Ave., Indianapolis, cosmetics and toiletries. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: George Wasey.

PRINCE MATCHABELLI Inc., 711 Fifth Ave., New York, perfumes and cosmetics. Agency: Morse International Inc., New York.

PRINCESS PAT Ltd., 2709 S. Wells St., Chicago, beauty preparations. Adv. Exec.: Patricia Gordon. Agency: Fremont Adv., Chicago.

PRIVATE BRANDS Inc., Knoxville, Tenn., Gardgum chlorophyl chewing gum.

PROCTER & GAMBLE Co., 6th & Main St., Cincinnati, soaps, shampoos and shortening. Adv. Exec.: W. R. Chase. Agencies: Compton & Smith, New York (Crisco, Fluffo, Primex and Sweetex shortening; Ivory soap, Ivory flakes, Duz and Drene). Acct. Exec.: Robert Holbrook; Dancer-Fitzgerald-Sample, Chicago (Dreft, Oxydol, Shasta and Wondra). Acct. Exec.: C. L. Fitzgerald; Benton & Bowles, New York (Ivory Snow, P & G White, Naptha, Tide and Prell). Acct. Exec.: A. W. Hobbler; Blow Co., New York (Spic & Span, Joy liquid detergent, Lava soap, Teel and Lilt). Acct. Exec.: Milton Blow; Young & Rubicam, New York (Cheer). Acct. Exec.: Frank Fagan; H. W. Kastor & Son Inc., Chicago (American Family soap and flakes). Acct. Exec.: H. Kastor; Russell M. Seeds Co., Chicago; Leo Burnett Co., Chicago; Pedlar & Ryan Inc., New York (Camay soap). Acct. Exec. T. L. L. Ryan.

PROGRESS BREWING Co., Box 1026, Oklahoma City, Progress beer. Adv. Exec.: M. F. Dykema. Agency: George Knox Adv., Oklahoma City. Acct. Exec.: George Knox.

PROOF PRODUCTS Corp., 118 Meadow Lane, Grosse Point, Mich., "48" hour cologne. Agency: Denman & Baker Inc., Detroit.

PROTEX PRODUCTS Co., 350 Fifth Ave., New York, Protex garment bags. Agency: Marcel Schulhoff Adv., New York.

PROTO TOOLS, 2209 Santa Fe Ave., Los Angeles, hand tools. Adv. Exec.: Clifford Faust. Agency: Willard G. Gregory & Co., Los Angeles. Acct. Exec.: E. T. Johnson.

PRUDENCE FOODS Inc., 188 State St., Boston, Prudence corned beef hash. Agency: Chambers & Wiswell, Boston. Acct. Exec.: Charles F. Hutchinson.

THE PRUDENTIAL INSURANCE Co. of America, 763 Broad St., Newark, N. J., life insurance (N). Adv. Exec.: Henry M. Kennedy. Agency: Calkins & Holden, Carllock, McClinton & Smith, New York. Acct. Exec.: Robert W. Robb.

PUBLIC SHIRT Corp., 75 Leonard St., New York, men's shirts, pajamas, sportswear and outerwear. Agencies: J. D. Tarcher & Co., New York (Truval and Town Topic), Ray Austrian & Assoc., Inc., New York.

THE JOHN PULL PRODUCTS Co., 5900 W. 51st St., Chicago, Little Bo Peep ammonia, Fleecy White laundry bleach and Little Boy Blue bluing. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: Edwin C. Olson.

THE PURE OIL Co., 35 E. Wacker Dr., Chicago, Purelube motor oil, Pure-Pep gasoline, Pure-Premium gasoline, industrial lubricants, pure tires, pure batteries and accessories. Adv. Exec.: F. H. Marling. Agency: Leo Burnett Co., Chicago.

PUREPAC Corp., 503-519 E. 72d St., New York, Purepac drugs and Flexem and Klimzoth insecticides. Agency: Leonard Wolf & Assoc., Inc., New York.

PUREX CORP. Ltd., 9300 Rayo Ave., South Gate, Calif., Purex bleach, bowl clean and drain opener and Trend and News detergent. Adv. Exec.: R. G. Hawley. Agency: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Bryon W. Mayo and George Belsey.

PUREX PRODUCTS Inc., 1540 Ridgely St., Baltimore, Anti-Cay powder and water. Agency: Leon S. Goinick & Assoc., Baltimore.

PURITAN Co. of America, 1200 W. 37th St., Chicago, Realemon Brand lemon juice, Puresun olives and maraschino cherries. Adv. Exec.: Arthur W. Lundell. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: Charles H. Lilienfeld.

PURITAN DRESS CO. OF BOSTON, 1400 Broadway, New York, Forever Young dresses and suits and Casually Young dresses. Agency: McCann-Erickson, New York.

PURITAN MILLS, 52 Mangum St., N. W., Atlanta, My-T-Pure flour. Adv. Exec.: Edward Brenner. Agency: Liller, Neal & Battle Adv. Agency, Atlanta, Ga.

PURITAN SALES Co., 916-932 Ashby

(Continued on page 438)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

St. N. W., Atlanta, Drier-Outer and Moin 'N-Air. Agency: Norman Frankel Adv., Atlanta.
PURITY BAKERIES Corp., 919 N. Michigan Ave., Chicago, Taystee bread and Grennan cakes. Adv. Exec.: T. R. Weber. Agency: Young & Rubicam, Chicago. Acct. Exec.: Otis Beeman.
PURITY BISCUIT Co., Fifth South at Fourth West St., Salt Lake City, Saltine crackers and Town House cookies. Adv. Exec.: Howard J. Tracy. Agency: Gilham Adv. Agency: Salt Lake City. Acct. Exec.: M. C. Nelson.
PYROIL Co., 122 Main St., La Crosse, Wis. Pyroil lubricants. Agencies: Van Hecker Inc., Chicago. Acct. Exec.: C. E. Van Hecker. Central Purchasing Agency, W. Toronto, Can.

Q

QUAKER CITY CHOCOLATE & CONFECTIONERY Co., 2140 Germantown Ave., Philadelphia. Good & Plenty licorice flavored candy. Adv. Exec.: Lester G. Rosskam Jr. Agency: Adrian Bauer Adv. Inc., Philadelphia. Acct. Exec.: Alan R. Tripp.
THE QUAKER OATS Co., 345 Merchandise Mart, Chicago. Quick Quaker Oats, Quaker Oats, Quaker's Oats, Mother's Oats, Puffed Wheat Sparkies, Puffed Rice Sparkies, New Pettijohn's, milk macaroni and spaghetti, Aunt Jemima pancake and buckwheat flours. Muffets shredded wheat biscuits, Ful-O-Pep, live stock and poultry feeds, Quaker corn meal and Pack-O-Ten. Adv. Exec.: M. B. Stone. Agencies: Sherman & Margue Inc., Chicago. Quaker Oats, Puffed Wheat and Puffed Rice, Sparkies, Ful-O-Pep livestock, poultry feeds and Pack-O-Ten; Price, Robinson & Frank Inc., Chicago. Acct. Exec.: Robert Everett (Aunt Jemima pancake flour, muffets, Aunt Jemima ready mixes, Quaker flours, macaroni and noodles); Rogers & Smith, Chicago; Needham, Louis & Brorby Inc., Chicago (Quaker corn and meal grits, Aunt Jemima corn meal and grits and Ken-L-Ration); National Export Adv. Service Inc., New York; Spitter & Mills Ltd., Toronto.

QUAKER Mfg. Co., 223 W. Erie St., Chicago, oil and gas heaters. Agency: Crutenden & Eger Adv., Chicago. Acct. Exec.: Harold B. Hobbs.
QUALITY BISCUIT Co., 1512 W. Pierce St., Milwaukee, crackers and cookies. Agency: Hoffman & York Inc., Milwaukee.
QUALITY CHECKD DAIRY PRODUCTS Assn., 205 W. Wacker Dr., Chicago, all dairy products and ice cream. Agency: Campbell-Mithun Inc., Chicago. Acct. Exec.: Clinton Henrich.
QUALITY IMPORTERS Inc., 350 Fifth Ave., New York, Ambassador Scotch whiskey and Old Bushmill's Irish whiskey and Welch's sweet grape wine. Agencies: Monroe Greenhalch Co., New York. Acct. Exec.: A. L. Renitz; Al Paul Lefton Co., New York. Acct. Exec.: Sander Heyman (Welch's sweet grape wine).

QUALITY MACARONI Co., 352 Wacouta St., St. Paul, macaroni and spaghetti. Adv. Exec.: Maurice Ryan. Agency: Bozell & Jacobs Inc., Minneapolis.

QUEEN CITY BREWING Co., Cumberland, Md., beer. Agency: James S. Beattie Adv., Washington, D. C.

QUEEN CUTLERY Co., 200 Madison Ave., New York, Queen cutlery. Agency: Gotham Adv. Agency, New York. Acct. Exec.: Arthur A. Kron.

QUEEN STOVE WORKS Inc., Albert Lea, Minn., oil and gas heaters and furnaces and Superfan blowers. Adv. Exec.: R. D. Putnam. Agency: Dwyer & Devoy Adv., Minneapolis.

K. J. QUINN & Co., 195 Canal St., Malden, Mass., Quintone Scuffy shoe polish and Baby White. Adv. Exec.: Mrs. Paul J. Dorr. Agency: Ingalls-Minter Co., Boston. Acct. Exec.: Robert F. O'Brien.

R

RCA VICTOR DIV. of Radio Corp. of America, Front & Cooper Sts., Camden, N. J., RCA victor console, table model, portable and personal radio receivers for standard broadcast, FM and short-wave reception, television receivers, aviation broadcast and communications apparatus, industrial electronic apparatus, electron microscope, public address and sound equipment, 16mm. projectors, motion picture recording and reproducing equipment, electron tubes and tube machinery and Faradon mica capacitors. Adv. Execs.: J. M. Williams and D. J. Finn. Agency: J. Walter Thomp-

son Co., New York.
RKO RADIO PICTURES Inc., 1270 Ave. of Americas, New York, motion pictures. Agency: Foote, Cone & Belding, New York.

RACE & RACE Inc., 5th St., S. W., Winter Haven, Fla., Racebill irrigation systems, Racet dehumidifiers and salt drier and Geyser Bar aluminum windows. Agency: Sanborn Adv. Agency, Lakeland, Fla. Acct. Exec.: Dan Sanborn.

RADIANT Mfg. Corp., 2627 W. Roosevelt Rd., Chicago, projection screens and photographic lighting equipment. Adv. Exec.: Milt Sherman. Agency: Irving J. Rosenbloom Adv. Agency, Chicago. Acct. Exec.: E. Sergey.

RADIATOR VALVE Co. of America, 428 S. 52d St., Philadelphia, Steamheat master valves. Agency: Lee Ramsdell & Co., Philadelphia.

RADIO BIBLE CLASS, P. O. Box 22, Grand Rapids, religious talks. Agency: Stanley G. Boynton Adv. Agency, Birmingham, Mich.

RADIO CORP. OF AMERICA, 30 Rockefeller Plaza, New York, radio, electronics and television, institutional advertising. Agency: J. Walter Thompson Co., New York.

RADIO WIRE TELEVISION Inc., 100 6th Ave., New York, Lafayette radio and TV, parts and electronic equipment. Adv. Exec.: Herman Holstein. Agency: Reiss Adv., New York.

RAINBOW FINISHING Corp. of New York, Port Chester, N. Y., Wear-Conditioned fabrics. Agency: William Wilbur Adv., New York.

RAINIER BREWING Co., 1550 Bryant St., San Francisco, Rainier beer, ale and stout. Agency: Brisacher, Wheeler & Staff, San Francisco. Acct. Exec.: Robert Debnam.

RALSTON PURINA Co., 8th & Chouteau Sts., St. Louis, feed for livestock and poultry and Ralston cereals. (N) (S). Adv. Exec.: G. M. Philpott. Agencies: Brown Bros. Adv., St. Louis. Acct. Exec.: S. W. Brown; Gardner Adv., St. Louis; Acct. Exec.: George Shields (cereals).

RAMFELD & Co., 25 Beaver St., New York, Danish cheeses and Norwegian sardines. Agency: Gordon Baird Assoc., New York.

RANGER JOE Inc., Chester, Pa., Ranger Joe honey flavored popped wheat. Agency: Lamb & Keen Inc., Philadelphia.

RAPID THERMOGAS Co., 4509 E. 14th St., Des Moines, water heater and LP bottle gas. Agency: N. A. Winter Adv. Agency, Des Moines.

RAPINWAX PAPER Co., 150 26th Ave., S. E., Minneapolis, Rapinwax. Adv. Exec.: Miss Nell E. Merrill. Agency: Ewell & Thurber Assoc., Chicago.

THE RATH PACKING Co., Waterloo, Iowa, Rath Black Hawk Vacuum Cooked food products, Rath Black Hawk ham and bacon. Adv. Exec.: R. D. Corde. Agency: Young & Rubicam, Chicago. Acct. Exec.: Erik Isgrig.

RAULAND-BORG Corp., 3515 W. Addison St., Chicago, sound and communications. Agency: George E. Brodsky Adv., Chicago.

RAYTHEON MFG. Co., Waltham, Mass., commercial, electrical and electronic products. Adv. Exec.: Charles J. Olson. Agencies: Cowan & Bengler Inc., New York; Henri, Hurst & McDonald Inc., Chicago; Walter B. Snow & Staff Inc., Boston.

THE READERS DIGEST Assn. Inc., Pleasantville, N. Y., The Readers Digest. Agency: BBDO, New York. Acct. Exec.: Sam Harned.

READY-TO-BAKE FOODS Inc., 2842 E. Olympic Blvd., Los Angeles, Puffins ready-to-bake biscuits. Adv. Exec.: R. Samuelson. Agency: Barnes-Chase Co., Los Angeles. Acct. Exec.: Charles Davis.

REAL GOLD CITRUS PRODUCTS, Brookside at Grant Sts., Redlands, Calif., Real Gold lemon juice, orange, lemon and grapefruit bases, concentrates and essential citrus oils, frozen concentrated orange juice and lemonade. Adv. Exec.: Willis H. Parker. Agency: J. Walker Thompson Co., Los Angeles.

REAN MANDELL Inc., Fremont, Neb., Candle-Glo pin curl home permanent wave.

THE REARDON Co., 7501 Page Ave., St. Louis, Bondex cement paint, Venostone primer, Plastex texture paint, Modex, the modern casein paint, Modex tempera colors, R. W. K. casein paint, Solarite art colors, Quick Cresto hot water kalsomine, Bondex primer, Bondex hydraulic cement, Vintex Texture paint, Lumnite interior cold water paint, Resufo spachting compound,

Roco wall size and Chex wall size, Firex fire retardant paint, Dramex, Solarite cold water paint, Alfresco exterior cold water paint, Reardon's tile cement, Supercel wall paper paste. Agencies: Gardner Adv. Co., St. Louis. Acct. Exec.: Casper S. Yost; James Fisher Ltd., Montreal.

REBER PRESERVING Co., Eola, Ill., butter beans with molasses and bacon. Adv. Exec.: J. W. Reber Jr. Agency: Newby & Peron Inc., Chicago.

RECORD RENDEZVOUS, 300 Prospect Ave., Cleveland, records, radios and recordplayers. Agencies: Ann Koblitz Adv., Cleveland. Acct. Exec.: Ann Koblitz; Ohio Adv., Cleveland.

RECORDIA MFG. Co., 142 W. 14th St., New York, sandals and slippers for men, boys and children. Agency: Franklin & Gladney Inc., New York. Acct. Exec.: D. Franklin.

RED TOP BREWING Co., 1747 Central Ave., Cincinnati, Red Top and Barba, rossa beer and Red Top ale. Agency: Cecil & Presbrey Inc., New York.

REDDI-WIP Inc., 4205 Forrest Park Blvd., St. Louis, Reddi-Wip cream. Adv. Exec.: R. A. Sampson. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Jack Lytle.

REDDI-WIP OF CANADA Ltd., 945 St. Andre St., Montreal, Reddi-Wip. Agency: Walsh Adv. Co. Ltd., Montreal. Acct. Exec.: Yves G. Bourassa.

REDMAN TRAILER Co., Alma, Mich., New Moon trailers. Adv. Exec.: T. Allen Nichols. Agency: Advertising Assoc., Saginaw, Mich.

REED & BARTON, 144 W. Britannia St., Taunton, Mass., silverware. Adv. Exec.: William T. Hurley Jr. Agency: Badger, Browning & Parcher Inc., Boston. Acct. Exec.: C. P. Parcher.

REEL CANDY Co., 1245 Fletcher St., Chicago, candy. Agency: Grant Adv., Chicago.

REED PRODUCTS Co., 4438 N. 20th St., St. Louis, Ar-Pan-Ex tablets and Inergel tablets and Corbex tablets. Adv. Exec.: Fred A. Blust. Agency: Hartogensis Adv. Co., St. Louis. Acct. Exec.: Harold Hartogensis.

REELON Corp., 927 County Rd., San Carlos, Calif., Reelon Fibrex and Stylemaster, Reelon Royalty glass fiber rods, Voo Doo lures and Fly-Tly. Adv. Exec.: W. H. Beely. Agency: Sturges & Assoc., San Carlos, Calif. Acct. Exec.: P. G. Sturges.

REEVES SOUNDRAFT Corp., 10 E. 52d St., New York, magnetic recording tape, Magna-Strip recording discs, and full width magnetic recording film. Adv. Exec.: David O. S. Ruark. Agency: Dowd, Redfield & Johnstone Inc., New York. Acct. Exec.: Robert Angelus.

REGAL-AMBER BREWING Co., 3250 20th St., San Francisco, Regal Pale beer. Agency: Abbott Kimball Co., San Francisco. Acct. Exec.: Alfred Ducato.

REGINA FURNITURE Co., 475 Atlantic Ave., Brooklyn, household furniture. Agency: William Wilbur Adv., New York. Acct. Exec.: Paul Kasander.

REHRIG MFG. Co., 2638 Compton St., Los Angeles, White House dressing. Adv. Exec.: B. H. Rehrig. Agency: Davis & Co., Los Angeles.

REID MURDOCH Div. of Consolidated Grocers Corp., 325 N. La Salle St., Chicago, Monarch Finer Foods. Adv. Exec.: J. H. Naylor. Agencies: Weiss & Geller Inc., Chicago; Irwin Vladimir & Co. of Illinois Inc., Chicago.

WM. B. REILY & Co., 640 Magazine St., New Orleans, Luzianne coffee and tea. Agency: Walker Saussy Adv., New Orleans.

RELIABLE PACKING Co., 1440 W. 47th St., Chicago, Realite shortening. Agency: Sidney Clayton & Assoc., Chicago.

REMBRANDT LAMP Corp., 259 E. Erie St., Chicago, lamps and shades. Agency: The Caples Co., Chicago. Acct. Exec.: John Erickson.

REMINGTON RAND Inc., 315 4th Ave., New York, business machines, office equipment and supplies and electric shavers. Adv. Exec.: H. Simpson. Agencies: Leaford Adv. Inc., New York. Acct. Exec.: David D. Lee; Robert Otto & Co., New York.

REMINGTON RECORDS Inc., 551 Fifth Ave., New York, Remington LP European classical recordings. Agency: Moore & Co., Greenwich, Conn. Acct. Exec.: Joseph P. Moore.

REMINGTON-RAND Inc., Electric Shaver Div., 80 S. Main St., Bridgeport, Conn., Remington electric shavers. Adv. Exec.: Herbert Simpson. Agency: Leaford Adv. Agency, New York. Acct. Exec.: Kenneth Lee.

L. N. RENAUULT & SONS Inc., Norfolk Ave. & Agassiz Sts., Egg Harbor City,

N. J., wine, champagne, sparkling burgundy and vermouths. Agency: H. M. Dittman Adv., Philadelphia.
THE RENNER Co., 203 Pike St., Youngstown, Ohio, Premium ale and beer, Old Oxford ale, and Old German beer. **RENISE WATCH Co.**, 302 Fifth Ave., New York, Rensie clocks. Agency: Otto F. Reiss, New York.

RENUZIT HOME PRODUCTS Co., 1724 Chestnut St., Philadelphia, Renuzit home dry cleaner and Renuzit spot remover. Adv. Exec.: Paul G. Pfaffner. Agency: McKee & Albright Inc., Philadelphia. Acct. Exec.: James Gallagher.

THE REPORTER (Fortnightly Pub. Co.), 220 E. 42d St., New York, magazine. Adv. Exec.: Richard F. Lyon. Agency: Green-Brodie, New York. Acct. Exec.: Alan Green.

REPUBLIC OIL REFINING Co., Benadum-Trees Bldg., Pittsburgh, Ethul and Royal Republic gasoline, Republic, Rocolene, Penn-Sharp, motor oils, Royalale greases and lubricants. Agency: Wiltman & Callahan, Pittsburgh. Acct. Exec.: R. F. Wiltman.

REPUBLIC PICTURES Corp., 1740 Broadway, New York, Republic motion pictures. Agency: Donohue & Coe, New York.

REPUBLIC STEEL Corp., Republic Bldg., Cleveland, Enduro Stainless Steel, Toman iron, Republic alloy steels, farm fencing, enion drawn steels, upon bolts and nuts. Agency: Medrum & Fewsmit Inc., Cleveland. Acct. Exec.: J. C. Clawson.

RESISTOL HATS Inc., Garland, Tex., Resistol Self-Conforming hats for men. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Paul Haferty.

REVERE CAMERA Co., 320 E. 21st St., Chicago, 8 mm. and 16 mm. cameras, photo and sound equipment and magnetic tape recorder. Adv. Exec.: E. J. McGookin. Agency: Jones Frankel Co., Chicago. Acct. Exec.: J. Frankel.

REVERE COPPER & BRASS Inc., 230 Park Ave., New York, bronze, brass, copper, steel and aluminum products and Revere ware cooking utensils. Adv. Execs.: N. A. Schuele and D. F. Haggerty. Agency: St. Georges & Keys Inc., New York.

REVLON PRODUCTS Corp., 745 Fifth Ave., New York, cosmetics and toiletries. Adv. Exec.: Hiram Vogel. Agency: William H. Weintraub & Co., New York. Acct. Exec.: Norman B. Norman.

REXALL DRUG Co., 8480 Beverly Blvd., Los Angeles, Ca a Nome, Helen Cornell toiletries, Stag toiletries (for men), Rexall medicines and vitamins, Elkay's household products, R. D. Brand pharmaceuticals, Nymer Nail and Cottage Chocolates candies, Rex-Ray and Electretx appliances, Symphony, Lord Baltimore and Cascade stationery, Kantel, Victoria, Defender and Symbol rubber and hospital goods and Rexall Agencies: BBDO, Los Angeles. Acct. Exec.: Thomas C. Dillon; L. W. Ramsey Adv. Co., Hollywood. Acct. Exec.: W. E. Henderson.

REXALL DRUG Co. Ltd., 68 Broadview Ave., Toronto, drug and cosmetic products (N) (S). Adv. Exec.: W. E. Irwin. Agency: Ronalds Adv., Toronto. Acct. Exec.: R. J. Avery.

REYNOLDS METALS Co., Reynolds Metals Bldg., Richmond, Va. & Louisville, Ky., aluminum and aluminum alloys pig, ingot, sheet, structural and extruded shapes, wire, rod, bar, cable, pipe, tubing, industrial parts, powers and pastes, chemicals, building products, foils, labels, wraps and printed packaging, cigarette and tobacco foils. Adv. Execs.: J. C. Bjorkholm, R. V. Christensen and A. C. Kintner. Agencies: Buchanan & Co., New York. Acct. Exec.: William Dasheff; Price, Robinson & Frank Inc., Chicago. Acct. Exec.: Clinton E. Frank (industrial mktg. pigment mktg. and parts divs. located Louisville, Ky.); Irwin Vladimir & Co., New York. Acct. Exec.: Daniel Kaufherr.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., Camel cigarettes and Prince Albert tobacco, Brown's Mule chewing tobacco and Cavalier cigarettes. Agency: William Esty Co., Inc., New York. Acct. Exec.: William Esty.

RHEEM Mfg. Co., 570 Lexington Ave., New York, drums, household appliance line of automatic water heaters, space heaters, central heating boilers and tanks. Adv. Exec.: Richard O. Pallin. Agencies: Campbell-Ewald Co., New York. Acct. Exec.: J. H. Neebe; Tandy Adv. Ltd., Toronto.

RHODES PHARMACAL Co., 1814 E. 40th St., Cleveland, Imdrin, Imdrin Rub and Antussanine. Agency: O'Neil, Larson &

McMahon, Chicago. Acct. Exec.: Walter Zivi.

CHAS. W. RICE & Co., Union City, Ind., metal hold-fast rollers and window shades for school, hospitals, hotels and industrial shades. Agency: Staley Adv. Agency Inc., Ft. Wayne.

RICH PRODUCTS Corp., 1149 Niagara St., Buffalo, Whip Topping. Adv. Exec.: Robert E. Rich. Agency: Rozen & Rich Inc., Buffalo. Acct. Exec.: Arthur Rich.

RICHARDSON Corp., 1069 Lyell Ave., Rochester, Richardson root beer, soda fountain and ice cream fruits and syrups. Adv. Exec.: L. J. Cox. Agency: Charles L. Rumrill & Co., Rochester.

RICHARDSON & ROBBINS, Dover, Del., food products. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: Winthrop Hoyt.

RICHFIELD OIL Corp., 555 S. Flower St., Los Angeles, petroleum products. Adv. Exec.: Fred Jordan. Agency: Hixson & Jorgensen Inc., Los Angeles.

RICHFIELD OIL Corp. of New York, 542 Fifth Ave., New York, gasoline, motor oil, lubricants and heating oil. Adv. Exec.: E. N. Pollak. Agency: Morey, Humm & Johnstone, New York. Acct. Exec.: L. B. Van Doren.

RICHMAN BROTHERS, 1600 E. 55th St., Cleveland, men's clothing, furnishings and hats. Adv. Exec.: Herman P. Scharf. Agency: McCann-Erickson, Cleveland. Acct. Exec.: Cloyd Schlieger.

RICHMOND-CHASE Co., San Jose, Calif., Heart's Delight and Juiceclricks juices and beverages. Agency: Brischacher, Wheeler & Staff, San Francisco.

RICH'S Inc., Broad St., S. W., Atlanta, department store.

F. AD. RICHTER & Co., 338 Berry St., Brooklyn, Pain-Expell and 3x3. Adv. Exec.: Harry J. Stokum. Agency: Charles W. Hoyt Co., New York.

RIDD LABS. Inc., Edmonds, Wash., Ridd iodine products, fungicide and germicide, Ridd No. 1 and No. 2 Boradine and Pet-eze. Adv. Exec.: Ralph E. Gillette. Agency: Advertising Counselors Inc., Seattle. Acct. Exec.: Mr. Abrams.

RIECH-McJUNKIN DAIRY Co., Forbes & Stevenson Sts., Pittsburgh, dairy products. Adv. Exec.: Paul Patterson. Agency: Ketchum, MacLeod & Grove Inc., Pittsburgh. Acct. Exec.: William Geisinger.

JACOB RIES BOTTLING WORKS Inc., 112 W. Third St., Shakopee, Minn., Rock Spring water and beverages. Adv. Exec.: William Ries. Agency: Erwin, Wasey & Co., Minneapolis. Acct. Exec.: William G. White.

THE RIESER Co., 119 W. 40th St., New York, Venida hair nets, bob pins, hair-set, creme shampoo, hair lacquer and cleansing tissues. Adv. Exec.: Eugene F. Rieser. Agency: Ralph Harris Adv., New York.

RIT PRODUCTS Corp., 1 E. 43d St., New York, Koolox brushless shaving cream. Agency: Earle Ludgin & Co., Chicago. Acct. Exec.: Vincent R. Bliss.

RITCHIE & JANVIER Inc., Bloomfield, N. J., proprietary medicines, cosmetics and pharmaceuticals. Agency: Atherton & Currler Inc., New York. Acct. Exec.: J. D. Molnar.

RITE-WAY PRODUCTS Co., 1241-49 W. Belmont Ave., Chicago, milking machines, electric water heater, washing tanks, cream separators and milk coolers. Adv. Exec.: H. W. Hoots. Agency: Proebsting-Taylor Inc., Chicago. Acct. Exec.: J. Proebsting.

P. J. RITTER Co., Quality Lane, Bridgeport, N. J., Ritter catsup, pork and beans and chili sauce relish. Agency: Lamb & Keam Inc., Philadelphia.

RITZ-CARLTON HOTEL, Broad & Walnut Sts., Philadelphia. Agency: Adrian Bauer. Adv. Inc., Philadelphia.

RIVAL PACKING Co., 4500 S. Tripp Ave., Chicago, Rival dog foods (S). Adv. Exec.: Harry L. Gadau. Agency: Charles Silver & Co., Chicago. Acct. Exec.: B. R. Solomon.

ROBERTS-GORDON APPLIANCE Co., 44 Central Ave., Buffalo, conversion burners and heating equipment. Agency: Landsheft & Barber Inc., Buffalo. Acct. Exec.: H. L. Barber.

ROBERTS PAINT Corp., 515 Bryant Ave., New York, paints.

ROBILIO & CUNEO, 70 Adams Ave., Memphis, Ronco spaghetti and macaroni. Agency: Simon & Gwynn, Memphis. Acct. Exec.: Norman Gwynn.

ROBINSON AIRLINES Corp., East Hill Airport, Inhaco, N. Y., air transportation. Agency: Farquhar & Co., Utica, N. Y. Acct. Exec.: John T. Farquhar.

J. C. ROBINSON SEED Co., Waterloo, Neb., hybrid seed. Agency: E. H. Brown Adv. Agency, Chicago. Acct. Exec.: A. R. Crabb.

THE DR. WALTER O. ROBINSON COURSE, Carnegie Hall, New York, recorded course in speaking. Adv. Exec.: Leonard Golding. Agency: Gunn-Mears Adv. Corp., New York.

ROCHESTER BREWING Co., 770 Emerson St., Rochester, Old Topper ale and beer. Agency: Ed. Wolff & Assoc.,

Rochester. Acct. Execs.: Ed. Wolff and Alfred G. Scheible.

ROCK OF AGES Corp., Barre, Vt., Rock of Ages monuments. Adv. Exec.: Nelson P. Wright. Agency: Harold Cabot & Co., Boston. Acct. Exec.: James Summers.

ROCKAWAY PLAYLAND, Rockaway Beach, N. Y., amusement park. Agency: Ehrlich & Neuwirth Inc., New York. Acct. Exec.: Stanley Ehrlich.

ROCKDALE MONUMENT Co., Joliet, Ill., monuments. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter Zivi.

ROCKWOOD & Co., 88 Washington Ave., Brooklyn, Rockwood chocolate and cocoa products. Agency: Young & Rubicam, New York.

HARRY RODMAN Inc., 580 Fifth Ave., New York, Lovville watches. Agency: Briggs & Varley Inc., New York. Acct. Exec.: Harry Varley.

ROGERS PAINT PRODUCTS Inc., 8250 St. Aubin Ave., Detroit. Adv. Exec.: F. J. Schulte.

ROGERS PARK DRUG Co., Park Heights and Rogers Aves., Baltimore, Cal-A-Grin lotion for poison ivy and athlete's foot. Adv. Exec.: F. Harold Lewis. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: Roland Brave.

ROHM & HAAS Co., Washington Sq., Philadelphia, plastics, synthetic insecticides, fungicides, enzymes, and chemicals and synthetic resins for the leather, textiles, protective coatings, printing inks, paper, plywood, adhesives, ion exchange and other industries. Adv. Exec.: Colin C. Campbell. Agency: John Falkner Arndt & Co., Philadelphia. Acct. Exec.: R. N. D. Arndt.

ROKEACH & SONS Inc., 240-48 Wythe Ave., Brooklyn, grocery specialties. Adv. Exec.: Leo Rokeach. Agency: The Kelson Co., New York. Acct. Exec.: Jacob F. Kelson.

ROLLEY Inc., 182 Geary St., San Francisco, perfumes and cosmetics, sea and ski tanning cream. Adv. Exec.: Vivian De Wolfe. Agency: Buchanan & Co., San Francisco. Acct. Exec.: Ruth Brown Ward. Acct. Exec.: MacAlan Gardner.

ROMAN CLEANSER Co., 2700 E. McNichols Rd., Detroit. Adv. Exec.: Paul J. Riccardi. Agency: Gleason Adv., Detroit. Acct. Exec.: Ann I. Gleason.

ROMAN MEAL Co., 2101 S. Tacoma Way, Tacoma, Wash., Roman Meal and Spee-D-Mix pie crust and Roman Meal muffin mix. Adv. Exec.: Charles W. H. Matthaei. Agency: Guild, Bascom & Bonfigli Inc., San Francisco. Acct. Exec.: Walter Guild.

RONSON ART METAL WORKS Inc., 1 Aronson Sq., Newark, N. J., Ronson lighter and metal giftwares and Pen-clitter pencil and cigarette lighter. Agency: Grey Adv., New York.

RONSON ART METAL WORKS (Canada) Ltd., 290 Weston Rd., Toronto, cigarette lighters, lighter fluid, flints and wicks (N). Adv. Exec.: John Watley. Agency: Grey Adv., New York. Acct. Exec.: James S. Morgenthal.

THE ROSEVELT, New Orleans, La. Adv. Exec.: A. Bourgeois. Agency: Fitzgerald Adv., New Orleans.

ROOTES MOTORS, Inc., 27-11 Bridge Plaza, No., Long Island City, Hillman Minx, Sunbeam-Talbot, Humber, Rover motor cars, Commer cans and Land Rover all purpose vehicles. Agency: Anderson & Cairns Inc., New York. Acct. Exec.: Donald McVickar.

THE E. W. ROSE Co., 1750 E. 27th St., Cleveland, Zemo liquid and ointment. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: Walter W. Holt.

ROSEFIELD PACKING Co., 1916 Webster St., Alameda, Calif., Skippy peanut butter. Adv. Exec.: J. M. Rosefield. Agency: Guild Bascom & Bonfigli, San Francisco.

THE MARTIN ROSENBERGER WALL PAPER Co., 31 E. 4th St., Cincinnati, wallpaper. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: G. A. Honold.

ROSEVILLE POTTERY Inc., Linden Ave., Zanesville, Ohio, decorative art pottery. Agency: Mumm, Mully & Nichols Inc., Columbus. Acct. Exec.: Georg Slater.

ROSCICIAN ORDER AMORC, Rosicrucian Park, San Jose, Calif., books and courses of study. Adv. Exec.: Cecil A. Poole. Agency: Richard Jorgensen Adv., San Jose, Calif.

ROSS GOULD Co., 309 N. 10th St., St. Louis, Handifax visible card index records. Agency: Ross-Gould Co., St. Louis.

EUGENE ROTHMUND Inc., 21-23 South St., Somerville, Mass., Dutchman pork sausage and Rothmund's frankfurts. Agency: John C. Dowd Inc., Boston. Acct. Exec.: W. E. Buckingham.

ROUX DISTRIBUTING Co. Roux hair colorings and toilet preparations. Adv. Exec.: George J. DeCarlos. Agency: Dnndes & Frank Inc., New York. Acct. Exec.: Harold Dundes.

ROYAL BARRY-CARTER MILLS Inc., 145 1st St., N., Nashville, Martha White

Flour, and Good Fortune Feeds. Adv. Exec.: W. T. York. Agency: Griswold-Eshleman Co., Nashville.

ROYAL HOME PRODUCTS Inc., 1127 Richmond St., Cincinnati, Zanol. Agency: E. H. Brown Adv. Agency, Chicago.

THE ROYCE CHEMICAL Co., Carlton Ave., Carlton Hill, N. J., textile chemicals & Rorex household cleaner. Agencies: O. S. Tyson & Co., New York. Acct. Exec.: Richard Morrison; Samuel Croot Co., New York (Rorex).

RUBSAM & HORMAN BREWING Co., 191 Canal St., Staten Island, N. Y., R & H beer and ale. Adv. Exec.: Robert G. Hazelton. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York.

RUBY FOO'S PRODUCTS Inc., 1537 Nostrand Ave., Brooklyn, chow mein, rice, noodles and soy sauce. Agency: Manhatt Adv., New York.

RUDD-MELIKIAN Inc., 1949 N. Howard St., Philadelphia, Kwik-Kafe vending machines and Kwik-Kafe frozen coffee. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Sherman Landers; Will Roberts Adv., Philadelphia. Acct. Exec.: Will Roberts.

RUM & MAPLE TOBACCO Corp., 100 E. 16th St., New York, Three Squires tobacco, Rum & Maple tobacco, Erin Rose tobacco, pipe tobacco. Adv. Exec.: Leonard R. Edwin. Agency: Gelles Adv., New York. Acct. Exec.: R. I. Dorfman.

THE RUMFORD Co., 9 Newman Ave., Rumford, R. I., Nottli, Rumford baking powder and Hearth Club baking powder (S). Adv. Exec.: Gordon A. Fennoyer. Agency: Kelly, Nason Inc., New York. Acct. Exec.: John McCormick.

C. H. RUNCIMAN Co., Lowell, Mich., Hallmark precooked beans. Agency: Goodking, Joyce & Morgan Inc., Chicago. Acct. Exec.: Henry Nathan.

GEORGE H. RUNDLE Co., Caldwell, Piqua, Ohio, Porter's proprietary medicines. Agency: Don Kemper Co., Dayton, Ohio. Acct. Exec.: James L. Grubb.

JACOB RUPPERT BREWERY, 1639 3d Ave., New York, beer and ale. Adv. Exec.: J. J. Taylor. Agencies: The Blow Co., New York. Acct. Exec.: Lawrence D. Milligan; National Export Adv. Service Inc., New York.

RUSHMORE PAPER MILLS Inc., Prospect St., Gouverneur, N. Y., Vanity Fair DeLuxe facial tissue, bathroom tissue and napkins, Protex tissue and Blue Ribbon napkins. Agency: Paris & Peart, New York. Acct. Exec.: William Byrne.

THE R. C. RUSSELL Co., 1100 Chester Ave., Cleveland, all-metal awnings, combination screen and storm sash and combination doors (S). Adv. Exec.: Paul C. McCormick. Agency: Gibbons-O'Neill Inc., Cleveland. Acct. Exec.: John A. O'Neill.

RUSSELL-MILLER MILLING Co., Midland Bank Bldg., Minneapolis, Occident and American Beauty flours and prepared mixes and Occident feeds. Adv. Exec.: J. F. Near. Agency: Olmstead & Foley, Minneapolis.

RUST CRAFT Pp. Co., 100 Washington St., Boston, Mass., greeting cards. Agency: Grey Adv., New York.

RUST MASTER CHEMICAL Co., 56 Creighton St., Cambridge, Mass., Rust Master radiator rust preventative. Sludge Master chemical motor tune-up and desludger. Leak Master improved patented radiator stop-leak and Carb-Master carburetor cleaner. Agency: Cory Snow Inc., Boston, Mass.

S

SM FOOD PRODUCTS Co., 7565 Melrose Ave., Los Angeles, S-M butter flavor french dressing, Uncle Fetch boysenberry syrup and Life soft drink. Agency: Yambert-Prochnow Inc., Beverly Hills. Acct. Exec.: Ray Prochnow.

THE S.O.S. Co., 6201 W. 65th St., Chicago, S.O.S. cleaner of aluminum and all kitchenware. Agency: McCann-Erickson, San Francisco.

S & W FINE FOODS, Inc., 155 Berry St., San Francisco, S & W coffee, canned goods, seafood and dried fruits. Agency: Foote, Cone & Belding, San Francisco.

SACHS QUALITY STORES Inc., 330 Bruckner Blvd., New York, department stores (S). Adv. Exec.: Seymour Fogelson. Agency: William Warren, Jackson & Delaney, New York. Acct. Exec.: Harry Solow.

SAFEMAY SKYCOACH AIRLINES AGENCY Inc., 90 Tremont St., Boston, air travel. Agency: White, Berk & Barnes Adv., New York. Acct. Exec.: Jack Barnes.

SAFEMAY STORES Inc., 4th & Jackson Sts., Oakland, food stores. Adv. Exec.: Robert B. Lewis. Agencies: J. Walter Thompson Co., San Francisco (Lucerne milk, Suzanna pancake mix, Fleet mix for biscuits, Safemay meat service, produce service and farm publications); Foote, Cone & Belding, San Francisco (Duchess salad dressing, Nu Made mayonnaise, Lunch Box sand-

wich spread, Jell-Well desserts, Sno White salt and Skylark Bread); McCann-Erickson, San Francisco (Royal Satin shortening, Keen shortening, Cragmont beverages, Sunnybank margarine); McCann-Erickson, Los Angeles (Fluff-est marshmallows and Roxbury candles); Cosby & Cooper, San Francisco (Beverly peanut butter, Sleepy Hollow syrup, Montrose butter, Springhouse butter and Mayday salad oil); Ruthrauff & Ryan, San Francisco (Dutch Mill cheese, Sugar Belle peas, Edwards coffee, Busy Baker, Pirates Gold Graham, Tea Timers crackers, Canterbury tea, Lac-Mix dry milk powder); M. E. Harlan Adv., San Francisco (Nob Hill coffee, Full O'Gold orange juice, Town House grapefruit juice, Crown Colony spices and extracts and Somerset sausage); J. Walter Thompson Co., Chicago (Kitchen Craft flour); Buchanan & Co., San Francisco (Sunny Dawn tomato juice and Lalani pineapple); Honig-Cooper Co., San Francisco (Airway coffee); Erwin, Wasey & Co., Los Angeles (Parade detergent, Rik-Rak cleanser, White Magic bleach and Faultless Liquid Starch); Knox Reeves Adv., Minneapolis (White Magic soap).

SAGE LABS, Inc., 53-57 W. 36th St., New York, air refresher, bleach and starch (N) (S). Adv. Exec.: Michael Gelfand. Agency: Paris & Peart, New York.

A SAGNER'S SON Inc., Sagner Bldg., Baltimore, Northcool and Northweave suits and Stallion men's clothes. Agency: I. A. Goldman & Co., Baltimore. Acct. Exec.: I. A. Goldman.

ST. GEORGE HOTEL, 51 Clark St., Brooklyn. Adv. Exec.: James Klarnet. Agency: E. T. Howard Co., Inc., New York. Acct. Exec.: Arthur L. Lippman.

ST. LOUIS FOODS, Inc., 8144 Olive St., St. Louis, Bonnee buttered beef steaks. Agency: Westheimer & Block, St. Louis.

ST. LOUIS GLOBE-DEMOCRAT, 1133 Franklin St., St. Louis. Adv. Exec.: C. C. Callihan. Agency: D'Arcy Adv. Co., Inc., St. Louis. Acct. Exec.: W. Armbruster.

ST. LOUIS INDEPENDENT PACKING Co., 824 S. Vandeventer St., St. Louis, Mayrose meat products. Adv. Exec.: E. Rutledge. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: J. J. Horan.

ST. MARY'S PACKING Co., Inc., Sidney, O., Duncan Hines canned goods. Agency: Kircher, Helton & Collett, Inc., Dayton.

SALES AFFILIATES Inc., 192 Lexington Ave., New York, Zots Wavelock, Zots Fluidwave, Jama Lotion-Wave; machineless permanent wave supplies; Zotos, Jama, Vaper Marcel, Lustron cold waving supplies; Imperial, Elite, Hi-Speed, and Cremette lotions, Golden Normalizer, cream shampoo and cream rinse. Hair coloring products: Inecto, Loxol and Noxoxide and cosmetics. Agency: Getscha & Richard Inc., New York.

SAN ANTONIO BREWING Assn., Box 1661, San Antonio, Pearl beer. Agency: Pitluk Adv. Co., San Antonio. Acct. Exec.: Jack N. Pitluk.

SAN ANTONIO DRUG Co., St. Mary's & Market Sts., San Antonio, Cert-O-Fied RX drugs and chemicals, Fidelity household specialties, Olumpan toilet preparations, Heyers (medicated) prickly heat powder, Phylorine and San Ando products. Agency: Pitluk Adv. Co., San Antonio.

SAN FRANCISCO CALL-BULLETIN, 860 Howard St., San Francisco, newspaper. Adv. Exec.: R. L. Litchfield.

SAN FRANCISCO CHRONICLE, 5th & Mission Sts., San Francisco. Agency: J. Walter Thompson Co., San Francisco.

SAN FRANCISCO EXAMINER, Market & 3d Sts., San Francisco, newspaper.

SAN GABRIEL CHAMBER OF COMMERCE, 320 S. Mission Dr., San Gabriel, Calif., promotional advertising. Agency: Walter Mario Adv., Pasadena Calif.

THE SAN HYGENE FURNITURE Mfg. Co., 680 Miami St., Akron, Ohio, upholstered furniture and mattresses. Agency: McDaniel-Fisher & Spelman Co., Akron. Acct. Exec.: William Sexauer.

SANDS, TAYLOR & WOOD Co., 28 Fitchburgh St., Somerville, Mass., King Arthur flour, coffee and tea. Adv. Exec.: W. E. Sands. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: G. J. Chambers.

SANGER BROS., Main & Lamar Sts., Dallas, department store. Adv. Exec.: F. T. Johnson.

SANNA DAIRIES Inc., 122 W. Main St., Madison, Sannac dry milk solids. Agencies: Arthur Towell Inc., 122 W. Madison, Badger & Browning & Hershey Inc., New York.

SEANSON HOSIERY MILLS Inc., 350 Fifth Ave., New York, women's full fashioned nylon stockings. Agency: Dorland Adv. Ltd., New York. Acct. Exec.: Atherton Pettingell.

SANTA CLARA PACKING Co., San Jose, Gliorieta fruits, fruit nectars, to-

(Continued on page 440)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

mao juice and tomato aspic. Agency: Long Adv. Service, San Jose.

SANTA FE VINTAGE Co., 1700 N. Spring St., Los Angeles, Santa Fe wines. Adv. Exec.: Thomas Doolittle. Agency: Hixson & Jorgenson Inc., Los Angeles.

SAPOLIO ELIXIR CHEMICAL Co., 800 E. Big Bend Rd., Kirkwood, St. Louis, Sapolio dry cleaner. Agency: Wesley K. Nash Co., St. Louis.

SAPOLIN PAINTS Inc., 229 E. 42d St., New York, Sapolin paints, enamels and varnishes. Adv. Exec.: W. B. Hanft. Agency: Hicks & Griest Inc., New York. Acct. Exec.: C. Halverson.

SAPOLIO PRODUCTS Inc., 439 West St., New York, Sapolio, Sapolio powder, Sapolio toilet soap and Ammo washing powder. Agency: Irwin Vladimir & Co., New York.

SARATOGA SPRINGS AUTHORITY, State Reservation, Saratoga Springs, N. Y., bottled mineral waters and treatments (S). Adv. Exec.: Leon M. Woodworth. Agency: Moser & Cotins, Utica, N. Y.

SARDEAU Inc., 522 Fifth Ave., New York, Suspicion perfume. Agency: Wex-ton Co., New York.

SARGENT & Co., 1850 E. Euclid Ave., Des Moines, livestock and poultry feeds and minerals. Agency: Fairall & Co., Des Moines.

A. SARTORIUS & Co., College Point, N. Y., Helen Neushaefer nail polish, manicure brush and lipstick brush, E-Z Hair Remover Glove, Helen Neushaefer lipstick, Plasteen nail make-up, Swiss polish remover, iridescent nail polish. Adv. Exec.: H. Neushaefer. Agency: Reiss Adv., New York. Acct. Exec.: Joseph Reiss.

A. SAUER & Co., 329 E. 8th St., Cincinnati, Konite watch straps. Agency: Joseph Adv. Agency, Cincinnati. Acct. Exec.: Jesse M. Joseph.

SAU-SEA FOODS, 225 S. Waverly St., Yonkers, N. Y., shrimp cocktail, cocktail sauce, cooked, peeled, cleaned and de-veined frozen shrimp. Agency: Kastor, Farrell, Chesley & Clifford Inc., New York.

THE SAVOGRAN Co., 25 Huntington Ave., Boston, Savogran crack filler, heavy duty cleaner, remover and bleacher, wood putty, paint brush cleaner, wax remover, Strypeeze paint and varnish remover, Cirtex no rinse paint cleaner, Kwikeeze paint brush cleaner, Savablaze non-inflammable paint remover and Kutzit liquid paint remover. Adv. Exec.: C. H. Frankenberg. Agency: Hoag & Provandie Inc., Boston. Acct. Exec.: G. W. Craigie.

SAWYER BISCUIT Co., 1041 W. Harrison St., Chicago, biscuits and crackers. Agencies: Geo. H. Hartman Co., Chicago. Acct. Exec.: Edwin Cahn; The L. W. Ramsey Co., Chicago.

SAYMAN PRODUCTS Co., 2101 Locust St., St. Louis, Sayman vegetable wonder soap, Sayman salve, Sayman liniment, household and toilet articles. Adv. Exec.: A. E. Gribler. Agency: Ollian Adv. Co., St. Louis. Acct. Exec.: H. A. Thomas.

THE F. & M. SCHAEFER BREWING Co., 430 Kent Ave., Brooklyn, Schaefer golden and Schaefer pale dry beer. Adv. Exec.: John Nemesch. Agency: BBDO, New York. Acct. Exec.: John Johns.

WALTER S. SCHELL Inc., 10th & Market Sts., Harrisburg, Pa., vegetable seeds and flower seeds. Adv. Exec.: Walter S. Schell.

SCHIFFFELIN & Co., 16-30 Cooper Sq., New York, Crown Lavender smelling salts, Pears facial soap and Almay cosmetics. Adv. Exec.: Robert H. Spencer. Agency: Cowan & Dengler Inc., New York. Acct. Exec.: Margaret Halligan.

A. SCHILLING & Co., 2d & Folsom St., San Francisco, tea, coffee, spices, seasoning salts and extracts. Agency: Beaumont & Hohman Inc., San Francisco.

SCHINE HOTEL Co., 445 Park Ave., New York, Agencies: Hilton & Riggo Inc., New York. Acct. Exec.: Jim Williamson; Joseph Norman Kaplan Assoc., Miami Beach; Swafford & Co., Los Angeles.

JOS SCHLITZ BREWING Co., 235 W. Galena St., Milwaukee, Schlitz beer. Agencies: Leo Burnett Co., Chicago; Lennen & Mitchell Inc., New York; Irwin Vladimir & Co., New York.

MRS. SCHLORER'S Inc., Scotts Lane, Philadelphia, Mrs. Schlorer's mayonnaise. Agency: Lavenson Bureau of Adv., Philadelphia. Acct. Exec.: Miss J. Rosenberg.

SCHLOTTERHECK & FOSS Co., 117 Preble St., Portland, Foss pure flavoring extracts and food colors and Roderic cough balsam. Adv. Exec.: H. R.

Howard. Agency: Sutherland-Abbott, Boston.

THE WM. SCHLUDERBERG, T. J. KURDLE Co., 3800 E. Baltimore St., Baltimore, Essaky Quality meat products, Southern Rose shortening. Adv. Exec.: O. B. Smith. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: Henry Erck.

C. SCHMIDT & SONS Inc., 127 Edward St., Philadelphia, Schmidt's beer and Schmidt's Tiger Head brand ale. Agency: Al Paul Letton Co., Philadelphia. Acct. Exec.: James C. Gibson.

JACOB SCHMIDT BREWING Co., 882 W. 7th St., St. Paul, Schmidt's City Club beer. Adv. Exec.: Noel Crouch. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Jim Rahdes.

SCHNEIDER-LORSCHNEIDER Co., Waukesha, Wis., Big Stinky outdoor fly trap. Adv. Exec.: Ray J. Schneider. Agency: Barnes Adv. Agency Inc., Milwaukee.

CAROLYN SCHNURER Inc., 87 Ferry St., Jersey City, Carolyn Schnurer ladies sportswear. Agency: Sterling Adv., New York. Acct. Exec.: Joel Kaplan.

S. A. SCHONBRUNN & Co., 77 Water St., New York, Savarin coffee and Madaglia D'Oro demitasse coffee (S). Adv. Exec.: John E. Mazzel, Agencies: L. C. Gumbiner Adv., New York. Acct. Exec.: Milton Goodman; F. Pettinella Adv., New York; F. Pettinella. **SCHREIBER Mills Inc.**, 8th & Mitchell Sts., St. Joseph, Sweet Lassy cattle feed, Lassy hog and poultry feed, and Lassy dog food. Adv. Exec.: Allen Schreiber. Agency: Buchanan-Thomas Adv., Omaha. Acct. Exec.: R. A. Behr.

HOTEL SCHROEDER, 509 W. Wisconsin Ave., Milwaukee.

SCHULER FOODS Inc., 64 Chester St., Rochester, potato chips, pretzels, cheese corn sticks and cheese corn. Adv. Exec.: W. C. Fuehrer. Agency: Hutchins Adv. Co., Rochester.

D. A. SCHULTE Inc., 386 Broadway, New York, smokers articles and fashions. Agency: Ted Deglin & Assocs., New York. Acct. Exec.: Ted Deglin.

SCHULTZ, BAUJAN & Co., Beardstown, Ill., Gloria, Critic, Sweet Clover flour and bakery flour and Critic feeds. Agency: Mace Adv. Inc., Peoria, Ill. Acct. Exec.: J. J. Keith.

F. SCHUMACHER & Co., 60 W. 40th St., New York, decorative drapery and upholstery fabrics, carpets and wall-papers. Adv. Exec.: W. N. Lee. Agency: Lawrence Kane Inc., New York.

SCHUNEMAN Inc., 6th & Wabash Sts., St. Paul, department store. Adv. Exec.: Dorothy Kerman. Agency: David Inc., St. Paul. Acct. Exec.: Quentin David.

ED SCHUSTER & Co., N. 3d & W. Garfield Ave., Milwaukee, department stores. Adv. Exec.: Edward Styles. Agency: The Cramer-Krasselt Co., Milwaukee. Acct. Exec.: Roger LeGrand.

SCHUTTER CANDY Div., Universal Match Corp., 1501 Locust St., St. Louis, Old Nick and Bit-O-Honey candy bars. Adv. Exec.: John Feinstein. Agencies: Schwimmer & Scott Inc., Chicago; Westheimer & Block, St. Louis; Kaplan & Bruck, New York.

A. S. SCHWAHN & Co., 803 3d St., Eau Claire, Wis., sausage and meat specialties. Adv. Exec.: G. Henry Ottery. Agency: C. Wendell Muench & Co., Chicago. Acct. Exec.: Weldon O. Yocum.

SCHWOB Mfg. Co., 945 Broadway St., Columbus, Ga., men's clothing and chain retail stores. Adv. Exec.: F. S. Anderson. Agency: Tucker Wayne & Co., Atlanta. Acct. Exec.: J. D. Muse.

THE SCOTT & FETZER Co., 11401 Locust Ave., Cleveland, Kirby vacuum cleaners. Adv. Exec.: Arthur F. Greene. Agency: Carr Liggett Adv. Inc., Cleveland.

SCRIBBLES Inc., Lafayette, La., Sribbles dolls. Adv. Exec.: Leon Rednor.

SCRIPTO Inc., 423 Houston St., N. E., Atlanta, Scripto pens, pencils leads and erasers. Agency: Donahue & Coe Inc., Atlanta.

SCRUGGS-VANDERVOORT-BARNEY Inc., 9th & Olive Sts., St. Louis, department store. Agencies: Anderson & Cairns Inc., New York. Acct. Exec.: Karl Knipe; Abbott Kimball Co., New York.

SCUDDER FOOD PRODUCTS, 771 W. Garvey St., Monterey Park, Los Angeles, peanut butter, toasted nuts and potato chips and mayonnaise. Adv. Exec.: Laura C. Scudder. Agency: Rockett-Lauritzen Adv., Los Angeles.

WM. S. SCULL Co., Front & Federal Sts., Camden, Boscui coffee, tea, peanut butter and party peanuts. Adv. Exec.:

Donald L. Peterson. Agency: Lamb & Keen, Philadelphia. Acct. Exec.: Kenard Keen.

SEABOARD AIR LINE RAILROAD, Seaboard Air Line Railroad Bldg., Norfolk, Va., transportation. Agency: The Caples Co., New York. Acct. Exec.: G. Kaiser.

SEABOARD FINANCE Co., 945 S. Flower St., Los Angeles, finance business. Agency: Smith & Bull, Hollywood. Acct. Exec.: Mel Roach.

SEABOARD SEED Co., 701 S. Front St., Philadelphia, Hormo Lawn Grass seed and Patriot Brand Farm seed. Agency: Leonard F. Fellman & Assoc., Philadelphia. Acct. Exec.: John Jacobson.

SEA BREEZE LABS., 122 Meyran Ave., Pittsburgh, Pa., ant antiseptic (S). Adv. Exec.: John H. Wellsbrod. Agency: BBDO, Pittsburgh.

SEABROOK FARMS Co., Bridgeton, N. J., frozen foods. Agency: Hilton & Riggio Inc., New York. Acct. Exec.: L. J. Riggio.

SEAGEE Co., 2 Allen St., New York, novelties (mail order). Agency: The Artwill Co., New York.

SEALY Inc., 666 Lake Shore Drive, Chicago, Sealy mattresses, studio couches, divans, soft-beds, box springs, bed springs and chairs. Adv. Exec.: J. R. Lawrence. Agency: Ollian Adv., Chicago. Acct. Exec.: Jerome Joss.

SEAPAK Corp., Box 366, St. Simons Island, Ga., quick frozen seafood. Agency: Gordon Baird Assoc., Inc., New York.

SEASIDE OIL Co., 330 State St., Santa Barbara, Silver Gull gasoline, Silveroil motor oil and Seaside ethyl gasoline. Adv. Exec.: G. E. Tucker. Agency: McCarty Co., Los Angeles. Acct. Exec.: H. E. Cassidy.

SEATTLE FIRST NATIONAL BANK, 2d Ave. & Cherry St., Seattle, bank statement. Adv. Exec.: Gus Asplund Jr. Agency: Pacific National Adv., Seattle. Acct. Exec.: H. O. Stone. Acct. Exec.: W. H. Horsley.

SEATTLE POST-INTELLIGENCER, 6th & Pine Sts., Seattle, newspaper. Adv. Exec.: A. L. Brock. Agency: Western Agency Inc., Seattle.

SECURITY FOOD Co., 521 S. 3d St., Minneapolis, calf food. Adv. Exec.: M. M. Quesnoy.

SECURITY MILLS Inc., Knoxville, Tenn., poultry and livestock feeds and Security dog food. Adv. Exec.: L. R. Rogers. Agencies: Simmonds & Simmonds Inc., Chicago. Acct. Exec.: Phil Tobias (poultry and live stock feeds); Liller, Neal & Battle Adv. Agency, Atlanta.

SECK & KADE Inc., 440 Washington St., New York, Pertussin. Agencies: Erwin, Wasey & Co., New York. Acct. Exec.: Walter Holt. Canadian Adv. Agency Ltd., Montreal.

SEEMAN BROTHERS INC., 121 Hudson St., New York, White Rose tea and grocery specialties, Pique Kitchen Magic and Flava-Bake flavoring and Air-Wick household air purifier. Agencies: J. D. Tacher & Co., New York. Acct. Exec.: E. Ridley. White Rose tea, Pique and Flava-Bake; William H. Weintraub & Co., New York (Air-Wick).

SEGAL SAFETY RAZOR Div., Segal Lock & Hardware Co., 385 Broadway, New York, Segal one-piece razors and Segal double edge blades. Adv. Exec.: Alfred Chase. Agency: Cayton Inc., New York.

SEGO MILK PRODUCTS Co., 159 W. 1st South St., Salt Lake City, Sego milk and Pet milk. Adv. Exec.: A. N. Nelson and Wm. M. Harsha. Agency: Gilham Adv. Inc., Salt Lake City.

SEIBERLING RUBBER Co., Akron, Ohio, Seiberling tires, tubes, heels, soles and mats. Agency: Meldrum & Fewsmith, Cleveland. Acct. Exec.: E. T. Morris. Acct. Exec.: A. Meldrum.

SELL'S SPECIALTIES Inc., 730 Fifth Ave., New York, Sell's liver pate and other meat and poultry specialties. Agency: Dowd, Redfield & Johnstone Inc., New York.

R. B. SEMLER Inc., 70 Elm St., New Canaan, Conn., Kream hair tonic, Kream shampoo and Kream kreme dressing. Agencies: Monrie F. Dreher Inc., New York; Erwin, Wasey & Co. Ltd., Toronto. Acct. Exec.: Frank Thomas.

SERTA Assoc. Inc., 666 Lake Shore Drive, Chicago, mattresses, couches and box springs. Agency: A. Martin Rothbart Inc., Chicago.

SERUTAN Co., 290 Jelliffe Ave., Newark, Serutan. Agencies: Franklin Bruck Adv. Corp., New York. Acct. Exec.: Franklin Bruck; Street & Finney Inc., New York.

SERVEL Inc., Evansville, Ind. Adv. Exec.: Robert M. Stevens. Agencies: Hicks & Griest, New York. Acct. Exec.: C. M. Halverson; refrigerators, water heaters, air conditioners and deep freezers (S); Ross Roy Inc., Detroit, Acct. Exec.: H. A. Houston ("All-Year" air conditioning, (S)).

THE SERVICE LIFE INSURANCE Co., 1904 Farnam St., Omaha, life insurance and accident insurance. Adv. Exec.: Harold P. Farber. Agency: E. H. Brown Adv. Agency, Chicago.

SESSIONS Co., Enterprise, Ala., Sessions peanut oil and peanut butter. Agency: Liller, Neal & Battle Adv., Atlanta.

SEVENTEEN COSMETICS, Milton Rd., Rye, N. Y., Seventeen Cosmetics. Agency: BBDO, New York. Acct. Exec.: Ken Hurd.

THE SHALER Co., Waupun, Wis., Shaler tire and tube vulcanizers, Hot Fatches, Shaler-Risnone oil alloy, Hot dry lubricant, Karbut concentrated motor gum solvent and NoKrus penetrating oil. Agency: Hoffman & York Inc., Milwaukee, Wis.

THE SHAMROCK, Houston, Tex., Agency: Wilkinson-Schwartz & Tips Inc., Houston. Acct. Exec.: Kern Tips.

SHARNAY HOSIERY MILLS Inc., 49 N. 3d St., Philadelphia, Sharnay nylon hosiery. Agency: Helen P. Goodwin Adv., Philadelphia.

THE SHASTA WATER Co., 1555 Bancroft St., San Francisco, Shasta water and beverages. Agency: Knox Reeves Adv., Los Angeles.

SHAWMUT DAIRY Inc., 155 Addison St., Boston, Delby's table cream and egg nog. Adv. Exec.: Eugene Del Beanco Jr. Agency: Copley Adv., Boston. Acct. Exec.: A. J. Cusschara. W. A. SHEAFFER PEN Co., 311 Ave. H., Ft. Madison, Iowa, Sheaffer white dip pens, desk sets, fine-line pencils, ballpoints and leads, Skrip, Triumph and Stratowriters and Safeguard. Adv. Exec.: Karl F. Dinnauer. Agencies: Russel M. Seeds Co., Chicago. Acct. Exec.: George Bayard and Harry M. Maus; R. C. Smith & Son Ltd., Toronto.

SHEDD-BARTUSH FOODS Inc., 14401 Bester Blvd., Detroit, Keyko margarine, Shedd's old style sauce, Shedd's Ezy French Dressing, Shedd's Lady Betty thousand island dressing, mayonnaise salad dressing, sandwich spread, Shedd's corn muffin mix, Lady Betty prune juice and cucumber wafers. Agency: Ralph W. Sharp & Assocs., Detroit. Acct. Exec.: R. W. Sharp.

H. M. SHEER Co., 4th & Payson Sts., Quincy, Sol-Hot brooders and poultry equipment. Adv. Exec.: R. F. Vollbracht. Agency: Kane Adv., Bloomington, Ill. Acct. Exec.: E. Kane.

SHEFFIELD FARMS Co., 524 W. 57th St., New York, dairy products. Agency: N. W. Ayer & Son Inc., Philadelphia.

SHELL CHEMICAL Corp., 50 W. 50th St., New York, chemicals derived from petroleum. Agency: J. Walter Thompson Co., New York. Acct. Exec.: W. H. O'Connell.

SHELL OIL Co., 50 W. 50th St., New York, Shell premium gasoline, Golden Shell motor oil, Shell x-100 motor oil, Shell specialties, Shell lubricants, fuel oils, industrial lubricants, oils and greases, Coas asphalt and asphalt emulsions, road oils, diesel fuels, and lubricants, technical products, aviation products, chemical products and all petroleum products. Adv. Exec.: D. C. Marschner. Agency: J. Walter Thompson Co., New York. Acct. Exec.: W. F. Wright.

SHELL OIL Co., 100 Bush St., San Francisco, gasoline, motor oil and other petroleum products. Adv. Exec.: E. R. Raphael. Agency: J. Walter Thompson Co., San Francisco. Acct. Exec.: R. A. Mott.

SHERATON Corp. of America, 1 Court St., Boston, hotels and commercial buildings. Agency: BBDO, Boston. Acct. Exec.: Francis W. Hatch.

SHERATON-GIBSON HOTEL, 5th & Walnut Sts., Cincinnati. Agency: Associated Adv. Inc., Cincinnati. Acct. Exec.: Sam M. Levy.

SHERIDAN BREWING Co., Sheridan, Wyo., beer. Adv. Exec.: Robert K. Rogers. Agency: Curt Freiberg & Co., Denver. Acct. Exec.: Curt Freiberg.

SHERIDAN PRODUCTS Inc., 1236 13th St., Racine, Wis., pneumatic rifles and accessories. Agency: Western Adv., Racine, Wis. Acct. Exec.: Gordon Griffin.

SHERMAN, CLAY & Co., Sutter & Kearny Sts., San Francisco, pianos and musical instruments. Adv. Exec.: Catherine Bancroft. Agency: Goldthwaite-Smith, San Francisco. Acct. Exec.: Elmire Goldthwaite.

HOTEL SHERMAN, Clark & Randolph Sts., Chicago, hotel. Agency: Hamilton Adv. Agency, Chicago.

SHERILL FURNITURE Corp., 201 E. 56th St., New York, fine period and modern furniture. Adv. Exec.: E. Richard Sherrill, Agency: Jamlan Adv. & Pub. Inc., New York.

THE SHERRY FRONTENAC HOTEL, On the Ocean at 68th St., Miami Beach, hotel. Agency: Advertising Trade Service Inc., Miami Beach. Acct. Exec.: Charles Friedlander.

LOUIS SHERRY Inc., 30-30 Northern Blvd., Long Island City, candy and ice cream.

DR. SHIFFER LABS., Inc., 792 The Arcade, Cleveland, Dr. Shiffer's shampoo and hair and scalp conditioner. Pomerio 18, disinfectant, fungicide and deodorant. Agency: Gregory & House Inc., Cleveland.

SHIFMAN BROS., 1 Mott St., Newark, N. J., Sanotuff mattress. Agency: Lewis Adv. Agency, Newark, N. J.

SHILLTOS DEPARTMENT STORE, 7th & Race & Shillito Pl., Cincinnati, department store. Adv. Exec.: John B. New.

SHIPMAN BROS. & Co., 234 W. 39th St., New York, Miracle diamond rings. SHIRRIFF'S Ltd., 2-24 Matilda St., Toronto, Bud desserts, tapioca pudding, cake and ginger bread mix (S). Adv. Exec.: John Whitehead. Agency: Cockfield Brown, Toronto. Acct. Exec.: O. Kolkka.

THOMAS SHIRT Inc., 224 E. 11th St., Los Angeles, men's shirts. Agency: Abbott Kimball Co., Los Angeles.

SHOE Corp. of America, 35 N. 4th St., Columbus, Ohio, Madison Square shoes. Blue Bird shoes. Friskies, Sport Pals, Lazy Pals and Cozy Tots, Monte Carlo Dancing Shoes, Yorkshirt, Dreamstep, Happy Tots, Corrective Step, Arch Flight, Polar Bear, Biki-Ez and Clowne. Adv. Exec.: Arthur Taylor. Agency: Herbert W. Frank Adv. Agency Inc., Boston.

THE SHONTEX Co., 1556 20th St., Santa Monica, Shontex conditioning formula and Shontex castile and creme shampoo. Agency: Mayers Co., Los Angeles.

SHIRO WATCH Inc., 11 W. 42d St., New York, Sandoz (Swiss watches). Agency: Gramercy Adv. Co., New York. Acct. Exec.: Maurice M. Goldberg.

SHULTON Inc., 630 Fifth Ave., New York, Old Spice for Men (S). Adv. Exec.: Maxine Rowland. Agency: Wesley Assoc., New York. Acct. Exec.: G. Wesley.

SHUPTRINE Co., P. O. Box 644, Savannah, Tetterine. Agency: Harvey-Massengale Co., Atlanta.

SHWAXYER BROS., 1050 S. Broadway, Denver, Samsonite luggage, Samson folding tables and folding chairs. Agencies: Grey Adv., New York. Acct. Exec.: Ed Richter; Maxon Inc., Detroit.

SICKS' SEATTLE BREWING & MALT-ING Co., 3100 Airport Way, Seattle, malt beverages. Adv. Exec.: J. E. Hilliker. Agency: Miller & Co., Seattle. Acct. Exec.: James R. Miller.

SIEBRING Mfg. Co., George, Iowa, farm machinery. Agencies: Melamed-Hobbs Inc., Minneapolis; Atlas Adv., Sioux City, Iowa.

SIEDLITZ PAINT & VARNISH Co., 18th & Garfield Sts., Kansas City, paints, varnishes and enamels. Adv. Exec.: Jack W. Jennings. Agency: Carter Adv. Agency, Kansas City. Acct. Exec.: W. G. Rowe.

SIEMER ENAMEL RANGE Co., Wilson Ave., Centralia, Ill., oil and gas burning space heaters. Adv. Exec.: Norman E. Grandt. Agency: Krupnick & Assocs., Inc., St. Louis. Acct. Exec.: Harvey Brown.

SIELOFF PACKING Co., 4328 Sacramento St., St. Louis, Honey-Dew meat products.

SIERRA CANDY Co., 2201 3d St., San Francisco, packaged candies. Agency: Robert B. Young Adv. Agency, San Francisco.

SIGNAL OIL Co., 811 W. 7th St., Los Angeles, Signal gasoline. Adv. Exec.: H. E. Ransford. Agency: Barton A. Stebbins Adv., Los Angeles. Acct. Exec.: A. W. Gudelman.

SILBAUGH Mfg. Co., Humboldt, Iowa, hydraulic loader, corn stalk cutter. Adv. Exec.: Clare Donahue. Agency: Lessing Adv. Co., Des Moines.

SILHOUETTE Inc., 1811 Delmar St., St. Louis, personalized girl stationery. Agency: O'Neil, Larson & McMahon, Chicago.

SILKIN PAPER Div., 343 Sansome St., San Francisco, Silk brand toilet tissue; waxed paper and other paper products. Agency: Botsford, Constantine & Gardner, San Francisco. Acct. Exec.: David Botsford Jr.

SILVER SKILLET BRANDS Inc., Skokie, Ill., Silver Skillet corned beef hash and chili con carne. Agency: Frederick Asher Inc., Chicago.

SIMMONS Co., 229 Park Ave., New York, Beautyrest, Deepsleep, metal furniture, studio couches, cribs and beds,

Baby Beauty crib mattress and Hide A Bed sofas. Agency: Young & Rubicam, New York. Acct. Exec.: Gardiner Laying.

FRANKLIN SIMON, 414 Fifth Ave., New York, wearing apparel. Agency: Hirschon-Carfield Inc., New York.

SIMON & MOGLINER Co., Lindeke Bldg., St. Paul, children's wear. Adv. Exec.: I. E. Simon. Agency: Bozell & Jacobs Inc., Minneapolis. Acct. Exec.: Lloyd Dorg.

SIMON AND SCHUSTER Inc., 630 Fifth Ave., New York, books. Agencies: Sussman & Sugar Inc., New York; Schwab & Beatty Inc., New York.

THE WILLIAM SIMON BREWERY, 703 Clinton St., Buffalo, Simon Pure beer and Old Abbey ale. Agency: Baldwin, Bowers & Strachan, Buffalo.

C. F. SIMONIN'S SONS Inc., Belgrade & Tioga Sts., Philadelphia, Seazo popcorn oil seasoning. Agency: Adrian Bauer Adv. Agency, Philadelphia. Acct. Exec.: Alan K. Tripp.

SIMPLEX Mfg. Corp., 540 N. Carroll Ave., New Orleans, motor-bikes, bicycles, power lawn mowers, stationery, gasoline engines and three wheel motorcycles. Agency: Stone-Stevens Inc., New Orleans.

SINCLAIR REFINING Co., 600 Fifth Ave., New York, Sinclair petroleum products. Adv. Exec.: James J. DeLaney. Agency: Morey, Humm & Johnstone Inc., New York. Acct. Exec.: Sylvester M. Morey.

SIoux CITY BREWING Co., W. 1st & Isabella Sts., Sioux City, Iowa, Heidelberg beer. Adv. Exec.: J. E. Miller. Agency: Atlas Adv. Agency, Sioux City. Acct. Exec.: Milton Bolstein.

SIoux STEEL Co., Sioux Falls, S. D., grain bins, corn cribs and ganvanized barnyard equipment. Adv. Exec.: Max L. Rysdon. Agency: Lessing Adv. Co., Des Moines.

JAMES B. SIPE & Co., Vanadium Rd., Pittsburgh, paint and varnish. Adv. Exec.: C. J. Bauer Jr. Agency: James A. Stewart Co., Carnegie, Pa. Acct. Exec.: H. A. McCoy.

HOTEL SIR FRANCIS DRAKE, Sutter & Powell Sts., San Francisco. Agency: Botsford-Constantine & Gardner, San Francisco.

SIROIL LABS Inc., 2034 Broadway, Santa Monica, Siroil for blemishes, Exoil for eczema, Siroil Shampoo. Agency: Stockwell & Marcuse, Detroit.

SKELLY OIL Co., 605 W. 4th St., Kansas City, Mo., petroleum and liquid petroleum gas (L). Adv. Exec.: E. Barton. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: Dan Foster.

SKINNER Mfg. Co., 14th & Jackson Sts., Omaha, Skinner's macaroni products, Raisin-Bran and Raisin-Wheat. Agency: Bozell & Jacobs Inc., Omaha. Acct. Exec.: Clete Haney.

SLEEP-EZE Co., 1007 E. Anaheim St., Long Beach, Calif., non-habit-forming sedative. Agency: Erwin, Wassey & Co., Los Angeles. Acct. Exec.: James A. Fallon.

SLUMBER PRODUCTS Corp., Box 2847, Memphis, Restonic-Triple-Cushion mattresses. Adv. Exec.: E. C. Haas. Agency: Simon & Gwynn, Memphis.

EDWARD SMALL PRODUCTIONS Inc., 1041 N. Formosa Ave., Hollywood, motion picture productions.

I. SMALLMAN & SONS Co., 384 Trenton Ave., Paterson, N. J., craftsman leather billfolds. Agency: Lewin, Williams & Saylor, New York. Acct. Exec.: Max Green.

A. O. SMITH Corp., 3533 N. 27th St., Milwaukee, automobile frames and stampings, pressure vessels (carbon steel), alloy-lined, multi-layer, solid alloy, heat exchangers, gas line pipe, oil well casing, large single-piece glass-lined tanks (brewery, food, chemical), automatic gas and electric water heaters, volume water heaters and heating equipment, general and special purpose motors, petroleum meters, gasoline dispensing pumps, vertical turbine pumps, liquid gas systems, rail-road products, mechanically unloaded crop storage units and safety grating. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: E. F. Hascall Jr.

THE SMITH AGRICULTURAL CHEMICAL Co., 618 N. Champion Ave., Columbus, Sacco plant food and commercial fertilizer, Sacco V-19 mineral food and Wedo lawn fertilizers with 2-4-D. Adv. Exec.: Hartl W. Lucks. Agency: Mumm, Mullan & Nichols Inc., Columbus.

ALLEN V. SMITH Co., Marcellus Falls, N. Y., Smith's split peas. Agency: H. B. Humphrey, Alley & Richards Inc., New York. Acct. Exec.: Charles A. Holcomb.

SMITH BROS. Mfg. Co., Carthage, Mo., overalls, work pants, work shirts and coveralls. Agency: R. J. Potts-Calkins & Holden, Kansas City.

SMITH BROS., 134 N. Hamilton St., Foughkeepsie, N. Y., Smith Brothers cough drops and cough syrup. Adv. Exec.: L. M. Shaw. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., New

York. Acct. Exec.: R. F. Sullivan.

SMITH-DOUGLAS Co., 304 E. Plume St., Norfolk, Va., fertilizers. Adv. Exec.: Albert L. Fary. Agency: Lindsey & Co., Richmond, Va. Acct. Exec.: Arthur C. Beck Jr.

SMITH-GATES Corp., 25 N. Washington St., Plainville, Conn., thermostats, heating devices and thermostat (a lineal heater). Agency: Ted Black Agency, Reading, Pa.

J. ALLEN SMITH & Co., P. O. Box 871, Knoxville, Tenn., flour. Agencies: Tucker Wayne & Co., Atlanta, Ga. Acct. Exec.: Tucker Wayne; Edwin C. Huster Co., Knoxville, Tenn. Acct. Exec.: E. C. Huster.

THE J. P. SMITH SHOE Co., Sanganam & Huron Sts., Chicago, British Walkers for men and women, Smith Synchro-Flex shoes for men and Drury Lane shoes for women. Agency: Price, Robinson & Frank Inc., Chicago.

JOHNSON SMITH & Co., Inc., 6615 E. Jefferson Ave., Detroit, mail order novelties. Adv. Exec.: P. Smith. Agency: Globe Adv. Service, Detroit.

SMITH OIL & REFINING Co., 1102 Kilborn Ave., Rockford, Ill., gasoline, motor oils and industrial oils. Adv. Exec.: W. R. Shafer Jr. Agency: Cummings, Brand & McPherson, Rockford, Ill. Acct. Exec.: Earl M. Cummings.

MRS. SMITH'S PIE Co., 7th & Lindley Sts., Philadelphia, Mrs. Smith's pies. Agency: Everling Assocs. Inc., Philadelphia. Acct. Exec.: Frank Corkery.

ROBERT SMITH Mfg. Co., 4731 E. 52d Dr., Los Angeles, Nylon Dip (N) (S). Adv. Exec.: Robert Smith.

SAM SMITH SHOE Corp., Newmarket, N. H., Little Yankees shoes. Agency: Lloyd Adv. Inc., Boston. Acct. Exec.: Mary Pillsbury.

SNOW WHITE PRODUCTS, 2101-25 Hudson St., Lynchburg, Va., Snow White toilet preparations. Agency: Harvey-Massengale Co., Atlanta. Acct. Exec.: J. Spottswood Harvey.

SOCIETY BRAND CLOTHES Inc., 416 S. Franklin St., Chicago, Society Brand clothes. Agency: Melamed-Hobbs, Baskin & Livingston, Chicago.

SOCONY-VACUUM OIL Co., 26 Broadway, New York, Mobilgas, Mobiloil, Mobil tires, batteries and specialties and Gargoyle industrial oils and process products (S). Adv. Exec.: P. A. Gosman. Agency: Compton Adv., New York. Acct. Exec.: Merrill Boyce.

THE SOIL-OFF Co., 628 Vine St., Glendale, Calif., Soil-off paint cleaner. Agency: McCann-Erickson Inc., San Francisco.

SOKOL & Co., 241 E. Illinois St., Chicago, Solo cake and pastry fillings. Agency: Lawrence Adv. Agency, Chicago.

SOLOVENTOL CHEMICAL PRODUCTS Inc., 15841 Second Blvd., Detroit, solvent industrial, commercial and household cleaning compounds. Agency: Grant Adv., Detroit.

SOMNOL PHARMACAL Corp. of America, 1225 Broadway, New York, Nu-Pax sedative. Adv. Exec.: M. Hyman. Agency: Emil Mogul Co., New York. Acct. Exec.: Charles L. Rothschild.

SONORA RADIO & TELEVISION Corp., 325 N. Hoyne Ave., Chicago, television and phonographs, records, radios and phonograph combinations. Agency: Robert Kahn & Assoc., Chicago. Acct. Exec.: Robert Kahn.

SONOTONE Corp., Bay Mill River Rd., Eastford, Vt., Sonotone hearing aid, miniature radio tubes and Titone phonograph pickup. Agencies: Kudner Agency Inc., New York. Acct. Exec.: Gerard Johnston; Doherty, Clifford, Steers & Shenfield Inc., New York.

SOPHIE MAE CANDY Corp., 1092 Clinton Ave., Irvington, N. J., peanut brittle. Agency: Tucker Wayne & Co., Atlanta.

SORITE SEWING MACHINE Co., 2147 Queens Chapel Rd., N. E., Washington, D. C., sewing machines and furniture attachments. Adv. Exec.: Samuel Berenson. Agency: J. Gerald Brown Adv., New York. Acct. Exec.: Joseph Brown.

SOUTH AFRICAN ROCK LOBSTER Assn., 271 Madison Ave., New York. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: A. W. Fargo Jr.

SOUTH CAROLINA MILLS, 196 Crescent Ave., Spartanburg, S. C., cotton wearing apparel and fabrics. Adv. Exec.: Nelson Hampton. Agency: E. H. Brown Adv. Agency, Chicago. Acct. Exec.: Harry Schneiderman.

SOUTH CAROLINA PEACH GROWERS Assn., 824 Montgomery St., Spartanburg, S. C., fresh peaches. Agency: Paris & Peart, New York.

SOUTH DAKOTA'S STATE HIGHWAY COMMISSION, Pierre, S. D. Adv. Exec.: A. H. Fankow. Agency: Graves & Assocs., Minneapolis. Acct. Exec.: C. R. Hester.

SOUTH MICHIGAN NURSERY, New Buffalo, Mich., strawberry plants and complete nursery stock. Agency: Phil Gordon Agency Inc., Chicago.

SOUTHEASTERN MICHIGAN TOUR-

IST & Pub. Assn., National Bank Bldg., Detroit, Michigan's vacation attractions to tourists. Agency: Stockwell & Marcuse, Detroit.

SOUTHERN BISCUIT Co., Terminal Place, Richmond, F. F. V. cookies and crackers. Adv. Exec.: G. W. Diggs Jr. Agency: Lindsey & Co., Richmond. Acct. Exec.: T. M. Curtis.

SOUTHERN BREWING Co., Zack & Pierce Sts., Tampa, Fla., SB beer and Silver Bar ale. Agency: Griffith-McCarthy Inc., Tampa. Acct. Exec.: R. E. McCarthy.

CALIFORNIA EDISON Co., 601 W. 5th St., Los Angeles, electric utility. Adv. Exec.: Howard W. Hayes.

SOUTHERN CALIFORNIA GAS Co., 810 S. Flower St., Los Angeles, public utility distributing natural gas. Adv. Exec.: J. S. Spaulding. Agency: McCann-Erickson Inc., Los Angeles. Acct. Exec.: W. B. Lee.

THE SOUTHERN COTTON OIL Co., 210 Baronne St., New Orleans, MFB, Quick Blend 51, Scoco and other bulk shortening products. Agencies: Scheldel, Beck & Werner Inc., New York (Heavy Duty M. F. B., Quick Blend and Tavo); Fitzgerald Adv., New Orleans. Acct. Exec.: Joe L. Killeen (Scoco shortening).

SOUTHERN DAIRIES Inc., 60 M St., N. E., Washington, D. C., Southern dairies and Sealtest ice cream, milk and frosted foods. Adv. Exec.: I. O. Pitt. Agency: Tucker Wayne & Co., Atlanta. Acct. Exec.: Matthew Conner.

SOUTHERN LABS Inc., Macon, Ga., Fetex for athlete's foot and Dr. R. W. Huberts Carminative Drops. Agency: H. G. Sample Adv., Atlanta. Acct. Exec.: H. G. Sample.

THE SOUTHERN NEW ENGLAND TELEPHONE Co., 227 Church St., New Haven, telephone service. Adv. Exec.: Wesley W. Peters. Agency: BBDO, Boston. Acct. Exec.: Laurence O. Pratt.

SOUTHERN PACIFIC Co., 65 Market St., San Francisco, transportation. Adv. Exec.: F. Q. Tredway. Adv. Exec.: A. L. Kohn. Agency: Foote, Cone & Belding, San Francisco.

SOUTHLAND COFFEE Co., 1 Washington St., S. W., Atlanta, Bailey's Supreme coffee. Adv. Exec.: Dan Anderson. Agency: Donahue & Coe Inc., New York. Acct. Exec.: Harry L. Morin.

THE SOUTHLAND Co., Yazoo City, Miss., Southland gasoline and motor oil. Agency: Dixie Advertisers, Jackson, Miss. Acct. Exec.: Heber E. Darton.

SOUTHPORT PAINT Co., Savannah, Ga., paint and roofing products.

SOUTHWEST AIRWAYS Co., San Francisco, federally certificated commercial airline. Agency: J. Walter Thompson Co., San Francisco.

SOUTHWEST FOOD PRODUCTS Co., 8001 S. Beach St., Los Angeles, Duce Ranch preserves, syrups and jams. Agency: Abbott Kimball Co., Los Angeles.

SPANISH FORT MAIL ORDER NURSERY, Daphne, Ala., nursery stock.

SPARK-O-LINER Corp., 601 11th Ave., S., Minneapolis, The Perry Cooling System filters and automotive and electrical appliances. Agency: Ray C. Jenkins Adv., Minneapolis.

SPARTAN AIRCRAFT Co., 1900 N. Sheridan Rd., Tulsa, Okla., trailer-coaches, school of aeronautics and aircraft repair base.

SPEAKMAN Co., 30th & Spruce Sts., Washington, Del., showers, brass plumbing fixtures and flush valves (N) (S). Adv. Exec.: C. C. Gerow Jr. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: Howard Medholdt.

SPECIALIZED PRODUCTS Corp., P. O. Box 5998 Birmingham, (SP-49) Zinex. Agency: Cole & Co., Memphis.

SPECIALTY PRODUCTS Co., 433 Bourbon St., New Orleans, Sub Rosa deodorant and La Valliere products. Agency: Stone-Stevens Inc., New Orleans. Acct. Exec.: Helion Dickson Jr.

SPEED QUEEN Corp., Doty St., Ripon, Wis., Speed Queen washers, ironers, dryers and Simplex ironers. Adv. Exec.: J. S. Morris. Agency: Geer-Murray Co., Oshkosh, Wis. Acct. Exec.: R. A. Murray.

SPENCER CHEMICAL Co., Dwight Bldg., Kansas City, chemicals and fertilizers. Adv. Exec.: M. H. Straight. Agency: Bruce B. Brewer & Co., Kansas City.

SPENCER SHOE Corp., 15 East St., Boston, Spencer and Triplex shoe stores. Agency: Silton Bros. Inc., Boston. Acct. Exec.: Myron L. Silton.

SPENCER-Taylor Inc., 111 E. 57th St., New York, hotels. Adv. Exec.: V. E. Stuart. Agency: J. R. Kupstick Adv. Agency Inc., New York. Acct. Exec.: J. R. Kupstick.

THE SPERRY & BARNES Co., 188 Long Wharf, New Haven, Old Home-

(Continued on page 442)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

stead Brand meat products. Adv. Exec.: J. F. Dinges. Agency: The Goulston Co., Boston.

SPERRY CANDY Co., 133 W. Pittsburgh Ave., Milwaukee, Chicken Dinner, Denver Sandwich and Almond Cameo Candy. Agency: Keck Adv. Agency, Oconomowoc, Wis. Acct. Exec.: Peter Keck.

SPIEGEL Inc., 1061 W. 35th St., Chicago, retail and mail order general merchandise. Agencies: Robert Kahn & Assocs., Chicago; Schwimmer & Scott Inc., Chicago.

SPOHN MEDICAL Co., 202-04 N. Main St., Goshen, Ind., Spohn's compound for horses, dogs, rabbits and poultry and Spohn's Udder-Aid for dairy cows. Adv. Exec.: Daniel M. Spohn. Agency: Critchfield & Co., Chicago.

SPOT REDUCER Co., 318 Market St., Newark, Kelp-I-Dine reducing products and girdles. Agency: A. H. P. Adv. Agency, Newark.

SPRAGUE WARNER, Div. of Consolidated Grocers Corp., 901 W. Division St., Chicago, Richelieu, NoneSuch and Blossom food products.

SPRING HILL NURSERIES Co., Elm St., Tipp City, Ohio, nursery stock. Agency: Don Kemper Co., Dayton, Ohio. Acct. Exec.: Don Kemper.

SPRINGFIELD WOOLEN MILLS Co., Springfield, Tenn., woolen blankets and fabrics. Agency: L. W. Roush Co., Louisville, Ky.

SQUAW VALLEY, Tahoe City, Lake Tahoe, Calif., ski and summer resort. Adv. Exec.: Miss Pat Riley. Agency: Knollin Adv., San Francisco. Acct. Exec.: Richard L. Tevis.

E. B. SQUIBB & SONS, 745 Fifth Ave., New York, dental products, vitamin products, cod liver oil, tablets, chemicals, drugs, antibiotics, anesthetics, glandular products, narcotics, pharmaceuticals, biologicals, professional specialties, home necessities and veterinary products. Adv. Exec.: Caleb Coffin. Adv. Exec.: G. L. Long. Agencies: Cunningham & Walsh Inc., New York (Angle toothbrush and Squibb dental cream); William Douglas McAdams, New York (vitamin products and professional products); Wildrick & Miller Inc., New York (veterinary products); J. Walter Thompson Co., New York.

JOHN P. SQUIRE Co., 165 Gore St., Cambridge, Mass., hams, bacon and sausage. Adv. Exec.: J. F. Dinges. Agency: The Goulston Co., Boston. Acct. Exec.: S. N. Ripley.

THE SQUIRT Co., 202 S. Hamilton Dr., Beverly Hills, Squirt carbonated grapefruit soft drink-mixer. Adv. Exec.: Reginald W. Lowander. Agency: Harrington-Richards, Div. of Fletcher D. Richards Inc., Los Angeles. Acct. Exec.: Greacen Mitchell.

STA PRODUCTS Corp., 1440 Broadway, Oakland, Calif., Sta-B-K for flowers and Sta-X-Tree. Adv. Exec.: Dr. Forrest G. Shackles. Agency: Jewell Adv. Agency, Oakland.

STACY-ADAMS Co., 33 Dover St., Brockton, Mass., men's custom grade shoes. Adv. Exec.: Arthur F. Luce. Agency: Doremus & Co., Boston.

S. S. STAFFORD Inc., 609 Washington St., New York, Stafford's Renel cream polish.

STAHL-MEYER Inc., 172 E. 127th St., New York, frankfurts in cans, pure pork sausage in cans, ferrismoked canned hams, Ferris ham and bacon, S. M. cocktail style sausages, frankfurts and liverwurst and other canned products. Adv. Exec.: A. B. Crampton. Agencies: Dowd, Redfield & Johnstone Inc., New York. Acct. Exec.: Helen Nash; J. M. Kesslinger & Assoc., Newark, N. J. (beef stew).

A. E. STALEY Mfg. Co., Decatur, Ill., Staley's cream corn starch, cube starch, Sweetose table syrup, Cameo starch, Sta-Flo liquid starch and Zest. Adv. Exec.: Henry Volle. Agency: Ruthrauff & Ryan, Chicago.

STALEY MILLING Co., Kansas City, feeds for livestock, poultry and corn meal. Adv. Exec.: Maurice Johnson. Agency: Bozell & Jacobs, Omaha, Neb. Acct. Exec.: Jack Dow.

STANBACK Co. Ltd., 1500 S. Main St., Salisbury, N. C., Stanback headache tablets and powder (S). Adv. Exec.: T. M. Stanback. Agency: Piedmont Adv., Salisbury. Acct. Exec.: R. S. Williamson.

STANDARD BRANDS Inc., 595 Madison Ave., New York, Fleischmann's products for bakers, Fleischmann's Yeast, Chase & Sanborn coffee, Tender Leaf tea, Royal puddings, Royal gelatin desserts, Royal baking powder, Blue Bonnet margarine, Fleischmann's bar-

ley malt and rye malt, Fleischmann's white distilled vinegar, Fleischmann's irradiated dry yeast, Fleischmann's Pure-Dry and yeast derivatives for foods and pharmaceuticals, Fleischmann's frozen vegetables (sold directly to hotels, restaurants, institutions), dry and liquid bouillons for food flavoring and pharmaceuticals. Agencies: J. Walter Thompson Co., New York. Acct. Execs.: S. B. Dibbs and E. F. Stevenson (Fleischmann's foil yeast, Fleischmann's fast rising dry yeast, Fleischmann's yeast, Fleischmann's diamant, Fleischmann's frozen eggs, Fleischmann's baking powder and Fleischmann's frozen vegetables (sold directly to hotels, restaurants, institutions); Ted Bates & Co., New York. Acct. Execs.: J. R. Busk, W. S. Dietz and H. B. Block (Fleischmann's Blue Bonnet margarine, Royal baking powder and Royal desserts); Bisberne Adv. Co., Chicago (all advertising for Journal of American Medical Assoc.); Wildrick & Miller, New York. Acct. Exec.: Stanley B. Wildrick (Fleischmann's irradiated dry yeast for animals); Compton Adv., New York (Tender Leaf tea, tea balls and instant Tender Leaf tea, Chase & Sanborn coffee and instant Chase & Sanborn & Break O'Morn coffee); Raymond Spector Co., New York (bulk pharmaceutical products).

STANDARD BREWING Co., 438 Lake Ave., Rochester, Standard Dry ale, Standard Stock ale, Old Ox Head ale and Oxcart dry beer. Adv. Exec.: Earl Wilkin. Agency: Hart-Conway Co., Rochester. Acct. Exec.: Joseph P. Brown.

STANDARD BREWING Co. of Scranton, Penn. Ave. & Walnut St., Scranton, Pa., Crystal ale, standard porter, Tri-Age beer and Cardinal Premium beer. Agency: John G. Petrik Co., Philadelphia.

STANDARD FEDERAL SAVINGS & LOAN Assoc., 735 Olive St., Los Angeles, savings and loans. Agency: Heintz & Co., Los Angeles. Acct. Exec.: Herbert Dickow.

STANDARD FEED MILLING Co., 8 Fairlie St., N. W., Atlanta, poultry feed, livestock feed, poultry and livestock remedies and KIN dog food. Adv. Exec.: J. E. Wall. Agency: Ulric C. Jones Adv., Atlanta.

STANDARD FRUIT & STEAMSHIP Co., 944 St. Charles St. at Lee Circle, New Orleans, steamship operation freight and passenger-importers bananas. Agency: Fitzgerald Adv. Agency, New Orleans. Acct. Exec.: Don Halsey.

STANDARD LABS. Inc., 113 W. 18th St., New York, Sloan's liniment and balm, Vince, Hobson's proprietary medicines, Nonspi, Stacom and Bathasweet. Adv. Exec.: Donald W. Beckett. Agency: Kiesewetter Assocs. Inc., New York.

STANDARD MILLING Co., 265 Madison Ave., New York, Ceresota, Aristos and Hecker's Eskimo flours. Agency: Doherty, Clifford, Steers & Shenfield Inc., New York.

STANDARD OIL Co. of Calif., 224 Bush St., San Francisco, Chevron gasoline, RPM motor oils and greases, RPM DELO diesel engine lubricating oils, Calol brand industrial lubricants, Standard and Chevron farm and specialty products. Agency: BBDO, San Francisco. Acct. Exec.: J. A. Thomas.

STANDARD OIL Co. (Indiana), 910 S. Michigan Ave., Chicago, gasoline, motor oil and other petroleum products. Adv. Exec.: Wesley I. Nunn. Agencies: McCann-Erickson Inc., Chicago. Acct. Exec.: S. A. Wells; BBDO, Chicago.

