

## . . . Advertising Agencies . . .

Treasurer .....Herbert Goldsmith  
Radio-TV Director.....Myron L. Broun

### FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.

Phone 4-9339

\* NOAB—NAAN

Partners.....Fred D. Stevens,  
Gerald S. Stevens  
*Radio Accounts*—Wicks & Greenman, Corn-  
hill Bldg. & Loan Ass'n.

### STOCKTON, WEST, BURKHART, INC.

First National Bank Bldg., Cincinnati 2, O.  
Phone DUNbar 5600

AAAA—ANPA—PPA—NOAB—BMB

President & Treas.....Wm. Z. Burkhart  
Vice-Pres.-Secy.....Ranald S. West  
Vice-President.....Eric W. Stockton  
Vice-Pres. & Art Dir.....C. Thomas Martin  
Research Director.....Robert McDowell  
Acct. Execs. ....H. S. Lenz,  
J. D. Nelson, Jr., E. P. Broome, H. L.  
Robinson.

Radio-TV Director.....R. S. West  
*Radio Accounts*—Ohio Oil Co., Cincinnati  
Gas & Elec. Co., Central Trust Co., Cincin-  
nati Enquirer, U. S. Shoe Corp.

### STORM & KLEIN, INC.

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

Phone: MURray Hill 6-2820

ANPA—PPA

President, Secretary.....Allston E. Storm  
Executive Vice-President....Edward Klein  
V.-Pres. & Research Dir....Harry Chapperon  
Time Buyer .....Arthur J. Klein  
Art Director .....Frederick Widlicka  
*Radio Accounts*—The Tintex Company,  
New York City, Tints and Dyes; Park &  
Tilford, New York City, Perfumes and Cos-  
metics.

### ARTHUR W. STOWE ADV.

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.  
Phone DRExel 8138

ANPA

Owner.....Arthur W. Stowe  
Office Manager.....E. Scott Colby  
General Production.....George Graham  
Layout .....Donald Kellar  
Artist .....Dorothy Nolte  
*Radio Accounts*—Taylor Automobile Co.,  
Western Auto Supply Co., Wilder's, Inc.  
Furniture, Stout Motors Trailer Division,  
So. Figueroa, Automotive Business Associ-  
ation.

### STRAUCHEN & McKIM ADV.

6 East Fourth St., Cincinnati 2, Ohio

Phone MA 1618-9

AAAA—ABP—NOAB—PPA

Sr. Partner.....Edmund R. Strauchen  
Jr. Partner.....G. F. McKim, Jr.

Radio Time Buyer....Edmund R. Strauchen  
Radio Director.....John G. Maupin  
Research Dir.....M. Taylor  
*Radio Accounts*—The Geo. Wiedmann  
Brewing Co., Inc., Geo. H. Newstedt Co., Ar-  
gus Industries.

### STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.

Phone: BRyant 9-2400

ANPA—PPA—ABC—NOAB—APA

President.....H. K. Finney  
Vice-President.....John F. Mayer  
General Manager.....Robert Finney  
Assistant General Manager...Frank Finney  
Secretary.....F. S. Park  
Treasurer.....Fred Hellar  
Director of Radio.....Howard Miller  
*Radio Accounts*—Doan's Pills, Ice-Mint,  
Allen's Foot-Ease, Beecham's Pills, Esplotabs,  
Dil-Kil, Baby's Own Tablets (Canada),  
Children's Own Tablets (Canada), Dr. Wil-  
liams Pink Pills (Canada).

### DANIEL F. SULLIVAN CO.

413 Statler Off. Bldg., Boston 16, Mass.

Phone HANcock 6-7643-4-5

ANPA—PPA—APA

President.....Daniel F. Sullivan  
Treasurer.....William H. Sullivan  
Copy Chief.....Walter K. Munroe  
Production Manager.....James J. McCabe  
Sales Director.....Robert N. Sullivan  
Radio-TV Director.....Eugene F. Stafford

#### *Branch Office*

22 Monument Sq., Portland, Me.

*Radio Accounts*—Eastern Mass. St. Ry. Co.,  
E. H. Snow Canning Co., Metro Distributors,  
R. S. Robie, Inc., Revere Racing Assn., Bay  
State Raceways, Plasticlear Products, Inc.,  
Davis Bros. Fisheries, David-Morton Circua,  
Carling's Red Cap Distributors, Kaler, Car-  
nney, Liffler & Co., Specialized Truck Sales,  
Hertz System of New England, The Windham  
Co., Middlesex County National Bank, Mutual  
Savings Banks of Lowell, Bay State Midget  
Auto Racing Assn.

*Television Account*—Metro Distributors.

### SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

437 5th Ave., New York 16, N. Y.

Phone OREGon 9-2500

ANPA—PPA—NOAB—ABC

President.....R. F. Sullivan  
Vice-President.....D. D. Stauffer  
Vice-President.....R. T. Colwell  
Vice-President.....S. H. Bayles  
V.-P. & Secy.....J. P. Cohane  
V.-P. & Treas.....T. N. Wcatherby  
Vice-Pres.....A. K. Spencer  
Vice-Pres.....W. M. Spire  
V.-P. & Media Dir.....Francis Minehan  
Head Art Dir.....Robert West

## . . . Advertising Agencies . . .

Production Head.....George Andrew  
 V.-P. & Copy Chief.....J. Clifford Dillon  
 V.-P. & Research Dir.....Luther H. Wood  
 Controller.....M. Herbert King  
 V.-P. Radio & TV Dir.....Philip H. Cohen  
 Producer.....Thomas Victor  
 Television.....Richard R. Uhl

### Branch Office

1607 Vista del Mar Ave., Hollywood 28, Calif.  
 Director.....John J. Van Nostrand  
*Radio Accounts*—Noxzema Chemical Co.,  
 Smith Bros., Whitehall Pharmaceutical Co., Lever  
 Bros. Co., American Cigarette & Cigar Co.

### SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland 15, Ohio

Phone Main 7142

ANPA—PPA—NOAB—ABP—APA  
 Partners...John F. Sweeney, Frank G. James  
 Space Buyer.....T. M. Gregory  
*Radio Account*—Network: Firestone Tire  
 & Rubber Co.

### SYLVESTER-MEEDER ADVERTISING CORP.

90 S. Oak Knoll Ave., Pasadena 5, Calif.

Phone Sycamore 6-7791, Ryan 1-6121

Pres.-Prod. Mgr. & Copy Chief...E. Sylvester  
 Treasurer.....A. A. Sylvester  
 Art Dir.....Leon Gilmour

### SAMUEL TAUBMAN & CO.

1541 Sanson St., Philadelphia 2, Pa.

Phone LOenst 4-0792

Space Buyer.....S. Taubman  
 Radio Director.....M. Taylor  
 Copy Chief.....Raymond H. Love  
 Art Director.....B. Kistner  
*Radio Accounts*—Feinstein Furniture Co.,  
 Lester Lee Laboratories, Harry Krouse, Inc.,  
 The Big Store.

*Television Account*—Harry Krouse, Inc.

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

630 Fifth Ave., New York 20, N. Y.

Phone Circle 6-2626

ANPA—AAAA—PPA—APA—NOAB—ABP  
 President.....Jack D. Tarcher  
 Vice-President.....George R. Marek  
 Vice-President.....E. C. Ridley  
 Space Buyer.....W. W. Kirchert  
 Production Manager.....Jay R. Wieder  
 Art Director.....Dave Block  
 Copy Chief.....Ben F. Laitin  
 Research Director.....Leonard Tarcher  
 Radio-TV Dir.....Robert Kelly  
 Acct. Exces.....Jack D. Tarcher, George R.  
 Marek, E. C. Ridley, K. N. Whatmore.

*Radio Accounts*—Bennus Watch Co., Mc-  
 Kesson & Robbins, Inc., Personna Blade Co.,  
 Seaman Bros., Inc.

*Television Accounts*—Bennus Watch, Pe-  
 quot Mills.

### J. WALTER THOMPSON CO.

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

Phone MUrray Hill 3-2000

AAAA—ANPA—ABP—PPA—NOAB—ABC  
 President.....Stanley Resor  
 Vice-Pres. in Charge of Radio & Tele

John U. Reber  
 Radio Tele Time Buyer.....Linnea Nelson  
 Radio Tele Talent Buyer....Virginia Spragle

### Branch Offices

1549 North Vine St., Hollywood 28, Calif.  
 V.P.-Manager.....Cornwell Jackson  
 Vice-President.....Cal Kuhl  
 410 N. Michigan Ave., Chicago 11, Ill.  
 Vice-President and General Manager,

Henry T. Stantoo  
 Radio Director.....Harold R. Rorke  
 Radio Tele Time Buyer.....E. R. Fitzgerald  
 320 Calif. St., San Francisco, Calif.

Manager.....Fred Fidler  
 Radio Director.....Henry M. Jackson  
 Radio Time Buyer.....Frances Young  
 645 South Flower St., Los Angeles 36, Calif.  
 General Manager.....Robert B. Shirey  
 Radio Time Buyer.....Jane Hubert

*Radio-TV Accounts*—Atlantis Sales Corp.,  
 P. Ballantine & Sons, F. W. Boltz Corp., El-  
 gin National Watch Co., Fanny Farmer  
 Candy Shops, Ford Dealer Advertising  
 Groups, Homestead Bakery, Indiana Bell  
 Telephone, Johns-Manville Corp., Kraft Foods  
 Co., Lamont-Corliss, Langendorf United Bak-  
 eries, Inc., Lever Brothers Co., Libby, Mc-  
 Neill & Libby, Mentholatum Co., Leo J. Mey-  
 berg Co., Northern Trst Co., Pan American  
 World Airways, Pharma-Craft Corp., Penick  
 & Ford, Ltd., RCA Victor-Division of Radio  
 Corporation of America, Safeway Stores, Inc.,  
 Shell Oil Company, Inc., Standard Brands  
 Inc., Swift & Co., Thompson Products, Times,  
 Mirror Co., Ward Baking Co., Washington  
 State Apple Commission.

### TIMELY ASSOCIATES, INC.

70 East 45th St., New York 17, N. Y.

Phone MU 4-0286

ABP

President.....Daniel R. Prosnit  
 Treas.....David J. Diamond  
*Radio Accounts*—Progressive Life Ins. Co.,  
 Coro, Inc., Jacques Kreisler Mfg. Corp.,  
 Solon Palmer, L. & H. Stern, Inc., Voco, Inc.