STANDARD OIL Co. (Kentucky), Starks Bldg., Louisville, petroleum products. Adv. Exec.: William Habich. Agency: Burton E. Wyatt & Co., Atlanta.

STANDARD OIL Co. (New Jersey), 30 Rockefeller Plaza, New York. Agencies: McCann-Erickson, New York. Acct. Exec.: J. L. Deane; Marschalk & Pratt, New York.

STANDARD OIL Co. (Ohio), Midland Bldg., Cleveland, petroleum products. Adv. Exec.: Henry J. Coleman. Agency: McCann-Erickson, Cleveland. Acct. Exec.: M. C. McDonald.

STANDARD OIL Co. (Texas), 1600 City National Bank Bldg., Houston, petroleum products. Agency: Mithoff Adv. Agency, El Paso. Acct. Exec.: Dan T. White Jr.

STANDARD RUG & LINOLEUM Co., 4564 Montgomery St., Cincinnati, floor and wall coverings. Agency: Guenther, Brown & Berne Inc., Cincinnati. Acct. Exec.: Jack Bunker.

STANDARD TOCH-CHEMICALS Inc., 2600 Richmond Terrace, Staten Island, N. Y., varnish, paint, enamel, lacquer and allied specialties. Agency: Lucerna Co., New York. Acct. Exec.: Emanuel Goldman.

STANLEY DRUG PRODUCTS, 934 N. E. 25th St., Portland, Romaroid tablets. Agency: Edward S. Kellogg Agency, Portland.

STANLEY HOME PRODUCTS Inc., 42 Arnold St., Westfield, Mass., household brushes and chemicals. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: Frank A. Whipple.

STARLES FRESS Inc., 70 E. 45th St., New York, books and magazines.

STAR LUMBER Co., 201 W. 87th St., Chicago, building materials. Adv. Exec.: Leon P. Star. Agency: E. H. Brown Adv., Chicago.

STAR-PERLESS BREWERY Co., 1125 Lebanon Ave., Belleville, Ill., Oltimer beer. Agency: Tri-State Adv. Co., Warsaw, Ind.

P. A. STARCK PIANO Co., 234 S. Wabash St., Chicago. Agency: George H. Hartman Co., Chicago. Acct. Exec.: Thomas Kivlan.

STARLINE Inc., 300 W. Front St., Harvard, Ill., Cannon Ball, Starline, barn equipment, door hangers, ventilators and overhead conveyors. Adv. Exec.: C. A. Minot. Agency: The L. W. Ramsey Co., Davenport. Acct. Exec.: A. C. Naeckel.

STARRETT TELEVISION Corp., 601 W. 26th St., New York, television sets and air conditioning units. Agency: Arthur Judson Adv., New York. Acct. Exec.: Arthur Judson.

STATE FAIR OF TEXAS, Fair Park, Dallas, amusements and educational exhibits. Agency: Ray Beall Adv., Dallas. Acct. Exec.: Ray Beall.

STATE FARM MUTUAL AUTOMOBILE INSURANCE Co., 112 E. Washington St., Bloomington, Ill., automobile insurance. Agency: Needham, Louis & Broby Inc., Chicago. Acct. Exec.: Noel D. Turner.

STATE FINANCE Co., Des Moines, Iowa, loans. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: Harry Schneiderman.

STATE MUTUAL FIRE INSURANCE Co. of Michigan, 702 Church St., Flint, Mich. Adv. Exec.: H. K. Fisk. Agency: Jepson-Murray Adv., Lansing, Mich.

STATE OF TENNESSEE, Tennessee State Office Bldg., Nashville. Agency: Doyne Adv. Agency, Nashville.

STALIER TISSUE Corp., 32 McGrath Highway, Somerville, Mass., Statler toilet tissue, towels and napkins. Agencies: J. Leonard Michelson, Boston; Chambers & Wiswell Inc., Boston.

STECKLEY HYBRID CORN Co., 2416 N. St., Lincoln, Neb., hybrid seed corn. Adv. Exec.: Ike Wheeler. Agency: Ayres & Assoc., Lincoln, Neb. Acct. Exec.: Warren M. Swanson.

STEFFEN DAIRY FOOD Co., 700 E. Central St., Wichita, dairy products. Adv. Exec.: Ralph Latmer. Agency: Lago & Whitehead Inc., Wichita.

STEGMAIER BREWING Co., 152 E. Market St., Wilkes-Barre, Pa., beer, ale and porter (S). Adv. Exec.: Richard W. Guckelberger. Agency: McManus, John & Adams Inc., New York. Acct. Exec.: Darrell Roberts.

STEGNER FOOD PRODUCTS Co., 1026 Township St., Cincinnati. Stegner chili con carne and Stegner mock turtle soup. Agency: The Keeler & Sutes Co., Cincinnati. Acct. Exec.: John T. Nolan Jr.

GEORGE F. STEIN BREWERY, 797-807 Broadway, Buffalo, Canandaigua extra dry lager beer and Canadian cream ale. Adv. Exec.: Robert J. Stein. Agency: H. J. Weil Inc., Buffalo.

STEIN'S STORES Inc., 149 Fifth Ave., New York, men's suits. Adv. Exec.: William Shulman.

STELLA-D'ORO QUALITY BISCUIT Co., 184 W. 237th St., New York, biscuits. Agency: Reuben Barkow Adv., New York.

STEPHANO BROTHERS, 1014 Walnut St., Philadelphia, Ranese, Marvels, Five Star and Stephanos. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: Howard Medholdt.

STEPHAN'S PRODUCTS Inc., 10 Pitt St., Worcester, Mass., Stephan's dandruff remover hair lotion. Agency: J. J. Coppo Co., New York. Acct. Exec.: Joseph Coppo.

STERLING BREWERS Inc., 430 Fulton Ave., Evansville, Ind., Sterling beer and ale. Agency: Smith, Benson & McClure Inc., Chicago. Acct. Exec.: R. Lloyd Smith. Acct. Exec.: George Enzinger.

STERLING DRUG Co., 1450 Broadway,

New York, drug and toilet articles (N) (S). Adv. Exec.: Harvey M. Manss. Agencies: Dancer-Fitzgerald-Sample; Carl Brown Agency; The Thompson-Koch Co., all N. Y.

STERLING INSURANCE Co., 737 N. Michigan St., Chicago, accident, health, life and hospitalization insurance. Adv. Exec.: P. K. Hornburg. Agency: Reincke, Meyer & Finn, Chicago.

STERLING OIL, Emlenton, Pa. Adv. Exec.: A. L. Weller. Agency: Walker & Downing, Pittsburgh.

PATRICIA STEVENS Inc., 22 W. Madison St., Chicago, finishing school. Adv. Exec.: Tom Fzdale. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: Ben Green.

STEWART & ASHBY COFFEE Co., 845 Washington Blvd., Chicago, Stewart's Private Blend coffee and teas. Adv. Exec.: Donald R. Stewart. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: Lloyd Maxwell.

STEWART HARTSHORN Co., 350 Fifth Ave., New York, Textone embossed plastic shade, Diana Fyrban shade cloth, coated fabrics and rollers. Agency: Reidel & Freede, Paterson, N. J. Acct. Exec.: Ed Acherman.

STEWART-WARNER ELECTRIC Div., 1300 N. Kestner Ave., Chicago, Stewart-Warner radios and television receivers. Adv. Execs.: Fred R. Cross and John Ottman. Agencies: O'Grady-Andersen-Gray Inc., Chicago (radios and television); J. Roland Kay Inc., Chicago.

STOCK PRODUCTS Inc., 582 Union Ave., Brooklyn, Cream of Marsala wine and Stock imported brandies, cordials and vermouth. Adv. Exec.: Mario Morpurgo. Agency: Esmond & Dore Inc., New York.

STOKELY-VAN CAMP Inc., 941 N. Meridian St., Indianapolis, Stokely Finest canned vegetables and fruits, fruit and vegetable juices and Honor Brands frozen foods, Van Camp pork and beans, Tenderoni macaroni and quick meal food products. Adv. Exec.: H. A. Hebbard Jr. Agencies: Calkins & Holden, McClinton & Smith Inc., New York. Acct. Exec.: J. Sherwood Smith (Van Camp's food products, tenderoni macaroni and Stokely's Div.); Kelso Norman Adv., San Francisco (Honor Brand frozen foods); Dancer-Fitzgerald-Sample, Toronto.

STORM WINDOWS OF ALUMINUM Inc., Ravenna Arsenal, Box 97, Apco, Ohio, combination storm windows and doors. Agency: Balsh Adv., Cleveland. Acct. Exec.: H. O'Grady.

STORZ BREWING Co., 1807 N. 16th St., Omaha, Neb., Triumph and Premium Dry beer. Adv. Exec.: Arthur C. Storz. Agency: Bozell & Jacobs Inc., Omaha. Acct. Exec.: Randall E. Packard.

STOTT BRIQUET Co., 2200 University Ave., St. Paul, coal briquets. Adv. Exec.: H. C. Richter. Agency: David Inc., St. Paul. Acct. Exec.: Q. J. David.

RUSSELL STOVER CANDIES OF KANSAS CITY, 1208 Main St., Kansas City, Russell Stover candies. Agency: Potts-Turnbull Adv. Co., Kansas City.

STRAND PRODUCTS Co., 118 S. Chinton St., Chicago, hair coloring. Agency: O'Neil, Larson & McMahon, Chicago.

STRATFORD PEN Corp., 44 W. 28th St., New York, Stratford pens, pencils, desk sets and Stratofame gas cigarette lighters. Agency: S. R. Leon Co., New York.

STRATTON & TERSTEGGE Co., 15th & Main Sts., Louisville, Fall City minnow buckets, My Buddy tackle, bait and tool boxes, complete hardware line, Anchor Kestokers, Anchor stoves, ranges and circulator heaters. Agency: L. W. Roush Co., Louisville.

W. F. STRAUB & Co., 5530 N. W. Highway, Chicago, Lake Shore honey and honey mellowed prune juice and honey mellowed coconut. Adv. Exec.: W. J. Hammel. Agency: Ewell & Thurber Assoc., Chicago.

STRAWBRIDGE & CLOTHIER, 8th & Market Sts., Philadelphia, retail merchandise. Adv. Exec.: Lillian Tettler. Agency: Geare-Marston Inc., Philadelphia.

STREET & SMITH PUBLICATIONS Inc., 575 Madison Ave., New York, magazines. Agency: The Chernow Co., New York.

STRIETMANN BISCUIT Co., Mariemont St., Cincinnati, crackers and cookies. Adv. Exec.: W. M. Kincheloe. Agency: Harry M. Miller Inc., Columbus.

THE STROH BREWERY Co., 909 E. Elizabeth St., Detroit, Stroh's Bohemian beer. Agency: Zimmer-Keller & Calvert Inc., Detroit. Acct. Exec.: R. E. Keller.

THE STUDEBAKER CORP., 635 S. Main St., S. Bend, Ind., Studebaker passenger and commercial automobiles. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: J. P. Roche.

STUDIO GIRL OF CALIFORNIA, 3618 San Fernando Rd., Glendale, Calif., shampoo. Agency: The Ted H. Factor Agency, Los Angeles. Acct. Exec.: Donald A. Breyer.

STURGIS PRETZEL CO., 1745 Portland Ave., Westlawn, Reading, Pa., pretzels, potato chips, popcorn. Agency: A. M. Seidler Adv., New York. Acct. Exec.: A. M. Seidler.

SUDBURY LAB., Dutton Rd., S. Sudbury, Mass., Chaperone dog repellent, Kitty Chaperone cat repellent, Chaperone dog cleaning powder for dogs and cats, Chaperone flea powder, soil testing kits, and insect killer, tank saver, midew-stop, aqua clear feeder and cleansers. Adv. Exec.: Irving Johnson. Agency: Flagler Adv. Inc., Buffalo.

SULFUR-8 CHEMICAL CO., 1310 Bedford Ave., Brooklyn, Sulfur-8 hair and scalp preparations. Agency: Herschel Z. Deutsch & Co., New York. Acct. Exec.: Herschel Z. Deutsch.

S. G. SULLIVAN INC., 923 Elm St., Manchester, N. H., 7-20-4 and Dexter cigars. Agency: Burke Adv. Assoc., Boston.

SUN OIL CO., 1608 Walnut St., Philadelphia, Blue Sunoco gasoline, Sunoco motor oil, Sunoco Dynalube oil, industrial lubricants, processing oils, solvents, waxes and furnace oil and insecticides. Adv. Execs.: Storris J. Case, P. D. McKay and L. H. Fritz. Agencies: Hewitt, Ogilvy, Benson & Mather Inc., New York; Gray & Rogers, Philadelphia. Acct. Exec.: S. G. Landers (products other than automotive); Tandy Adv. Ltd., Toronto.

SUN & TIMES CO., 211 W. Wacker Dr., Chicago, newspaper (Chicago Sun-Times). Agencies: John W. Shaw Adv. Inc., Chicago. Acct. Exec.: John W. Shaw; Malcolm-Howard Adv., Chicago.

SUNKIST GROWERS INC., 707 W. 5th St., Los Angeles, Sunkist oranges, lemons and grapefruit. Adv. Execs.: Russell Z. Eller, R. S. Simmons, Charles W. Ford and H. J. Ackley. Agencies: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Nelson Carter; Spitzer & Mills Ltd., W., Toronto.

SUNLIGHT TOMATO REPACKING CO., 84 Commercial St., Boston, tomatoes and lemons. Agency: Doremus & Co., Boston.

SUNNYVALE PACKING CO., Sunnyvale, Calif., Rancho soups, Hearthside baked beans and Old English pork and beans. Agency: Russell, Harris & Wood, San Francisco.

SUNSHINE BREWING CO., Reading, Sunshine beer. Adv. Exec.: C. Q. Minker. Agency: Gray & Rogers, Philadelphia. Acct. Exec.: W. B. Edwards.

SUNSHINE BISCUIT INC., Thompson Ave., & Queens Pl., Long Island City, Sunshine biscuits, Krispy crackers, Hi Ho crackers, Cheez-it, Hydrox cookies, Austin's dog food. Adv. Exec.: Norman E. Smith. Agency: Cunningham & Walsh Inc., New York. Acct. Exec.: Herbert Thwaite.

THE SUPERB GLOVE CORP., Johnsonstown, N. Y., women's and men's gloves. Adv. Exec.: Lillian Lang.

SUPERIOR FEED MILL INC., Oklahoma City, Okla., poultry and stock feed. Adv. Exec.: T. W. Woody. Agency: James R. Reese Adv. Co., Kansas City.

C. S. SUPPLIER CO., 1530 Hadley St., St. Louis, Brooks old original catsup. Agency: D'Arcy Adv. Co., St. Louis. Acct. Exec.: James O'Neal.

SUPPLEE-WILLS-JONES MILK CO., Lincoln-Liberty Bldg., Philadelphia, Sealtest milk and ice cream. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: Joseph S. Flick Jr.

SURE-FIT PRODUCTS CO., 21 E. 26th St., New York, furniture slip covers, mattress covers, comfort covers, auto seat covers. Adv. Exec.: Paul Hollister. Agency: Amos Parrish & Co., New York.

SURFACE COMBUSTION CORP., 2375 Dorr St., Toledo, Janitrol space heating equipment, aircraft and automotive heaters, Kathabar humidity conditioning and heat treating furnaces. Agencies: Jay H. Maish Co., Toledo, Acct. Exec.: A. C. Eversole; Beeson-Reichert Inc., Toledo. Acct. Exec.: W. D. Thackeray; Odiome Industrial Adv., Dayton.

THE O. A. SUTTON CORP., 1812 W. 2d St., Wichita, Kan., Vornado air conditioners, air circulators and heaters. Agency: Lago & Whitehead, Wichita, Kan. Acct. Exec.: Howard Whitehead.

SWAMP & DIXIE LAB. INC., 1622 N. Lewis St., Tulsa, Okla., Swamp chill and fever tonic, Dixie headache powders, tablets and Hereford cresylic ointment. Agency: Watts-Payne Adv., Tulsa, Okla.

C. A. SWANSON & SONS, 1202 Douglas St., Omaha, poultry processors.

Agency: Tatham-Laird Inc., Chicago. Acct. Exec.: Charles Standen.

THE SWEETS CO. OF AMERICA INC., 1515 Willow Ave., Hoboken, N. J., Tootsie Rolls, Tootsie coconut filled fudge, Tootsie caramels, Tootsie Pops, Tootsie Fruitees, Tootsie Varieties and Tootsie Fudge 'N' Frosting mix. Adv. Exec.: Arthur A. Starin. Agency: Moselle & Eisen, New York. Acct. Exec.: Henry Eisen.

SWERL PRODUCTS Div. of Allied Chemical & Dye Corp., 40 Rector St., New York, Swerl suds. Agency: Price, Robinson & Frank Inc., Chicago.

SWIFT & Co., Union Stock Yards, Chicago, Vigoro plant food and Red Steer plant food. Adv. Exec.: Vernon D. Beatty. Agency: J. Walter Thompson Co., Chicago.

SWIFT & Co., Union Stock Yards, Chicago, Swift's Premium ham and bacon, fresh meats, frankfurts, table ready meats, Brookfield sausage, Prem, canned meats, Brookfield butter, eggs and cheese, Allsweet margarine, Jewel shortening, Swift's ice cream, Pard dog food, Swift's and Sunbrite cleanser, Vigoro plant food and Red Steer plant food, Silverleaf lard, Swift's margarine and meats for babies. Adv. Execs.: Vernon D. Beatty and Ray Weber. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: M. V. Wieland (beef, lamb, veal, Brookfield sausage, frankfurts, table ready meats, Premium ham and bacon, Jewel oil, Swift's margarine, bakery products Jewel shortening, Pard, Allsweet, Casings, Swift's dog meal and peanut butter, hotel and institution, trade relations, Vigoro, EndoFest and Endo weed and Red Steer plant food); Needham, Lous & Brorby, Chicago. Acct. Exec.: W. R. Kinnaird (Swift's ice cream, cleanser, Sunbrite cleanser, industrial soaps, oil, packaged soaps, soybean meal, meats for babies, agricultural research advertising, public relations advertising, animal feeds, hatcheries, commercial plant foods, D. & P. procurement, gelatin, adhesives and agricultural chemicals); McCann-Erickson, Chicago. Acct. Exec.: A. W. Sherer (Prem, canned meats, Swift's Brookfield butter, Brookfield shell eggs, Brookfield dried and frozen eggs, Brookfield cheese and poultry).

SWING-A-WAY Mfg. Co., 4100 Beck St., St. Louis, household kitchen appliances. Agency: Wesley K. Nash Co., St. Louis.

JNO. H. SWISHER & SONS INC., 16th & Ionia St., Jacksonville, Fla., King Edward cigar. Agency: Newman Lynde & Assoc. Inc., Jacksonville, Fla. Acct. Exec.: Hunter Lynde.

SYLVANIA ELECTRIC PRODUCTS INC., 254 Rano St., Buffalo, Sylvania television. Agency: Roy S. Durstine Inc., New York. Acct. Exec.: Roy S. Durstine.

SYLVANIA ELECTRIC PRODUCTS INC., 1740 Broadway, New York, incandescent lamps, fluorescent lamps and fixtures, photo lamps and electronic devices, radio, television receivers and radio tubes. Adv. Exec.: E. W. Gutelius. Agencies: Cecil & Presbrey Inc., New York. Acct. Exec.: T. J. Maloney; Roy S. Durstine Inc., New York. Acct. Exec.: Roy S. Durstine.

HOTELS SYLVANIA-JOHN BARTRAM BROAD & LOCUST STS., Philadelphia. Agency: Adrian Bauer Adv., Philadelphia.

HOTEL SYRACUSE, S. Warren & E. Onondaga Sts., Syracuse, Agency: Charles H. Kaletzki Adv. & Public Relations, Syracuse. Acct. Exec.: Charles Kaletzki.

T

TACOMA METAL PRODUCTS CO., 414 Puyallup Ave., Tacoma, Wash., Little Chef miniature electric range for children. Agency: Gardner-Jacobson Inc., Tacoma, Wash.

HOTEL TAFT, 7th Ave. & 50th St., New York, Adv. Exec.: Victor Giles. Agency: Zlowe Co., New York.

TAMPA FLORIDA BREWERY INC., 5th Ave. & 13th St., Tampa, Tropical beer and ale. Agency: Jack Lacey Adv., Tampa. Acct. Exec.: Jack Lacey.

THE TAPPEN STOVE CO., 250 Wayne St., Mansfield, Ohio, domestic ranges (S). Adv. Exec.: Paul I. Berno. Agency: Griswold-Eshleman, Cleveland. Acct. Exec.: F. L. Congdon.

TASH ENGRAVING CO., 487 Broadway, New York, novelty jewelry and gifts. Agency: Sternfield-Godley Inc., New York.

TASTY TOOTH PASTE CORP., 4 Park Ave., Mt. Vernon, N. Y., Tasty tooth paste. Adv. Exec.: Charles A. Susslin. Agency: Victor van der Linde Co., New York. Acct. Exec.: Robert C. Wood.

TAYLOR BEDDING Mfg. Co., Taylor, Tex., mattresses, cotton batis, cotton felts, ready made quilts, bed comforters, quilted pads, flameproof cotton

insulation and furniture. Adv. Exec.: L. D. Hammack. Agency: Pitluk Adv. Co., San Antonio.

JOHN W. TAYLOR PACKING CO., Hallwood, Va., Taylor's potatoes and tomatoes.

TECHNICAL COLOR & CHEMICAL WORKS INC., 439 3d Ave., Brooklyn, Red Devil paints. Agency: Blackstone Adv., New York.

TELECOIN CORP., 12 E. 44th St., New York, Launderette self-service laundries. Agency: De Perri Adv., New York.

TELLING ICE CREAM CO., 3740 Carnegie Ave., Cleveland, ice cream. Adv. Exec.: D. A. Campbell Jr. Agency: Edward Howard & Co., Cleveland.

TEMCO INC., Nashville, Tenn., gas heaters, floor furnaces and dryers (S). Adv. Exec.: Marvin E. Smith. Agency: Noble-Dury Inc., Nashville. Acct. Exec.: Bill Graham.

TENDERSWERT SALES CORP., 417 1st Ave. S. E. Cedar Rapids, Tenderswert canned vegetables. Adv. Exec.: W. D. Lyon. Agency: W. D. Lyon Co., Cedar Rapids.

TENNESSEE BREWING CO., 1 W. Butler Ave., Memphis, Goldcrest 51 beer. Adv. Exec.: E. C. Krausnick Jr. Agency: Westheimer & Block, St. Louis, Acct. Exec.: E. D. Brohr.

TENNESSEE NURSERY CO., Cleveland, Tenn., evergreens, fruit trees, bulbs, seeds and shrubs. Agency: Shaffer-Brennan-Margulis, St. Louis.

TENNESSEE PRODUCTS & CHEMICAL CORP., First American Natl. Bank Bldg., Nashville, iron and ferro alloys, heavy and fine chemicals, and building products. Adv. Exec.: Banks Miller. Agency: The Griswold-Eshleman Co., Louisville, Ky. Acct. Exec.: Donald McDonald.

TENNESSEE VALLEY MARKETERS INC., 117 Ninth Ave., N. Nashville, electric appliances and housewares. Adv. Exec.: Max E. Tilghman, Agency: C. P. Clark Inc., Nashville. Acct. Exec.: D. G. Goodwin.

TERMINAL ISLAND SEAFOOD, Terminal Island, Calif., canned sea food and Sardines. Agency: The Borgs, Hollywood. Acct. Exec.: E. V. Bogert.

TERRE HAUTE BREWING CO., 440 S. 9th St., Terre Haute, Ind., Champagne Velvet beer and 76 ale. Agency: Blow Co., New York.

TESTOR CHEMICAL CO., Rockford, Ill., Testor's cement for material mending, other adhesives, aircraft finishes, ammunition lacquers and enamels, ammunition cements, model airplane cements and finishes, model airplane kits and Balsa toys. Adv. Exec.: S. O. Sandberg. Agency: Cummings, Brand & McPherson, Rockford, Ill. Acct. Exec.: J. R. McPherson.

TETLEY TEA CO., 483 Greenwich St., New York, Tetley teas. Agency: W. Earl Bothwell Inc., New York.

TEXAS CITRUS COMMISSION, Weslaco, Tex., citrus fruits. Agency: Grant Adv. Agency, Weslaco, Tex. Acct. Exec.: Samuel W. Hepworth.

THE TEXAS CO., 135 E. 42d St., New York, Texaco petroleum products. Adv. Exec.: Donald W. Stewart. Agencies: Cunningham & Walsh Inc., New York (gasoline). Acct. Exec.: George S. Fowler; Erwin, Wasey & Co., New York (Havoline motor oil, Marfak, PT permanent type anti-freeze). Acct. Execs.: Julian Snyder and K. N. Thompson; Kudner Agency Inc., New York. Acct. Exec.: M. Krik.

TEXAS NURSERIES, Winnsboro, Tex., nursery stock. Adv. Exec.: W. R. Wilson. Agency: J. F. Gelders Co., Oklahoma City, Okla.

TEXIZE CHEMICALS INC., White House Rd., Greenville, S. C., industrial and household products. Agency: Henderson Adv. Agency, Greenville, S. C. Acct. Exec.: Jim Henderson.

HENRY THAYER CO., 100 Inman St., Cambridge, Mass., Thayer's slippery elm throat lozenges and Airtona air freshener. Agency: Ingalls-Minter Co., Boston.

THE THEOBALD INDUSTRIES, P. O. Box 92, Hartison, N. J., Hum detergent, Mercury cleaning formulas and King-lis (S). Adv. Exec.: Robert T. Behrman. Agency: Franklin Bruck Adv., New York. Acct. Exec.: M. Kleinfeld.

THENYLHIST CO., 814 W. North St., Chicago, Thenylhist cough syrup. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

RICHARD E. THIBAUT INC., 44 E. 53d St., New York, wall paper and wall decorations. Agency: Bermingham, Castleman & Pierce Inc., New York.

THOMAS SHIRT INC., 224 E. 11th St., Los Angeles, men's shirts. Agency: Abbott Kimball Co., Los Angeles.

THOMAS J. WEBB CO., 416 W. Ontario St., Chicago, Thomas J. Webb coffee. Agency: Ivan Hill Inc., Chicago.

THE THOMPSON ENGINEERING CO.,

Hartford City, Ind., diving masks and torches. Adv. Exec.: Frank E. Thompson Jr. Agency: Gowen Adv. Agency, Gowen, Mich. Acct. Exec.: James Howard.

GEORGE E. THOMPSON CO., 616 41st Ave., Minneapolis, lightning rods. Agency: Art Gruber Agency, Minneapolis.

THOMPSON-PORCELITE PAINT CO., 330 Race St., Philadelphia, paints and enamels. Agency: Wayne Adv. Agency, Philadelphia. Acct. Exec.: H. Goldberg.

THOR CORP., 2215 S. 54th Ave., Chicago, Thor washing machines and gladiators, automatic electric and gas clothes dryers. Adv. Exec.: Robert J. Runge. Agency: Henry Hurst & McDonald Inc., Chicago. Acct. Exec.: Martin Zitz.

THORNTON CANNING CO., Box 29, Lodi, Calif., canned juices and fruit concentrates. Adv. Exec.: Fred D. Clarke.

THORO PRODUCTS CO., 3240 Larimer St., Denver, Thoro dry cleaner. Adv. Exec.: Richard E. Newman. Agency: Robertson Adv., Denver. Acct. Exec.: Marshall G. Robertson.

THE THOROBBED CO., 1243-47 W. 8th St., Cincinnati, ThoroBred dog foods. Agency: Associated Adv. Inc., Cincinnati.

THREE DAUGHTERS CORP., Trust Bldg., Lincoln, Neb., 3 Daughters deodorant.

THREE SPRINGS FISHERIES, Lilypons, Md., waterlilies and gold fish. Adv. Exec.: G. Leicester Thomas. Agency: McFarland Adv. Service, Div. of Poltz-Wessinger Inc., Harrisburg, Pa.

THRIVO CO., 444 Fairmount Ave., Philadelphia, Thrivo dog and cat food. Agency: Lavenson Bureau of Adv., Philadelphia. Acct. Exec.: Ted Barash.

THURSTON CHEMICAL CO., 102 Wall St., Joplin, Mo., fertilizer. Agency: Gibbons Adv. Agency Inc., Tulsa, Okla. Acct. Exec.: J. Burr Gibbons.

THYVALS INC., 6253 Hollywood Blvd., Hollywood, Thyvals and Orvita vitamins. Agency: Maudsley-Miller, Hollywood. Acct. Exec.: Frank Miller.

TIDE WATER ASSOCIATED OIL CO., Eastern Div., 17 Battery Place, New York, Vedol motor oils and greases, Tydol Flying A gasoline, Tycol industrial oils and greases. Adv. Exec.: F. L. Frost. Agencies: Lennen & Mitchell Inc., New York. Acct. Exec.: Ray Vir Den; G. M. Bastford Co., New York.

TIDE WATER ASSOCIATED OIL CO. (Western Div.), 79 New Montgomery St., San Francisco, petroleum products. Adv. Exec.: Harold R. Deal. Agency: Buchanan & Co., San Francisco. Acct. Exec.: Ray Randall.

TIDY HOUSE PRODUCTS CO., 604 W. Sheridan Ave., Shenandoah, Iowa, Perfex super cleaner, GlossTex liquid plastic starch, Shina Dish and Dextol powder bleach (S). Adv. Exec.: K. C. Titus. Agency: Buchanan-Thomas Adv., Omaha. Acct. Exec.: Adam Reimemund.

TILBEST FOODS INC., 401 W. Juneau Ave., Milwaukee, Tilbest quick mixes. Adv. Exec.: Mrs. Mary Pocket. Agency: Keck Adv., Oconomowoc, Wis. Acct. Exec.: Ray Wholhan.

THE TIMKEN ROLLER BEARING CO., Canton, Ohio, Timken tapered roller bearings, Timken alloy steels and tubing and Timken rock bits. Adv. Exec.: Seward T. Salvage. Agency: BBDO, Cleveland. Acct. Exec.: E. E. Haring.

TIPTOP TAILORS LTD., Boulevard Dr., Toronto, men's and women's tailored-to-measure clothing. Adv. Exec.: J. B. Dunkelmann. Agency: McConnell, Eastman & Co. Ltd., Toronto. Acct. Exec.: Edward Gould.

TITLE GUARANTEE & TRUST CO., 176 Broadway, New York, Agency: H. W. Fairfax Adv. Inc., New York. Acct. Exec.: Milton E. Enslar.

TITLE INSURANCE & TRUST CO., 433 S. Spring St., Los Angeles, title insurance. Adv. Exec.: W. W. Robinson. Agency: Buchanan & Co., Los Angeles.

TOBER-SALIFER SHOE Mfg. Co., 1204 Washington Ave., St. Louis, Jolene and Orchid shoes. Adv. Exec.: John J. Byrne. Agencies: Roman Adv. Co., St. Louis (Jolene shoes); McMahon-Horowitz Adv. Co., St. Louis (Orchid shoe div.).

TOBIN PACKING CO., Albany Packing Div., P. O. Box 351, Albany, N. Y., First Prize meat products. Adv. Exec.: Charles C. Cross. Agency: Milton Seager Adv., Rochester. Acct. Exec.: Milton Seager.

TOLEDO EDISON CO., Madison and Superior, Toledo, electricity (S). Adv. Exec.: John H. Barker. Agency: Charles F. Dowd Inc., Toledo. Acct. Exec.: C. F. Dowd.

TONE BROS., 109-111 Court Ave., Des Moines, coffee, tea, spices and flavoring extracts. Agency: Cary-Hill Inc., Des Moines.

THE TONI CO., Merchandise Mart, Chicago, Toni home permanent, Tonette children's home permanent and Toni cream shampoo (N). Adv. Exec.: Walter N. Hiller Jr. Agencies: Foote,

(Continued on page 444)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

Cone & Belding, Chicago. Acct. Exec.: Leo Rosenberg; Weiss & Geller, Chicago (Prom home permanent (N) (S)). Acct. Exec.: Don Paul Nathanson. Rain shampoo and Toni creme shampoo (N) (S)). Acct. Exec.: J. W. McEdward.

TOP SECRET HOSIERY SALES Co., 86 3d St., San Francisco, hosiery.

TOPPS CHEWING GUM Inc., 237 37th St., Brooklyn, Topps chewing gum and Bazopka bubble gum. Agency: Cecil & Friesbey Inc., New York.

TORINE Co., 27 Railroad Ave., New Rochelle, N. Y., Torine foot preparations. Agency: Mortimer Lowell Co., New York.

TOTTV'S Ridgedale Ave., Madison, N. J., plants and flowers. Adv. Exec.: A. L. Moran. Agency: Roeding & Arnold, New York. Acct. Exec.: U. S. Grant Welsh.

TOWLE MFG. Co., Newburyport, Mass., sterling silver tableware. Adv. Exec.: R. S. Adams. Agency: H. B. Humphrey, Alley & Richards Inc., Boston. Acct. Exec.: Marjory Hall.

THE TOWN HOUSE, 2961 Wilshire Blvd., Los Angeles, hotel. Adv. Exec.: Miss Kay Riley. Agency: Beaumont & Hohman Inc., Los Angeles. Acct. Exec.: C. A. Beaumont.

TOWNE TALK Co., 5401 W. 104th St., Los Angeles, Towne Pride toppings and orangeade, Cholly chocolate beverage. Agency: Mogge-Privett Inc., Los Angeles. Acct. Exec.: Herb Beaven.

TRAIL BLAZERS PUB. Co., 206 W. 4th St., Kewanee, Ill., circulation advertisers. Agency: The Bridgdon Co., Bloomington, Ill.; O'Neill, Larson & McMahon, Chicago. Acct. Exec.: Marshall Edinger.

TRANS-CANADA AIR LINES, International Aviation Bldg., Montreal, passenger air mail and air express services. Agencies: McCann-Erickson Inc., New York. Acct. Exec.: D. E. Libby; Cockfield Brown & Co. Ltd., Montreal. Acct. Exec.: J. E. Birks; Mather & Crowther, London.

TRANS WORLD AIRLINES 10 Richards Rd., Kansas City, T. W. A. air transportation. Adv. Exec.: J. C. DeLong. Agency: BBDO, New York.

TRANS-WORLD OIL Co., 2235 Fifth Ave., Seattle, motor oil, gear oil and grease. Agency: Keene & Keene Adv., Seattle. Acct. Exec.: John E. Keene.

TRANSOCEAN AIR LINES, Oakland Airport, Oakland, airline. Agency: Robert L. Picketing, San Francisco.

TRAVELLERS LUGGAGE Corp., 11 Broadway, New York, luggage and leather goods, watches, electrical appliances and novelties. Adv. Exec.: Saul Dorf.

TRAV-LER RADIO Corp., 571 W. Jackson Blvd., Chicago, television, radio and electric phonographs. Adv. Exec.: H. Larson. Agency: Jones Frankel Co., Chicago. Acct. Exec.: A. Galles.

THE TRUMCO MFG. Co., 8701 Kinsman St., Cleveland, paints, varnishes. Adv. Exec.: John S. Sloan. Agency: Lang, Fisher & Stashower Inc., Cleveland.

TREVA Co., 2445 E. 85th St., Chicago, sewing machine attachments. Adv. Exec.: Louis D. Smith. Agency: O'Neill, Larson & McMahon, Chicago.

TRICO PRODUCTS Corp., 817 Washington St., Buffalo, motor car equipment and accessories. Agency: Baldwin, Bowers & Strachan Inc., Buffalo.

TRION Inc., 1000 Island Ave., McKees Rocks, Pa., electrostatic precipitators. Adv. Exec.: R. E. Switzer. Agency: Walker & Downing, Pittsburgh. Acct. Exec.: Hal Downing Jr.

F. R. TRIPLER & Co., 368 Madison Ave., New York, men's clothing. Agency: Federal Adv. Inc., New York. Acct. Exec.: Charles G. Wright.

THE TROY SAVINGS BANK, 2d & State Sts., Troy, N. Y., savings and life insurance and community planning. Agency: Doremus & Co., New York. Acct. Exec.: Louis Munro.

TRU-ADE Inc., 20 N. Wacker Dr., Chicago, Tru-Ade beverages.

TRU COE MFG. Co., 837 E. 52d St., Brooklyn, Master Glow floor polish. Agency: George Feldman Adv., New York.

TRUE STORY, 205 E. 42d St., New York. Adv. Exec.: William R. Brassington. Agency: Ruthrauff & Ryan, New York.

TRUSCON STEEL Co., Albert St., Youngstown, Ohio, steel building products, material handling equipment, highway reinforcing products, radio towers. Agency: Meldrum & Fawcsmith Inc., Cleveland. Acct. Exec.: C. A. Kroening.

TRUVAL MFRS. Inc., 281 Fifth Ave., New York, shirts, sportswear, neckwear and pajamas. Adv. Exec.: Nathan

S. Lanning. Agency: J. D. Tarcher & Co., New York.

C. K. TURK Corp., 1122 Mishawaka Ave., South Bend Ind., fabrics products. Agency: Hopcraft-Keller Inc., Detroit.

TWET Inc., 414 Main St., Cambridge, Mass., Tweet marshmallow spread. Adv. Exec.: Dtran M. Semonian. Agency: Ingalls-Minter Co., Boston.

TWENTIETH CENTURY-FOX FILM Corp., 444 W. 56th St., New York, motion pictures. Agency: Charles Schlaifer & Co., New York.

20TH CENTURY PAINT & VARNISH Corp., 456 Driggs Ave., Brooklyn, Speed-Tone and full line paints. Adv. Exec.: Charles J. Wunsch. Agency: White, Berk & Barnes, New York.

TWIN-DRAULIC Inc., Laurens, Iowa, sprayers, loader and dump, post hole digger and Mity-Midget live drive. Agency: Lessing Adv., Des Moines. Acct. Exec.: Dean Duncan.

TYLER FIXTURE Corp., 1401 Lake St., Miles, Mich., commercial refrigerators and HarderFreez farm and home freezers. Adv. Exec.: J. E. Benton. Agency: Jones & Taylor & Assoc., South Bend, Ind. Acct. Exec.: J. W. Taylor Jr.

TYLER'S COFFEE SYRUP, Lafayette St., Pawtucket, R. I., coffee syrup. Adv. Exec.: William Tyler. Agency: Fitz-Gerald Inc., Providence. Acct. Exec.: Louis C. FitzGerald.

TYPHOON AIR CONDITIONING Co., 794 Union St., Brooklyn, N. Y., air conditioning units. Adv. Exec.: Peter T. Wotton. Agency: Zlowe Co., New York. Acct. Exec.: Irving Zlowe.

U

ULTRA-LIFE LAB., 35th & Walnut Sts., E. St. Louis, feeds. Agency: Huffman Adv. Co., St. Louis.

UNCLE SAM BREAKFAST FOOD Co., 4201 N. 28th Ave., Omaha, Neb., Uncle Sam laxative breakfast food and Darbs whole wheat flakes. Adv. Exec.: John M. McGowan. Agency: Allen & Reynolds, Omaha. Acct. Exec.: Milton H. Reynolds.

UNICORN PRESS Inc., 53 E. 77th St., New York, books. Agency: Leonard Adv. Agency New York.

UNION DIME SAVINGS BANK, 8th Ave. & 40th St., New York. Adv. Exec.: Mabel F. Thompson. Agency: Cecil & Friesbey Inc., New York. Acct. Exec.: W. T. Malloy.

UNION OIL CO. OF CALIF., Union Oil Bldg., Los Angeles, gasoline: 7600, 7600 Aviation and 78; motor oils: Triton, Royal Triton, Aristo, TSX Motoreze, Unitec, and Guardna and Unoba; high melting point domestic waxes; Aristowax, Gas-Oils; Diesel, roofing asphalt; Unolox, industrial lubricants, solvents, coke. Agency: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Jack Smock.

UNION PACIFIC RAILROAD, 1416 Dodge St., Omaha, transportation. Adv. Exec.: H. B. Northcott. Agencies: The Caples Co. Omaha, Acct. Exec.: A. L. M. Branch; The Caples Co., Los Angeles. Acct. Exec.: R. Rullman; Gilham Adv. Inc., Salt Lake City.

UNION PHARMACEUTICAL Co., 9 Park St., Montclair, N. J., Saraka laxative and Inhiston anti-histamine tablets. Agencies: Abbott Kimball Co., New York. Acct. Exec.: Harry Muller (Saraka); L. W. Frohlich & Co., New York; Irwin Vladimir & Co., New York.

UNION STARCH & REFINING Co., 301 Washington St., Columbus, Ind., Pennant table syrups and Marshmallow Adv. Co., Chicago. Acct. Exec.: Marvin Harms. Agency: H. W. Kastor & Sons.

UNION-TRIBUNE PUBLISHING Co., 919 2d Ave., San Diego, San Diego Union, Evening Tribune. Adv. Execs.: Francis Ide, John T. Milkey and Worth Wright. Agency: Barnes-Chase Co., San Diego. Acct. Exec.: Norman Foster.

UNITED AIR LINES Inc., 5959 S. Cicero Ave., Chicago, air transportation of passengers and mail, express and freight. Agency: N. W. Ayer & Son Inc., Chicago.

UNITED ARTISTS Corp., 729 7th Ave., New York, motion pictures (distributors of pictures made by independent producers). Adv. Exec.: Roger H. Lewis. Agencies: Buchanan & Co., New York; Donahue & Co., New York; J. Walter Thompson Co., New York; Monroe Greenhalp Inc., New York.

UNITED CIGAR-WHELAN STORES Corp., 215 4th Ave., New York, cigar and drug stores. Agency: Product Adv. Corp., New York.

UNITED STATES AIR CONDITIONING Corp., Como Ave., S. E. at 33d St., Minneapolis, heating, ventilating

and cooling equipment. Agency: Alfred Colle Co., Minneapolis. Acct. Exec.: Jud Anderson.

UNITED VAN LINES Inc., 7808 Maplewood Industrial St., St. Louis, long distance moving. Agencies: Starley L. Cahn Co., Baltimore; Kelly, Zahndt & Kelly Inc., St. Louis.

UNITED VITAMIN PRODUCTS, 9 W. Washington St., Chicago, vitamin products. Adv. Exec.: T. S. Donahue. Agency: First United Broadcasters, Chicago. Acct. Exec.: Hugh Rager.

U. S. ARMY & U. S. AIR FORCE RECRUITING SERVICE, Military Personnel Procurement Service Div., The Adjutant General's Office, Washington, D. C., procurement of recruits and other military personnel for U. S. Army and U. S. Air Force. Agencies: Grant Adv., Chicago and Washington, D. C.; Buchanan & Co., New York; Van Sant, Dugdale & Co., Baltimore; Tucker Wayne & Co., Atlanta; Rogers & Smith, Dallas; Fuller & Smith & Ross Inc., Chicago; West-Marquis Inc., San Francisco.

THE UNITED STATES BEDDING Co., Wabash & Vandalla Sts., St. Paul, King Koll mattresses and other sleeping products. Adv. Exec.: Alvin E. Miller. Agency: Melamed-Hobbs, Minneapolis. Acct. Exec.: B. C. Fischbein.

U. S. BEDDING Co., 1047 Florida Ave., Memphis, Sterling mattresses, springs and studio couches and Sealy mattresses and springs. Agency: Lake-Spiro-Shurman Inc., Memphis.

U. S. FOOT APPLIANCE Corp., 2510 W. Montrose Ave., Chicago, Breeze foot appliances. Adv. Exec.: Eric Nathan. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Harold Kuttner.

UNITED STATES GLASS Co., Tiffin, Ohio, glassware. Agency: Gibbons-O'Neil Inc., Cleveland.

U. S. INDUSTRIAL CHEMICALS Co., Div. of National Distillers Products Corp., 60 E. 42d St., New York, Super-Pyro anti-freeze, Solox proprietary solvent, USI ethyl alcohol and specially denatured alcohols, PIB (liquid insulation) and insecticide products. Adv. Exec.: A. E. Tongue. Agencies: Geyer, Newell & Ganger Inc., New York. Acct. Exec.: Wm. Mason (Super Pyro Anti-Freeze and PIB); G. M. Basford Co., New York. Acct. Exec.: Fred Adams (alcohol, chemicals and insecticide products).

U. S. MACHINE Corp., Lebanon, Ind., Winkler heating equipment. Adv. Exec.: Norman J. Gill. Agency: Perrin-Paus Co., Chicago. Acct. Exec.: Donald Paus.

UNITED STATES TOBACCO Co., 630 Fifth Ave., New York, Dill's Best and Model smoking tobaccos, Old Brier and Tweed pipe tobaccos, Bruton, Red Seal, Banjo, Rooster and Copenhagen snuffs. Agency: Kudner Agency Inc., New York.

UNIVERSAL CHEMISTS Inc., 107 Northampton St., Boston. Adv. Exec.: A. J. White. Agency: Corey Snow Inc., Boston.

UNIVERSAL EDUCATIONAL GUILD, 17 Smith St., Brooklyn, World Scope encyclopedia. Agency: Bobley Co., New York. Acct. Exec.: Harry W. Bobley.

UNIVERSAL Mfg. Co., P. O. Box 5128, Bossier Station, Shreveport, La., Gymdandy gyms and steel slides. Adv. Exec.: I. Horowitz. Agency: Bryan & Bryan Adv., Shreveport. Acct. Exec.: Russell A. Farley.

UNIVERSAL MILLS, Kings Highway, P. O. Box 1380, Ft. Worth, Tex., flour and commercial mixed feeds, Red Chain feeds and Gold Chain flour. Adv. Exec.: George Kelley. Agency: Simmonds & Simmonds Inc., Chicago.

UNIVERSITY OF CHICAGO PRESS, 5750 Ellis Ave., Chicago. Adv. Exec.: Hazel Amberg. Agency: Sussman & Sugar Inc., New York.

UNIVERSITY OF PENNSYLVANIA, 34th & Woodland Sts., Philadelphia, courses of study. Agency: Al Paul Lenton Co., Philadelphia.

UNSIINGER-AP Corp., 1801 Spaulbush St., Toledo, knives, carton cutters and seam rippers. Adv. Exec.: Al Joseph. Agency: Clark & Rickard Inc., Detroit.

THE UPPER ROOM, 1908 Grand Ave., Nashville, devotional guide and devotional literature. Adv. Exec.: Harold Hermann. Agency: Robert G. Fields & Co., Nashville.

UTAH OIL REFINING Co. Utah Oil Bldg., Salt Lake City, petroleum products. Agency: Gilham Adv. Inc., Salt Lake City. Acct. Exec.: M. C. Nelson.

UTICA BREWING Co., 600-815 Jay St., Utica, N. Y., Fort Schuyler light ale and lager. Adv. Exec.: J. H. Lalor. Agency: Farquhar & Co., Utica, N. Y.

UTICA KNITTING Co., 101 Mathews

St., Utica, N. Y., underwear, sweaters, knit sportswear, sleeping garments and swim trunks. Agency: Anderson & Cairns Inc., New York.

UTILITIES ENGINEERING INSTITUTE Inc., 2525 N. Sheffield Ave., Chicago, trade school, technical courses, welding, drafting, refrigeration, air conditioning, auto body and fender, diesel and scientific motor tune-up. Adv. Exec.: Mrs. E. S. Carter. Agencies: The Phil Gordon Agency, Chicago; Muriel Wageman, Chicago.

UTILITY APPLIANCE Corp., 4851 S. Alemeda St., Los Angeles, heaters, coolers and gas ranges. Agency: BBDO, Los Angeles. Acct. Exec.: Robert H. Schmelzer.

V

V-M Corp., 4th & Park Sts., Benton Harbor, Mich., V-M Tri-O-Matic. Agency: Mayard Sales & Advertising Counsel, Benton Harbor, Mich. Acct. Exec.: F. J. Mayer.

VALENTINE & Co., 11 E. 36th St., New York, Valspar varnishes, paints, stains, lacquers, enamels, Nitro-Valspar, Valente finishes and Valentine, Valon and Val-Speed products. Adv. Exec.: Milt Groth. Agency: Everling Assocs. Inc., Philadelphia. Acct. Exec.: Frank J. Corkery.

VALIER & SPIES MILLING Co., 5020 Shreve Ave., St. Louis, Dainty, So-Easy family flour, Enterprise flour, Dainty cake flour, V & S pancake and buckwheat, Old Fashioned graham and whole wheat flours. Adv. Exec.: R. B. Lahlein.

VALINCO GARMENT Co., 1350 Broadway, New York, Valinco, Valinette and Valinmooch wash dresses of cotton.

VALLEY NATIONAL BANK, Phoenix, Ariz., bank services. Agency: Advertising Counselors of Arizona, Phoenix, Ariz. Acct. Exec.: Ivan N. Shun.

VAN DUTCH PRODUCTS Corp., 366 Canal Pl., New York, Van Dutch cocoa mix and pudding. Agency: Henry J. Zaleski Adv., New York.

J. G. VAN HOLTEN & SONS Inc., Sunny Slope Rd., Milwaukee, pickles. Agency: Baker, Johnson & Dickinson, Milwaukee. Acct. Exec.: John F. Luick.

C. J. VAN HOUTEN & ZOON Inc., 537 Greenwich St., New York, Van Houten's cocoa and chocolate. Agency: Roy S. Durstine Inc., New York.

VAN PATTEN PHARMACEUTICAL Co., 1227 Loyola St., Chicago, Allimin, Easamine and pharmaceutical products. Agency: Harold Schwartz & Assocs. Inc., Chicago.

VAN-S-LAB., 1691 8th St., Oakland, Dextrin toothpaste and powder. Agency: Ley & Livingston, San Francisco.

VANGUARD Corp., 165 Front St., Chicopee, beach balls, toys, Disney characters. Adv. Exec.: Edward O. Clark Jr. Agency: Norman D. Waters & Assocs. Inc., New York.

VARDEN STUDIOS Inc., 28 S. Union St., Rochester, portrait photography, copy restoration and frames. Adv. Exec.: Helen Hagenbach. Agency: Charles L. Rumrill & Co., Rochester. Acct. Exec.: Albert Thomas.

VELVET PEANUT PRODUCTS Inc., 14471 Livernois St., Detroit. Agency: Simons-Michelson Co., Detroit.

VENTICE MAID Co., Vineland, N. J., spaghetti sauces, spanish rice, meatballs in sauce, spaghetti with meatballs and ravioli in sauce. Adv. Exec.: John Pepper. Agency: J. Robert Mendite Inc., Philadelphia.

VENI-PLEX Corp. of America, 385 Gerard Ave., New York, Veni-Plex translucent venetian blinds. Agency: Alfred Auerbach Assocs., New York. Acct. Exec.: Martin Schrader.

VENTURA COASTAL LEMON Co., Ventura, Calif., Coastal Brand juices.

VERONICA OLIVE OIL Co., 310-312 Broadway, Oakland, peanut oil, salad oils and olive oils. Agency: Brooke, Small & Gautreaux, Oakland. Acct. Exec.: Ha. Small.

KURT VERSEN LAMPS Inc., 4 W. Slocum Ave., Englewood, N. J., lamps. Agency: Lucerna Co., New York. Acct. Exec.: Emanuel Goldman.

VERTI-BLINDS, 1930 N. E. Broadway, Portland, vertical blinds.

VETTE Co., 458 W. Broadway, Glendale, Calif., Whiffen Puffs and Whiffen-Chips. Agency: Calkins & Holden, Carlock, McClinton & Smith, Los Angeles. Acct. Exec.: David R. Fenwick.

VICK CHEMICAL Co., 122 E. 42d St., New York, Vicks VapoRub, Vicks Vapo-nol nose drops, Vicks Medicated Cough Drops, Vicks Inhaler and Softskin Creme. Adv. Exec.: Henry A. Shull. Agencies: Morse International

Inc. New York. Acct. Exec.: E. Ward; BBDQ, New York.

VICTOR INSULATORS Inc., Victor, N. Y., porcelain insulators, high and low voltage. Agency: Hutchins Adv. Co., Rochester. Acct. Exec.: Frank M. Hutchins.

VICTORY PACKING Co., 3383 E. 45th St., Los Angeles, Thoro-Fed dog and cat food and Kal Kan horse meat with gravy. Adv. Exec.: Burton F. Lamfrom. Agency: Raymond R. Morgan Co., Hollywood.

VIGORTONE PRODUCTS Inc., 515 F. Ave., N. W., Cedar Rapids, vitamin reinforced livestock feeds. Agency: Ambro Adv., Cedar Rapids.

VI-JON LABS., 6300 Etzel Ave., St. Louis, Vi-Jon hand lotion and antiseptic mouth wash. Adv. Exec.: Howard Short. Agency: Jim Daugherty Inc., St. Louis. Acct. Exec.: James M. Daugherty.

VIKON TILE Corp., Washington, N. J., Vikon cream wax and wall and ceiling tile. Adv. Exec.: Charles J. Jensen. Agency: St. Georges & Keyes Inc., New York.

VIMCO MACARONI PRODUCT Co., Carnegie, Pa. Adv. Exec.: Sam Viviano. Agency: James A. Stewart Co., Carnegie, Pa. Acct. Exec.: J. A. Stewart.

VINELAND POULTRY LABS., E. Lendis Ave., Vineland, N. J., vaccines and drugs. Adv. Exec.: Joseph Boorster. Agency: Sidney R. Nemarow Adv., Vineland, N. J.

VIRDANS FARMS, Phelps, N. Y., African violets and plant tonic. Agency: Wright Adv. Agency, Pittsford, N. Y.

VIRGINIA DARE EXTRACT Co., Bush Terminal No. 10, Brooklyn, Virginia Dare instant aid and general line extracts and flavoring specialties. Agency: Mann-Elli, New York.

VIRGINIA PRODUCTS Co., American Bldg., Richmond, Old Virginia corned beef hash. Agency: Courtland D. Ferguson Inc., Richmond. Acct. Exec.: H. P. Martin.

VITAMIN Corp. of America, Div. of V. C. A. Labs., 274 Lafayette St., Newark, vitamins, Rybultal, Galucaps and B complex vitamin capsules. Agency: Duane Jones Co., New York. Acct. Exec.: Irv. Kuhl.

VITAMIN QUOTA, 880 Broadway, New York, vitamins. Agency: Grady & Wagner Co., New York.

VITA-VAR Corp., 1180 Raymond Blvd., Newark, paints, varnishes and enamels. Adv. Exec.: Miss R. Lazar. Agency: Hewitt, Ogilvy, Benson & Mather Inc., New York.

VIT-A-WAY Inc., 609 Neil P. Anderson Bldg., Ft. Worth, Vit-A-Way Livestock Fortifier. Agency: McBride & Holmes Adv., Ft. Worth. Acct. Exec.: Jack Holmes.

VIT-TONE PRODUCTS Ltd., 198 Gage Ave., S., Hamilton, Ontario, Vit-Tone chocolate-flavored food drink, fast fudge mix, Egg-O baking powder and Mil-ko (powdered skim milk). Agency: James Lovick & Co. Ltd., Toronto.

V. VIVIANO & BROS. MACARONI Mfg. Co., 7th & Carr Sts., St. Louis, Viviano DeLuxe macaroni. Agency: Herrod & Assocs. St. Louis.

VOGUE PRODUCTS, 2420 Eads St., Los Angeles, Tuffenall, Lash-Kote and Quiccar Agency: The Jordan Co., Los Angeles.

VOICE OF PROPHECY Inc., 6840 Eastern Ave., N. W., Tacoma Park, Washington, D. C., bible study course and free book distribution. Agency: Western Adv. Agency, Los Angeles. Acct. Exec.: Milton Carlson.

W. J. VOIT RUBBER Corp., 1600 E. 25th St., Los Angeles, Volt athletic balls. Agency: Hixson & Jorgenson, Los Angeles. Acct. Exec.: J. Tyler Macdonald.

W

W. B. ASSOC., 22 E. 49th, New York, Softool cuticle products. Agency: Kenneth Rader Co., New York.

W. B. FOUNDATIONS Inc., 358 Fifth Ave., New York, W. B. Glamour, Filmy, Stylish Stout and One-Full Youthline cosmetics. Agency: The Dunay Co., New York.

WABASH RAILROAD, Railway Exchange Bldg., St. Louis, railroad service. Adv. Exec.: Leo A. Brown. Agency: Gardner Adv. Co., St. Louis.

WACHOVIA BANK & TRUST Co., Winston-Salem, banking and trust services. Adv. Exec.: William H. Neal. Agency: The Merrill Anderson Co., New York. Acct. Exec.: Merrill Anderson.

WADHAMS DIV., Socony Vacuum Oil Co., 907 S. First St., Milwaukee, petroleum products. Adv. Exec.: E. G. Sandrock. Agency: Compton Adv., New York. Acct. Exec.: L. O. Holmberg.

WAFEX Inc., 3560 Broadway, New York, Wafex tablets. Agency: Grady & Wagner New York. Acct. Exec.: Alfred P. Zabin.

WAGEMAKER Co., 566 Market St., S. W., Grand Rapids, Wolverine boats. Agency: Hall Adv., Grand Rapids.

AUGUST WAGNER BREWERIES Inc., 605 S. Front St., Columbus, Gambrius beer. Agency: Byer & Bowman Adv., Columbus.

THE WAGNER AWNING & Mfg. Co., 2658 Scranton Rd., Cleveland, Wagner awnings, tarpaulins, flags, ice bags canvas specialties and industrial canvas products. Agency: The Bayless-Kerr Co., Cleveland. Acct. Exec.: L. Schweizer.

CHAS. F. WAGNER & BRO., 316 Tchoupitoulas St., New Orleans, Helen Ann and PaPoose food products. Agency: Bauerlein Adv., New Orleans.

WAIT-CAHILL Co., 320 E. Cerro Gordo, Decatur, Ill., Wait's Green Mountain cough syrup and G. M. liniment. Adv. Exec.: Jack W. Wait. Agency: Geoffrey Wade Adv., Chicago. Acct. Exec.: L. J. Nelson.

WAIT & BOND Inc., 1180 Raymond Bldg., Newark, Blackstone and Yankee cigars. Agency: Harry B. Cohen Adv. Co., New York. Acct. Exec.: Edward J. Rosenwald.

WALBECK FOODS, 29th & Parrish Sts., Philadelphia, Walbeck pickles. Adv. Exec.: Walter C. Becker. Agency: The Clements Co., Philadelphia. Acct. Exec.: David Roberts.

WALDES KOHINOOR Inc., 47-10 Austel Place, Long Island City, N. Y., Kover-Zip Nylon-Zip, Nu-Zip and plain slide fasteners, Kohinoor, Twinity and Liberty snap fasteners, Kohinoor hook eye tape and snap tape, Truarc retaining rings and pliers. Adv. Exec.: Joseph Bloom. Agency: Grey Adv. Inc., New York. Acct. Execs.: Harold Newman and Ralph Axthelm.

WALGREEN Co., 4300 Peterson Ave., Chicago, drugs, toiletries and sundries. Adv. Exec.: Orville G. Gile. Agency: Schwimmer & Scott Inc., Chicago.

WALKER-GORDON LAB. Co., Plainsboro, N. J., Walker-Gordon certified milk and Acidophilus milk. Agency: Clements Co., Philadelphia.

WALKER Mfg. Co., of Wisconsin, Racine, Wis., Walker jacks, electric lifts, silencers (mufflers) and oil filter. Adv. Exec.: Randall Snow. Agency: Keeling & Co., Indianapolis. Acct. Exec.: L. T. Sogard.

WALKER REMEDY Co., 224 Commercial St., Waterloo, Iowa, Walko poultry tablets. Agency: Weston-Barnett Inc., Waterloo. Acct. Exec.: Phillips Taylor.

WALKER'S AUSTEX CHILL Co., 310 San Antonio St., Austin, Walker's Austex chili con carne, tamales, Mexene chili beans, spaghetti and meat balls, beef stew, "Mexene" chili powder seasoning, Austex braised beef hash, deviled sandwich spread and enchiladas with meat and chili gravy. Agency: Crook Adv., Dallas. Acct. Exec.: Jim Anderson.

SEYMOUR WALLAS & Co., 1200 So. 8th St., St. Louis, Penny Wise, Peerless and Pin Money plastics. Adv. Exec.: Seymour Wallas. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Louis Westheimer.

WALNUT GROVE PRODUCTS Co., Atlantic, Iowa, mineral feeds. Agency: Allen & Reynolds, Chicago, Omaha. Acct. Exec.: Milton Reynolds.

WALSHE LABS., 525 W. 76th, Rodan rat killer, mouth mix, Aerosol insect spray and deodorants.

WALTHAM WATCH Co., Crescent St., Waltham, Mass., watches.

HENRY K. WAMPOLE & Co., 440 Fairmont Ave., Philadelphia. Agency: Gray & Rogers, Philadelphia.

JOHN WANAMAKER, 13th & Market St., Philadelphia, department store.

WAPLES-PLATTER Co., 1819 Jones St., Fort Worth, White Swan finer foods. Agency: Glenn Adv., Fort Worth.

WARD BAKING Co., 475 Fifth Ave., New York, Ward's Tip-Top bread and cakes. Agency: J. Walter Thompson Co., New York.

WARD LABS. Inc., 1430 Broadway, New York, Ward's formula. Adv. Exec.: Emile E. Kling. Agency: Blythe-Pennington, New York.

THE WARFIELD Co., 22 St. Bridge St., Chicago, T & T and Warfield spices, extracts, tea, coffee and chocolate products.

WARNER BROS. PICTURES Inc., 321 West 44th St., New York, motion pictures. Adv. Exec.: Gil Golden. Agency: Blaine-Thompson Co., New York. Acct. Exec.: Philip Solomon.

WARP BROTHERS, 1104 N. Cicero, Chicago, Flex-O-Glass, Glass-O-Net & Wyr-O-Glass and venetian screen. Adv. Exec.: Delbert Christensen. Agency: Presba, Fellers & Presba Inc., Chicago.

WARREN PAINT & COLOR Co., 700 Wedgewood Ave., Nashville, Warren's paint and varnish, Adv. Exec.: W. S. Gillespie. Agencies: Noble-Dury & Assoc., Nashville. Acct. Execs.: Wm. Graham and Albert Noble; Arthur G. Rippey & Co., Denver. Acct. Execs.: A. G. Rippey and Vern Ewing.

WARWICK CLUB GINGER ALE Co., 108 Pond St., West Warwick, R. I., Speedball orange and grade A root beer. Adv. Exec.: Luke Clarke. Agency:

Gordon Schonfarber & Assoc., Providence.

WASHBURN CANDY Corp., 71 Forest St., Brockton, Mass., Waleco coconut bars. Agency: Jerome O'Leary Adv. Agency, Boston.

WASHINGTON COOPERATIVE FARMERS Assn., 201 Elliott Ave., W., Seattle, eggs and canned poultry. Agency: Pacific National Adv., Seattle. Acct. Exec.: H. E. Stone.

THE WASHINGTON DAILY NEWS, 1013 12th, N. W., Washington, D. C., newspaper. Adv. Exec.: Howard Grothe.

THE WASHINGTON POST, 1515 L St., N. W., Washington, D. C., newspaper. Adv. Exec.: Donald M. Bernard.

WASHINGTON PROPERTIES Inc., 2600 Woodley Road N. W., Washington, D. C., Wardman Park and Carlton hotels, office buildings and apartment buildings. Agency: Admasters Adv. Inc., Washington. Acct. Exec.: J. P. Jones.

WASHINGTON STATE ADVERTISING COMMISSION, Transportation Bldg., Olympia, Wash., tourist travel. Agency: Mac Wilkins, Cole & Weber, Seattle. Acct. Execs.: Lee Jacobi and Sidney Copeland.

WASHINGTON STATE APPLE COMMISSION, P. O. Box 18, Wenatchee, Wash., Washington State apples (S). Adv. Exec.: Harold Cople. Agency: J. Walter Thompson Co., Seattle. Acct. Exec.: Floyd Flint.

WASHINGTON STATE FRUIT COMMISSION, 128 S. 2d Ave., Yakima, Wash., cherries, apricots, peaches, Bartlett pears, plums and prunes. Agency: Pacific National Adv., Seattle. Acct. Exec.: William H. Horsley.

WASON BROTHERS Co., 3018 Western Ave., Seattle, Mello-Cup coffee, Mello-Jel gelatin dessert, Sugar House maple syrup and Mello-spread western style syrup. Adv. Exec.: Allen M. Rotman. Agency: Frederick E. Baker & Assoc., Seattle. Acct. Exec.: Peter Lyman.

H. P. WASSON & Co., 16 W. Washington St., Indianapolis, women's apparel. Adv. Exec.: A. L. Spencer. Agency: Sterling Adv. Inc., New York.

THE WATERMAN-WATERBURY Co., 1121 Jackson St., N. E., Minneapolis, warm air heating equipment and gas conversion burners. Agency: Mitchell Mitchell, Minneapolis. Acct. Exec.: Don Mitchell.

THE R. I. WATKINS Co., Div. of Sterling Drug Inc., 1450 Broadway, New York, Multisfoc coconut oil shampoo, Glostora, Dr. Lyon's toothpowder and paste; Ayer's pectoral; Double Danderine; Astring-o-sol and Ammoniated Dr. Lyon's toothpowder. Agencies: The Thompson-Koch Co., New York; Dancer-Fitzgerald-Sample Inc., New York.

THE WATSON-STANDARD Co., 225 Galveston Ave., Pittsburgh, paints, varnishes, enamels, industrial finishes, lithograph coatings, protective coatings and vinyl plastic coatings. Adv. Exec.: A. W. Stepler. Agency: Cabbot & Coffman Inc., Pittsburgh.

WAYNE BREWING Co., 1701 Parade St., Erie, beer and ale. Agency: Mitchell & Knepper, Erie. Acct. Exec.: George Mitchell.

THE WAYNE COUNTRY PRODUCE Co., 221 Newell St., Brooklyn, vinegar, cider and food products. Adv. Exec.: Edward F. Knecht. Agency: Rose-Martin Inc., New York.

WAYNE SCHOOL Inc., 2525 N. Sheffield Ave., Chicago, home study and resident school-high school, dental assistant and practical nursing. Adv. Exec.: Mrs. E. S. Carter. Agencies: The Phil Gordon Agency Inc., Chicago; Murie Wageman, Chicago (radio).

WEATHER SEAL Inc., Barborton, Ohio, combination storm windows, screens and combination doors. Adv. Exec.: Evan G. Moore.

WEATHERMAN, 430 N. Michigan Ave., Chicago, weather forecaster and Niresk M. O. Agency: Robert Kahn & Assoc., Chicago.

WEATHERMASTER WINDOW Corp., 1130 S. Michigan Ave., Chicago, Also combination storm windows, doors and porch enclosures. Adv. Exec.: H. L. Brown. Agency: Dubin Adv., Pittsburgh. Acct. Exec.: J. Dubin.

THOMAS J. WEBB Co., 416 W. Ontario St., Chicago, Thomas J. Webb coffee. Agency: Ivan Hill Inc., Chicago.

H. K. WEBSTER Co., 24 West St., Lawrence, Mass., Blue Seal feeds. Adv. Exec.: Frank G. Peterson. Agency: Wright Adv. Agency, Pittsford, N. Y.

WECO PRODUCTS Co., 20 N. Wacker Dr., Chicago, Dr. West's Miracle Tufts and Dr. West's nylon tooth brushes; Dr. West's Miracle tooth paste, Gainsborough hair nets and powder puffs; Kec handkerchiefs. Adv. Exec.: O. B. Lyon. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: Kenneth J. Ward; Bisberne Adv. Co. (ethical advertising).

WEDGWOOD Div., Rheem Mfg. Co., Newark, Calif., Wedgwood gas range. Adv. Exec.: F. R. Shea. Agency: Hansen-Tipton Co., San Carlos, Calif.

WEIL & Co., 4400 Nickel Place, Cleveland, Don-De coffee. Adv. Exec.: M. E. Weiner. Agency: Lustig Adv., Cleveland.

WELCH GRAPE JUICE Co., 55 Fifth Ave., New York, all Welch Grape juice products. Adv. Exec.: Richard K. Manoff.

J. M. WELCH & Co., Framingham, Mass., Newart Brand sausage.

WELDON FARM PRODUCTS Inc., 155 John St., New York, Alba non-fat dry milk powder. Agency: Doyle, Dane & Bernbach Inc., New York. Acct. Exec.: J. Epstein.

WELLMAN, PECK & Co., 335 Embarcadero, San Francisco, Wellman flavor famous foods. Adv. Exec.: N. A. Feder. Agency: Pacific Adv. Staff, Oakland, Calif.

WELLS FARGO BANK & UNION TRUST Co., 4 Montgomery St., San Francisco, banking and trust services. Adv. Exec.: G. E. Dawson. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Robert Akey.

WERTZ FEED PRODUCT, Box 86, Sioux City, livestock feed. Adv. Exec.: S. M. Wertz. Agency: Burgess Adv. Agency, Sioux City.

WESLEY RADIO LEAGUE, 4735 W. Fort St., Detroit, religious talks. Agency: Stanley G. Boynton Adv., Birmingham, Mich.

WESSON OIL & SNOWDRIFT SALES Co., 210 Baronne St., New Orleans, Wesson Oil and Snowdrift. Agencies: Kenyon & Eckhardt Inc., New York; Fitzgerald Adv., New Orleans. Acct. Exec.: J. L. Killen.

WEST BEND ALUMINUM Co., West Bend, Wis., aluminum cooking utensils, gift ware and appliances. Adv. Exec.: L. E. Tollack. Agency: Hoffman & York Inc., Milwaukee.

BOB WEST GUITAR Co., 1665 N. Milwaukee Ave., Chicago, guitar course. Adv. Exec.: John E. Hopkinson. Agencies: E. H. Brown Adv. Agency, Chicago. Acct. Exec.: E. H. Brown; Dwight Adv. Agency, Chicago (radio).

WEST COAST SOAP Co., 26th & Poplar St., Oakland, Calif., Powow cleansers and White Navy soap. Agency: Buchanan & Co., San Francisco. Acct. Exec.: Al Gardner.

WEST END BREWING Co., 811 Edward St., Utica, Agency: Harry B. Cohen Adv. Co., New York.

WEST MICHIGAN TOURIST & RESORT ASSOC., Rowe Hotel, Grand Rapids, tourist promotion. Adv. Exec.: Aurey Strohpaul. Agency: Stevens Inc., Grand Rapids.

WESTCHESTER AQUARIUM SUPPLY Co., 454 Mamaroneck Ave., White Plains, N. Y., tropical fish and aquarium supplies. Agency: William Warren, New York. Acct. Exec.: Thomas Delaney.

WESTERN AIRLINES Inc., 6060 Avion Dr., Los Angeles, scheduled airline travel (S). Adv. Exec.: Bert D. Lynn. Agency: Buchanan & Co., Los Angeles. Acct. Exec.: Charles Coleman.

WESTERN AUTO SUPPLY Co., of Missouri, 2107 Grand Ave., Kansas City, automotive supplies. Adv. Exec.: H. W. Schlosser. Agency: Bruce B. Brewer & Co., Kansas City. Acct. Exec.: J. Kent Boyd.

WESTERN CONDENSING Co., 835 E. John St., Appleton, Wis., Whey & Whey products. Adv. Exec.: A. R. Finch. Agency: Klau-Van Peterson-Dunlap Assoc., Milwaukee. Acct. Exec.: C. W. Wood.

WESTERN GROCER Div., of Consolidated Grocers Corp., Marshalltown, Iowa, Jack Sprat food stores and Jack Sprat foods and chocolate cream coffee and Mayflower foods. Adv. Exec.: Frank C. Rubec. Agency: L. W. Ramsey Adv. Agency, Chicago. Acct. Exec.: L. W. Ramsey.

WESTERN-HOLLY APPLIANCE Co., 8538 Hays St., Culver City, Calif., Western Holly gas ranges. Adv. Exec.: George Burt. Agency: Brooks Adv. Agency, Los Angeles.

WESTERN HOTELS Inc., 2d & Stewart St., Seattle, New Washington Hotel. Agency: Boisford, Constantine & Gardner, Seattle. Acct. Exec.: R. W. Knudsen.

WESTERN SOLVENTS Inc., 1 S. Bowen St., Longmont, Colo., Saf oil and meal.

WESTERN STATIONERY Co., 110 E. 6th St., Topeka, personal stationery and printing. Adv. Exec.: F. E. Lindsey. Agency: Shaffer-Brennan-Margulis Adv. Co., St. Louis. Acct. Exec.: S. I. Rosenfeld.

WESTGATE-SUN HARBOR Co., 1995 Bay Front, San Diego, Breast O'Chicken, Alamo, Westgate, Bits o' Sea and Breast o' Tuna, canned tuna. Adv. Exec.: Harold P. Requa Jr. Agency: Barnes-Chase Co., San Diego.

WESTINGHOUSE ELECTRIC Corp., 306 4th Ave., Pittsburgh, complete line industrial and domestic electrical apparatus and appliances. Adv. Exec.:

(Continued on page 446)

DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

N Network, S Spot, R Regional

(Continued)

Harry J. Deines. Agencies: McCann-Erickson Inc., New York City (radio-television); Fuller & Smith & Ross Inc., Cleveland and New York.

WESTON BISCUIT Co., 2 Brighton Ave., Passaic, N. J., packaged biscuits (S). Adv. Exec.: W. B. Van Emburgh.

Agency: W. Earl Bothwell Inc., New York. Acct. Exec.: H. S. Gardner.

WESTWARD-HO NURSERIES, Box 769, Oroville, Calif., flower bulbs. Adv. Exec.: S. C. Kellett.

WETALENE LABS., 743 W. 1st Avenue, Columbus, Ohio, Wetalene cleaning powder. Adv. Exec.: W. J. Mangold. Agency: Kenneth B. Butler & Assoc., Mendota, Ill. Acct. Exec.: Jack Westerman.

GEORGE H. WEYER Inc., 1219 Main, Kansas City, Sur-Lay, Pom-Po-Lay and Sparkling Oil hair tonic. Adv. Exec.: Miss E. K. Weyer. Agency: Russel C. Comer Co., Kansas City.

THE WHEATENA Corp., 1839 Elizabeth Ave., Rahway, N. J., cereal (S). Agency: Brisacher, Wheeler & Staff, New York. Acct. Exec.: R. I. Ide.

THE WHIPPLE Co., 58 N. Main St., Natick, Mass., Grandmother's mince meat and Grandmother's fruit syrups. Adv. Exec.: D. B. Howes. Agency: Harry M. Frost Co., Boston.

WHIRLPOOL Corp., North State St., St. Joseph, Mich., 1900 Whirlpool washers, 1900 Ironers, automatics and dryers. Adv. Exec.: Donald H. Davidson. Agencies: Beaumont & Hohmann Inc., Chicago (national advertising on Whirlpool Div.). Acct. Exec.: P. R. Thomas; Paxson Adv., Benton Harbor, Mich. (business and trade advertisement).

WHISTLE & VESS BEVERAGES Inc., 5020 Arsenal St., St. Louis, Whistle Orange Drink and Vess beverages. Adv. Exec.: L. C. Crook. Agencies: Padoco Adv. Co., St. Louis (Whistle). Acct. Exec.: Paul D. Kranzberg; Oakleigh R. French & Assocs., St. Louis (Vess beverages).

R. H. WHITE Corp., 518 Washington St., Boston, household furnishings and equipment. Adv. Exec.: Winifred J. Kelly. Agency: Daniel F. Sullivan Inc., Boston. Acct. Exec.: Robert Sullivan.

WHITE ROCK Corp., 1 Park Ave., New York City, White Rock sparkling water and flavored beverages. Adv. Exec.: T. G. Prosser. Agency: Kenyon & Eckhardt, New York.

THE S. S. WHITE DENTAL Mfg Co., 211 So. 12th St., Philadelphia, equipment materials for dentistry; flexible shafts and electronic resistors, molded plastics for industry, Oraline toothpaste, tooth powder and mouthwash. Adv. Exec.: Harry F. Frager. Agencies: Peterson & Kemper Inc., New York (dental and industrial div.); Clements Co., Philadelphia (Oraline toothpaste, tooth powder and mouthwash).

WHITE STAG Mfg. Co., 67 W. Burnside St., Portland, White Stag sport togs, play clothes, slacks, jackets and White Stag westwoods; hunting and fishing clothes and Hirsch Weis canvas products. Adv. Exec.: Charles L. Baum. Agency: Don Allen & Assoc., Portland. Acct. Exec.: H. Richard Selzer.

WHITE SULPHUR Co. of Sharon Springs, N. Y., Sharon Springs, N. Y., Health Spa-mineral waters. Adv. Exec.: Lillian E. Ball. Agency: Koehl, Landis & Landon Inc., New York. Acct. Exec.: Albert Koehl.

WHITE TOWER MANagements Corp., Suburban Ave. & Main St., Stamford, restaurants. Agency: Owen & Chappell Inc., New York. Acct. Exec.: J. C. Morrow.

WHITEHALL PHARMACAL Co. (proprietary drug div.), 22 E. 40th St., New York, Anacin, BISODOL powder and mints, Frey's Pin Worm remedy, Heet, Hill's Cascara Quinine tablets, Freezone, Petro-Syllium, Aspartene, Outgro, Guards cold tablets, Mystic hand cream and lotion, Edna Wallace Hopper cosmetics, Immac liquid deodorant, Jad Salts, Jo Cur Wave set, Kolynos tooth paste and tooth powder, Neel Depilatory, Louis Philippe lipstick, Tassid, Tiz foot powder and tablets, Kriptin, Hope denture cleanser and adhesive and Melcalose Sperti Bio Dyne Ointment. Adv. Exec.: R. G. Rettig. Agencies: Sullivan Stauffer, Colwell & Bayles Inc., New York. Acct. Exec.: Clemens Hathaway (BI-So-Dol mints and powder); John F. Murray Adv., New York. Acct. Exec.: Alice Carle (Anacin, Freezone, Heet, Outgro, Jad Salts, Hill's Nose Drops and Cascara Quinine tablets); Blow Co., New York. Acct. Exec.: Daniel Rodgers (Kolynos toothpaste, tooth powder and Melcalose tablets); Lawrence C. Gum-

biner Adv., New York. Acct. Exec.: Milton Goodman (Edna Wallace Hopper cosmetics); Cecil & Presbery Inc., New York. Acct. Exec.: Samuel Dalsimer (Petro-Syllium, Kriptin and Edna Wallace Hopper); Victor van der Linde Co., New York (Guards cold tablets); Ruthrauf & Ryan, Cincinnati (Sperti-Bio-Dyne ointment).

WHITE'S AUTO STORES, 1509 Lamar, Wichita Falls, Tex., miscellaneous products. Adv. Exec.: Charles H. Brice.

WHITING MILK Co., 40 Cambridge, Charlestown, Mass., milk, cream and dairy products. Adv. Exec.: Charles E. Herlihy. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: Charles F. Hutchinson.

WEBOLDT STORES Inc., 108 S. Ashland St., Chicago, department store merchandise. Adv. Exec.: E. T. Sullivan. Agency: Needham, Louis & Brorby Inc., Chicago.

THE GEORGE WIEDEMANN BREWING Co., 601 Columbia St., Newport, Ky., Wiedemann's Bohemian and Royal Amber beer. Adv. Exec.: H. Tracy Balcom Jr. Agency: Tatham-Laird Inc., Chicago. Acct. Exec.: Newton Cross.

JOSEPH WIESNER ORIGINALS Inc., 379 Fifth Ave., New York, costume jewelry. Agency: E. T. Howard Co., New York.

THE WIESSNER BREWING Co., 1108 Hillen St., Baltimore, Wiessner's premium beer. Agency: Dundon & Rosenbush Co., Baltimore. Acct. Exec.: E. H. Huggins.

WIGGINS CHEMICAL Co., 205 Vine, Cincinnati, Wigg's waterless cleanser. Adv. Exec.: Stanley R. Wiggins. Agency: Associated Adv. Agency, Cincinnati.

WILBERT PRODUCTS Co., 805 E. 139th, New York City, No-Rub floor wax, furniture polish, No-Rub white shoe cleaner, No-Rub shoe polishes, Wilbert's ammonia, paste and liquid wax, paste shoe polishes, Javex liquid bleach, Dot cleanser and Fixit scratch removing furniture polish. Agency: Charles W. Hoyt Co., New York.

WILBUR-ELLIS Co., 320 California St., San Francisco, Southern Star fish. Agency: West-Marquis Inc., San Francisco. Acct. Exec.: Hal Marquis.

WILCOX-GAY Corp., Charlotte, Mich., Recordio recorder, radio-phonograph combination and TV receivers. Adv. Exec.: Joseph G. DeVico. Agency: Wallace-Lindeman Inc., Grand Rapids. Acct. Exec.: C. S. Blakeslee.

WILDROOT Co., 1740 Bailey Ave., Buffalo, Wildroot toilet preparations and Frostilla hand lotion. Adv. Exec.: J. W. Maurer. Agencies: BBDO, New York. Acct. Exec.: A. D. Lehmann; A. J. Denne & Co. Ltd., Toronto.

JOHN H. WILKINS Co., 525-537 R. 1 Ave., N. E., Washington, D. C., Wilkins tea, tea balls and coffee. Agency: Lewis Edwin Ryan Inc., Washington. Acct. Exec.: J. Robert Corry.

WILL & BAUMER CANDLE Co., Syracuse, church and fancy candles and kindred articles. Adv. Exec.: Howard C. Will. Agency: Barlow Adv. Inc., Syracuse.

OSCAR H. WILL & Co., 322 4th St., Bismarck, N. D., seeds, nursery stock and flowers. Adv. Exec.: George F. Will. Agency: Lessing Adv. Co., Des Moines.

WILLARD HOTEL, 14th & Penn. Ave., N. W., Washington, D. C. Agency: Gershuny Assocs., Chicago.

WILLARD TABLET Co., 9 W. Washington St., Chicago, Willard's tablets (S). Adv. Exec.: T. S. Donahue. Agency: First United Broadcasters, Chicago. Acct. Exec.: Hugh Rager.

THE J. B. WILLIAMS Co., Glastonbury, Conn., shaving and toilet soaps, toilet preparations, Conti products, Skat, Skol and Skolex. Agencies: J. Walter Thompson Co., New York. Acct. Exec.: Samuel W. Meek; Birmingham, Castleman & Pierce, New York (Conti products).

WILLIAMS SLK LABS., 205 W. Highland Ave., Milwaukee, William's formula, William's Rux, Gasa tablets, William's Vitmex tablets, Williams Liquid vitamin compound, William's B complex and William's pharmaceuticals. Adv. Exec.: Stanley Williams. Agency: Advance Adv. Agency, Milwaukee.

WILLIAMSON CANDY Co., 4701 Armitage St., Chicago, Oh Henry and Party Pak candies. Agency: Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

WILLIAMSON-DICKIE Mfg. Co., 509 W. Vickery Blvd., Ft. Worth, Dickie work clothes. Adv. Exec.: E. G. Elliott. Agency: Evans & Assocs. Adv., Ft. Worth. Acct. Exec.: Stanley Schlenker.

WILMAR Mfg Co., Hancock & Lehigh Aves., Philadelphia, peanut butter. Adv.

Exec.: Robert B. Reinhart. Agency: Integrity Adv., Philadelphia. Acct. Exec.: Arthur Engleman.

WILSHIRE OIL Co., 1206 Maple Ave., Los Angeles, gasoline. Agency: Dan B. Miner Co., Los Angeles. Acct. Exec.: J. C. Morse.

WILSON BROTHERS, 2503 N. Delaware St., Springfield, Mo., hooked rug supplies. Agency: Ralph Neims Inc., Springfield.

WILSON GARMENT Mfg. Co., 337 S. Franklin St., Chicago, Youthmore coats and suits. Adv. Exec.: Harold Rosenberg. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: Marshall Kissell.

WILSON LINE Inc., Chestnut St. Wharf, Philadelphia, steamship line. Adv. Exec.: Frank Weber. Agency: J. Robert Mendis Inc., Philadelphia.

WILSON MILK Co., 728 Chamber of Commerce Bldg., Indianapolis, Wilson's evaporated milk. Adv. Exec.: George E. Reis. Agency: Keeling & Co., Indianapolis. Acct. Exec.: L. H. Stormont.

WILSON SPORTING GOODS Co., 2037 N. Campbell Ave., Chicago, sporting and athletic goods. Adv. Exec.: Mark Cox. Agency: Ewell & Thurber Assocs., Chicago. Acct. Exec.: J. S. Ewell.

AR. WINARICK Inc., 805 E. 140th, New York City, Jeris hair tonic, Herpicide hair tonic and Jeris talc. Agency: Kastor, Farrell, Chesley & Clifford Inc., New York. Acct. Exec.: H. Kastor Kahn.

WINCHARGER Corp., E. 7th & Division St., Sioux City, wind-electric plants, tractor powered and engine driven electric generators from 250 watts to 30 kw; Fractional H. P. motors; antenna tower supports and antenna towers. Adv. Exec.: Harry D'Almaine. Agencies: Critchfield & Co., Chicago; Atlas Adv. Agency, Sioux City. Acct. Exec.: Milton Bolstein; Export Adv. Inc., Chicago (foreign).

WINE GROWERS GUILD, Lodi, Calif., Guild wine. Adv. Exec.: William V. Shafner. Agency: Dancer, Fitzgerald & McDougal, San Francisco.

WINGS SHIRT Co., 4 W. 33d, New York. Wings shirts. Agency: Zlowe Co., New York. Acct. Exec.: Lee Babin.

WINSLOW CHIP Co., Green St., Marblehead, Mass., Winslow's potato chips, popcorn and canned potato sticks. Adv. Exec.: Carl Frost. Agency: Harry M. Frost Co., Boston.

WINTERSMITH CHEMICAL Co., 649 W. Hill St., Louisville, Wintersmith's tonic. Agencies: Doe-Anderson Adv., Louisville. Acct. Exec.: Warwick Anderson; Irwin Vladimir & Co., Chicago. Acct. Exec.: Richard H. Hobbs.

WISCONSIN DELLS CHAMBER OF COMMERCE, 314 Broadway, Wisconsin Dells, Wis. Agency: Reincke, Meyer & Finn Inc., Chicago. Acct. Exec.: Wallace Meyer.

WISCONSIN & MICHIGAN STEAMSHIP Co., 350 N. Plankinton Ave., Milwaukee, freight and passenger transportation. Adv. Exec.: Frank J. Knoblauch. Agency: Arthur Meyerhoff & Co., Milwaukee. Acct. Exec.: George Grabin.

WISCONSIN STATE DEPT. OF AGRICULTURE, State Capitol, Madison, Wis., Wisconsin State Brand cheese and Wisconsin creamery butter. Agency: Klaus Van Pietersen-Dunlap Assocs., Milwaukee. Acct. Exec.: Robert Long.

WISE POTATO CHIP Co., Berwick, Pa., Wise potato chips. Adv. Exec.: Percy C. Wilson. Agency: Lynn-Fieldhouse, Wilkes-Barre, Pa. Acct. Exec.: S. C. B. Lynn.

WILLIAM H. WISE & Co., 50 W. 47th St., New York, books. Adv. Exec.: Fred C. Breisemeler. Agency: Huber Hoge & Sons, New York. Acct. Exec.: Cecil Hoge.

WOFFORD OIL Co., of Georgia, 140 Spring St., S. W., Atlanta, Pure-Pep and Purelub pure oil products. Agency: Leo Burnett Co., Chicago.

WOLF & DESSAUER, 923 S. Calhoun St., Fort Wayne, Ind., apparel, footwear and accessories. Adv. Exec.: William D. Einhorn. Agency: Dowd, Redfield & Johnstone Inc., New York.

WOLFE NURSERY, Stephenville, Tex., fruit trees and ornamentals. Adv. Exec.: Rose R. Wolfe.

WOMRATH BOOKSHOPS & LIBRARIES Inc., 421 Hudson St., New York, books for sale and rent, gifts and cards.

WONDER BOOKS Inc., 1107 Broadway, New York, children's 25c books. Adv. Exec.: T. C. Anderson. Agency: Sussman & Sugar Inc., New York. Acct. Exec.: Melvin Fauer.

WONDER ORANGE Co., 223 W. Erie St., Chicago, Wonder Orange flavoring

syrups and bases and Eze orange. Adv. Exec.: Clayton J. Howel. Agency: Frances Hooper Adv. Chicago.

A. R. WOOD Mfg. Co., Luverne, Minn., radiant heat gas brooder and vaporizers. Agencies: Long Adv., San Jose; Chester A. Ettinger Adv., Cedar Rapids, Iowa.

WOODEN SHOE BREWING Co., Minster, Ohio, Wooden Shoe beer.

WOODMEN ACCIDENT Co., Lincoln, accident and health insurance. Agency: R. J. Potts-Calkins & Holden Inc., Kansas City.

HOTEL WOODSTOCK, 127 W. 43d, New York. Agency: Flint Adv. Assocs., New York. Acct. Exec.: Jos. D. Lubell.

WOOL BUREAU Inc., 16 W. 46th, New York, men's and women's wool apparel. Adv. Exec.: F. Eugene Ackerman. Agency: Grey Adv. Inc., New York.

THE WOOLFOAM Corp., 27-01 Bridge Plaza N., Long Island City, Woolfoam for woollens. Adv. Exec.: B. L. Roberts. Agency: Dowd, Redfield & Johnstone Inc., New York City. Acct. Exec.: L. L. Redfield.

WOOLRICH WOOLEN MILLS, Woolrich, Pa., cloth, work and sport garments. Adv. Exec.: J. W. Rich. Agency: Hutchins Adv. Co., Rochester.

C. A. WOOLSEY PAINT & COLOR Co., 229 E. 42d St., New York, marine and house paints, varnishes and enamels. Adv. Exec.: W. B. Hanft. Agency: Hicks & Greist Inc., New York. Acct. Exec.: C. Halverson.

F. W. WOOLWORTH Co., 233 Broadway, New York, Woolworth stores. Adv. Exec.: E. C. Burman. Agency: Lynn Baker Inc., New York.

WORD OF LIFE FELLOWSHIP Inc., 140 Nassau St., New York. Agency: Walter Bennett & Co., Chicago.

WORTH'S Inc., 6120 Easton Ave., St. Louis, women's apparel. Adv. Exec.: Alvin Goldfarb. Agency: The Harold Kirsch Co., St. Louis. Acct. Exec.: Harold Kirsch.

WORTZ BISCUIT Co., Box 629, Fort Smith, Ark., Ten-Der-Rist crackers and biscuits. Adv. Exec.: Carl Wortz 3d. Agency: Gibbons Adv. Agency, Tulsa.

WEIGHT AERONAUTICAL DIV., Woodridge, N. J., cyclone aircraft engines. Agency: Cyclones Dallas Reach Co., Newark. Acct. Exec.: D. G. Cutler. E. T. WRIGHT & Co., Rockland, Mass., Wright arch preserver shoes for men and Wright Measure Made shoes. Adv. Exec.: L. McCarthy. Agency: H. B. Humphrey, Alley & Richards Inc., Boston.

WEIGHT Mfg. Co., 5223 Post Oak Rd., Houston, Weight Rubber tile. Agency: Brennan Adv. Agency, Houston. Acct. Exec.: W. T. Morris.

WRIGHT & MCGILL Co., 1463 York St., Denver, fishing tackle, supplies and Eagle Claw fish hooks. Adv. Exec.: S. M. Wright. Agency: Wayne Welch Inc., Denver. Acct. Exec.: Felix Pogliano Jr.

WILLIAM WRIGLEY JR. Co., 410 N. Michigan Ave., Chicago, Wrigley's chewing gum. Adv. Exec.: Henry L. Webster. Agencies: Arthur Meyerhoff & Co., Chicago (car cards and radio). Acct. Exec.: A. E. Meyerhoff; Charles W. Wrigley Co., Chicago (outdoor). Acct. Exec.: Charles Wrigley; Frances Hooper Adv., Chicago (magazines). Acct. Exec.: Frances Hooper; Ruthrauf & Ryan Inc., Chicago (business paper campaign and radio).

THE RUDOLPH WURLITZER Co., 105 W. Adams St., Chicago, pianos, accordions, automatic phonographs, musical instruments and Wurlitzer electronic organs. Agencies: Leo Burnett Co., Chicago (pianos, accordions and electronic organs); Landsaft & Barber Inc., Buffalo (automatic phonograph).

THE WYATT Mfg. Co., 500 N. 5th St., Salina, Kan., Jayhawk stackers, sweep-rakes and hydraulic loaders and attachments, bazooka grain augers and Jayhawk field sprayers. Agency: Potts-Turnbull Adv. Co., Kansas City. Acct. Exec.: Frank Little.

WYLER & Co., 1050 W. Fullerton Ave., Chicago, packaged soups, bouillon cubes and dehydrated vegetables. Adv. Exec.: Arma S. Wyler. Agency: Weiss & Geller Inc., Chicago.

WYLER WATCH AGENCY Inc., 630 Fifth Ave., New York, Swiss watches. Adv. Exec.: Alfred Wyler. Agency: Zlowe Co., New York.

WYNN OIL Co., 1151 W. 5th St., Azusa, Calif., Wynn's friction proofing oil. Adv. Exec.: Norman S. Maxwell. Agency: BBDO, Los Angeles. Acct. Exec.: Paul Russell.

WYPE Corp., 2241 Gravois, St. Louis, Wype paint auto enamels. Adv. Exec.:

U. S. AM BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 1, 1953)

* CP granted for increase in power. † Construction permit for new station. ‡ Special authorization for power or frequency. CP—Construction permit for frequency L—Limited time; operates night hours only when dominant station is not operating. DA—Directional antenna. D—Daytime operation. LS—Local sunset N—Night. U—Unlimited time. SH—Specified hours. Class of Station shown in parentheses.