### ALFRED F. TOKAR ADV.

850 Broad St., Newark 2, N. J.

Phone Mitchell 2-2561

ANPA—PPA

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

## Advertising Agencies

### TRACY, KENT & CO., INC.

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

ABP—NOAB—ANPA—PPA—APA

Chairman.....Wm. Irwin Tracy  
President.....Frank S. Kent  
V.P. & Art Dir.....Hugh Donnell  
Sec. & Treas.....George M. Pease  
Asst. Sec. & Treas.....Philip A. Baecker  
Radio-TV Program Dir.....Alfred S. Moss  
*Radio Accounts*—John Opitz, Inc., Salad Products Corp., H. C. Brill Co., Inc., J. W. Beardsley's Sons, The Taylor-Reed Corp., J. Ossola Co., Inc., House Of Price, Minot Food Packers, Inc.

### TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Tex.  
Phone Riverside 8655

APA—ABC—BMB—SNPA

President.....Raymond P. Locke  
Vice-Presidents.....Morris Hite,  
Monty Mann, G. G. Addington, Scott Leonard, Ernest Lovan.

V.P. & Treas.....J. H. Wellenkamp  
Secy.....R. H. Robins  
Radio Dir. & Head Time Buyer.....Monty Mann  
Time Buyers.....E. Parker,  
Mary B. Randle.

Account Execs.....Raymond P. Locke,  
Morris Hite, Scott Leonard, Ernest Lovan,  
G. D. Addington, Jr., Stanley W. Foran, Lew Purnell.

Copy Chief.....Glen G. Addington  
Mrd. Baird's Bread Cos., Borden Co., Southern Div.

*Radio Accounts*—Dr. Pepper Co., Burrus Mill & Elev. Co., Imperial Sugar Co., Byer-Rolnick Co., Republic Nat'l Bank, Dallas, Mrs. Baird's Bread Co., Dallas, Borden Co., Southern Div.

### TUDOR ADVERTISING AGENCY

299 Madison Ave., New York 17, N. Y.  
Phone MURray Hill 2-6653

President & Prod. Mgr.....W. Scott  
Secretary.....H. J. Miller  
Treas. & Art Dir.....L. Silverman  
Radio Director.....L. Maris

### THE TULLIS-VICTOR CO., INC.

6000 Sunset Blvd., Hollywood 28, Calif.  
Phone HEMPstead 6831

President.....Howard Tullis  
Vice-President.....A. J. Vietor  
Secy.-Treas.....Lewis G. Parsons

### VALLEY ADVERTISING CO.

113 W. 4th St., Weslaco, Tex.  
Phone WEslaco 175

PPA  
Pres., Treas., Radio Dir., Radio Time  
Buyer & Space Buyer.....J. D. Grafton  
Vice-President.....E. S. Grafton  
Secretary.....R. B. Blancett

Art Director.....L. Blancett  
Production Manager.....F. Schultz  
*Radio Accounts* — Borderland Citrus Groves, Valley Grande Academy.

### VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.  
Phone ELdorado 5-5185

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

Media Dir.....Agnes Kingsley  
*Radio Accounts* — L. Bamberger & Co., Beam Products Co., Berex Pharmacal Co., Dolcin Corp., Dolcin Ltd., Jarmane, Inc., C. F. Matlage Sales Co., James McCrery & Co.

### JOHN B. VAN DOMELLEN AGENCY

322-326 Federal Square Bldg.,  
Grand Rapids 2, Mich.

Phone 9-3453-4

PPA—ABP

Owner & Space Buyer....J. B. Van Domellen  
Radio Dir.....E. J. Logie  
Acct. Exec.....R. F. Doornink, J. Newberry  
Prod. Mgr.....Jack Newberry

### VANGUARD ADVERTISING

15 East 40th St., New York 16, N. Y.  
Phone MURray Hill 5-4686

ABP—PPA—APA

President.....J. M. Russakoff  
Art Director.....Frank Haase  
Media.....Ed Bimberg  
*Radio Account*—Reba Plastics.

### VAN HECKER, INC.

664 No. Michigan Ave., Chicago 11, Ill.  
Phone DElaware 3122-3-4

NOAB—PPA—APA

President & Treas.....C. E. Van Hecker  
Account Exec.....W. F. Barkow  
Account Exec. & Space Buyer.....F. J. Guzk  
*Radio Accounts*—Local Loan Co., Pyroil Co.

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

Court Square Bldg., Baltimore 2, Md.  
Phone, LExington 5400

AAAA—ABP—ANPA—PPA—NOAB  
APA—ABC

President.....Wilbur VanSant  
Vice-President.....Robert E. Daiger  
V.P. & Acct. Execs.....Robert E. Daiger,  
H. G. Erck, C. M. Buchanan, T. F. C. Quinn.

Media & Research.....U. H. Moss  
Acct. Exce.....Wm. Dugdale  
Radio Dir.....J. D. Loden  
*Radio Accounts*—Fram Corp. (Network), International Bedding, York Wallpaper, National Radio Institute, The Glenn L. Martin Co., Sherwood Brothers, The Crosse & Blackwell Co., Rice's Bakery, The Wm. Schluderberg Co.

## . . . Advertising Agencies . . .

### VENABLE-BROWN CO., INC.

211 E. Fourth St., Cincinnati 2, Ohio  
Phone Parkway 6078, 6784  
ABP—ANPA—APA

President & Space Buyer.....B. W. Brown  
Vice-Prcs. & Space Buyer.....B. Venable  
Vice-President.....G. L. Service  
Sec'y-Art Dir. & Prod. Mgr....P. R. Harrover  
Trcas. & Buyer Radio Time...D. B. Mescher  
Acct. Execs.....B. Venable, G. L. Service,  
B. W. Brown.

### J. FRANKLYN VIOLA

155 West 42nd St., New York 18, N. Y.  
Phone CHickering 4-3254

President-Owner.....J. Franklyn Viola  
*Radio Accounts*—WEVD, WHOM, WOV,  
N. Y.; WHAT, Philadelphia; WNHC, New  
Haven; WKNB, New Britain, WCNV, New-  
burgh.

### WADE ADVERTISING AGENCY

20 N. Wacker Dr., Chicago 6, Ill.  
Phone State 7369

ANPA—PPA—APA—NOAB

President.....Albert G. Wade  
Exec. V.P.-Radio Director.....W. A. Wade  
Radio Time Buyer.....W. B. Condon  
Secretary-Treasurer.....E. N. Nelson  
Art Mgr.....Kenneth Banas  
Account Executives.....Booth Luck,  
P. C. Lund.

*Radio Accounts*—Miles Laboratories, Inc.,  
Murphy Products Co., Morris B. Sachs, Wear  
Proof Mat Co., Hoover Liniment Co., Haske-  
lite Mfg. Corp., Wait-Cabill Co.

### HUGO WAGENSEIL & ASSOCIATES

Talbot Bldg., Dayton 2, Ohio  
Phone Hemlock 5542

ABP—APA—AAAA—PPA—ANPA

President.....H. Wagenseil  
Secretary-Treasurer.....G. Wagenseil  
Production Manager.....W. J. Staggs  
Art Director.....E. Hageman  
Radio Director.....F. R. Harwood  
Public Relations.....C. W. Young  
Account Executive.....W. H. Ford

### WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.  
Phone Grant 1900

ANPA—ABP—PPA—APA—CAN

President.....William S. Walker  
Vice-Presidents.....Benjamin I. Davis, Jr.,  
C. P. Richardson.  
V.P. & Radio-TV Director...R. C. Woodruff  
Director.....Vic Seydel  
Producers.....Victor Maitland,  
Robert Stevens, Fred L. Newmeyer.

*Branch Office*

Suite 833, Hotel St. Regis, New York, N. Y.  
Eastern Radio Supervisor.....Victor Seydel

*Radio Accounts*—Duquesne Brewing Com-  
pany, Chartiers Valley Brewing Co., Henry  
Lohrey Packing Co., Vimco Macaroni Com-  
pany, Clearfield Fur Company, Mail Pouch  
Tobacco Co., Colonial Biscuit Company,  
Sterling Oil Company.

### WALLACE-FERRY-HANLY CO., INC.

430 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 4462

ABP

Chmn. of Bd.....C. P. Hanly  
President.....L. T. Wallace  
Secy.-Treas.....H. E. Lehman  
Manager.....C. L. Collette  
Prod.....J. T. Shengda  
Art. Dir.....A. L. Schuknecht  
Space & Radio Time Buyer. Blanche J. Slivka  
Radio Dir.....J. T. Ainley  
Radio Prod.....James T. Bloodworth  
Acct. Execs.....L. T. Wallace,  
C. L. Collette, M. G. Pierce, Lester  
Ploetz.

*Radio Accounts*—Campana Sales Co., A. G.  
Spalding & Bros.

### WILLIAM WARREN AGENCY

122 E. 42nd St., New York 17, N. Y.  
Phone LEXington 2-1795-4379

Partners.....Harry Solow Jr.,  
William Warren Solow.  
Radio Director.....Harry Solow Jr.  
Copy Chief.....Marilyn Kean  
Account Executives.....W. W. Solow,  
Stevens P. Jackson, Fred Yurman, J. C.  
Silverman.

Television Director....Stevens P. Jackson  
Asst. Tel. Dir.....W. W. Solow

*Radio Accounts*—Alexanders Dept. Store,  
Flag Pet Food Corp., Cardinal Neckwear,  
Strauss Stores, Metropolitan Training Ctr.,  
Face Contour Cosmetics, Cambridge School,  
No. 50 New-Lac, Monick Silverware Co.,  
Williams Heating Engin., Sachs Quality  
Stores, Pierce School, Sofia Bros., Ivel Furs,  
Herberts Diamonds, Bonded Auto Sales, War-  
ren-Connelly, Lucele, Ltd.

### WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.  
Phone Murray Hill 6-8585

AAAA—ANPA—PPA—ABP—ABC  
APA—NOAB

President.....H. Paul Warwick  
Vice-Presidents.....Henry Legler,  
S. O. Youngheart, J. R. Warwick, Lester  
M. Malitz, Arthur Deerson, C. E. Staudin-  
ger.  
Radio Director.....Tevis Huhn

*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Cal.  
Radio Director.....Cecil Underwood

**Advertising Agencies**

*Radio Accounts*—Pabst Sales Co., Equitable Life Assurance Society of the U. S., Farnsworth Television & Radio Corp.