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
550 KC. REGIONAL											
KOY	Phoenix, Ariz. (III-A)	LS-5,000	KMON	Great Falls, Mont. (III-A)	DA-N-5,000	KCNA	Tucson, Ariz. (III)	LS-5,000	KVNU	Logan, Utah (III-B)	DA-N-1,000
KAFY	Bakersfield, Cal. (III-A)	DA-1,000	WGAI	Elizabeth City, N. C. (III-A)	LS-1,000	KMJ	Fresno, Cal. (III-A)	5,000	WLS	Roanoke, Va. (III-B)	DA-1,000
KFMB	San Diego, Cal. (III-B)	DA-1,000	WFIL	Philadelphia, Pa. (III-A)	DA-U-N-500	WDBO	Orlando, Fla. (III-A)	DA-N-5,000	KWIE	Kennewick, Wash. (III)	DA-N-1,000
WGGA	Gainesville, Ga. (III)	LS-5,000	WIS	Columbia, S. C. (III-A)	DA-N-5,000	WGAC	Augusta, Ga. (III-B)	LS-5,000	KFAR	Fairbanks, Alaska (III-A)	5,000
KFRM	Kansas City, Mo. (III)	DA-D-5,000	WHBQ	Memphis, Tenn. (III-B)	LS-5,000	KFXD	Nampa, Ida. (III-B)	DA-N-1,000	620 KC. REGIONAL		
KSD	St. Louis, Mo. (III-A)	DA-N-5,000	KFDM	Beaumont, Tex. (III-A)	DA-U-N-1,000	WILL	Urbana, Ill. (III)	DA-D-5,000	KTAR	Phoenix, Ariz. (III-A)	DA-N-5,000
KOPR	Butte, Mont. (III-B)	DA-N-1,000	KPQ	Wenatchee, Wash. (III-A)	DA-N-5,000	KSAC	Manhattan, Kan. (III-B)	LS-5,000	KNGS	Hanford, Cal. (III-B)	DA-N-1,000
WGR	Buffalo, N. Y. (III-A)	DA-N-5,000	WJLS	Beckley, W. Va. (III-B)	LS-1,000	WIBW	Topeka, Kan. (III-A)	DA-N-5,000	WSUN	St. Petersburg, Fla. (III-A)	DA-N-5,000
KFYR	Bismarck, N. D. (III-A)	DA-N-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	KALB	Alexandria, La. (III-B)	LS-5,000	†WTRF	La Grange, Ga. (III)	D-500
WKRC	Cincinnati, O. (III-B)	LS-5,000	WMCA	New York, N. Y. (III-A)	DA-5,000	WTAG	Worcester, Mass. (III-A)	DA-N-1,000	KWAL	Wallace, Idaho (III-B)	DA-N-1,000
KOAC	Corvallis, Ore. (III-A)	DA-U-N-1,000	WSYR	Syracuse, N. Y. (III-A)	DA-5,000	WHP	Harrisburg, Pa. (III-A)	DA-5,000	KCOM	Sioux City, Ia. (III-B)	DA-1,000
WPAW	Pawtucket, R. I. (III)	D-1,000	WWNC	Asheville, N. C. (III-A)	DA-N-5,000	WCHS	Charleston, W. Va. (III-A)	DA-N-5,000	WLBZ	Bangor, Me. (III-A)	DA-N-5,000
KCRS	Midland, Tex. (III-B)	LS-5,000	WKBN	Youngstown, O. (III-A)	DA-N-5,000	WKTY	La Crosse, Wis. (III-B)	DA-1,000	WRBC	Jackson, Miss. (III-B)	DA-N-1,000
KTSA	San Antonio, Tex. (III-A)	DA-N-5,000	WFAX	Youngstown, O. (III-A)	DA-N-5,000	KABI	Ketchikan, Alaska (III)	LS-1,000	WVWJ	Newark, N. J. (III-A)	DA-5,000
WDEV	Waterbury, Vt. (III-B)	DA-1,000	WFAA	Dallas, Tex. (III-A)	DA-5,000	WKAQ	San Juan, P. R. (III-A)	5,000	WAGE	Syracuse, N. Y. (III-B)	DA-N-1,000
WSVA	Harrisonburg, Va. (III)	DA-N-1,000	WBAP	Ft. Worth, Tex. (III-A)	DA-5,000	590 KC. REGIONAL			WDNC	Durham, N. C. (III-B)	LS-5,000
WLIN	Merrill, Wisc. (III)	DA-N-1,000	KUTA	Salt Lake City, Utah (III-A)	DA-5,000	WRAG	Carrollton, Ala. (III)	D-1,000	KGW	Portland, Ore. (III-A)	DA-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	KVI	Seattle, Wash. (III-A)	5,000	†KBEH	Hot Springs, Ark. (III)	D-1,000	WHJB	Greensburg, Pa. (III-B)	LS-1,000
KENI	Anchorage, Alaska (III-A)	5,000	WMAM	Marinette, Wis. (IV)	LS-250	KFKM	San Bernardino, Cal. (III-B)	DA-1,000	WROL	Knoxville, Tenn. (III-A)	DA-5,000
KMVI	Walluku, T. H. (III-A)	1,000	WTUS	Tuskegee, Ala. (III)	D-500	KCSJ	Pueblo, Colo. (III-B)	DA-1,000	KWFT	Wichita Falls, Tex. (III-A)	DA-N-5,000
WPAB	Ponce, P. R. (III)	LS-5,000	580 KC. REGIONAL			WDLF	Panama City, Fla. (III-B)	DA-N-1,000	WCAX	Burlington, Vt. (III-A)	DA-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WTUS	Tuskegee, Ala. (III)	D-500	WAGL	Waycross, Ga. (III)	D-1,000	WWNR	Beckley, W. Va. (III)	LS-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	570 KC. REGIONAL			WAGB	Atlanta, Ga. (III-A)	DA-N-5,000	WTMJ	Milwaukee, Wis. (III-A)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WGAD	Gadsden, Ala. (III)	D-1,000	KID	Idaho Falls, Ida. (III)	LS-5,000	630 KC. REGIONAL		
WVMI	Wausau, Wis. (III)	DA-5,000	WKNO	Alturas, Cal. (III)	D-1,000	WVLC	Lexington, Ky. (III-B)	DA-1,000	WAVU	Albertville, Ala. (III)	D-500
WVMI	Wausau, Wis. (III)	DA-5,000	KLAC	Los Angeles, Cal. (III-A)	LS-5,000	WEEI	Boston, Mass. (III-A)	DA-5,000	KVMA	Magnolia, Ark. (III)	D-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	WGMS	Washington, D. C. (III)	D-1,000	WKZO	Kalamazoo, Mich. (III-A)	DA-N-5,000	†KXXL	Montreux, Cal. (III)	D-500
WVMI	Wausau, Wis. (III)	DA-5,000	WACL	Waycross, Ga. (III)	D-1,000	WOW	Omaha, Neb. (III-A)	5,000	KVOD	Denver, Colo. (III-A)	DA-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WKYB	Paducah, Ky. (III)	DA-U-N-500	WROW	Albany, N. Y. (III-B)	LS-5,000	WMAL	Washington, D. C. (III-A)	DA-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WGTM	Wilson, N. C. (III-A)	DA-5,000	WSAV	Savannah, Ga. (III-A)	DA-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WMCA	New York, N. Y. (III-A)	DA-5,000	KUGN	Eugene, Ore. (III)	DA-N-1,000	KIDO	Boise, Idaho (III)	DA-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WSYR	Syracuse, N. Y. (III-A)	DA-5,000	WARM	Scranton, Pa. (III)	DA-5,000	WLAP	Lexington, Ky. (III)	LS-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WWNC	Asheville, N. C. (III-A)	DA-N-5,000	WMBS	Uniontown, Pa. (III-B)	DA-N-1,000	WJMS	Ironwood, Mich. (III-B)	DA-U-N-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	WKBN	Youngstown, O. (III-A)	DA-N-5,000	KTBC	Austin, Tex. (III-B)	LS-5,000	WQAN	Scranton, Pa. (III)	D-500
WVMI	Wausau, Wis. (III)	DA-5,000	WFAX	Youngstown, O. (III-A)	DA-N-5,000	KSUB	Cedar City, Utah (III-B)	DA-N-1,000	WPRO	Providence, R. I. (III-A)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WBAP	Ft. Worth, Tex. (III-A)	DA-5,000	WLVA	Lynchburg, Va. (III-B)	DA-1,000	KGFX	Pierre, S. D. (IV)	D-200
WVMI	Wausau, Wis. (III)	DA-5,000	KUTA	Salt Lake City, Utah (III-A)	DA-5,000	KHQP	Spokane, Wash. (III-A)	5,000	KMAC	San Antonio, Tex. (III-A)	DA-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	KVI	Seattle, Wash. (III-A)	5,000	KGMB	Honolulu, T. H. (III-A)	5,000	KJNO	Juneau, Alaska (III)	LS-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	WMAM	Marinette, Wis. (IV)	LS-250	600 KC. REGIONAL			KPOA	Honolulu, T. H. (III-A)	5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WTUS	Tuskegee, Ala. (III)	D-500	KVCV	Redding, Cal. (III-B)	DA-1,000	640 KC. CLEAR		
WVMI	Wausau, Wis. (III)	DA-5,000	560 KC. REGIONAL			KFSD	San Diego, Cal. (III-B)	DA-5,000	KFI	Los Angeles, Calif. (I-A)	50,000
WVMI	Wausau, Wis. (III)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WICC	Bridgeport, Conn. (III-B)	LS-1,000	WOL	Ames, Ia. (II)	D-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WMCA	New York, N. Y. (III-A)	DA-5,000	WPDQ	Jacksonville, Fla. (III-A)	DA-U-N-500	WHKK	Akron, O. (II)	LS-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	WSYR	Syracuse, N. Y. (III-A)	DA-5,000	WMT	Cedar Rapids, Ia. (III-A)	DA-N-5,000	WNAD	Norman, Okla. (II)	D-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	WWNC	Asheville, N. C. (III-A)	DA-N-5,000	WMRY	New Orleans, La. (III)	D-500	650 KC. CLEAR		
WVMI	Wausau, Wis. (III)	DA-5,000	WKBN	Youngstown, O. (III-A)	DA-N-5,000	WCAO	Baltimore, Md. (III-A)	DA-5,000	WSM	Nashville, Tenn. (I-A)	50,000
WVMI	Wausau, Wis. (III)	DA-5,000	WFAX	Youngstown, O. (III-A)	DA-N-5,000	WTAC	Flint, Mich. (III-B)	LS-1,000	KRCT	Baytown, Tex. (II)	D-250
WVMI	Wausau, Wis. (III)	DA-5,000	WBAP	Ft. Worth, Tex. (III-A)	DA-5,000	KGEZ	Kalispell, Mont. (III)	DA-1,000	660 KC. CLEAR		
WVMI	Wausau, Wis. (III)	DA-5,000	KUTA	Salt Lake City, Utah (III-A)	DA-5,000	WSJS	Winston-Salem, N. C. (III-A)	DA-5,000	KOWH	Omaha, Neb. (II)	D-500
WVMI	Wausau, Wis. (III)	DA-5,000	KVI	Seattle, Wash. (III-A)	5,000	KSJB	Jamestown, N. D. (III-A)	DA-5,000	WNBC	New York, N. Y. (I-A)	DA-50,000
WVMI	Wausau, Wis. (III)	DA-5,000	WMAM	Marinette, Wis. (IV)	LS-250	WREC	Memphis, Tenn. (III-A)	DA-5,000	WESC	Greenville, S. C. (II)	D-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WTUS	Tuskegee, Ala. (III)	D-500	KROD	El Paso, Tex. (III-A)	DA-5,000	KSKY	Dallas, Tex. (II)	D-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	580 KC. REGIONAL			KERB	Kermit, Tex. (III)	DA-D-1,000	†KFFR	Fairbanks, Alaska (III-A)	10,000
WVMI	Wausau, Wis. (III)	DA-5,000	WGAD	Gadsden, Ala. (III)	D-1,000	KTTB	Tyler, Tex. (III)	LS-500	670 KC. CLEAR		
WVMI	Wausau, Wis. (III)	DA-5,000	WKNO	Alturas, Cal. (III)	D-1,000	KFQD	Anchorage, Alaska (III)	5,000	WMAQ	Chicago, Ill. (I-A)	50,000
WVMI	Wausau, Wis. (III)	DA-5,000	KLAC	Los Angeles, Cal. (III-A)	LS-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	680 KC. CLEAR		
WVMI	Wausau, Wis. (III)	DA-5,000	WGMS	Washington, D. C. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	D-1,000	KNBC	San Francisco, Cal. (I-B)	50,000
WVMI	Wausau, Wis. (III)	DA-5,000	WACL	Waycross, Ga. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	D-1,000	WFIN	St. Petersburg, Fla. (II)	D-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	WKYB	Paducah, Ky. (III)	DA-U-N-500	WVMI	Biloxi, Miss. (III)	D-1,000	WCTT	Corbin, Ky. (II)	DA-N-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	D-1,000	WCBM	Baltimore, Md. (II)	LS-10,000
WVMI	Wausau, Wis. (III)	DA-5,000	WMCA	New York, N. Y. (III-A)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-U-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WSYR	Syracuse, N. Y. (III-A)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-50,000
WVMI	Wausau, Wis. (III)	DA-5,000	WWNC	Asheville, N. C. (III-A)	DA-N-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	WKBN	Youngstown, O. (III-A)	DA-N-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WFAX	Youngstown, O. (III-A)	DA-N-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	LS-1,000
WVMI	Wausau, Wis. (III)	DA-5,000	WBAP	Ft. Worth, Tex. (III-A)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-U-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	KUTA	Salt Lake City, Utah (III-A)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-50,000
WVMI	Wausau, Wis. (III)	DA-5,000	KVI	Seattle, Wash. (III-A)	5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	D-250
WVMI	Wausau, Wis. (III)	DA-5,000	WMAM	Marinette, Wis. (IV)	LS-250	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-50,000
WVMI	Wausau, Wis. (III)	DA-5,000	WTUS	Tuskegee, Ala. (III)	D-500	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	D-250
WVMI	Wausau, Wis. (III)	DA-5,000	580 KC. REGIONAL			WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	LS-10,000
WVMI	Wausau, Wis. (III)	DA-5,000	WGAD	Gadsden, Ala. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-10,000
WVMI	Wausau, Wis. (III)	DA-5,000	WKNO	Alturas, Cal. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	KLAC	Los Angeles, Cal. (III-A)	LS-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WGMS	Washington, D. C. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WACL	Waycross, Ga. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WKYB	Paducah, Ky. (III)	DA-U-N-500	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WMCA	New York, N. Y. (III-A)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WSYR	Syracuse, N. Y. (III-A)	DA-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WWNC	Asheville, N. C. (III-A)	DA-N-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5,000	WKBN	Youngstown, O. (III-A)	DA-N-5,000	WVMI	Biloxi, Miss. (III)	D-1,000	WVMI	Biloxi, Miss. (III)	DA-N-5,000
WVMI	Wausau, Wis. (III)	DA-5									

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
KSDN	Aberdeen, S. D. (III-B)	DA-1,000	KSYL	Alexandria, La. (III-B)	DA-N-1,000	WAPF	McComb, Miss. (II)	D-250	WLBB	Carrollton, Ga. (II)	D-250
KDET	Center, Tex. (III)	D-1,000	WCSH	Portland, Me. (III-A)	DA-N-5,000	KCHI	Chillicothe, Mo.	D-250	WHLI	Hempstead, N. Y. (II)	D-250
KITE	San Antonio, Tex. (II)	D-1,000	WKHM	Jackson, Mich. (III)	DA-N-1,000	KJCF	Festus, Mo. (II)	D-250	WTAM	Cleveland, O. (I-A)	50,000
WSAZ	Huntington, W. Va. (III-B)	LS-5,000	KOOK	Billings, Mont. (III-A)	DA-N-1,000	KRVN	Lexington, Neb. (II)	DA-D-25,000	WGPA	Bethlehem, Pa. (II)	D-250
WLEB	Stevens Point, Wis. (III)	DA-N-1,000	†KNBR	North Platte, Neb. (III)	DA-D-1,000	WINS	New York, N. Y. (II)	DA-50,000	1110 KC CLEAR		
KTKN	Ketchikan, Alaska (III-A)	1,000	WAAT	Newark, N. J. (III-B)	LS-5,000	WABZ	Albemarle, N. C. (II)	D-1,000	KXLA	Pasadena, Cal. (II)	DA-10,000
940 KC.	(Mexican & Canadian) CLEAR		WEBR	Buffalo, N. Y. (III-A)	DA-5,000	WELS	Albion, N. C.	D-1,000	WALT	Tampa, Fla. (II)	D-1,000
KFRE	Fresno, Cal. (II)	DA-50,000	†WCHN	Norwich, N. Y. (III)	D-500	WHIN	Gallatin, Tenn. (II)	D-1,000	WMBI	Chicago, Ill. (II)	LS-5,000
WINZ	Hollywood, Fla. (II)	DA-1,000	WDAY	Fargo, N. D. (III-A)	D-1,000	KAMQ	Amarillo, Tex. (II)	LS-1,000	WFAB	Omaha, Neb. (I-B)	DA-N-50,000
WMAZ	Macon, Ga. (II)	DA-10,000	WICA	Ashtabula, O. (III-B)	DA-U-N-1,000	KMLW	Marlin, Tex.	D-250	WBT	Charlotte, N. C. (I-B)	DA-N-50,000
WMTX	Mt. Vernon, Ill. (II)	D-1,000	KAKC	Tulsa, Okla. (III-B)	LS-1,000	WMEV	Marion, Va. (II)	D-1,000	KBND	Bend, Ore.	DA-N-1,000
KIOA	Des Moines, Ia. (II)	LS-10,000	KOIN	Portland, Ore. (III-A)	DA-U-N-500	WSPT	Stevens Point, Wis. (II)	D-250	WNAR	Norristown, Pa. (II)	D-500
WTFS	New Orleans, La. (II)	LS-1,000	WWSW	Pittsburgh, Pa. (III-A)	DA-N-5,000	1020 KC CLEAR			WHIM	Providence, R. I.	D-1,000
WESA	Charleroi, Pa. (II)	D-250	WJMX	Florence, S. C. (II)	LS-5,000	KFVD	Los Angeles, Cal. (II)	LS-5,000	KIPA	Hilo, T. H. (II)	1,000
KLYN	Amarillo, Tex. (II)	DA-1,000	WRCB	Ft. Worth, Tex. (III)	D-1,000	WPEO	Peoria, Ill. (II)	D-1,000	WVJP	Caguas, P. R. (II)	250
WIPR	Rio Piedras, P. R. (II)	DA-10,000	KREM	Spokane, Wash. (III)	D-1,000	KDKA	Pittsburgh, Pa. (I-A)	50,000	1120 KC CLEAR		
950 KC REGIONAL			WVYO	Pineville, W. Va. (III)	D-1,000	WBZ	Boston, Mass. (I-B)	DA-50,000	WUST	Bethesda, Md. (II)	D-250
†WRMA	Montgomery, Ala. (III)	D-500	WHA	Madison, Wis. (III)	D-5,000	WBZA	Springfield, Mass. (II)	1,000	KMOX	St. Louis, Mo. (I-A)	50,000
KXJK	Forrest City, Ark. (III)	D-1,000	KHBC	Hilo, T. H. (III-A)	1,000	KOB	Albuquerque, N. M. (II)	10,000	WWOL	Lackawanna, N. Y. (II)	D-1,000
KFSA	Ft. Smith, Ark. (III-B)	LS-1,000	980 KC REGIONAL			†KWBU	Corpus Christi, Tex. (II)	D-50,000	KCLE	Cleburne, Tex. (II)	D-250
KFEL	Denver, Colo. (III-A)	DA-5,000	WKLF	Clanton, Ala. (II)	D-1,000	WHO	Des Moines, Iowa (I-A)	50,000	1130 KC. (U. S. & Canadian) CLEAR		
WLOF	Orlando, Fla. (III-A)	DA-N-5,000	KFWB	Los Angeles, Cal. (III-A)	5,000	KIXL	Dallas, Tex. (II)	D-1,000	KSDO	San Diego, Cal. (II)	LS-5,000
WGTA	Summerville, Ga. (III)	D-1,000	WRC	Washington, D. C. (III-A)	DA-N-5,000	1040 KC CLEAR			KWKH	Shreveport, La. (I-B)	DA-N-50,000
WGOV	Valdosta, Ga. (III-A)	LS-5,000	WKLY	Hartwell, Ga. (II)	D-1,000	WRFS	Alexander City, Ala. (II)	D-1,000	WCAR	Pontiac, Mich. (II)	D-1,000
KDSH	Boise, Ida. (III-A)	DA-N-5,000	KCJG	Shreveport, La. (III)	D-5,000	WCRI	Scottsboro, Ala. (II)	D-250	*Detroit	*LS-50,000	
WAAF	Chicago, Ill. (III)	D-1,000	WCAP	Lowell, Mass. (III)	D-1,000	KVLC	Little Rock, Ark. (II)	D-1,000	WDGY	Minneapolis, Minn. (II)	LS-50,000
KOEL	Oelwein, Ia.	DA-500	WPCB	Minneapolis, Minn. (III)	D-500	KVSM	San Mateo, Cal. (II)	D-250	WNEW	New York, N. Y. (I-B)	DA-U-N-25,000
†KJRG	Newton, Kans. (III)	D-500	KMBC	Kansas City, Mo. (III)	DA-N-5,000	WCWS	Wasco, Cal. (II)	D-1,000	WVLT	Valdosta, Ga. (III-A)	LS-5,000
WORL	Boston, Mass. (III)	D-5,000	KSGM	Ste. Genevieve, Mo. (III)	DA-500	KLMO	Longmont, Colo. (II)	D-250	WMIE	Miami, Fla. (II)	LS-10,000
WVJ	Detroit, Mich. (III-A)	DA-N-5,000	KICA	Clovis, N. M. (III)	DA-N-1,000	WVIV	Jacksonville, Fla. (II)	D-1,000	KGEM	Boise, Ida. (II)	DA-U-N-5,000
WARC	Rochester, N. Y. (III-B)	DA-1,000	WTRY	Troy, N. Y. (III-A)	DA-5,000	WHBO	Sulphur Springs, Fla. (II)	D-250	WSIV	Pekin, Ill. (II)	D-1,000
WIBX	Utica, N. Y. (III-A)	DA-5,000	WAAA	Winston-Salem, N. C. (III)	D-1,000	WJAZ	Albany, Ga. (II)	D-250	KLPR	Okla. City, Okla. (II)	D-1,000
WNCC	Barnesboro, Pa. (III)	D-500	WONE	Dayton, O. (III-A)	DA-5,000	WAUG	Augusta, Ga. (II)	D-250	KSOC	Sioux Falls, S. D. (II)	LS-10,000
WPEN	Philadelphia, Pa. (III-A)	DA-N-5,000	WILK	Wilkes-Barre, Pa. (III)	LS-5,000	WDZ	Decatur, Ill. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WSPA	Spartanburg, S. C. (III-A)	DA-N-5,000	KDSJ	Deadwood, S. D. (III)	DA-N-1,000	KGAR	Garden City, Kan. (II)	D-1,000	KORC	Mineral Wells, Tex. (II)	D-250
KWAT	Watertown, S. D. (III-B)	DA-N-1,000	WSIX	Nashville, Tenn. (III-A)	DA-N-5,000	WZJF	Covington, Ky. (II)	D-1,000	WRVA	Richmond, Va. (I-B)	DA-50,000
†WFR	Franklin, Tenn. (III)	D-1,000	KFRD	Rosenberg, Tex. (III)	D-1,000	WKTM	Mayfield, Ky. (II)	D-1,000	1150 KC REGIONAL		
KDSX	Denison, Tex. (III)	DA-500	WFHG	Bristol, Va. (III)	DA-1,000	WGAY	Silver Spring, Md. (II)	D-1,000	†WGEA	Geneva, Ala. (III)	D-1,000
KPRC	Houston, Tex. (III-A)	DA-5,000	WWOC	Manitowoc, Wis. (III)	D-1,000	WPAG	Ann Arbor, Mich. (II)	D-1,000	WJRD	Tuscaloosa, Ala. (III-B)	LS-5,000
KSEL	Lubbock, Tex. (III-B)	LS-1,000	990 KC. (Canadian) CLEAR			†KSIJ	Sedalia, Mo. (II)	D-1,000	WVLT	Valdosta, Ga. (III-A)	LS-5,000
WXGI	Richmond, Va. (III)	D-1,000	WVWF	Fayette, Ala. (II)	D-1,000	WACR	Columbus, Miss. (II)	D-250	WVTV	Wichita, Kan. (II)	DA-N-5,000
KJR	Seattle, Wash. (III-A)	DA-N-5,000	KWEM	W. Memphis, Ark. (II)	D-1,000	†KLEA	Lovington, N. Mex. (II)	D-250	WVTV	Wichita, Kan. (II)	DA-N-5,000
WKNA	Charleston, W. Va. (III-B)	LS-5,000	KECC	Pittsburg, Cal. (II)	DA-N-1,000	WVWG	New York, N. Y. (II)	DA-50,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
		DA-U-N-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWG	Tulsa, Okla. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WBRC	Birmingham, Ala. (III-A)	DA-N-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
†WMOZ	Mobile, Ala. (III)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KOOL	Phoenix, Ariz. (III-A)	DA-N-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KROW	Oakland, Cal. (III-A)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
†KVRV	Victoryville, Cal. (III)	D-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WELI	New Haven, Conn. (III-B)	DA-N-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WRFC	Athens, Ga. (III)	LS-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WVTV	South Bend, Ind. (III-A)	DA-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KMA	Shenandoah, Ia. (III-A)	DA-N-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
†KJRG	Newton, Kans. (III)	D-500	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
†KVRV	Victoryville, Cal. (III)	D-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WELI	New Haven, Conn. (III-B)	DA-N-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WBRC	Birmingham, Ala. (III-A)	DA-N-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WHAK	Rogers City, Mich. (III)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KLTF	Little Falls, Minn. (III)	D-500	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WABG	Greenwood, Miss. (III)	LS-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KFVS	Cape Girardeau, Mo. (III-B)	LS-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KNEB	Scottsbluff, Neb. (III)	LS-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WEAV	Plattsburg, N. Y. (III-B)	DA-U-N-500	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WFTC	Kinston, N. C. (III)	LS-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WWST	Wooster, O. (III)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KGWA	Enid, Okla. (III-B)	DA-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KIMP	Mt. Pleasant, Tex. (III)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KGKL	San Angelo, Tex. (III-B)	LS-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KOVO	Provo, Utah (III-B)	DA-N-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WDBJ	Roanoke, Va. (III-A)	DA-N-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KALE	Richmond, Wash. (III)	DA-N-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WTCH	Shawano, Wis. (III)	DA-N-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
970 KC REGIONAL			WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WERH	Hamilton, Ala. (III)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KNEA	Jonesboro, Ark. (III)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KBIS	Bakersfield, Cal. (III)	DA-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KBOX	Modesto, Cal. (III)	DA-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WFLA	Tampa, Fla. (III-A)	DA-N-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WGLS	Decatur, Ga. (III)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WVOP	Vidalia, Ga. (III)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WMAV	Springfield, Ill. (III)	LS-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WAVE	Louisville, Ky. (III-A)	DA-5,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
WAPF	McComb, Miss. (II)	D-250	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KCHI	Chillicothe, Mo.	D-250	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KJCF	Festus, Mo. (II)	D-250	WVWC	Wilmington, Conn. (II)	D-1,000	WVWC	Wilmington, Conn. (II)	D-1,000	WVTV	Wichita, Kan. (II)	DA-N-5,000
KRVN	Lexington, Neb. (II)	DA-D-25,000	WVWC	Wilmington, Conn. (II)	D-1,0						

AM Stations by Frequencies

(Continued from page 449)

Call Letters	City	Power in Watts
1170 KC. CLEAR		
WJWJ	Montgomery, Ala. (II)	LS-10,000
1180 KC. CLEAR		
WJWJ	Montgomery, Ala. (II)	DA-U-N-1,000
KCBQ	San Diego, Cal. (II)	LS-5,000
KLOK	San Jose, Cal. (II)	DA-N-1,000
WLBH	Mattoon, Ill. (II)	D-250
KSIT	Davenport, Ia. (II)	DA-1,000
KVOO	Tulsa, Okla. (I-B)	DA-N-50,000
KPUG	Bellingham, Wash. (II)	DA-1,000
WWVA	Wheeling, W. Va. (I-B)	DA-N-50,000
1190 KC. CLEAR		
WLDS	Jacksonville, Ill. (II)	D-1,000
WHAM	Rochester, N. Y. (I-B)	50,000
1190 KC. U. S. & Mexican CLEAR		
KGYW	Vallejo, Cal. (II)	D-250
WOWO	Ft. Wayne, Ind. (I-B)	10,000
WANN	Annapolis, Md. (II)	D-1,000
WKOK	Frammingham, Mass. (II)	D-1,000
WLIB	New York, N. Y. (II)	LS-1,000
KEXX	Portland, Ore. (I-B)	DA-50,000
KLIF	Dallas, Tex. (II)	LS-5,000
1200 KC. CLEAR		
WOAI	San Antonio, Tex. (I-A)	50,000
1210 KC. CLEAR		
WCNT	Centralia, Ill. (II)	D-1,000
WKNX	Saginaw, Mich. (II)	D-1,000
WADE	Wadesboro, N. C. (II)	D-1,000
WWSO	Springfield, O. (II)	D-250
WCAU	Philadelphia, Pa. (I-A)	50,000
1220 KC. (Mexican) CLEAR		
WEDR	Birmingham, Ala. (II)	D-1,000
WMFC	Monroeville, Ala. (II)	D-250
KVSA	McGehee, Ark. (II)	D-1,000
KIBE	Palo Alto, Calif. (II)	*D-1,000
KGMC	Englewood, Colo. (II)	D-1,000
WFEC	Miami, Fla. (II)	D-250
WFRF	Thomaston, Ga. (II)	D-250
WLRO	La Salle, Ill. (II)	D-250
WKBS	Waukegan, Ill. (II)	DA-D-1,000
*WLSM	Salem, Ind.	D-250
WKAM	Warsaw, Ind. (II)	D-250
KJAN	Atlantic, Ia. (II)	D-250
KORO	Ottawa, Kans. (II)	D-250
WSSH	Stillwater, Minn. (II)	D-250
*WMBD	Chickasha, Miss. (II)	D-250
KGMO	Cape Girardeau, Mo. (II)	D-250
WGNV	Newburgh, N. Y. (II)	D-1,000
*WRMT	Kings Mt., N. C. (II)	D-500
WREW	Reidsville, N. C. (II)	D-250
WGAR	Cleveland, O. (II)	DA-50,000
KGYN	Guyton, Okla. (II)	D-1,000
WRJB	Providence, R. I. (II)	D-250
KABR	Aberdeen, S. D. (II)	D-250
WFAK	Falls Church, Va. (II)	*D-500
1230 KC. LOCAL		
WAUD	Auburn, Ala. (IV)	250
WIBE	Enterprise, Ala. (IV)	250
WHBY	Haleyville, Ala. (IV)	250
WHPT	Huntsville, Ala. (IV)	250
WHTB	Talladega, Ala. (IV)	250
WTBC	Tuscaloosa, Ala. (IV)	250
KSUN	Bisbee, Ariz. (IV)	250
KGPH	Flagstaff, Ariz. (IV)	250
KGAN	Kingman, Ariz. (IV)	250
KRIZ	Phoenix, Ariz. (IV)	250
KCON	Conway, Ariz. (IV)	250
KFEW	Ft. Smith, Ark. (IV)	250
KBTM	Jonesboro, Ark. (IV)	250
KERO	Bakersfield, Cal. (IV)	250
KWTC	Barstow, Cal. (IV)	250
*KTES	Bishop, Cal. (IV)	250
KKO	El Centro, Cal. (IV)	250
KDAC	Fort Bragg, Cal. (IV)	250
KGVA	Los Angeles, Cal. (IV)	250
KPHL	Paso Robles, Cal. (IV)	250
KFVW	Stockton, Cal. (IV)	250
KRAI	Craig, Colo. (IV)	250
KEXO	Grand Junction, Colo. (IV)	250
KLVC	Leadville, Colo. (IV)	250
KDZA	Pueblo, Colo. (IV)	250
KGEK	Sterling, Colo. (IV)	D-250
WHTT	Hartford, Conn. (IV)	250
WGGG	Gainesville, Fla. (IV)	250
WONN	Lakeland, Fla. (IV)	250
WSSB	New Smyrna Beach, Fla. (IV)	100
WEAR	Pensacola, Fla. (IV)	250
WCNH	Quincy, Fla. (IV)	250
WJNO	West Palm Beach, Fla. (IV)	250
WDEC	Americus, Ga. (IV)	250
WJBF	Augusta, Ga. (IV)	250
WBFL	Dalton, Ga. (IV)	250
WFOM	Marietta, Ga. (IV)	250
WFRF	Savannah, Ga. (IV)	250
WAEX	Waycross, Ga. (IV)	250
KBLI	Burley, Ida. (IV)	250
KJBC	Rexburg, Ida. (IV)	250
KJCK	Bloomington, Ill. (IV)	250
WQIA	Moline, Ill. (IV)	250
WJOB	Hammond, Ind. (IV)	250
WSAL	Lansport, Ind. (IV)	250
WTCT	Tell City, Ind. (IV)	250
WBOW	Terre Haute, Ind. (IV)	250
KFBV	Marshalltown, Ia. (IV)	250
WHIR	Danville, Ky. (IV)	250
WHLN	Harlan, Ky. (IV)	250

Call Letters	City	Power in Watts
WHOP	Hopkinsville, Ky. (IV)	250
KLIC	Monroe, La. (IV)	250
WJBW	New Orleans, La. (IV)	250
KSLO	Opelousas, La. (IV)	250
WGUU	Bangor, Me. (IV)	250
WTHH	Baltimore, Md. (IV)	250
WDYK	Cumberland, Md. (IV)	250
WBSM	New Bedford, Mass. (IV)	100
WMNB	North Adams, Mass. (IV)	250
WESX	Salem, Mass. (IV)	250
WNEB	Worcester, Mass. (IV)	250
WJEF	Grand Rapids, Mich. (IV)	250
WKIB	River, Mich. (IV)	250
WMPC	Lapeer, Mich. (IV)	SH-250
WSOO	Sault Ste. Marie, Mich. (IV)	LS-250
WKLK	Cloquet, Minn. (IV)	250
KYSM	Mankato, Minn. (IV)	250
KTRF	Thief River Falls, Minn. (IV)	250
WVWV	Wadena, Minn. (IV)	250
WCMA	Corinth, Miss. (IV)	250
WHSY	Hattiesburg, Miss. (IV)	250
WSSO	Starkville, Miss. (IV)	250
WAZF	Yazoo City, Miss. (IV)	250
KSWM	Joplin, Mo. (IV)	250
KLWT	Lebanon, Mo. (IV)	250
KNCM	McBery, Mo. (IV)	250
KANA	Anaconda, Mont. (IV)	250
KBMN	Bozeman, Mont. (IV)	250
KXLO	Lewiston, Mont. (IV)	250
KLCB	Libby, Mont. (IV)	250
KIYI	Shelby, Mont. (IV)	250
KHAS	Hastings, Neb. (IV)	250
KELY	Ely, Nev. (IV)	250
KLAS	Las Vegas, Nev. (IV)	250
KWRN	Reno, Nev. (IV)	250
(CP from 1490 kc)		
WMOU	Berlin, N. H. (IV)	250
WTSV	Claremont, N. H. (IV)	250
WCMC	Wildwood, N. J. (IV)	250
KALG	Alamogordo, N. M. (IV)	250
KGAK	Gallup, N. M. (IV)	250
KFUN	Las Vegas, N. M. (IV)	250
KSWV	Roswell, N. M. (IV)	250
WENY	Elmira, N. Y. (IV)	250
WHUC	Hudson, N. Y. (IV)	250
WLEH	Little Falls, N. Y. (IV)	100
WLAS	White Plains, N. Y. (IV)	250
WFSK	Asheville, N. C. (IV)	250
WFAI	Fayetteville, N. C. (IV)	250
WMFR	High Point, N. C. (IV)	250
WNNC	Newton, N. C. (IV)	250
WCBT	Roanoke Rapids, N. C. (IV)	250
KDIX	Dickinson, N. D. (IV)	250
WCPO	Cincinnati, O. (IV)	250
WCOL	Columbus, O. (IV)	250
WIRO	Ironton, O. (IV)	250
WTOE	Toledo, O. (IV)	250
KADA	Ada, Okla. (IV)	250
WBBZ	Ponca City, Okla. (IV)	250
WGRM	Astoria, Ore. (IV)	250
KVAS	Coos Bay, Ore. (IV)	250
KOOS	Coos Bay, Ore. (IV)	250
KYJC	Medford, Ore. (IV)	250
KGON	Oregon City, Ore. (IV)	250
KODL	The Dalles, Ore. (IV)	LS-250
WHOL	Allentown, Pa. (IV)	N-100
WBVP	Beaver Falls, Pa. (IV)	250
WCDD	Carbondale, Pa. (IV)	250
WCED	DuBois, Pa. (IV)	250
WKBO	Harrisburg, Pa. (IV)	250
WCRO	Johnstown, Pa. (IV)	250
WBPZ	Lock Haven, Pa. (IV)	250
WERI	Westery, R. I. (IV)	250
WAIM	Anderson, S. C. (IV)	250
WJOK	Columbia, S. C. (IV)	250
WOLS	Florence, S. C. (IV)	250
KISD	Sioux Falls, S. D. (IV)	250
WHBT	Harriman, Tenn. (IV)	250
WMMT	McMinnville, Tenn. (IV)	250
KSKX	Corpus Christi, Tex. (IV)	250
KDLK	Del Rio, Tex. (IV)	250
KNUZ	Houston, Tex. (IV)	250
KEVT	Kerrville, Tex. (IV)	250
KLVT	Levelland, Tex. (IV)	250
KOSF	Nacogdoches, Tex. (IV)	250
KOSA	Odessa, Tex. (IV)	250
KPAT	Pampa, Tex. (IV)	250
KSEY	Seymour, Tex. (IV)	100
KSST	Sulphur Springs, Tex. (IV)	250
KCMC	Texarkana, Tex. (IV)	250
KWTK	Waco, Tex. (IV)	250
KMUR	Murray, Utah (IV)	250
KCOL	Price, Utah (IV)	250
WJOY	Burlington, Vt. (IV)	250
WCFV	Clifton Forge, Va. (IV)	250
WFVA	Fredricksburg, Va. (IV)	250
WNOR	Norfolk, Va. (IV)	250
WPUV	Pulaski, Va. (IV)	250
*WSTK	Woodstock, Va. (IV)	250
KXRN	Renton, Wash. (IV)	250
KSPD	Spokane, Wash. (IV)	250
(CP for 1340 kc)		
KREW	Sunnyside, Wash. (IV)	250
WLOG	Logan, W. Va. (IV)	250
WAGR	Morgantown, W. Va. (IV)	250
WCOM	Parkersburg, W. Va. (IV)	250
WHBY	Appleton, Wis. (IV)	250
WCLO	Janesville, Wis. (IV)	250
*WHVF	Warsaw, Wisc. (IV)	250
KVOC	Casper, Wyo. (IV)	250
KOVE	Lander, Wyo. (IV)	250
KIFW	Sitka, Alaska (IV)	250
WIVI	Christiansted, St. Croix, I. (IV)	250

Call Letters	City	Power in Watts
1240 KC. LOCAL		
WEBJ	Brewton, Ala. (IV)	250
WULA	Eufala, Ala. (IV)	250
WOWL	Florence, Ala. (IV)	250
WJBY	Gadsden, Ala. (IV)	250
WVWV	Jasper, Ala. (IV)	250
WCOV	Montgomery, Ala. (IV)	250
KWJB	Globe, Ariz. (IV)	250
*KSWB	Yuma, Ariz. (IV)	250
KVRC	Arkadelphia, Ark. (IV)	250
KAGH	Crosssett, Ark. (IV)	100
(CP for 1340 kc)		
KHOZ	Harrison, Ark. (IV)	250
KWAK	Stuttgart, Ark. (IV)	250
KRDU	Denuba, Cal. (IV)	250
KHUM	Eureka, Cal. (IV)	250
KMBY	Monterey, Cal. (IV)	250
KPPC	Pasadena, Cal. (IV)	SH-100
*KRWL	Ridgecrest, Cal. (IV)	250
KROY	Sacramento, Cal. (IV)	250
KRNO	San Bernardino, Cal. (IV)	250
KSON	San Diego, Cal. (IV)	250
KSMA	Santa Maria, Cal. (IV)	250
KSUE	Susanville, Cal. (IV)	250
KRDO	Colorado Springs, Colo. (IV)	250
KCRT	Trinidad, Colo. (IV)	250
WWCO	Waterbury, Conn. (IV)	250
WTKM	Ft. Myers, Fla. (IV)	250
WMMB	Melbourne, Fla. (IV)	250
WFOY	St. Augustine, Fla. (IV)	250
WBBH	Fitzgerald, Ga. (IV)	250
WGGG	Gainesville, Ga. (IV)	250
(CP for 550 kc)		
WLAC	LaGrange, Ga. (IV)	250
WBML	Macon, Ga. (IV)	250
WPAX	Thomasville, Ga. (IV)	250
WTWA	Thomson, Ga. (IV)	250
KVNI	Coeur D'Alene, Ida. (IV)	250
KJRL	Pocatello, Ida. (IV)	250
KWEI	Weiser, Ida. (IV)	250
WCRW	Chicago, Ill. (IV)	SH-100
WEDC	Chicago, Ill. (IV)	SH-250
WCHG	Chicago, Ill. (IV)	SH-250
WBEQ	Harrisburg, Ill. (IV)	250
WTAX	Springfield, Ill. (IV)	250
WSDR	Sterling, Ill. (IV)	100
WHBU	Anderson, Ind. (IV)	250
KDEC	Decorah, Ia. (IV)	SH-250
KWLC	Decorah, Ia. (IV)	SH-250
KBIZ	Ottumwa, Ia. (IV)	250
KIGD	Spencer, Ia. (IV)	250
KIUL	Garden City, Kan. (IV)	250
KWIK	Wichita, Kan. (IV)	250
WINN	Louisville, Ky. (IV)	250
WFTM	Maysville, Ky. (IV)	250
WPKE	Pikeville, Ky. (IV)	250
WSEC	Somerset, Ky. (IV)	250
KAPK	Minden, La. (IV)	100
KANE	New Iberia, La. (IV)	250
WCOU	Lewiston, Me. (IV)	250
WCEB	Cambridge, Md. (IV)	250
WJEX	Hagerstown, Md. (IV)	250
WHAJ	Greenfield, Mass. (IV)	250
WOCB	West Yarmouth, Mass. (IV)	250
WATT	Cadillac, Mich. (IV)	250
WJPD	Ishpeming, Mich. (IV)	250
WJTM	Lansing, Mich. (IV)	250
WFMG	Hibbing, Minn. (IV)	250
WJCL	St. Cloud, Minn. (IV)	250
WMPA	Aberdeen, Miss. (IV)	250
WGRM	Greenwood, Miss. (IV)	250
WGCM	Gulfport, Miss. (IV)	250
WMOX	Meridian, Miss. (IV)	250
WMSI	Natchez, Miss. (IV)	250
KFMO	Flat River, Mo. (IV)	250
KWOS	Jefferson City, Mo. (IV)	250
KNEM	Nevada, Mo. (IV)	250
KBMY	Billings, Mont. (IV)	250
(CP for 920 kc)		
KXLJ	Helena, Mont. (IV)	250
KFOR	Lincoln, Neb. (IV)	250
KODY	N. Platte, Neb. (IV)	250
KELK	Elko, Nev. (IV)	250
WKBR	Manchester, N. H. (IV)	250
WNSJ	Bridgeton, N. J. (IV)	250
KOAT	Albuquerque, N. M. (IV)	250
KAVE	Carlsbad, N. M. (IV)	250
KCLV	Clovis, N. M. (IV)	250
KVCB	Farmington, N. M. (IV)	250
WGBB	Freeport, N. Y. (IV)	100
WGVA	Geneva, N. Y. (IV)	250
WJTN	Jamestown, N. Y. (IV)	250
WVOS	Liberty, N. Y. (IV)	250
WNSY	Schenectady, N. Y. (IV)	250
WATN	Watertown, N. Y. (IV)	250
WPNF	Brevard, N. C. (IV)	250
WSOC	Charlotte, N. C. (IV)	250
WCNC	Elizabeth City, N. C. (IV)	250
WJNC	Jacksonville, N. C. (IV)	250
WSDY	Mt. Airy, N	

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
KPOW	Powell, Wyo. (III-B)	DA-N-1,000 *LS-5,000 *DA-N-1,000 1,000	WTOT	Savannah, Ga. (III-A)	DA-N-5,000 DA-5,000 D-500 *DA-N-500	KCRA	Sacramento, Cal. (III-B)	LS-5,000 DA-U-N-1,000	WWGS	Tifton, Ga. (IV)	250
†WISO	Ponce, P. R. (III)	1270 KC. REGIONAL	WIRL	Peoria, Ill. (III-A)	D-1,000	WATR	Waterbury, Conn. (III-B)	DA-1,000 D-500	KPST	Freston, Ida. (IV)	250
WGSV	Guntersville, Ala. (III)	D-1,000	KJEF	Jennings, La. (III)	D-1,000	†WHWD	Hollywood, Fla.	D-500	WSOY	Decatur, Ill. (IV)	250
WPNX	Phenix City, Ala. (III)	D-1,000	†WBTE	Batesville, Miss. (III)	D-1,000	WJHP	Jacksonville, Fla. (III-A)	DA-N-5,000	WJPF	Herrin, Ill. (IV)	250
†KRCR	Hot Springs, Ark. (III)	D-1,000	IKALM	Alton, Mo. (III)	D-1,000	WJRH	Rockford, Ill. (III-A)	DA-N-5,000	WJOL	Joliet, Ill. (IV)	250
KKOC	Tulare, Cal. (III-B)	DA-N-1,000	KGVO	Missoula, Mont. (III-A)	DA-5,000	†WRHT	Griffin, Ga. (III)	DA-N-5,000	WBIW	Bedford, Ind. (IV)	250
WTAL	Tallahassee, Fla. (III-A)	DA-N-5,000	KOIL	Omaha, Neb. (III-A)	DA-N-5,000	WKAN	Kankakee, Ill. (III)	D-1,000	WTRC	Elkhart, Ind. (IV)	250
KTFI	Twin Falls, Ida. (III-A)	LS-5,000 N-1,000	WKNE	Keene, N. H. (III-A)	DA-5,000	KLWN	Lawrence, Kan. (III)	D-500	WLRB	Muncie, Ind. (IV)	250
WHBF	Rock Island, Ill. (III-A)	DA-N-5,000	WNEF	Binghamton, N. Y. (III-A)	DA-N-5,000	WNGO	Mayfield, Ky. (III)	D-1,000	KROS	Clinton, Ia. (IV)	250
WWCA	Gary, Ind. (III-B)	DA-1,000	WHKY	Hickory, N. C. (III-B)	LS-5,000 DA-N-1,000	WARA	Attleboro, Mass. (III)	DA-1,000	KLIL	Estherville, Ia. (IV)	250
KSCB	Liberal, Kan. (III)	D-1,000	WEYE	Sanford, N. C. (III)	D-1,000	WILS	Lansing, Mich.	DA-U-N-1,000	KCKN	Kansas City, Kan. (IV)	250
WAIN	Columbia, Ky. (III)	D-1,000	WTRF	Bellaire, O. (III)	D-1,000	WDMJ	Marquette, Mich. (III)	DA-N-1,000	KSEK	Pittsburg, Kan. (IV)	250
WFTL	Fulton, Ky. (III)	D-1,000	WHIO	Dayton, O. (III-A)	DA-N-5,000	WEBC	Duluth, Minn. (III-A)	DA-N-5,000	WCMI	Ashland, Ky. (IV)	250
†WKRF	Frestonsburg, Ky. (III)	D-1,000	KLIQ	Portland, Ore. (III)	D-1,000	WRJW	Picayune, Miss. (III)	D-5,000	WKIC	Hazard, Ky. (IV)	250
WSPR	Springfield, Mass. (III-B)	DA-1,000	WICE	Providence, R. I. (III)	D-500	KXLW	Clayton, Mo. (III)	D-1,000	WNBS	Murray, Ky. (IV)	250
WKYZ	Detroit, Mich. (III-A)	DA-N-5,000	WOKE	Oak Ridge, Tenn. (III)	D-1,000	KOLT	Scottsbluff, Neb. (III-B)	LS-5,000	KRMD	Shreveport, La. (IV)	250
†.....	Louisville, Miss. (III)	D-1,000	KRGV	Weslaco, Tex. (III-A)	DA-N-5,000	WVHG	Hornell, N. Y. (III)	D-1,000	WFAU	Augusta, Me. (IV)	250
WHLD	Niagara Falls, N. Y. (III)	DA-D-5,000	KTRN	Wichita Falls, Tex. (III-B)	LS-5,000	WHOG	Greensboro, N. C. (III-B)	DA-1,000	WABM	Houlton, Me. (IV)	250
WDLA	Walton, N. Y. (III)	D-1,000	WVOW	Logan, W. Va. (III-B)	DA-U-N-1,000	WVOC	Lancaster, O. (III)	D-500	WNBH	New Bedford, Mass. (IV)	250
†WLOL	Lincolnton, N. C. (III)	D-500	WMIL	Milwaukee, Wis. (III)	D-1,000	KWEO	Clinton, Okla. (III)	D-1,000	WBRK	Pittsfield, Mass. (IV)	250
WMPM	Smithfield, N. C. (III)	D-1,000	KINY	Juneau, Alaska (III)	5,000	WKAP	Allentown, Pa.	DA-N-1,000	WLAB	Grand Rapids, Mich. (IV)	250
KGCU	Mandan, N. D. (III-B)	LS-1,000 N-250	WJAS	Pittsburgh, Pa. (III-A)	DA-N-5,000	WJAS	Pittsburgh, Pa. (III-A)	DA-N-5,000	WMTE	Manistee, Mich. (IV)	250
WILE	Cambridge, O. (III)	D-1,000	WCSR	Scranton, Pa.	LS-1,000	WCSR	Scranton, Pa.	LS-1,000	WMAW	Menominee, Mich. (IV)	100
WLBR	Lebanon, Pa. (III)	DA-N-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WMBN	Potosky, Mich. (IV)	250
KIHO	Sioux Falls, S. D. (III-B)	DA-1,000	KELO	Sioux Falls, S. D. (III-A)	DA-N-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WEKL	Royal Oak, Mich. (IV)	250
KIOX	Bay City, Tex. (III-B)	DA-N-1,000	WKIN	Kingsport, Tenn. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WWEI	Eveleth, Minn. (IV)	250
KFJZ	Ft. Worth, Tex. (III-A)	DA-N-1,000	KVMC	Colorado City, Tex.	D-500	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KVOK	Moorhead, Minn. (IV)	250
WHYU	Newport News, Va. (III)	DA-5,000	KXYZ	Houston, Tex. (III-A)	DA-N-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KROC	Rochester, Minn. (IV)	250
†WKYR	Keyser, W. Va. (III)	D-1,000	KDYL	Salt Lake City, Utah (III-A)	DA-N-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KWLM	Willmar, Minn. (IV)	250
WNPT	Northport, Ala. (III)	D-1,000	KXRO	Aberdeen, Wash. (III-B)	DA-N-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WJMB	Brookhaven, Miss. (IV)	250
†WPID	Piedmont, Ala. (III)	D-1,000	WRIO	Rio Piedras, P. R. (III)	1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WCBI	Columbus, Miss. (IV)	250
KNBY	Newport, Ark. (III)	D-1,000	WROS	Scottsboro, Ala. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WKOZ	Kosciusko, Miss. (IV)	250
KFOX	Long Beach, Cal. (III-A)	1,000	KFAC	Los Angeles, Cal. (III-A)	DA-N-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WAML	Laurel, Miss. (IV)	250
KXOB	Stockton, Cal. (III-B)	DA-N-1,000	WARN	Ft. Pierce, Fla. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KXEO	Mexico, Mo. (IV)	250
†WKBS	Milford, Del. (III)	D-500	WJPS	Evansville, Ind. (III-B)	LS-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WKWC	Poplar Bluff, Mo. (IV)	250
WIPC	Lake Wales, Fla. (III)	D-1,000	KWWL	Waterloo, Ia. (III-B)	LS-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KWOC	CP for 930 kc	250
WIBB	Macon, Ga. (III)	D-1,000	KFH	Wichita, Kan. (III-A)	DA-N-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KICK	Springfield, Mo. (IV)	250
WMRO	Aurora, Ill. (IV)	D-230	WASA	Lafayette, La. (III)	DA-N-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KCAP	Helena, Mont. (IV)	250
WGFB	Evansville, Ind. (III-B)	LS-5,000 DA-N-1,000	WCRB	Waltham, Mass. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KPRK	Livingston, Mont. (IV)	250
KSOK	Arkansas City, Kan. (III)	D-1,000 *LS-1,000 *N-100	WBBC	Flint, Mich. (III-A)	DA-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRFJ	Miles City, Mont. (IV)	250
WDSU	New Orleans, La. (III-A)	DA-5,000	WLOL	Minneapolis, Minn. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRFJ	Fremont, Neb. (IV)	100
WEIM	Fitchburg, Mass. (III)	DA-N-1,000	WJPR	Greenville, Miss.	LS-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KGFW	Kearney, Neb. (IV)	250
WFYC	Alma, Mich. (III)	D-1,000	WBBR	Brooklyn, N. Y. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KSID	Sidney, Neb. (IV)	250
WTCN	Minneapolis, Minn. (III-A)	LS-5,000 N-1,000	WEVD	New York, N. Y. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KSLD	Las Vegas, Nev. (IV)	250
KDKD	Clinton, Mo. (III)	D-1,000	WHAZ	Troy, N. Y. (III-A)	1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KATK	Reno, Nev. (IV)	250
KCNI	Broken Bow, Nebr. (III)	D-1,000	WFIN	Findlay, O. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KATO	Reno, Nev. (IV)	250
WHBI	Newark, N. J. (III-B)	LS-2,500 N-1,000	KPOJ	Portland, Ore. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WLNH	Lanonia, N. H. (IV)	250
†KDEF	Albuquerque, N. M. (III)	D-1,000	WIKK	Erie, Pa. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WMID	Atlantic City, N. J. (IV)	250
WOV	New York, N. Y. (III-A)	DA-5,000	WFCB	Greenville, S. C. (III-A)	DA-N-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KVER	Albuquerque, N. M. (IV)	250
WVET	Rochester, N. Y. (III-A)	DA-N-5,000	KSWA	Graham, Tex. (III)	D-500	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KSIL	Silver City, N. M. (IV)	250
WSAT	Salisbury, N. C. (III)	DA-N-1,000	KINE	Kingsville, Tex. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WMBO	Auburn, N. Y. (IV)	250
WONW	Defiance, O. (III)	DA-N-500	WBTM	Danville, Va. (III-B)	LS-3,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WENT	Gloversville, N. Y. (IV)	250
KERG	Eugene, Ore. (III-B)	LS-1,000	†WETZ	New Martinsville, W. Va. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WJOC	Jamesstown, N. Y. (IV)	250
WHVR	Hanover, Pa. (III)	DA-N-500	WHBL	Sheboygan, Wis. (III-B)	LS-1,000 N-250	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WJOC	Lockport, N. Y. (IV)	250
WKST	New Castle, Pa. (III-A)	DA-N-1,000	WHAZ	Troy, N. Y. (III-A)	1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WMSA	Massena, N. Y. (IV)	250
WANS	Anderson, S. C. (III)	DA-N-1,000	WFIN	Findlay, O. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WALL	Middletown, N. Y. (IV)	250
WJAY	Mullins, S. C. (III)	D-1,000	WIKK	Erie, Pa. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WJRY	Plattsburg, N. Y. (IV)	250
KWHI	Brenham, Tex. (III)	D-1,000	WFCB	Greenville, S. C. (III-A)	DA-N-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WJRY	Lenoir, N. C. (IV)	250
KLPT	Lonsview, Tex. (III)	D-1,000	KSWA	Graham, Tex. (III)	D-500	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WTSB	Lumberton, N. C. (IV)	250
KSNY	Snyder, Tex. (III)	D-500	KINE	Kingsville, Tex. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WOFX	Oxford, N. C. (IV)	250
KNAK	Salt Lake City, Utah (III-B)	LS-1,000 DA-N-500	WBTM	Danville, Va. (III-B)	LS-3,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WHED	Washington, N. C. (IV)	250
WINA	Charlottesville, Va. (III)	D-1,000	†WETZ	New Martinsville, W. Va. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WGNH	Wilmington, N. C. (IV)	250
WYVE	Wytheville, Va. (III)	D-1,000	WHBL	Sheboygan, Wis. (III-B)	LS-1,000 N-250	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WVTE	Winnetka, Ill. (IV)	250
KIT	Yakima, Wash. (III-A)	LS-5,000 N-1,000	WHAZ	Troy, N. Y. (III-A)	1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WATG	Ashland, O. (IV)	250
WNAM	Neenah, Wis. (III)	DA-N-1,000	WFIN	Findlay, O. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WIZE	Springfield, O. (IV)	250
WPRE	Prairie du Chien, Wis. (III)	D-500	KPOJ	Portland, Ore. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	WSTV	Steuensburg, O. (IV)	250
WCMN	Arcibo, P. R. (III-A)	1,000	WIKK	Erie, Pa. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KIHN	Hugo, Okla. (IV)	250
WPBB	Jackson, Ala. (III)	D-1,000	WFCB	Greenville, S. C. (III-A)	DA-N-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KOCY	Oklahoma City, Okla. (IV)	250
WMLS	Sylacauga, Ala. (III)	D-1,000	KSWA	Graham, Tex. (III)	D-500	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
KVOA	Tucson, Ariz. (III-A)	1,000	KINE	Kingsville, Tex. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KUIN	Grants Pass, Ore. (IV)	250
KDMS	Fl Dorado, Ark.	D-1,000	WBTM	Danville, Va. (III-B)	LS-3,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
KUOA	Siloam Springs, Ark. (III)	D-500	†WETZ	New Martinsville, W. Va. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
KHSL	Chico, Cal. (III-A)	DA-5,000	WHBL	Sheboygan, Wis. (III-B)	LS-1,000 N-250	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KUIN	Grants Pass, Ore. (IV)	250
KITO	San Bernardino, Cal. (III-A)	DA-5,000	WHAZ	Troy, N. Y. (III-A)	1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
WCCC	Hartford, Conn. (III)	D-500	WFIN	Findlay, O. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
WTWC	Williamson, Del. (III)	D-500	KPOJ	Portland, Ore. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
WTMX	Ocala, Fla. (III-B)	DA-N-1,000	WIKK	Erie, Pa. (III-A)	DA-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
WIRK	W. Palm Beach, Fla. (III-B)	DA-1,000 *LS-5,000 *DA-N-1,000	WFCB	Greenville, S. C. (III-A)	DA-N-5,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
			WJAM	Marion, Ala. (III)	D-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
			KTYL	Mesa, Ariz. (III)	LS-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
			KWBR	Oakland, Cal. (III-A)	1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
			KTKR	Taft, Cal. (III)	D-500	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
			KFKA	Greeley, Colo. (III-B)	DA-N-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
			KLIX	Twin Falls, Ida. (III)	DA-1,000	WMSM	Columbia, S. C. (III-A)	DA-N-1,000	KRUL	Corvallis, Ore. (IV)	250
			WISH								

AM Stations by Frequencies

(Continued from page 451)

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
1350 KC. REGIONAL								
WGAD	Gadsden, Ala. (III-B)	LS-5,000	WALK	Patchogue, N. Y. (III)	D-500	WMSL	Decatur, Ala. (IV)	250
KCSB	San Bernardino, Cal. (III-B)	DA-N-1,000	WSAY	Rochester, N. Y. (III-A)	DA-1,000	WXAL	Demopolis, Ala. (IV)	250
KSRO	Santa Rosa, Cal. (III-B)	DA-N-500	WLTC	Gastonia, N. C. (III)	*DA-N-5,000	WFPa	Fort Payne, Ala. (IV)	250
KGHF	Pueblo, Colo. (III-B)	LS-5,000	WSPD	Toledo, O. (III-A)	DA-N-5,000	WJLD	Greenville, Ala. (IV)	250
WNLK	Norwalk, Conn. (III-B)	DA-N-1,000	KAST	Astoria, Ore. (III-B)	DA-N-1,000	WJBU	Homewood, Ala. (IV)	250
Putnam, Conn. (III)	D-500	WPAZ	Pottstown, Pa. (III)	D-1,000	KCLF	Clifton, Ariz. (IV)	250	
Lewiston, Ida. (III-B)	DA-N-1,000	WDLF	Chattanooga, Tenn. (III-A)	LS-5,000	KTCU	Tucson, Ariz. (IV)	250	
WEEK	Peoria, Ill. (III-B)	DA-1,000	WDXE	Lawrenceburg, Tenn. (III)	D-1,000	KYMA	Yuma, Ariz. (IV)	250
WIOU	Kokomo, Ind. (III-B)	DA-1,000	KTXN	Austin, Tex. (III)	D-1,000	KELD	El Dorado, Ark. (IV)	250
KRNT	Des Moines, Ia. (III-A)	DA-N-5,000	KFRO	Longview, Tex. (III-B)	DA-N-1,000	KCLA	Pine Bluff, Ark. (IV)	250
KMAN	Manhattan, Kan. (III)	D-500	WBTN	Bennington, Vt. (III)	D-500	KRE	Berkeley, Cal. (IV)	250
WLOU	Louisville, Ky. (III)	D-1,000	WJWS	South Hill, Va. (III)	D-1,000	KCRE	Crescent City, Cal. (IV)	250
WSMB	New Orleans, La. (III-A)	DA-N-5,000	WMOD	Moundsville, W. Va. (III)	(CP from 1470 kc)	KREO	Indio, Cal. (IV)	250
KREI	Farmington, Mo. (III)	D-1,000	KVVO	Cheyenne, Wyo. (III)	D-1,000	KCOY	Santa Maria, Cal. (IV)	250
WCBA	Corning, N. Y. (III)	D-1,000	1380 KC. REGIONAL			KSPA	Santa Paula, Cal. (IV)	250
WHIP	Mooreville, N. C.	D-1,000	KGRO	Malvern, Ark. (III)	D-1,000	KUKI	Ukiah, Cal. (IV)	250
WADC	Akron, O. (III-A)	DA-5,000	KGMS	Sacramento, Cal.	DA-D-1,000	KONG	Vernalis, Cal. (IV)	250
KRHD	Duncan, Okla. (IV)	LS-250	KSBW	Salinas, Cal. (III-B)	DA-1,000	KRLN	Canon City, Colo. (IV)	SH-250
WORK	York, Pa. (III-B)	LS-5,000	WAMS	Wilmington, Del. (III-B)	DA-1,000	KRNZ	La Junta, Colo. (IV)	250
WGSW	Greenwood, S. C. (III)	D-1,000	WTKDO	Chattahoochee, Fla. (III)	D-500	WICH	Norwich, Conn. (IV)	250
KCAR	Clarksville, Tex. (III)	D-500	WTSF	St. Petersburg, Fla. (III-A)	DA-N-5,000	WSTC	Stamford, Conn. (IV)	250
KCOR	San Antonio, Tex. (III-B)	LS-5,000	WATL	Atlanta, Ga. (III-A)	DA-N-5,000	WFLA	Ft. Lauderdale, Fla. (IV)	250
WSAP	Portsmouth, Va.	DA-5,000	WKJG	Ft. Wayne, Ind. (III-A)	DA-5,000	WFLR	Ft. Pierce, Fla. (IV)	250
WPDR	Portage, Wisc. (III)	D-1,000	KCIM	Carroll, Ia. (III)	DA-1,000	WRHC	Jacksonville, Fla. (IV)	250
1360 KC. REGIONAL								
WELR	Roanoke, Ala. (III)	D-1,000	WTHH	Port Huron, Mich. (III-B)	DA-1,000	WPCF	Panama City, Fla. (IV)	2.0
KFFA	Helena, Ark. (III-B)	DA-N-1,000	WTTT	Port Huron, Mich. (III-B)	DA-1,000	WRR	Sanford, Fla. (IV)	250
KMOD	Modesto, Cal. (III-B)	DA-N-1,000	WAWZ	Zarepath, N. J. (III-A)	(ST-WBNX) DA-5,000	WSG	Elberton, Ga. (IV)	250
KGB	San Diego, Cal. (III-A)	1,000	WBNX	New York, N. Y. (III-A)	(ST-WAWZ) DA-5,000	WDUN	Gainesville, Ga. (IV)	250
WDRG	Hartford, Conn. (III-B)	DA-5,000	WLOS	Asheville, N. C. (III-B)	LS-5,000	WNEK	Macon, Ga. (IV)	250
WOB	Jacksonville, Fla. (III-A)	D-1,000	WTOB	Winston-Salem, N. C. (III)	DA-1,000	WMGA	Moultrie, Ga. (IV)	250
WKAT	Miami Beach, Fla. (III-B)	LS-5,000	WVW	Winston-Salem, N. C. (III)	*LS-5,000	WCOH	Newnan, Ga. (IV)	250
WLBK	DeKalb, Ill. (III)	D-500	KSWO	Lawton, Okla. (III-B)	DA-1,000	WDR	Savannah, Ga. (IV)	250
WVMC	Mt. Carmel, Ill. (III)	D-500	KMUS	Mukogee, Okla. (III-B)	LS-1,000	KIFI	Idaho Falls, Ida. (IV)	250
KXGI	Fort Madison, Ia. (III)	D-500	KSRV	Ontario, Ore. (III)	DA-N-500	KRPL	Moscow, Ida. (IV)	250
KSCJ	Sioux City, Ia. (III-A)	DA-N-5,000	WHYL	Carlisle, Pa. (III)	D-1,000	KSPT	Sandpoint, Ida. (IV)	250
KVIM	New Iberia, La. (III)	D-1,000	WACB	Kittanning, Pa. (III)	D-1,000	WDWS	Champaign, Ill. (IV)	250
WLYN	Lynn, Mass. (III)	D-1,000	WNR1	Woonsocket, R. I. (III)	D-1,000	WGIL	Galesburg, Ill. (IV)	250
WGFG	Kalamazoo, Mich. (III-B)	DA-N-1,000	WAGS	Bishopville, S. C. (III)	D-1,000	WBOA	Evansville, Ind. (IV)	250
KDLM	Devils Lake, Minn. (III)	D-1,000	KOTA	Rapid City, S. D. (III-A)	DA-N-5,000	WBAT	Marion, Ind.	250
WWBZ	Vineland, N. J. (III-B)	DA-N-1,000	KPBX	Beaumont, Tex. (III)	D-1,000	KCOG	Centerville, Ia. (IV)	100
WKOP	Binghamton, N. Y. (III)	LS-1,000	KBWD	Brownwood, Tex. (III-B)	LS-1,000	KTSW	Emporia, Kan. (IV)	250
WSAI	Chapel Hill, N. C. (III)	D-1,000	KTSM	El Paso, Tex. (III-B)	LS-1,000	KAYS	Hays, Kan. (IV)	250
WMCK	McKeesport, Pa. (III-B)	DA-N-5,000	KBOP	Pleasanton, Tex. (III)	D-1,000	WIEL	Elizabethtown, Ky. (IV)	250
WPPA	Pottsville, Pa. (III-B)	LS-1,000	WSYB	Rutland, Vt. (III-B)	DA-N-1,000	WLCS	Baton Rouge, La. (IV)	250
WELP	Easley, S. C. (III)	D-1,000	WMBG	Richmond, Va. (III-A)	DA-N-5,000	WIHL	Hammond, La. (IV)	250
WLCM	Lancaster, S. C. (III)	D-1,000	KRKO	Everett, Wash. (III-A)	DA-N-1,000	KAOK	Lake Charles, La. (IV)	250
WNAH	Nashville, Tenn. (III)	D-1,000	WBEL	Beloit, Wis. (III)	D-1,000	WRDO	Augusta, Me. (IV)	250
KREL	Baytown, Tex. (III-B)	DA-1,000	WHON	Honolulu, T. H. (III-A)	5,000	WIDE	Biddeford, Me. (IV)	250
KRIS	Corpus Christi, Tex. (III-A)	1,000	1390 KC. REGIONAL			WALE	Pall River, Mass. (IV)	250
KXOL	Ft. Worth, Tex. (III-B)	DA-N-1,000	WSPC	Anniston, Ala. (III-B)	LS-5,000	WLLH	Lowell, Mass. (IV)	250
KMBA	Lamesa, Tex. (III)	D-1,000	KGER	Long Beach, Cal. (III-A)	DA-N-5,000	WHMP	Northampton, Mass. (IV)	250
KMO	Tacoma, Wash. (III-A)	5,000	KTUR	Turlock, Cal. (III-B)	DA-N-1,000	WELL	Battle Creek, Mich. (IV)	250
WHJC	Matewan, W. Va.	D-1,000	WGES	Chicago, Ill. (III-A)	DA-5,000	WJLB	Detroit, Mich. (IV)	250
WBYA	Green Bay, Wis. (III-A)	DA-N-5,000	WJCD	Seymour, Ind. (III)	D-500	WHDF	Houghton, Mich. (IV)	250
WMNE	Menomonie, Wis. (III)	D-500	KCBC	Des Moines, Ia. (III-B)	DA-1,000	WSAM	Saginaw, Mich. (IV)	250
KVRS	Rock Springs, Wyo. (III-B)	LS-1,000	KNOC	Monroe, La. (III-A)	DA-N-5,000	WTCM	Traverse City, Mich. (IV)	250
1370 KC. REGIONAL								
KPLN	Camden, Ark. (III)	D-1,000	KOBK	Owatonna, Minn. (III)	D-500	WTR	Traverse City, Mich. (IV)	250
KBUC	Corona, Cal. (III-B)	LS-1,000	WEOK	Poughkeepsie, N. Y. (III)	D-1,000	WVJQ	Jackson, Miss. (IV)	250
KEEN	San Jose, Cal. (III-B)	DA-1,000	WFBL	Syracuse, N. Y. (III-A)	DA-N-5,000	WVBC	Macon, Miss. (IV)	250
WCOA	Pensacola, Fla. (III-A)	DA-N-5,000	WFNC	Fayetteville, N. C. (III)	LS-5,000	WVOD	Columbia, Mo. (IV)	250
WBGR	Jesup, Ga. (III)	D-1,000	WEED	Rocky Mount, N. C. (III)	DA-1,000	WVOT	Sikeston, Mo. (IV)	250
WPRC	Lincoln, Ill. (III)	D-500	KLPM	Minot, N. D. (III-A)	LS-5,000	KTTS	Springfield, Mo. (IV)	250
WTTS	Bloomington, Ind. (III-B)	LS-5,000	WHPM	Bellefontaine, O. (III)	D-500	KXGN	Glendive, Mont. (IV)	250
WGRY	Gary, Ind. (III)	D-500	WFMJ	Youngstown, O. (III-A)	DA-N-5,000	KXLK	Great Falls, Mont. (IV)	250
KDTH	Dubuque, Ia. (III-B)	DA-N-1,000	KCRC	Enid, Okla. (III-B)	DA-1,000	KCOW	Alliance, Neb. (IV)	250
KGNO	Dodge City, Kan. (III-B)	DA-N-1,000	KSLM	Salem, Ore. (III-A)	1,000	KOLN	Lincoln, Neb. (IV)	250
WTKIK	Leonardtown, Md. (III)	D-1,000	WLAN	Lancaster, Pa. (III-B)	DA-N-1,000	WTSL	Hanover, N. H. (IV)	250
KSUM	Fairmont, Minn. (III-B)	DA-1,000	WCSC	Charleston, S. C. (III-A)	DA-N-5,000	WVON	Plainville, N. Y. (IV)	250
WDOB	Canton, Miss. (III)	D-500	WTJS	Jackson, Tenn. (III-B)	DA-N-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KCRV	Caruthersville, Mo.	D-1,000	KULP	El Campo, Tex. (III)	D-500	WVOT	Wilson, N. C. (III)	DA-N-5,000
WBLV	Boonville, Mo. (III)	D-1,000	KVWA	Wapahachie, Tex. (III)	DA-D-500	WVOT	Wilson, N. C. (III)	DA-N-5,000
KXLF	Butte, Mont. (III-A)	5,000	WEAM	Arlington, Va. (III-A)	DA-5,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WFEA	Manchester, N. H. (III-A)	DA-5,000	WWOD	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
1400 KC. LOCAL								
WMSL	Decatur, Ala. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WXAL	Demopolis, Ala. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WFPa	Fort Payne, Ala. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WJLD	Homewood, Ala. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WJBU	Opelika, Ala. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KCLF	Clifton, Ariz. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KTCU	Tucson, Ariz. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KYMA	Yuma, Ariz. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KELD	El Dorado, Ark. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KCLA	Pine Bluff, Ark. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KRE	Berkeley, Cal. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KCRE	Crescent City, Cal. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KREO	Indio, Cal. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KCOY	Santa Maria, Cal. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KSPA	Santa Paula, Cal. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KUKI	Ukiah, Cal. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KONG	Vernalis, Cal. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KRLN	Canon City, Colo. (IV)	SH-250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KRNZ	La Junta, Colo. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WICH	Norwich, Conn. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WSTC	Stamford, Conn. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WFLA	Ft. Lauderdale, Fla. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WFLR	Ft. Pierce, Fla. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WRHC	Jacksonville, Fla. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WPCF	Panama City, Fla. (IV)	2.0	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WRR	Sanford, Fla. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WSG	Elberton, Ga. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WDUN	Gainesville, Ga. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WNEK	Macon, Ga. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WMGA	Moultrie, Ga. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WCOH	Newnan, Ga. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WDR	Savannah, Ga. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KIFI	Idaho Falls, Ida. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KRPL	Moscow, Ida. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
KSPT	Sandpoint, Ida. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WDWS	Champaign, Ill. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WGIL	Galesburg, Ill. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WBOA	Evansville, Ind. (IV)	250	WVOT	Lynchburg, Va. (III-B)	DA-1,000	WVOT	Wilson, N. C. (III)	DA-N-5,000
WBAT	Marion, Ind.	250	WVOT	Lynchburg, Va. (III				

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
KTUL	Tulsa, Okla. (III-A)	DA-N-3,000	WATE	Port Huron, Mich. (IV)	250	WBNS	Columbus, O. (III-B)	LS-5,000	KBUR	Burlington, Iowa (IV)	250
KGAE	Salem, Ore. (III)	D-1,000	KHLE	Albert Lea, Minn. (IV)	250	WCMB	Lemoyne, Pa. (III)	DA-N-1,000	WBDR	Dubuque, Iowa (IV)	250
WVAM	Altoona, Pa. (III-B)	DA-1,000	KHMT	Hamlet, Minn. (IV)	250	WBCU	Union, S. C. (III-B)	DA-N-1,000	KBIB	Mason City, Iowa (IV)	250
WOKE	Oak Ridge, Tenn. (III)	D-1,000	KBMM	Breckenridge, Minn. (IV)	250	KBRZ	Freeport, Tex. (III)	D-500	KTOP	Topeka, Kan. (IV)	250
	(CP for 1290 kc)		KDMA	Montevideo, Minn. (IV)	100	TKVSP	Lubbock, Tex. (III)	D-500	WCPC	Cumberland, Ky. (IV)	250
WDBL	Springfield, Tenn. (III)	D-1,000	KFAM	St. Cloud, Minn. (IV)	250	WACO	Waco, Tex. (III-B)	DA-N-1,000	WFKY	Frankfort, Ky. (IV)	250
KSTB	Breckenridge, Tex. (III)	D-1,000	WROX	Clarksdale, Miss. (IV)	250	KIMA	Yakima, Wash. (III-B)	LS-1,000	WKAY	Glasgow, Ky. (IV)	250
KSIJ	Gladewater, Tex. (III)	D-1,000	WCJU	Columbia, Miss. (IV)	250	WRAC	Racine, Wis. (III)	N-500	WOMI	Owensboro, Ky. (IV)	250
KCOH	Houston, Tex. (III)	D-1,000	WJXN	Jackson, Miss. (IV)	250	KINY	Juneau, Alaska (III-A)	D-5,000	WSPF	Painville, Ky. (IV)	250
KLO	Ogden, Utah (III-A)	DA-5,000	WKJK	Meridian, Miss. (IV)	250		(CP for 1290 kc)		WICL	Bogalusa, La. (IV)	250
KBRC	Mt. Vernon, Wash. (III)	DA-N-500	WNAW	Natchez, Miss. (IV)	250				KEUN	Eunice, La. (IV)	250
			WROB	West Point, Miss. (IV)	250				KCIL	Houma, La. (IV)	250
WEIR	Weirton, W. Va. (III)	DA-1,000	WMBH	Joplin, Mo. (IV)	250				KRUS	Ruston, La. (IV)	250
WBEV	Beaver Dam, Wis. (III)	D-1,000	KIRX	Kirksville, Mo. (IV)	250				WPOR	Portland, Me. (IV)	250
	1440 KC. REGIONAL		KWPM	West Plains, Mo. (IV)	250				WTVL	Waterville, Me. (IV)	250
WSFA	Montgomery, Ala. (III-B)	LS-5,000	KXLU	Warrensburg, Mo. (IV)	250	TKBL	Hot Springs, Ark. (III)	D-1,000	WCUM	Cumberland, Md. (IV)	250
		DA-N-1,000	KXLL	bozeman, Mont. (IV)	250	KBMX	Coalinga, Cal. (III)	D-500	WARK	Hagerston, Md. (IV)	250
KVON	Napa, Cal. (III-B)	DA-500	KXLM	Missoula, Mont. (IV)	250	KXOA	Sacramento, Cal. (III-B)	DA-1,000	WHOB	Gardner, Mass. (IV)	250
KPRO	Riverside, Cal. (III-B)	1,000	KXEN	Portales, N. M. (IV)	250				WHOV	Haverhill, Mass. (IV)	250
WBIS	Bristol, Conn. (III)	D-500	KBRB	McCook, Neb. (IV)	250	WMMW	Meriden, Conn. (III)	D-1,000	WBEC	Pittsfield, Mass. (IV)	250
WGIG	Brunswick, Ga. (III-B)	DA-N-1,000	WKXL	Concord, N. H. (IV)	250	WBOY	Tarpon Springs, Fla. (III)	D-5,000	WTXL	W. Springfield, Mass. (IV)	250
			WFPG	Atlantic City, N. J. (IV)	250				WABJ	Adrian, Mich. (IV)	250
KWIK	Pocatello, Ida. (III-B)	DA-1,000	WCTC	New Brunswick, N. J. (IV)	250					(CP for 1500 kc)	
WPRS	Paris, Ill. (IV)	D-500	KSPV	Artesia, N. M. (IV)	250	WRGA	Rome, Ga. (III-A)	DA-N-5,000	WJBK	Detroit, Mich. (IV)	250
WGEM	Quincy, Ill. (III-B)	DA-1,000		(CP for 990 kc)		WMBD	Peoria, Ill. (III-A)	DA-5,000		(CP for 1500 kc)	
WROK	Rockford, Ill. (III-B)	LS-1,000	KLMX	Clayton, N. M. (IV)	250	WCBC	Anderson, Ind. (III)	D-1,000	WESK	Escanaba, Mich. (IV)	250
			KRBE	Las Cruces, N. M. (IV)	250	KTRI	Sioux City, Ia. (III-A)	DA-5,000	WMDN	Midland, Mich. (IV)	250
WPGW	Portland, Ind. (III)	DA-D-500	KENM	Portales, N. M. (IV)	250	KARE	Atchison, Kan. (III-B)	DA-1,000	KRAA	Alexandria, Minn. (IV)	250
IKCHE	Cherokee, Ia. (III)	D-500	WDLI	Allegany, N. Y. (IV)	250	KPLC	Lake Charles, La. (III-B)	LS-5,000	KBZY	Grand Rapids, Minn. (IV)	250
KJAY	Topeka, Kan. (III-B)	LS-5,000	WCLI	Corning, N. Y. (IV)	250				WLOX	Biloxi, Miss. (IV)	250
			WWSC	Glens Falls, N. Y. (IV)	250	WLAM	Lewiston, Me. (III-A)	DA-N-1,000	WCLD	Cleveland, Miss. (IV)	250
KMLB	Monroe, La. (III-B)	DA-U-N-1,000	WKIP	Poughkeepsie, N. Y. (IV)	250	WCLC	Flint, Mich. (III)	DA-1,000	WLAU	Laurel, Miss. (IV)	250
			WKAL	Rome, N. Y. (IV)	250	WBIG	Greensboro, N. C. (III-A)	DA-N-5,000	WHOC	Philadelphia, Miss. (IV)	250
WAAB	Worcester, Mass. (III-A)	DA-5,000	WNBZ	Saranac Lake, N. Y. (IV)	250	KVLH	Pauls Valley, Okla. (IV)	D-250	WELO	Tupelo, Miss. (IV)	250
WBCM	Bay City, Mich. (III-B)	LS-1,000	WATA	Boone, N. C. (IV)	250	WSAN	Allentown, Pa. (III-A)	DA-N-5,000	WVIM	Vicksburg, Miss. (IV)	250
KEYD	Minneapolis, Minn. (III)	D-5,000	WGNB	Gastonia, N. C. (IV)	250				KDMM	Carthage, Mo. (IV)	250
WJWL	Niagara Falls, N. Y. (III)	D-1,000	WENB	Henderson, N. C. (IV)	250	WATS	Sayre, Pa. (III)	D-1,000	KTRF	Rolla, Mo. (IV)	250
			WHKP	Hendersonville, N. C. (IV)	250	WSOK	Nashville, Tenn. (III)	D-1,000	KDRO	Sedalia, Mo. (IV)	250
KFJM	Grand Forks, N. D. (III-B)	LS-1,000	WBUY	Lexington, N. C. (IV)	250	KRBC	Abilene, Tex. (III-B)	DA-N-1,000	KBOW	Butte, Mont. (IV)	250
	(ST-KILO)		WHIT	New Bern, N. C. (IV)	250	KCNV	San Marcos, Tex. (IV)	D-250	KBON	Omaha, Neb. (IV)	250
KILO	Grand Forks, N. D. (III-B)	LS-1,000	KWBM	Williston, N. D. (IV)	250	KELA	Centralia, Wash. (III-A)	1,000	KWRN	Reno, Nev. (IV)	250
	(ST-KFSM)		WJER	Dover, O. (IV)	250	WMOD	Moundsville, W. Va. (III)	D-1,000		(CP for 1290 kc)	
WHHH	Warren, O. (III-A)	DA-5,000	WMOH	Hamilton, O. (IV)	250	WBKV	West Bend, Wis. (III)	D-500	KWEW	Hobbs, N. M. (IV)	250
KMED	Medford, Ore. (III-A)	LS-5,000	WLEC	Sandusky, O. (IV)	250	KSPR	Casper, Wyo. (III-B)	1,000	KRSN	Los Alamos, N. M. (IV)	250
WGCB	Red Lion, Pa. (III)	N-1,000	KRWU	Altus, Okla. (IV)	250				KRTN	Raton, N. M. (IV)	250
WMRC	Greenville, S. C. (III-A)	D-1,000	KGFF	Shreve, Okla. (IV)	250				WETA	Batavia, N. Y. (IV)	250
KFDA	Amarillo, Tex. (III-B)	DA-5,000	KSIW	Woodward, Okla. (IV)	250				WKNY	Watson, N. Y. (IV)	250
KEYS	Corpus Christi, Tex. (III-B)	DA-N-1,000	KWRO	Coquille, Ore. (IV)	250				WICY	Malone, N. Y. (IV)	250
			KORE	Eugene, Ore. (IV)	250				WDLT	Port Jervis, N. Y. (IV)	100
KDNT	Denton, Tex. (III)	DA-N-500	KFLW	Klamath Falls, Ore. (IV)	250				WOLF	Syracuse, N. Y. (IV)	250
	(CP from 1450 kc)		KLBM	La Grande, Ore. (IV)	250				WSSB	Durham, N. C. (IV)	250
WHIS	Bluefield, W. Va. (III-A)	DA-N-5,000	KBPS	Portland, Ore. (IV)	250				WFLB	Fayetteville, N. C. (IV)	250
WJPG	Green Bay, Wis. (III)	LS-1,000	WLEU	Erie, Pa. (IV)	250				WLEB	Leaksville, N. C. (IV)	250
			WLEB	Indianapolis, Pa. (IV)	250				WMNC	Morgantown, N. C. (IV)	250
	1450 KC. LOCAL		WDAD	Indiana, Pa. (IV)	250				WOOV	New Bern, N. C. (IV)	250
WHMA	Anniston, Ala. (IV)	250	WPAM	Pottsville, Pa. (IV)	250				WSTP	Salisbury, N. C. (IV)	250
Bessemer, Ala. (IV)	250	WMAJ	State College, Pa. (IV)	250					KOVC	Valley City, N. D. (IV)	250
WDIG	Dothan, Ala. (IV)	250	WJPA	Washington, Pa. (IV)	250				WBEX	Chillicothe, O. (IV)	250
WFUN	Huntsville, Ala. (IV)	250	WUSN	Charleston, S. C. (IV)	250				WRSR	Cleveland Hts., O. (IV)	250
WLAY	Muscle Shoals City, Ala. (IV)	250	WCRS	Greenwood, S. C. (IV)	250				WOHI	East Liverpool, O. (IV)	250
			WHSC	Hartsdale, S. C. (IV)	250				WMOA	Marietta, O. (IV)	250
KAWT	Douglas, Ariz. (IV)	250	WRNO	Myrtle Beach, S. C. (IV)	250				WMRN	Warren, O. (IV)	250
KOPO	Tucson, Ariz. (IV)	250	WLAR	Athens, Tenn. (IV)	250				KBIX	Muskogee, Okla. (IV)	250
KAMD	Camden, Ark. (IV)	250	WAGC	Chattanooga, Tenn. (IV)	250				KBKR	Baker, Ore. (IV)	250
KGRH	Fayetteville, Ark. (IV)	250	WDSG	Dyersburg, Tenn. (IV)	250				KRNR	Roseburg, Ore. (IV)	250
KENA	Memphis, Ark. (IV)	250	WLAFA	La Follette, Tenn. (IV)	100				KOCO	Salem, Ore. (IV)	250
KXLR	N. Little Rock, Ark. (IV)	250	WCRK	Morristown, Tenn. (IV)	250				WESE	Bradford, Pa. (IV)	250
	(CP for 1150 kc)		WGNB	Murfreesboro, Tenn. (IV)	250				WAZL	Hazleton, Pa. (IV)	250
IKSCY	Searcy, Ark. (IV)	250	KRIC	Beaumont, Tex. (IV)	250				WARD	Johnstown, Pa. (IV)	250
KYOR	Blythe, Cal. (IV)	250	KDNT	Denton, Tex. (IV)	250				WGLA	Lancaster, Pa. (IV)	250
IKPAL	Palm Springs, Cal. (IV)	250		(CP for 1440 kc)					WMBF	Lewistown, Pa. (IV)	250
KTIP	Porterville, Cal. (IV)	250	KCTI	Gonzales, Tex. (IV)	250				WMGW	Meadville, Pa. (IV)	250
KSAN	San Francisco, Cal. (IV)	250	KHBL	Junction, Tex. (IV)	100				WBUD	Morrisville, Pa. (IV)	250
KREN	Sonoma, Cal. (IV)	250	KHMT	Lampasas, Tex. (IV)	250					(CP for 1290 kc)	
KYEN	Ventura, Cal. (IV)	250	KMHT	Marshall, Tex. (IV)	250				WGCD	Chester, S. C. (IV)	250
IKAGR	Yuba City, Cal. (IV)	100	KNET	Palestine, Tex. (IV)	250				WLAT	Conway, S. C. (IV)	250
KGIW	Alamosa, Colo. (IV)	250	KSNY	Snyder, Tex. (IV)	250				WAKE	Greenville, S. C. (IV)	250
KYOU	Greeley, Colo. (IV)	250	KVOU	Uvalde, Tex. (IV)	250				WALD	Waterboro, S. C. (IV)	250
WNAB	Bridgely, Conn. (IV)	250	KEYV	Provo, Utah (IV)	250				KORN	Mitchell, D. (IV)	250
WILM	Wilmington, Del. (IV)	250	WWSA	Watts, Utah (IV)	250				WOPJ	Bristol, Tenn. (IV)	250
WOL	Washington, D. C. (IV)	250	WFTS	Front Royal, Va. (IV)	250				WDXB	Chattanooga, Tenn. (IV)	250
WMPF	Daytona Beach, Fla. (IV)	250	WREL	Lexington, Va. (IV)	250				WPLI	Jackson, Tenn. (IV)	250
WNER	Live Oak, Fla. (IV)	250	WMVA	Martinsville, Va. (IV)	250				WJJM	Lewisburg, Tenn. (IV)	250
WVPL	Miami, Fla. (IV)	250	WNVA	Norton, Va. (IV)	250				WATO	Oak Ridge, Tenn. (IV)	250
WBSR	Pensacola, Fla. (IV)	250	WLPM	Suffolk, Va. (IV)	250				KNOW	Austin, Tex. (IV)	250
WSPB	Sarasota, Fla. (IV)	250	KBKW	Aberdeen, Wash. (IV)	250				KYBL	Beeville, Tex. (IV)	250
WTNT	Tallahassee, Fla. (IV)	250	KCFX	Colfax, Wash. (IV)	250				KBST	Big Spring, Tex. (IV)	250
WGPC	Albany, Ga. (IV)	250	KSEM	Moses Lake, Wash. (IV)	250				KHZZ	Longer, Tex. (IV)	250
WBHF	Cartersville, Ga. (IV)	250	KONP	Port Angeles, Wash. (IV)	250				KNEL	Brady, Tex. (IV)	250
FWCON	Cornelia, Ga. (IV)	250	KPUY	Puyallup, Wash. (IV)	250				KVAL	Brownsville, Tex. (IV)	250
WKUW	Griffin, Ga. (IV)	250	WPLH	Huntington, W. Va. (IV)	250				KSAM	Huntsville, Tex. (IV)	250
WVMVG	Milledgeville, Ga. (IV)	250	WPAP	Parkersburg, W. Va. (IV)	250				KVOZ	Laredo, Tex. (IV)	250
WCCP	Savannah, Ga. (IV)	250	WHAW	Weston, W. Va. (IV)	250				KVOV	Littlefield, Tex. (IV)	250
KEEP	Twin Falls, Ida. (IV)	250	KFIZ	Fond du Lac, Wis. (IV)	250				KRLT	Paris, Tex. (IV)	250
WHFC	Cicero, Ill. (IV)	250	WMLB	Marshfield, Wis. (IV)	250				KRGB	Big Spring, Tex. (IV)	250
WKEI	Kewanee, Ill. (IV)	100	WRCO	Richland Center, Wis. (IV)	250				KVVC	Tyler, Tex. (IV)	250
WCVS	Springfield, Ill. (IV)	250	KWRL	Riverton, Wyo. (IV)	250				KVOG	Ogden, Utah (IV)	250
WANE	Ft. Wayne, Ind. (IV)	250	WRIA	Caguas, P. R. (IV)	250				WLIKE	Newport, Vt. (IV)	250
WASK	Lafayette, Ind. (IV)	250		1460 KC. REGIONAL					WBLT	Bedford, Va. (IV)	250
WVOV	Vincennes, Ind. (IV)	250	KDON	Santa Cruz, Cal. (III-B)	DA-5,000				WKLV	Blackstone, Va. (IV)	250
KPIG	Cedar Rapids, Ia. (IV)	250							WCVA	Culpeper, Va. (IV)	250
KWBW	Hutchinson, Kan. (IV)	250	WBTW	Bartow, Fla. (III)	D-1,000				WVEC	Hampton, Va. (IV)	250
WLCK	Campbellsville, Ky. (IV)	250	WMBR	Jackson							

AM Stations by Frequencies

(Continued from page 453)

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WJBK	Detroit, Mich. (II)	LS-10,000	WJFM	Elkin, N. C. (II)	D-250	WATM	Atmore, Ala. (II)	D-250	KPRS	Kansas City, Mo. (III)	D-1,000
WJPH	Philadelphia, Pa. (II)	DA-U-N-5,000	WJMO	Cleveland, O. (II)	D-1,000	WBER	Fort Worth, Tex. (II)	LS-5,000	WTVB	Coldwater, Mich. (III)	LS-5,000
KSTP	St. Paul, Minn. (I-B)	DA-50,000	WJMJ	Philadelphia, Pa. (II)	D-1,000	WVAV	Ava, Ill. (II)	D-250	WSDC	Marine City, Mich. (III)	DA-D-1,000
KTAN	Sherman, Tex. (II)	D-250	WJPM	Punxsutawney, Pa.	D-1,000	WKOL	Santa Monica, Cal. (II)	D-5,000	WCOW	S. St. Paul, Minn.	D-500
	1510 KC. CLEAR		WJRM	Newport, R. I. (II)	D-1,000	WWRD	Fort Worth, Tex. (II)	LS-5,000	WGTC	Greenville, N. C. (III)	LS-5,000
KOCS	Ontario, Cal. (II)	D-250	WJRW	San Antonio, Tex.	D-250	WVWA	Wilmington, N. C. (II)	D-250	WAKR	Akron, O. (III-A)	DA-N-5,000
KTIM	San Rafael, Cal. (II)	D-1,000	WJTB	San Antonio, Tex.	D-250	WVWB	Wilmington, N. C. (II)	D-250	KTIL	Tillamook, Ore. (IV)	250
WKAI	Macomb, Ill. (II)	D-250	WJTC	San Antonio, Tex.	D-250	WVWC	Wilmington, N. C. (II)	D-250	WPWA	Chester, Pa. (III)	DA-N-1,000
WMEX	Boston, Mass. (II)	DA-5,000	WJTD	San Antonio, Tex.	D-250	WVWD	Wilmington, N. C. (II)	D-250	WACA	Camden, S. C. (III)	D-1,000
WMRP	Flint, Mich. (II)	D-250	WJTE	San Antonio, Tex.	D-250	WVWE	Wilmington, N. C. (II)	D-250	KATL	Houston, Tex. (III-A)	DA-N-5,000
KIMO	Independence, Mo. (II)	D-1,000	WJTF	San Antonio, Tex.	D-250	WVWF	Wilmington, N. C. (II)	D-250	KCBD	Lubbock, Tex. (III-B)	DA-1,000
WLAC	Nashville, Tenn. (I-B)	DA-N-50,000	WJTG	San Antonio, Tex.	D-250	WVWG	Wilmington, N. C. (II)	D-250	WTRW	Two Rivers, Wis. (III)	D-500
KCTC	Chillicothe, Tex. (II)	D-250	WJTH	San Antonio, Tex.	D-250	WVWH	Wilmington, N. C. (II)	D-250	WXRF	Guayama, P. R. (III-A)	1,000
KSTV	Stephenville, Tex. (II)	D-250	WJTI	San Antonio, Tex.	D-250	WVWI	Wilmington, N. C. (II)	D-250		1600 KC. REGIONAL	
KGA	Spokane, Wash. (I-B)	DA-N-50,000	WJTK	San Antonio, Tex.	D-250	WVWJ	Wilmington, N. C. (II)	D-250	WAPX	Montgomery, Ala. (III-A)	DA-N-1,000
WAUX	Waukesha, Wis. (II)	D-250	WJTL	San Antonio, Tex.	D-250	WVWK	Wilmington, N. C. (II)	D-250	KGST	Fresno, Cal. (III)	D-1,000
	1520 KC. CLEAR		WJTM	San Antonio, Tex.	D-250	WVWL	Wilmington, N. C. (II)	D-250	KPMO	Pomona, Cal. (III-B)	500
WHOW	Clinton, Ill. (II)	D-1,000	WJTN	San Antonio, Tex.	D-250	WVWM	Wilmington, N. C. (II)	D-250	KUBA	Yuba City, Cal. (III-B)	LS-1,000
KSIB	Creston, Ia. (II)	D-1,000	WJTO	San Antonio, Tex.	D-250	WVWN	Wilmington, N. C. (II)	D-250	WKWF	Key West, Fla. (III-B)	500
WKBW	Buffalo, N. Y. (I-B)	DA-50,000	WJTP	San Antonio, Tex.	D-250	WVWO	Wilmington, N. C. (II)	D-250	WBTO	Linton, Ind. (III)	D-500
WKBS	Oyster Bay, L. I., N. Y. (II)	D-250	WJTR	San Antonio, Tex.	D-250	WVWP	Wilmington, N. C. (II)	D-250	KCRG	Cedar Rapids, Ia. (III-A)	DA-N-5,000
	1520 KC. CLEAR		WJTS	San Antonio, Tex.	D-250	WVWQ	Wilmington, N. C. (II)	D-250	WINX	Rockville, Md. (III)	D-1,000
KOMA	Oklahoma City (I-B)	DA-N-50,000	WJTT	San Antonio, Tex.	D-250	WVWR	Wilmington, N. C. (II)	D-250	WVOM	Brookline, Mass. (III-A)	DA-5,000
WWW	Waco, Tex. (II)	DA-N-50,000	WJTV	San Antonio, Tex.	D-250	WVWS	Wilmington, N. C. (II)	D-250	WJKO	Springfield, Mass. (III)	DA-D-5,000
	1530 KC. CLEAR		WJTW	San Antonio, Tex.	D-250	WVWT	Wilmington, N. C. (II)	D-250	WHRV	Ann Arbor, Mich. (III-A)	DA-1,000
KFBK	Sacramento, Cal. (I-B)	DA-50,000	WJTX	San Antonio, Tex.	D-250	WVWU	Wilmington, N. C. (II)	D-250	WKNK	Muskegon, Mich. (III-A)	LS-5,000
WCKY	Cincinnati, O. (I-B)	DA-N-50,000	WJTY	San Antonio, Tex.	D-250	WVWV	Wilmington, N. C. (II)	D-250		1500 KC. REGIONAL	
KSOX	Harlingen, Tex. (II)	LS-10,000	WJTZ	San Antonio, Tex.	D-250	WVWW	Wilmington, N. C. (II)	D-250	WGIV	Charlotte, N. C. (III)	DA-5,000
	1540 KC. (Bahama Island) CLEAR		WJTA	San Antonio, Tex.	D-250	WVWX	Wilmington, N. C. (II)	D-250	WFRS	Reidsville, N. C. (III-A)	D-1,000
KPOL	Los Angeles, Cal. (II)	D-5,000	WJTB	San Antonio, Tex.	D-250	WVWY	Wilmington, N. C. (II)	D-250	WJEL	Springfield, O. (III)	D-500
WKXY	Sarasota, Fla. (II)	D-1,000	WJTC	San Antonio, Tex.	D-250	WVWZ	Wilmington, N. C. (II)	D-250	WKWH	Cushing, Okla. (III)	D-500
WSMI	Litchfield, Ill. (II)	D-1,000	WJTD	San Antonio, Tex.	D-250	WVWA	Wilmington, N. C. (II)	D-250	KASH	Eugene, Ore. (III-B)	DA-N-1,000
WBNI	Boonville, Ind. (II)	D-250	WJTE	San Antonio, Tex.	D-250	WVWB	Wilmington, N. C. (II)	D-250	KBOR	Brownsville, Tex. (III)	DA-1,000
WLOT	La Porte, Ind. (II)	D-250	WJTF	San Antonio, Tex.	D-250	WVWC	Wilmington, N. C. (II)	D-250	KCFH	Cuero, Tex. (III)	D-500
KXEL	Waterloo, Ia. (II)	DA-N-50,000	WJTG	San Antonio, Tex.	D-250	WVWD	Wilmington, N. C. (II)	D-250	KMAE	McKinney, Tex. (III)	D-1,000
KNEX	McPherson, Kan. (II)	D-250	WJTH	San Antonio, Tex.	D-250	WVWE	Wilmington, N. C. (II)	D-250	KOGT	Orange, Tex. (III-B)	DA-N-1,000
KLKC	Parsons, Kan. (II)	D-250	WJTI	San Antonio, Tex.	D-250	WVWF	Wilmington, N. C. (II)	D-250	WHLL	Wheeling, W. Va. (III)	DA-5,000
WALM	Albion, Mich. (II)	D-250	WJTK	San Antonio, Tex.	D-250	WVWG	Wilmington, N. C. (II)	D-250			
WLEW	Bad Axe, Mich. (II)	D-250	WJTL	San Antonio, Tex.	D-250	WVWH	Wilmington, N. C. (II)	D-250			
WPTR	Albany, N. Y. (II)	DA-50,000	WJTM	San Antonio, Tex.	D-250	WVWI	Wilmington, N. C. (II)	D-250			

* Construction permit for new station.
N—Night power.

DIRECTORY OF CANADIAN STATIONS BY FREQUENCIES

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1952

D—Day power.
DA—Directional antenna.

Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts
CBK	540 KILOCYCLES Watrous, Sask.	50,000	CHFA	Edmonton, Alta.	5,000-DA	CJIB	Vernon, B. C.	1,000	CKSM	Shawinigan Falls, Que.	1,000
CFNB	550 KILOCYCLES Fredericton, N. B.		CFB	690 KILOCYCLES Montreal, Que.	50,000	CHBD	Saskatoon	1,000	CFPA	1230 KILOCYCLES Port Arthur, Ont.	250
CHLN	Three Rivers, Que.		VOWR	700 KILOCYCLES St. John's, Nfld.	500	CKNB	Campbellton, N. B. (DA)	1,000	CKSF	Cornwall, Ont.	250
CKPG	Prince George, B. C.	250	CKVM	710 KILOCYCLES Ville Marie, Que.	1,000-DA-N	CFAC	Calgary, Alta.	5,000-DA-N	CJBG	Belleville, Ont.	250
CJKL	560 KILOCYCLES Kirkland Lake, Ont.	5,000-DA-N	CKAC	730 KILOCYCLES Montreal, Que.	10,000-D-5,000-N	CHNS	Halifax, N. S.	5,000-DA-N	CFRG	Gravelbourg, Sask.	250
CFRA	Ottawa, Ont.	1,000-DA-2	CBL	740 KILOCYCLES Toronto, Ont.	50,000	CKWS	Kingston, Ont. (DA)	5,000	CFRT	Dawson, Y.	100
CJEM	570 KILOCYCLES Edmonton, N. B.	1,000-DA-N	CKSO	790 KILOCYCLES Sudbury, Ont.	5,000-DA-N	CKCH	Hull, Que.	1,000-DA	CHWK	Chilliwack, B. C.	250
CJFX	580 KILOCYCLES Antigonish, N. S. (DA)	5,000	CBY	Corner Brook, Nfld.	1,000	CKKW	980 KILOCYCLES Regina, Sask.	5,000-DA-N	CKDM	Dauphin, Man.	250
CKUA	Edmonton, Alta.	1,000	CJAD	800 KILOCYCLES Montreal, Que.	5,000-DA	CKVL	Verdun, Que.	1,000-DA	CKVD	Val d'Or, Que.	250
CKPR	Fort William, Ont.	1,000	CHAB	Moose Jaw, Sask.	5,000-DA	CFPL	London, Ont.	5,000-DA-2	CKBB	Barrie, Ont.	250
CKEY	Toronto, Ont. (DA)	5,000-D	CKLW	Windsor, Ont.	5,000-DA	CKRM	1000 KILOCYCLES Bridgewater, N. S.	1,000-DA-N	CKLD	Thetford Mines, Que.	250
CKY	Winnipeg, Man.	5,000-DA	CHRC	Quebec, Que.	5,000-DA-2	CKVQ	Quebec, Que.	1,000	CKRD	Red Deer, Alta.	250
CFCL	Timmins, Ont.	1,000-DA-N	CKOK	Penticton, B. C.	1,000-D-500-N	CKWJ	Vancouver, B. C.	5,000-DA	VOAR	St. John's, Nfld.	100
CFAR	Flin Flon, Man.	1,000	CKFI	Fort Francis, Ont.	1,000-DA-500-N	CKXW	1010 KILOCYCLES Edmonton, Alta.	5,000-DA-2	CKRS	Jonquiere, Que.	250
VOCM	St. John's, Nfld.	1,000	CJBC	860 KILOCYCLES Toronto, Ont.	50,000	CFRB	Toronto, Ont.	50,000-DA-2	CKLE	Oshawa, Ont.	250
CJOR	600 KILOCYCLES Vancouver, B. C. (DA)	5,000	CJVI	900 KILOCYCLES Victoria, B. C.	1,000-DA	CFRN	Edmonton, Alta.	5,000	CKLN	Nelson, B. C.	250
CFQC	Saskatoon, Sask.	5,000-DA-N	CJBR	Rimouski, Que.	5,000-DA-N	CFRP	Prince Rupert, B. C.	250	CKNS	Nelson, B. C.	250
CFCF	Montreal, Que.	5,000-DA	CHML	Hamilton, Ont.	5,000-DA-N	CJCS	Stratford, Ont.	250	CKNT	Nelson, B. C.	250
CFCH	North Bay, Ont.	1,000-DA	CKBI	Prince Albert, Sask.	5,000-DA-2	CKTS	Sherbrooke, Que.	250	CKND	Nelson, B. C.	250
CJAT	610 KILOCYCLES Trill, B. C.	1,000	CHLT	Sherbrooke, Que.	1,000-DA-N	CJAV	Port Alberni, B. C.	250	CKNE	Nelson, B. C.	250
CHNC	New Carlisle, Que.	5,000-DA	CBO	910 KILOCYCLES Ottawa, Ont.	1,000	CJRW	Summerside, P. E. I.	250	CKNF	Nelson, B. C.	250
CKCK	620 KILOCYCLES Regina, Sask.	5,000-DA-N	CFJC	Kamloops, B. C.	1,000	CKLS	La Sarre, Que.	250	CKNG	Nelson, B. C.	250
CKTB	St. Catharines, Ont.	1,000-DA	CJCH	920 KILOCYCLES Halifax, N. S.	5,000-DA-N	CKSB	1250 KILOCYCLES St. Boniface, Man. (DA)	1,000	CKNH	Nelson, B. C.	250
CFCY	630 KILOCYCLES Charlottetown, P. E. I.	5,000-DA-N	CKNX	Wingham, Ont.	1,000-DA-N	CKBL	Matane, Que.	1,000-DA-1	CKNI	Nelson, B. C.	250
CFCO	Chatham, Ont.	1,000-DA	CJCA	930 KILOCYCLES Edmonton, Alta.	5,000-DA-N	CKBR	1260 KILOCYCLES Edmonton, Alta.	5,000	CKNJ	Nelson, B. C.	250
CKOV	Kelowna, B. C.	1,000	CFBC	St. John's, N. B.	5,000-DA	CKFR	1270 KILOCYCLES Sydney, N. S.	5,000-D-1,000-N	CKNK	Nelson, B. C.	250
CKRC	Winnipeg, Man.	5,000-DA-N	CJON	St. John's, Nfld.	5,000-DA-N	CHAT	Medicine Hat, Alta.	1,000-DA	CKNL	Nelson, B. C.	250
CBN	640 KILOCYCLES St. John's, Nfld.	10,000	CBM	940 KILOCYCLES Montreal, Que.	50,000	CKCV	1220 KILOCYCLES Quebec, Que.	1,000-DA-N	CKNM	Nelson, B. C.	250
CKGB	680 KILOCYCLES Timmins, Ont.	5,000-DA-N	CJGX	Yorktown, Sask.	1,000	CKCW	1310 KILOCYCLES Ottawa, Ont.	5,000-D-1,000-DA-N	CKNR	Nelson, B. C.	250
CHLO	St. Thomas, Ont.	1,000-DA-N				CKCX	1320 KILOCYCLES New Westminster, B. C.	1,000-DA-N	CKNS	Nelson, B. C.	250
						CKCY	1330 KILOCYCLES Halifax, N. S.	100	CKNT	Nelson, B. C.	250
						CHAD	1340 KILOCYCLES Amos, Que.	250	CKNV	Nelson, B. C.	250
						CJLS	Yarmouth, N. S.	250	CKNW	Nelson, B. C.	250
						CJOB	Winnipeg, Man.	250	CJSO	1300 KILOCYCLES Sorci, Que.	1,000-DA-N
						CKOX	Woodstock, Ont.	250	CKSB	1330 KILOCYCLES Halifax, N. S.	100
						CKMR	Newcastle, N. B.	250	CHAM	1340 KILOCYCLES Amos, Que.	250
						CKRL	Roberval, Que.	250	CJMS	Yarmouth, N. S.	250
						CJNT	Quebec, Que.	250	CJNB	1460 KILOCYCLES North Battleford, Sask.	1,000
						CKDA	Victoria, B. C.	250	CFOS	1470 KILOCYCLES Owen Sound, Ont.	1,000-DA-N
						CKOM	Saskatoon, Sask.	250	CKCR	1490 KILOCYCLES Kitchener, Ont.	250
						CFYK	Yellowknife, NWT.	150	CFRC	Kingston, Ont.	100
									CJIC	Sault Ste. Marie, Ont.	250
									CKEN	Kenntville, N. S.	250
									CFHR	Hav River, NWT.	100
									CKFM	Brochy, Que.	250
									CFAB	Windsor, N. S.	250
									CFOR	Orillia, Ont.	250
									CJOY	Guelph, Ont.	250
									CKG	Gander, Nfld.	250
									CJNB	1460 KILOCYCLES North Battleford, Sask.	1,000
									CFOS	1470 KILOCYCLES Owen Sound, Ont.	1,000-DA-N
									CKCR	1490 KILOCYCLES Kitchener, Ont.	250
									CFRC	Kingston, Ont.	100
									CJIC	Sault Ste. Marie, Ont.	250

DIRECTORY OF AM BROADCASTING STATIONS BY CALL LETTERS

* Construction permit for power or frequency change

† Construction permit for new station

‡ Special service authorization

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts		
KAAA	Red Wing, Minn.	1250	D-1,000	KBUN	Bemidji, Minn.	1450	250	KDLR	Devils Lake, N. D.	1240	250	KFLW	Klamath Falls, Ore.	1450	250		
KABC	San Antonio, Tex.	680	LS-50,000 N-10,000	KBUR	Burlington, Ia.	1480	250	KDMA	Montevideo, Minn.	1450	100	†KFMA	Davenport, Iowa	1580	D-250		
†KABI	Ketchikan, Alaska	580	LS-1,000 N-500	KBWD	Brownwood, Tex.	1390	LS-1,000 N-500	KDMO	Carthage, Mo.	1490	250	KFMB	San Diego, Cal.	550	1,000		
KABR	Aberdeen, S. D.	1220	D-250	†KBWL	Blackwell, Okla.	1550	D-250	KDMS	El Dorado, Ark.	1290	D-1,000	KFMJ	Tulsa, Okla.	1050	D-1,000		
†KACE	Dallas, Tex.	740	LS-10,000 N-5,000	KBYE	Okla. City, Okla.	890	D-1,000	KDNT	Denton, Tex.	1450	250	KFMO	Flat River, Mo.	1240	250		
KADA	Ada, Okla.	1230	250	KBYR	Anchorage, Alaska	1240	250	*1440	*LS-1,000 N-500	KFNW	Shenandoah, Ia.	920	LS-1,000 N-500	KFOR	Lincoln, Nebr.	1240	250
KAFP	Petaluma, Cal.	1490	250	KBYZ	Grand Rapids, Minn.	1490	250	KDON	Santa Cruz, Cal.	1460	5,000	KFOX	Long Beach, Cal.	1280	1,000		
KAFY	Bakersfield, Cal.	550	1,000	KCAP	Helena, Mont.	1360	250	KDRO	Sedalia, Mo.	1490	250	KFPW	Fort Smith, Ark.	1230	250		
KAGH	Crossett, Ark.	1240	100	†KCAR	Clarksburg, Tex.	1350	D-500	KDRS	Paragould, Ark.	1490	250	KFQD	Anchorage, Alaska	600	5,000		
KAHU	Waipahu, T. H.	920	1,000	KCHI	Des Moines, Ia.	1330	1,000	KDSH	Boise, Idaho	950	5,000	KFRB	Fairbanks, Alaska	790	5,000		
KAKC	Tulsa, Okla.	970	LS-1,000 N-500	KCHJ	Lubbock, Tex.	1590	1,000	KDSX	Deerwood, S. D.	980	1,000	KFRC	S. Francisco, Cal.	610	5,000		
KAKE	Wichita, Kans.	1280	N-250	KCBQ	San Diego, Cal.	1170	LS-5,000 N-1,000	KDTH	Dubuque, Ia.	1370	1,000	KFRD	Rosenberg, Tex.	980	D-1,000		
KALB	Alexandria, La.	540	LS-5,000 N-1,000	KCBS	San Francisco, Cal.	740	50,000	KDWT	Stamford, Tex.	1400	250	KFRE	Fresno, Cal.	940	50,000		
KALE	Richland, Wash.	920	1,000	KCFH	Cuero, Tex.	1600	D-500	KDYL	Salt Lake City, Utah	1320	5,000	KFRM	Kansas City, Mo.	550	D-5,000		
KALG	Alamogordo, N. M.	1230	250	KCHA	Charles City, Ia.	1580	D-250	KDZA	Pueblo, Colo.	1230	250	KFRQ	Longview, Tex.	1370	1,000		
KALI	Pasadena, Cal.	1430	D-1,000	†KCHE	Cherokee, Ia.	1440	D-500	KEAR	San Mateo, Cal.	1550	1,000	KFRU	Columbia, Mo.	1400	250		
KALL	Salt Lake City, Utah	910	1,000	KCHI	Chillicothe, Mo.	1010	D-250	KEBE	Jacksonville, Tex.	1400	250	KFSA	Ft. Smith, Ark.	950	LS-1,000 N-500		
†KALM	Alton, Mo.	1290	D-1,000	KCHJ	Delano, Cal.	1010	D-1,000	KECA	Los Angeles, Cal.	790	5,000	KFSB	John, Mo.	1310	LS-5,000 N-1,000		
KALT	Atlanta, Tex.	900	D-1,000	†KCHY	Cheney, Wyo.	1240	250	KECC	Pittsburg, Cal.	990	1,000	KFSD	San Diego, Cal.	600	5,000		
KAMD	Camden, Ark.	1450	1,000	KCID	Caldwell, Idaho	1450	250	KECK	Odessa, Tex.	920	LS-1,000 N-500	KFSG	L. Angeles, Cal.	1150	LS-2,500 N-1,000		
KAMQ	Amarillo, Tex.	1010	LS-1,000 N-500	KCIJ	Shreveport, La.	980	D-5,000	KEEN	San Jose, Cal.	1370	1,000	†KFST	Ft. Stockton, Tex.	860	D-250		
KANA	Anaconda, Mont.	1230	250	KCIL	Houma, La.	1490	2.0	KEEP	Twin Falls, Idaho	1450	250	KFTM	Ft. Morgan, Colo.	1260	D-500		
KAND	Corsicana, Tex.	1340	250	KCIM	Carroll, Ia.	1380	1,000	KELA	Centralia, Wash.	1470	1,000	KFTV	Paris, Texas	1250	D-500		
KANE	New Iberia, La.	1240	250	KCJB	Minot, N. D.	910	1,000	KELK	Elko, Nev.	1240	250	KFUN	Las Vegas, N. M.	1230	250		
†KANI	Kaneohe, Oahu, T. H.	1150	1,000	KCKN	Kansas City, Kans.	1340	250	KELO	Sioux Falls, S.D.	1320	5,000	KFUO	Clayton, Mo.	850	LS-5,000 L-N-5,000		
KANS	Wichita, Kans.	1480	LS-5,000 N-1,000	KCKY	Coolidge, Ark.	1150	1,000	KELP	El Paso, Tex.	920	D-1,000	KFVD	L. Angeles, Cal.	1020	LS-5,000 L-N-5,000		
KAOK	Lake Charles, La.	1400	250	KCLA	Pine Bluff, Ark.	1400	250	KELS	Kelso, Wash.	1490	250	KFVS	Cape Girardeau, Mo.	960	LS-1,000 N-500		
KAPA	Raymond, Wash.	1340	250	KCLE	Cleburne, Tex.	1120	D-250	KELY	Ely, Nev.	1230	250	KFWB	L. Angeles, Cal.	980	5,000		
KAPK	Minden, La.	1240	100	KCLF	Clifton, Ariz.	1400	250	KENA	Mena, Ark.	1450	250	KFXD	Nampa, Ida.	580	5,000		
KARE	Atchison, Kan.	1470	5,000	KCLO	Leavenworth, Kans.	1410	D-500	KENI	Anchorage, Alaska	550	5,000	KFXJ	Grand Jct., Colo.	920	LS-1,000 N-500		
KARK	Little Rock, Ark.	920	5,000	KCLS	Flagstaff, Ariz.	1340	250	KENM	Portales, N. M.	1450	250	KFXM	San Bernardino, Cal.	590	1,000		
KARM	Fresno, Cal.	1430	5,000	KCLV	Clovis, N. M.	1240	250	KENO	Las Vegas, Nev.	1460	1,000	KFYN	Bonham, Tex.	1420	D-250		
KASA	Elk City, Okla.	1240	250	KCLW	Hamilton, Tex.	900	D-250	KENT	Shreveport, La.	1550	LS-1,000 N-500	KFYO	Lubbock, Tex.	1340	250		
KASH	Eugene, Ore.	1600	1,000	KCLX	Colfax, Wash.	1450	250	KEPO	El Paso, Tex.	690	10,000	*790	*LS-5,000 N-1,000				
KASI	Ames, Ia.	1430	D-1,000	KCMC	Texarkana, Tex.	1230	250	KERB	Permit, Tex.	600	D-1,000	KFYR	Bismarck, N. D.	550	5,000		
KASM	Albany, Minn.	1150	D-500	KCMJ	Palm Springs, Cal.	1340	250	KERG	Eugene, Ore.	1280	1,000	KGA	Spokane, Wash.	1510	50,000		
KAST	Astoria, Ore.	1370	1,000	KCMO	Kansas City, Mo.	810	LS-50,000 N-10,000	KERN	Bakersfield, Cal.	1410	1,000	KGAE	Salem, Ore.	1430	D-1,000		
KATE	Albert Lea, Minn.	1450	250	KCNA	Tucson, Ariz.	580	LS-5,000 N-500	KERO	Bakersfield, Cal.	1230	250	KGAF	Gainesville, Tex.	1580	D-250		
KATL	Houston, Tex.	1590	5,000	KCNC	Fort Worth, Tex.	870	D-250	KEVA	Shamrock, Tex.	1580	D-250	KGAK	Gallup, N. M.	1230	250		
KATO	Reno, Nev.	1340	250	KCNI	Broken Bow, Nebr.	1280	D-1,000	KEVT	Kerrville, Tex.	1230	250	KGAL	Lebanon, Ore.	930	D-1,000		
KATY	San Luis Obispo, Cal.	1340	250	KCNO	Alturas, Cal.	570	D-1,000	KEX	Portland, Ore.	1190	50,000	KGAN	Kingman, Ariz.	1230	250		
KAUS	Austin, Minn.	1480	1,000	KCNY	San Marcos, Tex.	1470	D-250	KEXO	Grand Junction, Colo.	1230	250	KGAR	Gardena City, Kans.	1050	D-1,000		
KAVE	Carlsbad, N. M.	1240	250	KCOG	Centerville, Ia.	1400	100	†KEXX	San Antonio, Texas	1250	D-500	KGB	San Diego, Cal.	1390	1,000		
KAVL	Lancaster, Cal.	1340	250	KCOH	Houston, Tex.	1420	D-1,000	KEYD	Minneapolis, Minn.	1440	D-5,000	KGBC	Galveston, Tex.	1540	LS-1,000 N-250		
KAWT	Douglas, Ariz.	1450	250	KCOK	Tulare, Cal.	1270	1,000	KEYE	Perryton, Tex.	1400	250	KGBS	Harlingen, Tex.	1240	250		
KAYL	Storm Lake, Ia.	990	D-250	KCOL	Ft. Collins, Colo.	1410	1,000	KEYS	Corpus Christi, Tex.	1440	LS-1,000 N-500	KGBX	Springfield, Mo.	1260	5,000		
KAYS	Hays, Kans.	1400	250	KCOM	Sioux City, Ia.	620	1,000	KEUN	Eunice, La.	1490	250	KGCU	Mandan, N. D.	1270	LS-1,000 N-250		
KBIO	Burley, Idaho	1230	250	KCON	Conway, Ark.	1230	250	KEYY	Provo, Utah	1450	250	KGCX	Sidney, Mont.	1480	5,000		
KBIS	Bakersfield, Cal.	970	1,000	KCOR	San Antonio, Tex.	1350	LS-5,000 N-1,000	KFAB	Omaha, Neb.	1110	50,000	KGDE	Fergus Falls, Minn.	1250	LS-1,000 N-500		
KBKJ	Muskogee, Okla.	1450	250	KCOW	Alliance, Neb.	1400	250	KFAC	Los Angeles, Cal.	1330	5,000	KGDM	Stockton, Cal.	1140	5,000		
KBKZ	Ottumwa, Ia.	1240	250	KCOY	Santa Maria, Cal.	1400	250	KFAL	Fulton, Mo.	900	D-1,000	KGEG	Sterling, Colo.	1230	D-250		
KBKH	Pullman, Wash.	1150	D-1,000	KCRA	Sacramento, Cal.	1320	LS-5,000 N-1,000	KFAM	St. Cloud, Minn.	1450	250	KGEM	Boise, Ida.	1140	1,000		
KBKI	Alice, Tex.	1070	1,000	†KCRB	Chanute, Kans.	1460	D-1,000	KFAR	Fairbanks, Alaska	610	5,000	KGER	Long Beach, Cal.	1390	5,000		
KBKR	Baker, Ore.	1490	250	KCRC	Enid, Okla.	1390	1,000	KFBB	Great Falls, Mont.	1310	5,000	KGEZ	Kalispell, Mont.	600	1,000		
KBKW	Aberdeen, Wash.	1450	250	KCRE	Crescent City, Cal.	1400	250	KFBC	Cheyenne, Wyo.	1240	250	KGFF	Shawnee, Okla.	1450	250		
KBLA	Burbank, Cal.	1490	250	KCRG	Cedar Rapids, Ia.	1600	5,000	KFBI	Wichita, Kans.	1070	LS-10,000 N-1,000	KGFL	Roswell, N. M.	1400	250		
KBLF	Red Bluff, Cal.	1490	250	KCRS	Midland, Tex.	550	LS-5,000 N-1,000	KFBK	Sacramento, Cal.	1530	50,000	KGFN	Kearney, Nebr.	1340	250		
KBLI	Blackfoot, Idaho	1490	250	KCRT	Trinidad, Colo.	1240	250	KFD	Amarillo, Tex.	1440	LS-5,000	KGFY	Pierre, S. D.	630	D-200		
†KBLD	Hot Springs, Ark.	1470	D-1,000	KCRV	Caruthersville, Mo.	1370	D-1,000	KFD	Beaumont, Tex.	580	5,000	KGGF	Coffeyville, Kans.	690	LS-10,000		
KBMN	Bozeman, Mont.	1230	250	KCSB	San Bernardino, Cal.	1350	500	KFD	Grand Coulee, Wash.	1400	250	KGGM	Albuquerque, N. M.	610	5,000		
KBMW	Breckenridge, Minn.	1450	250	KCSJ	Pueblo, Colo.	590	1,000	KFD	Wichita Falls, Tex.	990	LS-10,000 N-1,000	KGHF	Pueblo, Colo.	1350	LS-5,000 N-1,000		
KBMX	Coalinga, Cal.	1470	D-500	KCSU	Provo, Utah	1400	250	KFD	Denver, Col.	950	5,000	KGHI	Little Rock, Ark.	1250	LS-1,000 N-500		
KBMY	Billings, Mont.	1240	250	†KCTG	Cottage Grove, Ore.	1400	250	KFEL	St. Joseph, Mo.	680	5,000	KGIB	Bremerton, Wash.	1540	D-1,000		
KBNZ	Lajunta, Colo.	1400	1,000	KCTI	Gonzales, Tex.	1450	250	KFFA	Helena, Ark.	1330	1,000	KGIL	San Fernando, Cal.	1260	1,000		
KBOA	Kennett, Mo.	830	D-1,000	KCTJ	Childress, Tex.	1510	D-250	KFFG	Fargo, N. D.	790	5,000	KGIW	Alamosa, Colo.	1450	250		
KBOE	Oskaloosa, Ia.	740	D-250	KCTK	Ft. Worth, Tex.	1540	LS-5,000 N-1,000	KFFQ	Boone, Ia.	1260	D-250	KGKB	Tyler, Tex.	1490	250		
KBOB	Waterloo, Ia.	1090	D-1,000	KCUL	Lodi, Cal.	1570	D-1,000	KFGR	Forest Grove, Ore.	1570	D-250	KGKL	San Angelo, Tex.	960	LS-5,000 N-1,000		
KBOL	Boulder, Colo.	1490	250	KDAD	Fort Bragg, Cal.	1230	250	KFGT	Fremont, Nebr.	1340	100	†KGGK	Dallas, Tex.	1480	500		
KBON	Omaha, Neb.	1490	250	KDAL	Duluth, Minn.	610	5,000	KFH	Wichita, Kans.	1330	5,000	KGLC	Miami, Okla.	910	1,000		
KBOP	Pleasanton, Tex.	1380	D-1,000	KDAS	Malvern, Ark.	1420	D-1,000	KFI	Los Angeles, Cal.	640	50,000	KGLN	Glenwood Springs, Colo.	1340	250		
KBOR	Brownsville, Tex.	1600	1,000	KDB	Santa Barbara, Cal.	1490	250	KFIR	North Bend, Ore.	1340	250	KGLO	Mason City, Ia.	1300	5,000		
KBOW	Butte, Mont.	1480	250	KDDD	Dumas, Tex.	800	D-250	KFIZ	Fond du Lac, Wis.	1450	250	KGLU	Safford, Ariz.	1480	1,000		
KBOX	Modesto, Cal.	970	1,000	KDEF	Decorah, Ia.	1240	SH-250	KFJB	Marshalltown, Ia.	1230	250						

Call Letters	City	Freq- uency in KC	Power in Watts	Call Letters	City	Freq- uency in KC	Power in Watts	Call Letters	City	Freq- uency in KC	Power in Watts	Call Letters	City	Freq- uency in KC	F. in Watts
KSD	St. Louis, Mo.	550	5,000	KTIS	Minneapolis, Minn.	900	D-1,000	KVON	Napa, Cal.	1440	500	KXA	Seattle, Wash.	770	LS-1,000
KSDN	Aberdeen, S. D.	930	1,000	KTJS	Hobart, Okla.	1420	D-250	KVOC	Tulsa, Okla.	1170	50,000	KXAR	Hope, Ark.	1490	250
KSDO	San Diego, Cal.	1130	LS-5,000	KTJN	Ketchikan, Alaska	930	1,000	KVOP	Plainview, Tex.	1400	250	KXEL	Waterloo, Ia.	1540	50,000
KSEI	Pocatello, Ida.	930	N-1,000	KTKK	Taft, Cal.	1310	D-500	KVOR	Colorado Springs, Colo.	1300	1,000	KXEO	Mexico, Mo.	1340	250
KSEK	Pittsburg, Kans.	1340	250	KTKT	Tucson, Ariz.	1490	250	KVOS	Bellingham, Wash.	790	1,000	KXGI	Ft. Madison, Ia.	1360	D-500
KSEL	Lubbock, Tex.	950	LS-1,000	KTLD	Denver, Colo.	1150	D-1,000	KVOW	Uvalde, Tex.	1450	250	KXGN	Glendive, Mont.	1400	250
KSEM	Moses Lake, Wash.	1450	N-500	KTLM	Texas City, Tex.	920	D-1,000	KVOW	Littlefield, Tex.	1490	250	KXIC	Iowa City, Ia.	800	D-1,000
†KSEN	Richfield, Utah	900	D-1,000	KTMC	McAlester, Okla.	1400	250	KVOX	Moorehead, Minn.	1340	250	KXIT	Dalhart, Tex.	1410	D-500
KSEO	Durant, Okla.	750	D-250	KTMS	Santa Barbara, Cal.	1250	1,000	KVRC	Laredo, Tex.	1490	250	KXJK	Forrest City, Ark.	950	D-1,000
KSET	El Paso, Tex.	1340	250	KTNM	Tucumcari, N. M.	1400	250	KVRH	Salida, Colo.	1340	250	KXLA	Portland, Ore.	750	LS-10,000
KSEY	Seymour, Tex.	1230	100	†KTNW	Tacoma, Wash.	1420	250	KVRS	Rock Springs, Wyo.	1350	LS-1,000	KXLE	Ellensburg, Wash.	1240	250
KSFA	Nacogdoches, Tex.	860	D-1,000	KTOE	Mankato, Minn.	1400	LS-5,000	KVRS	Rock Springs, Wyo.	1350	LS-1,000	KXLF	Butte, Mont.	1370	5,000
KSFE	Needles, Cal.	1340	250	KTOH	Lihue, T. H.	1490	N-1,000	†KVRV	Victorville, Cal.	960	D-5,000	KXLJ	Helena, Mont.	1240	250
KSFO	S. Francisco, Cal.	560	LS-5,000	KTOK	Oklahoma City, Okla.	1000	LS-5,000	KVSF	Santa Fe, N. M.	1260	1,000	KXLK	Great Falls, Mont.	1400	250
KSGA	Redmond, Ore.	1240	250	KTOP	Topeka, Kans.	1490	250	KVSM	San Mateo, Cal.	1050	D-250	KXLL	Missoula, Mont.	1450	250
KSGM	Ste. Genevieve, Mo.	980	500	KTOW	Oklahoma City, Okla.	800	D-250	KVSO	Ardmore, Okla.	1240	250	KXLM	Lewiston, Mont.	1230	250
KSIB	Creston, Iowa	1520	D-1,000	KTRB	Modesto, Cal.	850	LS-5,000	KVVC	Ventura, Cal.	1590	1,000	KXLO	Bozeman, Mont.	1450	250
KSID	Sidney, Neb.	1540	D-250	KTRC	Santa Fe, N. M.	1400	250	KVWC	Vernon, Tex.	1490	250	KXLR	N. Little Rock, Ark.	1450	250
KSIG	Crowley, La.	1450	250	KTRD	Thief River Falls, Minn.	1230	250	KVWC	Wadena, Wyo.	1370	D-1,000	*150	*LS-5,000		
KSJG	Gladewater, Tex.	1430	D-1,000	KTRF	Houston, Tex.	740	50,000	KWAD	Chadeneau, Minn.	920	1,000	*N-1,000			
KSIL	Silver City, N. M.	1340	250	KTRG	Sioux City, Ia.	1470	5,000	KWAK	Stuttgart, Ark.	1240	250	KXLV	Clayton, Mo.	1320	D-1,000
KSIM	Sikeston, Mo.	1400	250	KTRI	Beaumont, Tex.	990	1,000	KWAL	Wallace, Ida.	620	1,000	KXLY	Spokane, Wash.	920	250
KSIX	Corpus Christi, Tex.	1230	250	KTRM	Wichita Falls, Tex.	1290	LS-5,000	KWAT	Watertown, S. D.	950	1,000	KXO	El Centro, Cal.	1230	5,000
KSJB	Jamestown, N. D.	600	5,000	KTRN	Wichita Falls, Tex.	1290	N-1,000	KWB	Williston, N. D.	1450	250	KXOA	Sacramento, Cal.	1470	1,000
KSJO	San Jose, Cal.	1590	LS-1,000	KTRY	Bastrop, La.	730	D-250	KWB	Oakland, Cal.	1310	1,000	KXOB	Stockton, Cal.	1280	1,000
KSJV	Sanger, Cal.	900	D-1,000	KTSA	San Antonio, Tex.	550	5,000	KWB	Corpus Christi, Tex.	1030	D-50,000	KXOC	Chico, Cal.	1150	5,000
KSJY	Dallas, Tex.	660	D-1,000	KTSM	El Paso, Tex.	1380	LS-1,000	KWCB	Searcy, Ark.	1300	D-1,000	KXOC	St. Louis, Mo.	630	5,000
KSKY	Salt Lake City, Utah	1160	50,000	KTSW	Emporia, Kans.	1400	250	KWCJ	Natchitoches, La.	1450	250	KXOL	Ft. Worth, Tex.	1360	1,000
KSLM	Salem, Ore.	1390	1,000	KTTR	Rolla City, Mo.	1490	250	KWCO	Chickasha, Okla.	1560	*LS-1,000	KXOX	Sweetwater, Tex.	1240	250
KSLP	Opelousas, La.	1230	250	KTTS	Springfield, Mo.	1400	250	KWED	Des Moines, Ia.	1150	1,000	KXRA	Alexandria, Minn.	1490	250
KSLM	Santa Maria, Cal.	1240	250	KTUC	Tucson, Ariz.	1400	250	KWED	Sequin, Tex.	1580	D-1,000	KXRJ	Russellville, Ark.	1490	250
KSMN	Mason City, Ia.	1010	D-1,000	KTUL	Tulsa, Okla.	1430	5,000	KWEM	W. Memphis, Ark.	990	D-1,000	KXRN	Renton, Wash.	1230	250
KSNY	Snyder, Tex.	1280	D-500	KTUR	Turlock, Cal.	1390	1,000	KWFC	Hobbs, N. M.	1490	250	KXRO	Aberdeen, Wash.	1320	1,000
KSO	Des Moines, Ia.	1460	5,000	KTW	Seattle, Wash.	1250	1,000	KWFC	Hot Springs, Ark.	1340	250	KXRZ	San Jose, Cal.	1500	1,000
KSOK	Arkansas City, Kans.	1280	D-1,000	KTXC	Big Spring, Tex.	1400	1,000	KWFT	Wichita Falls, Tex.	620	5,000	KXXL	Monterey, Cal.	630	D-500
KSON	San Diego, Cal.	1240	250	KTXX	Jasper, Tex.	1240	250	KWHA	Waxahachie, Tex.	1390	D-500	KXXZ	Colby, Kans.	790	D-5,000
KSOO	Sioux Falls, S. D.	1140	LS-10,000	KTXL	San Angelo, Tex.	1340	250	KWH	Brenham, Tex.	1280	D-1,000	KYYX	Houston, Tex.	1320	5,000
KSOX	Harlingen, Tex.	1530	LS-50,000	KTYL	Mesa, Ariz.	1310	LS-1,000	KWHK	Hutchinson, Kans.	1230	LS-1,000	KYA	San Francisco, Cal.	1260	LS-5,000
KSPA	Santa Paula, Cal.	1400	250	KTYL	Mesa, Ariz.	1310	LS-1,000	KWHW	Cushing, Okla.	1600	D-1,000	N-1,000			
KSPI	Stillwater, Okla.	780	D-250	KUBA	Yuba City, Cal.	1600	LS-1,000	KWIE	Kennewick, Wash.	610	1,000	KYAK	Yakima, Wash.	1400	250
KSPD	Spokane, Wash.	1340	250	KUCB	Montrose, Colo.	1260	LS-1,000	KWIL	Albany, Ore.	1240	250	KYAC	Prescott, Ariz.	1490	250
KSPR	Casper, Wyo.	1470	1,000	KUGN	Eugene, Ore.	590	1,000	KWIN	Ashland, Ore.	1400	250	KYJC	Medford, Ore.	1230	250
KSPY	Spokane, Wash.	1340	250	KUIN	Grants Pass, Ore.	1340	250	KWJB	Globe, Ariz.	1240	250	KYMA	Yuma, Ariz.	1400	250
KSR	Santa Rosa, Cal.	1350	1,000	KUJ	Walla Walla, Wash.	1420	5,000	KWJJ	Portland, Ore.	1080	10,000	KYNO	Fresno, Cal.	1300	1,000
KSRV	Ontario, Ore.	1380	1,000	KUKI	Ukiah, Cal.	1400	250	KWK	St. Louis, Mo.	1360	5,000	KYOS	Blythe, Cal.	1450	250
KSS	Sulphur Spring, Tex.	1230	250	KULA	Honolulu, T. H.	690	10,000	KWKC	Abilene, Tex.	1340	250	KYOU	Greely, Colo.	1450	250
KSTA	Coleman, Tex.	1000	D-250	KUL	Ephrata, Wash.	730	D-250	KWKE	Weiser, Idaho	1240	250	KYUM	Mankato, Minn.	1230	250
KSTB	Breckenridge, Tex.	1430	D-1,000	KULP	El Campo, Tex.	1390	D-500	KWEM	W. Memphis, Ark.	990	D-1,000	KYU	Yuma, Ariz.	560	1,000
KSTL	St. Louis, Mo.	680	D-1,000	KUNO	Corpus Christi, Tex.	1400	250	KWFC	Hot Springs, Ark.	1340	250	KYW	Philadelphia, Pa.	1060	50,000
KSTN	Stockton, Cal.	1420	1,000	KUOA	Siloam Springs, Ark.	1290	D-5,000	KWFT	Wichita Falls, Tex.	620	5,000	WAAA	Winston-Salem, N. C.	980	D-1,000
KSTP	St. Paul, Minn.	1290	50,000	KUOV	Minneapolis, Minn.	770	D-5,000	KWHA	Waxahachie, Tex.	1390	D-500	WAA	Worcester, Mass.	1440	5,000
KSTR	Trinidad, Colo.	1280	LS-1,000	KURV	Edinburg, Tex.	710	D-250	KWHP	Cushing, Okla.	1600	D-1,000	WAAF	Chicago, Ill.	950	D-1,000
KSTT	Davenport, Ia.	1170	1,000	KUSD	Vermillion, S. D.	690	D-1,000	KWHP	Cushing, Okla.	1600	D-1,000	WAA	Newark, N. J.	970	LS-5,000
KSTV	Stephenville, Tex.	1510	D-250	KUTA	Salt Lake City	570	5,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Aguailla, P. R.	1240	250
KSUB	Cedar City, Utah	590	1,000	KVAL	Brownsville, Tex.	1490	250	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Mobile, Ala.	1480	5,000
KSUB	Susanville, Cal.	1240	250	KVAN	Vancouver, Wash.	910	1,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Greenwood, Miss.	960	LS-1,000
KSUM	Fairmont, Minn.	1370	1,000	KVAS	Astoria, Ore.	1230	250	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Miss.	960	LS-1,000
KSUM	Bisbee, Ariz.	1230	250	KVBC	Farmington, N. M.	1240	250	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KSUM	Richfield, Utah	690	D-1,000	KVCV	Redding, Cal.	500	1,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KSVF	Artesia, N. M.	1450	*LS-1,000	KVEC	San Luis Obispo, Cal.	920	LS-1,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KSWA	Graham, Tex.	1330	D-500	KVEN	Ventura, Cal.	1450	250	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
†KSWB	Yuma, Ariz.	1240	D-500	KVER	Albuquerque, N. M.	1340	250	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KSWI	Council Bluffs, Iowa	1560	D-500	KVET	Austin, Tex.	1300	1,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KSWM	Joplin, Mo.	1230	250	KVFD	Ft. Dodge, Iowa	1400	250	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KSWO	Lawton, Okla.	1380	1,000	KVGB	Great Bend, Kans.	1590	5,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KSW	Roswell, N. M.	1230	250	KVI	Seattle, Wash.	570	5,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KSYC	Yreka, Cal.	1490	1,000	KVIC	Victoria, Tex.	1350	D-1,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KSYL	Alexandria, La.	970	1,000	KVIM	New Iberia, La.	1350	250	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KTAC	Tacoma, Wash.	850	1,000	KVKM	Monahans, Tex.	1340	D-1,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KTAE	Taylor, Tex.	1260	D-1,000	KVLC	Little Rock, Ark.	1050	D-1,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KTAN	Sherman, Tex.	1500	D-250	KVLF	Alpine, Tex.	1240	250	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KTAR	Phoenix, Ariz.	620	5,000	KVLH	Pauls Valley, Okla.	1470	D-250	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KTAT	Frederick, Okla.	1570	D-250	KVMA	Magnolia, Ark.	630	D-1,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KTBB	Tyler, Tex.	600	LS-5,000	KVNC	Winslow, Ariz.	1010	LS-1,000	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,000
KTBC	Austin, Tex.	590	LS-5,000	KVNI	Coeur d'Alene, Ida.	1240	250	KWHP	Cushing, Okla.	1600	D-1,000	WAB	Winnipeg, Man.	1480	5,0

AM Stations by Call Letters

(Continued from page 457)

Call Letters	City	Freq- ency in KC	Power in Watts	Call Letters	City	Freq- ency in KC	Power in Watts	Call Letters	City	Freq- ency in KC	Power in Watts	Call Letters	City	Freq- ency in KC	Power in Watts
WAKR	Greenville, S. C.	1490	250	WBEC	Pittsfield, Mass.	1490	250	WCEM	Cambridge, Md.	1240	100	WDLF	Panama City, Fla.	590	1,000
WAKN	Aiken, S. C.	990	D-1,000	WBEL	Elizabethton, Tenn.	1240	250	WCEN	Mt. Pleasant, Mich.	1150	LS-1,000	WDMG	Douglas, Ga.	860	D-1,000
WAKR	Akron, O.	1590	5,000	WBFB	Beloit, Wis.	1380	D-1,000	WCFL	Chicago, Ill.	1000	N-500	WDMJ	Marquette, Mich.	1320	1,000
WAKU	Latrobe, Pa.	1570	D-250	WBET	Buffalo, N.Y.	930	5,000	WCFV	Clifton Forge, Va.	1230	50,000	WDNC	Durham, N.C.	620	LS-5,000
WALA	Mobile, Ala.	1410	5,000	WBFB	Brockton, Mass.	990	D-1,000	WCHA	Calhoun, Ga.	900	D-1,000	WDNE	Elkins, W. Va.	1240	250
WALB	Albany, Ga.	1590	1,000	WBEB	Beaver Dam, Wis.	1430	D-1,000	WCHG	Chambersburg, Pa.	800	D-1,000	WDOD	Canton, Miss.	1370	D-500
WALD	Waterboro, S. C.	1490	250	WBEX	Chillicothe, O.	1490	250	WCHL	Chapel Hill, N.C.	1330	D-1,000	WDOR	Chatanooga, Tenn.	1310	5,000
WALE	Fall River, Mass.	1400	250	WBFB	Fitzgerald, Ga.	1370	D-1,000	WCHN	Chapel Hill, N.C.	1330	D-1,000	WDOS	Cleveland, O.	1260	5,000
WALK	Patchogue, N. Y.	1370	D-500	WBFB	Huntsville, Ala.	1230	250	WCHO	Norwich, N.Y.	970	D-500	WDOR	Sturgeon Bay, Wis.	910	D-500
WALL	Middletown, N. Y.	1340	250	WBFB	Henderson, N.C.	1450	250	WCHV	Washington Court House, Ohio	1250	D-500	WDOS	Oneonta, N.Y.	1400	250
WALM	Albion, Mich.	1540	D-250	WBFB	Greensboro, N.C.	1470	5,000	WCIL	Charleston, W. Va.	580	5,000	WDOV	Owenta, N.Y.	1410	D-1,000
WALT	Tampa, Fla.	1110	D-1,000	WBFB	Knoxville, Tenn.	1240	D-500	WCMB	Charlottesville, Va.	1240	250	WDRR	Hartford, Conn.	1350	5,000
WAMI	Opp, Ala.	860	D-1,000	WBFB	Bristol, Conn.	1440	D-500	WCMB	Charlottesville, Va.	1240	250	WDSG	Dillon, S.C.	800	D-1,000
WAML	Laurel, Miss.	1340	250	WBFB	Bedford, Ind.	1340	D-500	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAMS	Wilmington, Del.	1380	1,000	WBFB	Bedford, Va.	1490	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WANA	Anniston, Ala.	1490	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAND	Canton, Ohio	900	D-500	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WANE	Ft. Wayne, Ind.	1450	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WANN	Annapolis, Md.	1190	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WANS	Anderson, S.C.	1580	1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WANT	Richmond, Va.	990	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAOV	Vincennes, Ind.	1450	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAPA	San Juan, P.R.	680	10,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAPF	McComb, Miss.	1010	D-250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAPI	Birmingham, Ala.	1070	LS-10,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAPL	Appleton, Wis.	1570	D-500	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAFD	Chattanooga, Tenn.	1150	LS-5,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAPX	Montgomery, Ala.	1600	1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WARA	Attleboro, Mass.	1320	1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WARD	Rochester, N.Y.	950	1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WARC	Johnstown, Pa.	1490	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WARE	Ware, Mass.	1250	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WARK	Hagerstown, Md.	1490	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WARL	Arlington, Va.	780	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WARM	Scranton, Pa.	590	5,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WASN	Fort Pierce, Fla.	1330	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WASA	Havre de Grace, Md.	1330	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WASK	Lafayette, Ind.	1450	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WASL	Annapolis, Md.	810	D-250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATA	Boone, N.C.	1450	D-250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATC	Gaylord, Mich.	900	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATD	Ashland, O.	1340	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATF	Atlanta, Ga.	1380	5,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATG	Atlanta, Ga.	1380	5,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATM	Atmore, Ala.	1580	D-250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATN	Watertown, N.Y.	1240	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATO	Oak Ridge, Tenn.	1490	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATR	Waterbury, Conn.	1320	1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATS	Sayre, Pa.	1470	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATT	Cadillac, Mich.	1240	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATW	Ashland, Wis.	1400	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WATZ	Alpena, Mich.	1450	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAUD	Auburn, Ala.	1230	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAUG	Augusta, Ga.	1050	D-250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAUX	Waukesha, Wis.	1510	D-250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAVA	Ava, Ill.	1580	D-250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAVE	Louisville, Ky.	970	5,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAVL	Apollo, Pa.	910	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAVU	Albertville, Ala.	630	D-500	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAVZ	New Haven, Conn.	1260	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAWZ	Zarepath, N.J.	1380	5,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAYB	Waynesboro, Va.	1490	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAYN	Rockingham, N.C.	900	D-1,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAYS	Charlotte, N.C.	610	LS-5,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAYX	Waycross, Ga.	1230	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAZF	Yazoo City, Miss.	1230	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WAZL	Hazleton, Pa.	1490	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WBAA	Lafayette, Ind.	920	LS-5,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WBAC	Cleveland, Tenn.	1340	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WBAL	Baltimore, Md.	1090	50,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WBAM	Montgomery, Ala.	740	D-50,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WBAP	Ft. Worth, Tex.	570	5,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WBAT	Marion, Ind.	1400	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WBAX	Wilkes-Barre, Pa.	1240	250	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WBAY	Green Bay, Wis.	1360	5,000	WBFB	Baltimore, Md.	750	D-1,000	WCMB	Charlottesville, Va.	1240	250	WDSG	Dyersburg, Tenn.	1450	250
WBBC	Burl														

Call Letters	City	Freq- ency in KC	Power in Watts	Call Letters	City	Freq- ency in KC	Power in Watts	Call Letters	City	Freq- ency in KC	Power in Watts	Call Letters	City	Freq- ency in KC	Power in Watts
WFAI	Fayetteville, N. C.	1230	250	WGH	Newport News, Va.	1310	5,000	WHIO	Dayton, Ohio	1290	5,000	WILS	Lansing, Mich.	1320	LS-5,000
WFAK	Memphis, Tenn.	1480	D-1,000	WGIG	Brunswick, Ga.	1440	1,000	WHIP	Mooresville, N. C.	1350	D-1,000	WIMA	Lima, O.	1150	N-1,000
WFAS	White Plains, N. Y.	1230	250	WGIL	Galesburg, Ill.	1400	250	WHIR	Danville, Ky.	1230	250	WIMO	Wander, Ga.	1390	D-1,000
WFAU	Augusta, Me.	1340	250	WGVV	Charlotte, N. C.	1600	D-1,000	WHIS	Bluefield, W. Va.	1440	5,000	WIMS	Michigan City, Ind.	1420	LS-1,000
WFAX	Falls Church, Va.	1220	D-250 *D-500	WGKV	W. Va.	1490	250	WHIT	New Bern, N. C.	1450	250				
WFBC	Greenville, S. C.	1330	5,000	WGLL	Ft. Wayne, Ind.	1250	1,000	WHIZ	Zanesville, Ohio	1240	250	WINA	Charlottesville, Va.	1280	D-1,000
WFBG	Altoona, Pa.	1340	250	WGLS	Decatur, Ga.	970	D-1,000	WHJB	Greensburg, Pa.	620	LS-1,000	WINC	Winchester, Va.	1400	250
WFBL	Syracuse, N. Y.	1390	5,000	WGMS	Washington, D. C.	570	D-1,000	WHJC	Matewan, W. Va.	1330	D-1,000	WIND	Chicago, Ill.	560	5,000
WFBM	Indianapolis, Ind.	1260	5,000	WGN	Chicago, Ill.	720	50,000	WHKK	Columbus, Ohio	610	5,000	WING	Dayton, Ohio	1410	5,000
WFBR	Baltimore, Md.	1300	5,000	WGNC	Gastonia, N. C.	1450	250	WHKP	Akron, Ohio	640	LS-1,000	WINK	Ft. Myers, Fla.	1240	250
WFCE	Dunkirk, N. Y.	1410	500	WGNI	Wilmington, N. C.	1340	250	WHKY	Hendersonville, N. C.	1450	250	WINN	Louisville, Ky.	1240	250
WFDF	Flint, Mich.	910	1,000	WGNR	New Rochelle, N. Y.	1450	D-500	WHLB	Hickory, N. C.	1290	LS-5,000	WINR	Binghamton, N. Y.	680	LS-1,000
WFEA	Manchester, N. H.	1370	5,000	WGNS	Murfreesboro, Tenn.	1450	250	WHLD	Virginia, Minn.	1400	250	WINS	New York, N. Y.	1010	50,000
WFEH	Sylacauga, Ala.	1340	250	WGNV	Newburgh, N. Y.	1260	D-1,000	WHLE	Niagara Falls, N. Y.	1270	D-5,000	WINX	Rockville, Md.	1600	D-1,000
WFEI	Miami, Fla.	1220	D-250	WGOV	Valdosta, Ga.	950	LS-5,000	WHLF	So. Boston, Va.	1400	250	WINZ	Hollywood, Fla.	940	1,000
WFGM	Fitchburg, Mass.	1580	D-1,000	WGPA	Bethlehem, Pa.	1100	D-250	WHLI	Hempstead, N. Y.	1100	D-250	WIOD	Miami, Fla.	610	5,000
WFGN	Gaffney, S. C.	1570	D-250	WGPC	Albany, Ga.	1450	250	WHLL	Wheeling, W. Va.	1600	D-5,000	WIOU	Kokomo, Ind.	1350	1,080
WFHG	Bristol, Va.	980	1,000	WGR	Buffalo, N. Y.	550	5,000	WHLM	Bloomsburg, Pa.	690	D-1,000	WIPI	Philadelphia, Pa.	610	5,000
WFHR	Wis. Rapids, Wis.	1340	250	WGRA	Cairo, Ga.	1300	D-1,000	WHLN	Harlan, Ky.	1230	250	WIPR	Santurce, P. R.	940	10,000
WFIS	Sumter, S. C.	1340	250	WGRC	Louisville, Ky.	790	LS-5,000	WHLS	Port Huron, Mich.	1450	250	WIRA	Ft. Pierce, Fla.	1400	250
WFIL	Philadelphia, Pa.	530	5,000	WGRI	Greenwood, Miss.	1260	D-1,000	WHMA	Anniston, Ala.	1450	250	WIRE	Enterprise, Ala.	1230	250
WFIN	Findlay, Ohio	1330	D-1,000	WGRT	Grand Rapids, Mich.	1410	D-1,000	WHMP	Northampton, Mass.	1400	250	WIRC	Hickory, N. C.	630	D-1,000
WFKY	Frankfort, Ky.	1490	250	WGRM	Greenwood, Miss.	1240	250	WHNC	Henderson, N. C.	890	D-1,000	WIRJ	Humboldt, Tenn.	740	D-250
WFLA	Tampa, Fla.	970	5,000	WGRV	Bay City, Mich.	12.0	D-5.0	WHO	Des Moines, Ia.	1040	50,000	WIRK	W. Palm Beach, Fla.	1290	*LS-5,000
WFLB	Fayetteville, N. C.	1490	250	WGRW	Greenville, Tenn.	1340	250	WHOB	Gardner, Mass.	1490	250				
WFO	Farmville, Va.	870	D-1,000	WGRY	Gary, Ind.	1370	D-500	WHOC	Philadelphia, Miss.	1490	250	WIRL	Peoria, Ill.	1250	5,000
WFMC	Goldsboro, N. C.	730	D-1,000	WGSM	Huntington, N. Y.	740	D-1,000	WHOD	Homestead, Pa.	850	D-250	WIRO	Ironton, O.	1280	250
WFMD	Frederick, Md.	930	1,000	WGST	Atlanta, Ga.	920	LS-5,000	WHOK	Lancaster, O.	1320	D-500	WIRY	Plattsburg, N. Y.	1340	250
WFMH	Cullman, Ala.	1300	D-1,000	WGSV	Guntersville, Ala.	1270	D-1,000	WHOL	Allentown, Pa.	1230	250	WIS	Columbia, S. C.	560	5,000
WFMJ	Youngstown, O.	1390	5,000	WGSW	Greenwood, S. C.	1350	D-1,000	WHOM	New York Orlando, Fla.	990	LS-10,000	WISC	Madison, Wis.	1480	1,000
WFMO	Fairmont, N. C.	830	D-1,000	WGTA	Summerville, Ga.	950	D-1,000	WHOP	Hopkinsville, Ky.	1230	250	WISE	Asheville, N. C.	1310	LS-5,000
WFMW	Madisonville, Ky.	730	D-250	WGTC	Greenville, N. C.	1590	LS-5,000	WHOS	Decatur, Ala.	800	D-1,000	WISH	Indianapolis, Ind.	1310	LS-5,000
WFNC	Fayetteville, N. C.	1390	LS-5,000	WGTL	Kannapolis, N. C.	870	D-1,000	WHOT	South Bend, Ind.	1490	250	WISL	Shamokin, Pa.	1480	1,000
WFNS	Burlington, N. C.	1150	D-1,000	WGTM	Wilson, N. C.	590	D-1,000	WHOW	Clinton, Ill.	1520	D-1,000	WISN	Milwaukee, Wis.	1150	5,000
WFNB	Fostoria, O.	1430	1,000	WGTV	Georgetown, S. C.	1400	250	WHPE	Harrisburg, Pa.	580	5,000	WISR	Fence, P. R.	1290	1,000
WFOM	Marietta, Ga.	1230	250	WGUY	Bangor, Maine	1230	250	WHPR	High Point, N. C.	1070	D-1,000	WIST	Butler, Pa.	680	D-250
WFOR	Hattiesburg, Miss.	1400	250	WGVA	Geneva, N. Y.	1240	250	WHSC	Ann Arbor, Mich.	1600	1,000	WITA	Charlotte, N. C.	930	LS-5,000
WFOJ	Milwaukee, Wis.	850	D-250	WGVV	Greenville, Miss.	1260	D-1,000	WHSE	Hartsville, S. C.	1450	250	WITB	San Juan, P. R.	1400	250
WFOY	St. Augustine, Fla.	1240	250	WGWG	Greenville, Miss.	1260	D-1,000	WHSH	Hatsburg, Miss.	1230	250	WITD	Baltimore, Md.	1730	250
WFPA	Fort Payne, Ala.	1400	250	WGWV	Selma, Ala.	1340	250	WHST	Talladega, Ala.	1230	250	WITZ	Jasper, Ind.	990	D-1,000
WFPG	Atlantic City, N. J.	1450	250	WGWV	Selma, Ala.	1340	250	WHST	Holland, Mich.	1450	250	WIVI	Christiansted, St. Croix, V. I.	1230	250
WFPN	Ft. Valley, Ga.	1150	D-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WIVY	Jacksonville, Fla.	1050	D-1,000
WFRA	Franklin, Tenn.	950	D-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJZE	Springfield, O.	1340	250
WFR	Reidsville, N. C.	1600	1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJAC	Johnstown, Pa.	1400	250
WFR	Freeport, Ill.	1570	D-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJAF	Norfolk, Nebr.	780	LS-1,000
WFR	Fremont, O.	900	D-500	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJAN	Marion, Ala.	1310	D-1,000
WFRP	Savannah, Ga.	920	D-500	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJAR	Spartanburg, S. C.	1400	250
WFRX	W. Frankfort, Ill.	1390	D-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJAT	Providence, R. I.	920	5,000
WFTC	Kinston, N. C.	1230	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJAT	Pittsburgh, Pa.	1320	5,000
WFTD	Fort Lauderdale, Fla.	1400	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJAT	Swainsboro, Ga.	800	D-1,000
WFTM	Maysville, Ky.	1240	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJAX	Jacksonville, Fla.	930	5,000
WFTN	Front Royal, Va.	1450	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJAY	Mullins, S. C.	1280	D-1,000
WFUL	Fulton, Ky.	1270	D-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJAZ	Dover, Ohio	1050	D-250
WFUN	Huntsville, Ala.	1450	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBB	Haleyville, Ala.	1230	250
WFUR	Grand Rapids, Mich.	1570	D-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBC	Bloomington, Ill.	1230	250
WFVA	Fredericksburg, Va.	1230	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBF	Augusta, Ga.	1230	250
WFVG	Fuquay Springs, N. C.	1480	D-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Detroit, Mich.	1490	250
WFYC	Alma, Mich.	1240	D-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Baton Rouge, La.	1150	5,000
WGAA	Cedartown, Ga.	1340	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Deland, Fla.	1490	250
WGAC	Augusta, Ga.	583	LS-5,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	New Orleans, La.	1230	250
WGAD	Gadsden, Ala.	1350	LS-5,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Gadsden, Ala.	1240	250
WGAF	Valdosta, Ga.	910	5,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Seymour, Ind.	1390	D-500
WGAI	Eliz. City, N. C.	560	LS-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Sebring, Fla.	1340	250
WGAL	Lancaster, Pa.	1490	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Quincy, Mass.	1300	D-1,000
WGAN	Portland, Me.	580	5,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Jackson, Miss.	1300	LS-5,000
WGAP	Maryville, Tenn.	1400	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Grand Rapids, Mich.	1230	250
WGAR	Cleveland, O.	1220	50,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Gallipolis, O.	990	D-250
WGAT	Utica, N. Y.	1310	LS-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Hagerstown, Md.	1240	250
WGAY	Athens, Ga.	1340	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Springfield, O.	1600	D-500
WGAY	Silver Spring, Md.	1050	D-1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Dover, Ohio	1450	250
WGBA	Columbus, Ga.	1460	1,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Erie, Pa.	1570	D-250
WGBB	Freeport, N. Y.	1240	100	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Caguas, P. R.	1240	250
WGFB	Evansville, Ind.	1280	LS-5,000	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Johnston City, Tenn.	910	LS-5,000
WGBC	Greensboro, N. C.	1400	250	WGWV	Selma, Ala.	1340	250	WHST	Huntington, W. Va.	830	D-1,000	WJBE	Opelika, Ala.	1400	250

AM Stations by Call Letters

(Continued from page 459)

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts
WJMA	Orange, Va.	1340	250	WKOV	Wellston, O.	1570	D-250	WWSL	Chicago, Ill.	890	D-1,000
WJMB	Brookhaven, Miss.	1340	250	WKOW	Madison, Wis.	1070	LS-10,000	WWSM	Lansford, Pa.	1410	D-1,000
WJMC	Rice Lake, Wis.	1240	250	WKOX	Frammingham, Mass.	1190	D-1,000	WWSN	Pikeville, Ky.	900	D-1,000
WJMD	Philadelphia, Pa.	1540	D-1,000	WKOY	Bluefield, W.Va.	1240	250	WWSR	Gastonia, N.C.	1370	D-1,000
WJME	Cleveland, Ohio	1540	D-1,000	WKOZ	Kosciusko, Miss.	1340	250	WWSV	Lynchburg, Va.	590	1,000
WJMF	New Orleans, La.	930	D-250	WKPA	New Kensington, Pa.	1150	D-250	WWSW	Cincinnati, O.	700	50,000
WJMG	Ironwood, Mich.	630	1,000	WKPT	Kingsport, Tenn.	1400	250	WWSX	Carlisle, Pa.	1380	D-1,000
WJMH	Athens, Ala.	1010	D-250	WKRC	Cincinnati, Ohio	550	LS-5,000	WWSY	Williamsport, Pa.	1050	D-1,000
WJMI	Florence, S.C.	970	LS-5,000	WKRK	Mobile, Ala.	710	LS-1,000	WWSZ	Lynn, Mass.	1360	D-1,000
WJMJ	Jacksonville, N.C.	1240	250	WKRQ	Columbia, Tenn.	1340	250	WWTB	State College, Pa.	1450	250
WJMK	W. Palm Beach, Fla.	1230	250	WKRW	Cairo, Ill.	1490	250	WWTG	Nashville, Tenn.	1300	5,000
WJML	Hammond, Ind.	1230	250	WKRS	Waukegan, Ill.	1220	D-1,000	WWTN	Washington, D.C.	630	5,000
WJMN	Jamestown, N.Y.	1340	250	WKRT	Cortland, N.Y.	920	LS-1,000	WWTU	Marinette, Wis.	570	LS-2,500
WJMO	Florence, Ala.	1340	250	WKRZ	Oil City, Pa.	1340	250	WWTX	Mansfield, Ohio	1400	250
WJMP	Joliet, Ill.	1340	250	WKSR	Pulaski, Tenn.	730	D-250	WWTY	Monroe, N.C.	1080	D-250
WJMQ	St. Cloud, Minn.	1240	250	WKST	New Castle, Pa.	1280	1,000	WWTZ	Chicago, Ill.	670	50,000
WJMR	Burlington, Vt.	1230	250	WKTM	Thomasville, Ga.	730	D-1,000	WMAA	Springfield		
WJMS	Washington, Pa.	1450	250	WKTY	Mayfield, Ky.	1050	D-1,000	WMAA	Mass.	1450	250
WJMT	Ishpeming, Mich.	1240	250	WKUL	La Crosse, Wis.	580	1,000	WMAW	Menominee, Wis.	1340	100
WJMU	Herrin, Ill.	1340	250	WKVM	Cullman, Ala.	1340	250	WMAZ	Springfield, Ill.	970	LS-1,000
WJMV	Green Bay, Wis.	1440	LS-1,000	WKWA	Lewistown, Pa.	920	D-1,000	WMB	Chicago, Ill.	1110	LS-5,000
WJMW	Greenville, Miss.	1330	LS-5,000	WKWB	San Juan, P.R.	1070	25,000	WMBL	Morehead City, N.C.	740	D-1,000
WJMY	Evansville, Ind.	1330	N-1,000	WKWC	Key West, Fla.	1600	500	WMBM	Miami Beach, Fla.	800	D-1,000
WJMZ	Jackson, Miss.	1400	250	WKWD	Wheeling, W.Va.	1400	250	WMBN	Potoski, Mich.	1340	250
WJNA	Detroit, Mich.	760	50,000	WKXE	Concord, N.H.	1450	250	WMBP	Auburn, N.Y.	1340	250
WJNB	Tuscaloosa, Ala.	1150	LS-5,000	WKXF	Sarasota, Fla.	1540	D-1,000	WMBR	Jacksonville, Fla.	1460	5,000
WJNC	Lenoir, N.C.	1340	250	WKXG	Oklahoma City, Okla.	930	5,000	WMBT	Uniontown, Pa.	590	1,000
WJND	Jamestown, N.Y.	1240	250	WKYB	Paducah, Ky.	570	LS-1,000	WMBU	Memphis, Tenn.	790	5,000
WJNE	South Bend, Ind.	1580	D-250	WKYW	Louisville, Ky.	900	D-1,000	WMBV	New York, N.Y.	570	5,000
WJNF	Jacksonville, Beach, Fla.	1010	D-250	WKZO	Kalamazoo, Mich.	590	5,000	WMBW	Peoria, Ill.	1470	5,000
WJNG	Cleveland, Ohio	850	5,000	WLAC	Nashville, Tenn.	1510	50,000	WMBX	Richmond, Va.	1430	5,000
WJNH	Georgetown, Del.	900	D-1,000	WLAD	Danbury, Conn.	800	D-250	WMBY	Joplin, Mo.	1480	250
WJNJ	Jackson, Miss.	1450	250	WLAF	La Follette, Tenn.	1450	100	WMBZ	Chicago, Ill.	1110	LS-5,000
WJNK	New York, N.Y.	770	50,000	WLAK	LaGrange, Ga.	1240	250	WMBE	Morehead City, N.C.	740	D-1,000
WJNL	Clarksville, Tenn.	1400	250	WLAL	Lakeland, Fla.	1430	1,000	WMBF	Miami Beach, Fla.	800	D-1,000
WJNM	Mobile, Ala.	840	D-1,000	WLAM	Lakeland, Fla.	1430	1,000	WMBG	Peoria, Ill.	1470	5,000
WJNN	Macomb, Ill.	1510	D-250	WLAN	Lewistown, Me.	1470	5,000	WMBH	Richmond, Va.	1430	5,000
WJNO	Rome, N.Y.	1450	250	WLAX	Lancaster, Pa.	1390	1,000	WMBI	Joplin, Mo.	1480	250
WJNP	Warsaw, Ind.	1220	D-250	WLBY	Lexington, Ky.	630	LS-5,000	WMBJ	Chicago, Ill.	1110	LS-5,000
WJNQ	Kankakee, Ill.	1320	D-1,000	WLCA	Rome, Ga.	1410	1,000	WMBK	Morehead City, N.C.	740	D-1,000
WJNR	Allentown, Pa.	1320	1,000	WLCH	Athens, Tenn.	1450	250	WMBL	Miami Beach, Fla.	800	D-1,000
WJNS	San Juan, P.R.	580	5,000	WLCL	Conway, S.C.	1490	250	WMBM	Potoski, Mich.	1340	250
WJNT	E. Lansing, Mich.	870	D-5,000	WLDA	Laurel, Miss.	1490	250	WMBN	Auburn, N.Y.	1340	250
WJNU	Miami Beach, Fla.	1330	LS-5,000	WLDB	Grand Rapids, Mich.	1340	250	WMBP	Jacksonville, Fla.	1460	5,000
WJNV	Glassgow, Ky.	1490	250	WLDC	Boston-Lawrence, Mass.	680	50,000	WMBR	Uniontown, Pa.	590	1,000
WJNW	N. Wilkesboro, N.C.	810	D-1,000	WLDE	Muscle Shoals City, Ala.	1450	250	WMBT	Miami Beach, Fla.	800	D-1,000
WJNX	La Crosse, Wis.	1410	5,000	WLDF	Carrollton, Ga.	1100	D-250	WMBU	Potoski, Mich.	1340	250
WJNY	St. Mary's, Pa.	1400	250	WLDR	Muncie, Ind.	1340	250	WMBV	Richmond, Va.	1430	5,000
WJNZ	Youngstown, O.	570	5,000	WLDS	Leesburg, Fla.	790	1,000	WMBW	Peoria, Ill.	1470	5,000
WJOA	Harrisburg, Pa.	1230	250	WLDT	Laurens, S.C.	860	D-250	WMBX	Richmond, Va.	1430	5,000
WJOB	Manchester, N.H.	1240	250	WLDB	Mattoon, Ill.	1170	D-250	WMBY	Joplin, Mo.	1480	250
WJOC	Oyster Bay, L.I.	1520	D-250	WLDB	Bowling Green, Ky.	1410	LS-5,000	WMBZ	Chicago, Ill.	1110	LS-5,000
WJOD	Richmond, Ind.	1490	250	WLDB	De Kalb, Ill.	1360	D-500	WMBE	Morehead City, N.C.	740	D-1,000
WJOE	Buffalo, N.Y.	1520	50,000	WLDB	Auburndale, Wis.	930	D-5,000	WMBF	Miami Beach, Fla.	800	D-1,000
WJOH	Muskegon, Mich.	850	*LS-5,000	WLDB	Lebanon, Pa.	1270	1,000	WMBG	Peoria, Ill.	1470	5,000
WJOI	Bowling Green, Ky.	930	LS-1,000	WLDB	Birmingham, Ala.	900	D-1,000	WMBH	Richmond, Va.	1430	5,000
WJOJ	Nashville, Tenn.	1240	250	WLDB	Bangor, Me.	620	5,000	WMBI	Joplin, Mo.	1480	250
WJOK	Newberry, S.C.	1240	250	WLDB	Campbellsville, Ky.	1450	250	WMBJ	Chicago, Ill.	1110	LS-5,000
WJOL	Camden, N.J.	800	D-1,000	WLDB	Lancaster, S.C.	1360	D-1,000	WMBK	Morehead City, N.C.	740	D-1,000
WJOM	Keane, Ill.	1450	250	WLDB	Torrington, Conn.	990	D-1,000	WMBL	Miami Beach, Fla.	800	D-1,000
WJON	Griffin, Ga.	1450	250	WLDB	Baton Rouge, La.	1400	250	WMBM	Potoski, Mich.	1340	250
WJOO	Covington, Va.	1340	250	WLDB	Campbellsville, Ky.	1450	250	WMBN	Auburn, N.Y.	1340	250
WJOP	Knoxville, Tenn.	1340	250	WLDB	Lancaster, S.C.	1360	D-1,000	WMBP	Jacksonville, Fla.	1460	5,000
WJOS	Jackson, Mich.	970	1,000	WLDB	La Crosse, Wis.	580	1,000	WMBR	Uniontown, Pa.	590	1,000
WJOT	Hazard, Ky.	1340	250	WLDB	Jacksonville, Ill.	1180	D-1,000	WMBT	Miami Beach, Fla.	800	D-1,000
WJOU	Urbana, Ill.	1580	D-250	WLDB	Ladysmith, Wis.	1340	250	WMBU	Potoski, Mich.	1340	250
WJUV	Kingsport, Tenn.	1320	D-1,000	WLDB	Hornell, N.Y.	1480	D-1,000	WMBV	Richmond, Va.	1430	5,000
WJVA	Poughkeepsie, N.Y.	1450	250	WLDB	Leesburg, Fla.	790	1,000	WMBW	Peoria, Ill.	1470	5,000
WJVB	Mayaguez, P.R.	710	LS-1,000	WLDB	Laurens, S.C.	860	D-250	WMBX	Richmond, Va.	1430	5,000
WJVC	Ft. Wayne, Ind.	1380	5,000	WLDB	Richmond, Va.	1480	5,000	WMBY	Joplin, Mo.	1480	250
WJVD	Cocoa, Fla.	850	D-250	WLDB	Toccoa, Ga.	1420	D-1,000	WMBZ	Chicago, Ill.	1110	LS-5,000
WJVE	Ludington, Mich.	1450	250	WLDB	Erie, Pa.	1450	250	WMBE	Morehead City, N.C.	740	D-1,000
WJVF	Clanton, Ala.	980	D-1,000	WLDB	Bad Axe, Mich.	1540	D-250	WMBF	Miami Beach, Fla.	800	D-1,000
WJVG	Sparta, Wis.	990	D-250	WLDB	Lexington, Ky.	1300	1,000	WMBG	Peoria, Ill.	1470	5,000
WJVH	Cloquet, Minn.	1230	250	WLDB	Little Falls, N.Y.	1230	100	WMBH	Richmond, Va.	1430	5,000
WJVJ	Louisville, Ky.	1080	LS-5,000	WLDB	New York, N.Y.	190	LS-1,000	WMBI	Joplin, Mo.	1480	250
WJVK	Blackstone, Va.	1490	250	WLDB	Lenoir City, Tenn.	730	D-1,000	WMBJ	Chicago, Ill.	1110	LS-5,000
WJVL	Hartwell, Ga.	980	D-1,000	WLDB	Merrill, Wis.	550	D-1,000	WMBK	Morehead City, N.C.	740	D-1,000
WJVN	Dearborn, Mich.	1310	LS-5,000	WLDB	O. Liverpool, O.	1570	D-1,000	WMBL	Miami Beach, Fla.	800	D-1,000
WJVW	Peekskill, N.Y.	1420	D-1,000	WLDB	Kenosha, Wis.	1050	D-250	WMBM	Potoski, Mich.	1340	250
WJVX	Laconia, N.H.	1340	250	WLDB	Lowell, Mass.	1490	D-1,000	WMBN	Auburn, N.Y.	1340	250
WJVY	Braddock, Pa.	1550	D-1,000	WLDB	Peekskill, N.Y.	1420	D-1,000	WMBP	Jacksonville, Fla.	1460	5,000
WJVZ	Leaksville, N.C.	1490	250	WLDB	Laconia, N.H.	1340	250	WMBR	Uniontown, Pa.	590	1,000
WJWA	Orlando, Fla.	950	5,000	WLDB	Braddock, Pa.	1550	D-1,000	WMBT	Miami Beach, Fla.	800	D-1,000
WJWB	Logan, W.Va.	1230	250	WLDB	Leaksville, N.C.	1490	250	WMBU	Potoski, Mich.	1340	250
WJWC	Princeton, W.Va.	1490	250	WLDB	Orlando, Fla.	950	5,000	WMBV	Richmond, Va.	1430	5,000
WJWD	La Porte, Ind.	1540	D-250	WLDB	Erie, Pa.	1450	250	WMBW	Peoria, Ill.	1470	5,000
WJWE	Lima, O.	1240	250	WLDB	Bad Axe, Mich.	1540	D-250	WMBX	Richmond, Va.	1430	5,000
WJWF	Minneapolis, Minn.	1330	5,000	WLDB	Lexington, Ky.	1300	1,000	WMBY	Joplin, Mo.	1480	250
WJWG	Lincolnton, N.C.	1370	D-500	WLDB	Little Falls, N.Y.	1230	100	WMBZ	Chicago, Ill.	1110	LS-5,000
WJWH	Asheville, N.C.	1380	LS-5,000	WLDB	New York, N.Y.	190	LS-1,000	WMBE	Morehead City, N.C.	740	D-1,000
WJWI	Louisville, Ky.	1350	D-1,000	WLDB	Lenoir City, Tenn.	730	D-1,000	WMBF	Miami Beach, Fla.	800	D-1,000
WJWJ	Wellston, O.	1570	D-250	WLDB	Merrill, Wis.	550	D-1,000	WMBG	Peoria, Ill.	1470	5,000
WJWK	Madison, Wis.	1070	LS-10,000	WLDB	O. Liverpool, O.	1570	D-1,000	WMBH	Richmond, Va.	1430	5,000
WJWL	Frammingham, Mass.	1190	D-1,000	WLDB	Kenosha, Wis.	1050	D-250	WMBI	Joplin, Mo.	1480	250
WJWM	Bluefield, W.Va.	1240	250	WLDB	Lowell, Mass.	1490	D-1,000	WMBJ	Chicago, Ill.	1110	LS-5,000
WJWN	Kosciusko, Miss.	1340	250	WLDB	Peekskill, N.Y.	1420	D-1,000	WMBK	Morehead City, N.C.	740	

Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts	Call Letters	City	Frequency in KC	Power in Watts
WORZ	Orlando, Fla.	740	1,000	WRFD	Worthington, O.	880	D-5,000	WSOK	Nashville, Tenn.	1470	D-1,000	WTSE	Lumberton, N.C.	1340	-
WOSC	Fulton, N.Y.	1300	D-1,000	WRFS	Alexander City, Ala.	1050	D-1,000	WSON	Henderson, Ky.	860	D-500	WTSF	Hanover, N.H.	1400	250
WOSH	Oshkosh, Wis.	1490	250	WRFG	Rome, Ga.	1470	5,000	WSOO	Sault St. Marie, Mich.	1230	LS-250	WTSP	St. Petersburg, Fla.	1380	5,000
WOSU	Columbus, Ohio	820	LS-5,000	WRFH	Eau-Claire, Wis.	1050	D-1,000	WSOY	Decatur, Ill.	1340	N-100	WTSV	Claremont, N.H.	1230	250
WOTW	Nashua, N.H.	900	D-1,000	WRGA	Cincinnati, O.	1480	D-1,000	WSPA	Spartanburg, S.C.	950	5,000	WTTT	Port Huron, Mich.	1380	1,000
WOV	New York, N.Y.	1200	5,000	WRHC	Jacksonville, Fla.	1400	250	WSPB	Sarasota, Fla.	1450	250	WTTM	Trenton, N.J.	920	1,000
WOW	Omaha, Neb.	590	5,000	WRHI	Rock Hill, S.C.	1340	250	WSFC	Anniston, Ala.	1390	LS-5,000	WTTN	Watertown, Wis.	1580	D-2,500
WOWL	Flora, Ala.	1240	250	WRHT	Griffin, Ga.	1320	D-1,000	WSPD	Toledo, Ohio	1370	N-1,000	WTTT	Bloomington, Ind.	1370	LS-5,000
WOWO	Ft. Wayne, Ind.	1190	10,000	WRIB	Providence, R.I.	1220	D-1,000	†WSPN	Saratoga Springs, N.Y.	900	D-250	WTUS	Coral Gables, Fla.	1490	250
WOXF	Oxford, N.C.	1340	250	WRIC	Richlands, Va.	1050	D-1,000	WSPT	Stevens Point, Wis.	1010	D-250	WTUX	Tuskegee, Ala.	580	D-500
†WFAA	Mayaguez, P.R.	1190	250	WRIO	Rio Piedras, P.R.	1320	1,000	WSRS	Cleveland Hgts., O.	1490	250	WTVB	Wilmingon, Del.	1290	D-500
WPAB	Ponce, P.R.	550	LS-5,000	WRJM	Newport, R.I.	1540	D-1,000	WSSB	Durham, N.C.	1490	250	WTVH	Coldwater, Mich.	1590	LS-5,000
WPAC	Patchogue, N.Y.	1580	D-250	WRJN	Racine, Wis.	1400	250	†WSSC	Sturmer, S.C.	1240	100	WTVL	Peoria, Ill.	1590	1,000
WPAD	Paducah, Ky.	1450	250	WRJW	Picayune, Miss.	1320	D-5,000	WSSO	Starkville, Miss.	1230	250	WTVL	Waterville, Me.	1490	250
WPAG	Ann Arbor, Mich.	1050	D-1,000	WRKD	Rockland, Me.	1450	250	WSSV	Petersburg, Va.	1240	250	WTWA	Thomas, Ga.	1240	250
WPAL	Charleston, S.C.	730	D-1,000	WRLD	Lanett, Ala.	1490	250	WSTA	Charlotte Amalie, St. Thomas, V.I.	1340	250	WTWN	St. Johnsbury, Vt.	1340	250
WPAM	Pottsville, Pa.	1450	250	†WRMA	Montgomery, Ala.	950	D-500	WSTC	Stamford, Conn.	1400	250	WTXL	W. Springfield, Mass.	1490	250
WPAQ	Mt. Airy, N.C.	740	D-1,000	WRMN	Elgin, Ill.	1410	D-500	†WSTK	Woodstock, Va.	1230	250	WTYC	Rock Hill, S.C.	1150	D-1,000
WPAR	Parkersburg, W. Va.	1450	250	WRNL	Richmond, Va.	910	5,000	WSTP	Salisbury, N.C.	1490	250	WTYS	Marianna, Fla.	1340	250
WPAT	Paterson, N.J.	930	5,000	WRNO	Orangeburg, S.C.	1450	250	WSTR	Sturgis, Mich.	1460	D-500	WULA	Eufaula, Ala.	1240	250
WPAW	Pawtucket, R.I.	550	D-1,000	WRNY	Rochester, N.Y.	680	D-250	WSTV	Stevensville, Ohio	1340	250	WUSJ	Lockport, N.Y.	1340	250
WPAZ	Thomasville, Ga.	1240	250	WROB	West Point, Miss.	1450	250	WSUI	Iowa City, Iowa	910	5,000	WUSN	Charleston, S.C.	1450	250
WPAZ	Portsmouth, O.	1400	250	WROD	Daytona Beach, Fla.	1340	250	WSUN	St. Petersburg, Fla.	620	5,000	WVAM	Bethesda, Md.	1120	D-250
WPAZ	Pottstown, Pa.	1370	D-1,000	WROK	Rockford, Ill.	1440	LS-1,000	WSVA	Harrisonburg, Va.	550	1,000	WVCG	Altoona, Pa.	1430	1,000
WPBB	Jackson, Ala.	1290	D-1,000	WROL	Knoxville, Tenn.	620	5,000	WSVS	Crewe, Va.	800	D-1,000	WVCH	Chester, Pa.	740	D-250
WPBB	Minneapolis, Minn.	980	D-500	WROM	Rome, Ga.	710	D-1,000	WSVN	Belle Glade, Fla.	900	D-1,000	WVEC	Hampton, Va.	1490	250
WPCF	Panama City, Fla.	1400	250	WRON	Ronceverte, W. Va.	1400	250	WSYB	Rutland, Vt.	1380	1,000	WVET	Rochester, N.Y.	1280	5,000
WPDQ	Jacksonville, Fla.	600	5,000	WROS	Scottsboro, Ala.	1330	D-1,000	WSYD	Mt. Airy, N.C.	1240	250	WVIM	Vicksburg, Miss.	1490	250
WPDF	Portage, Wis.	1350	D-1,000	WROV	Roanoke, Va.	1240	250	WSYR	Syracuse, N.Y.	570	5,000	WVJP	Cagus, P.R.	1110	250
WPDZ	Clarksburg, W. Va.	750	D-1,000	WROW	Albany, N.Y.	590	LS-5,000	WTAC	Flint, Mich.	600	LS-1,000	WVJF	Owensboro, Ky.	1420	1,000
†WPEL	Montrose, Pa.	1250	D-1,000	WROX	Clarksdale, Miss.	1450	250	WTAD	Quincy, Ill.	930	LS-5,000	WVKO	Columbus, O.	1580	D-1,000
WPEN	Philadelphia, Pa.	950	5,000	WROY	Carmi, Ill.	1460	D-1,000	WTAG	Worcester, Mass.	580	5,000	WVLC	Lexington, Ky.	590	1,000
WPEO	Peoria, Ill.	1020	D-1,000	WRR	Dallas, Tex.	1310	5,000	WTAL	Tallahassee, Fla.	1270	5,000	WVML	Olney, Ill.	740	D-250
WPEP	Taunton, Mass.	1570	D-1,000	WRRF	Washington, N.C.	930	LS-5,000	WTAN	Cleveland, Ohio	1100	50,000	WVMI	Mt. Carmel, Ill.	1360	D-500
WPFB	Middletown, O.	910	LS-1,000	WRRZ	Clinton, N.C.	880	D-1,000	WTAO	Cambridge, Mass.	740	D-250	WVNI	Biloxi, Miss.	570	D-1,000
WPGH	Pittsburgh, Pa.	1080	D-1,000	†WRSW	Warsaw, Ind.	1480	500	WTAP	La Grange, Ill.	1300	D-500	WVNJ	Newark, N.J.	620	5,000
WPGW	Portland, Ind.	1440	D-500	WRWA	Altoona, Pa.	1240	250	WTAR	Norfolk, Va.	790	5,000	WVOK	Birmingham, Ala.	690	D-50,000
WPIK	Sharon, Pa.	790	D-1,000	WRWB	Utica, N.Y.	1150	LS-5,000	WTAW	College Station, Tex.	1150	D-1,000	WVOM	Brookline, Mass.	1600	5,000
†WPII	Piedmont, Ala.	1280	D-1,000	WRWC	Clinton, N.C.	880	D-1,000	WTAX	Springfield, Ill.	1240	250	WVOP	Vidalia, Ga.	970	D-1,000
WPIK	Alexandria, Pa.	730	D-1,000	†WRSW	Warsaw, Ind.	1480	500	WTBC	Tuscaloosa, Ala.	1230	250	WVOS	Liberty, N.Y.	1240	250
WPIN	Clearwater, Fla.	680	D-1,000	WRSA	Altoona, Pa.	1240	250	WTBF	Troy, Ala.	1490	250	WVOT	Wilson, N.C.	1420	LS-1,000
WPLH	Huntington, W. Va.	1450	250	WRUF	Gainesville, Fla.	850	LS-5,000	WTBO	Cumberland, Md.	1450	250	WVOW	Logan, W. Va.	1290	LS-5,000
WPLI	Hickson, Tenn.	1490	250	WRUN	Utica, N.Y.	1150	LS-5,000	WTCH	Shawano, Wis.	960	1,000	WVPC	Stroudsburg, Pa.	840	D-250
WPMP	Pascagoula, Miss.	1580	D-250	WRVA	Richmond, Va.	1140	D-1,000	WTCL	Tell City, Ind.	1230	250	WVVC	Somerset, Pa.	990	D-250
WPNF	Brevard, N.C.	1240	250	WRWB	Richmond, Va.	1140	D-1,000	WTCJ	Tell City, Ind.	1230	250	WVVV	Fairmont, W. Va.	1490	250
WPNX	Phenix City, Ala.	1270	D-1,000	WRXC	Roxboro, N.C.	1430	5,000	WTCM	Traverse City, Mich.	1400	250	WVWB	Vineland, N.J.	1360	1,000
WPOR	Portland, Me.	1490	250	WRXO	Roxboro, N.C.	1430	5,000	WTCN	Minneapolis, Minn.	1280	LS-5,000	WVWC	Gary, Ind.	1270	1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTCO	Campbellsville, Ky.	1150	D-1,000	WVWD	Washington, D.C.	1260	5,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	†WTCW	Whitesburg, Ky.	820	D-1,000	WVWE	New Orleans, La.	690	5,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTEL	Philadelphia, Pa.	960	D-250	WVWG	Sanford, N.C.	1050	D-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWS	Tifton, Ga.	1340	250
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWH	Hornell, N.Y.	1320	D-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Baltimore, Md.	1400	250
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWJ	Detroit, Mich.	950	5,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWL	New Orleans, La.	870	50,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Asheville, N.C.	570	5,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Rochester, N.H.	930	D-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000
WPPA	Pottsville, Pa.	1360	LS-1,000	WRXO	Cincinnati, O.	1360	5,000	WTHI	Terre Haute, Ind.	1480	1,000	WVWN	Beckley, W. Va.	620	LS-1,000

DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

CBBL Windsor, N. B. CBF Montreal, Que. CBG Gander, Nfld. CBH Halifax, N. S. CBI Sydney, N. S. CBJ Chicoutimi, Que. CBK Watrous, Sask. CBL Toronto, Ont. CBM Montreal, Que. CBN St. John's, Nfld. CBO Ottawa, Ont. CBU Vancouver, B. C. CBT Grand Falls, Nfld. CBV Quebec, Que. CBW Winnipeg, Man. CBX Edmonton, Alta. CBY Corner Brook, Nfld. CFAB Windsor, N. S. CFAC Calgary, Alta. CFAR Flin Flon, Man. CFBC St. John, N. B. CFBM Brochet, Man. CFCF Montreal, Que. CFCN North Bay, Ont. CFCO Timmins, Ont. CFCN Calgary, Alta. CFCO Chatham, Ont. CFCY Charlottetown, P.E.I. CFDA Victoriaville, Que. CFGP Grande Prairie, Alta. CFJC Kamloops, B. C.	CFJR Brockville, Ont. CFNB Fredericton, N. B. CFOR Orillia, Ont. CFOS Owen Sound, Ont. CFPA Port Arthur, Ont. CFPR Prince Rupert, B.C. CFPL London, Ont. CFQC Saskatoon, Sask. CFRA Ottawa, Ont. CFRB Toronto, Ont. CFRG Kingston, Ont. CFRG Gravelbourg, Sask. CFRN Edmonton, Alta. CFYK Yellowknife, N.W.T. CFYT Dawson, Y. T. CHAB Moose Jaw, Sask. CHAD Amos, Que. CHAT Medicine Hat, Alta. CHBD Saskatoon, Sask. CHEF Granby, Que. CHEX Peterborough, Ont. CHFA Edmonton, Alta. CHGB St. Anne de la Pocatiere, Que. CHLN Three Rivers, Que. CHLO St. Thomas, Ont. CHLP Montreal, Que. CHLT Sherbrooke, Que. CHML Hamilton, Ont. CHNC New Carlisle, Que. CHNO Sudbury, Ont. CHNS Halifax, N. S. CHOK Sarnia, Ont.	CHOV Pembroke, Ont. CHRC Quebec, Que. CHRL Roberval, Que. CHSJ St. John, N. B. CHUB Nanaimo, B. C. CHUM Toronto, Ont. CHVC Niagara Falls, Ont. CHWK Chilliwack, B. C. CJAD Montreal, Que. CJAT Trail, B. C. CJAV Port Alberno, B. C. CJBC Toronto, Ont. CJBE Belleville, Ont. CJBR Rimouski, Que. CJCA Edmonton, Alta. CJCB Sydney, N. S. CJCH Halifax, N. S. CJCS Stratford, Ont. CJCD Dawson Creek, B.C. CJEM Edmundston, N. B. CJFP Riviere du Loup, Que. CJFX Antigonish, N. S. CJGX Yorkton, Sask. CJJB Vernon, B. C. CJJC Sault Ste. Marie, Ont. CJKL Kirkland Lake, Ont. CJLS Yarmouth, N. S. CJNB North Battleford, Sask. CJNT Quebec, Que. CJOB Winnipeg, Man. CJOC Lethbridge, Alta.	CJON St. John's, Nfld. CJOR Vancouver, B. C. CJYJ Guelph, Ont. CJRL Kenora, Ont. CJRW Summerside, P.E.I. CJSO Sorel, Que. CJVI Victoria, B. C. CKAC Montreal, Que. CKBB Barrie, Ont. CKBI Prince Albert, Sask. CKBL Matane, Que. CKBW Bridgewater, N. S. CKCH Hull, Que. CKCK Regina, Sask. CKCL Truro, N. S. CKCR Kitchener, Ont. CKCV Quebec, Que. CKCW Moncton, N. B. CKDA Victoria, B. C. CKDM Dauphin, Man. CKEN Kentville, N. S. CKFY Toronto, Ont. CKFH Toronto, Ont. CKFT Fort Francis, Ont. CKGB Timmins, Ont. CKLB Oshawa, Ont. CKLD Thetford Mines, Ont. CKLN Nelson, B. C. CKLS La Sarre, Que. CKLW Windsor, Ont. CKMO Vancouver, B. C. CKMR Newcastle, N. B. CKNB Campbellton, N.B.	CKNW New Westminster, B. C. CKNX Wingham, Ont. CKOC Hamilton, Ont. CKOK Penticton, B. C. CKOM Saskatoon, Sask. CKOV Kelowna, B. C. CKOX Woodstock, Ont. CKOY Ottawa, Ont. CKPC Brantford, Ont. CKPG Prince George, B.C. CKPR Fort William, Ont. CKRC Winnipeg, Man. CKRD Red Deer, Alta. CKRM Regina, Sask. CKRN Rouyn, Que. CKRS Jonquiere, Que. CKSB St. Boniface, Man. CKSF Cornwall, Ont. CKSO Sudbury, Ont. CKTB St. Catharines, Ont. CKTS Sherbrooke, Que. CKUA Edmonton, Alta. CKVD Val d'Or, Que. CKVL Verdun, Que. CKVM Ville Marie, Que. CKWS Kingston, Ont. CKWX Vancouver, B. C. CKX Brandon, Man. CKXL Calgary, Alta. CKY Winnipeg, Man. VOAR St. John's, Nfld. VOCS St. John's, Nfld. VOWR St. John's, Nfld.
---	--	--	--	--