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

6 E. 39th St., New York 16, N. Y.  
Phone MU 5-8950

ABP—PPA—NOAB—ANPA

President.....Norman D. Waters  
Exec. Vice-Pres.....Charles H. Whitebrook  
Secretary.....E. L. Waters  
Treasurer.....H. L. Waters  
Gen. Mgr.....Louis Landesman  
Copy Chief.....Adrian Kuhn  
Media Dir.....Richard Werden  
Art Dir.....Irving Cohan  
*Radio & Television Accounts*—Jay Bucknell, Inc., Spencer Shoe Corp., Stardust, Inc.

**WATTS, PAYNE ADV., INC.**

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

ABP—APA—SNPA

President.....Don Watts  
Vice-President.....Leslie S. Hauger  
Secretary-Treasurer.....Oscar E. Payne  
Account Executive.....Don Dyer  
Production Manager.....S. B. Snyder  
Art Director.....Harold Carlross  
Time Buyers....Don Watts, Leslie S. Hauger  
Continuity .....Don Mitchell

*Branch Offices*

316 Fidelity Bldg., Dallas, Tex.

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

*Radio Accounts*—Oklahoma Tire & Supply Co., Kidds Cola, Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Good Luck Oil Company.

**TUCKER WAYNE & CO.**

98 Mitchell St., S.W. Atlanta 3, Ga.  
Phone Walnut 6701-2

ANPA—PPA—APA—ABP—SNPA  
NOAB—AAAA

President.....Tucker Wayne  
Vice-Pres. & Radio Talent.....C. W. Burgess  
Vice-Pres. & Time Buyer.....C. C. Fuller  
Radio Director.....D. D. Connab  
*Radio Accounts*—Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

**LUTHER WEAVER & ASSOCIATES**

200 Globe Bldg., St. Paul 1, Minn.  
Phone Cedar 3777

AAAA—APA—APP

Owner & Chief Radio Buyer..Luther Weaver

Director of Radio-TV.....Don Gardner  
*Radio Accounts* — Twin City Wholesale Grocer Co., Twin Ports Wholesale Grocer Co., Minnesota Federal Savings & Loan Assn., Stewart Paint Mfg. Co., Falcon & Pilgrim Cleaners.

**R. W. WEBSTER ADVERTISING**

816 West 5th St., Los Angeles 13, Calif.  
Phone MADison 9-2283

APA

President.....R. W. Webster  
Treasurer.....Irene Boyle  
Space & Time Buyer & Prod. Mgr.  
Richard T. Cuppy  
Art Directors.....Robert Magee,  
James N. Hastings  
Account Executive...Joy Garrison Berghell

**JOHN P. WEIDENHAMER & ASSOCIATES**

26 N. 18th St., Harrisburg, Pa. (Box 1024)  
Phone 4-1808

AAAN

Pres. & Space Buyer.....J. P. Weidenhamer  
Sec'y-Radio Dir. & Buyer Radio Time  
N. H. Weidenhamer  
Treas. & Prod. Mgr.....F. F. Bratten  
Art Director.....D. H. Bates  
*Radio Accounts*—Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., Ryder's Dairy, E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

**ARMAND S. WEILL CO., INC.**

170 Franklin St., Buffalo 2, N. Y.  
Phone Washington 6250

ABP—ANPA—APA

President.....Armand S. Weill  
Exec. V. P.-Treas.....Harold C. Desbecker  
V.P. & Radio Dir.....Robert K. Weill  
*Radio Accounts*—Chalmers Gelatine Corp., John Wiley Jones Co., Maloney Bros. Nursery Co., Inc., Templetons, Inc., S. C. Wells & Co.

**MILTON WEINBERG ADV. CO.**

325 W. Eighth St., Los Angeles 14, Calif.  
Phone TUCKer 4111

ANPA—PPA—ABC—APA

President & Time Buyer..Bernard Weinberg  
Media Director.....E. Cousino  
Radio Director.....W. H. Krauch  
*Radio Accounts*—Capitol Milling Co., Hollywood Film Studios, Hollywood Pantages Theater Corp., Hollywood Turf Club, May Co., Midtown Catcring So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

**WILLIAM H. WEINTRAUB & CO.**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 7-4282

ANPA—PPA—NOAB

President.....William H. Weintraub

## . . . Advertising Agencies . . .

V.P. & Gen. Mgr. . . . . John D. Scheuer  
 Exec. V.P. . . . . Elkin Kaufman  
 Vice-Pres. . . . . Harry Trenner  
 V.P. in Chg. Public Relations. . . David Karr  
 Television Dir. . . . . Noran Kersta  
 Radio Dir. . . . . Theo. Cannon  
 Time Buyer. . . . . Wm. H. Weintraub, Jr.  
 Bus. Mgr. Radio Dept. . . . . Gladys York  
 Research Director. . . . . Dr. Leon Arons  
 Media Director. . . . . Lee M. Rich

*Radio & Television Accounts* — Kaiser-Frazier Corp., Frank H. Lee Company, Secman Brothers, Inc., Helbros Watch Co., Trimount Clothing Co., Wings Shirt Co., Conmar Prod. Corp.

### WALTER WEIR, INC.

250 W. 57th St., New York 19, N. Y.  
 Phone PLaza 7-0140

President. . . . . W. Weir  
 Vice-President. . . . . G. Baird  
 V.P. & Acct. Exec. . . . . W. B. Downes  
 V.P. & Art Director. . . . . A. E. Macon  
 Sec'y. & Treas. . . . . M. B. Solomon  
 Prod. Mgr. . . . . R. E. McKean

### WEISS & GELLER, NEW YORK, INC.

400 Madison Ave., New York 17, N. Y.  
 Phone PLaza 3-4070  
 ANPA—PPA—NOAB—APA

President. . . . . Max A. Geller  
 Vice-Pres. . . . . Joseph H. Curtis  
 Gen. Mgr. . . . . Lester J. Mallett  
 Copy Chief. . . . . M. Peter Artzt  
 Art Dir. . . . . Arthur Gordon  
 Prod. Mgr. . . . . Sally Green  
 Office Mgr. . . . . Max Tendrich  
 Radio-TV Dir. . . . . Lester J. Mallett  
 Time Buyer. . . . . Max Tendrich

#### *Branch Office*

400 N. Michigan Ave., Chicago Ill.

*Radio Accounts*—Columbia Pictures Corp., Albert Ehlers, Inc., Rensie Watch Co., Inc., United Artists Corp., Truwall Mrs., Inc., Flagstaff Foods, New Haven Clock & Watch Co.  
*Television Account*—Albert Ehlers, Inc.

### JOSEPH R. WEISSER, CO., INC.

31 Milk St., Boston 9, Mass.  
 Phone Hancock 6-1214-5-6

President & Treasurer. . . . . J. R. Weisser  
 Vice-Presidents. . . . . H. F. Smith,  
 Michael Lipton, J. Henry Golden  
 Art Director. . . . . P. Iandoli  
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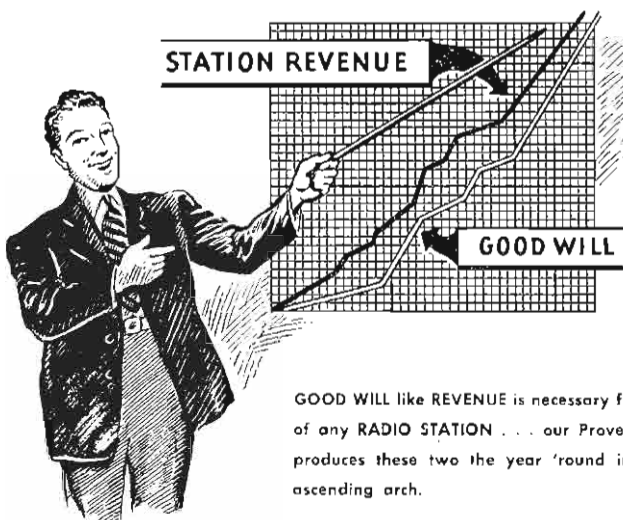
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**Stations Represented** — OREGON: KAST, Astoria; KBKR, Baker; KBNB, Bend; KFJL, Klamath Falls; KLBM, La Grande; KMED, Medford; KNPT, Newport; KODL, The Dalles; KOOS, Coos Bay; KORE, Eugene; KRNR, Roseburg; KRUL, Corvallis; KSLM, Salem; KSRV, Ontario; KTIL, Tillamook; KUIN, Grants Pass; KWIL, Albany; KWIN, Ashland; KWRC, Pendleton; WASHINGTON: KBRC, Mt. Vernon; KBRO, Bremerton; KELA, Centralia; KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KOMW, Omak; KONP, Port Angeles; KPKW, Pasco; KPQ, Wenatchee; KRKO, Everett; KUJ, Walla Walla; KVAN, Vancouver; KVOS, Bellingham; KWLK, Longview; KXRO, Aberdeen; IDAHO: KBIO, Burley; KFXO, Nampa; KRLC, Lewiston; KTFI, Twin Falls; KWAL, Wallace; KIEM, Eureka, Cal.

### KEENAN & EICKELBERG

2978 Wilshire Blvd., Los Angeles 5, Cal.  
 Phone: FAirfax 8458

Resident Partner.....Wilbur Eickelberg  
 TV Dept. Head.....Franklin Dougherty

### Branch Office

235 Montgomery St., San Francisco 4, Cal.  
 Executive-in-charge.....W. Hubbard Keenan  
**Stations Represented**—WOIC, Washington, D. C.; WOR-TV, New York, N. Y.; WGN-TV, Chicago, Ill.

## Radio-TV Station Representatives

### KETTELL-CARTER

Park Square Building, Boston 16, Mass.  
Phone: Liberty 2-5799

Partner ..... Elmer Kettell  
Partner ..... Marjorie Carter  
Stations Represented—WOR\*, New York, N. Y.; WSYR, Syracuse, N. Y.; WHCU, Ithaca, N. Y.; WNEB, Worcester, Mass.; WACE, Chicopee-Springfield, Mass.; WMNB, North Adams, Mass.; WBEC, Pittsfield, Mass.; WALE, Fall River, Mass.; WHIM, Providence, R. I.; WSKI, Montpelier, Vt.; Pine Tree Group of Maine (WABI-WLAM-WPOR-WTVL); New Hampshire Group (WFEA-WKNE-WLNH-WMOU); Boston Supplement Group (WBKA-WHAV-WKOX).

\* New England Only.

### JOSEPH HERSHEY MCGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.  
Phone: MURRAY Hill 2-8755

President..... Joseph H. McGillvra  
Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.  
684 S. Lafayette Pk. Pl., Los Angeles 5, Calif.  
68 Post St., San Francisco 4, Calif.  
294½ Peachtree St., Atlanta 1, Ga.

Stations Represented—WKAX, Birmingham, Ala.; WAGF, Dothan, Ala.; WGAD, Gadsden, Ala.; KGER, Long Beach-Los Angeles, Calif.; KGHF, Pueblo, Colo.; WBAY, Coral Gables-Miami, Fla.; WMFJ, Daytona Beach, Fla.; KIRK, West Palm Beach, Fla.; WTAN, Clearwater, Fla.; WIVY, Jacksonville, Fla.; WERD, Atlanta, Ga.; WLAQ, Rome, Ga.; WLAG, LaGrange, Ga.; WJOL, Joliet, Ill.; WJOB, Hammond, Ind.; WASK, Lafayette, Ind.; KSMN, Mason City, Ia.; KSIG, Crowley, La.; WBMD, Baltimore, Md.; WFMD, Frederick, Md.; WKOI, North Adams, Mass.; WGRD, Grand Rapids, Mich.; WOAP, Owosso, Mich.; WFPG, Atlantic City, N. J.; WKRT, Cortland, N. Y.; WKNY, Kingston, N. Y.; WMFF, Plattsburg, N. Y.; WJLL, Niagara Falls, N. Y.; WALL, Middletown, N. Y.; WBBB, Burlington, N. C.; KGIV, Charlotte, N. C.; WKNS, Kinston, N. C.; WGNL, Wilmington, N. C.; WMBL, Morehead City, N. C.; WNCA, Asheville, N. C.; WSTV, Steubenville, O.; WRRN, Warren-Youngstown, O.; WCED, DuBois, Pa.; WDAD, Indiana, Pa.; WKRZ, Oil City, Pa.; WPIT, Pittsburgh, Pa.; WJPA, Washington, Pa.; WJMJ, Philadelphia, Pa.; WBPZ, Lock Haven, Pa.; WLAT, Conway, S. C.; WDSC, Dillon, S. C.; WESC, Greenville, S. C.; WCRS, Greenwood, S. C.; WFIG, Sumter, S. C.; WOLS, Florence, S. C.; WBSC, Bennettsville, S. C.; WMRA, Myrtle Beach, S. C.; KRCT, Baytown, Houston, Texas; WSYB, Rutland, Vt.; WFHG, Bristol, Va.; WCHV, Charlottesville, Va.; WDVA, Danville, Va.; KVOS, Bellingham, Wash.; KFIQ,

Spokane, Wash.; KMO, Tacoma, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; KRKO, Everett, Wash.; WWNR, Beckley, W. Va.; WGKV, Charleston, W. Va.; WHAR, Clarksburg, W. Va.; WPLH, Huntington, W. Va.; WRON, Ronceverte, W. Va.; WCOM, Parkersburg, W. Va.; CJCJ, Calgary, Alberta; CKCW, Moncton, New Brunswick; CFCO, Chatham, Ontario; CKSF, Cornwall, Ontario; CKTB, St. Catharines, Ontario; CHUM, Toronto, Ontario; CKCO, Ottawa, Ontario; CJIC, Sault Ste. Marie, Ontario; CHLP, Montreal, Quebec; CHGB, Ste. Anne de La Pocatiere, Quebec.

### FRANK J. McHUGH, JR.

333 SW Oak, Lewis Bldg., Portland 4, Oregon  
Phone: Broadway 3210

Stations Represented—KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KUGN, Eugene, Ore.; ABC, Pacific Coast Network.

### ROBERT MEEKER ASSOCIATES, INC.

521 Fifth Ave., New York 17, N. Y.  
Phone: MURRAY Hill 2-2170-1

Gen. Mgr. TV Dept. Head. Robert D. C. Meeker  
Eastern Manager..... Louis J. F. Moore  
Robert L. Dreher

#### Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.  
Midwest Manager..... E. Eugene Eshleman  
Executive-in-Charge..... Lois Thompson  
6381 Hollywood Blvd., Los Angeles 28, Calif.  
West Coast Manager..... Tracy Moore  
79 Post St., San Francisco, Calif.

Executive-in-Charge..... Frances Donahue

Stations Represented—WHOL, Allentown, Pa.; WRTA, Altoona, Pa.; WDWS, Champaign, Ill.; WKBB, Duhague, Ia.; WEST, Easton, Pa.; WJPS, Evansville, Ind.; WARK, Hagerstown, Md.; WKBO, Harrisburg, Pa.; WAZL, Hazleton, Pa.; WCFC, Kalamazoo, Mich.; WKMO, Kokomo, Ind.; WCAL, Lancaster, Pa.; WJIM, Lansing, Mich.; WMAM, Marinette, Wis.; WMGY, Montgomery, Ala.; WBSR, Pensacola, Fla.; WRAW, Reading, Pa.; WKBV, Richmond, Ind.; WHBL, Sheboygan, Wis.; WMBS, Uniontown, Pa.; WGAT, Utica, N. Y.; WJNO, West Palm Beach, Fla.; WDEL, Wilmington, Del.; WORK, York, Pa.

### NATIONAL BROADCAST SALES

2320 Bank of Commerce Bldg.,  
25 King St. West, Toronto, Ont., Canada  
President..... Roy H. Thomson  
Manager..... Jack M. Davidson  
Branch Office  
Medical Arts Bldg., Montreal, Quebec  
Manager..... R. A. Lesiel

## Radio-TV Station Representatives

*Stations Represented* — CJCH, Halifax, N. S.; CJAD, Montreal, Que.; CHAD, Amos, Que.; CKVD, Val d'Or, Que.; CKRN, Rouyn, Que.; CKWS, Kingston, Ont.; CJFX, Antigonish, N. S.; CHEX, Peterborough, Ont.; CKTB, St. Catharines, Ont.; CHOK, Sarnia, Ont.; CFPA, Port Arthur, Ont.; CFCB, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; ZFY, Georgetown, British Guiana; CKMO, Vancouver, B. C.; \*CKEY, Toronto, Ont.; \*CHML, Hamilton, Ont.

\*Represented by Montreal office only.

### NATIONAL BROADCASTING COMPANY

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

Director.....James V. McConnell  
Manager.....John S. deRussy  
Advertising & Prom. Mgr.....Jacob A. Evans  
Representative.....Frank R. Bowes  
Representative.....William Buschgen  
Representative.....Robert E. Button  
Representative.....Richard H. Close  
Representative.....John Dodge  
Representative.....James P. Gillis  
Representative.....Charles Philips  
Sales Service Manager.....Caroline Herbert

#### *Branch Offices*

Merchandise Mart, Chicago 54, Ill.  
Executive-in-Charge.....Oliver Morton  
NBC Building, Cleveland 4, Ohio  
Sunset & Vine, Hollywood 28, Calif.  
Executive-in-Charge.....Robert Howard  
NBC Building, San Francisco 2, Calif.  
Executive-in-Charge.....Carl A. Nielsen  
*Stations Represented—(Radio Stations)—*  
WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WTAM, Cleveland, O.; WRC, Washington, D. C.; KNBC, San Francisco, Calif.; KOA, Denver, Col.; WGY, Schenectady, N. Y.; *(Television Stations):* WNBT, New York, N. Y.; WNBO, Chicago, Ill.; WPTZ, Philadelphia, Pa.; KNBH, Hollywood, Calif.; WNBK, Cleveland, O.; WNBW, Washington, D. C.; WBZ-TV, Boston, Mass.; WRGB, Schenectady, N. Y.; WTVR, Richmond, Va.

### PAN AMERICAN BROADCASTING COMPANY

330 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-0810

Vice President.....Eugene Bernald  
Manager.....Arthur Gordon  
Asst. Manager.....Martin L. Nierman

#### *Branch Offices*

228 No. LaSalle St., Chicago 1, Ill.  
Executive-in-Charge.....Fred R. Jones  
6912 Hollywood Blvd., Hollywood 28, Calif.  
Executive-in-Charge.....Homer Griffith  
Mills Bldg., San Francisco, Calif.

Executive-in-Charge.....Duncan Scott  
2979 Wilshire Blvd., Los Angeles, Calif.  
Executive-in-Charge.....A. O. Dillenbeck  
*Stations Represented—Five Stations of Alaskan Broadcasting System—Alaska, Barbados, Bolivia, Chile, Colombia, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, British Guiana, Dutch Guiana, Haiti, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Trinidad, Venezuela, France, Portugal, North Africa, South Africa, Fiji Islands, China.*

### JOHN E. PEARSON COMPANY

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: Franklin 2-2359

Owner.....John E. Pearson  
Account Executive.....Kay Fisher  
Midwest Sales Mgr.....Frank T. Breslin  
*Branch Offices*

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

Executive-in-Charge.....Hines Hatchett  
Dierks Bldg., Kausas City, Mo.