DIRECTORY OF FM STATIONS BY CALL LETTERS

†Construction Permit

Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
KAKC-FM	Tulsa, Okla.	95.5	238	KOKX-FM	Keokuk, Iowa	102.7	274	WAAF-FM	Chicago, Ill.	93.9	230
KALB-FM	Alexandria, La.	86.9	245	KOMO-FM	Seattle, Wash.	98.9	255	WAAT-FM	Newark, N.J.	94.7	234
KALM-FM	Pasco, Wash.	103.9	280	KONO-FM	San Antonio, Tex.	92.9	225	WABB-FM	Mobile, Ala.	102.1	271
KALH-FM	Fresno, Calif.	101.9	270	KOZY	Rapid City, S.D.	94.7	234	WABP	New York, N.Y.	99.5	258
KAYL-FM	Storm Lake, Iowa	101.5	268	KPFA	Berkeley, Calif.	94.1	231	WADE-FM	Wadesboro, N.C.	95.9	240
KBBE	Modesto, Calif.	103.3	277	KPFFM	Portland, Ore.	97.1	246	WAFB-FM	Baton Rouge, La.	104.3	282
KBOA-FM	Kennett, Mo.	98.9	255	KPOC-FM	Pocahontas, Ark.	97.7	249	WAFM	Birmingham, Ala.	99.5	258
KBOM-FM	Jonesboro, Ark.	101.9	270	KPOJ-FM	Portland, Ore.	98.7	254	WAGA-FM	Atlanta, Ga.	103.3	277
KCBS-FM	San Francisco, Calif.	103.7	279	KPOR	Riverside, Calif.	97.5	248	WAJR-FM	Winston-Salem, N.C.	93.1	226
KCHH	Charleston, Mo.	101.7	269	KPRC-FM	Houston, Tex.	102.9	275	WAJR-FM	Morgantown, W.Va.	99.3	257
KCLE-FM	Cleburne, Tex.	94.3	232	KRBA-FM	Lurkin, Tex.	93.5	238	WAKR-FM	Akron, O.	97.5	248
KCMO-FM	Texarkana, Tex.	98.1	251	KRE-FM	Berkeley, Calif.	102.9	275	WALD-FM	Waterboro, S.C.	106.3	292
KCMO-FM	Kansas City, Mo.	94.9	235	KRED	Eureka, Calif.	96.3	242	WALD-FM	Patchogue, N.Y.	97.5	246
KCRA-FM	Sacramento, Calif.	96.1	241	KREL-FM	Baytown, Tex.	92.1	221	WAPF-FM	McComb, Miss.	100.1	261
KCRK	Cedar Rapids, Iowa	96.9	245	KRFM	Fresno, Calif.	93.7	229	WARD-FM	Johnstown, Pa.	92.1	221
KDCC	San Francisco, Calif.	102.1	271	KRIC-FM	Beaumont, Tex.	99.5	258	WARL-FM	Arlington, Va.	105.1	288
KDKA-FM	Pittsburgh, Pa.	92.9	225	KRKD-FM	Los Angeles, Calif.	96.3	242	WASH	Washington, D.C.	97.1	246
KDNT-FM	Denton, Tex.	106.3	282	KRLD-FM	Dallas, Tex.	92.5	223	WATG-FM	Ashland, O.	101.3	267
KDRB-FM	Sedalia, Mo.	99.7	259	KRMD-FM	Shreveport, La.	101.1	286	WATL-FM	Atlanta, Ga.	97.5	248
KDTH-FM	Dubuque, Iowa	100.5	283	KRNT-FM	Des Moines, Iowa	104.5	283	WAUG-FM	Augusta, Ga.	105.7	289
KDYL-FM	Salt Lake City, Utah	98.7	254	KRON-FM	San Francisco, Calif.	96.5	243	WAUV-FM	Albertville, Ala.	105.1	286
KECA-FM	Los Angeles, Calif.	95.5	233	KROS-FM	Clinton, Iowa	98.1	241	WAYS-FM	Charlotte, N.C.	107.7	299
KEBO	Ontario, Calif.	93.5	223	KRXK-FM	Rexburg, Ore.	93.7	229	WAZL-FM	Hazleton, Pa.	97.9	250
KENO-FM	Las Vegas, Nev.	103.9	280	KRBB-FM	San Bruno, Calif.	100.5	263	WBAP-FM	Ft. Worth, Tex.	100.5	263
KERN-FM	Bakersfield, Calif.	94.1	231	KSCJ-FM	Sioux City, Iowa	94.9	235	WBBB-FM	Burlington, N.C.	101.1	266
KEX-FM	Portland, Ore.	92.3	222	KSEI-FM	Pocatello, Idaho	96.5	243	WBMM-FM	Chicago, Ill.	97.1	246
KFAC-FM	Los Angeles, Calif.	104.3	282	KSJO-FM	San Jose, Calif.	95.3	237	WBBO-FM	Forest City, N.C.	93.3	227
KFAM-FM	St. Cloud, Minn.	104.7	284	KSL-FM	Salt Lake City, Utah	100.3	262	WBCA	Schenectady, N.Y.	101.1	266
KFBK-FM	Sacramento, Calif.	98.9	247	KSO-FM	Des Moines, Ia.	97.3	247	WBCM-FM	Ply City, Mich.	96.1	241
KFEL-FM	Denver, Col.	97.3	245	KSPJ-FM	Stillwater, Okla.	83.9	230	WBCE-FM	Bay City, Mass.	94.3	232
KFGO-FM	Boone, Iowa	98.3	247	KSTP	Beverly Hills, Calif.	93.9	233	WBEN-FM	Buffalo, N.Y.	106.5	293
KFH-FM	Wichita, Kan.	100.3	262	KSTB-FM	Council Bluffs, Ia.	98.1	241	WBET-FM	Brockton, Mass.	97.7	248
KFMV	Fort Dodge, Iowa	102.7	274	KTBS-FM	Shreveport, La.	95.5	243	WBGE-FM	Atlanta, Ga.	95.5	238
KFOX-FM	Long Beach, Calif.	102.3	272	KTEM-FM	Temple, Tex.	107.5	298	WBIB	New Haven, Conn.	100.7	264
KFPW-FM	Fort Smith, Ark.	94.9	235	KTFI-FM	Twin Falls, Idaho	99.7	259	WBK	Chicago, Ill.	96.3	242
KFSA-FM	Fort Smith, Ark.	107.1	296	KTIS-FM	Minneapolis, Minn.	98.5	253	WBIR-FM	Knoxville, Tenn.	93.3	227
KFSD-FM	San Diego, Calif.	94.1	231	KTNT	Tacoma, Wash.	97.3	247	WBML-FM	Macon, Ga.	100.7	264
KFUC-FM	Clayton, Mo.	99.1	253	KTRB-FM	Modesto, Calif.	104.1	281	WBNY-FM	Buffalo, N.Y.	92.9	225
KFWB-FM	Hollywood, Calif.	94.7	254	KTRH-FM	Houston, Tex.	101.1	268	WBOW-FM	Terre Haute, Ind.	101.1	266
KGDM-FM	Stockton, Calif.	92.9	224	KTSA-FM	San Antonio, Tex.	101.5	268	WBRE-FM	Wilkes-Barre, Pa.	98.5	253
KGLQ-FM	Mason City, Iowa	101.1	266	KTTS-FM	Springfield, Mo.	94.7	234	WBRI	Detroit, Mich.	97.9	250
KGO-FM	San Francisco, Calif.	106.1	291	KTUL-FM	Tulsa, Okla.	97.1	246	WBRL	Baton Rouge, La.	98.1	251
KGPO	Grants Pass, Ore.	96.9	245	KTYL-FM	Mesa, Ariz.	104.7	284	WBSM-FM	New Bedford, Mass.	97.3	247
KGWF-FM	Portland, Ore.	100.3	262	KUGN-FM	Eugene, Ore.	99.1	255	WBT-FM	Charlotte, N.C.	99.9	260
KHU-FM	Los Angeles, Calif.	101.1	263	KUOA-FM	Siloam Springs, Ark.	105.7	289	WBTF-FM	Danville, Va.	97.9	250
KHTL	Honolulu, T. H.	92.3	222	KUTE	Glendale, Calif.	101.9	270	WBUM-FM	Butler, Pa.	103.9	280
KING-FM	Seattle, Wash.	98.1	251	KUTV	Salt Lake City, Utah	97.1	246	WBUX-FM	Lexington, N.C.	94.3	232
KIRO-FM	Seattle, Wash.	100.7	264	KVCI	Chico, Calif.	101.1	286	WBWZ	Bradbury Heights, Md.	96.7	244
KISS	San Antonio, Tex.	99.5	258	KVME	Merced, Calif.	97.5	248	WBWZ	Canton, Ill.	100.9	265
KISW	Seattle, Wash.	99.9	260	KVOE-FM	Santa Ana, Calif.	96.7	244	WBYS-FM	Boston, Mass.	92.9	225
KITE-FM	San Antonio, Tex.	97.3	247	KVOL-FM	Lafayette, La.	96.1	241	WBZ-FM	Springfield, Mass.	97.1	246
KKX-FM	Dallas, Tex.	104.5	283	KVRE	Redding, Calif.	103.9	280	WBZA-FM	Anderson, S.C.	101.1	266
KKLQ-FM	Blytheville, Ark.	96.1	241	KWBW-FM	Hutchinson, Kan.	93.1	226	WCAC	Pittsburgh, Pa.	96.1	241
KKLH-FM	Longview, Tex.	105.9	290	KWFT-FM	Wichita Falls, Tex.	99.9	260	WCAB-FM	Pittsburgh, Pa.	96.1	241
KLJ-FM	Galveston, Tex.	98.7	254	KWIL-FM	Albany, Ore.	101.7	269	WCAL-FM	Northfield, Minn.	95.7	239
KLZ-FM	Oakland, Calif.	101.3	267	KWKH-FM	Shreveport, La.	94.5	233	WCAO-FM	Baltimore, Md.	102.7	274
KLZ-FM	Denver, Col.	94.1	231	KWKW-FM	Pasadena, Calif.	98.3	252	WCAR-FM	Pontiac, Mich.	99.5	258
KLZ-FM	Bakersfield, Calif.	82.5	223	KWNO-FM	Winona, Minn.	97.5	248	WCAU-FM	Philadelphia, Pa.	98.1	251
KLZ-FM	Los Angeles, Calif.	98.7	254	KWOC-FM	Poplar Bluff, Mo.	94.5	243	WCBS-FM	New York, N.Y.	101.1	266
KLZ-FM	Fresno, Calif.	97.9	253	KWPC-FM	Muscatine, Iowa	99.7	259	WCED-FM	Dubois, Pa.	102.1	271
KLZ-FM	Monroe, La.	104.1	281	KWPM-FM	West Plains, Mo.	97.3	247	WCFM	Washington, D.C.	99.5	258
KLZ-FM	Muskogee, Okla.	101.5	268	KXEL-FM	Waterloo, Iowa	105.7	289	WCHA-FM	Chambersburg, Pa.	95.9	240
KLZ-FM	Marysville, Calif.	99.9									

Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.	Call Letters	Location	Frequency Mcs.	Channel No.
WCNT-FM	Centralia, Ill.	96.5	243	WHCU-FM	Ithaca, N. Y.	97.3	247	WMAS-FM	Springfield, Mass.	94.7	234
WCOD	Richmond, Va.	98.1	251	WHDD-FM	Boston, Mass.	94.5	233	WMAZ-FM	Macon, Ga.	99.1	256
WCOH-FM	Newman, Ga.	96.7	244	WHDL-FM	Allegany, N.Y.	95.7	239	WMBD-FM	Peoria, Ill.	92.5	223
WCOL-FM	Columbus, O.	92.3	222	WHFB-FM	Benton Harbor, Mich.	99.9	280	WMBH-FM	Joplin, Mo.	96.1	241
WCOP-FM	Boston, Mass.	100.7	284	WHFM	Rochester, N.Y.	98.9	255	WMBI-FM	Chicago, Ill.	95.5	236
WCOS-FM	Columbia, S.C.	97.9	250	WHFO-FM	Dayton, O.	98.1	256	WMBO-FM	Auburn, N.Y.	96.1	241
WCOU-FM	Lewisport, Me.	93.9	230	WHK-FM	Cleveland, O.	100.7	287	WMBR-FM	Jacksonville, Fla.	96.1	241
WCV-FM	Montgomery, Ala.	94.5	243	WHKK-FM	Columbus, O.	98.7	254	WMCF	Memphis, Tenn.	99.7	259
WCPO-FM	Cincinnati, O.	105.1	286	WHLD-FM	Niagara Falls, N.Y.	98.5	253	WMCK-FM	McKeesport, Pa.	104.9	285
WCPS	Tarboro, N.C.	104.3	282	WHLI-FM	Hempstead, L.I., N.Y.	98.3	253	WMFD-FM	Wilmington, N.C.	96.3	242
WCRS-FM	Greenwood, S.C.	95.7	239	WHMA-FM	Anniston, Ala.	100.5	262	WMFM	Madison, Wis.	104.1	281
WCSC-FM	Charleston, S.C.	96.9	245	WHNC-FM	Henderson, N.C.	92.5	223	WMFR-FM	High Point, N.C.	99.5	258
WCST-FM	Columbus, Ind.	93.7	229	WHNO-FM	Des Moines, Iowa	100.3	262	WMGM-FM	New York, N.Y.	100.3	262
WCDA-FM	Andalusia, Ala.	98.1	251	WHOM-FM	New York, N.Y.	92.3	222	WMGW-FM	Meadville, Pa.	100.3	262
WCTC-FM	New Brunswick, N.J.	98.3	252	WHOO-FM	Orlando, Fla.	96.5	243	WMH-FM	St. Paul, Minn.	99.5	258
WCTW	New Castle, Ind.	102.5	273	WHOS-FM	Decatur, Ala.	98.5	254	WMIT	Clingman's Peak, N.C.	106.9	295
WCUM-FM	Cumberland, Md.	102.9	275	WHPF-FM	Harrisburg, Pa.	97.3	247	WMIX-FM	Mt. Vernon, Ill.	94.1	231
WCVS-FM	Springfield, Ill.	102.9	275	WHPE-FM	High Point, N.C.	95.5	238	WMLL	Evansville, Ind.	94.5	233
WDAE-FM	Tampa, Fla.	100.7	264	WHPT-FM	Huntington, W.Va.	100.5	263	WMLN	Mt. Clemens, Mich.	106.3	292
WDBJ-FM	Roanoke, Va.	94.9	235	WHVA	Poughkeepsie, N.Y.	104.7	286	WMMW-FM	Meriden, Conn.	95.7	239
WDBO-FM	Orlando, Fla.	92.3	222	WHYN-FM	Holyoke, Mass.	101.5	268	WMOH-FM	Hamilton, O.	103.5	278
WDBQ-FM	Dubuque, Iowa	103.3	277	WIBA-FM	Madison, Wis.	101.5	268	WMOU-FM	Berlin, N.H.	103.7	279
WDEL-FM	Wilmington, Del.	93.7	229	WIBC-FM	Philadelphia, Pa.	94.1	231	WMOX-FM	Meridian, Miss.	98.5	253
WDFB-FM	Detroit, Mich.	97.9	248	WIBM-FM	Jackson, Mich.	92.3	222	WMRC-FM	Greenville, S.C.	94.9	235
WDLB-FM	Marshfield, Wis.	103.9	280	WIBW-FM	Utica, N.Y.	95.9	245	WMRI	Marion, Ind.	106.9	295
WDLP-FM	Panama City, Fla.	98.9	255	WIC-FM	Ashabula, O.	103.7	279	WMRN-FM	Marion, O.	106.9	295
WDNC-FM	Durham, N.C.	105.1	286	WICM-FM	Alkin, N.C.	100.9	265	WMSA-FM	Masena, N.Y.	105.3	287
WDOD-FM	Chattanooga, Tenn.	96.5	243	WIKY-FM	Evansville, Ind.	104.1	281	WMUN	Muncie, Ind.	104.1	281
WDRC-FM	Hartford, Conn.	93.7	229	WIMA-FM	Lima, O.	102.1	271	WMVA-FM	Martinsville, Va.	96.3	242
WDSC-FM	Dillon, S.C.	92.9	225	WIMS-FM	Michigan City, Ind.	93.5	228	WMVO	Mount Vernon, O.	93.7	229
WDSU-FM	New Orleans, La.	105.3	287	WINL	Lebanon, Ind.	107.1	296	WNAC-FM	Boston, Mass.	98.5	253
WDUN-FM	Gainesville, Ga.	103.9	280	WIOD-FM	Miami, Fla.	97.3	247	WNAM-FM	Neenah, Wis.	88.5	253
WDWD-FM	Dawson, Ga.	101.1	266	WIP-FM	Philadelphia, Pa.	93.3	227	WNAO-FM	Raleigh, N.C.	96.1	241
WDWS-FM	Champaign, Ill.	97.5	248	WIS-FM	Columbia, S.C.	94.5	233	WNAV-FM	Baltimore, Md.	99.1	246
WDXY	Spartanburg, S.C.	100.5	263	WISN-FM	Milwaukee, Wis.	98.1	251	WNBF-FM	Daytona Beach, Fla.	94.5	233
WEAU-FM	Eau Claire, Wis.	94.1	231	WIST-FM	Charlotte, N.C.	104.7	284	WNDR-FM	Syracuse, N.Y.	102.5	273
WEAW	Evanston, Ill.	105.1	286	WITF-FM	Baltimore, Md.	104.3	282	WNEX-FM	Macon, Ga.	96.9	245
WEBC-FM	Duluth, Minn.	92.3	222	WIVY-FM	Jacksonville, Fla.	93.7	229	WNHC-FM	New Haven, Conn.	99.1	256
WEBQ-FM	Harrisburg, Ill.	99.9	260	WJAC-FM	Johnstown, Pa.	95.5	238	WNJR-FM	Newark, N.J.	102.7	274
WEBD-FM	Rocky Mount, N.C.	92.1	221	WJAR-FM	Providence, R.I.	95.5	238	WNOS	High Point, N.C.	100.3	262
WEBE-FM	Boston, Mass.	103.3	277	WJAS-FM	Pittsburgh, Pa.	99.7	259	WNOW-FM	York, Pa.	105.7	289
WEBF-FM	Reading, Pa.	92.9	225	WJAT-FM	Swainsboro, Ga.	101.7	269	WNYC-FM	New York, N.Y.	93.9	250
WEBK	Chicago, Ill.	99.5	258	WJAX-FM	Jacksonville, Fla.	93.1	249	WOB-FM	Wichita, Kan.	104.1	277
WEHS	Chicago, Ill.	97.9	250	WJBF-FM	Bloomington, Ill.	93.1	249	WOY-FM	Oak Hill, W.Va.	94.1	231
WELD	Columbus, O.	97.1	246	WJBK-FM	Detroit, Mich.	93.1	226	WOC-FM	Davenport, Iowa	103.7	279
WEMP-FM	Milwaukee, Wis.	93.3	227	WJBY-FM	Gadsden, Ala.	103.7	279	WOCB-FM	West Yarmouth, Mass.	94.3	232
WENR-FM	Chicago, Ill.	94.7	234	WJDX-FM	Jackson, Miss.	102.9	275	WOHS-FM	Shelby, N.C.	96.1	241
WEOL-FM	Elyria, O.	107.3	297	WJEF-FM	Grand Rapids, Mich.	93.7	229	WOKZ-FM	Alton, Ill.	99.9	260
WEPM-FM	Martinsburg, W.Va.	94.3	232	WJEP-FM	Hagerstown, Md.	104.7	284	WOL-FM	Washington, D.C.	98.7	254
WEQR	Goldsboro, N.C.	93.3	227	WJEL-FM	Johnston City, Tenn.	100.7	264	WOMC	Royal Oak, Mich.	104.3	282
WERE-FM	Erie, Pa.	99.9	260	WJHL-FM	Jacksonville, Fla.	96.9	245	WOMI-FM	Owensboro, Ky.	92.5	223
WERE-FM	Cleveland, O.	98.5	253	WJIZ	Hammond, Ind.	92.3	222	WOP-FM	Bristol, Tenn.	102.3	272
WESC-FM	Greenville, S.C.	92.5	223	WJKA-FM	Springfield, Mass.	101.9	270	WOPF-FM	Paris, Tenn.	96.9	245
WESN	Salisbury, Md.	97.5	248	WJKB-FM	Asbury Park, N.J.	94.3	232	WOR-FM	New York, N.Y.	98.7	254
WEST-FM	Easton, Pa.	107.9	300	WJL-FM	Wilmington, Del.	104.7	284	WORX	Madison, Ind.	96.7	244
WEVA-FM	Emporia, Va.	100.1	281	WJLS-FM	Beckley, W.Va.	99.5	258	WORZ-FM	Orlando, Fla.	100.3	262
WEVD-FM	New York, N.Y.	107.5	298	WJMC-FM	Rice Lake, Wis.	96.3	242	WOTW-FM	Nashua, N.H.	106.3	292
WEVO-FM	Laurinburg, S.C.	96.5	243	WJMJ-FM	Florence, Ala.	98.3	252	WOW-FM	Ft. Wayne, Ind.	96.1	241
WEXI	St. Charles, Ill.	106.3	292	WJPA-FM	Washington, Pa.	104.3	282	WPAD-FM	Paducah, Ky.	96.9	245
WFAH	Alliance, O.	101.7	269	WJPB	Fairmont, W.Va.	92.3	222	WPAG-FM	Ann Arbor, Mich.	98.7	254
WFAM	Washington, D.C.	100.3	262	WJPG-FM	Green Bay, Wis.	101.1	266	WPAM-FM	Pottsville, Pa.	95.5	238
WFAS-FM	White Plains, N.Y.	103.9	280	WJPR-FM	Detroit, Mich.	96.3	242	WPAR-FM	Parkersburg, W.Va.	106.3	293
WFBC-FM	Greenville, S.C.	93.7	229	WJRN-FM	Jamestown, N.Y.	93.3	227	WPAY-FM	Parkersburg, W.Va.	104.1	281
WFHR-FM	Wisconsin Rapids, Wis.	103.3	277	WJRW-FM	Cleveland, O.	93.3	227	WPDX	Clarksburg, W.Va.	95.1	236
WFIL-FM	Philadelphia, Pa.	102.1	271	WJWL-FM	Georgetown, Del.	101.5	268	WPEN-FM	Philadelphia, Pa.	102.9	275
WFIT-FM	Findlay, O.	100.5	263	WJW-FM	New York, N.Y.	95.5	238	WPIC-FM	Sharon, Pa.	102.9	275
WFU	Bloomington, Ind.	103.7	279	WJWZ-FM	Miami Beach, Fla.	93.1	226	WPJB-FM	Providence, R.I.	105.1	286
WFJL	Chicago, Ill.	93.1	226	WKAT-FM	Youngstown, O.	98.9	255	WPLH-FM	Huntington, W.Va.	102.5	273
WFJS	Freeport, Ill.	102.5	273	WKBN-FM	Manchester, N.H.	100.1	261	WPOE	Elizabeth, N.J.	96.7	244
WFNL	Philadelphia, Pa.	95.7	239	WKBR-FM	Muskegon, Mich.	98.9	255	WPPA-FM	Pottsville, Pa.	101.9	270
WFNY	Troy, N.Y.	92.3	224	WKCFM	Roanoke Rapids, N.C.	98.5	253	WPRO-FM	Providence, R.I.	92.3	222
WFMA	Rocky Mount, N.C.	100.7	284	WKID-FM	Urbana, Ill.	103.3	277	WPRS-FM	Paris, Ill.	98.3	252
WFMB	Mayodan, N.C.	93.5	228	WKJ-FM	Pittsburgh, Pa.	95.7	229	WPTF-FM	Raleigh, N.C.	94.7	234
WFMD-FM	Frederick, Md.	99.9	260	WKJG-FM	Ft. Wayne, Ind.	108.1	291	WQAM-FM	Miami, Fla.	94.9	235
WFME	Chicago, Ill.	100.3	262	WKLF-FM	Clanton, Ala.	100.9	265	WQAN-FM	Scranton, Pa.	92.3	222
WFMH-FM	Cullman, Ala.	100.9	265	WKMH-FM	Dearborn, Mich.	100.3	262	WQDI	Scranton, Pa.	105.1	286
WFML-FM	Youngstown, O.	105.1	286	WKNA-FM	Charleston, W.Va.	97.5	248	WQXR-FM	New York, N.Y.	96.3	242
WFML	Washington, Ind.	106.5	293	WKOK-FM	Sunbury, Pa.	94.1	231	WRAC-FM	Williamsport, Pa.	100.3	262
WFMN	Alpine, N.J.	93.1	226	WKOP-FM	Binghamton, N.Y.	95.3	237	WRAL-FM	Raleigh, N.C.	101.5	268
WFME	New Bedford, Mass.	98.1	251	WKPT-FM	Kingsport, Tenn.	98.5	253	WRBL-FM	Columbus, Ga.	93.3	227
WFMT	Oak Park, Ill.	93.9	230	WKRC-FM	Cincinnati, O.	101.9	270	WRC-FM	Washington, D.C.	93.9	230
WFMY	Madisonville, Ky.	93.9	230	WKRG-FM	Mobile, Ala.	99.9	260	WRFCM	New Orleans, La.	97.1	246
WFMY	Greensboro, N.C.	97.7	247	WKRT-FM	Cortland, N.Y.	99.9	260	WRE-FM	Reidsville, N.C.	102.1	271
WFMY	Allentown, Pa.	100.7	264	WKWK-FM	Wheeling, W.Va.	97.3	247	WRFL	Winchester, Va.	92.5	223
WFNC-FM	Fayetteville, N.C.	98.1	251	WKYC	Paducah, Ky.	93.3	227	WRFM	Hattiesburg, Miss.	97.9	250
WFNF	Wethersfield, N.Y.	107.7	299	WLAB	Lebanon, Pa.	104.1	281	WRFS-FM	Alexander City, Ala.	106.1	291
WFNS-FM	Burlington, N.C.	93.9	230	WLAG-FM	LaGrange, Ga.	104.1	281	WRGA-FM	Rome, Ga.	106.5	293
WFOB-FM	Fostoria, O.	96.7	244	WLAN-FM	Lancaster, Pa.	96.9	245	WRHI-FM	Rock Hill, S.C.	97.5	248
WFOB-FM	Fremont, O.	99.3	257	WLAP-FM	Lexington, Ky.	94.5	233	WRJN-FM	Racine, Wis.	100.7	264
WFRS	Grand Rapids, Mich.	92.5	223	WLAV-FM	Grand Rapids, Mich.	96.9	245	WRLD-FM	Lawnet, Ala.	102.9	275
WFUM	Flint, Mich.	107.1	296	WLAW-FM	Lawrence, Mass.	93.7	229	WRNL-FM	Richmond, Va.	102.1	271
WGAL-FM	Lancaster, Pa.	101.3	267	WLBH-FM	Mattoon, Ill.	96.9	245	WRNY-FM	Richmond, N.Y.	97.9	250
WGAR-FM	Cleveland, O.	99.5	258	WLBJ-FM	Bowling Green, Ky.	101.1	266	WROK-FM	Rockford, Ill.	97.5	248
WGAU-FM	Athens, Ga.	99.5	258	WLBK-FM	Lebanon, Pa.	100.1	261	WROV-FM	Roanoke, Va.	103.7	279
WGBA-FM	Columbus, Ga.	95.1	236	WLCS-FM	Baton Rouge, La.	101.1	266	WROW-FM	Albany, N.Y.	93.9	230
WGBI-FM	Scranton, Pa.	101.3	267	WLDM	Detroit, Mich.	95.5	238	WROY-FM	Carmi, Ill.	97.3	247
WGBS-FM	Miami, Fla.	96.3	242	WLDS-FM	Jacksonville, Ill.	100.5	263	WRR-FM	Dallas, Tex.	101.1	266
WGCM-FM	Gulport, Miss.	101.5	268	WLEE-FM	Richmond, Va.	102.9	275	WRSW	Warren, Pa.	92.3	222
WGFM	Schenectady, N.Y.	99.5	258	WLET-FM	Toccoa, Ga.	106.1	291	WRSW	Warsaw, Ind.	107.3	297
WGH-FM	Newport News, Va.	96.5	243	WLEU-FM	Erie, Pa.	97.9	250	WRUF-FM	Gainesville, Fla.	104.1	281
WGHE	New York, N.Y.	101.9	270	WLEY	Elmwood Park, Ill.	107.1	286	WRUN-FM	Utica, N.Y.	105.7	289
WGKV-FM	Charleston, W.Va.	98.5	253	WLL-FM	Lenoir City, Tenn.	100.3	262	WRVB	Richmond, Va.	94.5	233
WGMS-FM	Washington, D.C.	103.5	278	WLLN-FM	Merrill, Wisc.	100.7	264	WRVC	Norfolk, Va.	102.5	273
WGNB	Chicago, Ill.	98.7	254	WLLH-FM	Lowell, Mass.	99.5	258	WRZE	York, Pa.	98.5	253
WGNB-FM	Gastonia, N.C.	101.9	280	WLOE-FM	Leaksville, N.C.	92.7	224	WSAI-FM	Cincinnati, O.	102.7	274
WGNB-FM	New Rochelle, N.Y.	93.5	228	WLOG-FM	Logan, W.Va.	103.3	277	WSAM-FM	Saginaw, Mich.	98.1	251
WGOV-FM	Valdosta, Ga.	92.5	223	WLOK-FM	Lima, O.	103.3	277	WSAN-FM	Allentown, Pa.	99.9	260
WGPA-FM	Bethlehem, Pa.	95.1	236	WLOS-FM	Asheville, N.C.	104.3	282	WSAV-FM	Savannah, Ga.	100.3	262
WGST-FM	Atlanta, Ga.	94.1	231	WLRD	Miami Beach, Fla.	93.9	230	WSB-FM	Atlanta, Ga.	98.5	253
WGTR	Paxton, Mass.	99.1	256	WLTV	Lewistown,						

BROADCAST ADVERTISING BUREAU

Headquarters: 270 Park Avenue, New York 17, New York. MUrray Hill 8-4020

William B. Ryan, *President*
 Kevin B. Sweeney, *Vice-President*
 John F. Hardesty, *Director of Local Promotion*
 R. David Kimble, *Director of National Promotion*
 William B. Morison, *Ass't Secretary-Treasurer*
 Branch Office: 333 N. Michigan Avenue, Chicago 1, Illinois, CEntral 6-5066
 Gale Blocki, *Director of Midwestern Sales*

Directors

Charles C. Caley, Chairman of Board, WMBD Peoria, Illinois
 Simon Goldman, Secretary, WJTN Jamestown, New York
 John Patt, Treasurer, WGAR Cleveland, Ohio
 Charles T. Ayres, ABC 30 Rockefeller Plaza, New York, N. Y.
 Joseph E. Baudino Westinghouse Radio Stations, Washington, D. C.
 Kenyon Brown, KWFT Wichita Falls, Texas
 Gene Cagle, KFJZ Fort Worth, Texas
 Martin B. Campbell, WFAA Dallas, Texas
 Robert Dunville, WLW Cincinnati, Ohio
 Wm. H. Fineshriber, Jr., Mutual 1440 Broadway, New York, N. Y.
 John K. Herbert, NBC 30 Rockefeller Plaza, New York, N. Y.
 Edgar Kobak, WTWA Thomson, Georgia (341 Park Ave., N. Y.)
 William McGrath, WHDH Boston, Mass.
 John Meagher, KYSM Mankato, Minn.
 Adrian Murphy, CBS 485 Madison Ave., New York, N. Y.
 Arch Morton, KJR Seattle, Washington
 H. Preston Peters Free & Peters, 444 Madison Ave., N. Y., N. Y.
 William B. Quarton, WMT Cedar Rapids, Iowa

William B. Ryan, BAB 270 Park Avenue, New York, N. Y.
 George B. Storer Storer Broadcasting Co., Birmingham, Mich.
 Robert D. Swezey, WDSU New Orleans, La.
 Donald Thornburgh, WCAU Philadelphia, Penna.
 Allen M. Woodall, WDAK Columbus, Georgia
 Herb Hollister, KBOL Boulder, Colorado
 James H. Moore, WSLR Roanoke, Virginia
 Arch L. Madsen, KOVO Provo, Utah
 F. Van Konynenberg, WCCO Minneapolis, Minnesota
 Ward L. Ingram, KHJ Los Angeles, California

Board Committees

Executive Committee—Joseph Baudino, Chairman, Westinghouse Stations, Washington, D. C.; William H. Fineshriber, Jr., Mutual Broadcasting System, New York, N. Y.; Simon Goldman, WJTN, Jamestown, New York; Edgar Kobak, WTWA, Thomson, Georgia; Allen M. Woodall, WDAK, Columbus, Georgia; Adrian Murphy, Columbia Broadcasting System, New York, N. Y.; William B. Quarton, WMT, Cedar Rapids, Iowa.
Finance Committee—Kenyon Brown, Chairman, KWFT, Wichita Falls, Texas; John K. Herbert, National Broadcasting Company, New York, N. Y.; John Patt, WGAR, Cleveland, Ohio; H. Preston Peters, Free & Peters, New York, N. Y.; George B. Storer, Storer Broadcasting Company, Birmingham, Mich.
By-Laws Committee—Robert Swezey, Chairman, WDSU, New Orleans, La.; Donald W. Thornburgh, WCAU, Philadelphia, Penna.; Herb Hollister, KBOL, Boulder, Colo.
Membership Committee—Gene Cagle, Chairman, KFJZ, Fort Worth, Texas; Charles T. Ayres, American Broadcasting Company, New York, N. Y.; William McGrath, WHDH, Boston, Mass.; John Meagher, KYSM, Mankato, Minn.

Advisory Committees

Research Committee—Robert Dunville, Chairman, WLW, Cincinnati, Ohio; Stanley Breyer, KJBS, San Francisco, Calif.; Martin Campbell, WFAA, Dallas, Texas; George Higgins, KMBC, Kansas City, Mo.; Walter Scott, NBC, 30 Rockefeller Plaza, New York, N. Y.; Ernest Lee Jahncke ABC, 30 Rockefeller Plaza, New York, N. Y.; Hugh Potter, WOMI, Owensboro, Kentucky; Henry P. Johnston, WSGN, Birmingham, Ala.
Promotion Committee—Donald Thornburgh, Chairman, WCAU, Philadelphia, Penna.; Louis Hausman, CBS, 485 Madison Ave., New York, N. Y.; H. Preston Peters, Free & Peters, 444 Madison Ave., New York, N. Y.; Robert Schmid, Mutual, 1440 Broadway, New York, N. Y.; Simon Goldman, WJTN, Jamestown, New York; Arder Pangborn, WOAI, San Antonio, Texas; William McGuineas, WGN, Chicago, Illinois; William McGrath, WHDH, Boston, Mass.
Advertising Committee—Lou Hausman, Chairman, CBS, 485 Madison Ave., New York, N. Y.; Edgar Kobak, WTWA, Thomson Georgia (341 Park Ave., N. Y.); Robert Schmid, Mutual, 1440 Broadway, New York, N. Y.; Donald Thornburgh, WCAU, Philadelphia, Penna.; William McGrath, WHDH, Boston, Mass.; Winslow Leighton, WSNY, Schenectady, N. Y.; H. Preston Peters, Free & Peters, 444 Madison Ave., New York, N. Y.

* * *

The Broadcast Advertising Bureau, Inc., is a service organization supported by the entire radio industry and devoted solely to the promotion of radio as an advertising medium. BAB supplies members with some 600 sales tools annually, in addition to presenting radio's story directly to advertisers and advertising agencies.

FM Call Letters

(Continued from page 463)

Call Letters	Location	Frequency Mcs.	Channel No.
WSNJ-FM	Bridgeton, N.J.	98.9	255
†WSNW-FM	Seneca, S. C.	98.1	251
WSOC-FM	Charlotte, N.C.	103.5	278
WSOY-FM	Henderson, Ky.	99.5	258
WSOY-FM	Decatur, Ill.	102.1	271
WSFA-FM	Spartanburg, S.C.	98.9	255
WSPD-FM	Toledo, Ohio	101.5	268
WSFR-FM	Springfield, Mass.	97.9	250
WSRK	Shelbyville, Ind.	101.3	267
WSRS-FM	Cleveland Heights, O.	95.3	237
WSTC-FM	Stamford, Conn.	96.7	244
WSTP-FM	Salisbury, N.C.	106.5	293
WSTV-FM	Steubenville, O.	103.5	278
WSVA-FM	Harrisonburg, Va.	100.7	264
WSVS-FM	Crewe, Va.	104.7	284
WSYR-FM	Syracuse, N.Y.	94.5	233
WTAD-FM	Quincy, Ill.	99.5	258
WTAG-FM	Worcester, Mass.	96.1	241
WTAL-FM	Tallahassee, Fla.	103.9	280
WTAM-FM	Cleveland, O.	105.7	289

Call Letters	Location	Frequency Mcs.	Channel No.
WTAR-FM	Norfolk, Va.	97.3	247
WTAX-FM	Springfield, Ill.	103.7	279
†WTBC-FM	Tuscaloosa, Ala.	95.7	239
WTCN-FM	Minneapolis, Minn.	97.1	246
WTHI-FM	Terre Haute, Ind.	99.9	260
WTIC-FM	Hartford, Conn.	96.5	243
†WTIG	Clemson, S. C.	97.1	246
WTJS-FM	Jackson, Tenn.	100.7	264
WTMA-FM	Charleston, S.C.	96.1	236
WTMV-FM	East St. Louis, Ill.	102.5	273
WTNC-FM	Thomasville, N.C.	98.3	252
WTND-FM	Orangeburg, S.C.	102.7	274
WTOA	Trenton, N.J.	97.5	248
WTOC-FM	Savannah, Ga.	97.3	247
WTOL-FM	Toledo, O.	104.7	284
WTOP-FM	Washington, D.C.	96.3	242
WTRC-FM	Elkhart, Ind.	100.7	264
WTRF-FM	Bellaire, O.	100.5	263
WTRT	Toledo, O.	99.9	260
WTSP-FM	St. Petersburg, Fla.	102.5	273
WTSV-FM	Claremont, N.H.	106.1	291
WTVB-FM	Coldwater, Mich.	98.3	252
WTWO	Dayton, O.	104.7	284
WUST-FM	Bethesda, Md.	106.3	292
†WVAM-FM	Allentown, Pa.	100.1	261
WVBT	South Bristol, N.Y.	95.1	236

Call Letters	Location	Frequency Mcs.	Channel No.
WVCN	De Ruyter, N.Y.	105.1	286
WVCV	Cherry Valley, N.Y.	101.9	270
WVJS-FM	Owensboro, Ky.	96.1	241
WVKO-FM	Columbus, O.	94.7	234
WVOW-FM	Logan, W. Va.	92.3	222
WWCF	Greenfield, Wis.	94.9	235
WWDC-FM	Washington, D.C.	101.1	266
WWGP-FM	Sanford, N.C.	105.5	288
WWHG-FM	Hornell, N.Y.	105.3	287
WWIN-FM	Baltimore, Md.	94.7	234
WWJ-FM	Detroit, Mich.	97.1	246
WWNY-FM	Watertown, N.Y.	100.5	263
WWOD-FM	Lynchburg, Va.	100.1	261
WWOL-FM	Buffalo, N.Y.	104.1	281
WWON-FM	Woonsocket, R.I.	105.5	288
WWPB-FM	Miami, Fla.	101.5	268
WWPG-FM	Palm Beach, Fla.	97.9	250
WWST-FM	Wooster, O.	104.5	283
WWSW-FM	Pittsburgh, Pa.	94.5	233
WWVA-FM	Wheeling, W. Va.	98.7	254
†WWWB-FM	Jasper, Ala.	102.5	273
WXHR	Cambridge, Mass.	96.9	245
WXNJ	Plainfield, N.J.	103.9	280
WXRC	Buffalo, N.Y.	103.3	277
WXYZ-FM	Detroit, Mich.	101.1	266

National Association of Radio and Television Broadcasters: 1953 Officers and Committees

Headquarters Office: 1771 N Street, N.W., Washington 6, D. C. Phone: Decatur 2-9300
 West Coast Office: Suite 915, Two Ten Post, San Francisco 8, Calif. Phone: Garfield 1-5084

OFFICERS

President HAROLD E. FELLOWS
 Chairman of the Board & General Counsel JUSTIN MILLER
 Secretary-Treasurer C. E. ARNEY, JR.

DEPARTMENT EXECUTIVES

Employe-Employer Relations Dept.
 Richard P. Doherty, *Director*
 Charles H. Tower, *Asst. Dir.*

Engineering Dept.
 Neal McNaughten, *Director*

FM Dept.
 John H. Smith, Jr., *Director*

Government Relations Dept.
 Ralph Hardy, *Director*

Legal Dept.
 Justin Miller, *General Counsel*
 Vincent T. Wasilewski, *Attorney*
 Abiah A. Church, *Attorney*

Public Affairs-Publications Dept.
 Robert K. Richards, *Assistant to the President and Director*
 Oscar Elder, *Assistant Director*
 Fran Riley, *Special Assistant*

Research Dept.
 Richard M. Allerton, *Director*
 Louise K. Aldrich, *Librarian*

Station Relations Dept.
 William T. Stubblefield, *Director*
 William K. Treynor, *Assistant Director*
 Jack L. Barton, *Field Representative*

Television
 Thad H. Brown, *Manager and Counsel to TV Board*
 Howard H. Bell, *Assistant to Director*
 Bette Doolittle, *Administrative Assistant*

Television Code Affairs
 Edward H. Bronson, *Director*

Auditor
 William L. Walker

BOARD OF DIRECTORS 1952-1953

RADIO BOARD

		<i>Term Expires</i>
Chmn.	Justin Miller, NARTB	
Pres.	Harold E. Fellows, NARTB	
Sec.-T.	C. E. Arney Jr., NARTB	
Dist. 1	William B. McGrath, WHDH Boston	1953
Dist. 2	E. R. Vadeboncoeur, WSYR Syracuse	1954
Dist. 3	Leonard Kapner, WCAE Pittsburgh	1953
Dist. 4	Harold Essex, WSJS Winston-Salem, N. C.	1954
Dist. 5	Thad Holt, WAPI Birmingham	1953
Dist. 6	Henry B. Clay, KWKH Shreveport, La.	1954
Dist. 7	Robert T. Mason, WMRN Marion, Ohio	1953
Dist. 8	Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.	1954
Dist. 9	Merrill Lindsay, WSOY Decatur, Ill.	1953
Dist. 10	E. K. Hartenbower, KCMO Kansas City	1954
Dist. 11	H. W. Linder, KWLM Willmar, Minn.	1953
Dist. 12	Jack Todd, KAKE Wichita, Kan.	1954
Dist. 13	Kenyon Brown, KWFT Wichita Falls, Texas	1953
Dist. 14	William C. Grove, KFBC Cheyenne, Wyo.	1954
Dist. 15	Glenn Shaw, KLX Oakland	1953
Dist. 16	Albert D. Johnson, KOY Phoenix, Ariz.	1954
Dist. 17	H. Quenton Cox, KGW Portland, Ore.	1953

PRESIDENTS OF NAB

Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliott (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter J. Damm (WMTJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Alfred J. McCosker (WOR)	1932-1934
J. Truman Ward (WLAC)	1934-1935
Leo J. Fitzpatrick (WJR)	1935-1936
*Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	7-1-38—3-1-44
J. Harold Ryan (WSPD)	4-15-44—9-30-45
Justin Miller	10-1-45—6-4-51
Harold E. Fellows (WEEL)	6-4-51—

* Deceased

Directors-at-Large

Large Stations	John H. DeWitt Jr., WSM Nashville	1953
	Paul W. Morency, WTIC Hartford	1954
Medium Stations	Hugh B. Terry, KLZ Denver	1953
	A. D. Willard Jr., WGAC Augusta, Ga.	1954
Small Stations	Edgar Kobak, WTWA Thomson, Ga.	1953
	Lee W. Jacobs, KBKR Baker, Ore.	1954
FM Stations	Ben Strouse, WWDC-FM Washington	1953
	Michael R. Hanna, WHCU-FM Ithaca, N. Y.	1954
Network	William Fineshriber, MBS	1953

TELEVISION BOARD

Chmn.	Robert D. Swezey, WDSU-TV New Orleans	1954
Vice Chmn.	Clair R. McCollough, WGAL-TV Lancaster, Pa.	1954
	Harold Hough, WBAP-TV Fort Worth	1954
	Paul Raibourn, KTLA Los Angeles	1954
	George B. Storer, Storer Broadcasting Co. Birmingham, Mich.	1954
	Campbell Arnoux, WTAR-TV Norfolk, Va.	1953
	Kenneth L. Carter, WAAM Baltimore	1953
	William Fay, WHAM-TV Rochester	1953
	Henry W. Slavick, WMCT Memphis	1953
Network	Alexander Stronach, ABC New York	1953
	Herbert V. Akerberg, CBS New York	1953
	C. J. Witting, DuMont New York	1953
	Frank M. Russell, NBC Washington	1953

NARTB COMMITTEES

AM-Radio — Glenn Shaw, KLX, Oakland, chairman; John Esau, KTUL Tulsa; Simon Goldman, WJTN Jamestown, N. Y.; William C. Grove, KFBC, Cheyenne, Wyo.; Lee Little, KTUC, Tucson, Ariz.; Paul W. Morency, WTIC, Hartford; John F. Patt, WGAR, Cleveland; G. Richard Shafto, WIS, Columbia, S. C.; F. C. Sowell, WLAC, Nashville. *Alternates*—R. Sanford Guyer, WMOA, Marietta, Ohio; Harry W. Linder, KWLM, Willmar, Minn.; R. H. Mason, WPTF, Raleigh, N. C.

Combination Dues—Harold Essex, WSJS, Winston-Salem, N. C., chairman; Clair R.

McCollough, WGAL-TV Lancaster, Pa.; Robert T. Mason, WMRN Marion, Ohio.

Convention—Clair R. McCollough, WGAL Lancaster, Pa., chairman; Jack Harris, KPRC-TV Houston; Albert Johnson, KOY Phoenix, Ariz.; Howard Lane, WJJD Chicago; H. W. Slavick, WMC Memphis; Calvin J. Smith, KFAC Los Angeles; Hugh B. Terry, KLZ Denver.

Register and Vote—John F. Patt, WGAR Cleveland, Ohio, chairman; Roger W. Clipp, WFIL, Philadelphia; Frank Fogarty, WOW Omaha; Kenneth D. Given, WLBJ Bowling Green, Ky.; Paul W. Morency, WTIC Hartford; Joseph Wilkins, KFBB Great Falls.

Transcription Rules — Michael R. Hanna, WHCU-FM Ithaca, N. Y., chairman; Walter Compton, WTTG (TV) Washington, D. C.; William Fay, WHAM Rochester.

Insurance—Roger W. Clipp, WFIL Philadelphia, chairman; Harold Essex, WSJS Winston-Salem, N. C.; Edgar Kobak, WTWA Thomson, Ga.; C. T. Lucy, WRVA Richmond, Va.; Gilmore N. Nunn, WLAP Lexington, Ky.

FM—Michael R. Hanna, WHCU-FM Ithaca, N. Y., chairman; Ben Strouse, WWDC-FM Washington; Gaines Kelley, WFMY Greensboro, N. C.; Edward A. Wheeler, WEAW Evanston, Ill.; Gerald Harrison, WMAS-FM Springfield, Mass. *Alternates*—Henry P. Johnston, WSGN-FM Birmingham; Victor C. Diehm, WASL-FM Hazleton, Pa.; Robert E. Williams, WFML Washington, Ind.

Radio Standards of Practice—John F. Meagher, KYSM Mankato, Minn., chairman; Carleton D. Brown, WTVL Waterville, Me.; William B. McGrath, WHDH Boston; William D. Pabst, KFRC San Francisco; Clyde W. Rembert, KRLD Dallas; E. R. Vadeboncoeur, WSYR Syracuse; Walter E. Wagstaff, KIDO Boise, Idaho.

Copyright—Edward Breen, KVF Fort Dodge, Ia., chairman; Donald G. Graham, KOMO Seattle; Robert T. Mason, WMRN Marion, Ohio; Joseph McDonald, NBC New York; A. J. Mosby, KGVO Missoula, Mont.; Lawrence H. Rogers II, WSJZ Huntington, Va.; James W. Woodruff Jr., WRBL Columbus, Ga.

Board Committees

By-Laws—A. D. Willard Jr., WGAC Augusta, Ga., chairman; Leonard Kapner, WCAE Pittsburgh; Merrill Lindsay, WSOY Decatur, Ill.; Robert D. Swezey, WDSU-TV New Orleans; Kenneth Carter, WAAM (TV) Baltimore.

Finance—Harold Essex, WSJS Winston-Salem, N. C., chairman; Kenyon Brown, KWFT Wichita Falls, Texas; Lee Jacobs, KBKR Baker, Ore.; Ben Strouse, WWDC-FM Washington; William Fay, WHAM-TV Rochester.

Membership—H. Quenton Cox, KGW Portland, Ore., chairman; Henry B. Clay, KWKH Shreveport, La.; E. K. Hartenbower, KCMO Kansas City; Thad Holt, WAPI Birmingham; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; Jack Todd, KAKE Wichita; Campbell Arnoux, WTAR-TV Norfolk, Va.

TELEVISION CODE REVIEW BOARD

John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Ewell K. Jett, WMAR-TV Baltimore; Mrs. A. Scott Bullitt, KING-TV Seattle; Walter J. Damm, WTMJ-TV Milwaukee.

RADIO-TELEVISION CORRESPONDENTS GALLERIES OF CONGRESS

Martin Agronsky, *President, Chairman of Executive Committee*
 Richard Harkness, *Vice President and Vice Chairman of Executive Committee*

Bill Costello, *Secretary*
 Joseph F. McCaffrey, *Treasurer*

Julian Goodman, *Member-at-Large*
 George J. Marder, *Member-at-Large*
 Ann Corrick, *Member-at-Large*

SENATE: D. Harold McGrath, Supt.
 Senate Phone Branches: 1263-1264

Telephone: NATIONAL 3120

HOUSE: Robert Mencaugh, Supt.
 House Phone Branches: 1410-1411

ACTIVE MEMBERSHIP LIST

AMERICAN BROADCASTING CO.
 724 14th St., N. W.
 Martin Agronsky
 J. Gunnar Back
 Edward L. Burch
 Charles Lee Coney Jr.
 Elmer Davis
 John Edwards
 William B. Hatch
 John P. Magee
 Henry A. Mustin
 William R. P. Neel
 Bryson B. Rash

AMERICAN FORUM OF THE AIR
 1627 K St., N. W.
 Jack F. Christie

ASSOCIATED PRESS RADIO
 Evening Star Bldg.
 James S. Cannon
 William Carlin
 Howard L. Kany
 John B. McDonald

BAUKHAGE RADIO ASSOCIATES
 1306 18th St., N. W.
 Virginia C. Shisler

BRITISH BROADCASTING CO.
 907 Nat'l Press Bldg.
 Geoffrey Goodsell
 R. Leonard Maill

TRIS COFFIN ASSOC.
 World Center Bldg.
 Tristram Coffin

COLUMBIA BROADCASTING SYSTEM-RADIO
 854 Warner Bldg.
 Griffing Bancroft
 Ronald V. Cochran
 Bill Costello
 Stephen W. Cushing
 Bill Downs
 Lawrence S. Haas
 Peter Hackes
 Theodore F. Koop
 Anita C. Lyons
 Claude A. Mahoney
 Patricia Scanlan
 Eric Severeid
 Willard F. Shadel
 Lewis W. Shollenberger
 Joseph Wershba

COLUMBIA BROADCASTING SYSTEM-TV
 611 Warner Bldg.
 Walter L. Cronkite Jr.
 Babette Grimes
 Neil Strawser
 Charles S. Von Fremd
 Alma E. Walker
 Lawrence Warwick
 William A. Wood

CROSLY BROADCASTING CORP. — WLW & WLWT (TV)
 3900 Sixteenth St., N. W.
 Ann Corrick

DuMONT TELEVISION NETWORK
 Raleigh Hotel
 Matthew Warren

ERWIN NEWS SERVICE
 Warner Bldg.
 Julia Gaillard Erwin
 Roulhac Hamilton Jr.
 Henrietta Means

BILL HENRY ASSOCIATES
 2480 16th St., N. W.
 Virginia H. Blum
 William M. (Bill) Henry

"K" STATIONS (KGEZ KWHP KOMO KPOA)
 Senate Radio-TV Gallery
 Rudolph Block

KING SEATTLE, WASH.
 2500 Que St., N. W.
 Florence S. Hoff

MACFARLANE & ASSOCIATES
 8 E. Hamilton St., Baltimore
 Ian Ross MacFarlane
 Louise Ann MacFarlane

MARCH OF TIME—TELEVISION
 1000 Vermont Ave., N. W.
 Allen Carlton Dibble

MUTUAL BROADCASTING SYSTEM
 1627 K St., N. W.
 H. R. Baukhage
 Frank Edwards
 Wallace R. Fanning Jr.
 Gail Chapman Gorman
 Paul S. Green
 Charles H. Herrold Jr.
 Leslie W. Higbie
 William Hillman
 Everett Holles Jr.
 Fulton Lewis Jr.
 Joseph F. McCaffrey
 Hazel Markel
 Hollis M. Seavey
 C. Russell Turner Jr.

NATIONAL BROADCASTING CO. — RADIO

Wardman Park Hotel
 Arthur F. Barriault
 Morgan Beatty
 Frank Bourgholtzer
 Ned Brooks
 Leif Eld
 Lewie V. Gilpin
 Rex Goad
 Earl Godwin
 Richard Harkness
 Ray Henle
 Herbert Kaplow
 Fred Morrison
 Walter J. Royen
 Ray Scherer
 Albert L. Warner

NATIONAL BROADCASTING CO. — TELEVISION
 Wardman Park Hotel
 Ashley Abel
 Theodore A. Ayers
 David Brinkley
 Julian Goodman
 Irving Heitzner
 G. Bradford Kress
 Jean Clark Montgomery

NATIONAL BROADCASTING CO. — WRC WASHINGTON
 Wardman Park Hotel
 John E. Connolly
 Cassius M. Keller
 David von Sothen
 Russell Tornabene

NORTHWEST GERMAN RADIO
 832 Nat'l Press Bldg.
 Peter von Zahn

CHARLES FARMER & ASSOC.
 318 N. Washington St. (Alexandria, Va.)
 Charles Farmer

GEORGE E. REEDY ASSOC.
 500 Walter Reed Dr., So. Arlington, Va.
 George E. Reedy
 Mary E. Reedy

STONEHOUSE NEWS AGENCY
 412 Albee Bldg.
 Merlin F. Stonehouse

TELENEWS PRODUCTIONS INC.
 1905 Fairview Ave.
 Robert Hess
 Nancy C. Kirchner
 H. M. Lambert
 John O. May
 Charles E. Shutt
 Eleanor Wynn

UNITED PRESS RADIO
 714 Nat'l Press Bldg.
 Bernard Brenner
 David R. Bundy
 Edward Williams Lewis
 George J. Marder
 George McCarthy
 Robert J. Serling
 Helen Thomas

UNITED PRESS TELEVISION
 714 Nat'l Press Bldg.
 Bryce W. Burke
 W. R. Higginbotham
 Donald L. Ungar

UP MOVIE-TONE NEWS-TV
 413 Third St., N. W.
 Thomas J. Craven
 Anthony Muto
 William T. Richards
 William K. Smythe

WAAM (TV) BALTIMORE, MD.
 3725 Maiden Ave.
 Ted Jaffee

WASHINGTON REPORTERS & YAN-KEE NETWORK
 1397 National Press Bldg.
 Jack Reed

WORLDWIDE BROADCASTING SYSTEM INC.
 2891 Audubon Terrace
 Dorothy Holloway Marks

WOL WASHINGTON
 1000 Connecticut Ave.
 Helen Ashby
 Eugene H. Berger
 George W. Campbell Jr.

WASH WASHINGTON (CONTINENTAL NETWORK)
 1319 F. St., N. W.
 Nelson M. Griggs

WGAR CLEVELAND, OHIO
 1534 Twenty-ninth St., N. W.
 Kay Halle

WWDC WASHINGTON
 1627 K St., N. W.
 Jack F. Butler
 Kenneth Evans

ASSOCIATE (RESIDENT)

AMERICAN BROADCASTING CO.
 724 14th St., N. W.
 Kenneth H. Berkeley
 Gilbert T. Hodges
 Harry Hoskinson
 Charles L. Kelly

ASSOCIATED PRESS RADIO
 Evening Star Bldg.
 Frank M. Stearns

CAPITAL BROADCASTING CO. (WWDC-AM-FM WASHINGTON)
 1627 K St., N. W.
 Ben Strouse
 Irving M. Lichtenstein
 Norman Reed

COOPERATIVE BROADCASTING ASSOCIATES AND RELATED STATIONS
 1003 K St., N. W.
 John Herling

DEL RIO BROADCASTING CO. (KDLK DEL RIO, TEX.)
 2800 Quebec St., N. W.
 Joe H. Torbett

DuMONT TELEVISION NETWORK (WTTG WASHINGTON)
 Raleigh Hotel
 Roger M. Coelos
 Walter Compton
 Francis V. Guidice
 Donald G. Roper

ALICE FREER
 4634 Quebec St., N. W.

NATIONAL BROADCASTING CO.
 724 14th St., N. W.
 John E. Ghillain
 Eugene E. Juster
 Nancy Osgood

PRESS PRODUCTIONS
 5251 43rd St., N. W.
 Helen J. Keller

UNITED BROADCASTING CO. (WOK WINK WSID WARK WANT)
 Richard Eaton

UNITED PRESS ASSN.
 714 National Press Bldg.
 A. F. Harrison

WESTINGHOUSE RADIO STATIONS
 1625 K St., N. W.
 Gordon Hawkins

ASSOCIATE (NON-RESIDENT)

AMERICAN BROADCASTING CO.
 724 14th St., N. W.
 Julian C. Anthony
 John Charles Daly Jr.
 Pauline Frederick
 Paul Harvey
 Frank LaTourette
 Taylor Grant
 Ted Malone
 Thomas Velotta
 Walter Winchell

COLUMBIA BROADCASTING SYSTEM
 485 Madison Ave., New York
 Edmund A. Chester
 Wells Church
 Douglas Edwards
 Don Hollenbeck
 Larry Lesueur
 Edward R. Murrow
 Helen J. Sisussat
 Lowell Thomas
 Robert Trout
 Jesse Zousmer

COLUMBIA BROADCASTING SYSTEM (PACIFIC NETWORK)
 6121 Sunset Blvd., Los Angeles
 John F. Beck

DUMONT TELEVISION NETWORK
 515 Madison Ave., New York
 Leslie G. Arries Jr.

"K" STATIONS
 KANE New Iberia, La.
 Donald Bonin
 KANS Wichita, Kans.
 George Gow
 KBON Omaha, Neb.
 Dick McCann
 KBNZ LaJunta, Colo.
 Denis Gerken
 KCMO Kansas City, Mo.
 Jim Monroe Heying
 KCRG Cedar Rapids, Iowa
 Richard D. Yoakam
 KDTH Dubuque, Iowa
 George A. Freund
 KDWT Stamford, Tex.
 David W. Ratliff
 KECK Odessa, Tex.
 Ben Nedow

KELO Sioux Falls, S. D.
Dean Montgomery
KEPO El Paso, Tex.
Charles J. Amador
KFJZ Fort Worth, Tex.
Hal Thompson
KGER Long Beach, Calif.
Elvis A. Bell
KGEZ KallsPELL, Mont.
Donald C. Treloar
KHMO Hannibal, Mo.
George Allen Jr.
KLPM Minot, N. D.
Kenneth M. Knutson
KOIL Omaha, Neb.
Theodore L. Haas
KOMA Oklahoma City, Okla.
Ben H. Holmes
KOME Tulsa, Okla.
Landon Young
KPRC Houston, Tex.
Owen Pat Flaherty
KRMG Tulsa, Okla.
Glenn Condon
KROC Rochester, Minn.
Ray L. Thompson
KSOO Sioux Falls, S. D.
Orrin Melton
KTBC Austin, Tex.
Paul Bolton
KTLA (TV) Los Angeles, Calif.
H. Gilbert Martyn
Jonathan C. Rice
KTTS Springfield, Mo.
Bill Bowers
KVOO Tulsa, Okla.
Ken Miller
KVOR Colorado Springs
Harold G. Bumpus
KXLR Little Rock, Ark.
(Miss) Bobbie H. Forster
KXLW St. Louis, Mo.
Bertram L. Hughes
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York
Milton Burgh
Bill Cunningham
Arthur S. Feldman
Cedric W. Foster
Robert Hurlleigh
NATIONAL BROADCASTING CO.
30 Rockefeller Plaza, New York
Kenneth Banghart
Henry J. Cassidy
W. W. Chaplin
Clifford Evans
James Fleming
Ann Gillis
Ben Grauer
George F. Hicks
James W. Hurlbut
H. V. Kaltenborn
Walter Kiernan
Clyde Kittell
Francis N. Littlejohn Jr.
William R. McAndrew
John Cameron Swayze
Arthur H. Wakelee
Mort Werner
TEXAS STATE NETWORK
1201 W. Lancaster, Ft. Worth, Tex.
Hal Thompson
UNITED PRESS ASSN.
Daily News Bldg., New York
C. Edmunds Allen
John J. Madigan
"W" STATIONS
WAGA-AM-TV Atlanta, Ga.
Daie Clark
WATL Atlanta, Ga.
Lee Nance

WAVE-AM-TV and WXRW (FM)
Louisville, Ky.
Hugh W. Sutton
WBAL-AM-TV Baltimore, Md.
Galen Fromme
WBAP-AM-FM-TV Fort Worth, Tex.
James A. Eyrton
WBMD Baltimore, Md.
Thomas O'Connor
WBNS-AM-TV and WELD (FM) Colum-
bus, Ohio
Chester S. (Chet) Long
WBT and WBTW (TV), Charlotte, N. C.
Jack Knell
WCAU-AM-TV Philadelphia, Pa.
Charles C. Shaw
WCBM Baltimore, Md.
Charles A. Roeder
WCCO-AM-TV Minneapolis-St. Paul,
Minn.
Jim Bormann
WCHS Charleston, W. Va.
Ross Edwards
WCSH Portland, Me.
Phillip N. Johnson
WDAS Philadelphia, Pa.
M. Leonard Matt
WDBO Orlando, Fla.
Carter Scofield
WDGY Minneapolis, Minn.
James E. McGovern
WDDO Chattanooga, Tenn.
R. L. Bosworth
WEWS (TV) Cleveland, Ohio
Charles R. Day
WGAC Augusta, Ga.
Warren Hites
WGAR Cleveland, Ohio
Charles R. Day
WGNS Murfreesboro, Tenn.
Cecil Elrod
WGST Atlanta, Ga.
A. Jack Kelly
WHAS-AM-TV Louisville, Ky.
Richard Oberlin
WHEN (TV) Syracuse, N. Y.
Edward F. Ryan Jr.
WHIO-AM-FM-TV Dayton, Ohio
Stuart O. Strand
WHLL Hempstead, N. Y.
Jerome J. Karpf Jr.
WHO Des Moines, Iowa
John D. (Jack) Shelley
WHP Harrisburg, Pa.
John A. Price
WILM Wilmington, Del.
Harry F. Thernal
WING Dayton, Ohio
Jack P. Zeigin
WIP Philadelphia, Pa.
Sam Serota
WIRA Ft. Pierce, Fla.
Douglas Silver
WISC-AM-FM Madison, Wis.
Ralph O'Connor
WISN Milwaukee, Wis.
Jack Raymond
WIZE Springfield, Ohio
Peter Hansson
WJAS Pittsburgh, Pa.
Beckley Smith
WJJD Chicago, Ill.
Carl Warner
WJR Detroit, Mich.
Jack P. White
George W. Cushing
WKAL Rome, N. Y.
Harold C. Wunsch
WKDA Nashville, Tenn.
Roque Fajardo

WKOW Madison, Wis.
Jack Davis
WKRC-AM-FM-TV Cincinnati, Ohio
Hubert Holloway
WKZO Kalamazoo, Mich.
Willis F. Dunbar
WLAC Nashville, Tenn.
Robert S. Larimer Jr.
WLAM Lewiston, Me.
F. Parker Hoy
WLER Lebanon, Pa.
Hyland White
WLIZ Bridgeport, Conn.
James R. Elliott
WLS Chicago, Ill.
Harold A. Safford
Erwin Lewis
WLW, WLWF (FM), WLWT (TV) Cin-
cinnati, Ohio
John Baker
Dallas DeWeese
Jerry Flynn
Peter Grant
Hubert Holloway
Gil Kinsbury
Glenn Wilson
WMAW Milwaukee, Wis.
Frank Kirkpatrick
WMAZ Macon, Ga.
Ben Chatfield
WMBD Peoria, Ill.
Brooks Watson
WMBR Jacksonville, Fla.
Larry Scarborough
WMCA New York, N. Y.
Leon Goldstein
WNHC-AM-TV New Haven, Conn.
Michael J. Goode
WNYC-AM-FM New York, N. Y.
Seymour N. Siegel
WORD, WDXY (FM) Spartanburg, S. C.
Richard R. Sanders
WOR-AM-FM-TV New York, N. Y.
Lyle Van
Dave Driscoll
WPIX (TV) New York, N. Y.
John Tillman
WPTR Albany, N. Y.
H. W. Maschmeier
WPTF Raleigh, N. C.
J. Edgar Kirk
WTAX Springfield, Ill.
Glen L. Farrington
WTCN Minneapolis, Minn.
Clifford J. Rian (John Ford)
WTHT Hartford, Conn.
Sereno Gammell
WTIC-AM-FM Hartford, Conn.
Tom Eaton
WTMJ-AM-TV Milwaukee, Wis.
Jack E. Krueger
WTRF Belleaire, Ohio
George Diab
WTVJ (TV) Miami, Fla.
Ralph R. Renick
WROK-AM-FM Rockford, Ill.
Bob Edell
WRVA Richmond, Va.
George W. Passage
WSM-AM-TV Nashville, Tenn.
Harold W. Baker
WVJS Owensboro, Ky.
Lawrence W. Adams
WVWV, WJPB (FM) Fairmont, W. Va.
J. Patrick Beacom
WXLW Indianapolis, Ind.
John Randall

CONSULTING RADIO ENGINEERS

GEORGE P. ADAIR—1610 I St., N.W.,
Washington 6, D. C. Tel.: Executive
1230, Executive 5851. Associate engi-
neers: Robert E. Ritch, Charles W.
Bumgardner.
ADLER COMMUNICATIONS LABS.—
1 LeFevre Lane, New Rochelle, N. Y.
Tel.: New Rochelle 6-1620. Ben Adler,
Staff; Harry Adler, Harold L. Danson,
Alfred Strogoff, Leland J. Burnett Jr.,
Harold W. Kaye, Louis Katz.
BEN ADLER—See Adler Communica-
tions Labs.
HARRY ADLER—See Adler Communica-
tions Labs.
LLOYD R. AMOO—3709 Carpenter Ave.,
Des Moines, Iowa. Tel.: 7-9272.
W. E. ANTONY—Post Office Box 1387,
Shreveport 92, La. Tel.: 2-8711. Part-
ner: O. S. Drake. Associate: E. S. Gun-
ning.
STUART L. BAILEY—See Jansky &
Bailey.
LEE E. BAKER—826-828 Landers Bldg.,
Springfield 4, Mo. Tel.: 2-1951.
ROBERT E. BALUTA—See McIntosh &
Inglis.
ERNEST A. BARBEAU—See David &
Barbeau.
WILLIS C. BEECHER—See Kear &
Kennedy.
GEORGE P. BEGUE—See Jansky &
Bailey.

STANTON D. BENNETT—3437 36th
Ave. West, Seattle 99, Wash. Tel.: Gar-
field 2451.
WILLIAM E. BENNS JR.—3738 Kana-
wha St., N.W., Washington, D. C. Tel.:
Emerson 2-8071.
SERGE BERGEN—See Commercial Ra-
dio Equipment Co.
BERNARD ASSOCIATES—5010 Sunset
Bldg., Hollywood 27, Calif. Tel.: Nor-
mandy 2-5715. Branch Field Office:
Edward Iannelli, 86 Webster Ave., Har-
rison, N. Y.
JAMES R. BIRD—KYA, Fairmont Ho-
tel, San Francisco 8, Calif. Tel.: Dou-
glas 2-2536, 43 Elm Ave., Mill Valley,
Calif. Tel.: Dunlap 8-4871.
A. R. BITTER—4292 Monroe St., Toledo
13, Ohio.
RALPH J. BITZER—See Fred O. Grim-
wood & Co.
MARVIN BLUMBERG—A. D. Ring &
Co.
DAVID F. BOWMAN—See Weldon &
Carr.
CHARLES L. BRADY—See McIntosh &
Inglis.
HARRY B. BRAUN—See E. C. Page
Consulting Radio Engineers.
DAVID F. BRITTLE JR.—See E. C.
Page Consulting Radio Engineers.
BROWN, DUNCAN & PORTER—
Raleigh, N. C.

CHARLES W. BUMGARDNER—See
George P. Adair.
LELAND J. BURNETT JR.—See Adler
Communications Labs.
RALPH E. CANNON—A. D. Ring & Co.
LESTER H. CARR—See Weldon & Carr.
JOHN M. CARTER—See Jansky &
Bailey.
AMBROSE J. CAVEGN—See McIntosh
& Inglis.
JULIUS COHEN—See George C. Davis.
JOE W. COLLIER—See George C.
Davis.
COMMERCIAL RADIO EQUIPMENT
CO.—Eastern Office: International Bldg.,
Washington 4, D. C. Tel.: District 7-2151.
General Manager: Everett L. Dillard.
Engineering Manager: Edward F. Lo-
renz. Associate Engineers: Charles C.
Worsley, Serge Bergen. Midwest Office:
P. O. Box 7037, Kansas City, Mo. Tel.:
Jackson 5302. Allocation Engineering:
Robert Wolfskill.
ROBIN COMPTON—See George C.
Davis.
EDWARD J. CONTENT—See E. C. Page
Consulting Radio Engineers.
SIDNEY CORDERMAN—McIntosh &
Inglis.
T. A. M. CRAVEN—See Craven, Lohnes
& Culver.
CRAVEN, LOHNES & CULVER—Mun-
sey Bldg., Washington 4, D. C. Tel.:

District 7-8215. T. A. M. Craven, George
M. Lohnes, Ronald H. Culver.
JOHN CREUTZ—319 Bond Bldg., Wash-
ington 5, D. C. Tel.: Republic 7-2151.
MURRAY G. CROSBY—P. O. Box 233,
Robbins Lane, Hicksville, L. I., New
York. Tel.: Hicksville 3-3191.
JAMES R. CROY—See McIntosh &
Inglis.
A. EARL CULLUM JR.—Highland Park
Village, Dallas 5, Tex. Tel.: Justin
6108. Partners: D. A. Peterson, T. A.
Wright Jr., C. M. Daniell. Associate
Engineers: J. G. Rountree, K. B. Lan-
dress.
RONALD H. CULVER—See Craven,
Lohnes & Culver.
ELIZABETH L. DAHLBERG—See Mc-
Intosh & Inglis.
C. M. DANIELL—See A. Earl Cullum Jr.
HAROLD L. DANSON—See Adler Com-
munications Labs.
DAVID & BARBEAU—Schenectady,
N. Y. Partners: W. Russell David Sr.,
Ernest A. Barbeau.
W. RUSSELL DAVID SR.—See David &
Barbeau.
GEORGE C. DAVIS—Munsey Bldg.,
Washington 4, D. C. Tel.: Sterling 3-
0111. Associates: Joe W. Collier, Julius
Cohen, Ralph Dippell, Walter L. Davis,
Robin Compton.

(Continued on page 468)

Consulting Engineers (Continued from page 467)

WALTER L. DAVIS—See George C. Davis.
 EDWARD W. DEETERS—See William L. Foss Inc.
 WILLIAM T. DICKINSON—See Jansky & Bailey.
 EVERETT L. DILLARD—See Commercial Radio Equipment Co.
 DALEH DIPPELL—See George C. Davis.
 DIKIE SERVICE CO.—P. O. Box 1435, Aniston, Ala. Tel.: 5011-J. Raymond C. Watson Jr.
 RAYMOND DORDAL—See A. D. Ring & Co.
 O. S. DRAKE—Post Office Box 1387, Shreveport 92, La. Tel.: 2-8711. Partner: W. E. Antony. Associate: E. S. Gunning.
 R. S. DUNCAN—See James C. McNary.
 L. J. N. DU'REIL & ASSOCIATES—204 Houdeau Ave., New Orleans, La. Tel.: Audubon 3525, Audubon 0917.
 A. JAMES EBEL—212 South Jefferson St., Peoria, Ill. Tel.: 6-0711. Associates: George Pyle, Willard Hall, Dale King.
 VIRGINIA R. ERWIN—See E. C. Page Consulting Radio Engineers.
 PERRY W. ESTEN—See E. C. Page Consulting Radio Engineers.
 JOSEPH FORNO—See E. C. Page Consulting Radio Engineers.
 WILLIAM L. FOSS—See William L. Foss Inc.
 WILLIAM L. FOSS INC.—927 15th St., N.W., Washington 5, D. C. Tel.: Republic 7-3883. Engineers: Edmund E. Pendleton, Edward W. Deeters.
 JAMES C. FRENCH—See Walter F. Keah.
 THOMAS B. FRIEDMAN—2830 Van Aken Blvd., Cleveland 20, Ohio. Tel.: Skyline 1-8616.
 MILLARD M. GARRISON—1519 Connecticut Ave., Washington 6, D. C. Tel.: Michigan 2261.
 GEORGE E. GAUTNEY—1052 Warner Bldg., Washington 4, D. C. Tel.: National 8-7757.
 D. W. GELLERUP—5437 North Santa Monica Blvd., Milwaukee, Wis. Tel.: Woodruff 2-5172.
 THEODORE A. GILES—See Fred O. Grimwood & Co.
 PAUL F. GODLEY—See Paul Godley Co.
 PAUL GODLEY CO.—Upper Montclair, N. J. Tel.: Montclair 3-3000. Laboratories: Great Notch, N. J. Associates: Paul F. Godley Jr., Carson W. Kaufman, J. G. Littlefield.
 PAUL F. GODLEY JR.—See Paul Godley Co.
 DR. ALFRED N. GOLDSMITH—597 Fifth Ave., New York 17, N. Y. Tel.: Plaza 3-4150.
 GILLETT & BERGQUIST—National Press Bldg., Washington 4, D. C. Tel.: National 8-3373.
 JOSE M. GONZALEZ—See A. D. Ring & Co.
 GORDON J. GOW—McIntosh & Inglis.
 CLAUDE M. GRAY—P. O. Box 602, Birmingham 1, Ala. Tel.: 2-2570.
 FRED O. GRIMWOOD & CO.—2025-26 Railway Exchange Bldg., St. Louis 1, Mo. Tel.: Chestnut 4977. President: S. C. Grimwood. Vice President and Chief Engineer: Ralph J. Bitzer. Superintendent for Construction and Field Engineering: Theodore A. Giles. Comptroller: Luther West.
 S. C. GRIMWOOD—See Fred O. Grimwood & Co.
 ZIGMUND V. GROBOWSKI—See Jansky & Bailey.
 E. S. GUNNING—See W. E. Antony or O. S. Drake.
 A. C. HAGAMAN—See Weldon & Carr.
 WILLARD HALL—See A. James Ebel.
 ROBERT L. HAMMETT—230 Bankers Investment Bldg., San Francisco 2, Calif. Tel.: Sutter 1-7545.
 HOWARD T. HEAD—See A. D. Ring & Co.
 JOHN B. HEFFELFINGER—815 East 83rd St., Kansas City 10, Mo. Tel.: Highland 7010.
 JOHN V. L. HOGAN—155 Perry St., New York 14, N. Y. Tel.: Chelsea 2-7855.
 W. J. HOLEY—1146 Briarcliff Place, N. E., Atlanta, Ga. Tel.: Atwood 3328.
 KENNETH M. HOLLINGSWORTH—See E. C. Page Consulting Radio Engineers.
 G. PORTER HOUSTON—See E. C. Page Consulting Radio Engineers.
 EDWARD IANNELLI—See Bernard Associates.
 ANDREW F. INGLIS—See McIntosh & Inglis.
 EDWARD W. JACKER—Church Road, Elmhurst (suburban Chicago), Ill. Tel.: Elmhurst 3610.
 JOHN J. JANSEN—See E. C. Page Consulting Radio Engineers.

JANSKY & BAILEY—Executive Offices: National Press Bldg., Washington 4, D. C. Laboratories: 1339 Wisconsin Ave., N. W., Washington 7, D. C. Tel.: Adams 4-2414. Partners: C. M. Jansky Jr., Stuart L. Bailey, Engineers; Delmer C. Ports, Frank T. Mitchell Jr., Oscar W. B. Reed Jr., John J. Renner, Neil J. Schairer, Raymond E. Rohrer, Casimir A. Zielinski, Nugent S. Sharp, Clarence H. Stewart II, John M. Carter, William T. Dickinson, Zigmund V. Grobowski, William B. Valentine, George P. Begue.
 C. M. JANSKY JR.—See Jansky & Bailey.
 JEAN JOLKOVSKI—See E. C. Page Consulting Radio Engineers.
 LOUIS KATZ—See Adler Communications Labs.
 CARSON W. KAUFMAN—See Paul Godley Co.
 HAROLD W. KAYE—See Adler Communications Labs.
 WALTER F. KEAN—1 Riverside Road, Riverside, Ill. Tel.: Riverside 7-2153. Associates: George Sklom, James C. French.
 FRANK G. KEAR—See Kear & Kennedy.
 KEAR & KENNEDY—1302 18th St., N. W., Washington 6, D. C. Tel.: Hudson 3-9000. Partners: Frank G. Kear, Robert L. Kennedy, Willis C. Beecher.
 JOHN J. KEEL—1121 East Capitol St., Washington 3, D. C. Tel.: Lincoln 4-5131. Associate: Paul L. Mueller.
 CHARLES L. KELLER—See A. D. Ring & Co.
 ROBERT L. KENNEDY—See Kear & Kennedy.
 J. GORDON KEYWORTH—Berkshire J. Gordon, Williamstown, Mass. Tel.: 869.
 DALE KING—See A. James Ebel.
 CARL L. KOWALSKI—See Robert M. Silliman.
 STEPHEN W. KRESHNER—A. D. Ring & Co.
 K. B. LANDRESS—See A. Earl Cullum Jr.
 J. G. LITTLEFIELD—See Paul Godley Co.
 GEORGE M. LOHNES—See Craven, Lohnes & Culver.
 EDWARD F. LORENTZ—See Commercial Radio Equipment Co.
 HARRY R. LUBCKE—2443 Creston Way, Hollywood 28, Calif. Tel.: Hollywood 9-3266.
 G. W. MARTIN—See Weldon & Carr.
 RUSSELL P. MAY—1422 F St., N. W., Washington 4, D. C. Tel.: Republic 7-3984.
 WINFIELD SCOTT McCACHREN & ASSOC.—2404 Columbia Pike, Arlington 4, Va. Tel.: Jackson 8-9096.
 FRANK H. MCINTOSH—See McIntosh & Inglis.
 MCINTOSH & INGLIS—Wyatt Bldg., 777 14th St., N. W., Washington, D. C. Tel.: Metropolitan 8-4477. Laboratory: 320 Water St., Binghamton, N. Y. Tel.: Binghamton 3-5566. Partners: Frank H. McIntosh, Andrew F. Inglis. Associates: James R. Croy, Robert E. Baluta, Elizabeth L. Dahlberg, Charles L. Brady, Ambrose J. Cavegn. Laboratory Engineers: Gordon J. Gow, Maurice L. Fauchaud, Sidney Corderman.
 JOHN H. MCMAHON—See Weldon & Carr.
 MICHAEL McMULLEN—See Walter J. Stiles.
 JAMES C. McNARY—National Press Bldg., Washington 4, D. C. Tel.: District 1205. James C. McNary, R. S. Duncan, C. G. Rohrich Jr., Bernard R. Segal.
 FRANK T. MITCHELL JR.—See Jansky & Bailey.
 JOHN A. MOFFET—See Robert M. Silliman.
 MONROE E. MOON—See Raymond M. Wilmotte.
 TOM G. MORRISSEY—5700 West 28th St., Denver, Col. Tel.: Belmont 3-5300.
 PAUL L. MUELLER—See John J. Keel.
 JOHN H. MULLANY—2002 P St., N. W., Washington 6, D. C. Tel.: Adams 8393.
 ALBERT F. MURRAY—4707 Windom Place, N. W., Washington 16, D. C. Tel.: Ordway 4841.
 KALEVI E. OITTINEN—See E. C. Page Consulting Radio Engineers.
 E. C. PAGE CONSULTING RADIO ENGINEERS—Bond Bldg., Washington 5, D. C. Tel.: Executive 3-5670. Partners: Esterly C. Page, Joseph A. Waldschmitt. Associate: Virginia R. Erwin. Staff Engineers: David F. Brittle Jr., Kenneth M. Hollingsworth, John J. Jansen, Kalevi E. Oittinen, Glenn G. Peebles, Maurice J. Stoughton. Field Engineers: Harry B. Braun, Edward J. Content, Perry W. Esten, Joseph Fornio, G. Porter Houston, Jean Jolkovski, H. M. Urlass, Paul D. Wickre, John L. Wildermuth.
 ESTERLY C. PAGE—See E. C. Page Consulting Radio Engineers.
 MAURICE L. PADCHAUD—McIntosh & Inglis.
 E. ANN PARKER—See Robert M. Silliman.

NORWOOD J. PATTERSON—See Radio Engineering Co.
 GLENN G. PEEBLES—See E. C. Page Consulting Radio Engineers.
 EDMUND E. PENDLETON—See William L. Foss Inc.
 D. A. PETERSON—See A. Earl Cullum Jr.
 DELMER C. PORTS—See Jansky & Bailey.
 GEORGE PYLE—See A. James Ebel.
 RADIO ENGINEERING CO.—1355 Market St., San Francisco, Calif. Tel.: Market 1-8173, 908 Kansas Ave., Topeka, Kan. Tel.: 3-1333. Owner: Norwood J. Patterson.
 GARY W. RAY—Hilltop Drive, Stratford, Conn. Tel.: 7-2465.
 HOMER A. RAY JR.—See Weldon & Carr.
 WILLIAM E. RICHARDSON & ASSOC.—317 Governor Bldg., Portland, Ore. Tel.: Atwater 7777, Cherry 4070.
 ANDREW D. RING—See A. D. Ring & Co.
 A. D. RING & CO.—Munsey Bldg., Washington 4, D. C. Tel.: Republic 7-2347. Andrew D. Ring, Associates: Howard T. Head, Stephen W. Kreshner, Charles S. Wright, Ralph E. Cannon, Marvin Blumberg, Charles L. Keller, Raymond Dordel, Jose M. Gonzalez, ROBERT E. RITCH—See George P. Donald L. Rodenhi—See Raymond M. Wilmotte.
 RAYMOND E. ROHRER—See Jansky & Bailey.
 OSCAR W. B. REED JR.—See Jansky & Bailey.
 JOHN J. RENNER—See Jansky & Bailey.
 C. G. ROHRICH JR.—See James C. McNary.
 HAROLD B. ROTHROCK—13 Murray Court, Bedford, Ind. Tel.: 6476.
 J. G. ROUNTREE—See A. Earl Cullum Jr.
 MERL SAXON—622 Hoskins St., P. O. Box 575, Lufkin, Tex. Tel.: 3-4242, 3-9558.
 NEIL J. SCHAIRER—See Jansky & Bailey.
 BERNARD R. SEGAL—See James C. McNary.
 NUGENT S. SHARP—See Jansky & Bailey.
 ROBERT M. SILLIMAN—1011 New Hampshire Ave., Washington, D. C. Tel.: Republic 8646. Associate: John A. Moffet. Staff: Carl L. Kowalski, E. Ann Parker.
 HAROLD D. SINGLETON—4488 S. W. Council Crest Drive, Portland 1, Ore. Tel.: Beacon 1201, Beacon 8364.
 GEORGE SKLOM—See Walter F. Kean.
 WILLIAM SLOAT—See Weldon & Carr.
 LYNNE C. SMEBY—1311 G St., N. W., Washington 5, D. C. Tel.: Executive 8073.
 CARL E. SMITH—4900 Euclid Ave., Cleveland 3, Ohio. Tel.: Express 1-5000, Fairmont 1-3335.
 C. E. STRAIN—1261 Niles Ave. N. W., Atlanta, Georgia. Tel.: Belmont 5164.
 CLARENCE H. STEWART II—See Jansky & Bailey.
 WALTER J. STILES—14230 Aztec, San Francisco, Calif. Tel.: Empire 1-4906. Loyalty Bldg., Portland, Ore. Atwater 4292. Associate: Michael McMullen.
 MAURICE J. STOUGHTON—See E. C. Page Consulting Radio Engineers.
 ALFRED STROGOFF—See Adler Communications Labs.
 T & T RADIO MEASUREMENTS CO.—2557 Atlantic Ave., Long Beach 6, Calif. Day Tel.: Long Beach 4-2015. Night Tel.: Long Beach 4-8408. Jay E. Tapp, JAY E. TAPP—See T & T Radio Measurements Co.
 A. E. TOWNER—See Universal Research Labs.
 UNIVERSAL RESEARCH LABS.—A. E. Towner, 2655 Van Ness Ave., San Francisco 9, Calif. Tel.: Prospect 5-5833.
 H. M. URLASS—See E. C. Page Consulting Radio Engineers.
 WILLIAM B. VALENTINE—See Jansky & Bailey.
 VANDIVERE, COHEN & WEARN—612 Evans Bldg., 1420 New York Ave., N. W., Washington 5, D. C. Tel.: National 2898.
 WILLIAM C. VAWTER—See Raymond M. Wilmotte.
 JOSEPH A. WALDSCHMITT—See E. C. Page Consulting Radio Engineers.
 RAYMOND C. WATSON JR.—See Dixie Service Co.
 WELDON & CARR—Lester H. Carr, 1605 Connecticut Ave., N. W., Washington 9, D. C. Tel.: Michigan 4151. James O. Weldon, 4212 S. Buckner Blvd., Dallas 10, Tex. Tel.: Evergreen 1137. Staff: David F. Bowman, A. C. Hagaman, G. W. Martin, John H. McMahon, Homer A. Ray Jr., William Sloat, Paul Wimmer.
 JAMES O. WELDON—See Weldon & Carr.
 LUTHER WEST—See Fred O. Grimwood & Co.
 PAUL D. WICKRE—See E. C. Page Consulting Radio Engineers.

JOHN L. WILDERMUTH—See E. C. Page Consulting Radio Engineers.
 MARTIN R. WILLIAMS—7401 East Fourteenth St., Indianapolis, Ind. Tel.: Blackstone 0388, Market 3326.
 NATHAN WILLIAMS—20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.
 RAYMOND M. WILMOTTE—1469 Church St., N. W., Washington 5, D. C. Tel.: Decatur 1231. Staff Engineers: Donald L. Rodenhi, Monroe E. Moon, William C. Vawter.
 PAUL WIMMER—See Weldon & Carr.
 ROBERT WOLFSKILL—See Commercial Radio Equipment Co.
 CHARLES C. WORSLEY—See Commercial Radio Equipment Co.
 GRANT R. WRATHALL—Post Office Box 260, Aptos, Calif. Tel.: Aptos 3352.
 CHARLES S. WRIGHT—See A. D. Ring & Co.
 T. A. WRIGHT JR.—See A. Earl Cullum Jr.
 CASIMIR A. ZIELINSKI—See Jansky & Bailey.

ACTIVE MEMBERS OF AFCC

GEORGE P. ADAIR—1833 M St., N.W., Washington.
 STUART L. BAILEY—Jansky & Bailey, 1339 Wisconsin Ave., N.W., Washington.
 WILLIAM E. BENNS JR.—3738 Kanawha St., N.W., Washington.
 LESTER H. CARR—Weldon & Carr, 1605 Connecticut Ave., Washington.
 T. A. M. CRAVEN—Craven, Lohnes & Culver, Munsey Bldg., Washington.
 JOHN CREUTZ—Bond Bldg., Washington.
 A. EARL CULLUM JR.—Highland Park Village, Dallas, Tex.
 RONALD H. CULVER—Craven, Lohnes & Culver, Munsey Bldg., Washington.
 GEORGE C. DAVIS—Munsey Bldg., Washington.
 EVERETT L. DILLARD—Commercial Radio Equipment Co., International Bldg., Washington.
 MILLARD M. GARRISON—1519 Connecticut Ave., N.W., Washington.
 GLENN D. GILLET—National Press Bldg., Washington.
 PAUL F. GODLEY—Post Office Box J, Upper Montclair, N. J.
 C. M. JANSKY JR.—Jansky & Bailey, National Press Bldg., Washington.
 FRANK G. KEAR—Kear & Kennedy, 1302 18th St., N.W., Washington.
 ROBERT E. L. KENNEDY—Kear & Kennedy, 1302 18th St., N.W., Washington.
 WORTHINGTON C. LENT—4813 Bethesda Ave., Bethesda, Md.
 GEORGE M. LOHNES—Craven, Lohnes & Culver, Munsey Bldg., Washington.
 FRANK H. MCINTOSH—McIntosh & Inglis, Wyatt Bldg., Washington.
 JAMES C. McNARY—906 National Press Bldg., Washington.
 RUSSELL P. MAY—1422 F St., N.W., Washington.
 E. C. PAGE—Bond Bldg., Washington.
 WILLIAM E. PLUMMER—2803 Military Road, N.W., Washington.
 A. D. RING—Munsey Bldg., Washington.
 JAMES O. WELDON—Weldon & Carr, 1605 Connecticut Ave., N.W., Washington.
 RAYMOND M. WILMOTTE—1469 Church St., N.W., Washington.
 GRANT R. WRATHALL—Route 2, Box 260, Aptos, Calif.
 Associate Members
 WILLIAM S. DUTTERA—Staff Allocations Engineer, NBC, 30 Rockefeller Plaza, New York.
 J. B. EPPERSON—1816 East 16th St., Cleveland, Ohio.
 RAYMOND F. GUY—Manager, Radio & Allocations Engineering, NBC, 30 Rockefeller Plaza, New York.
 EARL M. JOHNSON—Director of Engineering, MBS, 1440 Broadway, New York.
 LOUIS E. LITTLEJOHN—Chief Engineer, Station WFIL, Widener Bldg., Philadelphia.
 WILLIAM B. LODGE—Vice President and Director of General Engineering, CBS, 485 Madison Ave., New York.
 FRANK MARK—Vice President in Charge of Engineering, ABC, 30 Rockefeller Plaza, New York.
 JOHN G. PRESTON—Director of Engineering Facilities & General Services, ABC, 30 Rockefeller Plaza, New York.
 PHILIP F. SILING—Engineer in Charge, RCA Frequency Bureau, 1625 K St., N.W., Washington.
 CARL E. SMITH—3488 Fairmont Blvd., Cleveland Heights, Ohio.
 JAY W. WRIGHT—Chief Radio Engineer, CBS, 485 Madison Ave., New York.

REGIONAL NETWORKS of the UNITED STATES

AIRLINE NETWORK—Comprising WSGN Birmingham, WHBS Huntsville. Headquarters: Radio Park, P. O. Box 2553, Birmingham, Ala. Tel.: 4-3434 B. W. Randa, manager of general sales.

ALASKA BROADCASTING CO.—Comprising KFQD Anchorage; KFRB Fairbanks; KINY Juneau; KTKN Ketchikan; KIBH Seward; KIFW Sitka. Headquarters: 830 Securities Bldg., Seattle. Tel.: Seneca 6333. Wm. J. Wagner, owner and general manager.

THE ALOHA NETWORK—Comprising KIPA Hilo; KTOH Lihue; KHON Honolulu and KMVI Wailuku. Headquarters: P. O. Box 1380, Honolulu 42. Tel.: 9-5295. R. M. Pitkin, general manager. National sales, Jack Allison. Represented by W. S. Grant Co.

ARIZONA BROADCASTING SYSTEM—Comprising KTAR Phoenix; KVOA Tucson; KYUM Yuma; KGLU Safford; KWJB Globe; KYCA Prescott; KAWT Douglas. Executive officers: Dick Lewis KTAR, manager; Bill Harvey, KTAR, commercial manager; J. Howard Pyle, KTAR, program manager; Bob Pollard, KTAR, promotion manager; John Snow KTAR, news editor. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY Phoenix; KTUC Tucson; KSUN Bisbee and KYMA Yuma. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Albert Johnson, KOY; Lee Little KTUC; Carl Morris, KSUN; Charles J. Saunders, KCLS Flagstaff; John L. Hogg, KOY, commercial manager.

ARKANSAS NETWORK—Comprising KARK Little Rock and all other stations in the State of Arkansas. Two or more stations may be used; one or more outlets in cities with multiple stations. Costs are combined station time and line charge. Gen'l office, 114 East Capitol St., Little Rock, Ark. T. K. Barton, general manager; A. C. Dowden, commercial manager.

ARROWHEAD NETWORK—Comprising WEBC Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WEAU Eau Claire, Wis.; WJMC Rice Lake, Wis.; WISC Madison, Wis. Available as a hookup. Represented nationally by George P. Holtingbery Co. Headquarters: WEBC Bldg., Duluth 2, Minn. Executive officers: Walter C. Bridges, WEBC, manager.

BROADCASTING CORP. OF AMERICA'S NETWORK—Comprising KPRO Riverside and San Bernardino; KROP Brawley and El Centro; KREO Indio; KYOR Blythe; KPOR(FM) San Bernardino and Riverside. Office: 3401 Russell St., Riverside. Fred E. Carr, general manager.

PAUL BUNYAN NETWORK—Michigan regional network comprising WTCM Traverse City; WATT Cadillac; WATZ Alpena; WMBN Petoskey; WATC Gaylord. Headquarters: Paul Bunyan Bldg., Traverse City.

CALIFORNIA NORTHERN GROUP—KSYC Yreka; KBLF Red Bluff; KSUE Susanville. Jack A. Mitchell, KSYC, manager. West Coast Representative: Tracy Moore & Assoc.

COLUMBIA PACIFIC NETWORK—Comprising KNX Los Angeles; KCBS San Francisco; KCQB San Diego; KFRE Fresno; KGDM Stockton; KMBY Monterey; KROY Sacramento; KCMJ Palm Springs; KOIN Portland; KIRO Seattle; KXLY Spokane; KPIR North Bend, Ore.; KFLW Klamath Falls, Ore.; KHUM Eureka, Calif.; KWIE Kennewick, Wash.; KYJC Medford, Ore. and KRNR Roseburg, Ore. Headquarters: Columbia Square, Los Angeles. William D. Shaw, general manager.

COLUMBINE NETWORK—Comprising KMYR Denver; KCS, Pueblo; KRDO Colorado Springs; KYOU Greeley; KBOL Boulder; KCOL Fort Collins; KFTM Fort Morgan; KUCB Montrose; KRAI Craig; KLMT Lamar; KGIW Alamosa; KVRH Salida; KOKO La Junta; KCRT Trinidad; KRLN Canon City, and KEXO Grand Junction. All in Colorado. Business office and studio—Security Life Bldg., Denver, 2 Col.

CONNECTICUT STATE NETWORK—Regional network comprising WSTC Stamford; WNAB Bridgeport; WTHH Hartford; WNHG New Haven; WNLN New London; WATR Waterbury; WTOR Torrington; WHAY New Britain. Headquarters: WTHH, C. Glover DeLaney, president.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO Des Moines; WOC Davenport, and KMA Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Paul A. Lovet, WHO, resident manager; Harold W. Fulton, WHO, sales manager. National representatives: Free & Peters Inc.

DAIRYLAND NETWORK—Comprising WTCN Minneapolis-St. Paul; KATE Albert Lea; KWLW Wilmar, and KWNO Winona. All in Minnesota. Headquarters: Radio City, 50 South 9th St., Minneapolis 2. Telephone: Lincoln 0552.

DON LEE BROADCASTING SYSTEM—Comprising KHJ Los Angeles; KGB San Diego; KDB Santa Barbara; KFMM San Bernardino; KFRB San Francisco; KMYC Marysville; KYNO Fresno; KSBW Salinas; KVOE Santa Ana; CKOK Tulare; Visalia; KXO El Centro; KAFY Bakersfield; KVEC San Luis Obispo; KPRL Paso Robles; KJEM Eureka; KHSL Chico; KVCV Redding; KYOS Merced; KXOA Sacramento; KXOB Stockton, all in California. KRNR Roseburg; KPOJ Portland; KFJI Klamath Falls; KORE Eugene; KBND Bend; KOOS Coos Bay; KWIL Albany; KAST Astoria; KUIN Grants Pass;

KSLM Salem, all in Oregon. KATO Reno, Nev. KVI Seattle; Iacoma; KYA Yakima; KNEW Spokane; KXRO Aberdeen; KGY Olympia; KEIA Centralia; KRKO Everett; KWLK Longview; KUJ Walla Walla; KPUG Bellingham; KWNW Wenatchee, all in Washington. KRLC Lewiston; KWAL Wallace-Kellogg. KVEN Coeur d'Alene. Headquarters: Don Lee Bldg., 1313 N. Vine St., Hollywood 28, Calif.

FOREIGN LANGUAGE QUALITY NETWORK—Comprising stations broadcasting to major Italian, Polish, and other foreign language markets in the United States. Headquarters: 22 East 40th St., New York 17. Tel.: Murray Hill 9-0006. Adam Young, general manager.