Executives-in-Charge.....Owen Balch,  
Chris Mitchell

684 S. Lafayette Pl. Pl., Los Angeles, Calif.  
Executives-in-Charge.....R. W. Walker,  
Lee O'Connell

68 Post St., San Francisco, Calif.

Executive-in-Charge.....Roger Parratt

*Stations Represented—KCMO, Kansas City, Mo.; KOAM, Pittsburgh, Kan.; KELO, Sioux Falls, S. D.; KVGB, Great Bend, Kan.; WEW, St. Louis, Mo.; KRRV, Sherman, Tex.; Oscar Hirsch Stations—WHIZ, Zanesville, O.; WAOV, Vincennes, Ind.; WJPF, Herrin, Ill.; WIRE, Indianapolis, Ind.; WMMJ Peoria, Ill.; KHMO, Hannibal, Mo.; Gleeson (Calif.) Stations West Texas Group—KMAC, San Antonio, Tex.; WJHL, Johnson City, Tenn.; S. Minnesota Group—WDIA, Memphis, Tenn.; KGKB, Tyler, Tex.; KWTO, Springfield, Mo.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KSAL, Salina, Kan.; Florida Group—KXOL, Fort Worth, Tex.; Nuan Stations—(WLAP, WBIR, WCML, KFDD); WDUK, Durham, N. C.; WMLX, Mt. Vernon, Ill.; KWOC, Poplar Bluff, Mo.; KPAB, Laredo, Tex.; Central Valley Group of California—WLAU, Grand Rapids, Mich.; KTRN, Wichita Falls, Tex.; WGOV, Valdosta, Ga.*

### JOHN H. PERRY ASSOCIATES

310 East 45th St., New York 17, N. Y.  
Phone: MUrray Hill 7-1647

Gen. Manager.....William K. Dorman  
Salesman.....R. S. Mandeville  
Salesman.....W. T. Kelly

#### *Branch Offices*

122 S. Michigan Ave., Chicago 3, Ill.

Executive-in-Charge.....F. W. Thurneau  
12 South 12th St., Philadelphia 7, Pa.

Executive-in-Charge.....Robert Hitchings  
General Motors Bldg., Detroit 2, Mich.

Executive-in-Charge.....John Cole

## Radio-TV Station Representatives

1220 Rhodes-Haverty Bldg., Atlanta 3, Ga.  
Executive-in-Charge.....Mrs. Alice S. Grant

*Stations Represented*—WJHP, Jacksonville, Fla.; WCOA, Pensacola, Fla.; WDLP, Panama City, Fla.; WTMC, Ocala, Fla.; WTAL, Tallahassee, Fla.; WWPG, Palm Beach, Fla.; WALT, Tampa, Fla.; WINZ, Miami Beach, Fla.

### EDWARD PETRY & CO., INC.

17 East 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-4400

President.....Edward Petry  
Secretary-Treasurer.....Henry I. Christal  
Vice-President.....Edward E. Voynow  
Television Dept. Head.....J. E. diDonato

#### Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.  
Executive-in-Charge.....Edward E. Voynow

General Motors Bldg., Detroit 2, Mich.  
Executive-in-Charge.....William Cartwright

Ross Bldg., San Francisco 4, Calif.  
Executive-in-Charge.....Earle H. Smith

601 West Fifth St., Los Angeles 13, Calif.  
Executive-in-Charge.....Chester G. Matson

Shell Bldg., St. Louis 3, Mo.  
Executive-in-Charge.....George A. Kercher

New Palmer Bldg., Atlanta 3, Ga.  
Executive-in-Charge.....Charles F. Grisham

Statler Bldg., Boston 16, Mass.  
Executive-in-Charge.....Arthur C. Smith

*Stations Represented*—WSB, Atlanta, Ga.; WBAL, Baltimore, Md.; WNBC, Boston, Mass.; WICC, Bridgeport, Conn.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, O.; WFAA, Dallas-Ft. Worth, Tex.; WJR, Detroit, Mich.; KARM, Fresno, Calif.; WONS, Hartford, Conn.; KPRC, Houston, Tex.; WDAF, Kansas City, Mo.; KFOR, Lincoln, Neb.; KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; WFIAS, Louisville, Ky.; WLLH, Lowell-Lawrence, Mass.; WTMJ, Milwaukee, Wis.; KSTP, Minneapolis-St. Paul, Minn.; WSM, Nashville, Tenn.; WSMB, New Orleans, La.; WTAR, Norfolk, Va.; KOIL, Omaha, Neb.; WIP, Philadelphia, Pa.; WMTW, Portland, Me.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WRNL, Richmond, Va.; WOAI, San Antonio, Tex.; KQW, San Francisco, Calif.; KOMO, Seattle, Wash.; KTBS, Shreveport, La.; KGA, Spokane, Wash.; WMAS, Springfield, Mass.; WAGE, Syracuse, N. Y.; KVOO, Tulsa, Okla.; WSAU, Wausau, Wis.; WWVA, Wheeling, W. Va.; KFII, Wichita, Kans.; WAAB, Worcester, Mass.; The Yankee Network. The Texas Quality Network. *Television Stations*—WBAL-TV, Baltimore, Md.; WNBC-TV, Boston, Mass.; WBEN-TV, Buffalo, N. Y.; KFI-TV, Los Angeles, Calif.; WTMJ-TV, Milwaukee, Wis.; KSTP-TV, Minneapolis, St. Paul, Minn.

### RA-TEL REPRESENTATIVES, INC.

420 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 4-2549

President.....C. A. G. Kuipers  
Treasurer.....S. P. Mahoney  
Secretary.....C. W. Beller  
Vice-President.....A. W. Howe  
Executive-in-Charge.....Martin McGeehan  
General Manager.....James W. LeBaron

#### Branch Offices

203 N. Wabash Ave., Chicago, Ill.  
Executive-in-Charge.....Martin McGeehan  
420 Lexington Ave., New York 17, N. Y.

Executive-in-Charge.....James W. LeBaron  
807 Southwestern Life Bldg., Dallas, Texas

Executive-in-Charge.....A. W. Howe  
558 First National Bldg., Okla. City, Okla.

Executive-in-Charge.....C. M. Lintecum  
1220 Rhodes-Haverty Bldg., Atlanta, Ga.

Executive-in-Charge.....Mrs. A. S. Grant  
300 Montgomery St., San Francisco, Calif.

Executive-in-Charge.....R. J. Birch  
607 S. Hill St., Los Angeles, Calif.

Executive-in-Charge.....J. V. Fisler

*Stations Represented*—WNOE, New Orleans, La.; KNOE, Monroe, La.; WSAP, Norfolk, Va.; WFPG, Atlantic City, N. J.; WFOX, Milwaukee, Wis.; WLCS, Baton Rouge, La.; KLIE, Dallas, Tex.; WEDO, Pittsburgh, Pa.; KSYL, Alexandria, La.; KBON, Omaha, Neb.; WKYB, Paducah, Ky.; WHBU, Anderson, Ind.; WACE, Springfield, Mass.; KOLN, Lincoln, Neb.; KORN, Fremont, Neb.; WBMB, Miami, Fla.; KGBS, Harlingen, Tex.; KXLR, Little Rock, Ark.; WLEX, Lexington, Ky.; KRES, St. Joseph, Mo.; WHOO, Orlando, Fla.

### RADIO REPRESENTATIVES, INC.

480 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 8-43423

President.....Harry S. Goodman  
Vice-President.....Peggy Stone  
Secretary-Treasurer.....Stanley Wessel  
Vice-President.....John E. North

#### Branch Offices

737 N. Michigan Ave., Chicago 11, Ill.  
Executive-in-Charge.....John E. North

672 S. Lafayette Park, Los Angeles 5, Calif.  
Executive-in-Charge.....Harlan G. Oakes

1085 Monadnock Bldg., San Francisco 4, Calif.  
Executive-in-Charge.....Lcs Meek

*Stations Represented*—WMPS, Memphis, Tenn.; WAIT, Chicago, Ill.; WMIN, St. Paul, Minn.; WHAY, New Britain, Conn.

### RADIO REPRESENTATIVES LIMITED

4 Albert St., Toronto 1, Ontario, Canada  
Phone: WAverley 6151

President.....J. Slater  
Sales Manager.....S. Lancaster  
Sales.....J. Scott  
Secretary-Treasurer.....V. Murphy

#### Branch Offices

337 Dominion Sq. Bldg., Montreal, Quebec

## Radio-TV Station Representatives

Executive-in-Charge.....W. C. Dippie  
Lindsay Bldg., Winnipeg, Manitoba  
Executive-in-Charge.....A. J. Messner  
505 Dunsmuir St., Vancouver, B. C.  
Executive-in-Charge.....J. N. Hunt  
*Stations Represented*—CJAV, Port Alberni,  
B. C.; CKNW, New Westminster, B. C.;  
CJDC, Dawson Creek, B. C.; CJIB, Vernon,  
B. C.; CFCN, Calgary, Alta.; CFRN, Edmon-  
ton, Alta.; CFQC, Saskatoon, Sask.; CKX,  
Brandon, Man.; CJOB, Winnipeg, Man.;  
CKPR, Fort William, Ont.; CHLO, St.  
Thomas, Ont.; CJOY, Guelph, Ont.; CKTS,  
Sherbrooke, Que.; CKBW, Bridgewater, N.S.;  
CJRW, Summerside, P. E. I.

### RADIO SALES

(A Division of CBS)

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

Phone: PLaza 5-2000

Vice-Pres. in Charge.....J. Kelly Smith  
General Sales Mgr.....Carl J. Burkland  
Eastern Sales Mgr.....H. A. Carlborg  
Research Mgr.....F. Mahlsiedt  
Sales Promotion Mgr.....T. B. Ellsworth  
Eastern Sales Mgr.-TV...George R. Dunham  
Western Sales Mgr.-TV...J. Soulard Johnson

#### Branch Offices

410 N. Michigan Ave., Chicago 11, Ill.  
Executive-in-Charge.....Gordon F. Hayes  
Columbia Square, Los Angeles, 28, Calif.  
Executive-in-Charge.....Henry R. Flynn  
Palace Hotel, San Francisco 5, Calif.  
Executive-in-Charge.....Jack L. Brumback  
Fisher Bldg., Detroit 2, Mich.  
Executive-in-Charge.....William B. Ogden  
63 S. Main St., Memphis, Tenn.  
Executive-in-Charge.....H. H. Holtsbouser  
*Stations Represented*—KMOX, St. Louis,  
Mo.; WBBM, Chicago, Ill.; WBT, Charlotte,  
N. C.; KNX, Los Angeles, Calif.; WAPI-  
WAFM, Birmingham, Ala.; WCAU-WCAU-  
TV, Philadelphia, Pa.; WCCO, Minneapolis,  
Minn.; WEEI, Boston, Mass.; WRVA, Rich-  
mond, Va.; WTOP, Washington, D. C.; KSL,  
Salt Lake City, Utah.; WCBS-WCBS-TV, New  
York, N. Y.

### WILLIAM G. RAMBEAU COMPANY

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

Phone: ANdover 5566

Manager.....William G. Rambeau

#### Branch Offices

Channin Bldg., New York 17, N. Y.  
Manager.....William M. Wilson  
672 S. Lafayette Park Pl., Los Angeles 5, Calif.  
Manager.....Dama Porter  
605 Market St., San Francisco 5, Calif.  
Executive-in-Charge.....Gaylord C. Harding  
*Stations Represented*—WMEX, Boston,  
Mass.; WNAB, Bridgeport, Conn.; WJOY,  
Burlington, Vt.; WJLB, Detroit, Mich.;  
WHOB, Gardner, Mass.; WHJB, Greensburg,  
Pa.; WJTN, Jamestown, N. Y.; WLBR, Leba-  
non, Pa.; WNHC, New Haven, Conn.;

WNHC-TV, New Haven, Conn.; WPEN,  
Philadelphia, Pa.; WJAS, Pittsburgh, Pa.;  
WQQW, Washington, D. C.; WPTR, Albany,  
N. Y.; WATR, Waterbury, Conn.; WAGC,  
Chattanooga, Tenn.; KWBC, Fort Worth,  
Tex.; WLUF, Galveston, Tex.; WJBW, New  
Orleans, La.; WVJS, Owensboro, Ky.; KITE,  
San Antonio, Tex.; WGEZ, Beloit, Wisc.;  
WCLO, Janesville, Wisc.; KSWM, Joplin,  
Mo.; WNAM, Neenah, Wisc.; WIL, St. Louis,  
Mo.; KAKE, Wichita, Kans.; KMYR, Den-  
ver, Colo.; KFVB, Los Angeles, Calif.;  
KRUX, Phoenix, Ariz.; KSAN, San Francisco,  
Calif.; WHN, New York, N. Y.

### PAUL H. RAYMER COMPANY, INC.

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

Phone: MUrray Hill 7-6540

Paul H. Raymer, Fred C. Brokaw, Pierce L.  
Romaine, Paul Tiemer, Charles A. Hammar-  
strom, Peter M. Soutter, Lawrence Van Dolen,  
Jr.

#### Branch Offices

435 N. Michigan Ave., Chicago, 11, Ill.  
G. C. Packard, M. R. Tennerstedt, Don T.  
Harding  
507 Statler Office Bldg., Boston 16, Mass  
Executive-in-Charge.....Robert C. Foster  
28 West Adams Ave., Detroit 26, Mich.  
Executive-in-Charge.....Robert B. Rains  
804 Candler Bldg., Atlanta 3, Ga.  
Executive-in-Charge.....Royal E. Penny  
1617 Russ Bldg., San Francisco 4, Calif.  
Executive-in-Charge.....Ray Rhodes  
1680 Vine St., Los Angeles 14, Calif.

John D. Gale, J. Leslie Fox

*Stations Represented*—WBRC\*, Birming-  
ham, Ala.; KTAR, Phoenix, Ariz.; KVOA,  
Tucson, Ariz.; KERN\*, Bakersfield, Calif.;  
KXO, El Centro, Calif.; KMJ, Fresno, Calif.;  
KMPC\*, Los Angeles, Calif.; KFBK\*, Sacra-  
mento, Calif.; KFSD, San Diego, Calif.;  
KTMS, Santa Barbara, Calif.; KCOY, Santa  
Maria, Calif.; KWG, Stockton, Calif.; KOH,  
Reno, Nev.; KFCO, Fargo, N. D.; WSBT\*,  
South Bend, Ind.; WKJC\*, Fort Wayne, Ind.;  
KIHQ, Sioux Falls, S. D.; KIOA, Des Moines,  
Ia.; WOOD, Grand Rapids, Mich.; WTAC,  
Flint, Mich.; KWK\*, St. Louis, Mo.; KWFT,  
Wichita Falls, Tex.; KEPO, El Paso, Tex.;  
KLEE, Houston, Tex.; WHK\*, Cleveland,  
O.; WLAW\*, Lawrence, Mass.; WHKC, Co-  
lumbus, O.; WHKK, Akron, O.; WTOL, To-  
ledo, O.; WKBN\*, Youngstown, O.; WTAG\*,  
Worcester, Mass.; WDRC\*, Hartford, Conn.;  
WGAN\*, Portland, Me.; WGUY\*, Bangor,  
Me.; WPRO\*, Providence, R. I.; WNDR,  
Syracuse, N. Y.; WQXR\*, New York, N. Y.;  
WCAO\*, Baltimore, Md.; WDNC\*, Durham,  
N. C.; WLOF, Orlando, Fla.; WDOD, Chat-  
ta-nooga, Tenn.; WLAC, Nashville, Tenn.;  
WAPA, San Juan, P. R.; Arizona Broadcast-  
ing System; McClatchy Beeline.

\*Also FM.

## Radio-TV Station Representatives

### SEARS & AYER, INC.

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

Phone: Superior 7-8177-8

President.....B. H. Sears  
Sec'y-Treas.....A. T. Sears

#### Branch Offices

295 Madison Ave., New York, N. Y.  
Executive-in-Charge.....P. Joseph Bogner  
15 W. 10th St., Kansas City, Mo.  
Executive-in-Charge.....William Temple  
5225 Wilshire Blvd., Los Angeles 36, Calif.  
Executive-in-Charge.....Gene Grant  
681 Market St., San Francisco, Calif.

*Stations Represented* — WRFS, Alexander City, Ala.; WHMA, Anniston, Ala.; WJLD, Bessemer, Ala.; WOOF, Dothan, Ala.; WJOI, Florence, Ala.; WFUN, Huntsville, Ala.; WJBY, Gasden, Ala.; WHBB, Selma, Ala.; WTBC, Tuscaloosa, Ala.; KWFC, Hot Springs, Ark.; WLCR, Torrington, Conn.; WKEU, Griffin, Ga.; WOKZ, Alton, Ill.; WCNT, Centralia, Ill.; WQDI, Quincy, Ill.; WCVS, Springfield, Ill.; WTOM, Bloomington, Ind.; KSTT, Davenport, La.; KXGI, Ft. Madison, Ia.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WCIF, Madisonville, Ky.; WKTU, Mayfield, Ky.; WPAD, Paducah, Ky.; KSLQ, Opelousas, La.; WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WGCM, Biloxi-Gulfport, Miss.; WMOX, Meridian, Miss.; WJPR, Greenville, Miss.; WELO, Tupelo, Miss.; WQBC, Vicksburg, Miss.; WROB, West Point, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; KTTS, Springfield, Mo.; KSDN, Aberdeen, S. D.; WLPK, Suffolk, Va.; WPUV, Pulaski, Va.; KSPR, Casper, Wyo.; *Mid-South Network*—WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WMOX, Meridian, Miss.; WELO, Tupelo, Miss.; WROB, West Point, Miss.

### HORACE N. STOVIN & COMPANY

80 Richmond St. West, Toronto, Ontario

Phone: AD. 9184

President.....H. N. Stovin  
Sales Manager.....A. A. McDermott

#### Branch Offices

Keefer Bldg., Montreal, Quebec  
Executive-in-Charge.....R. J. Judge  
Manitoba Telephone System Bldg., Winnipeg, Manitoba  
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*Personnel*



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*Radio Annual—1949*

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Juan 13, P. R.
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Federal Communications Commission  
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ARTHUR A. JOHNSON  
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Central Frequency Monitoring Station  
P. O. Box 788, Grand Island, Nebraska

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Phone, Decatur 9300**

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Calvin J. Smith KFAC, Los Angeles	16	Arizona; California, including the counties excepted in District 15; New Mexico.
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## 1948-1949

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*FOLLOWING* committees and sub-committees were appointed by the NAB President. To facilitate the important business of the committees, liaison groups have also been appointed geographically, with a Board member as one of the personnel on each committee.

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Don Petty, General Counsel.

Robert K. Richards, Director, Public Relations.

# NAB STANDARDS OF PRACTICE

Effective January 1, 1949

**S**TANDARDS for broadcasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

## PROGRAM STANDARDS

### News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

### Political Broadcast\*

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

### Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts

\* Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

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

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

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

### **Religious Programs**

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

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

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

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

### **Children's Programs**

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

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

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

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

### **Educational**

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

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

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

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### Crime and Mystery Programs

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

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

Such programs should avoid the following subject matter:

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

Episodes involving the kidnaping of children.

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

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

Suicide as a satisfactory solution to any problem.

### General

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

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

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

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

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

### ADVERTISING STANDARDS

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

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



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**NAB Standards of Practice**

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

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

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

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

### Time Standards for Advertising Copy

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

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

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

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

#### All Other Hours

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

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

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

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

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

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

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

#### Contests

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

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

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

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

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

#### Premiums and Offers

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

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

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

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

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# PUBLICATIONS

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

**TRADE — FAN — TECHNICAL — GENERAL**

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## **The Advertiser**

MONTHLY. 11 W. 42nd St., New York 18, N. Y. Phone, LO. 5-2125. Manuel Rosenberg, Publisher and Editor; Col. Don R. Jason, Managing Editor; Lydie Bloch, Tom Patterson, Arthur Coles, Associate Editors; Manuel Rosenberg, Art Editor; L. B. Rosenberg, Business Manager.

## **Advertising Age**

WEEKLY. 100 E. Ohio St., Chicago, 11, Ill. Phone, Del. 7-1336. S. R. Bernstein, Editor; Lawrence M. Hughes (N. Y.), Exec. Editor; Robert Murray & John B. Miller (Chicago), Managing Editors; G. D. Crain, Jr., Publisher; J. C. Gafford, Adv. Dir. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y. Phone, LO. 4-2737; 995 Nat. Press Bldg., Washington 4, D. C. Phone, RE 7650, Stanley E. Cohen.

## **Advertising & Selling**

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, MURray Hill 5-9770. J. H. Moore, President; F. C. Kendall, Publisher; Roger Barton, Editor; E. Lucian Neff, Advertising Director. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago 3, Ill., Phone, HARRison 7272, J. L. Clark, Western Manager; 714 West Olympic Blvd., Los Angeles 15, Calif., Phone, RICHmond 9327, Ned Brydone-Jack, Pacific Coast Representative; also 1085 Monadnock Building, San Francisco 5; Phone DOUGlas 4475; 131 Fleet Street, E. C. 4, London, England; Central 1060, 3754, and 3133. Will Kitchen, Jr. (Magazines) Ltd. Mgrs. for Great Britain and Eire.