THE GARDEN STATE NETWORK—Comprising WNJR Newark; WCTC New Brunswick; WTTM Trenton; WKDN Camden; WJLK Asbury Park; WFG Atlantic City; WSNJ Bridgeton. All in New Jersey. Headquarters: WFG Atlantic City. Telephone: 5-2188. Fred Weber, chairman.

GEORGIA ASSN. OF LOCAL STATIONS—Comprising WDEC Americus; WGAU Athens; WBBQ Augusta; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WMOC Covington; WBLJ Dalton; WMLT Dublin; WKUE Griffin; WFOM Marietta; WFRP Savannah; WWNS Statesboro; WWGS Tifton; WLET Toccoa; WVOP Vidalia; WAYX Waycross; WRLD West Point; WMVG Milledgeville; WMGA Moultrie; WDDW Dawson; WBHB Fitzgerald; WDUW Gainesville; WSEF Thomason; WKMG Thomasville; WIBE Macon; WGB Brunswick. Tom Carr, sales director, Box 86, Atlanta.

GEORGIA MAJOR MARKET TRIO—Comprising WAGA Atlanta; WTOC Savannah; WMAZ Macon. Available individually and in group. National representatives: The Katz Agency Inc.

GRANITE STATE NETWORK—Comprising WKBR Manchester; WNNH Rochester; WTSV Claremont; WMOU Berlin, and WTSN Hanover, all in New Hampshire. Also WTSA Brattleboro, Vt., and WHOB Gardner, Mass. Headquarters: 155 Front St., Manchester. Al Mallin, WNNH, president; Ralph Gottlieb, WKBR, manager; William Rust Jr., WKBR, treasurer.

GREAT NORTHERN BCAST. SYSTEM—Comprising KVOX Moorhead, Minn.; KGDE Fergus Falls, Minn. KJPM Minot, N.D.; KGCQ Mandan, N.D.; KOVC Valley City, N.D.; KDLR Devils Lake, N.D.; KGCC Sidney, Mont.; KNOX Grand Forks, N.D. Headquarters: 107 First Ave., N.W., Mandan, N.D. M. J. Reichert, secretary.

GUY GANNETT BROADCASTING SYSTEM—Comprising WGAN Portland and WGUY Bangor, Me. Headquarters: Gannett Bldg., Portland, Me.

HOOSIER NETWORK—Comprising WCNB Connersville; WCTW New Castle; WMRI Marion; WSRK Shelbyville; WFML Washington; WRSW Warsaw, all Indiana. Business office: Colonial Bldg., New Castle, Ind.

INTERMOUNTAIN NETWORK—Utah Group: KALL Salt Lake City; KLO Ogden; KOVO Provo; KVCN Logan; KOAL Price; KQVC Richfield; KSUB Cedar City; Idaho Group: KWIK Pocatello; KIFI Idaho Falls; KLIH Twin Falls; KFXD-AM-FM Nampa-Boise; Wyoming Group: KVRB Rock Springs; KSPR Casper; KPOW Powell; KWYO Sheridan; KOWB Laramie; KOVE Lander; KVVO Cheyenne; Montana Group: KBMY Billings; KRJF Miles City; KMON Great Falls; KOPR Butte; KXKO Lewiston; KFDW Helena; KTVI Shelby; KAVR Havre; KPRC Livingston; KRAM Las Vegas, Nev.; New Mexico Group: KYER Albuquerque; KSPV Artesia; KICA Clovis; KYNM Tucumcari; KOBE Las Cruces; KFUN Las Vegas; KRTR Raton; KGFL Roswell; KSET El Paso; Texas; Colorado Group: KCSJ Pueblo; KBNZ La Junta; KFEL Denver; KCRT Trinidad; KFJX Grand Junction; KGLN Glenwood Springs; and KIUP Durango. Also, KDSJ Deadwood, S. Dak.; KNEB Scottsbluff, Neb., and KELK Elko, Nev. Main office: 146 South Main St., Salt Lake City. Officers: George C. Hatch, president; Lynn L. Meyer, vice president in charge of sales; Jack Paige, vice president in charge of programs; W. D'Or Cozzens, director of engineering; Gordon Owen, director of homemaker's programs; Mal Wyman, sports director; Jack Goodman, promotion director; Stan Farnsworth, farm director; James Petersen, news director; Earl Donaldson, music director.

LONG RADIO ENTERPRISES—Comprising KIOX Bay City; KVIC Victoria; and KTLW Texas City; KSAM Huntsville. All in Texas and available as a package group. J. G. Long, managing director, P. O. Box 1391, Bay City.

MAINE BROADCASTING SYSTEM—Comprising WCSH Portland; WLBB Bangor; WRDO Augusta. Headquarters: 157 High St., % WCSH Portland 3, Me.

McCLATCHY BEELINE—Comprising KFBC, KFBC-FM Sacramento; KMJ and KMJ-FM Fresno; KWG Stockton; KERN and KERN-FM Bakersfield; KOH Reno, Nev. and KBEE (FM) Modesto. Headquarters: 21st & Q Sts., Sacramento, Calif. Eleanor McClatchy, president; Leo O. Ricketts, sales director.

METROPOLITAN NETWORK—Comprising WPIK Alexandria and WFAH Falls Church in Virginia. WDAY Silver Spring and WUST Bethesda-Chevy Chase in Maryland. (All Washington, D. C. area.)

MICHIGAN RADIO NETWORK—Comprising WXYZ Detroit (key station); WBCM Bay City; WDFD Flint; WJIM Lansing; WIBM Jackson WELL Battle Creek; WLAV Grand Rapids; WSOO Sault Ste. Marie; WKBB Muskegon; WKLA Ludington; WGFJ Kalamazoo; WHRV Ann Arbor. Sold as a unit of ABC Network. Headquarters: Mutual Bldg., Detroit. Executives: James G. Riddell, president.

THE MID-SOUTH NETWORK—Comprising WCBI Columbus; WELO Tupelo; WMOX, WMOX-FM

Meridian; WROX Clarksdale; WNAG Grenada; WROB West Point; WSSO Starkville, all in Mississippi. Headquarters: WCBI Columbus. Bob McMeridian, general manager.

MISSISSIPPI BROADCASTING CO. (Withers Gavin Stations)—Comprising WCOC Meridian; WQSS Jackson; WMBC Macon, and WACR Columbus, all in Mississippi.

NATIONAL MAIL ORDER NETWORK INC.—Specialized group linked largely by transcription and devoted to selling products by mail. Supplies affiliates with programming including commercial announcements, handles negotiations with sponsors, arranges program promotion and acts as clearing house for offers, copy and products. Headquarters: 12 E. 41st St., N.Y. Tel.: Plaza 8-2136. Richard Dammis, president.

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC Hartford; WBZ Boston; WJAR Providence; WCSH Portland; WLBB Bangor; WRDO Augusta, Me. Directors: Paul W. Morency, WTIC, chairman; Joseph E. Baudino, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH. Operations Director: Mr. Morency. Represented nationally by Weed & Co.

NORTH EASTERN BROADCASTING SYSTEM—Comprising WABI Bangor; WLAM Lewiston-Auburn; WTVL Waterville, all in Maine. WFEA Manchester; WLN Keene; WLNH Lebanon; WHEB Portsmouth; WMOU Berlin; WKXL Concord, all in New Hampshire. WACE Chichester-Springfield; WALE Fall River; WBEC Pittsfield; WBSS New Bedford; WEIM Fitchburg; WHAV Haverhill; WKOX Framingham; WORC Worcester, all in Massachusetts. Also WHIM Providence, R. I., WCCC Hartford. WBRV Waterbury, Conn. Headquarters: John Hancock Bldg., Boston 16. Elmer Kettell, sales director.

NORTHWEST NETWORK—Comprising KSTP St. Paul; KROC Rochester, Minn.; KYSM Mankato, Minn.; KFAM St. Cloud, Minn.; WEAU Eau Claire, Wis.; WDAY Fargo, N.D.; KFVR Bismark, N.D.; WBCB Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WJMC Rice Lake, Wis. Headquarters and sales office: 3415 University Ave., KSTP Minneapolis-St. Paul. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Karl Plain, sales manager.

THE NUTMEG NETWORK—Comprising WRBC Hartford; WBRV Waterbury; WELI New Haven; WICC Bridgeport; WICH Norwich. All Connecticut. Headquarters: 750 Main St., Hartford, Conn. Tel.: 7-1188. Address communications to Walter Haase, WRBC.

OKLAHOMA NETWORK—Comprising KTOK Oklahoma City; KCRC Enid; KBIX Muskogee; KADA Ada; KVSO Ardmore; KTMC McAlester; KSWO Lawton. Available as a regional network. Headquarters: Bill Hoover, president, KVSO Ardmore. Represented nationally by Taylor Co.

THE OREGON TRAIL NETWORK—Owned and operated by Inland Radio Inc. KSRV Ontario; KBKR Baker, and KLMB LaGrande. Lee W. Jacobs, general manager, Baker, Ore.

PALMETTO BROADCASTING SYSTEM—Basic group comprising WGAC Augusta; WBEA Atlanta, both in Georgia; WCOS Columbia; choice, Charleston; WJMX Florence; WBCU Spartanburg-Union; WAIM Anderson; WTYC Rock Hill and WTDN Orangeburg, all in South Carolina; other affiliated stations, WRFC Athens; WKLY Hartwell and WGGG Gainesville, all in Georgia; WGCD Chester; WHSC Hartsville; WSNW Seneca; WKDK Newberry; WALD Walterboro; WDSC Dillon; WACA Camden and choice in Greenville, all in South Carolina. Executive offices: 1 Martin St., Anderson, S. C. Tel.: 3802. Officers: Wilton E. Hall, president; Glenn P. Warnock, general manager; G. F. Browne, national sales manager; V. Barath, promotion director; John F. McCallum, regional sales. Representatives: national—Burn-Smith Co. Inc.; southern—Dora-Clayton Agency Inc.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL Philadelphia; WEEV Reading; WAEB Allentown; WEST Easton; WBSA York; WAZL Hazelton; WLAN Lancaster; WARM Scranton; WILK Wilkes-Barre; WGHB Harrisburg; WKOK Sunbury; WRAC Williamsport; WFBG Altoona; WARD Johnstown; WERC Erie; WCAE Pittsburgh; WKST New Castle; WKRC Oil City. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL Philadelphia. General Manager: Roger W. Clipp; Sales Manager: George A. Koehler.

RAZORBACK NETWORK—Comprising KLXR Little Rock and all other stations in Arkansas. Headquarters: 217 E. Third St., Little Rock. Tel.: 4-8928. Emil J. Pouzar, general manager.

REBEL NETWORK—Mississippi regional network comprising WJDX Jackson; WAML Laurel; WFOR Hattiesburg; WTOK Meridian; WCGM Gulfport; Frank Gentry, business manager.

RURAL RADIO NETWORK—Owns and operates FM stations WFNF Wethersfield; WVBT Bristol Center; WVCN DeRuyter; WVCV Cherry Valley; WHVA Poughkeepsie. It has as affiliates: WHCU-FM Ithaca; WFLY Troy; WHLD-FM Niagara Falls; WDFL-FM Olean; WMSA-FM Massena; WWNY-FM Watertown; WRUN-FM Utica-Rome; all New York; and WQAF-FM Saratoga Pa. Program exchange service with WQXR-FM New York. Headquarters: 306 E. State St., Ithaca, N. Y. Tel.: 4-6357. Officers: D. K. de Neuf, general manager; H. S. Brown, sales manager; T. R. Humphrey, chief engineer; M. N. Knapp, supervisor.

(Continued on page 470)

Regional Networks

(Continued from page 469)

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC Memphis; KARK Little Rock; KWKH Shreveport; WJDX Jackson, Miss. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN MINNESOTA NETWORK—Comprising KYSM Mankato; KROC Rochester and KATE Albert Lea, all in Minnesota. Headquarters: Bulmer & Johnson Inc., 326 WCCO Building, 625 Second Ave. S., Minneapolis 2. Tel.: Lincoln 7017. Represented nationally by Robert Meeker.

STEINMAN STATIONS—Comprising WDEL Wilmington, Del.; WORK York, Pa.; WGAL Lancaster, Pa.; WRAW Reading, Pa.; WEST Easton, Pa.; WKBO Harrisburg, Pa. Represented nationally by Robert Meeker Assoc. Headquarters: WGAL Lancaster. General Manager: Clair R. McCollough.

TALL CORN NETWORK—An Iowa network comprising KWCR Cedar Rapids; KROS Clinton; KSIB Creston; KCFN Shenandoah; KDEC Decorah; KDTH Dubuque; KVFD Fort Dodge; KFJB Marshalltown; KWPC Muscatine; KWBG Boone; KICD Spencer; KRIB Mason City; KCMC Carroll; KOEL Oelwein. Represented nationally by John E. Pearson Co. Dietrich Dirks, KCOM, president; Ed Breen, KVFD, v.p.; George J. Volger, KWPC, v.p.; Wm. P. White, KFJB, secretary.

TENNESSEE VALLEY ASSOCIATES NETWORK—Comprising WHAL Shelbyville; WLAR Athens; WAGC Chattanooga; WKRM Columbia; WHUB Cookeville; WEKR Fayetteville; WHIN Gallatin; WHBT Harriman; WCOR Lebanon; WMMT McMinnville; WGNM Murfreesboro; WCDT Winchester.

TEXAS BROADCASTING SYSTEM (TBS)—Regional network comprising KRLD Dallas; KABC San Antonio and KTRH Houston. Headquarters: KRLD Herald Square, Dallas. Clyde W. Rembert, general manager.

TEXAS PLAINS (TeePee) STATIONS—Comprising KRLD Floydada; KPAN Hereford and KVMC Colorado City. Business Office: KFLD, P. O. Box 855, Floydada, Texas. National Sales Promotion handled by Robert S. Keller Inc., 72 Barrow St., New York City, 14.

TEXAS QUALITY NETWORK—Comprising WFAA Dallas; WOAI San Antonio; KPRC Houston; WFAP Ft. Worth. Associated stations: KRIS Corpus Christi; KVAL Brownsville, Tex.; KTBS Shreveport, La.; KGNL Amarillo, and KRGV Weslaco. Available as

a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office.

TEXAS STATE NETWORK—Regional network comprising KFJZ Fort Worth; WRR Dallas; KABC San Antonio; KBST Big Spring; KGKL San Angelo; KWFT Wichita Falls; KRBC Abilene; KPLT Paris; KRSH Sherman; KCMC Texarkana; WACO Waco; KNOV Austin; KLYN Amarillo; KFRO Longview; KBWD Brownwood; KCRS Midland; KGVL Greenville; KTRH Houston; KRIO McAllen; KTBB Tyler; Gene L. Cagle, president; Dale Drake, sales manager. Tel.: Edison 3473. Headquarters: 1201 W. Lancaster, Fort Worth 1.

THE TOBACCO NETWORK INC.—Regional North Carolina network comprising WRAL Raleigh; WTK Durham; WFNC Fayetteville; WCEC Rocky Mount; WGTC Greenville; WHIT New Bern; WJNC Jacksonville; WGNM Wilmington. Executives: Hartwell Campbell, WGTC Greenville, president; Sam Brody, WGNM, vice president; Ray D. Williams, WHIT, secretary and treasurer; K. C. Willson, general sales manager. Headquarters: 806 Odd Fellows Bldg., Raleigh, N. C. Tel.: 8885. Represented nationally by John E. Pearson Co.

UNION BROADCASTING SYSTEM—Comprising WKRA Buffalo; WOKO Albany; WCSS Amsterdam; WWSC Glen Falls; WENT Gloversville; WHUC Hudson; WKNY Kingston; WKIP Poughkeepsie; WDOS Oneonta; WKOP Binghamton; WELM Elmira; WGAT Utica; WNDR Syracuse; WICY Malone; WEAV Plattsburg; WNEZ Saranac Lake, all in New York; WBC Pittsfield; WACE Chicopee; WALE Fall River; WVOM Boston, all in Massachusetts; WSYB Rutland, Vt.; WJOY Burlington, Vt.; WWCO Waterbury, Conn.; WTOR Torrington, Conn.; WFAU Augusta, Me.; WKNE Keene, N.H. Headquarters: WOKO Albany, N. Y. Jim Healey, general manager.

UPPER MIDWEST BROADCASTING SYSTEM—Comprising KASM Albany; KCRK Alexandria; KBUN Bemidji; KLIX Brainerd; KBMW Breckenridge; KROX Crookston; KDLM Detroit Lakes; KDHL Fairbault; KSUM Fairmont; WREX Duluth; WEVE Eveleth; KGDE Fergus Falls; CKFI International Falls; KVOX Fargo-Moorhead, and KNUJ New Ulm, all in Minnesota. KDRL Devils Lake; KVOX Fargo-Moorhead; KNOX Grand Forks; KGCU Bismarck-Mandan; KLPN Minot; KOVC Valley City; KGXC Williston-Sidney, all in North Dakota. KABR Aberdeen; KIJV Huron; KORN Mitchell; KDSJ Deadwood; KIHQ Sioux Falls; KWAT Watertown, and KGFX Pierre, all in South Dakota; WHDF Houghton; WKIB Iron River; WJMS Ironwood; WJFD Isheming; WDEB Escanaba, all in Michigan. WHBY Appleton; WATW Ashland; WBEI Beloit; WBIZ Eau Claire; KFJZ Fond du Lac; WJPG Green Bay; WLXC La Crosse; WLKY Ladysmith; WBU Madison-Poyntette; WLIN Merrill; WOBT

Rhineland; WTCH Shawano, and WFHR Wisconsin Rapids, all in Wisconsin. KASI Ames; KCOG Centerville; KXIC Iowa City; KJFI Webster City; KAYL Storm Lake; KSTT Davenport; KSMN Mason City; KOKX Keokuk; KCHA Charles City; KBIZ Ottumwa, all in Iowa. KCNI Broken Bow; WJAG Norfolk; KFGT Fremont; KNAB Scottsbluff, and KJSK Columbus, all in Nebraska. WMOB Aurora; WCAZ Carthage, and WLKB De Kalb, all in Illinois. KXGN Glendive and KGXG Sidney, both in Montana. President, Orville Lawson. Headquarters: 935 Northwestern Bank Bldg., Minneapolis, Minnesota.

VIKING NETWORK—Comprising KVAS Astoria; KRUL Corvallis; KUGN Eugene; KHRH Hood River; KFLW Klamath Falls; KMCM McMinnville; KNPT Newport; KRCO Prineville; KOCO Salem, and KTLT Tillamook, all Oregon, and KELS Kelso, Wash. Headquarters: Beaverton, Ore. Mailing address, P.O. Box 296, Beaverton, Tel.: Beaverton 4-4911. Manager: Tom Hotchkiss.

WEST TEXAS PACKAGED STATIONS—Comprising KRBC Abilene; KBST Big Spring; KGKL San Angelo; KTRN Wichita Falls.

WISCONSIN NETWORK—Network comprising WHBY Appleton; KFJZ Fond du Lac; WCLO Jamesville; WIBU Poyntette-Madison; WWCF Baraboo; WRJN Racine; WHBL Sheboygan; WFHR Wisconsin Rapids; WJPG Green Bay; WGEZ Beloit. Supplemental stations: WMAM Marinette; WEAU Eau Claire; WJMS Ironwood, Mich.; WATW Ashland; WEBC Superior; WISN Milwaukee; WKBH La Crosse; WOSH Oshkosh; WJMC Rice Lake; WOBT Rhineland; WATK Antigo; WRCO Richland Center. Main office: Nash Block, Wisconsin Rapids, George T. Frechette, WFHR, managing director and secretary-treasurer.

YANKEE NETWORK—Division of General Tele-radi, Inc., comprising WNAC Boston, Mass.; WFAU Augusta, Me.; WIDE Biddeford, Me.; WICC Bridgeport, Conn.; WALE Fall River, Mass.; WEIM Fitchburg-Leominster, Mass.; WHAI Greenfield, Mass.; WONS Hartford, Conn.; WHYN Holyoke, Mass.; WLNH Laconia, N. H.; WCOU Lewiston-Auburn, Me.; WLLH Lowell-Lawrence, Mass.; WNBH New Bedford, Mass.; WOCB Hyannis, Mass.; WNLN New London, Conn.; WBRK Pittsfield, Mass.; WPOR Portland, Me.; WHEB Portsmouth-Dover, N. H.; WEAN Providence, R. I.; WWON Woonsocket, R. I.; WSYB Rutland, Vt.; WWSR St. Albans, Vt.; WWCO Waterbury, Conn.; WDEV Waterbury, Vt.; WRCC Worcester, Mass. Represented nationally by H-R Representatives, Inc.; headquarters WNAC Boston. Executive vice-president and general manager, Linus Travers.

Z-BAR-NET—Comprising KXLF Butte; KXJL Helena; KXJQ Bozeman; KXJK Great Falls; KXLL Missoula, all in Montana. Available as a hookup. Managing Director: Ed Craney, KXLF.

MEMBERS OF THE FEDERAL COMMUNICATIONS BAR ASSOCIATION

(For Officers See page 483)

A

Adams, Eva B., 409 Senate Office Bldg., Washington.
Adams, Mearie G., 231 South LaSalle St., Chicago.
Affeck, Gordon Burt, 47 East So. Temple St., Salt Lake City, Utah.
Albertson, Fred W., Munsey Bldg., Washington.
Alter, William, Alter & Wadell, Alamo National Bldg., San Antonio, Tex.
Anderson, Walter S., 130 North Broadway, Camden, N. J.
Ashby, A. L., Apt. 10J, The Winchester, 900 Palmer Road, Bronxville, N. Y.

B

Babler, Wayne E., American Telephone & Telegraph Co., 195 Broadway, New York.
Bailey, Clyde S., Munsey Bldg., Washington.
Baker, Philip M., Woodward Bldg., Washington.
Baldwin, James W., 5501 Lincoln Road, Bethesda, Md.
Barlow, Joel, Covington & Burling, 701 Union Trust Bldg., Washington.
Barnes, Maurice R., Barnes & Neilson, Munsey Bldg., Washington.
Baron, Theodore, National Press Bldg., Washington.
Beall, Kirke M., First National Bldg., Pensacola, Fla.
Becker, A. Harry, Ring Bldg., Washington.
Becker, Ralph E., Becker & Walsh, 1346 Connecticut Ave., N. W., Washington.
Beebe, Raymond N., 815 Fifteenth St., N. W., Washington.
Belaval, Edgar S., Dept. of Justice of Puerto Rico, Box 1902, San Juan, P. R.
Benson, Harvey S., Benson & Davis, 306 Public Service Bldg., Portland, Ore.
Bergson, Philip B., 700 Wyatt Bldg., Washington.
Berk, S. Bernard, First Central Tower, Akron, Ohio.
Berkman, Jack N., 708 Sinclair Bldg., Steubenville, Ohio.

Benzer, Lee K., 808 N. Third St., Milwaukee, Wis.
Bickford, George P., 2800 Terminal Tower Bldg., Cleveland, Ohio.
Bingham, Herbert M., 921 Tower Bldg., Washington.
Blorh, Roger S., 77 W. Washington St., Chicago.
Blodgett, Harold E., 408 State St., Schenectady, N. Y.
Bluestein, Arthur S., 33 N. LaSalle St., Chicago.
Blum, William Jr., 1741 K St., N. W., Washington.
Blume, Jack P., Wyatt Bldg., Washington.
Booth, Robert M. Jr., 921 Tower Bldg., Washington.
Borut, Frank, 222 Broadway, New York.
Brady, John B., 701 Colorado Bldg., Washington.
Brauner, Julius F., CBS, 485 Madison Ave., New York.
Breene, Samuel A., Breene & Jobson, First National Bank Bldg., Oil City, Pa.
Brenner, Jacob, 350 West 34th St., New York.
Britt, Henry M., 824 Central Ave., Hot Springs, Ark.
Bronson, William H., 901 Commercial Bldg., Shreveport, La.
Brooks, Leon, CBS, Warner Bldg., Washington.
Brown, James Harvey, 364 N. Ridge-wood Pl., Los Angeles.
Brown, Thad H. Jr., 1771 N St., N. W., Washington.
Bugay, Paul E., 700 District National Bldg., Washington.
Burke, Eugene L., Munsey Bldg., Washington.
Burnley, 614 W. Walnut St., Louisville, Ky.

C

Callister, Reed E., 650 S. Spring St., Los Angeles.
Canfield, Austin F., 637 Woodward Bldg., Washington.
Cannon, David H., 650 S. Spring St., Los Angeles.
Carr, John P., 1111 Munsey Bldg., Washington.

Carrigan, Joe B., Wichita Falls, Tex.
Carson, Byron G., 501 Tower Bldg., Washington.
Case, Norman S., Southern Bldg., Washington.
Castellano, A. J., 10 Park Square Bldg., Morristown, N. J.
Chopnick, Max, 9 East 46th St., New York.
Church, Abiah A., 1771 N St., N. W., Washington.
Claggett, John F., 1424 K St., N. W., Washington.
Clinton, John Hart, 11th Floor, Crocker Bldg., San Francisco.
Cohen, Harold J., Root, Ballantine, Harlan, Bushby & Palmer, 31 Nassau St., New York.
Cohen, Lester, Colorado Bldg., Washington.
Cohen, Wallace M., 1822 Jefferson Place, Washington.
Cohn, Marcus, Cafritz Bldg., Washington.
Coleman, James J., National Bank of Commerce Bldg., New Orleans, La.
Colin, Ralph F., Rosenman, Goldmark, Colin & Kaye, 575 Madison Ave., New York.
Collins, Clayton Braswell, 1025 Vermont Ave., Washington.
Collins, Wallace C. Jr., 3059 S. Buchanan St., Arlington, Va.
Compere, Thomas H., NBC, Merchandise Mart, Chicago.
Conrad, Edwin, 900 Gay Bldg., Madison, Wis.
Cospier, Harvey L., 1245 Hurt Bldg., Atlanta, Ga.
Courtney, Jeremiah, 1707 H St., N. W., Washington.
Cowgill, Harold G., 816 Connecticut Ave., Washington.
Cragun, John W., 744 Jackson Place, Washington.
Cressy, Warren F., Cressy, Bartram, Melvin & Sherwood, 300 Main St., Stamford, Conn.
Crook, Omar L., 520 Shoreham Bldg., Washington.

D

Daly, Harry J., Metropolitan Bank Bldg., Washington.

Davis, John Morgan, 1332 Lincoln Liberty Bldg., Philadelphia.
Daubin, Meredith, Dow, Lohnes & Albertson, Munsey Bldg., Washington.
Davis, Kenneth C., 402 Paulsen Bldg., Spokane, Wash.
Davis, Philip R., 1 North LaSalle St., Chicago.
Decher, Philip, Tioga and C Sts., Philadelphia.
Delany, Frank J., 1026 16th St., N. W., Washington.
Dempsey, William J., 815 15th St., N. W., Washington.
Denslow, L. Alton, Washington Bldg., Washington.
Diamond, Milton, Poletti, Diamond, Freidin & Mackay, 598 Madison Ave., New York.
Dixon, James A., 908 First National Bank Bldg., Miami, Fla.
Donaldson, Ray S., RTMA, 777 14th St., N. W., Washington.
Doty, Dwight David, 1101 Connecticut Ave., N. W., Washington.
Dow, Fayette B., Munsey Bldg., Washington.
Dowd, Thomas N., Pierson & Ball, Ring Bldg., Washington.
Drain, Dale D., 1422 F St., N. W., Washington.
Driscoll, Hugh D., 4730 Burnet Ave., Sherman Oaks, Calif.
Dunbar, Frank C., 3230 A.I.U. Bldg., Columbus, Ohio.
Duvall, Charles F., 902 Warner Bldg., Washington.

E

Eagan, R. Russell, 800 World Center Bldg., Washington.
Eggman, Horace J. Jr., Metropolitan Bldg., East St. Louis, Ill.
Egolf, Willard E., 330 Brookside Drive, Chevy Chase, Md.
Elder, Omar Franklin Jr., ABC, 30 Rockefeller Plaza, New York.
Emerson, Walter L., 20 N. Wacker Drive, Chicago.
Emison, John Rabb, 500 Oliphant Bldg., Vincennes, Ind.
Esterhai, John L., 8423 Pembroke Road, Philadelphia.

Estes, Robert M., South Manlius Road, Fayetteville, N. Y.
Etherton, Seddon L., 700 Michigan Bank Bldg., Detroit.

F

Fanelli, Joseph A., 729 15th St., N. W., Washington.
Farris, Frank M. Jr., 424 Third National Bank Bldg., Nashville, Tenn.
Fay, William L., 333 W. State St., Jacksonville, Ill.
Feen, A. Fearley, 119 So. Winooski Ave., Burlington, Vt.
Fine, Joseph J., Fine & Eford, 556 Hurt Bldg., Atlanta, Ga.
Fischer, Henry G., Dupont Circle Bldg., Washington.
Fisher, Ben S., Warner Bldg., Washington.
Flanagan, Frank A., 1319 F St., N. W., Washington.
Fletcher, Frank U., 419 Munsey Bldg., Washington.
Fletcher, Stephen H., The C & P Telephone Co., 725 13th St., N. W., Washington.
Flint, James Lawrence, 1444-30 Rockefeller Plaza, New York.
Foote, Edward A., Great Lakes Carbon Corp., 334 Bowen Bldg., Washington.
Ford, Aaron L., Munsey Bldg., Washington.
Formby, Marshall C. Jr., Box 868, Hereford, Tex.
Freret, Julian P., 2 Accotink Road, Alexandria, Va.
Fortas, Abe., 1229 19th St., N. W., Washington.
Fullerton, Hugh T., 802 Commonwealth Bldg., Washington.

G

Galane, Morton R., DeSales Bldg., Washington.
Gallagher, James E. Jr., 1222 Real Estate Trust Bldg., Philadelphia.
Gardner, Addison L. Jr., 231 South La Salle St., Chicago.
Gassaway, William G., The C & P Telephone Co., 725 13th St., N. W., Washington.
George, Arthur T., 140 New Montgomery St., San Francisco.
George, Carl E., Station WGAR, Hotel Statler, Cleveland, Ohio.
Gepson, John M., American Telephone & Telegraph Co., 195 Broadway, New York.
Gerber, Gustave A., 120 West 42nd St., New York.
Gibbons, John F., 67 Broad St., New York.
Goldfarb, Aaron, 517 City National Bank Bldg., Houston, Tex.
Goldstein, David, Electric Bldg., Asbury Park, N. J.
Golub, William W., Shearman & Sterling & Wright, 20 Exchange Place, New York.
Goodman, E. M., 1404 West Wisconsin Ave., Stratford Hotel Bldg., Milwaukee, Wis.
Goodrich, Pierre F., 712 Electric Bldg., Indianapolis, Ind.
Goodwin, Bernard, 1501 Broadway, New York.
Granik, Theodore R., 1627 K St., N. W., Washington.
Greeley, James E., Cahill, Gordon, Zachry & Reindel, Wire Bldg., Washington.
Green, Harry, 26 13th Ave., Newark, N. J.
Grifth, Kelly E., 800 World Center Bldg., Washington.
Guilder, John W., "Adair", Littleton, N. H.

H

Haley, Andrew G., 1101 Connecticut Ave., Washington.
Hall, Charles M., 305 Broadway, New York.
Hallen, Billie, 1280 Humbolt, Denver, Colo.
Hamlyn, John J., Sacramento, Calif.
Hancock, Parker D., Hogan & Hartson, 810 Colorado Bldg., Washington.
Hannon, William A., 21 West 10th St., Kansas City, Mo.
Harry, Lawrence W., P. O. Box 183, Solano Beach, Calif.
Hartman, John A., Jr., 67 Broad St., New York.
Hawkins, Howard R., RCA Communications Inc., 66 Broad St., New York.
Hawley, Edmund S., 195 Broadway, New York.
Hayes, John C., Munsey Bldg., Washington.
Hayes, Raymond Kyle, Hayes & Hayes, 309 Ninth St., North Wilkesboro, N. C.
Head, Robert L., Erickson Bldg., Washington.
Hearne, John P., 1000 N. Cahuenga Blvd., Hollywood, Calif.
Hennessey, Philip J., 816 Connecticut Ave., Washington.
Herman, A. M., 12th Floor, Electric Bldg., Fort Worth, Tex.

Herriott, Irving, 120 South LaSalle St., Chicago.
Hilmer, Lucien, 204 Commonwealth Bldg., Washington.
Hilton, Henry M., 134 North LaSalle St., Chicago.
Hodson, Robert E., 1007 Ring Bldg., Washington.
Hogan, Robert G., 606 Stangenwald Blvd., Honolulu, T. H.
Horton, Richard W., 131 West 2nd St., Reno, Nev.
Horton, Richard W., 2600 Tunlaw Road, N. W., Washington.
Hosmer, John, Woodruff Bldg., Springfield, Mo.
Howard, Benjamin C., 1845 Mathieson Bldg., Baltimore.
Hurt, Wilson, 1275 Pontiac St., Denver, Colo.
Hysmith, Logan Earl, Apt. 204, 2307 N. 11th St., Lee Gardens North, Arlington, Va.

I

Irwin, Ellis C., 914 Richards Bldg., New Orleans.
Irwin, Robert L., 1111 Munsey Bldg., Washington.

J

Jacobs, Carl M., 23d Floor, Union Central Bldg., Cincinnati, Ohio.
Jacobus, Gilbert C., 3301 N. 23d St., Arlington, Va.
James, W. Ervin, 17 Molton St., Montgomery, Ala.
Jameson, Guilford, 1206 Walker Bldg., Washington.
Jansky, Maurice M., The American Bldg., Washington.
Jennes, Ernest W., Covington & Burlington, 701 Union Trust Bldg., Washington.
Johnston, Everett D., Roberts & McClellis, DeSales Bldg., Washington.
Jones, Clifford A., Friedman Bldg., Las Vegas, Nev.
Jorgensen, Norman E., 514 Wyatt Bldg., Washington.

K

Kahn, Alexander, 175 East Broadway, New York.
Karp, Joseph D., 321 West 44th St., New York.
Kaye, Sydney M., Rosenman, Goldmark, Colin & Kaye, 575 Madison Ave., New York.
Keller, Joseph E., 930 Munsey Bldg., Washington.
Kenehan, Edward F., RCA Victor Div., Camden, N. J.
Kelough, Robert W., 524 McBirney Bldg., Tulsa, Okla.
Kennedy, James A., 67 Broad St., New York.
King, H. G. B., 719 Chattanooga Bank Bldg., Chattanooga, Tenn.
Knowles, Miles H., 801 Bowen Bldg., Washington.
Kopietz, Frank M., 1326 National Bank Bldg., Detroit, Mich.
Koplovitz, William C., 815 15th St., N. W., Washington.
Kosen, Bernard, Wyatt Bldg., Washington.
Kramer, Milton, 1625 K St., N. W., Washington.
Krieger, Seymour, 514 Wyatt Bldg., Washington.

L

LaBrum, J. Harry, 1507 Packard Bldg., Philadelphia.
Ladner, Henry, Ballantine Laboratories Inc., Boonton, N. J.
Lamb, Edward, Edison Bldg., Toledo, Ohio.
Landa, Alfons B., 815 15th St., N. W., Washington.
Lavine, Richard A., 807 Guarantee Bldg., Hollywood, Calif.
Landon, S. Whitney, 32 Avenue of the Americas, New York.
Lawton, Samuel T., 7 S. Dearborn St., Chicago.
Leahy, William E., Bowen Bldg., Washington.
Leonard, Donald S., Commissioner, Michigan State Police, East Lansing, Mich.
Letterman, John B., Washington, D. C.
Levine, J. L., 518 Volunteer Bldg., Chattanooga, Tenn.
Levinson, Louis, 14 Overhill Road, Cynwyd, Pa.
Levy, Isaac D., 1622 Chestnut St., Philadelphia.
Lewis, Ralph E., 650 S. Spring St., Los Angeles.
Lipkin, Max J., 1140 Jefferson Bldg., Peoria, Ill.
Littlepage, James H., Littlepage & Littlepage, Investment Bldg., Washington.
Littlepage, John M., Littlepage & Littlepage, Investment Bldg., Washington.

Littlepage, Thomas P. Jr., Littlepage & Littlepage, Investment Bldg., Washington.
Lockwood, Corwin R. Jr., Colorado Bldg., Washington.
Lohnes, Horace L., 1111 Munsey Bldg., Washington.
Lomerick, David L. Jr., P. O. Box 492, Rossville, Ga.
Loucks, Philip G., The American Bldg., Washington.
Lovett, Eliot C., 729 15th St., N. W., Washington.
Lynch, Paul B., NBC, 30 Rockefeller Plaza, New York.

M

McAllister, William M., McAllister & Duncan, P. O. Box 226, Medford, Ore.
McCabe, Thomas M., McCabe, Gruber, Clure, Donovan & Crassweller, 700 Torrey Bldg., Duluth, Minn.
McCauley, Raymond F., 959 8th Ave., New York.
McConnell, John D., Village Court Bldg., Pinehurst, N. C.
McCoy, John E., Storer Bcstg. Co., 199 Pierce St., Birmingham, Mich.
McDonough, Francis X., 1111 Munsey Bldg., Washington.
McDonald, Joseph A., NBC, 30 Rockefeller Plaza, New York.
McDowell, C. Blake, 2200 First Central Tower, Akron, Ohio.
McDowell, James C., 752 National Press Bldg., Washington.
McDowell, James L., 201 Truxton Ave., Bakersfield, Calif.
McKenna, James A. Jr., 1028 Connecticut, Washington.
McLeod, W. J. Jr., Jefferies Blvd. and Washington St., Walterboro, S. C.
Marks, Leonard H., Cohn & Marks, Cafritz Bldg., Washington.
Margraf, Gustav B., NBC, 30 Rockefeller Plaza, New York.
Martin, Harlan W., 203 1/2 E. Main St., Jackson, Tex.
Masters, Keith, 33 N. LaSalle St., Chicago.
Mather, E. Everett Jr., 1835 Arch St., Philadelphia.
May, Philip S., 1106 Lynch Bldg., Jacksonville, Fla.
May, Robert E., Shoreham Bldg., Washington.
Mayer, Henry, 19 West 44th St., New York.
Meurer, Raymond J., 1800 Stroh Bldg., Detroit.
Meyer, Daniel W., 1776 Broadway, New York.
Meyers, Milton H., 182 Grand St., Waterbury, Conn.
Milden, John, Munsey Bldg., Washington.
Milton, Clarence W., Baltimore Trust Bldg., Baltimore.
Miller, John Roberts, Sullivan & Cromwell, 48 Wall St., New York.
Miller, Justin, 1771 N. St., N. W., Washington.
Miller, Neville, 218 Munsey Bldg., Washington.
Miller, Reed, 1229 19th St., N. W., Washington.
Miller, Samuel, Cohn & Marks, Cafritz Bldg., Washington.
Mogk, Douglas G., 414 Ring Bldg., Washington.
Montgomery, Mervyn R., 302 Clifton Ave., Clifton, N. J.
Mooney, William E., Insurance Bldg., Omaha, Neb.
Morgan, Edward P., Welch, Mott & Morgan, 710 14th St., N. W., Washington.
Morgan, Gerald D., 412 Washington Bldg., Washington.
Moser, J. G., 807 Guarantee Bldg., Hollywood, Calif.
Moser, John B., 360 N. Michigan Ave., Chicago.
Mott, Harold E., 710 14th St., N. W., Washington.
Mullin, Eugene F. Jr., 730 Jackson Pl., N. W., Washington.
Munger, Alfred C., 1110 First National Bank Bldg., Omaha, Neb.
Myse, Daryal A., 822 Connecticut Ave., N. W., Washington.

N

Neu, James H., 117 West Garro St., Plymouth, Ind.
Newton, Blake T. Jr., 725 13th St., N. W., Washington.
Niner, Isidor, 366 Madison Ave., New York.
North, Ernest E., American Telephone & Telegraph Co., 32 Avenue of the Americas, New York.
Norris, George Jr., ABC, 30 Rockefeller Plaza, New York.

O

O'Brien, Chilton, 1218 American National Bank Bldg., Beaumont, Tex.
O'Brien, Seymour, 2400 Baltimore Trust Bldg., Baltimore.

O'Bryan, Paul A., Dow, Lohnes & Albertson, 1111 Munsey Bldg., Washington.
O'Callaghan, Robert Denis, 405 National Bank of Commerce Bldg., San Antonio, Tex.
Ockershausen, Harry J., Dempsey & Koplovitz, Bowen Bldg., Washington.
O'Hare, Richard C., 1016 Investment Bldg., Washington.
Oppenheimer, Monroe, Woodward Bldg., Washington.

P

Pantzer, Kurt F., 1313 Merchants Bank Bldg., Indianapolis, Ind.
Panzer, Irving R. M., Dupont Circle Bldg., Washington.
Patrick, Duke M., 810 Colorado Bldg., Washington.
Pepper, Vincent A., 710 14th St., N. W., Washington.
Petty, Don E., 650 South Spring St., Los Angeles.
Peycke, Tracy J., Telephone Bldg., Omaha, Neb.
Pierson, W. Theodore, Ring Bldg., Washington.
Pitafian, James, 706 Biscayne Bldg., Miami, Fla.
Pischke, Vail W., 724 Ninth St., N. W., Washington.
Plock, Richard H., 406-413 Tama Bldg., Burlington, Iowa.
Plotkin, Harry M., 1200 18th St., N. W., Washington.
Porter, Frederick M., RCA Communications Inc., 66 Broad St., New York.
Porter, Paul A., Ring Bldg., Washington.
Porter, William A., 921 Tower Bldg., Washington.
Posner, Gene, 710 North Plankenton Ave., Milwaukee, Wis.
Powell, Garland W., Station WRUF, Gainesville, Fla.
Price, T. Brooke, 195 Broadway, New York.
Prince, D. F., Prince, Taylor & Crampton, 815 15th St., N. W., Washington.

Q

Quinones, Jose Ramon, 357 Ponce de Leon Ave., San Juan, P. R.
Quinn, Frank B., 1415 Erie Bldg., Erie, Pa.
Quisenberry, John T., American Telephone & Telegraph, 195 Broadway, New York.

R

Randolph, John Peyton, 7413 New P. O. Bldg., Box 684, Washington.
Ray, John H., 195 Broadway, New York.
Ream, Joseph H., 485 Madison Ave., New York.
Reams, Frazier, 303 Bell Bldg., Toledo, Ohio.
Redmond, William P., 610 South Broadway, Los Angeles.
Rennekamp, Kenneth E., 513 Berger Bldg., Pittsburgh, Pa.
Rhyne, Brice W., 730 Jackson Pl., N. W., Washington.
Rhyne, Charles S., 730 Jackson Pl., N. W., Washington.
Richman, Milton, 1 Salem St., Malden, Mass.
Rizzolo, Victor A., 17 Williams St., Newark, N. J.
Roberson, Frank, Munsey Bldg., Washington.
Roberts, Glenn D., 110 East Main St., Madison, Wis.
Roberts, William A., 1741 DeSales St., Washington.
Robinson, C. Ray, Robinson-Montgomery Bldg., Merced, Calif.
Rollo, Reed T., 800 World Center Bldg., Washington.
Ronon, Gerald, 1222 Real Estate Trust Bldg., Philadelphia.
Rorer, Dwight E., 530 Washington Bldg., Washington.
Rosen, Leo, Greenbaum, Wolf & Ernst, 295 Madison Ave., New York.
Rosenbaum, Samuel R., 1828 Land Title Bldg., Philadelphia.
Rosenman, Samuel I., 575 Madison Ave., New York.
Rowell, Russell, Spearman & Roberson, 1022 Munsey Bldg., Washington.
Russell, Percy H. Jr., 800 World Center Bldg., Washington.
Ryan, William, 122 West Washington Ave., Madison, Wis.

S

St. Clair, Orla, 130 Montgomery St., San Francisco.
Salsbury, Franklin C., 1025 Connecticut Ave., N. W., Washington.
Sakowitz, Theodore J., 922 Seybold Bldg., Miami, Fla.
Salant, Richard S., CBS, 485 Madison Ave., New York.
Samuelson, Cyrus D., 271 Midland Ave., River Edge, N. J.

(Continued on page 472)

FCB Members

(Continued from page 471)

Sarpy, Leon, Chaffe, McCall, Bruns, Toler & Phillips, 724 Whitney Ave., New Orleans, La.
Scallen, Thomas K., 1280 Northwestern Bank Bldg., Minneapolis, Minn.
Schapira, Maurice, 17 Academy St., Newark, N. J.
Scharfeld, Arthur W., National Press Bldg., Washington.
Schellenberg, Howard J. Jr., Haley & Doty, 1101 Connecticut Ave., Washington.
Schindler, C. E., 61 Kenyon Bldg., Louisville, Ky.
Schoemer, John R. Jr., 220 East 42nd St., New York.
Schroeder, Arthur H., 218 Munsey Bldg., Washington.
Seaks, Robert G., 704 Southern Bldg., Washington.
Seay, Temple W., Munsey Bldg., Washington.
Segal, Paul M., 816 Connecticut Ave., N. W., Washington.
Seaward, P. W., 1101 Warner Bldg., Washington.
Shannon, Charles V., 520 Shoreham Bldg., Washington.
Shaw, Roscoe L., 2305 Telephone Bldg., St. Louis, Mo.
Shipley, Carl L., National Press Bldg., Washington.
Shuebruk, Peter, 30 Rockefeller Plaza, New York.
Simon, Morton J., 1100 Morris Bldg., Philadelphia.
Sims, William P. Jr., 600 Munsey Bldg., Washington.
Sirica, John J., Hogan & Hartson, Colorado Bldg., Washington.
Slaughter, Harrison T., Ring Bldg., Washington.
Smith, Andrew A., 1628 Candler Bldg., Atlanta, Ga.
Smith, Bernard B., 551 Fifth Ave., New York.
Smith, E. Stratford, 710 14th St., N. W., Washington.
Smith, George S., 816 Connecticut Ave., Washington.
Smith, Karl A., 810 Colorado Bldg., Washington.

Smith, Quayle B., Segal, Smith & Hennessy, 816 Connecticut Ave., N. W., Washington.
Smith, Samuel Burrows, Lippincott & Smith, 24 California St., San Francisco.
Smith, William P., Metropolitan Bank Bldg., Washington.
Socolow, A. Walter, 580 Fifth Ave., New York.
Southmayd, John P., 902 Warner Bldg., Washington.
Sovik, Laurence, University Bldg., Syracuse, N. Y.
Spawn, Coy U. Jr., 733 Bankers Mortgage Bldg., Houston, Tex.
Spearman, John C., 1022 Munsey Bldg., Washington.
Spearman, Paul D. P., 1022 Munsey Bldg., Washington.
Spears, Adrian A., Majestic Bldg., San Antonio, Tex.
Spiro, Jacob S., 51 Chambers St., New York.
Sprague, E. Stuart, 36 West 44th St., New York.
Steen, J. W., 1625 K St., N. W., Washington.
Stein, Abe L., Warner Bldg., Washington.
Stollenwerck, Frank, National Press Bldg., Washington.
Stone, Warren M., Stone & Flick, 705-707 Warren Bank & Trust Bldg., Warren, Pa.
Stout, Clair L., Dow, Lohnes & Albertson, 1111 Munsey Bldg., Washington.
Strauss, Samuel W., 300 Broadway, Camden, N. J.
Struck, William L., 512 Harries Bldg., Dayton, Ohio.
Sullivan, Francis C., 1200 Alworth Bldg., Duluth, Minn.
Sutton, George O., 1030 National Press Bldg., Washington.
Swezey, Robert D., Station WDSU, Hotel Monteleone, New Orleans, La.

T

Taylor, Willis H. Jr., Pennie, Edmonds, Morton & Barrows, 247 Park Ave., New York.
Thomson, William, 1030 National Press Bldg., Washington.
Tolman, David E., 816 Connecticut Ave., N. W., Washington.
Torlow, Sherwood Jordon, 18 Tremont St., Boston, Mass.
Trendle, George W. Jr., 1854 National Bank Bldg., Detroit.

Tucker, John H., 901 Commercial Bldg., Shreveport, La.
Tuf, Leonard W., RCA Communications Inc., 68 Broad St., New York.
Tuhy, Stephen Jr., 407 Albee Bldg., Washington.
Tumulty, Joseph P. Jr., 1317 F St., N. W., Washington.
Turner, George B., 15 Broad St., New York.
Tyler, Lyon L. Jr., Welch, Mott & Morgan, 710 14th St., N. W., Washington.
Tyler, Varro E., 109 South Ninth St., Nebraska City, Neb.

V

Van Allen, John W., 1008 Liberty Bank Bldg., Buffalo, N. Y.
Van Orsdel, Ralph, 314 Sonora Drive, San Mateo, Calif.
Veve, Adolfo Garcia, Box 2855, San Juan, P. R.

W

Walker, Henry B., Old National Bank Bldg., Evansville, Ind.
Walker, Ralph L., Ring Bldg., Washington.
Wall, Thomas H., Munsey Bldg., Washington.
Wallace, Harold E., 530 Judge Bldg., Salt Lake City, Utah.
Walton, Frederick H. Jr., Dempsey & Kopolovitz, 938 Bowen Bldg., Washington.
Warner, Harry P., 816 Connecticut Ave., Washington.
Wasilewski, Vincent T., 1771 N St., N. W., Washington.
Waters, John H., Western Union Telegraph Co., 60 Hudson St., New York.
Wayland, Charles V., Warner Bldg., Washington.
Weaver, Henry B. Jr., Tower Bldg., Washington.
Webb, Arthur W., 455 Spitzer Bldg., Toledo, Ohio.
Webster, Bethuel M., 15 Broad St., New York.
Welch, Francis X., 1038 Munsey Bldg., Washington.
Welch, Vincent B., Ericson Bldg., Washington.
Wendt, William, Western Union Telegraph Co., 60 Hudson St., New York.
Wheat, Carl L., Shoreham Bldg., Washington.
Wheeler, Edward K., 815 15th St., N. W., Washington.

Whissell, George B., Telegraph Bldg., St. Louis, Mo.
Whittenberg, Ralph K., Hilp Bldg., Reno, Nev.
Wilder, Gaston H. Jr., 211 Goodhue Bldg., Beaumont, Tex.
Wilkinson, Glen A., 744 Jackson Pl., Washington.
Wilkinson, Vernon L., 1028 Connecticut Ave., N. W., Washington.
Williams, A. Rea, 733 Investment Bldg., Washington.
Willis, John W., Dupont Circle Bldg., Washington.
Wiener, Morton H., 700 Wyatt Bldg., Washington.
Wilson, James E., DeSales Bldg., Washington.
Wilson, Thomas W., Dow, Lohnes & Albertson, 1111 Munsey Bldg., Washington.
Winter, Harrison L., 10 Light St., Baltimore.
Wisehart, Harold H., Wisehart & Savage, 104-112 Professional Bldg., Clinton, Ohio.
Wolff, Sanford I., Riskind & Wolff, 134 N. LaSalle St., Chicago.
Wood, Joseph G., Schortemeier, Eby & Wood, 301 Circle Tower, Indianapolis, Ind.
Woods, Warren, Roberts & McInnis, 1741 DeSales St., Washington.
Wozencraft, Col. Frank H., Southern Bldg., Washington.
Wrape, James W., Sterick Bldg., Memphis, Tenn.
Wright, J. Warren, 5504 Grove St., Chevy Chase, Md.
Wyatt, Wilson W., Marion E. Taylor Bldg., Louisville, Ky.

Y

Yates, Carlyle E., RCA, 30 Rockefeller Plaza, New York.
Young, Verne R., The American Bldg., Washington.
Younger, Donald, P. O. Drawer 1000, Santa Cruz, Calif.
Yourd, Kenneth L., CBS, 485 Madison Ave., New York.

Z

Zagon, Samuel S., 6263 Hollywood Blvd., Los Angeles.
Zias, Joseph F., Loucks, Zias, Young & Jansky, The American Bldg., Washington.

STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Assn.

Tom Martin, WAPX Montgomery, *president*; Malcolm Street, WHMA Anniston, *vice president*; Mrs. Wilhelmina Doss, WJRD Tuscaloosa, *secretary-treasurer*.

Arizona Broadcasters Assn.

Albert Johnson, KOY Phoenix, *president*; Wayne Sanders, KCNA Tucson, *vice president*; Frank Redfield, KIFN Phoenix.

Arkansas Broadcasters Assn.

Storm Whaley, KUOA Siloam Springs, *president*; W. V. Hutt, KLRA Little Rock, *vice president*; W. N. McKinney, KELD El Dorado, *secretary-treasurer*.

California State Radio & Television Broadcasters Assn.

Arthur Westlund, KRE Berkeley, *president*. William J. Beaton, KWKW Pasadena, Lloyd E. Yoder, KNBC San Francisco, *vice presidents*; Paul R. Bartlett, KFRE Fresno, *secretary-treasurer*.

Southern California Broadcasters Assn.

Calvin J. Smith, KFAC Los Angeles, *president*; Frank Burke Jr., KFVD Los Angeles, *vice president*; Thelma Kirchner, KGFJ Hollywood, *secretary-treasurer*.

Colorado Broadcasters Assn.

Rex Howell, KFXJ Grand Junction, *chairman of board*; Al G. Meyer, KMYR Denver, *president*; R. E. O'Brien, KIUP Durango, *vice president*; Russel Shaffer, KBOL Boulder, *secretary-treasurer*.

Florida Assn. of Broadcasters

George W. Thorpe, WVCG Coral Gables, *president*; L. Herschel Graves, WTAL Tallahassee, *first vice president*; Jerry Stone, WNDB Daytona Beach, *second vice president*; John B. Browning, WSPB Sarasota, *secretary-treasurer*.

Georgia Assn. of Broadcasters

W. F. Scott Jr., WKTG Thomasville, *president*; Shed Carswell, WSFT Thomaston, *vice president*; E. F. MacLeod, WBML Macon, *secretary-treasurer*.

Idaho Broadcasters Assn.

Henry H. Fletcher, KSEI Pocatello, *president*; Ed Hurt, KFXD Nampa, *vice president*; Florence Gardner, KFTI Twin Falls, *secretary-treasurer*.

Illinois Broadcasters Assn.

Charles C. Caley, WMBD Peoria, *president*; Leslie Johnson, WHBF Rock Island, *vice president*; Charles R. Cook, WJPF Herrin, *secretary-treasurer*.

Indiana Broadcasters Assn.

O. E. Richardson, WASK Lafayette, *president*; Daniel C. Park, WIRE Indianapolis, *secretary-treasurer*; Dee O. Coe, WWCA Gary, *vice president* (AM); Harry Bitner Jr., WFBM Indianapolis, *vice president* (FM-TV); Edward Thoms, WKJG Fort Wayne, *assistant secretary*; Joseph Higgins, WTHI Terre Haute, *assistant treasurer*.

Iowa Broadcasters Assn.

Edward Breen, KVFD Fort Dodge, *president*; Ben Sanders, KICD Spencer, *vice president*;

K. S. Gordon, KDTH Dubuque, *secretary-treasurer*.

Kansas Assn. of Radio Broadcasters

Ben Ludy, WIBW Topeka, *president*; Grover Cobb, KVGB Great Bend, *vice president*; Ray Jensen, KSAL Salina, *secretary-treasurer*.

Kentucky Broadcasters Assn.

J. W. Betts, WFTM Maysville, *president*; Joseph Eaton, WKLO Louisville, *first vice president*; Ken Given, WLBJ Bowling Green, *second vice president*; Hugh Potter, WOMI Owensboro, *secretary*.

Louisiana State Assn. of Broadcasters

E. Newton Wray, KTBS Shreveport, *president*; B. Hillman Bailey Jr., KSIG Crowley, *vice president*; William A. Patton, KLFY Lafayette, *secretary-treasurer*.

Maine Broadcasters Assn.

Faust Couture, WCOU Lewiston, *president*; Jack Atwood, WRDO Augusta, *vice president*; Carleton Brown, WTVL Waterville, *secretary-treasurer*.

Maryland-District of Columbia Radio & Television Broadcasters Assn.

Charles J. Truitt, WBOC Salisbury, *president*. Charles E. Smith, WTBO Cumberland, *vice president*; Joseph L. Brechner, WGAY Silver Spring, *secretary-treasurer*.

Michigan Assn. of Broadcasters

W. A. Pomeroy, WILS Lansing, *president*; William Edwards, WKNX WKNX-TV Saginaw, *vice president*; Gayle Grubb, WJBK WJBK-TV, Detroit, *secretary-treasurer*.

BROADCASTING • Telecasting

Minnesota Broadcasters Assn.
John F. Meagher, KYSM Mankato, *president*;
F. Van Konyenburg, WTCN Minneapolis, *vice president*; M. M. Marget, KVOX Moorhead, *secretary-treasurer*.

Mississippi Broadcasters Assn.
L. M. Sepaugh, WSLI Jackson, *president*;
Charles Wright Jr., WFOR Hattiesburg, *vice president*; Granville Walters, WAML Laurel, *secretary-treasurer*.

Missouri Broadcasters Assn.
Glenn Griswold, KFEQ St. Joseph, *president*;
S. E. Sloan, KXLW St. Louis, *vice president*;
G. Pearson Ward, KTTS Springfield, *secretary-treasurer*.

Montana Radio Stations Inc.
Ed Cooney, KOPR Butte, *president*; Ken Nybo, KBMY Billings, *vice president*; G. Norman Penwell, KBMN Bozeman, *secretary-treasurer*.

Nebraska Broadcasters Assn.
LeRoy Lenwell, KBRL McCook, *president*;
Robert Thomas, WJAG Norfolk, *secretary-treasurer*.

Nevada State Broadcasters Assn.
H. G. Wells, KOLO Reno, *president*; Fred Stoye, KLAS Las Vegas, *vice president*;
Robert Stoddard, KATO Reno, *secretary-treasurer*.

New Jersey Broadcasters Assn.
Paul Alger, WSNJ Bridgeton, *president*; Rauluf Compton, WKDN Camden, *vice president*;
Thomas B. Tighe, WJLK Asbury Park, N. J., *secretary-treasurer*. Advisory Committee: Fred Weber, WFPG Atlantic City, Harry Goodwin, WNJR Newark.

New Mexico Broadcasters Assn.
A. M. Cadwell, KOAT Albuquerque, *president*;
Ivan R. Head, KVSF Santa Fe, *vice president*;
H. DeWitt Landis, KICA Clovis, *treasurer*.

North Carolina Assn. of Broadcasters
Cecil Hoskins, WWNC Asheville, *president*;
James McNeil, WTSE Lumberton, *vice president*;
Jack Younts, WEEB Southern Pines, *secretary-treasurer*.

Ohio Assn. of Radio & Television Broadcasters
Robert C. Fehlman, WHBC Canton, *president*;
Adna Karns, WING Dayton, *vice president*;
L. A. Pixley, WLOK Lima, *secretary-treasurer*.

Oklahoma Broadcasters Assn.
Allen Page, KSWO Lawton, *president*; Cy Casper, WBBZ Ponca City, *vice president*; Guy Farnsworth, KCRC Enid, *secretary-treasurer*.

Oregon State Broadcasters Assn.
H. J. Chandler, KFLW Klamath Falls, *president*;
S. W. McCready, KUGN Eugene, *vice president*; J. O. Schertler, KEX Portland, *secretary-treasurer*.

Pennsylvania Assn. of Broadcasters
Roger W. Clipp, WFIL Philadelphia, *president*;
William Thomas, WCPA Clearfield, *vice president*;
David Bennett, Harrisburg, *secretary*;
James Murray, KQV Pittsburgh, *treasurer*.

South Carolina Radio & Television Broadcasters Assn.
Walter J. Brown, WORD Spartanburg, *president*;
James F. Coggins, WKDK Newberry, *vice president*;
T. Doug Youngblood, WFIG Sumter, *secretary-treasurer*.

South Dakota Broadcasters Assn.
Byron McElligott, KSDN Aberdeen, *president*;
Ray Eppel, KORN Mitchell, *vice president*;
Keith Nighbert, KUSD Vermillion, *secretary-treasurer*.

Tennessee Assn. of Broadcasters
Perry Sheftall, WJZM Clarksville, *president*;
Henry W. Slavick, WMC Memphis, *vice president*;
Mrs. Ruth Clinard, WMAK Nashville, *secretary-treasurer*.

Texas Assn. of Broadcasters
Boyd Kelley, KTRN Wichita Falls, *president*;
Willard Deason, KVET Austin, *vice president*;
Louis Cook, KNOW Austin, *secretary-treasurer*.

Utah Broadcasters Assn.
S. John Schile, KUTA Salt Lake City, *president*;
Emerson Smith, KDYL Salt Lake City, *vice president*;
Harold Van Wagenen, KCSU Provo, *vice president*;
Arch Webb, KVOG Ogden, *secretary-treasurer*.

Virginia Assn. of Broadcasters
James H. Moore, WLS Roanoke, *president*;
Robert H. Smith, WCYB Bistol, *vice president*;
Frank E. Koehler, WROV Roanoke, *secretary-treasurer*.

Washington State Assn. of Broadcasters
Leo H. Beckley, KBRC Mount Vernon, *president*;
Loren Stone, KBRO Bremerton, *vice president*;
Allen Miller, KWSC Pullman, *secretary-treasurer*;
Carl Cowning, Olympia, *bureau manager*.

West Virginia Broadcasters Assn.
John T. Gelder Jr., WCHS Charleston, *president*;
William Rine, WWVA Wheeling, *vice president*;
Alice Shein, WBTH Williamson, *secretary-treasurer*.

Wisconsin Broadcasters Assn.
Ben Laird, WDUZ Green Bay, *president*;
Bruce Wallace, WTMJ Milwaukee, *vice president*;
Verl Bratton, WKTY LaCrosse, *secretary*;
Jeanne Heal, WTCH Shawano, *treasurer*.

PROFESSIONAL & TECHNICAL SCHOOLS FOR RADIO

Name, Address, Tel.	Courses Offered	Registrar & Registration Date	Name, Address, Tel.	Courses Offered	Registrar & Registration Date
American Institute of the Air* 3123 E Lake St. Minneapolis 6, Minn. Tel.: Wesley 1639	Announcing, writing, production, sales communications engineering.	Helen S. Brown Weekly	Chicago Technical College* 2000 S. Michigan Ave. Chicago 16, Ill. Tel.: Calumet 5-8200	Radio servicing, practical radio engineering, radio engineering (degree).	Charles E. Olson Quarterly
California Institute of Radio & Television* 5910 Sunset Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-1938	Speech, announcing, writing, advertising, 1st class license training, production, radio-telephone operation (1st class FCC license).	Gloria Bringham Monthly	Cleveland Institute of Radio Electronics Inc.* 4900 Euclid Ave. Cleveland 3 Tel.: Express 1-8887	Correspondence school for radio communication and engineering.	E. H. Guilford By correspondence only
Cambridge School of Radio & TV Broadcasting* 806 Seventh Ave. New York Tel.: Judson 6-0025	All commercial and program techniques.	George S. Carlesco Monthly	Columbia College* 410 S. Michigan Blvd. Chicago 5 Tel.: Wabash 2-6761	All phases of radio broadcasting, television-radio broadcast engineering, advertising, journalism, stage.	Jean G. Ward Continuous
Hal Bagg School of Broadcasting* 1674 Broadway, New York 19 Tel.: Columbus 5-5756	Announcing, acting, singing	Harold J. Bagg Continuous	Coyne Electrical School* 500 South Paulina St. Chicago 12 Tel.: Seeley 3-7722	Practical courses, radio and television servicing.	C. A. Ginter Every Six Weeks
Capital Radio Engineering Institute* 3224 16th St., N. W. Washington 10, D. C. Tel.: Hobart 1520	Home study and residence courses in AM, FM & TV engineering and servicing; aeronautical engineering and TV studio operations by home study only.	Everett A. Corey Monthly	The Crescent School of Radio and Television* 500 Pacific St. Brooklyn 17, N. Y. Tel.: Main 5-6220	Radio-TV technicianship, servicing, industrial electronics, studio practice, station operation and home study for radio-TV service.	Stanley J. Isaacs Continuous
Central Radio & Television Schools Inc.* 1644 Wyandotte St. Kansas City 8, Mo. Tel.: Harrison 5852	Radio and television broadcasting. Advanced Electronics and Radio-TV engineering.	Phil J. Murray Quarterly	De Forest's Training* 2533 N. Ashland Ave. Chicago 14, Ill. Tel.: Lincoln 9-7260	Residential and home study courses in radio, television and other fields of electronics.	William R. McGowen Residential: Every six weeks Home Study: Continuous
Chicago Academy of Radio & Dramatic Arts* 306 S. Wabash Chicago 5 Tel.: Harrison 7-5907	Complete training for radio, stage & television.	Kathleen Kaye Monthly			

(Continued on page 474)

Professional and Technical Schools

(Continued from page 473)

Name, Address, Tel.	Courses Offered	Registrar & Registration Date	Name, Address, Tel.	Courses Offered	Registrar & Registration Date
Delehanty Institute 105 E. 13th St. New York 3, N. Y. Tel.: Grammercy 3-6900	Radio servicing & repair, F. M. & television electromagnetic television servicing, radio telephonic communications, radio telegraphy.	F. Gorman Continuous	National Schools* 4000 S. Figueroa St. Los Angeles 37 Tel.: Adams 4-9061	Radio, television, allied electronics.	Sam Goldberg Monthly
Emerson College* 130 Beacon St. Boston 16 Tel.: Kenmore 6-3340	Radio production, script, news, advertising, dramatics, programming, announcing radio station management & organization, television & radio survey. A.B. degree.	Mrs. Clara B. Fraser Sept., Feb., July	William B. Ogden Radio Operational Engineering School 1150 W. Olive Ave. Burbank, Calif. Tel.: Charleston 0-8291	Short, directed courses leading to FCC licenses.	Tally Ogden Continuous
Geller Theatre Workshop* 6040 Wilshire Blvd. Los Angeles, 36 Tel.: York 5205	Comprehensive radio, stage, and screen.	Hazel Ayres Quarterly	Pathfinder School of Radio & Television 737 11th St., N. W. Washington, D. C. Tel.: Metropolitan 8-5255	News casting and Commercial staff work.	Nancy McFarland Weekly
Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago* Chicago 3 Tel.: Central 6-2337	Acting, directing, radio scene and costume design, technical practice (G.F.A. & M.F.A. degrees).	Alliene V. Stierwalt Sept. & Jan.	Penn Technical Institute* 5440 Penn Ave. Pittsburgh 6, Pa. Tel.: Hiland 1-3502	Television receivers, industrial electronics, preparation for FCC broadcast license examinations.	Walter G. Whipple Quarterly
Grantham Radio License School 6064 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hudson 2-1411	Residence and correspondence courses leading to first class radiotelephone FCC licenses and radio telegraph FCC licenses.	Patricia A. Grantham Monthly	Pierce School of Radio & Television* 52 E. 19th St. New York 3 Tel.: Oregon 7-7390	Servicing, technician and radio telegraph communications.	Leon Sitkin Every 5 weeks
Jo Keith School & Agency 228 S. Wabash Ave. Chicago 4 Tel.: Webster 9-6272	Singing, dramatics, dancing, modeling, radio, stage, screen, TV.	Jo Keith Continuous	Leland Powers School Inc.* 31 Evans Way Boston 15 Tel.: Aspinwall 7-2900	Two year professional course in radio, television and theatre.	Carol Whiting Sept., Jan.
Lincoln School of Radio & Television* 1851 Broadway New York 23 Tel.: Circle 6-5300	Radio and television technician, communications, amateur radio.	Joan Stabb Continuous	Radio Institute of Chicago* 188 W. Randolph Chicago 1 Tel.: Andover 3-6767	All phases of professional and technical broadcasting.	G. Francis Kraus Monthly
Los Angeles Trade Technical Junior College* 1646 S. Olive St. Los Angeles 15 Tel.: Prospect 7021	Radio communications, television, servicing, radar, loran, industrial electronics.	J. N. McCaghren Continuous	Radio Television Arts Academy 3819 Wilshire Blvd. Tel.: Dunkirk 8-1323	Television announcing, drama, singing, writing, directing, programming, film production, editing and cutting.	Helen Thayer Weekly
The Don Martin School of Radio and Television Arts and Sciences 1653 N. Cherokee Hollywood 28 Tel.: Hudson 2-3281	Combination announcing, engineering courses, TV courses.	Miss McMahon Continuous	Radio-Television Institute Inc.* 480 Lexington Ave. New York 17 Tel.: Plaza 9-5665	Lab practice and classroom theory to qualify graduates for FCC exam for first-class radio-telephone operator's license.	E. C. Whittington Continuous
National Academy of Broadcasting Inc.* 3338 16th St., N.W. Washington 10, D. C. Tel.: Decatur 5580	Announcing, music continuity, radio-TV drama and production, writing, diction, journalism, publicity.	Alice Keith Oct., Jan., June	RCA Institutes Inc.* 350 W. 4th St. New York 14 Tel.: Watkins 4-7845	Advanced technology, radio and television broadcasting and servicing and radio operating.	C. E. Tomson Quarterly
			The Celeste Rush Radio Preparatory System* 6119 Harold Way Hollywood 28 Tel.: Hollywood 9-7123	Drama motives & radio elements of production.	Celeste Rush Weekly
			School of Radio Technique* 228 S. Wabash Ave. Chicago 4 Tel.: Wabash 2-0712	Announcing, writing, news casting, advertising, direction, acting, speech.	Fred Hartman Every six weeks
			The School of Radio Technique Inc.* 316 W. 57th St. New York 19 Tel.: Plaza 7-3211	Radio & television advertising production, announcing, writing and merchandising.	Dexter Hall Every 15 weeks
			Frederick H. Speare, Professional Radio & Television School* 6251 Santa Monica Blvd. Hollywood 38 Tel.: Hollywood 9-2325	Radio and TV announcing, news, sports, acting, control and production techniques, writing, sound effects.	R. L. Speare Quarterly
			Hal Styles School of Radio & Television* 8300 Wilshire Blvd. Beverly Hills, Calif. Tel.: Bradshaw 2-1490	Announcing, drama, news, editing, control operation, continuity, script, dialects, TV, management.	Mildred Mullins Weekly
			Western Radio-Television Institute* 341 W. 18th St. Los Angeles 15, Calif. Tel.: Prospect 8855	Practical radio and TV servicing.	M. M. Lloyd Monthly
			YMCA Trade & Technical School* 15 W. 63d St. New York 21 Tel.: Endicott 2-8117	Radio servicing, operating.	Helen Porth

complete in radio and television courses

ANNOUNCING • PRODUCTION • ENGINEERING
also

Six week courses for professional AM personnel in television production and engineering. Instructors all working TV producers and engineers.

MRS. JEANETTE PERRY, REGISTRAR
Continuous operation throughout the year

Southeastern Radio & Television Institute

1816 WEST END AVENUE
Nashville Tennessee

Latin American Broadcasting Stations

Frequencies and power listed in parentheses show assignments under the 1950 North American Regional Broadcasting Agreement, not yet ratified by the U. S.

Frequency	Call	City	Owner or Operator	Power	DA	Class	Frequency	Call	City	Owner or Operator	Power	DA	Class
BAHAMAS													
1540	ZNS	Nassau	Bahamas Government	5.0		I-A	1030	CMAC	San Cristobal	Guillermo Garcia Ovies	0.25 (0.25-D)		II
CUBA													
(540) (New)		Victoria de las Tunas		(1.0)		(II)	1040	CMJR	Camaguey	Org. Insular de Radio S. A.	1.0 (5.0)	(DA)	II (II-E)
550	CMW	Havana	A. Gil y M. Troncoso	2.5 (10.0)	(DA)	III-A (I-C)	1050	CMHF	Santa Clara	Jose Fernandez Aleman	1.0		II
560	CMKM	Holguin	Union Radio S. A.	5.0		III-A	1060	CMKF	Holguin	Manuel J. de Gongova	0.25		IV
570	CMHI	Santa Clara	RHC Cadena Azul S. A.	(10.0)	(DA)	II (I-D) (III)	(1050)	CMHB	Sancti Spiritus	Circuito Occidental de Radio S. A.	(1.0) 10.0-D		II
(580)	CMJP	Ciego de Avila		(0.5-D) (0.25-N)		II	1060	CMCX	Havana	Rafael Valdes Jimenez	0.25-N 0.25		II
590	CMCY	Havana	RHC Cadena Azul S. A.	15.0 (25.0)	DA (DA)	II (I-D) III	1070	CMJA	Camaguey	Union Radio S. A.	0.25		II
600	CMKV	Holguin	RHC Cadena Azul S. A.	1.0 (2.5)		II (I-D) III	(1070)	CMKS	Guantanamo	Union Radio S. A.	0.25		II
630	CMQ	Havana	Cirquito CMQ S. A.	25.0	DA	III-E (I-D) II (I-C)	1080	CMJM	Ciego de Avila	(See 840 kc) Enrique Artalejo	(5.0-D) (0.5) 0.25-D		II
640	CMHQ	Santa Clara	Cirquito CMQ S. A.	15.0	(DA)	II (I-C)	1090	CMBS	Havana	Fernandez Virgilio R. Diaz Quintanilla	0.1-N 0.25-D 0.1-N		II
660	CMCU	Havana	Radio Garcia Serra S. A.	5.0-D 1.0-N	(DA) (DA)	II (I-C)	1100	CMGW	Matanzas	Ramon A. de Zayas Lopez	(5.0) 0.5	(DA)	II
(670)	CMKP	Holguin	(Satellite CMBC Havana)	(1.0)	(DA)	II (II-E)	(1110)	CMKI	Guantanamo	Union Radio S. A.	0.25		II
(680)	CMJE	Camaguey	(Satellite CMBC Havana)	(1.0)		II	1120	CMBY	Havana	Pages y Cia.	0.25 (0.25-D)		II (II-E)
680	CMDB	Santiago de Cuba	(Synchronized with CMBC Camaguey)	1.0-D 0.5-N		II	1130	CMHM	Santa Clara	Cadena Oriental de Radio S. A.	1.0		II
	CMHG	Santa Clara	(Synchronized with Camaguey)	1.0-D 0.5-N		II	1130	CMKH	Guantanamo	Luis Coronado Estrada	0.25 (0.25)		II (II)
690	CMBC	Guanabacoa	Radio Progreso S. A.	10.0 (50.0)	DA (DA)	II (I-C)	(1140)	CMHU	Guantanamo	(See 720 kc) Radio Publicidad	(0.25) 10.0		II (II)
720	CMHU	Cienfuegos	Modesto Vasquez Gonzales	0.25		II	1150	CMCA	Havana	Radio Publicidad Tropic S. A.	10.0	(L-KSL)	II (II-E)
730	CMKJ	Holguin	Cirquito CMQ S. A. (See 1150 kc)	5.0 (10.0)	(DA)	II (II)	(1160)	CMJK	Camaguey	Jos. Castrillon y Cia.	(1.0)		II (II)
740	CMCD	Havana	La Voz del Aire (See 730 kc)	10.0 (10.0)	DA (DA)	II (I-D)	1170	CMAR	Artemisa	Manuel Diaz Autran	0.25	DA-N	II
(740)	CMKJ	Havana	Simeon Ferro Martinez	5.0		II	1170	CMKB	Santiago de Cuba	Union Radio S. A.	1.0		II
760	CMAB	Pinar del Rio	Cadena Oriental de Radio S. A.	1.0		II	1190	CMJD	Ciego de Avila	Union Radio S. A.	0.25		III-B
(760)	CMCD	Havana	(See 740 kc) Radio Oriente S. A.	(10.0) 1.0	(DA)	II (II-E)	1210	CMK	Havana	Fausto Montiel	0.25		II
770	CMKC	Santiago de Cuba	Radio Oriente S. A.	1.0		II	1210	CMHK	Cruces	Virgilio Villanueva Bravo	0.25		II
780	CMHB	Havana	Union Radio S. A.	0.25		II	1220	CMKO	Holguin	Manuel Angulo Ferran	0.25		II
(780)	CMHD	Santa Clara	Radio Cadena Habana S. A.	(5.0) 10.0	(DA)	II (II-E)	(1220)	CMKH	Cruces	(See 1210 kc) Edelberto Perez Rubio	(1.0) 0.25		II (II)
790	CMCH	Havana	Radio Cadena Habana S. A.	10.0	(DA)	III-B (III-E)	1230	CMCO	Havana	Rubio	0.25		IV
800	CMAW	Pinar del Rio	Pedro Redondo Fernandez	0.25		II	CMJX	Moron	Dr. Pablo Castellanos Caballero	0.25		IV	
	CMKL	Santiago de Cuba	Cadena Oriental de Radio S. A.	2.0		II	1240	CMAD	Artemisa	Manuel Domingues Motolongo	0.25		IV
(800)	CMJY	Ciego de Avila	(See 760 kc) RHC Cadena Azul S. A.	(1.0) 1.0-D		II (II)	CMGF	Matanzas	RHC Cadena Azul S. A.	0.25		IV	
810	CMHW	Santa Clara	RHC Cadena Azul S. A.	0.25-N (0.5-N)		II	(1240)	CMGW	Matanzas	(See 1100 kc) Victoria de las Tunas	(0.5) (0.25)		(IV-E)
830	CMBZ	Havana	Manuel y Guillermo Salas	5.0-D 1.0-N (5.0)	DA-N (DA)	II (II-E)	CMKE	Victoria de las Tunas	Humberto Anteres Pena	(0.25) 0.25		(IV-E)	
840	CMAN	Havana	RHC Cadena Azul S. A.	1.0		II (II-E)	1250	CMHP	Cabaiguan	Borges Enriquez	0.25		IV
	CMJM	Havana	RHC Cadena Azul S. A.	0.5		II	CMKA	Guantanamo	Cadena Oriental de Radio S. A.	0.25		IV	
850	CMKU	Santiago de Cuba	Cirquito CMQ S. A.	2.0		II	1260	CMCI	Havana	Cadena Oriental de Radio S. A.	5.0		III
(850)	CMJB	Camaguey	(See 880 kc) Radio Cadena Suaritos	(1.0) 15.0 (25.0)	DA (DA)	II (I-C)	1270	CMJC	Bayamo	Cadena Camagueyana de Radio	0.25		III-A
860	CMBL	Havana	Union Radio S. A.	1.0		II	1280	CMHA	Camaguey	Justiniano Valdes Aguado	1.0		II
880	CMJB	Camaguey	Union Radio S. A.	1.0		II	1290	CMCW	Havana	Gilb. y Mario Lavin Dominguez	0.25		II (IV)
890	CMHD	Havana	Union Radio S. A.	1.0		II	CMDC	Holguin	Cadena Oriental de Radio S. A.	1.0		III-A	
900	CMKS	Guantanamo	Candido S. Von Suarez	0.25		II	(1290)	CMKC	Santiago de Cuba	(See 770 kc)	(1.0)		(III)
(900)	CMKU	Santiago de Cuba	(See 850 kc) J. Ulloa y Cia.	(2.0) 10.0		II (II)	(1300)	CMAN	Pinar del Rio	(See 840 kc) Juan Filguieras Cabaleiro	(1.0) 1.0		(III)
910	CMCF	Havana	J. Ulloa y Cia.	10.0		II (II)	1300	CMJQ	Nuevitas	Org. Insular de Radio	1.0		III-A
920	CMAQ	Havana	Cirquito CMQ S. A.	1.0-D 1.0	(DA)	III-B (III-E)	1310	CMHO	Santa Clara	Org. Insular de Radio	0.1		(III)
	CMJL	Havana	Cirquito CMQ S. A.	5.0 (10.0)	(DA)	III-B (I-D)	(1320)	CMDA	Santiago de Cuba				(III)
930	CMKN	Santiago de Cuba	RHC Cadena Azul S. A.	1.0		III-A (II)	1330	CMCB	Havana	Radio Reloj S. A.	1.0		III-A
(930)	CMGF	Manfanzas	(See 1240 kc)	0.25		IV (IV)	1340	CMJF	Camaguey	Radio Camaguey	1.0		II (IV-E)
950	CMBF	Havana	Radio Universal S. A.	5.0-D 1.0-N		I-B (I-D)	CMGU	Matanzas	Cadena Oriental de Radio S. A.	0.25		IV	
960	CMGN	Havana	RHC Cadena Azul S. A.	0.5		III-B (III)	(1340)	CMKY	Puerto Padre	(See 1350 kc) Radiocidente S. A.	(0.25) (0.25)		(IV)
	CMJN	Camaguey	RHC Cadena Azul S. A.	1.0 (2.0)		III-A (III)	1350	CMAL	Pinar del Rio	Union Radio S. A.	0.25 (1.0)		IV (II)
970	CMKD	Holguin	Cadena Oriental de Radio	1.0		III-A (III)	CMKJ	Cienfuegos				IV (II)	
(970)	CMHM	Santa Clara	(See 1130 kc) Cia. Radiodif. COCO y CMCK S. A.	(1.0) 5.0 (10.0)	(DA)	III-A (I-D)	1360	CMKY	Puerto Padre	Pedro Zacca Cheda	1.0		IV
980	CMCK	Havana	Cia. Radiodif. COCO y CMCK S. A.	5.0 (10.0)	(DA)	III-A (I-D)	1360	CMBG	Havana	Dr. Antonio Fuentes Rodriguez	0.25		III
990	CMHT	Sancti Spiritus	Juan B. Santana Padron	1.0-D 0.25-N		II	(1360)	CMDC	Santiago de Cuba	(See 1290 kc)	(1.0-D) (0.5-N)		(III)
(990)	CMAW	Pinar del Rio	(See 800 kc)	(0.25)		II	1370	CMJH	Ciego de Avila	Luis Marauri Mendoza	0.25 (0.5)		IV (III)
1000	CMJG	Camaguey	Cadena Oriental de Radio S. A.	1.0		II	1390	CMBX	Havana	Alberto Alvarez Ferrera	0.25 (0.5)		IV (II)
	CMKW	Santiago de Cuba	Reloj del Aire S. A.	0.25		II	CMKX	Bayamo	Aistides Gervet Villafane	0.25 (0.5) (0.5)		IV (III)	
1010	CMBQ	Havana	Radio Continental CMBQ S. A.	5.0-D 1.0-N		I-B	1400	CMGL	Matanzas	Cadena Oriental de Radio S. A.	0.25		IV
(1020)	CMHF	Camajuan	(See 1040 kc)	(0.1-D)		(II-E)	CMJI	Florida	Dr. Osvaldo Moran Artega	0.25		IV	
							CMKQ	San Luis		0.25		IV	
							CMKT	Holguin		0.5		III	
							1410	CMHC	Santa Clara (Assigned 1480 kc)	1.0-D 0.5-N		III	
							1420	CMCQ	Havana	Andres Martinez	0.25 (1.0)		IV (III)

(Continued on page 476)

Latin American Stations

(Continued from page 475)

Frequency	Call	City	Owner or Operator	Power	DA	Class
1430	CMKZ	Palma Soriano	María Dominguez	0.25		IV
1440	CMJW	Camaguey	Andrés Moran Cisneros	0.25		IV
(1440)	CMGM	Colon		0.25		(IV)
(1450)	CMHL	Sancti Spiritus		(0.25)		(IV)
1460	CMCM	Havana	Cia. Transradio	0.25		III
	CMKQ	San Luis	Columbia S. A.	(0.5)		III-B
	CMGE	Cardenas	Raul de Arms Trompeta	0.5		IV
	CMJO	Ciego de Avila	Genaro Sabater Fox	(0.5)		IV
1480	CMHX	Cienfuegos	Bonifacio Idelfonso Morales	0.25		IV
(1480)	CMHC	Santa Clara	Eugenio Perez Mena	(0.5)		(III)
1490	CMOX	Havana	Cia. Electronica S. A.	0.25		IV
	CMKG	Victoria de las Tunas	Ramon Espinosa Perez	0.25		IV
1520	CMBD	Marianao	Luis Perez Garcia	0.25		II
	CMKT	Holguin	Alfr. O. Sanchez Moregon	0.25		II
			(Moves to 1520 kc 3-11-53)			
1550		Havana		(0.25)		(II)
		Banes		(0.25)		(II)
1560	CMZ	Havana	Ministry of Education	5.0	(DA)	I-B
		Guantanamo		0.25		II
		Banes	(Provisional operation)	0.25		II
(1560)	CMHR	Santa Clara		(10.0)	(DA)	(I-B)
		Sagua la Grande		0.25-D		II
(1570)	CMHR	Sagua la Grande	(Assignment 1560 kc)	0.1-N		II
(1580)	CMJS	Ciego de Avila		(0.25-D)		(II)
1590	CMOA	Havana	Juan Fernandez Duran	0.25		IV
(1590)	CMDF	Manzanillo		(0.25)		(II)
		Holguin		0.25		(II)

DOMINICAN REPUBLIC

610	HI8B	Santiago		1.0		II
620	HI3T	Ciudad Trujillo	J. Arismendi Trujillo	10.0		I-C
790	HIL	Ciudad Trujillo	Joaquin C. Pellicer	0.5		III-B
820	HI9Z	Santiago	Luis F. Moscoso C.	1.0-D		III-B
				0.1-N		
950	HI6	Ciudad Trujillo	Andrés Cordero Puello	0.25		III-B
(1050)	HI1N	Barahona		(0.25)		(II)
1220	HI1N	Ciudad Trujillo	Partido Dominicano	0.75		II
1230	HI1L	Santiago	Joaquin C. Pellicer	0.25		IV
1240	HI9U	Puerto Plata	Luis A. Pelegrin	0.25		IV
(1250)	HI4C	San Francisco de Macoris	Manuel R. Peralta	(1.0-D)		(III-IV)
				(0.1-N)		
1310	HI3V	Bani	Manuel Bello Hijo	0.5		III
(1330)	HI4B	Santiago	Abraham Vanderhorst	0.5		III
1350	HI2	Ciudad Trujillo	Frank Hatton	1.0		III-B
1360	HI3J	San Pedro de Macoris		0.5		III
1380	HI6T	Santiago		1.0-D		III
				0.5-N		
1400	HI3A	Santiago	Expedi Pou	0.25		IV
1400	HI1T	Ciudad Trujillo	Francisco A. Sana-bia	0.2		IV
1440	HI4F	San Francisco de Macoris		1.0-D		III-IV
				0.1-N		
	HI2R	San Cristobal	Luis Alberti	0.25		IV
1490	HI2H	Ciudad Trujillo	Raf. E. Tavarez L.	0.2		IV

HAITI

1300	4VW	Port-au-Prince	Ricardo Widmaier	0.5		
1470	4VGM	Port-au-Prince	Frank C. Magloire	0.4-SH		

JAMAICA

880	ZQI	Kingston	Jamaica Broadcasting Co.	0.5		II
(1180)		Montego Bay		(5.0)		(II)

MEXICO

540	XEWA	S. Luis Potosi, S. L. P.	Cadena Radiodif. Mex. S. A.	150.0	DA-N	I-A
550	XEAF	Tala, Jal.		0.15		IV
	XEKL	Jalapa, Ver.	Carlos Ferraez Matos.	1.0-D		IV
				0.25-N		
	XEPK	La Paz, B. C.		5.0	DA-N	III-A
	XEQW	Merida, Yuc.		0.3		IV
	XEUJ	Uruapan, Mich.	Ignacio Navarro	0.1		IV
560	XEAH	S. Rosalia, B. C.		0.25		IV
	XEAK	Tecate, B. C.		1.0		III-B
	XEOF	Mexico, D. F.		1.0		III-B
570	XELQ	Morelia, Mich.	Francisco Laris Iturbide	1.0		III-B
	XEHC	Monterrey, N. L.		5.0-D		III-B
				0.25-N		
	XEAV	Guadalajara, Jal.	Manuel Lopez Diaz	25.0	DA-N	III-A
	XEDZ	Cordoba, Ver.		1.0-D		III-B
				0.45-N		
	XEHA	Ciudad Camar-go, Chih.	Hugo Pinera Limas	0.5-D		IV
				0.25-N		
	XEMU	Piedras Negras, Coah.	Alfonso L. Bres.	5.0-D		IV
				0.25-N		

Frequency	Call	City	Owner or Operator	Power	DA	Class
590	XEHQ	Hermosillo, Son.	Radio Hermosillo	0.5		III-B
	XEPH	Mexico, D. F.	Cia. Mexico de Radiodif. S. A.	5.0		III-A
	XERT	Reynosa, Tam.	Ignacio Magallon	5.0-D		IV
				0.25-N		
600	XEBB	Acapulco, Gro.		1.0		III-B
	XEDN	Torreón, Coah.	Difusora del Norte S. A.	1.0		III-B
	XEZ	Merida, Yuc.	Jorge L. Palomeque	2.0		III-A
610	XEBX	Sabinas, Coah.	Radiodif. Coahuila S. A.	0.5		III-B
	XEJA	Jalapa, Ver.		1.0-D		III-B
				0.5-N		
	XELR	Veracruz, Ver.		0.1		IV
	XEUJ	Uruapan, Micho.	Ignacio Navarro	0.5		III-B
	XEWZ	Guanajuato, Gto.	Gonzalo Sanchez Gomez	0.25-D		IV
620	XEBU	Chihuahua, Chih.	Roberto O. Stevenson	1.0-D		IV
				0.25-N		
	XEGH	Reynosa, Tam.		0.25-D		III
	XEGO	Progreso, Yuc.		5.0	DA	III-A
	XENK	Mexico, D. F.	Gral. Brig. P. A. F. Proal Pardo	5.0		III-A
630	XEFB	Monterrey, N. L.	Emis. Inc. de Monterrey S. A.	5.0-D		III-B
				0.5-N		
	XEFU	Cosamaloapan, Ver.		2.0-D		III-B
	XEJB	Guadalajara, Jal.	State Government	0.5		III-B
	XETS	Tapachula, Chis.	Napoleon Correa	0.5-D		IV
				0.25-N		
650	XEZM	Zamora, Mich.	La Viz del Comercio de Zamora	1.0-D		II
660	XEAY	Ciudad Delicia, Chih.		0.5-D		II
	XEBZ	Mexico, D. F.	Vocero Mexicano S. A.	0.5	DA-N	II
670	XEGZ	Ciudad Lerdo, Dur.		0.25-D		II
680	XEFJ	Tezuitlan, Pue.		1.0-D		II
	XELG	Leon, Gto.	Radio Impuls. del Centro S. A.	5.0	DA-N	II
690	XEAC	Tijuana, B. C.	Jorge I. Rivera	5.0		I-B
	XEN	Mexico, D. F.	Guillermina P. de Del Conde	5.0		II
700	XEDV	Zapopan, Jal.		0.5-D		II
710	XEON	Tuxtla, Gu-tierrez, Chia.	Enrique Valero	1.0		II
730	XEX	Mexico, D. F.	Radio de Mexico S. A. de C. V.	500.0	DA	I-A
760	XECO	Zapopan, Jal.		0.5-D		II
	XEPK	Pachuca, Hgo.	Radio Publ. de Pachuca S. A.	0.25-D		II
	XETA	Zitacuaro, Mich.	Gabriel Saenz Gutierrez	0.25-D		II
770	XEBB	Santa Barbara, Chih.		0.5-D		II
790	XEBI	Aguascalientes, Ags.	Pedro C. Rivas	1.0-D		IV
	XEFE	Nuevo Laredo, Tam.	Ruberto Villarreal	0.25-N		III-B
				1.0-D		
	XENT	La Paz, B. C.		0.5-N		III-A
	XEPA	Gomez Palacio, Dur.		2.0	DA	IV
				0.25		
	XEST	Saltillo, Coah.		5.0-D		III-B
	XERC	Mexico, D. F.	Radio Popular de Mexico	1.0		III-A
800	XEAN	Ocotlan, Jal.	Radio Ocotlan S. de R. L.	0.25		II
	XEBE	Tijuana, B. C.		0.5-D		II
	XELO	Ciudad Juarez, Chih.	Cia. Radio de Piedras Negras	150.0		I-A
810	XEFW	Tampico, Tam.	Flores y Matinez	50.0-D	DA-N	II
				30.0-N		
820	XEZJ	Cordoba, Ver.	J. Jac. Vda. de Zuniga	1.0-D		II
830	XELA	Mexico, D. F.	Radio Metropolitan S. A.	10.0-D	DA-N	II
				5.0-N		
840	XEBA	Guadalajara, Jal.	Jesus D. Gonzales	0.25-D		II
	XEGB	Coahuacoalcos, Ver.		0.25-D		II
860	XEDU	Durango, Dur.	Carlos C. Armas	1.0-D		II
				0.5-N		
	XEMO	Tijuana, B. C.	Fernando Federico Ferreira	5.0		II
	XEUN	Mexico, D. F.	Universidad Nacional de Mexico	5.0		II
900	XEW	Mexico, D. F.	Cadena Radiodifusora S. A.	250.0		I-A
				0.25		IV
910	XEAO	Mexicali, B. C.	Juan C. Chavez	0.5-D		III-B
	XEMW	Moncioga, Coah.		0.5-D		III-B
920	XEBH	Hermosillo, Son.	Carlos Balderrama	5.0-D		III-B
				1.0-N		
	XEBM	S. Luis Potosi, S. L. P.	Benjamin Briones	5.0-D		III-B
				1.0-N		
	XEGK	Papantla, Ver.		0.25		II
	XELT	Guadalajara, Jal.	Eduardo Reynoso Gonzalez	0.25		IV
	XEMJ	Piedras Negras, Coah.	Jesus L. Elizondo	1.0-D		IV
				0.25-N		
	XEOK	Monterrey, N. L.	Carlos Roa Montes de Oca	0.5-D		IV
				0.25-N		
940	XEBF	Mexicali, B. C.		0.25-D		II
	XEQ	Mexico, D. F.	Radio Panamericana S. A.	150.0-D		I-B
				50.0-N		
				50.0-N		
950	XEGM	Tijuana, B. C.	Gustavo Faist Fernandez	2.5-D	DA-N	III-A
				1.0-N		
960	XEDF	Nuevo Laredo, Tam.	Rafael Tijerina Carranza	5.0-D		III-A
				1.0-N		
	XEHK	Guadalajara, Jal.	Francisco E. Fregoso	0.25		IV
	XEOP	Hermosillo, Son.		0.5		III-B
	XEU	Veracruz, Ver.	Fernando Pazos Sosa	0.5		III-B

(Continued on page 478)

MEXICO

**3RD
LARGEST MARKET
FOR U.S. GOODS**

COVERED

COMPLETELY

BY

RADIO PROGRAMAS DE MEXICO

KNOWLEDGE

of the people and their buying habits.

EXPERIENCE

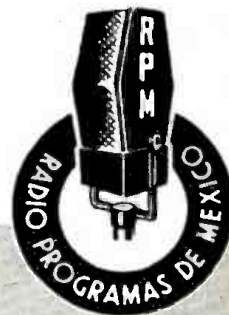
with campaigns of U.S.'s most successful sponsors.

FACILITIES

to reach all Mexico's 26 million consumers and more ... economically.

MEXICO is a *mighty* good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. And today (1951) another 25% boost to \$711 million. Mexico, 3rd largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca-Cola and scores more. They sell Mexico's 26 million consumers through Latin America's most important network—the 94 stations of Radio Programas de Mexico.