## **The Billboard**

WEEKLY. 1564 Broadway, N. Y. C. (For Radio). Phone PL. 7-2800. W. D. Littleford, R. S. Littleford, Jr., Co-Publishers; Joseph Csida, Editor in Chief; Jerry Franken, Radio-TV Editor. BRANCH OFFICES: 155 N. Clark St., Chicago, Ill. Phone, Central 8761, M. Reuter, Manager; 3000 Sunset Blvd., Hollywood, Calif., Phone, HOLlywood 5831, Sam Abbott, Manager; 2160 Patterson St., Cincinnati, O. Phone, Dunbar 6450, E. W. Evans, President; 390 Arcade

Bldg., 8th and Olive Sts., St. Louis, Mo., Frank Joerling.

## **Broadcasting—Telecasting**

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, Metropolitan 1022. Sol Taishoff, Editor & Publisher; Art King, Managing Editor; Maury Long, Business Manager; Bernard Platt, Director Special Publications; Winfield R. Levi, Mgr. Circulation & Readers' Service. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y. Phone, PL 5-8355, Edwin H. James, New York Editor, Bruce Robertson, Senior Assoc. Editor; S. J. Paul, Adv. Dir. 360 N. Michigan Ave., Chicago 1, Ill. Phone, CENTral 4115, Bill Thompson, Manager; Taft Bldg., Hollywood & Vine, Hollywood 28, Calif., Phone, HEMPstead 8181, David Glickman, West Coast Manager; William C. Tuchman, Hollywood News Editor; 417 Harbour Commission Bldg., Toronto, Canada. Phone, ELgin 0775, James Montagnes.

## **Communications**

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. MURray Hill 4-0170, Bryan S. Davis, Pres. & Business Mgr.; Paul S. Weil, Vice-Pres. & Adv. Dir.; Lewis Winner, Editor; F. Walen, Secretary & Ass't Editor; A. Goebel, Circulation Mgr. REPRESENTATIVES: Brand and Brand, Los Angeles 14, Calif. Phone, Michigan 1732, Edward I. Brand. Brand and Brand, San Francisco 4, Calif. Phone, SUTter 1-2251, E. I. Brand. James C. Munn, Cleveland 6, Ohio. Phone, ERview 1726.

## **Daily Variety**

DAILY. 6311 Yucca St., Hollywood 28, Calif. Phone, HOLlywood 1141. Arthur Ungar, Editor and Publisher; Roscoe Cornell, Managing Editor; Al Scharper, City Editor; Jack Hellman, Radio Editor; William Brogdon, Labor Editor; Mike Kaplan, Amusement Editor. BRANCH OFFICES: See listing under Variety Weekly.

## **Down Beat**

BI-WEEKLY. 203 North Wabash Ave., Chicago 1, Illinois. Phone, ANDover 3-1612. Glenn Burrs, Publisher; Ned E. Williams, Editor, Managing Editor; E. W. Pavo, Advertising Manager. BRANCH

*in radio and in business papers*

# effective programming

*rates top audience attention . . .*

*that's why — each month —*

**ADVERTISING & SELLING** with *The Advertising Agency*  
*consistently rates highest with agency people!*

*June, 1948, A.B.C. reports show . . .*

- ★ A & S is the only advertising publication to show an increase in both agency and manufacturer circulation.
- ★ only A & S has doubled its paid agency subscribers in the past three years.

. . . and this was *before* publication of *The Advertising Agency* as an integral part of **ADVERTISING & SELLING**. *Now* advertising agency executives have endorsed this new section with over 700 paid subscriptions in only seven months!

*. . . obviously*

*A & S reaches your most important audience—the men who influence millions of dollars worth of radio time.*

A magazine-within-a-magazine. *The Advertising Agency* is published each month as an integral part of **ADVERTISING & SELLING** . . .



it is the *only* magazine devoted exclusively to the professional operation and management of the advertising agency.

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Member ABC, ABP

OFFICES: 2415 RKO Bldg., New York 20, N. Y. Phone, CI 7-4131, Jack Egan, Mgr.; 1222 N. Wilcox, Hollywood 38, Calif. Phone, Hillside 0677, Eddie Ronan, Mgr.

### **Editor and Publisher**

WEEKLY. 1700 Times Tower, New York 18, N. Y. Phone BRyant 9-3052. Charles T. Stuart, Publisher; James Wright Brown, President; Robert U. Brown, Editor; Jerome H. Walker, Managing Editor; Leach Laney, Advertising Manager; Betty Lou Hicks, Classified Manager; Robert P. Joy, Director of Circulation. BRANCH OFFICES: 360 No. Michigan Ave., Chicago 1, Ill., George A. Brandenburg, Editor; Mills Bldg., San Francisco 4, Calif., Duncan A. Scott, Adv. Representative; 2978 Wilshire Blvd., Los Angeles 5, Calif., Duncan A. Scott & Co., Adv. Representatives.

### **Electronics**

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, LO 4-3000. Donald G. Fink, Editor; Keith Henney, Consulting Editor; W. W. MacDonald, Managing Editor. BRANCH OFFICES: 1427 Statler Bldg., Boston 16, Mass. Wm. S. Hodgkinson; Architects Bldg., 17th & Sansom Sts., Philadelphia 3, Penna., Warren W. Shew; 1311 Rhodes-Haverty Bldg., Atlanta 3, Ga., Ralph C. Maultsby; 1510 Hanna Bldg., Cleveland 15, O., James L. Phillips; 520 N. Michigan Ave., Chicago, Ill., Charles D. Wardner; 621 So. Hope St., Los Angeles 14, Calif., Karl W. Dysinger; 68 Post St., San Francisco 4, Calif., J. W. Ottirson.

### **Film Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. John W. Alicoate, President & Publisher; Donald M. Mersereau, Vice-President & Treasurer; Patti Alicoate, Vice-President & Secretary; Chester B. Bahn, Editor; West Coast Offices, Ralph Wilk, Manager, 6425 Hollywood Blvd., Phone GLadstone 8436; Washington Bureau, Andrew H. Older, 5417 Dahlonga Road, Phone, Wisconsin 3271; Chicago Bureau, Joseph Esler, Chief, C. L. Esler, 6241 N. Oakley Ave., Phone, Briargate 7441.

### **The Hollywood Reporter**

FIVE DAYS WEEKLY. 6715 Sunset

Boulevard, Hollywood 28, Calif. Phone, Hillside 7411. W. R. Wilkinson, Editor & Publisher; Thomas F. Scward, General Manager; Lou Greenspan, Managing Editor; A. J. Oliver, Advertising Manager; BRANCH OFFICE: 229 W. 42nd Street, New York 18, N. Y. Phone, Wisconsin 7-2470, Jack Harrison, Manager; 6417 Dahlonga Road, Washington, D. C.

### **Industrial Marketing**

MONTHLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 7-1337. G. D. Crain, Jr., Publisher; Hal Burnett, Editor; Tom Raki, Art Director; M. E. Crain, Editor, Market Data Book Number; C. B. Groomes, Business Manager; Jack Gafford, Advertising Director; Gordon D. Lewis, Manager Sales and Service; Curran De Bruler, Manager, Research Promotion; Myron A. Hartenfeld, Circulation Director. BRANCH OFFICES, 330 West 42nd Street, New York 18, N. Y. Phone, LOngacre 4-2757. Jack Gafford, Advertising Manager; Russ Bldg., San Francisco 4, Cal. Phone, Douglas 4994. Simpson-Reilly, Ltd.; Garfield, Los Angeles 14, Cal. Phone, Michigan 7421. Simpson-Reilly, Ltd.

### **International Lyric Courier**

SEMI-MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Alfredo Salmaggi, Editor and Publisher; Felix Deyo, Associate Editor; Felix W. Salmaggi, Managing Editor; Edward Salmaggi, Art Editor. BRANCH OFFICES: 1515 No. El Molino Ave., Pasadena 6, Calif., Jean Cort Sickler, Correspondent.