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 94 stations of RPM.*



RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

The New Sales Frontier is South

109 BUCARELI STREET, P.O. BOX 1324, MEXICO D.F. MEXICO

Latin American Stations

(Continued from page 476)

Frequency	Call	City	Owner or Operator	Power	DA	Class
870	XEJ	Ciudad Juarez, Chih.	Pedro Meneses Jr.	5.0		III-A
	XEK	Mexico, D. F.	Arturo Martinez	1.0-D 0.5-N		III-B
	XELT	Guadalajara, Jal.	Eduardo Reynoso Gonzalez			III-B
	XEO	Matamoros, Tam.	Can. Maria Gonzalez	0.25		III-B
	XEVV	Villahermosa, Tab.		1.0-D 0.5-N		III-B
	XEHE	Irapuato, Gto.		1.0-D 0.1-N		III-B
880	XEFQ	Cananea, Son.	Pedro L. Diaz	0.5		III-B
	XEHG	Navojua, Son.		1.0-D 0.25-N		IV
	XEJC	Cuernavaca, Mor.	Ed. Jimenez de la Cuesta	0.25		IV
	XETU	Tampico, Tam.	Impuls. Moderna del Radio S. A.	1.0		III-B
	XEXT	Tepic, Nay.	State Government	1.0		III-A
990	XECL	Mexical, B. C.	Alfonso A. Lacarra	5.0		II
	XET	Monterrey, N. L.	El Pregonero del Norte	50.0-D 5.0-N		II
1000	XEOY	Mexico, D. F.	Fomento de Radio S. A.	10.0		I-B
1010	XEDX	El Sauzal, B. C.		0.25-D		II
	XEHL	Guadalajara, Jal.	Radiodif. de Occidente S. A.	10.0-D 5.0-N 5.0-N		II
	XETX	Nuevo Casas Grandes, Chih.	Laureano Molinar Contreras	1.0-D 0.25-N		II
1020	XEQR	Mexico, D. F.	Corp. Mexicana de Radio S. A.	50.0	DA-N	II
1030	XED	Mexicali, B. C.	Carlos Blando	5.0-D 1.0-N	DA-N	II
	XEG	Monterrey, N. L.	La Voz de Norteamerica S. A.	100		I-A
1060	XEDP	Mexico, D. F.	Radio Gobernacion	50.0	DA-N	I-B
1080	XEGY	Tehuacan, Puebla		1.0-D 0.5-N		II
1090	XEHR	Pueblo, Pue.	Manuel R. Canale	0.25		II
	XELB	La Barca, Jal.	Ramon Alvarez Lopez	0.25-D		II
	XERB	Rosarito, B. C.	Interamericana de Radio S. A.	50.0	DA-N	I-B
	XERG	Nuevo Laredo, Tam.	Reynoldo Garza Alvarez	2.5-D		II
1110	XEFL	Rio Bravo, Tam.		0.25-D		II
	XEQB	Mexico, D. F.	Radio Central de Mexico	5.0	DA	II
1120	XETR	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos	1.0-D		II
1130	XEFN	Uruapan, Mich.		0.25-D		II
1140	XEFZ	Monterrey, N. L.		50.0	DA-N	I-B
	XEXO	Nuevo Laredo, Tam.	Julio Santo Coy	50.0		I-B
1150	XEAD	Guadalajara, Jal.	Alejandro Diaz	0.125		IV
	XEJO	Monterrey, N. L.		1.0-D		III
	XEJP	Mexico, D. F.	Radio America S. A.	10.0	DA-N	III-A
	XEJS	Hidalgo del Parral, Chih.	Alfonso Perez Porras	0.5		III-B
1170	XECD	Puebla, Pue.	Roberto Canedo	0.35		II
	XEFD	Rio Bravo, Tam.		2.0-D		II
	XEY	Agascalientes, Ags.		0.5-D		II
1180	XEFR	Mexico, D. F.		1.0-D 0.25-N		II
	XEPK	Pachuca, Hgo.	Radio Publ. de Pachuca	1.0-D 0.25-N		II
1190	XENL	Monterrey, N. L.		1.0-D 0.25-N		II
	XERP	Guadalajara, Jal.		10.0	I-B	IV
1220	XEB	Mexico, D. F.	El Buen Tono S. A.	100.0		I-A
1240	XEBN	Ciudad Delicias, Chih.		0.25		IV
	XEBQ	Empalme, Son.	Roberto Gonzalez Mata	0.5-D 0.25-N		IV
	XECA	Tampico, Tam.		0.25		IV
	XECE	Oaxaca, Oax.		0.25		IV
	XECG	Nogales, Son.		0.25		IV
	XECX	Poza Rica, Ver.		0.25		IV
	XEFP	Reynosa, Tam.		1.0-D		IV
	XEFV	Ciudad Juarez, Chih.	Dario Cordo Rocha	0.25-N		IV
	XEGV	Apatzingan, Mich.		0.25		IV
	XEMQ	Merida, Yuc.	Lazaro Achurra Suarez	1.0-D 0.25-N		IV
	XERZ	Leon, Gto.	Carlos Obregon Padilla	0.25		IV
	XES	Tampico, Tam.	Radio Televisora de Tampico	0.25		IV
	XETC	Torreón, Coah.		0.25		IV
1250	XEAT	Hidalgo del Parral, Chih.	Sucrs. de Jorge Perez	0.25		IV
	XEDK	Guadalajara, Jal.	Manuel Lopez Diaz	1.0		III-B
	XEDL	Hermosillo, Son.	Eufemia Esquer de Vidal	0.5		III-B
	XESJ	Saltillo, Coah.	Froylan Mier Narro	0.5		III-B
	XETF	Veracruz, Ver.	Sucrs. de Jose Rodr. Lopez	0.5		III-B
1280	XEBL	Culiacan, Sin.	Enrique Maxm. Gomez Blanco	1.0-D 0.5-N		III-B
	XEDW	Minatitlan, Ver.	Sucrs. de Hector Silva Canto	0.25		IV
	XEL	Mexico, D. F.	Herdez S. A.	5.0-D 1.0-N		III-B
	XEMF	Monclova, Coah.	Alfonso L. Bres.	0.25		IV
	XEPO	San Luis Potosi, S. L. P.	Alejandro Espinosa Pitman	0.25		IV
	XER	Linares, N. L.	Radio Linares S. A.	0.25		IV
1270	XEAX	Oaxaca, Oax.	Delia Rodriguez de Marquez	0.5		III-B
	XEAZ	Tijuana, B. C.	Fernando Sanchez Mayans	0.5		III-B
	XEFM	Leon, Gto.		0.1		IV
	XEGL	Navajua, Son.	Fausto M. Gomez	0.5		III-B
	XEGW	Acambaro, Gto.		0.25		IV
	XEME	Merida, Yuc.		0.5		III-B
	XEJW	Jalapa, Ver.	Mariano Caraza	0.25		IV
	XEOH	Ciudad Camarogon, Chih.		0.15		IV
	XEZU	Zacapu, Mich.	Guillermo Calzada Cervantes	0.25		IV
1280	XEAG	Cordoba, Ver.	Luz Maria Zuniga de Miguel	1.0		III-B
	XEAW	Monterrey, N. L.	Jesus D. Gonzalez	5.0-D 0.5-N		III-B
	XEBW	Chihuahua, Chih.	Radioemisora del Norte	1.0-D 0.6-N		III-B
	XEE	Durango, Dgo.	Jose Valenzuela	1.0-D 0.25-N		III-B
	XEGJ	Guadalajara, Jal.	Quirino Francisco Gonzalez	0.25		IV
	XELK	Zacatecas, Zac.	Macias y Acevedo	0.25		IV
	XERL	Colima, Col.	J. Roberto Levy	0.25		IV
	XESQ	San Giguél Allende, Gto.		0.1		IV
1290	XEAP	Ciudad Obregon, Son.	Emilio Manzanilla	0.1		IV
	XEDA	Mexico, D. F.	Publ. Com de Mexico S. A.	1.0		III-A
1300	XEGA	San Andres Tuxtla, Ver.		0.5		III-B
	XECQ	Culiacan, Sin.	Radio Culiacan S. A.	1.0-D 0.5-N		III-B
	XEP	Ciudad Juarez, Chih.	Esteban Parra	0.5		III-B
	XESF	Morelia, Mich.	Jose Martinez Ramirez	0.5		III-B
1310	XEAL	La Paz, B. C.		0.5		III-B
	XEBP	Torreón, Coah.	La Voz de la Laguna S. A.	10.0-D 0.25-N		IV
	XEC	Tijuana, B. C.	Luis Enrique Encisco	0.25		IV
	XEFH	Agua Prieta, Son.	Jesus Rodriguez Verdugo	1.0-D		III
	XEHV	Veracruz, Ver.	Sucrs. de Juan A. Palavicini	1.0		III-A
	XEJE	Guadalajara, Jal.	Difusoras de Occidente S. A.	0.25		IV
	XEVH	Valle Hermosa, Tam.		0.25-D		IV
1320	XEAI	Mexico, D. F.	G. N. Medina y Loc. Ag. Ramos	0.5		III-B
	XEJZ	Ciudad Jimenez, Chih.		0.5-D 0.25-N		III
	XERJ	Mazatlan, Sin.	Oscar Perez E.	1.0-D 0.5-N		III-B
	XESR	Santa Rosalia, B. C.		0.5		III-B
	XESY	Magdalena, Son.		0.2		IV
1330	XEBO	Irapuato, Gto.	Alfonso Martinez	0.5		III-B
	XEEA	Salina Cruz, Oax.		0.5		III-B
	XEFC	Merida, Yuc.	Rafael Rivas Franco	0.5		III-B
	XEKS	Elfrain Lopez		0.1		IV
1340	XEAA	Mexicali, B. C.	Consuelo Tonnela King	0.25		IV
	XEBJ	Ciudad Victoria, Tam.	Fernando Elizalde	0.25		IV
	XEBK	Nuevo Laredo, Tam.	Juan Manuel Cortes	0.1		IV
	XECI	Acapulco, Gro.		0.25		IV
	XECJ	Apatzingan, Mich.		0.25		IV
	XECK	Durango, Dgo.		0.25		IV
	XECR	Morelia, Mich.		0.25-D		IV
	XEDH	Villa Acuna, Coah.	Oscar Gonzalez Galindo	0.25		IV
	XEFA	Jalapa, Ver.	Adolfo Alvarez	0.25		IV
	XEJK	Ciudad Delicias, Chih.	Amador Ronquillo Reza	0.25		IV
	XELW	Guadalajara, Jal.	Salvador Galindo de la Torre	0.25		IV
	XEMA	Fresnillo, Zac.	Jose Miguel Acevedo Moya	0.25		IV
	XEMT	Matamoros, Tam.	Severo Garza Saenz	0.25		IV
	XEOM	Coatzacoalcos, Ver.	Daniel Schact Perez	1.0-D 0.25-N		IV
	XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	1.0-D 0.5-N		IV
	XESL	San Luis Potosi, S. L. P.	Guadalupe Delgado Ramirez	0.25		IV
	XEUX	Tuxpan, Nay.	Salvador Hrena Benitez	0.25		IV
1350	XEQK	Mexico, D. F.	Guillermo Morales B.	1.0		III-A
	XETB	Torreón, Coah.	Radio Laguna S. A.	1.0-D 0.25-N		III-B
	XETM	Naco, Son.	Jesus Manuel Franco	1.0		III-B
1360	XEKF	Iguala, Gro.	Rafael Campos Marquina	1.0-D 0.5-N		III-B
	XEON	Tuxtla Gutierrez, Jal.	Enrique Balero Arambula	0.5		IV
	XESA	Culiacan, Sin.	Pablos y Elizalde	0.5		III-B
	XEY	Celaya, Gto.		1.0-D 0.25-N		IV
1370	XEA	Campeche, Camp.	Casanoba Brito	1.0		III-B
	XEDG	Guadalajara, Jal.		0.5		III-B
	XEHF	Nogales, Son.	Gaston Mascarenas	1.0		III-A
	XEMR	Monterrey, N. L.	Enrique Serna Martinez	0.5		III-B
	XETO	Tampico, Tam.	Radio Tiempo S. de R. L. de C. V.	0.25		IV
	XETQ	Orizaba, Ver.	Sucrs. de Francisco Campos H.	0.25		IV

Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class	Fre- quen- cy	Call	City	Owner or Operator	Power	DA	Class
1380	XELF	Nueva Rosita, Coah.		0.25		IV		XENA	Queretaro, Qro.	Ramon Rodriguez Familiar	1.0-D 0.25-N		IV
	XEMX	Mexico, D. F.	Publ. Com. de Mexico S. A.	1.0		III-B		XEPP	Orizaba, Ver.	Radio Impulsora de Orizaba	0.25		IV
	XERK	Tepic, Nay.	Darip Mondragon	0.5		III-B		XERK	Tepic, Nay.	Dario Mondragon	0.1		IV
1390	XEKN	Monclova, Coah.		0.5		III-B		XESZ	Zihuatanejo, Gro.		0.25		IV
	XEM	Chihuahua, Chih.	Pedro Meneses Jr.	0.5		III-B		XEXZ	Zacatecas, Zac.	Manuel Llamas Felix	0.25		IV
	XEOR	Reynosa, Tam.	Cond. S. Vda. de Gonzalez	1.0		III-B		XEYZ	Aguascalientes, Ags.	Luis Chavez Calvillo	0.1		IV
	XERW	Leon, Gto.	Augustin Obregon Padilla	0.25		IV		1460 XEHX	Ciudad Obregon, Son.		0.25		IV
	XETK	Mazatlan, Sin.	Radio Emisores de Occidente	0.5		III-B		XELX	Zitacuaro, Mich.		10.0	DA-N	III-A
	XETL	Tuxpan, Ver.	Calixte Almazan	1.0		III-B		XES	Tampico, Tam.	Difusora Portena S. de R. L.	1.0		III-A
1400	XEAB	Santa Ana, Son.	Alfredo Marin Castro	0.25		IV		XESH	Sabinas, Coah.		1.0-D		III-B
	XEAJ	Navojoa, Son.		0.1		IV		XETU	Tampico, Tam.	Impuls. Moderna del Radio	1.0		IV
	XECN	Progreso, Yuc.		0.25		IV		XEXQ	San Luis Potosi, S. L. P.		0.25		IV
	XECS	Manzanillo, Col.		0.25		IV		XEYC	Ciudad Juarez, Chih.	Ysela Fern. Caball. de Yanez	1.0		III-B
	XEDE	Saltillo, Coah.	Enrique Martinez y Martinez	0.25		IV		1470 XEAU	Tijuana, B. C.	Manuel Acuna Varela	5.0		III-A
	XEDQ	San Andres Tuxtla, Ver.		0.25		IV		XECU	Los Mochis, Sin.	Luis Perez Gomez	0.25		IV
	XEDU	Durango, Dgo.	Carlos C. Armas Tiburcio Ponce	0.25		IV		XEHI	Ciudad Miguel Aleman, Tam.		0.5-D 0.25-N		IV
	XEI	Morelia, Mich.		1.0-D 0.25-N		IV		XESM	Mexico, D. F.	Salvador San Martin	5.0		III-A
	XEJA	Jalapa, Ver.	Adolfo Alvarez	0.1		IV		1480 XEAR	Monterrey, N. L.	Alfonso Flores Lopez	1.0-D 0.5-N		III-B
	XEJF	Nueva Rosita, Coah.		0.5-D 0.15-N		IV		XEFO	Poza Rica, Ver.		5.0-D 0.5-N		III-B
	XEKJ	Acapulco, Gro.	Ramon Ortega Escobedo	1.0-D		IV		1490 XEAQ	Agua Prieta, Son.	Manuel Rodriguez	0.25		IV
	XEMH	Merida, Yuc.	Man. Aranjia Echverria	0.25		IV		XECH	Toluca, Mex.	Rodolfo Llamas	0.25		IV
	XEPF	Ensenada, B. C.	Luis Enrique Encisco	0.2		IV		XECV	Guasave, Sin.		0.25		IV
	XEPO	San Luis Potosi, S. L. P.	Alejandro Espinosa Pitman	0.1		IV		XECW	Veracruz, Ver.		0.1		IV
	XERS	Gomez Palacio, Dgo.		0.25		IV		XEDR	Guaymas, Son.	Sucrs. de Modesto Ortega.	0.5-D 0.25-N		IV
	XESB	Santa Barbara, Chih.	Domingo Salayandia Najera	0.15		IV		XEFF	Mathuala, S. L. P.		0.25		IV
	XESP	San Pedro Tlaquepaque, Jal.	Hermilio Macias Alonso	0.25		IV		XEGS	Cuassave, Sin.	Radio Cuassave S. A.	0.25		IV
	XETO	Tampico, Tam.	Radio Tiempo S. de R. L. de C. V.	0.25		IV		XEGT	Zamora, Mich.	Radio Zamora S. de R. L.	0.25		IV
	XETX	N. Casas Grandes, Chih.	Laureano Molinar Contreras	0.25		IV		XEGU	Huachuquingo, Puebla		0.25-D		III-B
	XEWF	Cuautla, Mor.	Fernando Diaz Enriquez	0.1		IV		XEJR	Hidalgo del Parral, Chih.		0.1		IV
	XEXB	Jalapa, Ver.		0.5-D 0.25-N		IV		XEMH	Merida, Yuc.	Alvaro Barquet Y.	0.25		IV
1410	XEAS	Nuevo Laredo, Tam.	Jose Maria Villarreal	0.25		IV		XEOB	Torreón, Leon		0.25		IV
	XEBS	Mexico, D. F.	Hispano Mexicano S. A.	1.0		III-B		XERA	Chihuahua, Chih.	Red Nacional Radiomisor S. A.	0.25		IV
	XECF	Los Mohis, Sin.	Francisco Perez H.	1.0-D 0.5-N		III-B		XERO	Aguascalientes, Ags.	Radio Hidrotermostopolitana	0.25		IV
1420	XEDS	Mazatlan, Sin.	Alexjandro A. Schober	1.0-D 0.5-N		III-B		XESM	Mexico, D. F.	Salvador San Martin	5.0		IV
	XEF	Ciudad Juarez, Chih.	Jose Carlos Amaya	5.0-D 0.5-N		III-B		XEWG	Ciudad Juarez, Chih.	Carlos Mendez	0.25		IV
	XEFS	Cuernavaca, Mor.		0.25		IV		XEXU	Saltillo, Coah.		0.1		IV
	XEH	Monterrey, N. L.	Radio Tarnava S. de R. L.	1.0		III-A		1500 XERH	Mexico, D. F.	"A. R. S. E." S. A.	5.0-D 0.5-N		II
	XEJC	Cuernavaca, Mor.	Miguel Angel T. Benitez	0.25		IV		1520 XEDB	Tehuacan, Pue.		0.25		III
	XEMS	Matamoros, Tam.		0.25-D		IV		XEGD	Hidalgo del Parral, Chih.		1.0-D		II
	XEWE	Irapuato, Gto.	Felipe Gallardo	0.1		IV		XEHT	Huamantla, Tlax	Alf. Macias y Mario Pardo S.	0.25-D		II
	XEWJ	Tehuacan, Pue.	Jaime Retif Dei Morel	0.25		IV		XEJX	Queretaro, Qro.	Radio Emisora Queretana	0.25-D		II
	XEXX	Tijuana, B. C.	Jose J. Clark, Fern. Fed. Ferrei	2.0		III-A		XENA	Queretaro, Qro.	Ramon Rodriguez Familiar	1.0		II
1430	XEBC	Ciudad Guzman, Jal.	Roberto Chavez Gonzalez	0.25		IV		1540 XENC	Celaya, Gto.	El Heraldo del Bajío	0.25		II
	XECZ	San Luis Potosi, S. L. P.	Radiodif. Mexicana	1.0		III-A		XEQN	Hermosillo, Son.		5.0		II
	XELL	Veracruz, Ver.	Carlos Ferraez Matos	5.0-D 0.25-N		IV		1550 XEBG	Tijuana, B. C.	Octavio B. Lelevier	1.0		II
	XEOX	Ciudad Obregon, Son.	Felipe G. de Leon	1.0-D 0.5-N		III-B		XEML	Mexico, D. F.	Roberto Vallengi Esparza	2.0		II
	XERN	Nueva Rosita, Coah.		0.1		IV		XEXO	Nuevo Laredo, N. L.		50.0	DA-N	I-B
	XEHD	Ciudad Miguel Aleman, Tam.		0.25-D 0.15-N		IV		1560 XEDC	Aguascalientes, Ags.		0.25		II
1440	XEFI	Chihuahua, Chih.	Pregon. del Est. de Chih.	1.0		III-B		XEDD	Monterrey, N. L.		0.5-D		II
	XELZ	Mexico, D. F.	Maria Cardena de Zetina	5.0-D 1.0-N		III-A		XEQZ	Ciudad Cuah-temoc, Chih.		5.0-D 2.0-N		II
1450	XEAM	Matamoros, Tam.	Manuel L. Salinas	0.25		IV		XERX	Salamanca, Gto.	Ernesto Bravo Vargas	1.0-D 0.25-N		II
	XECB	San Luis Rio Colorado, Son.	Carlos Eliando	0.25		IV		1570 XEDI	Queretaro, Que.		1.0-D		II
	XECM	Ciudad Mante, Tam.		0.25		IV		XEGE	Mexicali, B. C.		1.0-D		II
	XECP	Ciudad Victoria, Tam.		0.1		IV		XERF	Villa Acuna, Coah.	Cia. Radiodif. de Coahuila S. A.	50		I-A
	XECT	Ojinaga, Chih.		0.25		IV		1580 XEDM	Hermosillo, Son.	Cia. Radio Pacifico	50.0		II
	XEDJ	Magdalena, Son.	Jesus L. Rochin	0.1		IV		XEGP	Morelia, Mich.		0.5-D		III-B
	XEDY	Merida, Yuc.		0.25		IV		1590 XEGQ	Monterrey, N. L.		5.0	DA-N	III-B
	XEFG	Tecuala, Nay.		0.125		IV		XEKT	Tecate, B. C.		1.0-D		III
	XEFY	Ensenada, B. C.		0.1		IV		XEMC	Mexico, D. F.	Doj. G. Estrada de Ferreiro	5.0		III-A
	XEGC	Saguayo, Mich.	Alberto Barragan Degollado	0.25		IV		XENS	Nogales, Son.		5.0		III-A
	XEGF	Culliacan, Sin.		0.25		IV		1600 XEAE	Villa Acuna, Coah.		5.0		III-A
	XEJM	Monterrey, N. L.		0.25		IV		XEDO	Acapulco, Gro.	Heriberto Guizar Castro	0.5		I-B
	XEJX	Queretaro, Qro.	Radio Emisora Queretara	0.25		IV		XELC	La Piedad, Mich.		5.0-D 1.0-N		III-A

International Broadcasting Stations of the United States

Authorized by FCC as of Dec. 15, 1952

Note: These U. S. shortwave stations, operated under contract by the Government, are programmed by the International Broadcasting Division, Office of International Information, Department of State. (Under the 1953 fiscal year Appropriations Act, private licensees may program their stations up to 25% of the broadcast time.) Frequencies range in the 6-25 mc band.

Call sign	Equipment Installation Number	Power (Watts)	Licensee	Location	Call sign	Equipment Installation Number	Power (Watts)	Licensee	Location																																																																																																												
WABC	(1) 50,000 (2) 50,000 (3) 50,000 (4) 10,000 (5) 50,000 (6) 50,000		Columbia Bcstg. System Columbia Bcstg. System Columbia Bcstg. System Columbia Bcstg. System Columbia Bcstg. System Columbia Bcstg. System	Brentwood, N. Y. Brentwood, N. Y. Brentwood, N. Y. Brentwood, N. Y. Wayne, N. J. Wayne, N. J.	WRUL*	(1) 50,000 (2) 50,000 (3) 50,000 (4) 20,000 (5) 7,000		World Wide Bcstg. Corp. World Wide Bcstg. Corp. World Wide Bcstg. Corp. World Wide Bcstg. Corp. World Wide Bcstg. Corp.	Scituate, Mass. Scituate, Mass. Scituate, Mass. Scituate, Mass. Scituate, Mass.																																																																																																												
KCBR	(1) 200,000 (2) 50,000 (3) 50,000 (4) 100,000 (5) 100,000		Columbia Bcstg. System Columbia Bcstg. System Columbia Bcstg. System Columbia Bcstg. System Columbia Bcstg. System	Delano, Calif. Delano, Calif. Delano, Calif. Delano, Calif. Delano, Calif.	Canadian International Stations <table border="1"> <thead> <tr> <th>Call Letters</th> <th>Licensee and Transmitter Location</th> <th>Freq. in mc</th> <th>Power in Watts</th> </tr> </thead> <tbody> <tr><td>CFCX</td><td>Canadian Marconi Co., Montreal, Que.</td><td>6.005</td><td>75</td></tr> <tr><td>CFRX</td><td>Rogers Radio Broadcasting Co. Ltd., Toronto</td><td>6.07</td><td>1,000</td></tr> <tr><td>CFVP</td><td>Voice of the Prairies Ltd., Calgary, Alta.</td><td>6.03</td><td>100</td></tr> <tr><td>CHNX</td><td>Maritime Broadcasting Co. Ltd., Halifax, N. S.</td><td>6.13</td><td>500</td></tr> <tr><td>CJCX</td><td>Eastern Broadcasters Ltd., Sydney, N. S.</td><td>6.01</td><td>1,000</td></tr> <tr><td>CKRO</td><td>Transcanada Communications Ltd., Winnipeg, Man.</td><td>6.15</td><td>2,000</td></tr> <tr><td>CKRX</td><td>Transcanada Communications Ltd., Winnipeg, Man.</td><td>11.72</td><td>2,000</td></tr> <tr><td>CKFX</td><td>Western Broadcasting Co. Ltd., Vancouver, B. C.</td><td>6.08</td><td>10</td></tr> <tr><td>VEAI</td><td>Edmonton Journal Ltd., Edmonton, Alta.</td><td>6.005</td><td>200</td></tr> <tr><td></td><td></td><td>9.54</td><td>200</td></tr> </tbody> </table>					Call Letters	Licensee and Transmitter Location	Freq. in mc	Power in Watts	CFCX	Canadian Marconi Co., Montreal, Que.	6.005	75	CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto	6.07	1,000	CFVP	Voice of the Prairies Ltd., Calgary, Alta.	6.03	100	CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S.	6.13	500	CJCX	Eastern Broadcasters Ltd., Sydney, N. S.	6.01	1,000	CKRO	Transcanada Communications Ltd., Winnipeg, Man.	6.15	2,000	CKRX	Transcanada Communications Ltd., Winnipeg, Man.	11.72	2,000	CKFX	Western Broadcasting Co. Ltd., Vancouver, B. C.	6.08	10	VEAI	Edmonton Journal Ltd., Edmonton, Alta.	6.005	200			9.54	200																																																																
Call Letters	Licensee and Transmitter Location	Freq. in mc	Power in Watts																																																																																																																		
CFCX	Canadian Marconi Co., Montreal, Que.	6.005	75																																																																																																																		
CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto	6.07	1,000																																																																																																																		
CFVP	Voice of the Prairies Ltd., Calgary, Alta.	6.03	100																																																																																																																		
CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S.	6.13	500																																																																																																																		
CJCX	Eastern Broadcasters Ltd., Sydney, N. S.	6.01	1,000																																																																																																																		
CKRO	Transcanada Communications Ltd., Winnipeg, Man.	6.15	2,000																																																																																																																		
CKRX	Transcanada Communications Ltd., Winnipeg, Man.	11.72	2,000																																																																																																																		
CKFX	Western Broadcasting Co. Ltd., Vancouver, B. C.	6.08	10																																																																																																																		
VEAI	Edmonton Journal Ltd., Edmonton, Alta.	6.005	200																																																																																																																		
		9.54	200																																																																																																																		
WRCA	(1) 50,000 (2) 50,000 (3) 50,000 (4) 50,000 (5) 50,000 (6) 50,000		National Bcstg. Co. National Bcstg. Co. National Bcstg. Co. National Bcstg. Co. National Bcstg. Co. National Bcstg. Co.	Bound Brook, N. J. Bound Brook, N. J. Bound Brook, N. J. Bound Brook, N. J. Bound Brook, N. J. Bound Brook, N. J.	Canadian Broadcasting Corp. Stations <table border="1"> <thead> <tr> <th>Call Letters</th> <th>Licensee and Transmitter Location</th> <th>Freq. in mc</th> <th>Power in Watts</th> </tr> </thead> <tbody> <tr><td>CBNX</td><td>St. John's, Newfoundland.</td><td>5.97</td><td>300</td></tr> <tr><td>CBFW</td><td>Vercheres, Que.</td><td>6.09</td><td>7,500</td></tr> <tr><td>CBFX</td><td>Vercheres, Que.</td><td>9.61</td><td>7,500</td></tr> <tr><td>CBFY</td><td>Vercheres, Que.</td><td>11.705</td><td>7,500</td></tr> <tr><td>CBFZ</td><td>Vercheres, Que.</td><td>15.19</td><td>7,500</td></tr> <tr><td>CBLX</td><td>Vercheres, Que.</td><td>15.09</td><td>7,500</td></tr> <tr><td>CBFA</td><td>Vercheres, Que.</td><td>11.76</td><td>7,500</td></tr> <tr><td>CBFL</td><td>Vercheres, Que.</td><td>11.72</td><td>7,500</td></tr> <tr><td>CBFO</td><td>Vercheres, Que.</td><td>9.63</td><td>7,500</td></tr> <tr><td>CBFR</td><td>Vercheres, Que.</td><td>9.52</td><td>7,500</td></tr> <tr><td>CBRX</td><td>Vancouver, B. C.</td><td>6.16</td><td>150</td></tr> <tr><td>CKOB</td><td>Sackville, N. B.</td><td>6.09</td><td>50,000</td></tr> <tr><td>CKLO</td><td>Sackville, N. B.</td><td>9.63</td><td>50,000</td></tr> <tr><td>CKXA</td><td>Sackville, N. B.</td><td>11.705</td><td>50,000</td></tr> <tr><td>CKXC</td><td>Sackville, N. B.</td><td>15.19</td><td>50,000</td></tr> <tr><td>CKNC</td><td>Sackville, N. B.</td><td>17.82</td><td>50,000</td></tr> <tr><td>CHAC</td><td>Sackville, N. B.</td><td>6.16</td><td>50,000</td></tr> <tr><td>CHLS</td><td>Sackville, N. B.</td><td>9.61</td><td>50,000</td></tr> <tr><td>CHOL</td><td>Sackville, N. B.</td><td>11.72</td><td>50,000</td></tr> <tr><td>CHLA</td><td>Sackville, N. B.</td><td>21.71</td><td>50,000</td></tr> <tr><td>CKEX</td><td>Sackville, N. B.</td><td>11.9</td><td>50,000</td></tr> <tr><td>CKLX</td><td>Sackville, N. B.</td><td>15.09</td><td>50,000</td></tr> <tr><td>CKCS</td><td>Sackville, N. B.</td><td>15.32</td><td>50,000</td></tr> <tr><td>CKRA</td><td>Sackville, N. B.</td><td>11.76</td><td>50,000</td></tr> <tr><td>CKRP</td><td>Sackville, N. B.</td><td>21.6</td><td>50,000</td></tr> <tr><td>CKRZ</td><td>Sackville, N. B.</td><td>6.06</td><td>50,000</td></tr> </tbody> </table>					Call Letters	Licensee and Transmitter Location	Freq. in mc	Power in Watts	CBNX	St. John's, Newfoundland.	5.97	300	CBFW	Vercheres, Que.	6.09	7,500	CBFX	Vercheres, Que.	9.61	7,500	CBFY	Vercheres, Que.	11.705	7,500	CBFZ	Vercheres, Que.	15.19	7,500	CBLX	Vercheres, Que.	15.09	7,500	CBFA	Vercheres, Que.	11.76	7,500	CBFL	Vercheres, Que.	11.72	7,500	CBFO	Vercheres, Que.	9.63	7,500	CBFR	Vercheres, Que.	9.52	7,500	CBRX	Vancouver, B. C.	6.16	150	CKOB	Sackville, N. B.	6.09	50,000	CKLO	Sackville, N. B.	9.63	50,000	CKXA	Sackville, N. B.	11.705	50,000	CKXC	Sackville, N. B.	15.19	50,000	CKNC	Sackville, N. B.	17.82	50,000	CHAC	Sackville, N. B.	6.16	50,000	CHLS	Sackville, N. B.	9.61	50,000	CHOL	Sackville, N. B.	11.72	50,000	CHLA	Sackville, N. B.	21.71	50,000	CKEX	Sackville, N. B.	11.9	50,000	CKLX	Sackville, N. B.	15.09	50,000	CKCS	Sackville, N. B.	15.32	50,000	CKRA	Sackville, N. B.	11.76	50,000	CKRP	Sackville, N. B.	21.6	50,000	CKRZ	Sackville, N. B.	6.06	50,000
Call Letters	Licensee and Transmitter Location	Freq. in mc	Power in Watts																																																																																																																		
CBNX	St. John's, Newfoundland.	5.97	300																																																																																																																		
CBFW	Vercheres, Que.	6.09	7,500																																																																																																																		
CBFX	Vercheres, Que.	9.61	7,500																																																																																																																		
CBFY	Vercheres, Que.	11.705	7,500																																																																																																																		
CBFZ	Vercheres, Que.	15.19	7,500																																																																																																																		
CBLX	Vercheres, Que.	15.09	7,500																																																																																																																		
CBFA	Vercheres, Que.	11.76	7,500																																																																																																																		
CBFL	Vercheres, Que.	11.72	7,500																																																																																																																		
CBFO	Vercheres, Que.	9.63	7,500																																																																																																																		
CBFR	Vercheres, Que.	9.52	7,500																																																																																																																		
CBRX	Vancouver, B. C.	6.16	150																																																																																																																		
CKOB	Sackville, N. B.	6.09	50,000																																																																																																																		
CKLO	Sackville, N. B.	9.63	50,000																																																																																																																		
CKXA	Sackville, N. B.	11.705	50,000																																																																																																																		
CKXC	Sackville, N. B.	15.19	50,000																																																																																																																		
CKNC	Sackville, N. B.	17.82	50,000																																																																																																																		
CHAC	Sackville, N. B.	6.16	50,000																																																																																																																		
CHLS	Sackville, N. B.	9.61	50,000																																																																																																																		
CHOL	Sackville, N. B.	11.72	50,000																																																																																																																		
CHLA	Sackville, N. B.	21.71	50,000																																																																																																																		
CKEX	Sackville, N. B.	11.9	50,000																																																																																																																		
CKLX	Sackville, N. B.	15.09	50,000																																																																																																																		
CKCS	Sackville, N. B.	15.32	50,000																																																																																																																		
CKRA	Sackville, N. B.	11.76	50,000																																																																																																																		
CKRP	Sackville, N. B.	21.6	50,000																																																																																																																		
CKRZ	Sackville, N. B.	6.06	50,000																																																																																																																		
KRCA	(1) 50,000 (2) 50,000 (3) 200,000 (4) 100,000 (5) 100,000		National Bcstg. Co. National Bcstg. Co. National Bcstg. Co. National Bcstg. Co. National Bcstg. Co.	Dixon, Calif. Dixon, Calif. Dixon, Calif. Dixon, Calif. Dixon, Calif.																																																																																																																	
WGEO	(1) 100,000 (2) 50,000 (3) 25,000		General Electric Co. General Electric Co. General Electric Co.	Schenectady, N. Y. Schenectady, N. Y. Schenectady, N. Y.																																																																																																																	
KEGI	(1) 50,000 (2) 100,000		General Electric Co. General Electric Co.	Belmont, Calif. Belmont, Calif.																																																																																																																	
WLWO	(1) 75,000 (2) 50,000 (3) 200,000 (4) 200,000 (5) 200,000 (6) 200,000 (7) 200,000 (8) 200,000		Crosley Corp. Crosley Corp. Crosley Corp. Crosley Corp. Crosley Corp. Crosley Corp. Crosley Corp. Crosley Corp.	Mason, Ohio Mason, Ohio Bethany, Ohio Bethany, Ohio Bethany, Ohio Bethany, Ohio Bethany, Ohio Bethany, Ohio																																																																																																																	
WBOS	(1) 50,000		Westinghouse Radio Stations Inc.	Hull, Mass.																																																																																																																	
KWID	(1) 100,000 (2) 50,000		Associated Bestrs. Inc. Associated Bestrs. Inc.	San Francisco San Francisco																																																																																																																	

Non-Commercial Educational FM Broadcast Stations

December 15, 1952

(* Indicates construction permit only)

City	Call	Licensee	Frequency	Effective Radiated Power	City	Call	Licensee	Frequency	Effective Radiated Power
Tuscaloosa	WUOA	U. of Alabama	91.7 mc	4.8 kw	New Albany	WNAS	School City of New Albany	88.1 mc	10 w
Phoenix	KFCA	Phoenix College	88.5 mc	10 w	New Castle	WYSM	New Castle Henry Townshp Schools	91.1	10 w
Long Beach	KLON	Board of Education	88.1 mc	10 w	Wabash	WSKS	School City of Wabash	91.3 mc	10 w
Los Angeles	KUSC	U. of Southern California	91.5 mc	2.9 kw	Ames	WOI-FM	Iowa State College of Agriculture and Mechanical Arts	90.1 mc	15.5 kw
Oceanside	KOEN	Oceanside-Carlsbad Union High School District	89.7 mc	10 w	Des Moines	KDPS	Independent School District	88.1 mc	1.5 kw
San Diego	KSDS	San Diego Unified School District	88.3 mc	375 w	Waverly	KWAR	Warburg Normal College	89.1 mc	10 w
San Francisco	KALW	San Francisco Unified School District	91.7 mc	1.25 kw	Iowa City	KSUI	State U. of Iowa	91.7 mc	17.5 kw
San Mateo	KCSM	San Mateo Junior College	90.9 mc	10 w	Emporia	KSTP	Kansas State Teachers College	88.7 mc	350 w
Santa Clara	KSCU	U. of Santa Clara	90.1 mc	530 w	Lawrence	KANU	U. of Kansas	91.5 mc	35 kw
Santa Monica	KCRW	Santa Monica School Board	89.9 mc	460 w	Manhattan	KSDB-FM	Kansas State Teachers College	88.7 mc	35 w
Stockton	KCVN	College of the Pacific	91.3 mc	3.4 kw	Ottawa	KTJO-FM	Ottawa U	88.1 mc	10 w
Colorado Spgs.	KRCC	Colorado College	91.3 mc	10 w	Wichita	KMUW	Municipal U. of Wichita	89.1 mc	10 w
Lakeland	WFSI	Florida Southern College	88.1 mc	10 w	Lexington	WBKY	U. of Kentucky	91.3 mc	2.3 kw
Miami	WTHS	Lindsey Hopkins Vocational School, Dade County Board of Public Instruction	91.7 mc	400 w	Louisville	WFPL	Free Public Library	89.3 mc	63 w
Tampa	WTUN	U. of Tampa	88.9 mc	770 w	Louisville	WSDX	Southern Baptist Theological Seminary	90.3 mc	10 w
Winter Park	WPRK	Rollins College	91.5 mc	Baton Rouge	WLSU	Louisiana State U.	91.7 mc	1.8 kw
Atlanta	WABE	Board of Education	90.1 mc	4.8 kw	New Orleans	WBEH	P. G. Beauregard School	89.3 mc	10 w
Chicago	WBEZ	Board of Education	91.5 mc	15 kw	Baltimore	WBJC	Baltimore Junior College	88.1 mc	125 w
Evanston	WNUR	Northwestern	89.3 mc	10 w	Amherst	WMUA	U. of Massachusetts	91.1 mc	10 w
Elgin	WEP5	Board of Education Union School District No. 46	88.1 mc	10 w	Boston	WERS	Emerson College	88.9 mc	330 w
Urbana	WIUC	U. of Illinois	91.7 mc	100 w	Boston	WBUR	Boston U	90.9 mc	20 kw
Evansville	WEVC	Evansville College	91.5	1.9 kw	Boston	WGBH	WGBH Educational Foundation	89.7 mc	16 kw
Greencastle	WGRE	DePauw U	91.7 mc	10 w	Springfield	WEDK	School Committee of Springfield	91.7 mc	10 w
Huntington	WVSH	School City of Huntington	91.9 mc	10 w	Ann Arbor	WUOM	U. of Michigan	91.7 mc	44 kw
Indianapolis	WAJC	Euler U	91.9 mc	10 w	Detroit	WDTR	Board of Education	90.9 mc	2 kw
Muncie	WWHI	Wilson Junior High School	91.5 mc	10 w	East Lansing	WKAR-FM	Michigan State College	90.5 mc	9.7 kw
					Flint	WBEZ	Board of Education	89.9 mc	1.3 kw
					Kalamazoo	WMCR	Western Michigan College of Education	91.1 mc	400 w

City	Call	Licensee	Frequency	Effective Radiated Power	City	Call	Licensee	Frequency	Effective Radiated Power
MINNESOTA					OREGON				
St. Paul	WNOV	Northwest Vocational Institute	89.1 mc	10 w	Eugene	KWAX	State Board of Higher Education	88.1 mc	10 w
MISSOURI					Eugene	KRVM	School District No. 4, Lane County	80.1 mc	400 w
St. Louis	KSLH	Board of Education	91.5 mc	12.5 kw	Oretech	KTEC	Oregon Technical Institute	88.1 mc	10 w
MISSISSIPPI					PENNSYLVANIA				
Meridan	WMMI	Meridan Municipal Junior College	88.1 mc	10 w	Havertown	WHHS	Haverford Township Senior High School	89.3 mc	10 w
NEW JERSEY					Pittsburgh	WDUQ	Duquesne U	91.5 mc	2.75 kw
Newark	WBGD	Board of Education	88.3 mc	20 kw	Philadelphia	WPWT	Philadelphia Wireless Technical Institute	91.7 mc	125 w
South Orange	WSOU	Setan Hall College	89.5 mc	2 kw	Philadelphia	WRTI-FM	Temple U	90.1 mc	10 w
NEW MEXICO					Scranton	WUSV	U. of Scranton	88.1 mc	10 w
Albuquerque	KANW	Board of Education	89.1 mc	350 w	RHODE ISLAND				
NEW YORK					Providence	WPTL	Providence Bible Institute	91.5 mc	3.2 kw
Brooklyn, NYC	WNYE	Board of Education	91.5 mc	20 kw	SOUTH CAROLINA				
Floral Park	WSHS	Sewanaka High School	90.3 mc	350 w	Columbia	WUSC-FM	Extension Division, U. of South Carolina	89.9 mc	10 w
Ithaca	WITJ	Ithaca College	91.7 mc	10 w	TENNESSEE				
New York	WFUV	Fordham U	90.7 mc	3.5 kw	Knoxville	WUOT	U. of Tennessee	91.9 mc	3.4 kw
Syracuse	WAER	Syracuse U	88.1 mc	730 w	Knoxville	WKCS	Fulton High School	91.1 mc	310 w
Springville	WSPF	Board of Education Central School District No. 1 of towns of Concord, Sardinia and Collins (Erle County) and Ashford, Yorkshire and East Otto (Cattaragus County)	88.1 mc	10 w	TEXAS				
NORTH CAROLINA					Ablene	KACQ	Ablene Christian College	91.9 mc	160 w
Troy	WEVR	Veterans Vocational School	91.3 mc	460 w	Dallas	KSMU-FM	Southern Methodist U	89.3 mc	10 w
High Point	WHPS	Board of School Commissioners	89.3 mc	10 w	Dallas	KVTT	Texas Trade School	91.7 mc	780 w
Greensboro	WGPS	Board of Trustees Greensboro City Administrative Unit.	88.9 mc	10 w	El Paso	KVOF-FM	Texas Western College of U. of Texas	88.5 mc	10 w
OHIO					Houston	KUHF	U. of Houston	91.3 mc	9.6 kw
Athens	WOUT	Ohio U	91.5 mc	10 w	Plainview	KHBL	Wayland Baptist College	88.1 mc	10 w
Bowling Green	WBGU	Bowling Green State U	88.1 mc	10 w	Ephraim	KEPH	Snow Branch Junior College	88.9 mc	10 w
Cleveland	WBOE	Board of Education	90.3 mc	10 kw	Logan	KVS*	Utah State Agricultural College	88.1 mc	10 w
Columbus	WOSU-FM	Ohio State U	89.7 mc	14 kw	UTAH				
Delaware	WLSN*	Ohio Wesleyan U	91.1 mc	10 w	WASHINGTON				
Kent	WKSU-FM	Kent State U	88.1 mc	10 w	Seattle	KUOW	U. of Washington	90.5 mc	3.4 kw
Oxford	WMUB	Miami U	88.1 mc	10 w	Tacoma	KTOY	Tacoma School District 10	91.7 mc	3.5 kw
Toledo	WTDS	Board of Education	91.3 mc	730 w	WISCONSIN				
OKLAHOMA					Chilton	WHKW	State Radio Council	89.3 mc	51 kw
Norman	WNAD-FM	State U. of Oklahoma	90.9 mc	7 kw	Coifax	WHWC	State Radio Council	88.3 mc	50 kw
Oklahoma City	KOKB	Board of Education	88.9 mc	7.8 kw	Delafield	WHAD	State Radio Council	90.7 mc	52 kw
Shawnee	KGBQ*	Oklahoma Baptist U	89.9 mc	10 w	Highland	WHSA	State Radio Council	89.9 mc	50 kw
Tulsa	KWGS	U. of Tulsa	90.5 mc	1.1 kw	Township	WHLA	State Radio Council	90.3 mc	39 kw
					Holeman	WHHI	State Radio Council	91.3 mc	50 kw
					Iowa County	WHHI	State Radio Council	88.7 mc	9.3 kw
					Madison	WHA-FM	State Radio Council	91.9 mc	114 kw
					Wausau	WHRM	State Radio Council		

U.S. AGENCIES DEALING WITH RADIO

U. S. GOVERNMENT AGENCIES DEALING WITH RADIO

EDITOR'S NOTE: Because of the changing Administration and heavy personnel cuts in many government agencies, many listings below have been subject to continuing change in recent months. Presidential appointees as well as others in top positions not covered by civil service are affected. Broadcasters may check with the division or branch listed below for proper routing. Complete FCC listing may be found on page 28.]

EXECUTIVE OFFICE OF THE PRESIDENT

White House
1600 Pennsylvania Ave., N. W.
Tel.: National 3-1414

The White House Office: Assistant to the President, Sherman Adams. Special Assistant to the President (in charge of Congressional Liaison), Gen. Wilton Persons. Special Counsel, Thomas E. Stephens. Secretary to the President, Arthur H. Vandenberg Jr. Press Secretary, James C. Hagerty. Assistant Press Secretary, Murray Snyder. Administrative Assistants: Gabriel Hauge, Emmet J. Hughes.

Office of the Telecommunications Advisor to the President: Haraden Pratt, Assistants, Fred Alexander, William Plummer.

National Security Resources Board, 17th & Pennsylvania Ave., N. W., Tel.: STerling 3-4700. Chairman, Jack Gorrie. Executive Assistant to the Chairman, Robert Renville.

Office of Defense Mobilization, 17th & Pennsylvania Ave., N. W., Tel.: Executive 3-3300. Director, Henry Fowler. General Counsel, Charles H. Kendall. Public Information Officers, Scott Hershey, Lee Schooler.

ATOMIC ENERGY COMMISSION

1901 Constitution Ave., N. W.
Tel.: STerling 3-8000

Division of Information Services: Director, Morse Salisbury, Chief, Shelby Thompson. Radio-Visual Branch—Chief, Charter Heslep.

DEPT. OF AGRICULTURE

14th St. & Independence Ave., N. W.
Tel.: REpUBLIC 7-4142

Secretary, Ezra Taft Benson.

Office of Information: Director, R. L. Webster. Deputy Directors, Maurice L. DuMars, James H. McCormick. Assistant Director (for Information in charge of Radio-TV), Kenneth Gopen. (for information in charge of press relations and special publica-

tions) Harold Lewis. TV information Specialists, Alice Skelsky, Robert L. Cron. Supervisor of Network Programming, Jack H. Towers. Director of Individual Station Relations, James D. Looper.

DEPT. OF COMMERCE

14th & Constitution Ave., N. W.
Tel.: STerling 3-9200

Secretary: Sinclair Weeks.

Director of Office of Publications Management: Donald R. Burgess. Director of Public Information, Nils A. Lennartson. Deputy Director of Information, Henry Scharer. Assistant Information Officer, Alfred Pulcary. Chief News Section, Harry Weiss.

Census Bureau (Tel.: LUdlow 4-3000): Director, R. W. Burgess. Deputy Director, A. Ross Eckler. Assistant Directors, Howard C. Grieves, Dr. Conrad Taeuber. Information Assistant to the Director, Frank M. Wilson. Information Specialists, Armand Von Struve, Conrad Shamel.

National Bureau of Standards (Tel.: EMerson 2-4040): Director, A. V. Astin. Assistant to the Director (Director of Office of Scientific Publications), Hugh Odishaw. Director of Technical Reports (information office), William Tilley. Chief, Central Radio Propagation Labs., Newbern Smith. Chief, Electronics Division, J. G. Reid Jr.

National Production Authority (GAO Bldg., 5th & G St., N. W.): Acting Administrator, H. B. Mayo. Office of Public Information: Director, Paul Jordan. Electronics: Betty Clark. Construction: Richard Dier. Textile, Leather & Specialty Equipment Branch—Acting Assistant Administrator, C. W. Potter. Electronics Products Division: Acting Chief, Donald S. Parris. Production Branch (equipment and component sections)—Director, R. D. Parker. Personnel, Bernard Joseph, James McDaniel, George Henyan, H. G. Butterfield, Lee Dulin. Programs & Requirements Branch—Don Parris. Industrial Expansion Division: Director, George E. Meyer. Facilities & Construction Bureau: Director, Stephen W. Burns; Deputy, Henry Cassell. Pulp, Paper Div. (newsprint): Director, H. G. Natwick. Consumer Goods Div.: Director, G. Harrison Echols.

Civil Aeronautics Administration (Tel.: STerling 3-9200): Chief, Airspace Utilization Branch (Formerly Aids & Hazards Section), L. R. Wright. Director, Office of Aviation Information, Ben Stern.

U. S. Weather Bureau: Chief, Radio-TV Unit, James C. Fidler.

DEFENSE PRODUCTION ADMINISTRATION

New GAO Bldg., 5th & G St., N. W.
Tel.: STerling 3-5200

Administrator: Henry H. Fowler; Acting Administrator, Ralph S. Trigg. Assistant Administrator for Production & Distribution Controls, William C. Truppner. Director of Policy Development, George M. Steiner. General Counsel, Charles H. Kendall. Office of Public Information: Director, Edward K. Moss; Radio-TV Director, Nora Hampton; Electronics, Virgil Hassler, Sam Morris; Construction, William Digges.

Office of Production: Deputy Administrator, William L. Campbell. Electronics Production Board: Chairman, Richards W. Cotton. Facilities Review Board: Olaf K. Tackle. Conservation Division: Director, Howard Conoley.

Office of Program & Requirements: Deputy Administrator, Ralph S. Trigg. Defense Materials Policy Committee: Executive Director, Morris V. Rosenbloom. Construction Division (Industrial Expansion): Director, L. Gordon Walker. Production Division: Director, Collis Stocking. Materials Review Division: Director, John P. Morgan.

Office of Construction & Resources Expansion: Deputy Administrator, James F. King. Operations Division: Director, Everett F. Sheats. Program Division: Director, J. B. Wyckoff.

Office of Progress Evaluation: Deputy Administrator, Malcolm Catlin. Military Production Staff: Acting Chief, Theodore A. Janssen.

Office of Labor: Assistant Administrator, Joseph Keenan. Manpower Staff: Acting Director, F. M. Aaronson.

DEPT. OF DEFENSE

Pentagon Bldg.
Tel.: Liberty 5-6700

Secretary: Charles Erwin Wilson. Special Aide: Hugh Dean.

Office of Public Information: Director, Andrew Berding. Deputy Assistant, Osgood Roberts. Assistant to the Director, Philip F. Hines. Administrative Officer, John Carland.

Radio-TV Branch: Chief, Charles Dillon. Executive Assistant, Maxwell Marvin. Chief, TV Section, Maj. Clarke Thornton (Army), Lt. Michael Marlow (Air Force), Joseph Pascuito. Chief, Radio Section, Howard Hayes, Lt. George Miner Jr. (Navy). Women's Recruiting Activities, Lt. Comdr. Ruth Tjden.

Press Branch: Chief, C. H. Schooley. Deputy, Joseph R. Flynn. Executive Assistants, Edward Cottrell, Comdr. David Bryce (Navy), Lt. Col. D. R. Searles (Air Force), Col. John Gab-

bert (Marine Corps).

Dept. of Air Force: Secretary, Harold Talbott. Public Relations Office: Director, Brig. Gen. Sory Smith; Executive Director, Lt. Col. George Carter; Deputy Director, Col. Arno H. Luehman.

Dept. of the Army: Secretary, Robert Ten Broeck Stevens. Office of Public Information: Director, Maj. Gen. Floyd R. Parks. Radio-Television Branch: Chief, Col. Edward M. Kirby; Executive Officer, Lt. Col. Tom Matthews; Assistants, Capt. Ben Miller, Capt. Pat Mower, Lt. Carl Zimmerman.

Dept. of the Navy: Secretary, Robert Anderson. Office of Public Information: Chief, Rear Adm. Louis Parks; Deputy Chief, Capt. E. W. Parish; Special Deputy, Capt. Walter Karig; Director, Comdr. Slade O. Cutler; News Branch Director, Lt. Comdr. Robert J. Monahan. Radio-TV Branch: Director, Lt. Comdr. S. J. Worcom. Editorial Branch: Director, Lt. Frank E. Coghlan.

Marine Corps (Arlington Annex, Navy Dept.): Division of Public Information: Director, Brig. Gen. Vernon J. McCaul; Assistant Director, Col. Raymond F. Crist Jr. Radio-TV Branch: Head, Maj. Theodore Curtis. Press Branch, Maj. John L. Hampton. Munition Board: Chairman, John D. Small. Electronics Division: Chief, Col. Clifford Poutrie.

Research & Development Board: Chairman, Walter Whitman. Chairman, Electronics Committee, Henry Randall.

ECONOMIC STABILIZATION AGENCY

4th St. & Adams Drive, S. W.
Tel.: STerling 3-0187

Office of Public Information: Charles Holstein; Sol Panitz, radio-TV.

Ops Office of Public Information (Sterling 3-4200): Director, W. M. McCleanahan. News Division: Director, William E. Hughes; Assistant, Dorothy Rigdon. Programs Division (Radio-TV, visual materials): Director, Richard A. Zinn; Director, Radio-TV-Film Branch, Nathan Colwell. Chief, Trade Publications, Walter H. McDonald.

Office of Rent Stabilization OPT: Director, John Leonard; Assistant, Max Shnet.

Salary Stabilization Board (Federal Security Bldg., STerling 3-4200): Office of Public Information—Director, William Haggard; Deputy Assistant, Paul Ferris.

Wage Stabilization Board (Federal Security Bldg., STerling 3-4200): Office of Public Information—Director, Phil Feck; Assistant, Jack Espey.

(Continued on page 482)

U. S. Agencies
(Continued from page 481)

FEDERAL CIVIL DEFENSE ADMINISTRATION
Gelmarc Towers,
1930 Columbia Rd., N. W.
Tel.: HUDSON 3-5500

Acting Administrator: James B. Wadsworth.
Information Office: Director, John DeChant. Deputy Director, Hal Goodwin.
Audio-Visual Division: Acting Director, Steve McCormick. Sections: Radio, Television, Motion Pictures, News & Photos; personnel, Ches Spurgeon, Howard Johnson, Fred Ayer, Fred Murkland.

Warning & Communications Division: Director, William Talbot.

FEDERAL SECURITY AGENCY
4th St. & Independence Ave., S. W.
Tel.: EXECUTIVE 3-3600

Administrator: Oveta Culp Hobby.
Office of Publications & Reports: Director, Zilpha C. Franklin.
Other Offices: Foods & Drug Administration, Office of Education, Office of Vocational Rehabilitation, Public Health Service, Social Security Administration.

FEDERAL TRADE COMMISSION
6th St. & Pennsylvania Ave., S. W.
Tel.: EXECUTIVE 3-6800

Members: Chairman, James Mead Comrs., Anthony Carretta, John Carson, Lowell B. Mason, Stephen Spingarn.
Office of Public Information: Duncan Price.

GENERAL SERVICES ADMINISTRATION

GSA Bldg.
F Between 18th & 19th Sts., N. W.
Tel.: EXECUTIVE 3-4900

Office of Public Information & Reports: Director, Joseph C. Cohen.

DEPT. OF JUSTICE

9th & Pennsylvania Ave., N. W.
Tel.: REpublic 7-8200

Attorney General: Herbert Brownell
Office of Public Information: G. Frederick Mullen; Leo Cadison.

DEPT. OF LABOR

14th & Constitution Ave., N. W.
Tel.: EXECUTIVE 3-2420

Secretary: Martin P. Durkin.
Office of Public Information: Director, Herbert Little. Assistant Director, John W. Leslie. Administrative Assistant to Director, Mary Brown.

NATIONAL LABOR RELATIONS BOARD

815 Connecticut Ave., N. W.
STERling 3-7373; REpublic 7-7500

Members: Chairman, Paul M. Herzog. Comrs., John M. Houston, Abe Murdock, Paul L. Styles, Ivar H. Peterson.

Office of Public Information: Director, Louis G. Silverberg. Assistant Director, Jay E. Shanklin.

SECURITIES & EXCHANGE COMMISSION

425 2d St., N. W.
Tel.: STerling 3-7600

Members: Chairman, Donald C. Cook; Richard B. McIntyre, Paul R. Rowen, Clarence Adams, J. H. Rossbach.
Secretary of the Commission and Director of Information: Orville L. DuBois.

DEPT. OF STATE

21st & Virginia Ave., N. W.
Tel.: REpublic 7-5600

Secretary: John Foster Dulles.
Assistant Secretary of State for Public Affairs: Carl W. McCordle. Undersecretary (Administration), Donald Lourie.

International Information Administration: Administrator, Dr. Wilson Compton. Deputy Administrator, Reed Harris. Special Assistants to the Administrator, Antonio Micocci, Harold D. Hynds. Director of Congressional & Public Information, Ben G. Crosby.

International Broadcasting Services (IA-Voice of America): Director, Alfred H. Morton. Comptroller, Robert J. Frances. Policy Advisor, Edwin Kretzman. Chief, Division of Radio Facilities Operation, James S. Thompson. Chief, Division of Radio Program Operations, Alfred H. Fuhman. Chief, Division of Radio Program Evaluation, Leo Lowenthal. Chief, Division of Radio Facility Plans & Development, George Herick. Washington Representative for the Director, Sidney Sulkin. Chief, Washington Programming, John F. Hogan. (Also see Voice of America Fact Sheet page 397.)

International Press & Publications: Chief, Charles Arnot. Deputy Assistant, Joseph M. Sitrick.

Radio, Television & Visual Media Branch: Acting Chief, John P. Meagher. Assistant, Peter Smith.

International Motion Pictures Division (Films and Kinescopes): Herbert T. Edwards.

Transportation & Communications Office (Telecommunications): Chief, Francis Coit deWolf. Associate Chief, Harvey Afterman. Assistant Chiefs, John S. Cross, Cecil G. Harrison, Arthur Lebel, T. H. E. Nesbitt. Special Assistant to the Chief, Helen Kelly.

TECHNICAL COOPERATION ADMINISTRATION

333 Third St., N. W.
Tel.: REpublic 7-7435
Administrator: Stanley Andrews.
Office of Information & Reports: Director, Paul Duncan. Chief of Planning & Production, Hernando Silva. Radio-Television Officer, Daniel J. Scherer.

DEPT. OF TREASURY

(U. S. Savings Bond Division)
Washington Bldg.
15th St. & New York Ave., N. W.
Tel.: EXECUTIVE 3-6400

Secretary: George M. Humphrey.
National Chairman: Vernon D. Clark; National Director, Merrill Predmore.
Advertising Section: Chief, Edmund J. Linehan; Radio Manager, Harry Gatton; Television Manager, Edwin I. Herbert.

Public Liaison: Chief, John Koepf.
Coast Guard OPI: Director, Capt. Leon Morine.

VETERANS ADMINISTRATION

Vermont Ave. & H St., N. W.
EXECUTIVE 3-4120

Administrator: Carl R. Gray Jr.
Office of Public Information: Director, A. W. Woolford. Associate Director, Frank Hood. Assistant Director, Radio-TV Division, Bernard Posner. Assistant Director, News, Lawrence George.

Canadian Broadcasting Corporation Executives and Staff

BOARD OF GOVERNORS

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Dean Adrien Pouliot, Quebec, P.Q.
Professor J. A. Corry, Kingston, Ont.
Dr. G. Douglas Steel, Charlottetown, P.E.I.
W. H. Phillips, Ottawa, Ont.
Frederick J. Crawford, Toronto, Ont.
Jesse P. Tripp, Oxbow, Sask.
Mrs. Mary E. Farr, Victoria, B.C.
Gordon A. Winter, St. John's, Nfld.
Roy J. Fry, Winnipeg, Man.

OTTAWA

Victoria Bldg., 140 Wellington St., Ottawa, Ont.
P. O. Box 806, Ottawa, Ont.

Donald Manson, General Manager
H. M. Palmer, Executive Assistant
G. W. Richardson, Executive Assistant
F. W. Savignac, Executive Assistant—Legal
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
R. E. Keddy, Secretary to Board of Governors

MONTREAL

Radio Canada Bldg.,
1425 Dorchester St. West, Montreal, P.Q.
P. O. Box 6000, Montreal

J. Alphonse Oulmet, Assistant General Manager
M. Carier, Executive Assistant
R. P. Landry, Director, Personnel and Administrative Services
C. E. Stiles, Assistant Director, Personnel and Administrative Services
K. M. Kelly, Supervisor of Personnel and Welfare
G. G. Dupre, Supervisor of Central Registries
J. R. Sampson, Administrative Officer, Montreal
V. A. Nagle, Administrative Assistant
J. A. Lapointe, Administrative Assistant

TORONTO

(National Program Office)
354 Jarvis St., Toronto 5, Ont.
P. O. Box 500, Toronto, Ont.

Ernest L. Bushnell, Director-General of Programs
C. Jennings, Assistant Director General of Programs
I. Dilworth, Director of Program Production
H. J. Boyle, Program Director, Trans-Canada Network
H. G. Walker, Manager, Dominion Network
R. S. Lambert, Supervisor of School Broadcasts
A. K. Morrow, Supervisor of Farm & Fisheries Broadcasts
N. M. Morrison, Supervisor of Talks & Public Affairs
D. C. McArthur, Chief News Editor
W. H. Brodie, Supervisor of Broadcast Language
W. J. Dunlop, Supervisor of International Exchange and Institutional Broadcasts
E. W. Jackson, Traffic Manager
Elizabeth D. Long, Women's Interests
A. E. Powley, Supervisor of Special Events
H. E. S. Hamilton, Supervising Engineer (Network)

COMMERCIAL DIVISION

354 Jarvis St., Toronto 5, Ont.
P. O. Box 500, Toronto, Ont.

W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager
W. H. Clark, Senior Sales Representative
W. G. Carpentier, Sales Representative
J. Kennedy, Sales Representative (Television)
Miss Anne Bergin, Supervisor of Commercial Acceptance and Production

J. Crawford, Asst. Sales Representative
Arthur Barr, Sales and Commercial Traffic
H. F. Chevrier, CBC Statistician

PRESS AND INFORMATION SERVICE

National Office
354 Jarvis St., Toronto 5, Ont.
P. O. Box 500, Toronto, Ont.

Ron C. Fraser, Director, Press and Information
Robert S. Bryden, Assistant to the Director, Press & Information Services
T. C. Fairley, Editor, CBC Times (Eastern)
W. C. Walls, Press & Information Representative
R. Chaput, Supervisor of Publications
Peter Meggs, Manager, Information Bureau
Miss Marjorie C. Beaton, Reference Librarian

REGIONAL P. & I. OFFICES

100 Sackville St., Halifax, N.S.
P. O. Box 175, Halifax, N.S.

Ken C. Homer, Press and Information
Radio Canada Bldg.
1425 Dorchester St. W., Montreal, Que.
P. O. Box 6000, Montreal, Que.

Jean Saint-Georges, Supervisor of Press & Information (French)
Robert Elie, Editor, CBC Times (French)

300 Manitoba Telephone Bldg., Winnipeg, Man.
C. E. L'Ami, Press & Information Representative.
701 Hornby St., Vancouver, B.C.

W. G. Clark, Press & Information Representative
Radio Canada Bldg.
1425 Dorchester St. W., Montreal, Que.
P. O. Box 6000, Montreal, Que.

J. M. Reynolds, Press & Information Representative (International Service)

BROADCAST REGULATIONS DIVISION

354 Jarvis St., Toronto 5, Ont.
P. O. Box 500, Toronto, Ont.

Geo. R. Young, Manager, Broadcast Regulations
R. Kerr, Food and Drug Continuity Clearance

STATION RELATIONS DIVISION

Geo. R. Young, Director, Station Relations
I. M. Ritchie, Program Distribution.

ENGINEERING DIVISION

Radio Canada Bldg.
1425 Dorchester St., Montreal, Que.
P. O. Box 6000, Montreal, Que.

G. W. Olive, Director General of Engineering
W. G. Richardson, Assistant to Director General of Engineering
J. E. Hayes, Assistant to Director General of Engineering
D. G. McKinstry, Chief Architect
W. A. Nichols, Plant Engineer
N. R. Olding, Operations Engineer
R. E. Santo, Transmission and Development Engineer
E. C. Stewart, Co-ordinator of Engineering Projects and Services
G. G. Yull, Supervisor of Stores
M. D. Peterkin, Purchasing Agent

STAFF MAGAZINE "RADIO"

354 Jarvis St., Toronto 5, Ont.
P. O. Box 500, Toronto, Ont.

V. F. Segee, Editor

REGIONAL OFFICES

Newfoundland Region, St. John's, Nfld.
P. O. Box E5372, St. John's, Nfld.

Wm. Galgay, Regional Representative

Maritime Region, United Service Bldg.
100 Sackville St., Halifax, N.S.
P. O. Box 175, Halifax, N.S.

W. E. S. Briggs, Maritime Regional Representative
H. M. Smith, Regional Engineer (CBA, Sackville, N. B.)

S. R. Kennedy, Regional Program Director and Station Manager (CBH Halifax, N. S.)
L. B. MacDonald, Station Manager (CBI, Sydney, N. S.)

Quebec Region, Radio Canada Bldg.
1425 Dorchester St. W., Montreal, Que.
P. O. Box 6000, Montreal, P.Q.

Marcel Oulmet, Director of French Network
B. Lafleur, Supervisor of Talks and Public Affairs (French)

A. Berube, Supervisor of Farm and Fisheries Broadcasts (French)
G. Lamarche, Supervisor of School Broadcasts (French)

D. E. McGill, Program Director (CBM, Montreal)
Maurice Valliquette, Commercial Manager (French)
M. Goudrault, Supervisor of Station Relations (Quebec)

Ontario Region, 354 Jarvis St., Toronto 5, Ont.
P. O. Box 500, Toronto, Ont.

D. C. Claringbull, Manager, Personnel and Administrative Services
Walter Anderson, Supervisor of Program Clearance
H. Z. Palmer, Assistant Program Director, Trans-Canada Network

R. W. McGill, Program Director (CJBC, Toronto)
E. Misener, Supervisor of Music Library and Copyright Clearance

H. Hilliard, Supervising Engineer (Toronto Area)
M. L. Poole, Manager (CBE, Windsor, Ont.) (Security Bldg., Windsor, Ont.)

C. P. Wright, Manager (CBO, Ottawa, Ont.) (Chateau Laurier Hotel, Ottawa, Ont.)

Prairie Region,
300 Manitoba Telephone Bldg., Winnipeg, Man.
P. O. Box 3004, Winnipeg, Man.

James R. Finlay, Regional Representative
J. N. Mogridge, Station Manager (CBK-CBW, Watrous, Sask., and Winnipeg, Man.)

R. D. Cahoon, Regional Engineer
R. L. Horley, Sales Representative
Dan E. Cameron, Manager for Alberta (CBX, Edmonton, Alta.)

(Macdonald Hotel, Edmonton, Alta.)

British Columbia Region
701 Hornby St., Vancouver, B.C.

Kenneth Caple, B. C. Regional Representative
F. B. C. Hilton, B. C. Regional Engineer
H. W. Paulson, Sales Representative

CBC INTERNATIONAL SERVICE

Radio Canada Bldg.
1425 Dorchester St. W., Montreal, Que.
P. O. Box 6000, Montreal, P.Q.

J. Desy, Director General, International Service

CBC OVERSEAS OFFICE

c/o BBC, 200 Oxford St., London W.1, England
Andrew G. Cowan, European Representative
Matthew Halton, European Correspondent

NEW YORK OFFICE

Canadian Broadcasting Corp.
c/o United Nations,
New York City, N.Y., U.S.A.
Miss Dorothy Fletcher

TELEVISION

Radio Canada Bldg.
1425 Dorchester St. W., Montreal, Que.
P. O. Box 6000, Montreal, Que.

Aurele Seguin, Director of Television, Montreal
Toronto
354 Jarvis St., Toronto 5, Ont.
P. O. Box 500, Toronto, Ont.

Fergus Mutrie, Director of Television, Toronto

SERVICES RELATED TO THE BUSINESS OF BROADCASTING

ASSOCIATIONS AND COMMITTEES

ACADEMY OF TELEVISION ARTS & SCIENCES—Hollywood Athletic Club Bldg., 6525 Sunset Blvd., Hollywood 28, Calif. Tel.: Hemstead 8942. *Officers:* Hal Roach Jr., president; Charlie Ruggles, first vice president; Don Federson, second vice president; Betty Mears, secretary; Ernest Felix, treasurer; Isabelle Pantone, recording secretary; Mildred Beach, secretary to treasurer; Bob Pelgram, corresponding secretary.

ADVERTISING ASSN. OF THE WEST—425 Bush St., San Francisco 8. Tel.: Garfield 1-6868. *Officers:* Arthur E. House, Portland, Ore., president; Chas. W. Collier, executive vice president; Marie B. Carlton, office manager.

ADVERTISING COUNCIL Inc.—25 West 45th St., New York 36. Tel.: Luxemburg 2-1520. *Officers:* Howard J. Morgens, Procter & Gamble Co., chairman; Louis N. Brockway, Leo Burnett, Frank Stanton, vice chairmen; Frederic R. Gamble, secretary; Paul B. West, treasurer; Theodore S. Reppier, president; Allan M. Wilson, George P. Ludlam, vice presidents; Maxwell Fox, public relations director; Gordon C. Kinney, radio director; Mrs. L. S. Schwartz, Chicago representative; Robert Coleson, Hollywood representative. Washington office: 1200 18th St., N. W. Tel.: Sterling 9153. Chicago office: 203 North Wabash Ave. Tel.: Randolph 6-1753. Hollywood office: 1680 North Vine St. Tel.: Granite 7166. San Francisco office: 425 Bush St. Tel.: Garfield 1-6868.

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York 36. Tel.: Bryant 9-0430. *Officers:* Robert M. Gray, chairman of the board; E. G. Borton, president.

ALLIED STATES ASSN. OF MOTION PICTURE EXHIBITORS—1346 Connecticut Ave., N. W., Washington 6, D. C. Tel.: Dupont 7-7400. *Officers:* Abram F. Myers, chairman of board and general counsel; Wilbur Snaper, president; John M. Wolfberg, secretary; Ben Marcus, treasurer; Stanley D. Kane, recording secretary.

AMERICAN ASSN. OF ADVERTISING AGENCIES—420 Lexington Ave., New York. Tel.: Lexington 2-7980. *Officers:* John P. Cunningham, Cunningham & Walsh, chairman of the board; Frederic R. Gamble, president; Henry M. Stevens, J. Walter Thompson Co., vice-chairman; Harold Cabot, Harold Cabot & Co., secretary-treasurer; Frank G. Silvernail, BBDO, chairman, Committee on Radio & Television Broadcasting; Walter Craig, Benton & Bowles,

chairman, Committee on Radio & Television Production; Richard L. Scheidker, vice president; Richard Turnbull, vice president.

AMERICAN INSTITUTE OF TELEVISION MFRS.—Sheraton Bldg., Washington, D. C. Tel.: Sterling 3-2408. W. R. Robichaud, executive secretary.

AMERICAN MARKETING ASSN.—1525 East 53rd St., Chicago 15. Tel.: Museum 4-5267. *Officers:* Gordon A. Hughes, president; Ewald T. Grether, Harold P. Alspaugh, William F. O'Dell, vice presidents; Ira D. Anderson, secretary; Charles W. Smith, treasurer.

AMERICAN NEWSPAPER PUBLISHERS ASSN.—370 Lexington Ave., New York 17. Tel.: Murray Hill 5-2000. *Officers:* Charles F. McCahill, *Cleveland News*, president; George C. Biggers, *Atlanta Journal*, vice president; Richard W. Slocum, *Philadelphia Bulletin*, secretary; W. L. Fanning, Westchester County Publishers, White Plains, N. Y., treasurer; Cranston Williams, general manager. Chicago Office: 360 N. Michigan Ave., Chicago 1. Tel.: Franklin 2-3746. George N. Dale, manager.

AMERICAN RADIO RELAY LEAGUE—38 LaSalle Rd., West Hartford 7, Conn. *Officers:* Goodwin L. Dosland, president; F. E. Handy, vice president; Wayland M. Groves, vice president; D. H. Houghton, treasurer; A. L. Budlong, secretary.

AMERICAN WOMEN IN RADIO & TELEVISION, Grand Central Terminal Bldg., New York. Tel.: Murray Hill 9-8520. *Officers:* Doris Corwith, NBC, New York, president. Dorothy Fuller, WBET, Brockton, Mass. (East); Elizabeth E. Marshall, WBEZ, Chicago (Central); Alice Friberg, WCYB, Bristol, Va. (South); Mollie Morse, KFMB, San Diego (West), vice presidents. Jane Dalton, WSPA, Spartanburg, S. C., secretary-treasurer. Betty Chapin, executive secretary.

ASSN. OF CANADIAN ADVERTISERS—Federal Bldg., Toronto 1. Tel.: Empire 3-8046. *Officers:* H. T. Venning, Shirriff's Ltd., president; John O. Pitt, Canadian Fairbanks-Morse Co., executive vice president; R. E. Sewell, Coca-Cola Ltd., vice president, treasurer. Vice presidents: Robert E. Day, Bulova Watch Co.; R. R. McIntosh, General Foods; M. M. Schneckenburger, House of Seagram; John M. Maldrum, National Carbon. Athol McQuarrie, general manager; John A. M. Galilee, secretary. Directors: T. M. Atkinson, Canadian Industries Ltd.; D. C. Bythell, Trans-Canada Air Lines; G. C. Clarke, Standard Brands; T. G. Ferris,

Household Finance Corp. of Canada; E. T. Gater, Sterling Drug; J. G. Hagey, B. F. Goodrich Rubber Co.; Hugh E. Kent, Bromo-Seltzer Ltd.; J. W. Lawrence, Borden Co.; J. J. McGill, Tuckett Ltd.; Armand Pambrum, Molson's Brewery.

ASSN. OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS—1216 Wyatt Bldg., Washington 5, D. C. Tel.: Metropolitan 8-4477. James C. McNary, president; Frank G. Kear, vice president; Frank H. McIntosh, secretary; T. A. M. Craven, treasurer.

ASSN. OF NATIONAL ADVERTISERS Inc.—235 Madison Ave., New York 17. Tel.: Oregon 9-4940. *Officers:* J. Ward Maurer, Wildroot Co., chairman of the board; Ben R. Donaldson, Ford Motor Co., vice chairman; Paul B. West, president; Cy Norton, vice president; M. L. McElroy, vice president; I. W. Digges, vice president and counsellor; Peter W. Allport, secretary.

AUDIT BUREAU OF CIRCULATIONS—123 N. Wacker Drive, Chicago 6. Tel.: Central 6-7994. *Managing director:* James N. Shryock. Branch: 330 W. 42nd St., New York 18. Tel.: Longacre 3-2322; William F. Hoffmann, manager. (Newspaper and periodical circulation audit service.)

BRAND NAMES FOUNDATION—37 West 57th St., New York 19. Tel.: Plaza 9-8425. Henry E. Abt, president; William R. Sands, director of media relations.

BROADCAST ADVERTISING BUREAU—270 Park Ave., New York 17. Tel.: Murray Hill 8-4020. William B. Ryan, president.

BUREAU OF ADVERTISING, of American Newspaper Publishers Assn.—570 Lexington Ave., New York 22. Tel.: Plaza 9-6262. Stuart M. Chambers, chairman of the board.

CANADIAN ASSN. OF BROADCASTERS—Main office 108 Sparks St., Ottawa. Tel.: 3-4036. Sales Branch—37 Bloor Street West, Toronto, Ont. Tel.: Princess 3729. *Officers:* T. J. Allard, general manager; T. A. Evans, secretary-treasurer; Pat Freeman, sales manager; Joseph Sedgwick, Q. C. Guy Roberge, general counsel; D. Malcomb Neill, Fredericton, chairman of the board. *Directors:* E. Finlay Macdonald, Halifax, N. S.; D. Malcolm Neill, Fredericton, N. B.; Dr. Charles Houde, New Carlisle, P. Q.; W. A. Speers, Winnipeg; E. A. Rawlinson, Prince Albert; H. G. Love, Calgary; F. H. Elphicke, Vancouver; R. Snelgrove, Barrie; Henry Lepage, Quebec; J. A. Dupont, Montreal; K. D. Soble, Hamilton.

CLEAR CHANNEL BROADCASTING SERVICE—Shoreham Bldg., Washington, D. C. Tel.: Executive 3-0255. *Officers:* Ward L. Quaal, director; Edwin W. Craig, WSM Nashville, chairman; Harold Hough, WBAP Fort Worth, treasurer; Reed T. Rollo, counsel; Norma C. MaDan, secretary. *Executive Committee:* Edwin W. Craig, WSM; Victor A. Sholis, WHAS Louisville; Harold Hough, WBAP Fort Worth; James Shouse, WLW Cincinnati; William Fay, WHAM Rochester.

DIRECT MAIL ADVERTISING ASSN. Inc.—17 E. 42d St., New York 17. Tel.: Vanderbilt 6-1479. Lester Suhler, *Look* and *Quick* magazines, president; Howard S. Mark, Robert Simpson Co. Ltd., Toronto, Ont., Canadian vice president; Lawrence G. Chait, Time Inc., N.Y., American vice president; May O. Vander Pyl, Advertising Letter Service, Detroit, secretary; Herbert Buhrow, McGraw-Hill Book Co., N.Y., treasurer; Frank Frazier, executive director; Albert F. Slattery, assistant to executive director.

ELECTRONICS MFRS. ASSN. Inc.—575 Madison Ave., New York 18. Tel.: Murray Hill 8-0345. David Wald, DeWald Radio, president; Sol W. Gross, Tele-Tone Radio Corp., vice president; I. A. Mitchell, United Transformer Corp., vice president; Allen Bernstein, Adams Laboratories Inc., secretary; Irving Golin, University Loud-Speakers Inc., treasurer; Moses Shapiro, general counsel.

FAIR TV PRACTICES COMMITTEE—50 Broad St., New York City 4. Tel.: Digby 4-2923. Jerome W. Marks, chairman; James J. Mahoney, vice chairman. Opposes theatre TV and subscription TV.

FEDERAL COMMUNICATIONS BAR ASSN.—1022 Munsey Bldg., Washington, D. C. *Officers:* Arthur W. Scharfeld, president; Fred W. Albertson, first vice president; Vincent B. Welch, second vice president; John C. Spearman, secretary; Charles F. Duvall, treasurer. *Executive Committee:* Officers ex officio and Corwin R. Lockwood Jr., Joseph F. Zias, Vernon L. Wilkinson, George O. Sutton, Leonard H. Marks, Clyde S. Bailey. Delegate to American Bar Assn., William A. Porter.

FINANCIAL PUBLIC RELATIONS ASSN.—231 S. LaSalle St., Chicago 4. Tel.: State 2-5547. Preston E. Reed, executive vice president.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION—Ohio State U., Columbus 10, Ohio. Tel.: University 3148, Ext. 280. I. Keith Tyler, director; Jamie A. Cope, secretary.

(Continued on page 484)

Services Related to Broadcasting

(Continued from page 483)

INSTITUTE OF RADIO ENGINEERS Inc.—1 E. 79th St., New York 21. Tel.: Regent 7-9600. *Officers:* D. B. Sinclair, president; H. L. Kirke, vice president; W. R. G. Baker, treasurer; Haraden Pratt, secretary; Alfred N. Goldsmith, editor.

JOINT TECHNICAL ADVISORY COMMITTEE—(Institute of Radio Engineers, Radio-Television Mfrs. Assn.)—1 E. 79th St., New York 21. *Officers:* Ralph Brown, chairman; A. V. Loughren, vice chairman; Lloyd V. Berkner, D. G. Fink, John V. L. Hogan, D. D. Israel, I. J. Kaar, P. F. Siling; L. G. Cumming, non-member secretary.

NATIONAL APPLIANCE & RADIO-TV DEALERS ASSN.—1141 Merchandise Mart, Chicago 54. Tel.: Michigan 2-5505. *Officers:* Mort Farr, president; H. B. Price Jr., P. S. Urner, vice presidents; M. E. Brunderman, secretary; K. J. Stucky, treasurer; A. W. Bernsohn, managing director; J. A. Cobhey, general counsel; Norman K. Brahmstedt, director member services.

NATIONAL ASSN. FOR BETTER RADIO & TELEVISION—882 Victoria Ave., Los Angeles 5. Tel.: Whitney 4245. *Officers:* Mrs. Clara S. Logan, president; Dr. Richard Atkinson, first vice president; Dr. Lee deForest, second vice president; Mrs. Victor Roberts, secretary; Gertrude M. Blackstock, treasurer.

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS—2500 Municipal Bldg., New York City 7. Graydon Ausmus, president; Burton Paul, vice president; Frank Schooley, treasurer; James Miles, executive director.

NATIONAL ASSN. OF MANUFACTURERS—14 W. 49th St., New York. Tel.: Circle 5-6600. *Officers:* William J. Grede, Foundries Inc., chairman of the board; Charles R. Sligh Jr., president; Earl Bunting, managing director; Noel Sargent, secretary; Kenneth R. Miller, treasurer; John T. Thacher, vice president in charge of public relations; G. W. (Johnny) Johnstone, director, radio and television dept., public relations div.

NATIONAL ASSN. OF RADIO FARM DIRECTORS—Mal Hansen, WOW Omaha, president; Jack Jackson, KCMO Kansas City, vice president; Frank Atwood, WTIC Hartford, secretary-treasurer.

NATIONAL ASSN. OF RADIO & TELEVISION BROADCASTERS—1771 N St., NW, Washington 6, D. C. (See index for separate departmental listing.)

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Tel.: Murray Hill 6-3535. *Officers:* Charles W. Watts, chairman of the board; Warren C. Agry, vice chairman; Kenneth B. Willson, president; Allan E. Backman, executive vice president.

NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE USA, Broadcasting & Film Commission—220 Fifth Ave., New York 1. Tel.: Oregon 9-2968. *Officers:* Ronald Bridges, executive director; Wesley B. Goodman, assistant to executive director; Arthur W. Rhinow, business manager of films; Albert Crews, director of radio and television; John Gunn, director of radio production; John Baird, director of TV production; Arthur Austin, supervisor of special events; Charles H. Schmitz, broadcasting training director; Rachel Bowers, acting director of promotion. Hollywood Office: 5746 Sunset Blvd., Hollywood 28, Calif. Tel.: Hillside 7464. Oren W. Evans, director.

NATIONAL ELECTRICAL MFRS. ASSN.—155 E. 44th St., New York 17. Tel.: Murray Hill 2-1500. L. G. Hall, Stackpole Carbon Co., president; A. F. Metz, Okonite Co., treasurer; Arthur A. Berard, Ward Leonard Electric Co.; J. L. Busey, General Electric Co.; J. W. Corey, Reliance Electric & Engineering Co.; W. A. Elliott, Elliott Co., and Hoyt Post Steele, Benjamin Electric Mfg. Co., vice presidents.

NATIONAL EXHIBITORS THEATRE TELEVISION COMMITTEE—1501 Broadway, New York. Tel.: Chickering 4-1200. Charles H. Fabian, chairman. Washington office—Suite 518, 1625 I St. NW. Phone Sterling 3-5880; Marcus Cohn, general counsel.

NATIONAL RETAIL DRY GOODS ASSN.—100 W. 31st St., New York 1. Tel.: Chickering 4-8780. *Officers:* Lew Hahn, president emeritus; George Hansen, president; J. Gordon Dakins, general manager and treasurer; Howard P. Abrahams, manager, Sales Promotion Division. Office: Kass Bldg., Washington, D. C. Tel.: National 3680; John C. Hazen, manager.

PROPRIETARY ASSN.—810 18th St., N. W., Washington 6, D. C. Tel.: National 8-1914. *Officers:* Dr. Frederick J. Cullen, Washington, D. C., executive vice president; E. T. T. Williams, Lambert Co., St. Louis, president; A. K. Barta, secretary-treasurer, Washington, D. C.

RADIO & TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION—1585 Ponce de Leon Ave., N. E., Atlanta 6, Ga. Tel.: Crescent 6431. Dupree Jordan, associate director.

RADIO PIONEERS—1440 Broadway, New York 18. Tel.: Longacre 4-8000. *Officers:* J. R. Poppele, president; P. W. Morency, first vice president; Arthur B. Church, Martin Campbell, Raymond Guy, O. H. Caldwell, Charles A. Wall, vice presidents; Samuel R. Dean, secretary; James E. Wallen, treasurer.

RADIO & TELEVISION EXECUTIVES SOCIETY—420 Lexington Ave., New York 17. Tel. Lexington 2-3988. *Officers:* Robert W. Sarnoff, president; Fritz Snyder, first vice president; G. W. Johnstone, second vice president; Claude Barrere, secretary; S. R. Dean, treasurer; Elizabeth Clarkson, executive secretary.

RADIO-TELEVISION MFRS. ASSN.—777 14th St., N. W., Washington 5, D. C. Tel.: National 8-3902. *Officers:* A. D. Plamondon Jr., Indiana Steel Products Co., chairman of the board and president; James D. Secrest, executive vice president; Leslie F. Muter, Muter Co., treasurer; Glen McDaniel, general counsel. *Vice presidents:* John W. Craig, Crosley Division; R. E. Carlson, Tung-Sol Electric Inc.; R. G. Zender, Lenz Electric Mfg. Co.; H. J. Hoffman, Machlett Labs.; Arie Liberman, Talk-A-Phone Co. Headquarters Staff: Peter H. Cousins, information director; Ray S. Donaldson, attorney; Albert Coumont, service coordinator; Ralph M. Haarlander, assistant secretary; William F. E. Long, director of statistics; Anna M. Chase, office manager.

RADIO-TELEVISION MFRS. ASSN. OF CANADA—159 Bay St., Toronto, Ont. Tel.: Empire 3-1531. A. B. Hunt, president; S. D. Brownlee, executive secretary; C. A. Pollock, vice president and chairman of Receiver Division; S. G. Paterson, vice president and chairman of Technical Products Division; J. R. Longstaffe, vice president and chairman of Parts Division; E. Olsen, chairman, Engineering Committee; G. B. Elliott, chairman Service Committee.

RADIO-TELEVISION NEWS DIRECTORS ASSN.—Tom Eaton, WTIC Hartford, president; Jim Byron, WBAP Fort Worth, vice president; Sheldon Peterson, KLZ Denver, treasurer.

STATION REPRESENTATIVES ASSN.—101 Park Ave., New York 17. Tel.: Murray Hill 5-4141. *Officers:* Joseph J. Weed, president; Eugene Katz, vice president; Adam J. Young Jr., secretary; William

Weldon, treasurer; Robert D. C. Meeker, Joseph Timlin, Russell Woodward, directors; T. F. Flanagan, managing director.

THEATRE NETWORK TELEVISION INC.—515 Madison Ave., New York 22. Tel.: Plaza 3-3465. Nathan L. Halpern, president.

THEATRE OWNERS OF AMERICA—1501 Broadway, New York 36. Tel.: Lackawanna 4-5314. *Officers:* Mitchell Wolfson, president; Charles P. Skouras, chairman of the board; J. J. O'Leary, treasurer; Max A. Connett, secretary; Walter Reade Jr., John Rowley, national vice presidents; Dick Pitts, executive assistant; Herman M. Levy, general counsel.

UNITED NATIONS RADIO—Dept. of Public Information, United Nations, New York 17. Tel.: Plaza 4-1234. *Officers:* Assistant Secretary General, Benjamin Cohen; Prin. Director, Tor Gjesdal; Director, Radio Division, Peter Aylen; Deputy Director, Radio Division, Carlos Garcia-Palacios; Chief of Production, W. Gibson Parker; Supervisor of Special Projects, Norman Corwin; Senior Broadcast Engineer, Arthur E. Barrett; Chief, Central Radio Services, Hugh Williams; Chief, English Language Service, Gerald Kean; Coordinator, U. S. Station Relations, Dorothy Lewis.

WESTERN ASSN. OF BROADCASTERS—c/o CJCA Edmonton, Alta. G. Gaetz, CJCA Edmonton, president. *Directors:* W. Rea, CKNW New Westminster, B. C.; H. Crittenden, CKCK Regina, Sask.; J. Craig, CKX Brandon, Man.

COLLEGE NETWORK

INTERCOLLEGIATE BROADCASTING SYSTEM—2808 Erie St., S. E., Washington 20, D. C. Tel.: Ludlow 2-7210; 706 Sanders Ave., Schenectady 2, N. Y. Tel.: Schenectady 3-6028. *Executive Officers:* George Abraham, president; David W. Borst, operations manager; Herbert B. Barlow, engineering director; Richard H. Crompton, station relations manager.

COMMUNICATIONS CARRIERS

AMERICAN TELEPHONE & TELEGRAPH Co. (Long Lines Dept.)—32 Avenue of the Americas, New York 13. Tel.: Exchange 3-9700. *Officers:* H. T. Killingsworth, vice president; A. F. Jacobson, director of operations.

BELL TELEPHONE LABS.—463 West St., New York 14. Tel.: Chelsea 3-1000.

CANADIAN NATIONAL TELEGRAPHS—347 Bay St., Toronto 1, Ont. Tel.: Waverly 6071. *Officers:* J. R. White, general manager; D. H. Hawley, chief of commercial operations; A. E. Allen, supervisor of broadcast services.

GLOBE WIRELESS Ltd. — 141 Battery St., San Francisco, Calif. Tel.: Exbrook 2-6181. *Officers*: R. Stanley Dollar, president; R. H. Andersen, Walter P. Boatwright, J. D. Hopkins, William H. Phillips, R. Stanley Dollar Jr., vice presidents.

INTERNATIONAL TEL. & TEL. Corp.—67 Broad St., New York 4. Tel. Bowling Green 9-3800. William H. Harrison, president and director.

MACKAY RADIO & TELEGRAPH CO. (AC&R)—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. *Officers*: Adm. William F. Halsey, chairman of board; Ellery W. Stone, president; F. L. Henderson, executive vice president; J. A. Kennedy, vice president and general counsel; B. B. Tower, vice president and controller; L. N. Anderson and C. R. McPherson, vice presidents; C. E. Scholz, vice president and chief engineer; E. H. Price, vice president, Marine Division; Robert D. Merrill, vice president, commercial department; J. T. Chatterton (San Francisco), Morgan Heiskell (Paris), A. C. Jorgensen (Tangier), Gordon Kern (Stuttgart, Germany), and Leroy Spangenberg (New York), vice presidents; J. F. Gibbons, general attorney; O. C. Buchanan, treasurer; R. M. Scribner, secretary.

PRESS WIRELESS Inc. — 1475 Broadway, New York. Tel.: Bryant 9-5030. William J. McCambridge, president and treasurer; Bernard P. E. Wolbarst, vice president; A. G. Greany, secretary; T. J. Reilly, assistant treasurer.

RCA COMMUNICATIONS — 66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers*: Harry C. Ingles, president; Eidney Sparks, vice president, Commercial Activities, Program and Photo Transmission Service; F. H. Goring, N. Y.; H. E. Austin, San Francisco.

WESTERN UNION TELEGRAPH Co.—60 Hudson St., New York 13. Tel.: Worth 2-7300. *Officers*: Walter P. Marshall, president; T. B. Gittings, public relations and sales vice president; H. P. Corwith, development and research vice president; S. M. Barr, plant and engineering vice president; J. Z. Millar, director of research; F. B. Bramhall, transmission research engineer; W. B. Sullinger, radio research engineer; L. G. Pollard, communications electronic research engineer.

CONSULTANTS ALLIED ARTS

AMERICAN RADIO PUBLICATIONS Inc.—119A N. Wahsington St., Peoria 2, Ill. Tel.: 4-3262. Rex G. Howard, president; S. C. Zinser, treasurer; Olive M. Howard, secretary. (Civil Defense Manual.)

BLACKBURN HAMILTON Co.—Washington Bldg., Washington 5, D. C. Tel.: Sterling 3-4341. Tribune Tower, Chicago; Tel.: Delaware 7-2755. 235 Montgomery St., San Francisco 4; Tel.: Exbrook 2-5672. Media brokers. *Officers*: James W. Blackburn, partner; Ray V. Hamilton, partner.

BOOZ, ALLEN & HAMILTON—135 South La Salle St., Chicago 3. Tel.: Financial 6-1900. New York: 285 Madison Ave., New York 17. Tel.: Oregon 9-1900. San Francisco: 235 Montgomery St., San Francisco 4. Tel.: Yukon 2-2480. Philadelphia: 1401 Walnut St., Philadelphia 2. Tel. Locust 4-5555. Washington: 1625 Eye St., NW, Washington 6. Tel. Executive 3-5212. Detroit: 3075 Penobscot Bldg., Detroit 26. Tel.: Woodward 1-1900. Minneapolis: Northwestern Bank Bldg., Minneapolis 2. Tel.: Lincoln 1116. Los Angeles: 523 West Sixth St., Los Angeles 14. Tel.: Trinity 3215. *Partners*: James L. Allen, James C. Olson, Edward J. Burnell, John L. Burns, Sherrill A. Parsons, Stuart M. Campbell, Stanley M. Humphrey, Harry W. Knight, Stewart M. Lowry, William C. Eldridge, Arnold F. Emch, Joseph M. Kubert, Perry Addleman, Charles P. Bowen, Robert Wise, John W. Pocock, Robert M. Browning, George F. Hamson, Edwin L. Morris, Alfred J. Gagnon, Philip Donham, Lloyd E. Wilkinson, Lawrence L. Ellis, Ralph E. Smiley, F. Newton Parks, James A. Newman, Robert I. Hale, H. Ferris White, Clyde C. Seney, John P. Gallagher, William S. Powell, Ralph W. Jones.

RUDY BRETZ — Croton-on-Hudson, N. Y.; Tel.: Croton 1-3478. (Television consultant.)

BROADCAST MANAGEMENT SERVICES CO., 17 E. 48th St., New York 17. Tel.: Plaza 5-1127. *Officers*: Edward C. Lobdell, president—licensee; Bernard Roberts, general manager. A national employment service (for radio and television stations dealing exclusively in essential staff personnel.)

BROADCAST SERVICE BUREAU Inc. — 1025 Vermont Ave., N. W., Washington 5, D. C. Tel.: National 7808. C. B. Collins, president; (FCC Broadcast Rules and Standards with amendment service.)

CARL H. BUTMAN — National Press Bldg., Washington, D. C. Tel.: National 8-7846. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

DAVID DARRIN — 1710 G St., N.W., Washington, D.C. Tel.: Republic 7-0645-Ext. 501 (General Consultant on Equitism, national and world economy)

REUBEN H. DONNELLEY Corp.—350 East 22d St., Chicago 16. Tel.: Victory 2-3232. *Officers*: Gaylord Donnelley, chairman of the board; David L. Harrington, president and chairman of the executive committee; Curtiss E. Frank, executive vice president and general counsel; Albert M. Andersen, executive vice president; Harold P. Harper, vice president; Donald R. Arnold, vice president; Harry W. Warner, secretary-treasurer. (Services: Trade paper publishers, contest judging, premium mailing and packaging, classified telephone directory publishers, house-to-house distribution, store service direct mail advertising, mailing lists.)

LYLE KENYON ENGEL—1 East 42d., N. Y. 17. Tel.: Murray Hill 2-8322.

THE FAUGHT COMPANY Inc.—342 Madison Ave., New York 17. Tel.: Murray Hill 7-1171. Millard C. Faught, president.

HOWARD S. FRAZIER — Bond Bldg., Washington 5, D. C. Tel.: National 8-2173. Howard S. Frazier. (Television and radio management consultants; broadcaster's executive placement service.)

MICHAEL R. HANNA—Savings Bank Bldg., Ithaca, N. Y. Tel.: 4-6301. (AM, FM, TV management consultant.)

A. LEWIS KING—551 Fifth Ave., New York 17. Tel.: Murray Hill 2-8276. (Television and broadcast advertising consultant.)

McKIBBEN & PELLETIER—325 Market St., Kittanning, Pa. Tel.: 43-1381. (Management and technical consultants.)

McKINSEY & CO.—60 E. 42d St., New York 17. Tel.: Murray Hill 7-3123. *Partners and principals*: Horace G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, Howard C. Adams, Ewing W. Reilley, Gerald L. Murphy, E. Everett Smith, Gilbert H. Clee, Phillip S. Babb, Paul Roberts, Richard D. Elwell, Carl T. Hoffman. Office: 75 Federal St., Boston 10; Tel. Hubbard 2-9626; Stanley L. Balmer, Arthur T. Caruso. Office: 1625 I St. NW, Washington 6; Tel.: Metropolitan 8-6688; John J. Corson. Office: 208 South La-Salle St., Chicago 4; Tel.: Randolph 6-6980; Harrison A. Roddick, C. Coy Honsaker Jr. Office: 235 Montgomery St., San Francisco 4; Tel.: Garfield 1-3638; John G. Neukom, William H. Dennick. Office: 612 South Flower St., Los Angeles 17. Tel.: Madison 6-3201; Forrest Wallace.

GEORGE McKITTRICK & Co.—108 Fulton St., New York 38. Tel.: Barclay 7-4829. Branch office: 185 N. Wabash St., Chicago 1. Tel.: State 2-8911. (Publishes *McKittrick's Geographical and Classified Directory of Advertisers and Advertising Agency list.*)

PHILIP MERRYMAN & ASSOC.—114 State St., Bridgeport, Conn. Tel.: Bridgeport 5-4144.

NATIONAL REGISTER PUBLISHING Co. Inc.—130 W. 42nd St., New York 36. Tel.: Longacre 4-1710. *President*: R. W. Ferrel. *General manager*: C. H. Brown. Branch: 333 N. Michigan Ave., Chicago; Tel.: Randolph 6-5744; manager, A. J. Crane. (Publishes *Standard Advertising Register* services, listing national advertisers, agencies and their personnel.)

TED NELSON ASSOCIATES — 730 Fifth Ave., New York 19, Tel.: Circle 6-8470. *Owner*: Ted Nelson. *Radio directors*: Richard Diamond, Perry Bruskin, Charles Duran. *Account executive*: Nathan Fields. (Radio consultants, radio packages, radio advertising agency.)

M. S. NOVIK—Room 500, 300 W. 23d St., New York 11. Tel.: Algonquin 5-4385. (Public service radio consultant.)

FRED A. PALMER Co.—6800 N. High, Worthington, Ohio. Tel.: Franklin 2-7346. Fred A. Palmer, president. (Radio management consultant.)

PIKE & FISCHER—Dupont Circle Bldg., Washington 6, D.C. Publishers of Pike & Fischer *Radio Regulation*. (FCC rules, amendments, decisions, and related radio and television, documentary service.)

MERRITT R. SCHOENFELD & Co.—520 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-0818. Merritt R. Schoenfeld, president; Lewis G. Green, vice president; R. Hall Adams, secretary-treasurer.

WILLIAM J. SCRIPPS ASSOCIATES—286 S. Woodward St., Birmingham, Mich. Principals: William J. Scripps, Walter Duschinsky. (Telecommunications consultants; legal, tax, economic, finance, insurance, market research services; foreign representation.)

TRADE-WAYS INC.—285 Madison Ave., New York. Tel.: Oregon 9-3070. William H. Lough, president and treasurer. (Marketing counsellors specializing in sales training.)

GEORGE R. TURPIN & ASSOCIATES—P. O. Box 802, Fort Worth 1. Tel.: Fortune 7453. George R. Turpin, president; Perry Hilleary, general manager; Billie Stroud, J. Lee Johnson, associate managers. (Regional sales campaigns and giveaway shows for radio and TV stations.)

CLIFFORD YEWDALL—154 W. 14th St., New York 1. Tel.: Chelsea 2-4843. Branches: 11 S. La-Salle St., Chicago. Tel.: Randolph 6-7575. Sharp Bldg., Lincoln 8,

(Continued on page 486)

Services Related to Broadcasting

(Continued from page 485)

Neb. Tel.: 2-3135. (Accountant specializing in radio.)

FREQUENCY MEASURING SERVICES

WILLIAM W. L. BURNETT RADIO LABORATORY—4814 Idaho St., San Diego 4, Calif. Tel.: Talbot 4943. William W. L. Burnett, engineer in charge.

CAMBRIDGE THERMIONIC CORP.—445 Concord Ave., Cambridge 38, Mass. Tel.: Trowbridge 6-2800. Clarence Cheney.

COMMERCIAL RADIO MONITORING CO.—P. O. Box 7037, Kansas City 2. Tel.: Jackson 5302. Robert F. Wolfskill, manager; Walter H. Campbell, chief engineer, and Wm. L. Blakeley, in charge of frequency measurements. L. J. N. du TREIL & ASSOC.—204 Homedale Ave., New Orleans 24. Tel.: Audubon 3525-0917.

CLAUDE M. GRAY—P. O. Box 602, Birmingham, Ala. Tel.: 2-3570.

HUTTON MONITORING SERVICE—Rockwell and Westchester Aves., Catonsville 28, Md. Tel.: Catonsville 9078. J. W. Hutton, owner.

INTERNATIONAL MONITORING SERVICE—1103 N. Road, Belmont, Calif. Special representative—A. C. Stewart, 277 Fulton St., San Francisco.

PRECISION FREQUENCY SERVICE—1426 S. Flower St., Santa Ana, Calif. Tel.: Kimberly 2-2117. John R. Schick, engineer.

RCA COMMUNICATIONS INC.—66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president; Sidney Sparks, vice president for commercial activities; Frank Flood, manager of special services. Branch: Riverhead, L. I., N. Y.; Tel.: 2290; E. C. Rundquist, manager. Branch: San Francisco, 28 Geary St. Tel.: Garfield 4200. H. E. Austin, vice president and manager.

SOUTHWEST FREQUENCY MEASUREMENTS—P. O. Box 4114, Austin, Tex. Tel.: 7-2904. Marion T. Hill, engineer in charge.

T & T RADIO MEASUREMENTS Co.—2557 Atlantic Ave., Long Beach 6, Calif. Tel.: Long Beach 4-2015. Night phone: Long Beach 4-8408. Jay E. Tapp.

VAN NOSTRAND RADIO ENGINEERING SERVICE—339 Leland Terrace NE, Atlanta 6, Ga. Tel.: Dearborn 4774.

MARTIN R. WILLIAMS—7401 E. 14th St., Indianapolis 19, Ind. Tel.: Blackstone 0388; Market 3326.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS—20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.

MUSIC LICENSING GROUPS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS' (ASCAP)—575 Madison Ave., New York 22. *Officers:* Otto A. Harbach, president; Oscar Hammerstein II, vice president; Paul Cunningham, secretary; Louis Bernstein, treasurer; A. Walter Kramer, assistant secretary; Donald Gray, assistant treasurer. *Board of Directors:* Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker, Howard A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen,

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York 36. Tel.: Plaza 7-1800. *Officers:* Carl Haverlin, president; Sydney M. Kaye, vice president & general counsel; Charles A. Wall, vice president in charge of finance; Robert J. Burton, vice president in charge of publisher and writer relations; Jean Geiringer, vice president in charge of foreign relations; Roy Harlow, vice president in charge of station service; Glenn Dolberg, vice-president in charge of station relations. *Directors:* Justin Miller, NARTB, chairman; Sydney M. Kaye, vice chairman; Herbert Akerberg, CBS; John Elmer, WCBM Baltimore; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL Boulder, Colo.; Leonard Kapner, WCAE Pittsburgh; Paul Morency, WTIC Hartford; J. Leonard Reinsch, WSB Atlanta; J. Harold Ryan, Fort Industry Co.; James E. Wallen, MBS; Joseph E. Baudino, Westinghouse Radio Stations; Ray Diaz, ABC.

COMPOSERS, AUTHORS and PUBLISHERS ASSN. OF CANADA LTD.—132 St. George St., Toronto. Tel.: MI 8457. Sir Ernest MacMillan, president; W. S. Low, gen. mgr.

HARRY FOX—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. (Agent and trustee for international music publishers.)

MUSIC PUBLISHERS PROTECTIVE Assn.—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. Harry Fox, general manager; Walter G. Douglas, chairman of board.

NATIONAL ASSN. OF PERFORMING ARTISTS—630 Fifth

Ave., New York 20. Tel.: Circle 7-8194. Fred Waring, president and chairman of the board; Alfred Rice, general counsel.

G. RICORDI & Co.—1270 Avenue of the Americas, New York 20. Tel.: Judson 2-5300, Dr. Franco Colombo, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Tel.: Murray Hill 5-5365. Paul Heinecke, president; R. C. Heinecke, treasurer; K. A. Jadasohn, general manager.

PUBLIC RELATIONS AND PROMOTION SERVICES

DAVID O. ALBER ASSOCIATES Inc.—654 Madison Ave., New York 21. Tel.: Templeton 8-8300. *Associates:* Michael Ames, Eugene Shefferin, Robert Windt, Tom Flynn, Sheila McKeon, Florence Schwartz. **ARROW ASSOCIATES**—Chamber of Commerce Bldg., Scranton, Pa. John E. McDonald, production director; Harold Murphy, technical director; Edgar A. Manley, publicity director; Bernard Blier, managing director.

WILLIAM J. (BILL) BAILEY—2500 Q St., N. W., Washington 7, D. C. Tel.: Dupont 7-3400.

BALDWIN & MERMEY—205 E. 42nd St., New York 17. Tel.: Murray Hill 4-4540. *Partners:* William H. Baldwin, Maurice Mermey.

BANNER & GREIF—250 W. 57th St., New York 19. Tel.: Plaza 7-4713. Jack Banner and Ed Greif, partners.

BENTLEY & LIVINGSTONE Inc.—220 S. State St., Chicago 4. Tel.: Webster 9-7439. George Livingstone, president; H. S. Fisher, secretary-treasurer.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Tel.: Templeton 8-5000.

IVAN BLACK ASSOCIATES—400 Madison Ave., New York 17. Tel.: Plaza 5-4760.

H. A. BRUNO & ASSOC.—30 Rockefeller Plaza, New York. Tel.: Circle 6-8040. *Associates:* Russell Gudgeon, Hudson Phillips, Victor Oristano, Theon Wright, William Pearsall, K. L. Harris, Abbott M. Geer.

CARL BYOIR & ASSOCIATES—10 E. 40th St., New York 16. Tel.: Murray Hill 6-3200. *Officers:* Carl Byoir, chairman of the board; Gerry Swinehart, president; George Hammond, executive vice president; Muriel Fox, radio and television director. *Offices:* Washington, D. C., National Press Bldg. Tel.: Sterling 3-6565; Lyle Youngstrom, vice president. Chicago, 33 N. LaSalle St., Tel.: Dearborn 2-6300; George Dye, vice president. Los Angeles, 727 W. Seventh St., Tel.: Trinity 6421; Charles McVarish, vice president.

HARRY COLEMAN & CO.—664 N. Michigan Ave., Chicago 11. Tel.: Mohawk 4-3883. Harry M. Coleman, president.

COLL & FREEDMAN Inc.—49 W. 51st St., New York 19. Tel.: Plaza 3-9872. Principals: Fred Coll, Zac Freedman.

JAMES A. COWAN—20 Carlton Toronto, Ont., Canada. Tel.: Empire 4-8561.

DIXON GAYER PUBLIC RELATIONS—120 Central Park South, New York 19. Tel.: Plaza 7-7150. Dixon Gayer, president.

EDWARD GOTTLIEB & ASSOCIATES—2 W. 45th St., New York 19. Tel.: Murray Hill 7-3050. Edward Gottlieb, president; J. Seegar Heavlin, vice president.

STEVE HANNAGAN—247 Park Ave., New York. Tel.: Plaza 5-2900. *Associate:* Jim Scanlan.

ROBERT S. KELLER, Inc.—72 Barrow St., New York 14. Tel.: Watkins 4-6599. Bob Keller, president; E. Benjamin Wright, secretary-treasurer.

KRIEDT & MYERS—J. Clarence Myers, Gary Kriedt, 607 Market St., San Francisco 5. Tel.: Exbrook 2-7443.

MARK LARKIN—119 W. 57th St., c/o The Traveler, New York 19. Tel.: Circle 6-6135.

AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Tel.: Croton 1-3444. Austin C. Lescarbourea, senior partner, account executive; Stanley A. Lescarbourea, junior partner, account executive; Winifred Phillips, production.

PHILIP LESLY Co.—100 W. Monroe St., Chicago 3. Tel.: Central 6-7555. Philip Lesly, president. New York office, 331 Madison Ave. Tel.: Murray Hill 2-2826.

HAL LEYSHON & ASSOCIATES—292 Madison Ave., New York. Tel.: Murray Hill 5-0744.

HOWARD J. McCOLLISTER Co.—66 Acacia Drive, Atherton, Calif. Tel.: Davenport 3-3061. Regional promotional sales campaigns.

ARTHUR H. MILLER—39 E. 49th St., New York 17. Tel.: Eldorado 5-6092.

REG MITCHELL & ASSOCIATES—1004 National Press Bldg., Washington 4, D. C. Tel.: National 8-4457. Reginald P. Mitchell, director.

JACK PERLIS—310 West End Ave., New York 23. Tel.: Trafalgar 3-5284.

PUBLICITY ASSOCIATES Inc.—Empire State Bldg., New York 1. Tel.: Longacre 5-3209. Bernard L. Lewis, president.

RICHARD H. ROFFMAN—Hotel Sulgrave, 646 Park Ave., New York 21. Tel.: Trafalgar 9-5640. Richard H. Roffman, president. (Also law and public relations counsel.)

A. A. SCHECHTER ASSOC. — 250 Park Ave., New York. Tel.: Plaza 3-6122.

SELVAGE & LEE—One E. 43rd St., New York 17. Tel.: Murray Hill 7-8550. James P. Selvage, Morris M. Lee Jr., partners. Offices: 221 N. LaSalle St., Chicago 1. Tel.: Franklin 2-4821. Robert Wood. Cafritz Bldg., 1625 Eye St., N. W., Washington 6, D. C. Tel.: Republic 7-4040. S. B. Bledsoe.

BENJAMIN SONNENBERG — 247 Park Ave. Tel.: Plaza 5-2200.

PAT SWEENEY ASSOCIATES —400 Madison Ave., New York. Tel.: Plaza 3-4466.

SURVEYS AND MARKET RESEARCH

ADVERTISEST RESEARCH — 90 Bayard St., New Brunswick, N. J. Tel.: Charter 7-1564. Directors: Seymour Smith, Richard Bruskin. Director of Agency Relations, Warren Rebell. (Measurement of radio and television audience habits and reactions. Publishers of monthly research studies, *The Television Audience of Today*.)

ADVERTISING RESEARCH FOUNDATION—11 West 42d St., New York. Tel.: Longacre 3-5100. Officers: B. B. Geyer, chairman of the board; Henry Schachte, vice president of the board; Edgar Kobak, president; A. W. Lehman, managing director; Frederic R. Gamble, treasurer; Paul B. West, secretary; D. B. Lucas, technical director. Directors: John F. Apsey Jr., Lowry H. Crites, Marion Harper Jr., Earle Ludgin, F. B. Manchee, Fergus Meade, Paul Montgomery, Adrian Murphy, Vernon C. Myers, W. B. Potter, E. A. Schirmer, D. P. Smelser, John C. Sterling and H. M. Warren.

AMERICAN RESEARCH BUREAU — National Press Bldg., Washington 4, D. C. Tel.: National 8-0822. James W. Seiler, director. (Radio and television audience measurement.)

A. S. BENNETT-CY CHAIKIN Inc.—333 Madison Ave., N. Y. 17. Tel.: Murray Hill 9-0734. Cy Chai-kin, president; A. S. Bennett, vice president. (Marketing, advertising, and media research and analysis.)

BUREAU OF BROADCAST MEASUREMENT—Federal Bldg., Toronto. Tel.: Empire 3-8046. Officers: Charles R. Vint, Colgate-Palmolive-Peet Co., president; Athol McQuarrie, Assn. of Canadian Advertisers Inc., Toronto, treasurer; H. N. Stovin, Horace N. Stovin & Co., Toronto, vice president; Charles J. Follett, executive secretary of Bureau of Broadcast Measurement, Assn. of Canadian Advertisers. Directors: W. T. Cranston, CKOC Hamilton; F. J.

Otterbein, General Foods, Toronto; G. Frank Mills, Spitzer & Mills, Toronto; W. E. Trimble, Baker Adv. Agency, Toronto; L. E. Phenner, Canadian Cellucotton Products Co.; Walter E. Powell, Canadian Broadcasting Corp., G. C. Hammond, Cockfield, Brown & Co., Montreal.

WALTER P. BURN—17 Wash-ington St., Middlebury, Vt. Tel.: 593. (Maps and coverage data.)

CANADIAN FACTS LTD.—146 Wellington St. West., Toronto, Ont. Tel.: Empire 4-6373. John F. Graydon, president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1466 Drummond St., Mon-treal. Tel.: Plateau 1734. Frank Lyman, vice president.

ROBERT S. CONLAN & ASSO-CIATES — 1703 Wyandotte St., Kansas City. Tel.: Victor 3038. John L. Guyant, president; Erwin Stern, director of sales. (Local and national radio audience surveys, national rating service.)

CONTROLLED CIRCULATION AUDIT—420 Lexington Ave., New York. Tel.: Lexington 2-6380. Officers: Adin L. Davis, managing director; Richard S. Hayes, presi-dent; G. Kenneth Thornton, vice president; George W. N. Riddle, secretary; Arthur A. Kron, treas-urer. (Auditing circulation of busi-ness publications.)

CROSSLEY Inc. — 4 Mercer St., Princeton, N. J. and 330 W. 42nd St., New York 36. Tel.: Bryant 9-5462. Archibald M. Crossley, president; David Wallace, vice president.

ELLIOTT-HAYNES Ltd. — 515 Broadview, Toronto, Ont. Tel.: Gerard 1144. Walter E. Elliott, president; J. Myles Leckie, vice president; E. R. Comte, secretary-treasurer. Branch Offices: 1500 St. Catherine St. W., Montreal. Tel.: Willowbank 1913; 441 Seymour St., Vancouver, B. C.

EXECUTIVES RADIO-TV SERV-ICE—Larchmont, N. Y. Tel.: Larchmont 2-0833. James M. Boerst, managing editor (Pub-lishers of monthly Spot Radio Re-port, quarterly Factuary [spon-sored radio-TV network data], and semi-annual Time Buyers Register.)

GRAHAM RESEARCH SERV-ICE—424 Madison Ave., New York 17. Tel.: Plaza 3-4565. Director: J. E. Graham.

GUIDE-POST RESEARCH—211 Smithfield St., Pittsburgh 22, Pa. C. F. Ackenheil, director.

C. E. HOOPER Inc.—Executive headquarters, 10 E. 40th St., New York 16. Tel.: Lexington 2-3000. Officers: C. E. Hooper, president;

Dorothy M. Behrens, Richard K. Doan, Nadine E. Miller, Bruce McEwen, Edythe F. Bull, vice pres-idents. Office: Dry Hill, Norwalk, Conn. Tel.: 8-0606.

RICHARD MANVILLE RE-SEARCH—230 Park Ave., New York 17. Tel.: Oregon 9-2435. (Consultants on advertising and marketing research. Radio, tele-vision program and audience re-search; studies on effectiveness of commercials. Customer-per-dollar studies; radio and television con-test and mail handling. Diary stu-dies, etc.)

MARKET RESEARCH CORP. OF AMERICA (formerly Indus-trial Surveys Co.)—122 East 42 St., New York 17. Tel. Murray Hill 6-7040. National Consumer Panel, National Retail Food & Drug Audits and other continuing studies. Samuel G. Barton, presi-dent; C. C. Rogers and Stanley Womer, executive vice-presidents; John Rhodes, administrative vice-president; Arden Crawford, v.p. in charge of Client Service Division; Daniel Connell, v.p. in charge East-ern Service Operations. Chicago office: 425 N. Michigan Avenue (11). Tel.: Mohawk 4-4600. Pal-mer Waterbury, vice-president and client service branch manager; A. J. diPietro, vice-president in charge of production. San Fran-cisco office: 2 Pine St. (11). Tel.: Sutter 1-2289. James D. North, vice-president in charge.

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland. Tel.: Main 1-0186. Albert E. Strass, director. (Radio and television research for mid-west stations, advertisers and agencies.)

MARKETSCOPE RESEARCH Co.—156 Washington St., Newark 2, N. J. Tel.: Mitchell 2-1753. Robert E. Spinner, executive direc-tor; John H. Silvers, field super-visor. (Marketscope Test-Town, consumer panel and store audits, continuous purchase diary in TV and non-TV homes, qualitative and quantitative radio and TV studies, national coverage.)

MEDIA RECORDS Inc. — 353 Fourth Ave., New York 10. Tel.: Murray Hill 5-9376. John Halpin, president; L. H. Collins, vice presi-dent. Offices: 174 E. Long St., Col-umbus 15, Ohio; Tel.: Main 7784; Frances Davis, manager. 173 W. Madison St., Chicago. Tel.: And-over 3-5683; Ladious Siwak, man-ager. 355 Stockton St., San Fran-cisco 8. Tel.: Garfield 4989; E. J. Raleigh, Jr., manager.

MOFFETT RESEARCH Co.—6253 Hollywood Blvd., Hollywood 28. Tel.: Hempstead 5653, Jessie Locke Moffett, owner.

A. C. NIELSEN Co.—2101 How-

ard St., Chicago 45. Tel.: Holly-court 5-4400. Officers: Arthur C. Nielsen Sr., president; Arthur C. Nielsen Jr., administrative vice president; Frederick K. Leisch, ex-ecutive vice president; James P. Napier, executive vice president; Charlton G. Shaw, executive vice president. 500 Fifth Ave., New York 18. Tel.: Pennsylvania 6-2850. James O. Peckham, executive vice president. 215 Market St., San Francisco, Calif. Tel.: Yukon 2-1970. Franklin H. Graf, vice president. 109 St. Aldates, Oxford, England; Dr. Edward L. Lloyd, managing director. 2436 Yonge St., Toronto, Ontario, Canada; D. M. Prather, president. 35 Fisher St., Petersham, N. S. W., Sydney, Aus-tralia; Justin Power, director, 570 Heerengracht, Amsterdam, The Netherlands. (Broadcast audience and station coverage measurement, marketing research.)

EDWARD J. NOONAN MARKET RESEARCH ORGANIZATION—157 Federal St., Boston 10. Tel.: Liberty 2-1870. Edward J. Noonan, director.

O'CONNOR SURVEY Co.—Vester Bldg., Knoxville. Tel.: 5-2272. Ber-nice M. O'Connor, supervisor. (O'Connor Radio Audience Sur-veys.)

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31 and P. O. Box 666, Norwalk, Conn. Tel.: Audubon 6-7455. John G. Peatman, president and director; V. S. McGee, assistant director. (Radio and TV consultants and publishers of weekly surveys of network music.)

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Tel.: 1-3600. Dr. Claude Robinson, president; Walter G. Barlow, Joseph C. Bevis, LeBaron Foster, M. Starr Northrop, LeRoy Purvis, Hugh Rusch, Dilman M. K. Smith, vice presidents.

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31 and P. O. Box 666, Norwalk, Conn. Tel.: Audubon 6-7455. John G. Peatman, president and director. (Radio and TV consultants and publishers of weekly surveys of network music.)

PAR RADIO SURVEYS—130 W. 18th St., Kansas City. Tel.: Balti-more 9533. Jack Guyant, manager. (Radio audience studies; market-ing research.)

ALFRED POLITZ RESEARCH INC.—270 Park Ave., New York 17. Tel.: Plaza 9-5200. Alfred Pol-itz, president; Lester R. Frankel, technical director; Eva Klein, pro-ject coordinator; Jerome Greene, Robert Lindsey, Harry L. Smith Jr., Robert Weller, project direc-

(Continued on page 488)

RADIO REFERENCE BOOKS AND PUBLICATIONS—1952

Editor's Note: This list includes material published during the current year or the near future. Unless otherwise noted, place of publication is New York City. Where the word *apply* appears, the listing is given for information but no guarantee can be made that it is available. However, depository libraries for material on radio and television have been established in more than a hundred city and university libraries. It is therefore recommended that a check be made in the one nearest you for the material listed here and other studies which it was not possible to include. Agnes Law, Librarian, CBS Reference Department, Editor.

ADVANCED ANTENNA THEORY. By Sergel A. Scheikunoff. John Wiley, 1952. 216p. \$6.50 Recent and significant developments in advanced antenna theory and research are treated by a well-known authority and consultant.

ADVERTISING AGENCY PRACTICE. By Irving Graham. Harper, 1952. 303p. \$4.50. A chapter is devoted to the scheduling of network and spot radio and TV advertising and includes a brief consideration of outdoor advertising and the place of the art department in television.

ADVERTISING AT THE CROSSROADS. By Max A. Geller. Ronald Press, 1952. 336p. \$5.00. An industrialist and student of advertising considers the impact of advertising on the American public with a recommendation for government control to be vested in the Federal Trade Commission.

ADVERTISING TERMINOLOGY. By H. Victor Grohmann. Needham & Grohmann, 30 Rockefeller Plaza. (20) 86p. \$1.00. Privately printed, this is the work of an advertising executive and includes radio and television terms. It includes the list of initials associated with the profession and the names of advertising associations.

ANTENNAS: THEORY AND PRACTICE. By Sergel A. Scheikunoff and Harold F. Friis. John Wiley, 1952. 639p. \$10.00. This is a comprehensive textbook on antenna principles and the theory of radiation with practical applications. The authors are connected with Bell Telephone Labs.

THE ASCAP BIOGRAPHICAL DICTIONARY OF COMPOSERS, AUTHORS AND PUBLISHERS. Ed. by Daniel I. McNamara. Crowell, 1952. 636p. \$5.00. Several hundred additional entries comprise this second edition of an invaluable Who's Who among members of ASCAP.

THE BLUE BOOK OF BROADWAY MUSICALS. By Jack Burton. Watkins Glen, N. Y., Century House, 1952. 320p. \$5.00. Musical productions for the past fifty years are arranged by decades, with the shows and their songs listed according to the composers, and including the length of runs, a record of the most popular sheet music sales and albums of recordings. The shows are indexed.

BROADCASTING: RADIO AND TELEVISION. By Henry L. Ewbank and Sherman P. Lawton. Harper, 1952. 528p. \$4.50. A textbook, written in non-technical language for college students and station staff members, includes broadcasting history and background, the planning of schedule, the preparation, direction and evaluation of programs. A selected bibliography and glossaries of radio and TV terms complete this book by authors experienced in the broadcasting and teaching fields.

BROADCASTING RELIGION. By Clayton T. Griswold and C. H. Schmitz. Broadcasting and Film Comm., Nat. Council of Churches of Christ, 220 Fifth Ave. (1). 76p. \$1.00. This is a practical, concise handbook of useful information.

The accent is on radio programming altho television is included.

BUILDING AUDIENCES FOR EDUCATIONAL RADIO PROGRAMS. By Charles H. Sandage. Urbana, University of Illinois, Institute of Communications Research, 1951. 40p. An experiment in Champaign County, Ill. showing that audience promotion for educational radio programs pays off and to encourage its use by the educational broadcaster.

COMMUNICATIONS AND ECONOMIC DEVELOPMENT. By Arno G. Huth. Carnegie Endowment for Int. Peace. 405 W. 117th St. (27) 1952. 48p. 10c. The author, an expert in international communications discusses the potentialities, problems and limited efforts in the development of communications in the technical assistance program.

DEPARTMENT STORE RADIO ADVERTISING. By the National Retail Dry Goods Assn. 100 West 31st St. (1). 1951. 70p. \$5.00. A joint study on the success of radio advertising which was made by the Association and Broadcast Advertising Bureau.

THE FOCUSED INTERVIEW. By Robert K. Merton and others. Bureau of Applied Social Research, 427 W. 117th St. (27) 1952. 202p. (processed). A manual on the strategy and tactics which appear most effective as one phase of research on responses to various types of mass communications, radio, print and film. Originally written for work with the War Dept. dur-

ing World War II, it is now available for general distribution.

FUNDAMENTALS OF MAGNETIC RECORDING. By C. J. LeBel. Audio devices, 444 Madison Ave. (22). 1951. 50p. Apply. An outline of the method and technique for tape recording is combined with a very brief history of its development. It is well illustrated.

GRAND OLE OPRY. By William R. McDaniel and H. Selligman Greenberg, 1952. 69p. \$2.00. (Paper, 1.00) The development of a popular radio hill-billy show and its place in programing history, together with many illustrations provides an interesting landmark.

IN ONE EAR. By Eric Severeid. Knopf, 1952. 260p. \$2.95. A selection of radio broadcasts which were presented by the CBS' Washington commentator.

THE INTERNATIONAL TELECOMMUNICATION UNION. By George A. Coddling, Jr. W. S. Heinman, 400 E. 72nd St. (21) 1952. 521p. \$10.00. This is a history of the international machinery for the regulation and control of telecommunications. An extensive bibliography is included.

IS YOUR HAT IN THE RING? By The Nat. Assn. of Radio and TV Broadcasters. 1771 N. St. Washington, 1952. 13p. 5c. Originally planned for political use, this booklet has been revised to help men in public life present their views by radio "convincingly." Excerpts from the Communications Act and the FCC rules are also included.

THE JUDGES AND THE JUDGED. By Merle Miller. Doubleday, 1952. 220p. \$2.50. A documented report prepared for the American Civil Liberties Union on the so-called black listing in radio and television. The foreword is by Robert E. Sherwood.

LIQUOR ADVERTISING OVER RADIO AND TELEVISION. Washington. U. S. Govt. print. off. 1952. 285p. 55c. Hearings before the Comm. on Interstate & Foreign Commerce. U. S. Senate, Jan. 30-31, Feb. 6-7, 1952. on S. 2444, the Johnson-Case bill, which attempted to prohibit the broadcasting over radio and television of advertisements of distilled spirits for beverages and for other purposes.

MUSICAL ENGINEERING. By Harry P. Olson. McGraw-Hill, 1952. 369p. \$6.50. An acoustical engineer has written this textbook on the inter-related subjects of speech, music, musical instruments, acoustics, sound reproduction and hearing, including problems in the recording, transmission and broadcasting of music.

THE NEWS IN AMERICA. By Frank Luther Mott. Cambridge, Mass. Harvard University Press, 1952. 236p. \$4.50. A definition of news and the way it is assembled and disseminated by newspapers, magazines, newsreels, radio and television, points up the need for responsible and serious consideration.

OUT OF THE BLUE. By John Crosby. Simon and Schuster, 1952. 301p. \$3.00. The impact of radio and television on American life comprises this book of criticism selected by the well-known critic from his daily column in the New York Herald-Tribune during the past six years.

PLAGIARISM AND ORIGINALITY. By Alexander Lindsey. Harper, 1952. 366p. \$5.00. A legal specialist in literary and artistic property rights gives the historical background of plagiarism and an analysis of its various implications. It is written in a semi-popular style and includes an extensive review of decisions and a full appendix of notes.

PRINCIPLES OF RADIO. By Keith Henney and Glen A. Richardson. 6th ed. John Wiley, 1952. 655p. \$5.50. A standard work for radio technicians is completely revised and includes developments during the seven-year interim since the previous edition.

A POLITICAL BROADCAST CATECHISM. By the Nat. Assn. of Radio and TV Broadcasters. Washington (6) 1952. 13p. 5c. This booklet was prepared by the Legal Dept. to guide station managers during the political campaign, but it is equally useful for guidance with speakers any time.

RADIO ANTENNA ENGINEERING. By Edmund A. Laport. McGraw-Hill, 1952. 563p. \$9.00. The chief engineer of RCA International Division deals with the various types of antennae together with their erection requirements, bandwidth, propagation and system engineering.

Services

(Continued from page 487)

tors; Mildred Taylor, field director. Marketing, advertising, product, opinion and media research.)

THE PSYCHOLOGICAL Corp.—522 Fifth Ave., New York 36. Tel.: Murray Hill 2-2145. Walter R. Miles, chairman of the board; George K. Bennett, president; Albert D. Freiberg, 1st vice president; Harold Seashore, 2d vice president; John P. Foley Jr., Rose G. Anderson, vice presidents; Richard A. Fear, secretary; Philip G. Corby, treasurer.

PUBLISHERS INFORMATION BUREAU Inc. (PIB)—271 Madison Ave., New York 16. Tel.: Murray Hill 5-2210. Frank Braucher, president; W. H. Mullen, secretary. Branch Office: c/o Leading National Advertisers, 21 E. Hubbard St., Chicago 11. Tel.: Whitehall 4-6533.

THE PULSE Inc.—15 W. 46th St. New York 36. Tel.: Judson 6-3316. Director: Dr. Sydney Roslow; David Klein, manager; Nelle Kelly, assistant director; Lawrence Roslow, associate director; George Sternberg, service manager. (Radio, television, market research.)

RADIO REPORTS Inc.—220 E. 42nd St., New York 17. Tel.: Murray Hill 7-6653. Edward F. Loomis, president; Gorton V. Carruth, vice president; Granger Tripp, vice president in charge of sales; George W. Loomis, secretary. Branch offices: 5050 Joy Road, Detroit 4; 1550 E. 52nd St., Chicago, Carl Hirschfield, midwest vice

president in charge of Chicago, Detroit and Cleveland; 36 Springfield St., Wilbraham, Mass.; 2024 W. Sixth St., Los Angeles 5. Simon Nathanson, west coast vice president in charge of San Francisco and Los Angeles; 519 6th St., N. W., Washington 1, D. C.; 1649 N. Broad St., Philadelphia; 264 Arlington Ave., Berkeley, Calif., and 12728 Woodland Ave., Cleveland. (Recordings, digesting, transcribing radio and TV news and comments, surveys of program content; monitoring of commercials in about 200 markets.)

RESEARCH CO. OF AMERICA 570 Fifth Avenue, New York 36. Tel.: Plaza 7-1865. Managing Director, A. Edwin Fein; director of research, Otis T. Wingo; director of marketing management division, Marquis Regan; director of management service division, Walter S. Stanley.

ELMO ROPER—30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-4900. Associates: Carolyn Crusius, Louis Harris, Burns Roper, Robert Williams, Julian Woodward.

N. C. RORABAUGH Co.—347 Madison Ave., New York 17. Tel.: Murray Hill 6-2193. Publisher: N. Charles Rorabaugh. TV Editor: Margaret Miller. (Publishes quarterly Rorabaugh TV reports on network, spot and local, retail advertising.)

SCHWERIN RESEARCH Corp.—2 W. 46th St., New York 36. Tel.: Luxemburg 2-4690. Horace S. Schwerin, president; Leonard Kud-

isch, executive vice president. (Radio, television, motion picture qualitative research and commercial studies.)

S-D SURVEYS Inc.—642 Fifth Ave., New York. Tel.: Plaza 7-2430. Officers: Arthur B. Dougall, president and treasurer; Carl H. Henrikson Jr., vice president and general manager; Norman P. Heine, assistant secretary; Robert C. Montgomery, assistant treasurer.

SOUTHWEST RESEARCH Inc.—4231 Normandy, Dallas 5. Tel.: Logan 2641. Officers: Mary H. Winters, president; Ira G. Corn Jr., vice president; Verna C. Brock, secretary-treasurer.

STANDARD AUDIT & MEASUREMENT SERVICES INC.—89 Broad St., New York 4. Tel.: Whitehall 3-8390. Kenneth H. Baker, president; Owen Smith, vice president; Michael R. Notaro, treasurer; Edward Becker, secretary.

DANIEL STARCH & STAFF—Boston Post Road & Beach Ave., Mamaroneck, N. Y. Tel.: New York, Enterprise 6076.

HOWARD E. STARK—50 E. 58th St., New York 22. Tel.: Eldorado 5-0405. Associate: Vincent J. Hanno. (Brokerage, financing newspapers, radio stations, television.)

TELE-PAR—130 West 18th St., Kansas City. Tel.: Baltimore 9533. John Leslie, managing director; Erwin Stern, sales director. (Regular television surveys in all television cities, with bi-monthly Television Rating Service.)

RADIO AND TELEVISION BIBLIOGRAPHY. By Gertrude G. Broderick. Washington, U. S. Govt. Print. off. 1953. 40p. (approx.) The second edition, on the press of a general bibliography which will be of particular use to those interested in the educational uses of the media.

RADIO AND TELEVISION COMMUNICATION. By Charles F. Lindsley. McGraw-Hill, 1952. 492p. \$5.50. In three parts, this college textbook presents the historical, economic, political, social and vocational aspects of radio, its basic principles and types of performance, with a separate chapter on the college radio workshop. Altho the third section deals exclusively with television, the two media are considered together throughout the book.

RADIO ENGLISH. By Florence Felton French and others. McGraw-Hill, 1952. 370p. \$3.60. The foreword by Dr. Wm. D. Boutwell, long associated with radio and education, gives a stamp of approval upon this symposium for teaching high school and Jr. college students by the radio workshop method.

RADIO-TELEVISION AUDIENCE OF 1952: The Boston trade and distribution area. By Forest L. Whan. Boston. Station WBZ. 70p. apply. The first study in this area of the adult radio-TV listening habits which was made during January 1952 by the well-known research analyst.

RADIO SPECTRUM CONSERVATION. By the Joint Technical Advisory Committee. McGraw-Hill, 1952. 221p. \$5.00. A report on a program of conservation based on the present uses and future needs of spectrum space which was sponsored by the Institute of Radio Engineers and the Radio-TV Manufacturers Assn. It is written for the layman.

THE RECORDING AND REPRODUCTION OF SOUND. By Oliver Read. Sams & Co. 2201 E. 48th St. Indianapolis (5) 790p. \$7.95. A complete handbook on audio operations for sound engineers, radio and TV stations and recording studios. The author is editor of Radio and TV News.

REPORTING AGRICULTURE THROUGH NEWSPAPERS, MAGAZINES, RADIO AND TELEVISION. By William B. Ward. Ithaca, N. Y., Cornell University Press, 1952. 362p. \$4.00. The first comprehensive book devoted to this type of programming.

RESEARCH METHODS: By the National Broadcasting Co. 30 Rockefeller Pl. (20). 1952. 58p. apply. A study of radio's effective sales power which shows the problems of measuring radio's sales effectiveness, their resolution and the results.

RISKS & RIGHTS IN PUBLISHING, TELEVISION, RADIO, MOTION PICTURES, ADVERTISING AND THE THEATRE. By Samuel Spring. W. W. Norton, 1952. 385p. \$7.50. A law book for the layman which gives the informative, clear picture of the entire field of privacy, slander, libel, copyright and unfair competition. Leading cases are cited and explained. The author is an experienced and reputable attorney and counsel.

RURAL RADIO LISTENING. By Radio Reports, Inc. The Rural Research Institute, 150 Nassau St. (?) 1951. 21p. apply. A study of radio program preferences conducted in 37 communities in 28 states, which includes a report on the ownership of rural TV sets. It was made during the summer of 1950.

THE SATURDAY REVIEW HOME BOOK OF RECORDED MUSIC AND SOUND REPRODUCTION. Edited by Irving Kolodin. Prentice Hall, 1952. 308p. \$4.50. Articles from the Saturday

Review of Literature are grouped in three sections, each written by an expert, explain how a record is made, its best reproduction, and what the purchaser should consider in assembling a high-fidelity radio-phonograph library.

SCHOYER'S VITAL ANNIVERSARIES FOR 1952. By Will and Maxine Schoyer. Bur. of Business Practice, National Foremen's Institute, New London, Conn. 176p. \$4.50. This fifth edition is a greatly expanded unique annual of interesting facts, arranged chronologically and well illustrated. It has three separate indices for daily, yearly events and war anniversaries. Invaluable for program planners.

SHAPIRO-BERNSTEIN TV SONG PRODUCTION BOOK. By Elliott Shapiro and Robert C. Haring. Shapiro-Bernstein, 1270 Sixth Ave. (20) 1952. 109p. "Suggestions for TV and radio presentations containing the words and music of 75 of the world's great all-time popular songs together with suggestions for their presentation, permitting a small cast and a small budget." Available to the music trade only.

SIGNIFICANT NEW FACTS ABOUT RADIO LISTENING. N. Y., CBS or NBC. 1952. 12 p. Apply. The highlights of a survey by the American Research Bureau which was sponsored jointly by the CBS and NBC radio networks on out-of-the-living room listening as of August 1, 1951.

THE SPICE OF VARIETY. By Abel Green. Henry Holt, 1952. 277p. \$3.50. A selection of items from VARIETY'S Anniversary issues by radio and television headliners, as well as humorous articles on the business side of the industry by some of its prominent people.

TEACHING THROUGH RADIO AND TELEVISION. By William B. Levenson and Edward Stasheff. Rinehart, 1952. 374p. \$4.75. A television expert collaborates in the revision of a textbook, first published in 1945, to assist educators. An extensive bibliography and notes add to its value.

TEACHING WITH RADIO, AUDIO, RECORDING AND TELEVISION EQUIPMENT. By the Radio-TV Manufacturers Assn. Washington (5). 1953. In preparation. apply.

VARIETY MUSIC CAVALCADE, 1820-1950. Compiled by Julius Mattfeld. Prentice-Hall, 1952. 637p. \$10.00. The copyright details in this complete chronology of important American music, together with the contemporary events of each year, provide an indispensable source of information for programming. The author is Director of the Music Library at CBS.

WHAT'S THE RIGHT WORD? By The Radio Corporation of America, 30 Rockefeller Pl. (20). 1952. 50p. apply. Simplified definitions include symbols and illustrations for both common and uncommon terms in radio, TV and electronics.

WORLD COMMUNICATIONS. Prepared by UNESCO. Columbia University Press, (27). 1952. 223p. \$2.50. Based on data for 1948-1950, this is a report on radio, TV, press and film facilities available throughout the world.

YOUR CHILD AND RADIO, TV, COMICS AND MOVIES. By Paul Witty and Harry Bricker. Science Research Associates, 57 West Grand Ave., Chicago 10. 1952. 48p. 40c. (3 for 1.00) A thoughtful, intelligent consideration by two educators of mass communications with helpful advice and sound recommendations to parents and teachers.

NETWORK GROSS BILLINGS FOR 1952

ABC Gross Billings BY ADVERTISERS

General Mills, Inc.	5,745,055
Swift & Co.	5,420,147
Sterling Drug, Inc.	2,386,820
Bristol Myers Co.	1,779,764
Philo Corp.	1,721,040
Philip Morris & Co., Ltd. Inc.	1,419,672
Prudential Insurance Co. of America	1,348,549
P. Lorillard Co.	1,108,093
Equitable Life Assurance Co. of the U. S.	1,027,283
Lever Brothers Co.	935,665
Gospel Broadcasting Association	925,285
Gillette Safety Razor Co.	837,575
Stokely-Van Camp, Inc.	764,494
Toni Co.	743,287
Gulf Oil Corp.	736,374
Political	698,295
Goodyear Tire & Rubber Co.	536,085
American Chiclo Co.	522,043
Billy Graham Evangelistic Assn. Inc.	499,239
Serutan, Inc.	492,211
Ralston Purina Co.	489,398
General Motors Corp.	483,635
R. J. Reynolds Tobacco Co.	478,432
H. J. Heinz Co.	460,602
Carter Products, Inc.	446,674
Electric Companies	409,783
Burton Dixie Corp.	408,264
Churches of Christ	370,935
Admiral Corp.	334,728
Texas Co.	314,215
Kellogg Co.	306,615
O'Ceard Co.	298,219
Union Oil	287,176
Seeman Bros. Inc.	254,747
Voice of Prophecy, Inc.	219,738
Warner-Hudnut, Inc.	218,114
Gruen Watch Co.	170,472
American Bakeries Co.	156,430
Christian Science Publishing Society	144,286
Lambert Co.	138,398
Free Methodist Church of North America	127,185
General Products	123,559
Hotpoint	116,518
M.J.B. Co.	108,946
Sylvania Electric Products, Inc.	105,251
Durkee Foods	99,100
John H. Dulany & Son, Inc.	75,160
Dr. Wyatt	61,160
Looz Products	47,601
Club Aluminum Products Co.	47,216
F. Jordan Church in the Home	44,829
Buick Motor Co.	44,608
Zenith Radio Corp.	39,333
Planters Nut	28,959
Charles Antell	23,363
Jackson Perkins Flower Div.	23,194

Dr. Hiss Shoe Stores	19,709
Chemicals, Inc.	17,437
Peter Paul Inc.	15,320
Fisher Body	14,594
Roman Meal Co.	13,523
Ben Hur Products	13,124
Graystone Press Co.	13,091
Institute of Religious Science	12,191
Imperial Candy	11,651
American Medical Association	11,186
Stanley Home Products	8,582
Vitamin Corp. of America	7,963
Shipstad-Johnson	6,090
Commercial Tele Union	6,011
Sun Ware Co.	5,696
Fred Fear	5,468
Bu Tay Products	5,460
Sealy Mattress	5,400
Hofman Radio Stores	4,713
National Labor Management Foundation	4,042
Musical Hall of Fame	3,706
American Larder Supply Co.	3,306
Lee Pharmacal	3,032
Colonial Dames Inc.	1,840
Happy Land Comm.	704
Protestants Clarif. Prop.	704
Marie Kruse Nurseries	530
Lifen at Eden Plant Food	508
Penn Saw Corp.	428
Home Craft	300
National Optic	240
Assembled Unit	120
TOTAL	34,391,316

BY AGENCIES

Dancer-Fitzgerald-Sample, Inc.	5,818,090
J. Walter Thompson Co.	2,421,559
Knox Reeves Advertising, Inc.	2,328,844
Calkins, Holden, Carlock, McClinton & Smith	2,091,836
Young & Rubicam, Inc.	1,980,011
Hutchins Advertising Co., Inc.	1,721,040
Leo Burnett Co., Inc.	1,455,262
Doherty, Clifford & Shenfield	1,423,645
Cecil & Presbrey, Inc.	1,419,672
Kudner Agency, Inc.	1,356,489
N. W. Ayer & Son, Inc.	1,333,489
Lennen & Mitchell, Inc.	943,540
Warwick & Legler, Inc.	935,665
R. H. Alber Co.	837,575
Footo, Cone & Belding	748,961
Turner Advertising Agency	658,111
Walter F. Bennett Co., Inc.	615,770
Roy S. Durstine, Inc.	538,498
Tatham Laird, Inc.	519,837
Gardner Advertising Co.	483,634
Kenyon & Eckhardt, Inc.	468,691
William Esty Co., Inc.	460,602
Ted Bates & Co.	409,782
Ross Roy, Inc.	334,728
Russel M. Seeds	314,215
Benton & Bowles	220,216
Grey Advertising Agency	219,192

Pedlar & Ryan, Inc.	218,114
Joseph Katz Agency	195,822
Dean Simmons	167,440
Lennen & Newell, Inc.	164,553
McCann-Erickson, Inc.	156,430
Batten, Barton, Durstine & Osborn, Inc.	146,574
Tucker Wayne & Co.	144,286
Watson Butterfield Advertising	138,398
Lambert & Feasley, Inc.	127,185
Sullivan, Stauffer, Colwell & Bayles, Inc.	126,399
Politicals-Direct	118,208
Furman, Feiner & Co., Inc.	90,943
Weiss & Geller	87,638
W. Earl Bothwell	61,160
Century Advertising Agency	47,600
Arthur V. Jones	44,608
Henri, Hurst & McDonald	40,495
Raymond R. Morgan Co.	35,554
TV Advertisers Association, Inc.	23,194
Hal Stebbins, Inc.	19,709
Sidney Garfield & Associates	17,437
Guld, Bascom & Bonfigli	13,522
Mogge-Privett, Inc.	13,124
Pacific National Advertising Agency	11,650
Calbains, Inc.	11,186
Milton Weintraub Advertising Agency	10,994
Charles W. Hoyt Co., Inc.	8,582
Walter McCreery, Inc.	6,090
Hilton & Riggio	5,468
Dan B. Miner Co.	5,459
Quality Bakers of America Cooperative	5,400
The Keison Co.	5,333
C. Franklin Brown	5,155
Crisp & Harrison Agency	5,098
M. J. Jacobs, Inc.	3,306
Arthur Meyerhoff & Co.	1,043
TOTAL	34,391,316

BY CLASSIFICATIONS

Food and Food Products	11,590,356
Drug and Toilet Goods	7,061,742
Cigars, Cigarettes & Tobacco	2,988,367
Radios, Ref., Electrical Appliances	2,685,177
Insurance and Personal Loans	2,284,214
Religion	2,063,689
Automobiles, Trucks & Acc.	1,056,760
Lubricants, Petroleum Products & Fuel	1,004,910
Laundry Soap and Cleaners	942,722
Household Furnishings and Acc.	936,660
Confections	549,573
Politicals	536,085
Sports	254,747
Jewelry and Accessories	156,430
Publications	151,789
Miscellaneous	97,199
Clothing and Dry Goods	19,709
Institutional	11,187
TOTAL	34,391,316

MBS Gross Billings

1952 Advertiser Expenditures*

S. C. Johnson & Son Inc.	\$2,050,194
Sterling Drug Inc.	1,828,720
P. Lorillard Co.	1,379,535
Miles Laboratories Inc.	1,252,606
American Fed. of Labor	1,204,352
Quaker Oats Co.	1,040,047
Johns-Manville Corp.	818,418
Kellogg Co.	768,387
Wildroot Co. Inc.	702,085
Falstaff Brewing Corp.	633,348
Kraft Foods Co.	605,933
Credit Union National Assn.	582,618
Derby Foods Inc.	556,105
Amana Refrigeration Inc.	456,979
VCA Laboratories	454,127
Lutheran Laymen's League	366,854
Charles Antell & Nat'l Health Aids Inc.	364,607
Radio Bible Class	361,483
State Farm Mutual Auto Ins. Co.	335,444
R. J. Reynolds Tobacco Co.	322,128
Motor Products Corp.-Deep-freeze Appliance Division	301,688
Voice of Prophecy Inc.	298,797
Christian Reformed Church	293,866
The Murline Co. Inc.	283,976
Gillette Safety Razor Co.	272,275
Orange-Crush Co.	262,139
Naumkeag Steam Cotton Co.	241,373
Williamson Candy Co.	238,272
Dawn Bible Students Assn.	232,874
Noxzema Chemical Co.	209,196
Beltone Hearing Aid Co.	192,493
Miller Brewing Co.	165,285
American Protam Corp.	159,277
The C. F. Sauer Co.	120,600
Pal Blade Co.	115,873
Motorola Inc.	110,562
General Mills Inc.	105,500
Walking Doll Co.	83,427
White House Co.	83,124
Admiral Corp.	74,493
American Chiclo Co.	72,761
Seabrook Farms Co.	70,317
Benjamin Moore & Co.	68,198
Chevrolet Motor Div.-General Motors Corp.	63,602
Toni Co.	62,500
American School	54,566
Lettuce Inc.	52,808

* December billings estimated.

National Republican Senatorial Committee	51,351
Stevenson-Sparkman Forum Committee	45,566
General Tire & Rubber Co. Vick Chemical Co.	42,000
Plymouth Motor Corp.-Div.-Chrysler Corp.	39,343
Republican Nat'l Committee.	36,756
Gillette Safety Razor Co. of Canada	35,387
Libby, McNeill & Libby	33,288
Olson Rug Co.	31,698
Citizens Committee for Eisenhower-Nixon	23,668
B. T. Babbitt Inc.	23,355
Democratic Nat'l Committee.	23,018
National Volunteers For Stevenson	19,572
The Barbasol Co.	19,299
Committee For Young Men In Government	17,810
McCarthy Broadcast Dinner Committee	17,301
Senator Joseph R. McCarthy Broadcast Committee	16,872
Farm Journal Inc.	16,602
Mutual Benefit Health & Accident Assn.	15,000
Michigan For Eisenhower Committee	14,393
Russell For President Hdqrs. Grass Roots Boy Radio Committee	14,071
Art Instruction Inc.	10,182
Labor Nat'l Committee For Stevenson and Sparkman	9,033
Buick Motor Div.-General Motors Corp.	8,830
Book Associates	8,180
Fred Fear & Co.	7,808
American Medical Assn.	7,262
Woman Power For Eisenhower	5,852
N. Y. State Volunteers For Stevenson	5,778
	5,400

Swedish Americans For Eisenhower	3,854
Save-By-Mail Inc.	3,312
Jackson & Perkins	3,228
Marie Kruse Nurseries	3,002
N. Y. State Republican Com.	1,308
Sterling Products International Inc.	1,050
Amalgamated Clothing Workers Political Action Com.	816
Eisenhower-Nixon Campaign For Texas	635
Volunteers For Stevenson-Democratic Headquarters.	572

1952 Agency Expenditures*

Needham, Louis & Brorby Inc.	\$2,941,743
J. Walter Thompson Co.	2,038,667
Dancer-Fitzgerald-Sample Inc.	2,034,865
Lennen & Newell Inc.	1,379,535
Geoffrey Wade Advertising	1,252,606
Furman, Feiner Co. Inc.	1,227,052
Sherman & Marquette Inc.	1,040,047
Batten, Barton, Durstine & Osborn Inc.	987,369
Leo Burnett Co.	768,387
Maury, Lee & Marshall	456,979
Thompson-Koch Co. Inc.	427,203
Gotham Advertising Co.	366,854
Television Advertising Associates Inc.	364,607
Stanley G. Boynton Co.	361,483
Aubrey, Finlay, Marley & Hodgson	348,834
William Esty Co.	322,128
Roche, Williams & Cleary Inc.	301,688
Western Advertising Inc.	298,797
Glenn-Jordan-Stoetzel Inc.	293,866
Sullivan, Stauffer, Colwell & Bayles Inc.	281,957
Maxon Inc.	272,275
Olian & Bronner Inc.	247,059

Dowd, Redfield & Johnstone Inc.	246,016
Kastor, Farrell, Chesley & Clifford Inc.	245,654
Jackson & Co.	241,373
Wm. Gleeson & Co.	232,874
Direct	208,810
Duane Jones Inc.	208,473
Fitzmorris & Miller Advertising	202,881
Mathison & Associates Inc.	165,285
Al Paul Lefton Co.	115,873
Kudner Agency	114,035
Tatham-Laird Inc.	91,000
National Mail Order Network	83,124
Hilton & Riggio Inc.	77,579
Joseph Katz Co.	75,849
Russel M. Seeds Co.	74,493
St. Georges & Keys Inc.	68,198
Campbell-Ewald Co.	63,602
H. W. Kastor & Sons	59,258
John Cohan Adv. Inc.	52,808
Foote, Cone & Belding	48,097
Morse International Inc.	39,343
N. W. Ayer & Son Inc.	36,756
Spitzer & Mills Ltd.	33,288
Presba, Fellers & Presba Inc.	23,668
Knox-Reeves Adv. Inc.	23,330
Wm. Weintraub & Co. Inc.	23,018
Erwin, Wasey & Co. Inc.	17,810
Kal, Ehrlich & Merrick Adv. Inc.	17,301
C. Franklin Brown	16,872
Weiss & Geller	14,403
Bozell & Jacobs	14,393
Young & Rubicam	14,071
Huber Hoge & Sons	11,036
French & Preston	10,016
Gregory & House	9,033
Campaigns Inc.	5,852
Arthur Meyerhoff & Co.	3,002
International Adv. Svce.	1,050
Elliott Nonas Advertising	816
Rogers & Smith	635

* December billings estimated.

1952 Gross Billings*

	Monthly	Cumulative
January	\$1,699,282	\$1,699,282
February	1,600,399	3,299,681
March	1,826,527	5,126,208
April	1,681,924	6,808,132
May	1,821,571	8,629,703
June	1,632,977	10,262,680
July	1,339,276	11,601,956
August	1,325,059	12,927,015
September	1,607,485	14,534,500
October	2,304,804	16,839,304
November	2,172,485	19,011,789
December	1,993,187	21,004,976

* December billings estimated.

Expenditures by Industry 1952*

Drugs & Toilet Goods	\$5,796,733
Food & Food Products	3,012,572
Soaps, Cleansers & Polishes	2,073,212
Cigars, Cigarettes & Tobacco	1,701,663
Religious	1,553,874
Labor & Politics	1,510,018
Building Materials, Equipment & Fixtures	886,616
Beer	798,633
Major Appliances	758,667
Confectionery & Soft Drinks	675,955
Institutional	630,470
Insurance	349,837
Household Fabrics & Finishes	241,373
Dairy, Poultry & Livestock Feed	236,040
Medical Appliances & Equipment	192,493
Radios, TV Sets & Phonographs	185,055
Miscellaneous	177,125
Automotive	108,538
Schools	63,396
Household Furnishings	33,668
Publishing & Media	22,808
Seeds, Bulbs & Nursery Stock	6,230
Total	\$21,004,976

* December billings estimated.

Awards and citations listed herewith were presented during 1952 and were not necessarily for that year.

MAJOR AWARDS AND CITATIONS—1952

duPont Awards*

Joseph C. Harsch, commentator. WCAU-AM-TV Philadelphia. WEEI Boston.

SPECIAL COMMENDATIONS

Howard K. Smith, CBS. Edward R. Murrow, CBS. Three Star Extra, NBC. WBBM Chicago. WLW Cincinnati. WHAS-AM-TV Louisville. WHCU Ithaca. KFBI Wichita. KUOM Minneapolis.

* Made annually "for outstanding and meritorious service in encouraging fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served..." Administered by Washington & Lee U., Lexington, Va. Winners receive \$1,000 cash prize which, if they choose, they may donate to scholarship or fellowship. Awards established by widow of Alfred I. duPont with perpetual trust fund.

Freedom Awards*

FIRST PRIZE:

E. I. duPont de Nemours Co., Wilmington, Del., for *Cavalcade of America* on NBC.

RADIO HONOR MEDALS:

(National) America's Future Inc., New York, for its LBS program, *Americans, Speak Up*; America's Town Meeting of the Air, New York, for its ABC program of the same name; Bank of America, Los Angeles, *Top of the Morning*, CBS Radio; Bill of Rights Commemorative Society, New York, *Our Bill of Rights*, ABC; Committee to Proclaim Liberty, Los Angeles, *Freedom Under God*, CBS Radio; Hallmark Greeting

Card Co., Kansas City, Mo., *Hallmark Playhouse*, CBS Radio; NBC, for its *The Truth About Narcotics*; George Sokolsky, New York, *Youth Asks You*, ABC; Twentieth Century Fund and Ford Foundation, *The People Act*, NBC.

(Local) WPTR Albany and the Junior Leagues of New York State, *The Price of Liberty*; WBEN Buffalo and the U. of Buffalo, *University of Buffalo Round Table*; John Franklin, KYW Philadelphia, *What We Must Do*; Mike Hanna, WHCU Ithaca, *Friendship Programs*; KSCV Richfield, Utah, *Background for Peace and War*; WCAU Philadelphia, *Freedom Revisited*; WGAR Cleveland, *My Share in America*; WJR Detroit, *Know Your America*; WLS Chicago, *Adventures in Freedom*; WNAR Norristown, Pa., *Seeds of Independence*.

(Special) Veterans of Foreign Wars of the United States, Kansas City, Mo., *Medal of Honor Program*; Kiwanis International, Chicago, *It's Fun to Live in America*; National Conference of Christians and Jews, New York, *Operations Brotherhood*; *Pathfinder Magazine*, New York, *Breath of Freedom*; *Spiritual Mobilization*, Los Angeles, *The Freedom Story*.

* These awards were for 1951 but presented in 1952 by Freedom Foundation for outstanding contributions to freedom.

National Headliners Awards

KFI Los Angeles, *KFI Calling*, for consistently outstanding news broadcasting.

KFMB San Diego and Paul W. White, executive, for consistently outstanding radio editorials.

Lt. Col. Wes McPherson, USA, and Sgt. Gene Coons, USMC, for consistently outstanding jobs of radio reporting "under danger" as combat radio correspondents.

National Safety Council 1951 Public Interest Awards

RADIO WINNERS

CHUM Toronto, Ont.; CJBC Toronto, Ont.; KCKN Kansas City, Mo.; KCVN Stockton, Calif.; KELD El Dorado, Ark.; KELO Sioux Falls, S. D.; KFEL Denver; KFI Los Angeles; KFMI Tulsa, Okla.; KING Seattle; KITE San Antonio; KLRA Little Rock, Ark.; KNX Los Angeles; KOA Denver; KOIL Omaha; KQV Pittsburgh; KRKD Los Angeles; KRNT Des Moines; KTFI Twin Falls, Ida.; KUSD Vermillion, S. D.; WAKE Greenville, S. C.; WBEW Buffalo; WERE Wilkes-Barre, Pa.; WBUJ Trenton, N. J.; WCAE Pittsburgh; WCHS Charleston, W. Va.; WOOD Chattanooga; WFIL Philadelphia; WFPG Atlantic City, N. J.; WGAA Cedartown, Ga.; WGH Norfolk, Va.; WHBC Canton, Ohio; WHFB Benton Harbor, Mich.; WHIM Providence; WING Dayton; WISN Milwaukee; WJDA Quincy, Mass.; WJDX Jackson, Miss.; WKRC Cincinnati; WMAL-AM-FM Washington, D. C.; WMAQ Chicago; WOSU Columbus, Ohio; WOWO Fort Wayne, Ind.; WPDJ Clarksburg, W. Va.; WPIC-AM-FM Sharon, Pa.; WPRO Providence; WRNL Richmond; WRVA Richmond; WSAM Saginaw, Mich.; WSB Atlanta; WSNY Schenectady, N. Y.; WTDS-FM Toledo; WTIC Hartford, Conn.; WTTM Trenton, N. J.; WWDC Washington, D. C.; WWJ-AM-FM Detroit; WWL New Orleans.

Ohio State Awards*

*Several score awards and citations presented annually by the Institute for Education by Radio-Television, which meets under the auspices of Ohio State U. for educational, religious, and other public service broadcasting.

Information on Awards

Following is partial list of addresses for obtaining information in connection with radio awards:

duPont—Write O. W. Riegel, curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

Freedoms Foundation—Ken Wells, executive vice president, Freedoms Foundation Inc., Valley Forge, Pa. (deadline for nominations Nov. 20; announcement following February.)

NRDGA — Howard P. Abrahams, NRDGA, 100 W. 31st St., N. Y.

National Headliners' Club—Mal Dodson, Convention Hall, Atlantic City, N. J.

Ohio State — Keith Tyler, director, Institute for Education by Radio, Ohio State U., Columbus, Ohio.

George Foster Peabody—Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga. (Entries taken in January or later; awards in April.)

National Safety Council Public Interest Awards—National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Alfred P. Sloan Awards for Highway Safety—National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Sigma Delta Chi — Address Sigma Delta Chi Awards in Journalism, 35 E. Wacker Dr., Chicago 1, Ill.

Radio-Television News Directors Assn. — Tom Eaton, president of RTNDA, WTIC Hartford, Conn.

George Foster Peabody Awards*

KPOJ Portland, Ore.

for meritorious local public service by radio, *Careers Unlimited*.

Bob and Ray, NBC

for radio entertainment (non-musical), cited as "the foremost satirists in radio."

CBS RADIO

for outstanding educational program, *The Nation's Nightmare*, a "shattering and fearless documentary series on syndicated crime in the United States."

WQXR NEW YORK

for outstanding radio youth program, the *Times Youth Forum*.

ALISTAIR COOKE, BBC

for contributing to international understanding by radio on his *Letters from America* broadcasts.

WSB-AM-TV Atlanta

for meritorious regional public service by radio and television, *The Pastor's Study* and *Our World Today*.

* Established in 1940 in honor of the late George Foster Peabody by the board of regents of the U. of Georgia, to be jointly administered by its Henry W. Grady School of Journalism and the NARTB.

Radio-Television News Directors Assn.

GOLD TROPHY

WHO Des Moines for "outstanding radio news operation under supervision of News Director Jack Shelley and General Manager Paul Loyet."

DISTINGUISHED ACHIEVEMENT

WMAQ Chicago, KNX Los Angeles, WBBM Chicago, WKBN Youngstown, Ohio; WFIN Findlay, Ohio, and KITE San Antonio.

SPECIAL CITATIONS

KWKH Shreveport, La., and its news editor, James Van Sickle; KFAB and KOIL Omaha, and KTAC Tacoma, Wash.

OUTSTANDING SPECIAL EVENT OR NEWS FEATURE

KCBS San Francisco, WGAR Cleveland.

FOREIGN STATIONS

CFQC Saskatoon, Sask.; CJCA Edmonton, Albita, and 2GB McQuarie, Sydney, Australia.

Sigma Delta Chi Awards in Journalism

RADIO REPORTING

Jim Monroe, news director, KCMO Kansas City

RADIO NEWSWRITING

William E. Griffith Jr., news staff, KMBC Kansas City

PUBLIC SERVICE IN RADIO JOURNALISM

WMAQ Chicago

Alfred P. Sloan Awards

RADIO NETWORK PROGRAMS

Esso Standard Oil Co. of New York for devoting "one out of every seven 1951 commercials to safety on 52 radio stations carrying the Esso Reporter newscast."

LOCAL STATION, SUSTAINING PROGRAMS

WBUD Trenton, N. J. for a safety campaign launched on July 5, 1951 and continued through Labor Day, 1952.

LOCAL STATION, COMMERCIAL PROGRAMS

Granite Chevrolet Co., Inc., Quincy,

Mass.

for 120 special safety programs, *Safety is Everybody's Business*, on WJDA Quincy.

REGIONAL STATION, SUSTAINING PROGRAMS

KING Seattle

for "an extraordinary amount of time—806 hours—devoted 100% to traffic safety."

NON-COMMERCIAL, EDUCATIONAL STATION

WTDS-FM Toledo

for "incorporating safety in an entertaining way on programs designed both for the primary level and for a higher level."

National Retail Dry Goods Association Awards

GRAND AWARD

Schuneman's Inc., St. Paul, Minn., for *Red Rooster*, on WDGY Minneapolis.

AWARD FOR COMPREHENSIVE USE OF RADIO

Bigelow's, Jamestown, N. Y., for *Breakfast with Bigelow's* and *Morning Extra* on WJTN Jamestown.

AWARD FOR OUTSTANDING RADIO COORDINATION WITH OTHER MEDIA
Schuneman's Inc., St. Paul, Minn. for *Red Rooster*, on WDGY Minneapolis.

GENERAL FAMILY PROGRAMS

Store	Program	Station	
1. Large Stores			
Burdine's	<i>Sunday Symphony</i>	WVCG Coral Gables, Fla.	Miami
Joske's of Texas	<i>Matinee Masterpieces</i>	KTSA San Antonio	San Antonio
2. Small Stores			
Bigelow's	<i>Breakfast with Bigelow's</i>	WJTN Jamestown	Jamestown, N. Y.
Philips	<i>Good Morning from Philips</i>	KOIL Omaha	Omaha
Pomeroy's	<i>Pomeroy Family Hour</i>	WPAM Pottsville	Pottsville, Pa.

WOMEN'S PROGRAMS

1. Large Stores			
Sibley Lindsay & Curr	<i>Tower Clock Time</i>	WHAM Rochester	Rochester, N. Y.
Burdine's	<i>Fashions in Music</i>	WVCG Coral Gables	Miami
2. Small Stores			
Wyman's	<i>The Time, The Place, The Tune</i>	WSBT South Bend	South Bend, Ind.
Linn & Scruggs	<i>Something to Talk About</i>	WDZ Decatur	Decatur, Ill.

TEEN-AGE PROGRAMS

1. Large Stores			
Milwaukee Boston Store	<i>High School Disc Jockey Review</i>	WEMP Milwaukee	Milwaukee
Burdine's	<i>Teen-Age Fashions in Music</i>	WVCG Coral Gables	Miami
2. Small Stores			
Condon's Dept. Stores	<i>Teen Time</i>	WCSC Charleston	Charleston, S. C.

CHILDREN'S PROGRAMS

1. Large Stores			
Sage Allen	<i>Kiddie Corner</i>	WCCC Hartford	Hartford, Conn.

FARM AUDIENCE PROGRAMS

1. Large Stores			
Joske's of Texas	<i>Farm and Ranch Journal</i>	KTSA San Antonio	San Antonio

SPOT SATURATION CAMPAIGNS

1. Large Stores			
Wolf & Dessauer		WANE, WGL, WKJG, and WOWO Fort Wayne	Fort Wayne, Ind.
2. Small Stores			
Ivy's		WFBC and WMRC Greenville	Greenville, S. C.

SPECIAL AWARD FOR OUTSTANDING USE OF SATURATION COVERAGE TECHNIQUE

Brown Thomson Inc.		WTHT Hartford	Hartford, Conn.
--------------------	--	---------------	-----------------

EFFECTIVE SEASONAL PROMOTIONS (Honorable Mentions)

The Killian Co.	<i>Iowa Football</i>	KCRG Cedar Rapids	Cedar Rapids, Iowa
Sears, Roebuck & Co.	<i>Roebuck Talking Reindeer</i>	WVCG Coral Gables	Miami

AN A-B-C OF THE FCC

What is the Federal Communications Commission?

It is the United States Government agency charged with regulating interstate and foreign communication by means of radio, wire and cable. It also licenses non-Government radio stations and their operators.

What is the object of FCC regulation?

To provide for orderly development and operation of broadcasting services; to make available a rapid, efficient, nation-wide and world-wide telegraph and telephone service at reasonable charges; to promote the safety of life and property through improved communications systems, and by such means to strengthen the national defense.

Is the FCC under any government department?

No; it is an independent Federal establishment created by Congress and, as such, reports directly to Congress.

Under what authority does the FCC operate?

The Communications Act of 1934, as amended.

How did the FCC come into being?

Jurisdiction over electrical communications was formerly shared by the Department of Commerce, Post Office Department, and Interstate Commerce Commission and, later, by the Federal Radio Commission. Developments necessitated consolidation of supervisory and regulatory functions in a single agency. The Communications Act, signed June 19, 1934, created the Federal Communications Commission for this purpose.

To what does the Communications Act apply?

"... to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originates and/or is received within the United States, and to all persons engaged within the United States in such communication of such transmission of energy by radio, and to the licensing and regulating of all radio stations..."

Are intrastate communications included?

The Commission does not regulate purely intrastate wire service. However, the Commission does license all radio operation since it has been demonstrated, and courts have held, that radio transmission has effects beyond State borders.

Is the Communications Act limited to the 48 States?

No; it applies also to Alaska, Hawaii, Puerto Rico, and the Virgin Islands, but not to the Canal Zone.

What are the major activities of the FCC?

Allocating bands of frequencies to non-Government radio services and assigning frequencies to in-

(Continued on page 492)

(Continued from page 491)

dividual stations; licensing and regulating those radio services and radio operators; regulating common carriers engaged in interstate and foreign communication by telegraph and telephone; promoting safety through the use of radio on land, water, and in the air; encouraging more effective and widespread use of radio; and helping harness wire and radio communication to the national defense. Its regulation directly affects more than one million licensees and permittees.

How is the FCC administered?

By seven Commissioners appointed by the President, subject to confirmation by the Senate. One of the Commissioners is designated Chairman by the President. Not more than four Commissioners may be members of the same political party.

What is the term of an FCC Commissioner?

Appointment is for seven years, except in filling an unexpired term. The salary of a Commissioner is \$15,000 a year.

How does the FCC function?

The Commission functions as a unit, directly supervising all activities, with delegations of responsibilities to boards and committees of Commissioners, individual Commissioners, and staff units. The Chairman is responsible for the general administration of the internal affairs of the Commission. Policy determinations are made by the Commission as a whole.

The Commission staff is organized on a functional basis. There are four bureaus—Field Engineering and Monitoring, Common Carrier, Safety and Special Radio Services, and Broadcast; and eight offices—Secretary, Administration, Chief Engineer, Chief Accountant, General Counsel, Hearing Examiner, Opinions and Review, and Reports and Information. Commission practices conform to the Communications Act of 1934, as amended, and the Administrative Procedure Act.

How many persons does the FCC employ?

About 1,100, of which number one-third are in the field.

How many field offices has the FCC?

Including territories and possessions, there are 9 regional engineering offices, 24 engineering district offices, 6 sub-offices and 3 ship offices, 18 fixed monitoring stations, and a field laboratory. Field duties include monitoring and inspecting all classes of radio stations for technical compliance, examining radio operators, making various radio measurements and field-intensity recordings, and conducting related technical investigations. In addition, there are 4 common carrier field offices.

In what cities are FCC field offices located?

Engineering district offices are located in Boston, New York, Phila-

Station Authorizations

FOR comparative purposes, here is the status of broadcast stations authorizations at FCC on Dec. 31, 1951, and Dec. 31, 1952:

	Commercial authorizations				Educational authorizations			
	AM 1951	AM 1952	FM 1951	FM 1952	TV 1951	FM 1952	TV 1952	
Total authorized	2,408	2,624	650	630	108	273	113	
Total on the air	2,331	2,391	637	616	108	129	96	
Licensed (all on the air)	2,300	2,371	564	576	93	98	96	
Construction permits on the air	---	20	---	40	---	31	2	
Construction permits not on the air	---	133	---	14	---	144	13	
Construction permits	108	---	86	---	15	---	---	
Total applications pending	988	943	215	196	629	925	7	
Total applications in hearing	220	162	7	4	182	65	0	
Requests for new stations	102	251	2	12	171	812	0	
Request to change existing facilities	205	190	16	27	45	50	3	
Deletion of licensed stations in December	0	1	0	10	0	0	0	
Deletion of constructions permits in December	5	1	3	2	0	0	0	

delphia, Baltimore, Washington, Norfolk, Atlanta, Miami, New Orleans, Houston, Dallas, Los Angeles, San Francisco, Portland (Oreg.), Seattle, Denver, St. Paul, Kansas City (Mo.), Chicago, Detroit, Buffalo, Honolulu (T. H.), San Juan (P. R.), and Juneau (Alaska). Common carrier field offices are in Atlanta, New York, St. Louis and San Francisco.

Where does the FCC operate fixed monitoring stations?

Primary monitoring stations operate at Allegan, Mich.; Grand Island, Nebr.; Kingsville, Tex.; Millis, Mass.; Santa Ana, Calif.; Laurel, Md.; Livermore, Calif.; Portland, Oreg.; Powder Springs, Ga.; Anchorage, Alaska; and Lanikai, Oahu, T. H. There are secondary monitoring stations at Searsport, Maine; Spokane, Wash.; Twin Falls, Idaho; Fort Lauderdale, Fla.; Lexington, Ky.; Muskogee, Okla.; and Fairbanks, Alaska.

How are FCC orders enforced?

By administrative sanction, such as action on licenses, and by court action, through United States District Courts.

What is a communication "common carrier"?

Any person or company furnishing wire or radio communication to the public for hire, but excluding broadcasters.

What does FCC regulation of radio embrace?

Consideration of applications for construction permits and licenses for broadcast and other classes of radio stations; assignment of frequencies, power, and call letters; authorization of communication circuits; modification or revocation of licenses; inspection of equipment and regulation of its use; guarding against interference; reviewing service; licensing radio operators; regulating radio common carriers, and otherwise carrying out provisions of the Communications Act.

Must all radio transmissions be licensed?

The Communications Act requires all non-Government radio

operation to be licensed. Courts have held that radio transmission anywhere within the United States or its possessions necessitates licensing both the transmitter and its operator.

How does the FCC police the ether?

By means of field stations. Transmissions are monitored to see that they are in accordance with treaties, laws, and regulations. The monitoring network is for this purpose. If necessary, mobile equipment can trace illegal operation or sources of interference. Monitoring stations also furnish emergency directions to aircraft and help trace marine distress calls.

What is the radio "spectrum"?

That part of the electromagnetic radiation field which can be used for radio transmission. Before World War II, the useful radio spectrum was from 10 kilocycles to 300 megacycles (a megacycle is 1000 kilocycles). Today the radio "ceiling" extends to 30,000 megacycles. However, the present upper limit for commercial use is around 10,000 megacycles.

What is a radio "frequency"?

This is, in effect, the particular "channel" or portion of the spectrum in which a transmission is assigned. The radio spectrum might be compared to a vertical ruler with its fractional divisions representing "bands" occupied by transmissions of the different radio services. Just as autos must stay within the white lines on a land highway, so must transmissions keep to their assigned frequencies to avoid "colliding" with one another on the crowded radio lanes.

How many radio stations has this country?

There are more than 200,000 in about 60 categories. This includes about 5,000 broadcast and more than 200,000 nonbroadcast, not counting over 500,000 mobile and portable units associated with various land station operations.

How many types of broadcast services are there?

The list includes the older stand-

ard or AM (amplitude modulation); FM (frequency modulation), commercial and noncommercial educational; TV (television), commercial and noncommercial educational; international and supplemental broadcast services such as remote pickup and studio-transmitter links; TV auxiliaries and experimental and developmental broadcast, and experimental facsimile.

How are radio station call letters assigned?

International agreement provides for the national identification of a station by the first letter or first two letters of its assigned call signal, and for this purpose apportionments the alphabet among the several nations. The Commission is authorized by the Communications Act to assign call signals. The Commission presently uses the initial letters K, N and W exclusively and part of the A series. Except for blocks of call signals assigned to particular Government agencies or departments for their own use, call signals are assigned by the Commission upon an individual station basis. The initial letter N is generally reserved for the Navy and Coast Guard, whereas the letters A, K and W are shared by other stations, both Government and non-Government. Broadcast stations are assigned call signals beginning with K or W. Generally speaking, call letters beginning with K are assigned to broadcast stations west of the Mississippi River and in the territories and possessions, while W is assigned to broadcast stations east of that river.

What is the role of the FCC in national defense?

Use of wire and radio communication to aid the national defense is one of the stated purposes of the Communications Act. It confers special powers on the President in time of national emergency. The Commission cooperates with the military and other Government agencies engaged in national defense work, and with organizations and other elements of industry affected. The Commission has long maintained regional disaster emergency coordination with the Coast Guard, Navy, Army, Air Force, Red Cross, amateurs, and state municipal police organizations. Its established radio services include Special Emergency, Civil Air Patrol, State Guard, Disaster Communications, and Amateur Civil Emergency.

Where can additional reference material be obtained?

Those interested in greater detail may obtain various printed publications of the Federal Communications Commission. These are not distributed by the Commission but are sold by the Superintendent of Documents, Government Printing Office. A list of FCC publications currently available from that source may be obtained on request to "Secretary, Federal Communications Commission, Washington 25, D. C."

INDEX TO ADVERTISERS IN 1953 BROADCASTING YEARBOOK NUMBER

AGENCIES

Batten, Barton, Durstine & Osborn, Inc.	5
McCann-Erickson, Inc.	16-17
Raymond R. Morgan Co.	18
Young & Rubicam, Inc.	3

EQUIPMENT

Allied Radio (Broadcast Div.) ..	362
Allied Record Mfg. Co.	344
Ampex Electric Corp.	363
Califone Corp.	364
Collins Radio Co.	366-367
Continental Electronics Mfg. Co.	365
M. Ducommun Co.	368
Ectro, Inc.	389
Federal Telephone & Radio Corp.	383
Gates Radio Co.	369
General Electric Tubes	387
Graybar Electric Co., Inc.	371
Johns-Manville	391
Lehigh Structural Steel Co.	395
Magnecord, Inc.	373
Presto Recording Corp.	375
Radio Corporation of America ..	Back Cover
RCA Engineering Products	399
Stainless, Inc.	393
Tower Sales & Erecting Co.	385
Truscon Steel Co.	377
Wallach & Associates	380
Westinghouse Electric Corp.	378-379

GENERAL

All-Canada Radio Facilities, Ltd.	331
ASCAP	66
AFCCE	29
Bernard Associates	396
Broadcast Advertising Bureau ..	189
Broadcast Music, Inc.	346-347
Walter P. Burn	415
Canadian Ass'n. of Broadcasters	334
Capitol Records	345
Columbia Records Inc.	349
Louis G. Cowan, Inc.	353
R. C. Crisler & Co.	392
Empire Broadcasting Corp.	348
Gallucci Brothers & Associates ..	95
Ken-Carolyn Kitchen Program ..	163
Kukla, Fran & Ollie	9
George McKittrick & Co.	425
Don McNeill Enterprises	7
RCA Custom Record Sales	355
RCA Recorded Program Services	358-359
SESAC Transcribed Library	357
Southeastern Radio & Television Institute	474
United Press	59
Thomas J. Valentino, Inc.	356
World Sales & Program Service.	350-351
Frederic W. Ziv Co. Radio Productions	341-343

NETWORK-GROUPS

The Brown Stations	79
Canadian Broadcasting Corp. ...	329
CBS Radio Network	36-37
The French Broadcasting System (Radio Diffusion Francaise) ..	407
The Georgia Trio	119
Kansas Quality Group	145
Keystone Broadcasting System, Inc.	41
Edward Lamb Enterprises, Inc.	31
Don Lee Broadcasting System ..	81
The Linder Stations	179
Meredith Stations	55
Mutual Broadcasting System ...	45
National Broadcasting Co.	51
National Broadcasting Co. (Western Div.)	91
Oklahoma Network	241
Puerto Rican Network, Inc. (Radio Cadena Puerto Rico)	327
Radio Luxembourg	409
The Radio Network of Arizona ..	57
Radio Programmas de Mexico ..	477
Rahall Stations	250
Southern Minnesota Network ..	178
Texas Quality Network	281
The Top Stations	110
United Broadcasting Co.	106, 158, 304
West Texas Packaged Stations .	403
Wyoming Cowboy Network ...	323

NATIONAL REPRESENTATIVES

The Branham Co.	21
Free & Peters, Inc.	10
Headley-Reed, Inc.	23
Horace N. Stovin Co.	27
O. L. Taylor Co.	Spine

STATIONS

CKLW, Detroit	170
KADA, Ada	241
KANS, Wichita	145
KARM, Fresno	84
KATE, Albert Lea	178
KAWT, Douglas	73
KBIX, Muskogee	241
KBMX, Coalinga	405
KBST, Big Spring	403
KCKY, Coolidge	57
KCNO, Alturas	80
KCRA, Sacramento	89
KCRC, Enid	241
KDMA, Montevideo	179
KEYS, Corpus Christi	283
KFAC, Los Angeles	85
KFBC, Cheyenne	323
KFDM, Beaumont	280

STATIONS—Contd.

KFPW, Fort Smith	75, 243
KFSD, San Diego	419
KFVD, Los Angeles	431
KFWB, Hollywood	87
KFYR, Bismarck	227
KGER, Long Beach	79
KGKL, San Angelo	403
KGLU, Safford	73
KGMB-KHBC, Honolulu-Hilo ...	324
KGNC, Amarillo	279, 281
KGNO, Dodge City	145
KGOS, Torrington	323
KGW, Portland	249
KIEM-KRED-FM, Eureka	83
KIRO, Seattle	308
KITE, San Antonio	296
KLRA, Little Rock	77
KMBC-KFRM, Kansas City, Mo. .	190-191
KMED, Medford	247
KMHL, Marshall	179
KNOG, Nogales	57
KODI, Cody	323
KOMA, Oklahoma City	75, 243
KOME, Tulsa	79
KOOL, Phoenix	57
KOPO, Tucson	57
KOWB, Laramie	323
KOWH, Omaha	196
KOY, Phoenix	72
KPHO, Phoenix	33, 55
KPRC, Houston	281, 291
KRAL, Rawlins	323
KRBC, Abilene	403
KRGV, Weslaco	281, 293
KRIS, Corpus Christi	281
KRLD, Dallas	285
KROC, Rochester	178
KROD, El Paso	286
KROY, Sacramento	88
KSD, St. Louis	187
KSFO, San Francisco	411
KSID, Sidney	323
KSL, Salt Lake City	300
KSUN, Bisbee	72
KSWB, Yuma	57
KSWO, Lawton	241
KTAR, Phoenix	73
KTMC, McAlester	241
KTOE, Mankato	179
KTRE, Lufkin	429
KTRN, Wichita Falls	403
KTSA, San Antonio	295
KTUC, Tucson	72
KTUL, Tulsa	243
KUGN, Eugene	246
KUIN-KGPO-FM, Grants Pass ..	248
KUOA, Siloam Springs	79

(Continued on page 494)

INDEX TO ADVERTISERS IN 1953 BROADCASTING YEARBOOK NUMBER 1

STATIONS—Cont'd.

KVGB, Great Bend	145
KVOA, Tucson	73
KVOC, Casper	323
KVOC, Tulsa	245
KVSO, Ardmore	241
KVWO, Cheyenne	321
KWBE, Beatrice	195
KWBW, Hutchinson	144, 145
KWEM, West Memphis	Inside Back Cover
KWFT-KLYN, Wichita Falls-Amarillo	284
KWJB, Globe	73
KWLM, Willmar	179
KWOR, Worland	323
KWRL, Riverton	323
KWSH, Seminole	241
KXLA, Pasadena	413
KXLW, St. Louis	185
KXO, El Centro	82
KXOK, St. Louis	193
KYA, San Francisco	93
KYCA, Prescott	73
KYMA, Yuma	72
KYSM, Mankato	178
KYUM, Yuma	73
WACE, Chicopee	166-167
WAGA, Atlanta	119
WANT, Richmond	304
WAPA, San Juan	327
WAVE, Louisville	149
WAVZ, New Haven	423
WAZL, Hazleton	255
WBAL, Baltimore	159
WBAP, Fort Worth	281, 289
WBNS-WELD-FM, Columbus	233
WBOC, Salisbury	160
WBT, Charlotte	219
WCCC, Hartford	64
WCCO, Minneapolis	181
WCLO-WGEZ, Janesville-Beloit	316
WCNX, Middletown	100
WCOV, Montgomery	70
WCOW, South St. Paul	180
WCTC, New Brunswick	200
WCVS, Springfield	125
WCYB, Bristol	302
WDAY, Fargo	229
WDBO, Orlando	112
WDSR, Lake City	110
WDSU, New Orleans	154
WEAS, Decatur	Inside Back Cover
WEAV-WENT, Plattsburg-Gloversville	212
WELI, New Haven	98
WELL, Battle Creek	168
WEMP, Milwaukee	319
WEOA, Evansville	135
WERC, Erie	252
WEYD, New York	208
WEXL-WOMC-FM, Royal Oak	174

STATIONS—Cont'd.

WFAA, Dallas	281, 287
WFBC, Greenville	267
WFBG, Altoona	251
WFBM, Indianapolis	135
WFDL, Flint	135, 173
WFIN, Findlay	235
WFLA, Tampa	114
WFMJ, Youngstown	231
WFOY, St. Augustine	110
WGGG, Gainesville	110
WGMS, Washington, D. C.	104
WGN, Chicago	126
WGOV, Valdosta	Inside Back Cover
WGST, Atlanta	115
WGY, Schenectady	215
WHAI, Greenfield	164
WHAS, Louisville	151
WHBF, Rock Island	132
WHEC, Rochester	213
WHEN, Syracuse	55
WHLI, Hempstead, L. I.	207
WHLM, Bloomsburg	255
WHLS-WLEW, Port Huran-Bad Axe	176
WHO, Des Moines	141
WHOL, Allentown	255
WHOM, New York	210
WHOO, Orlando	31
WHP, Harrisburg	254
WIBA, Madison	317
WIBB, Macon	120
WIBW, Topeka	147
WICC, Bridgeport	99
WIDE, Biddeford	255
WIKK, Eire	31
WINR, Binghamton	203
WIP, Philadelphia	257
WIRE, Indianapolis	136
WIRL, Peoria	421
WIS, Columbia	265
WISL, Shamokin	260
WJAX, Jacksonville	108
WJBK, Detroit	171
WJBO-WBRL-FM, Baton Rouge	153
WJIV, Savannah	Inside Back Cover
WJLK, Asbury Park	199
WJR, Detroit	53
WJVB, Jacksonville Beach	110
WKAP, Allentown	250
WKBN, Youngstown	239
WKBW, Buffalo	205
WKOW, Madison	318
WKRS, Waukegan	131
WKY, Oklahoma City	Inside Front Cover
WLAM, Lewiston	156
WLBE, Leesburg	110
WLIB, New York	211
WLW, Cincinnati	48-49
WMAL, Washington, D. C.	105
WMAM, Marinette	315
WMAQ, Chicago	127
WMAY, Springfield	130

STATIONS—Cont'd.

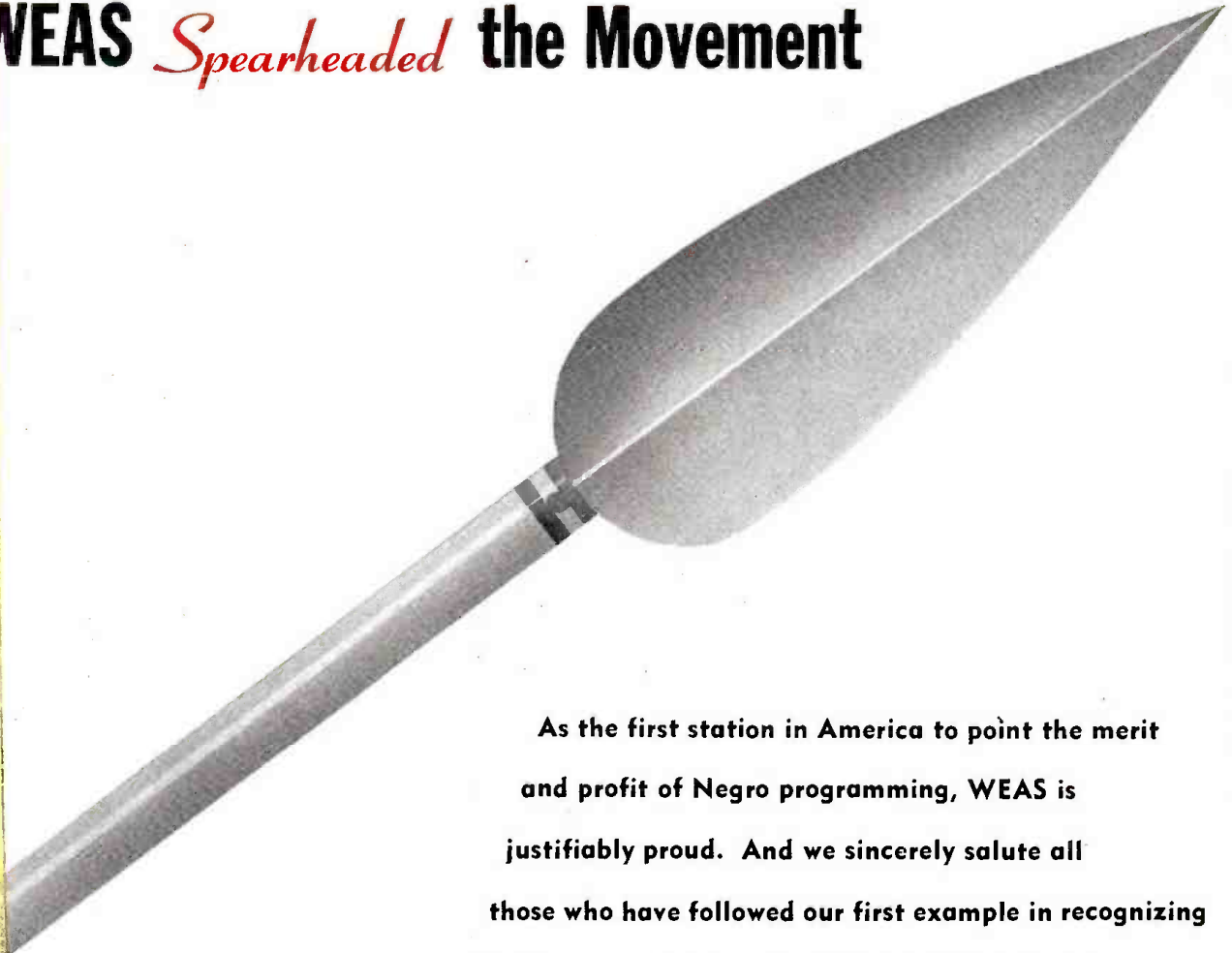
WMAZ, Macon	149
WMBG-WTVR-WCOD, Richmond	305
WMBR, Jacksonville	177
WMC-WMCF-WMCT, Memphis	274
WMFJ, Daytona Beach	407
WMPS, Memphis	275
WMRN, Marion	292
WMT, Cedar Rapids	196
WMUR, Manchester	198
WNAR, Norristown	259
WNAX, Yankton	273
WNEW, New York	79
WNHC, New Haven	103
WNJR, Newark	199
WOAI, San Antonio	297
WOAY, Oak Hill	113
WOC, Davenport	142
WOND, Pleasantville	191
WOOD, Grand Rapids	135
WOOK, Washington, D. C.	105
WOR, New York	Front Cover
WORA, Mayaguez	327
WOW, Omaha	57
WPOR, Portland	157
WPRO, Providence	263
WPRP, Pance	327
WQXR, New York	409
WRDW, Augusta	17
WRFD, Worthington	334
WRHC, Jacksonville	170
WROK, Rockford	128
WROV, Roanake	305
WSAM, Saginaw	177
WSAZ, Huntington	311
WSB, Atlanta	121
WSBB, New Smyrna Beach	119
WSID, Essex	153
WSIX, Nashville	279
WSJS, Winston-Salem	215
WSM, Nashville	279
WSPA, Spartanburg	266
WSPD, Toledo	287
WSYR, Syracuse	217
WTAX-WSOY, Springfield-Decatur	135
WTHI, Terre Haute	427
WTIC, Hartford	101
WTMC, Ocala	115
WTOC, Savannah	179
WTOG, Toledo	31
WTRY, Troy	116
WWJ, Detroit	168
WWNR, Beckley	350
WWPF, Palatka	110
WWRL, Woodside, L. I.	214
WWVA, Wheeling	314
WXRF, Guayama	327
CFCF, Montreal	338
CFPL, London, Ont.	316



*Your guardian of quality
in radio, television, electronics
and recorded music
achieved through leadership
in research, engineering
and manufacturing*

RADIO CORPORATION OF AMERICA

WEAS *Spearheaded* the Movement



As the first station in America to point the merit and profit of Negro programming, WEAS is justifiably proud. And we sincerely salute all those who have followed our first example in recognizing the Negro market's vast potential. And naturally we are gratified that the latest Pulse of Atlanta reveals WEAS still tops all rivals in the Negro programming field.

WEAS

(Flagship of Dee Rivers' Famous Family Four)

GOV

KWEM

WJIV

WEAS

Atlanta, Ga.

West Memphis Ark.
Memphis, Tenn.

Savannah, Ga.

Atlanta & Decatur, Ga.

WATTS

1000 WATTS

1000 WATTS

10,000 WATTS

CALL YOUR NEAREST
HORIZE OFFICE OR STARS, INC.
CANDLER BUILDING
ATLANTA, GEORGIA