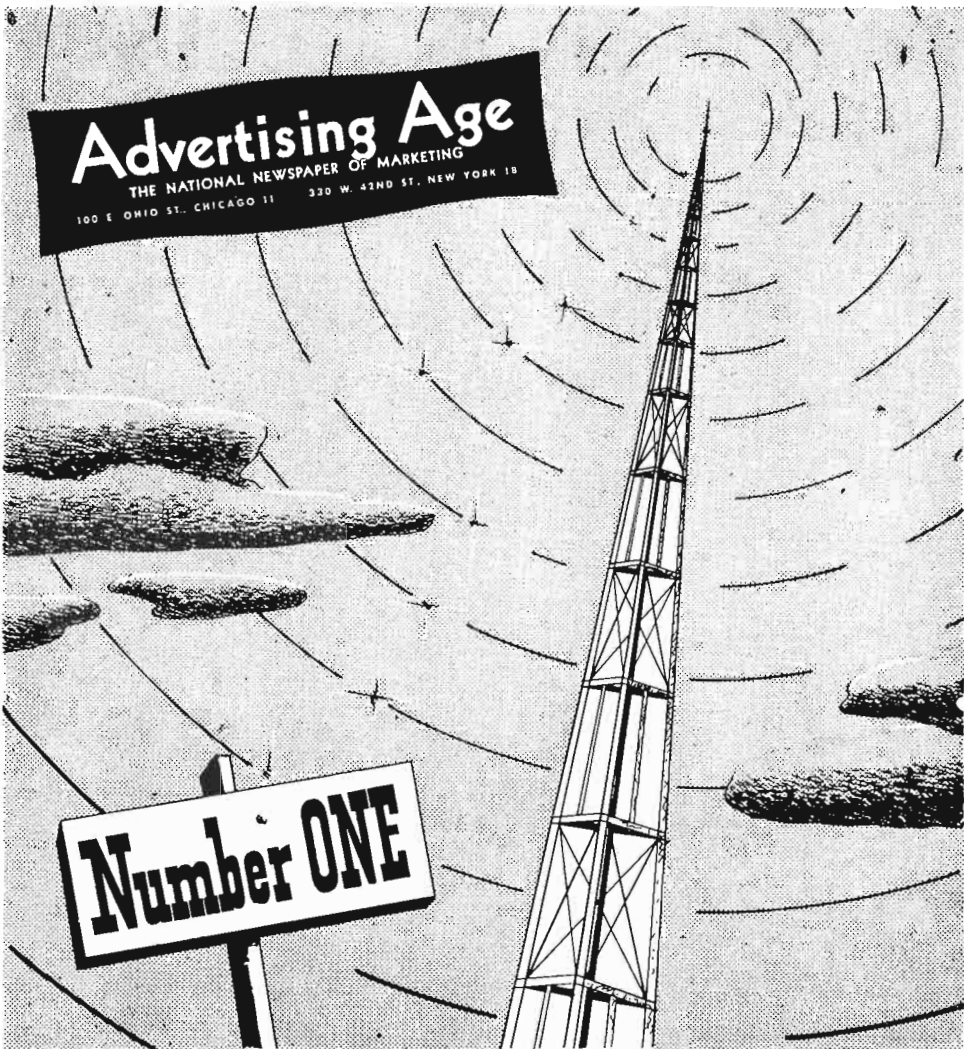
### **Markets of America**

ANNUAL. 11 West 42nd St., New York 18, N. Y. Phone, LO 5-2125. Manuel Rosenberg, Publisher & Editor; Col. Don R. Jason, Managing Editor; Lydie Bloch, Camera Editor; A. Maxwell Hage, Associate Editor; Arthur E. Jones, London Correspondent; Marion Wheeler, Washington Correspondent; Aaron M. Rothenberg, Los Angeles Correspondent; Arthur Coles, Associate Editor; Tom Patterson, Associate Editor; L. B. Rosenberg, Business Manager; Albert Ashcroft, Advertising Director. BRANCH OFFICES: 2412 W. 7th St., Los Angeles 5, Calif. A. M. Rothenberg, Gen. Mgr.; 3557 Bogaart Avenue, Cincinnati, Ohio, Simon Rosenberg.

### **Metronome**

#### **The Review of Modern Music**

MONTHLY. 26 West 58th St., New York 19, N. Y. Phone, PLaza 3-7253. Ned and Jack Bitner, Publishers; George T. Simon and Barry Ulanov, Editors;



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Barbara Hodgkins, Assistant Editor; Gene Roderick, Advertising Manager; Gus Grieff, Assistant Advertising Manager.

### **Music Dealer**

MONTHLY. 26 West 58th St., New York 19, N. Y. Phone, PLaza 3-7253. John C. Stoltzfus, Editor; William J. Dougherty, Exec. Editor; Doron K. Antrim, Editorial Consultant; Eugene A. Roderick, Advertising Manager; Gus O. Creiff, Asst. Advertising Manager; Earl Umpenhour, Production Manager; Fred O. Tangeman, Special Representative; Martin S. Sternberg, Advertising Representative; Ned and John W. Bitner, Publishers.

### **Musical Advance**

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Spencer B. Driggs, Editor-Publisher; Lucille Barber, Business Manager; Clarence E. Le Massena, Feature Writer; William E. Bradell, Concert-Opera Coverage; Charles E. Bayha, Radio Editor. BRANCH OFFICES: in all principal cities throughout the U. S.

### **Musical America**

SIXTEEN TIMES YEARLY. 113 West 57th St., New York 19, N. Y. Phone, Circle 7-0520. John F. Majeski, Publisher; John F. Majeski, Jr., V.P.; Cecil Smith, Editor; Quaintance Eaton, Associate Editor; Maurice B. Swaab, Advertising Manager; Edward I. Davis, Production Manager. BRANCH OFFICES: 306 S. Wabash Avenue, Chicago 4, Ill. Phone, Harrison 7-4544, Paula Zwanc, Manager; 415 Philharmonic Auditorium, Los Angeles, Cal., Dorothy Huttenback, Business Manager.

### **Musical Courier**

TWENTY TIMES YEARLY. 119 West 57th Street, New York 19, N. Y. Phone, Circle 7-4500. Publisher, Musical Periodicals Corp.; Grace Nylen, Pres. & General Manager; Russell Kerr, Editor; William A. Taylor, Radio Editor. BRANCH OFFICES. 220 S. Michigan Ave., Chicago 4, Ill. Rene Devries and Dosha Dowdy, Midwestern representatives; 35-10 Adelaide St., E., Toronto 1, Ont., Canada, Joseph A. Whitmore, Canadian representative; 197 Commonwealth Ave., Boston 16, Mass., Harriette Wolfers, New England Rep.; 701 Ocean Ave., Santa Monica, Calif., C. Sharpless Hickman, West Coast Representative.

### **Printers' Ink**

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MUrray Hill 3-6500. C. B. Larrabee, President & Publisher; Henry W. Marks, Advertising Director; Eldridge Peterson, Editor; Frank LaClave, Managing Editor; Thomas M. Jones, News Editor; Dick Bruner-Victor Dallaire, Radio; J. C. Chasin, Circulation Manager. BRANCH OFFICES. 208 S. LaSalle St., Chicago 4, Ill., Harold E. Green, Assoc. Ed.; Statler Bldg., Boston 16, Mass., E. P. Meade, Mgr.; 6743 Fifth Ave., Los Angeles 43, Cal., Louis F. Thomann, Western Editor; Rhodes-Haverty Bldg., Atlanta 3, Ga., H. F. Cogill; 1175 Woodbury Road, Pasadena 6, Calif., J. W. Conrow.

### **Proceedings of the I.R.E.**

MONTHLY. 1 East 79th St., New York, N. Y. Phone, REgent 7-9600. Dr. Alfred N. Goldsmith, Editor; Clinton B. DeSoto, Technical Editor; George W. Bailey, Executive Secretary; L. G. Cumming, Technical Secretary; William C. Copp, Advertising Manager. BRANCH OFFICE. Advertising Department, 303 West 42nd St., New York 18, N. Y. Phone REgent 7-9600, William C. Copp, Adv. Mgr.

### **Radio & Appliance Journal**

MONTHLY. 1270 - 6th Ave., New York 20, N. Y. Phone, Circle 7-5842. Alex H. Kolbe, Publisher & Business Dir; Nat Boolhack, Editor. BRANCH OFFICE: A. M. Rothenberg Assoc., 2412 W. Seventh St., Los Angeles 5, Calif. Phone, FAirfax 6255. A. M. Rothenberg.

### **Radio-Electronics**

MONTHLY. 25 W. Broadway, New York 7, N. Y. Phone, REctor 2-9690-1-2. Hugo Gernsback, Editor-in-Chief; Fred Shunaman, Managing Editor; M. Harvey Gernsback, Consulting Editor; Robert F. Scott, Technical Editor; Angie Pascale, Production Mgr.; I. Queen, Editorial Associate; Elmer Fuller, Shortwave Editor; C. Aliquo, Circulation Manager; John J. Lamson, Advertising Director; Alfred Stern, Promotion Manager; R. H. Dorf, Associate Editor; William Lyon McLoughlin, Tech. Illus. Dir. BRANCH OFFICES: 308 W. Washington St., Chicago 6, Ill. Phone, Randolph 6-7363. Sidney Gernsback, Mgr.; 2970 West Grand Blvd., Detroit 2, Mich. Phone, TRinity 5-7026, Frank Holstein, Mgr.; 582 Market St., San Francisco 4, Calif. Phone, Garfield 1-2481, Ralph W. Harker, Mgr.

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### **Radio & Television Life**

WEEKLY. 6361 Selma Avenue, Hollywood 28, Calif. Phone, Hillside 9275. Carl M. Bigsby, Publisher; Evelyn A. Bigsby, Editor; B. W. Lewis, General Manager; David J. Manning, Advertising Manager; Joan Buchanan, Asst. Editor; Jane Pelgram, Television Editor. ADVERTISING REPRESENTATIVES: 6381 Hollywood Blvd., Los Angeles, Calif. Phone, Hempstead 8171, John A. Nelson; Robert W. Walker Co., 68 Post St., San Francisco 4, Calif. Phone, SUTter 1-5568, Rogers Parratt, Mgr.; E. J. Powers Co., 75 E. Wacker Dr., Chicago 1, Ill. Phone, Central 5142, E. J. Powers, Mgr.

### **Radio Mirror Magazine**

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Fred R. Sammis, Editorial Director; Doris McFerran, Editor; Evelyn Fiore, Managing Editor; Joan Pollock, Associate Editor. BRANCH OFFICES: 221 N. La Salle St., Chicago, Ill., L. R. Gage; 321 S. Beverly Drive, Beverly Hills, Calif., Lee Andrews.

### **Radio News**

MONTHLY. 185 No. Wabash Ave., Chicago 1, Ill. Phone, Andover 3-5200. Published by Ziff-Davis Publishing Co. Ch. of Bd. & Publisher, William B. Ziff; President, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, Wisconsin 7-0400, V.P., Dir. Eastern Div.,

M. H. Froelich; 9th & Hill St. Bldg., Los Angeles 14, Calif., Phone, TUCKer 9213, Wm. L. Pinney, Western Advt. Manager.

### **Radio Showmanship**

MONTHLY. N.E. corner, 16th & Conlyn Sts., Phila. 41, Pa. Phone, HA 4-9345-54, 9056. Leonard Martin Fox, Publisher; Sol Shulman, Editor.

### **Radio & Television Retailing**

MONTHLY. 480 Lexington Ave., New York 17, N. Y. Phone, PLaza 3-1340. O. H. Caldwell, Editorial Director, M. Clements, Publisher; J. L. Stoutenburgh, Executive Editor. BRANCH OFFICE: 201 N. Wells St., Chicago 6, Ill. Phone, Randolph 9225, R. Y. Fitzpatrick, Western Manager.

### **Radio and Television Weekly**

WEEKLY. 99 Hudson St., New York 13, N. Y. Phone, WALKer 5-2576. Edward H. Davis, Publisher; Cy Kneller, Editor; Sidney E. Davis, Gen. Manager. News representatives located in principal cities throughout the country.

### **Sales Management**

SEMI-MONTHLY, with two special issues, Survey of Buying Power, May 10 and Special Market Data Number, November 10. 386 Fourth Ave., New York 16, N. Y. Phone, LEXington 2-1760. Raymond Bill, Publisher; Philip Salisbury, Editor; A. R. Hahn, Managing Editor; R. E. Smallwood, Advertising Service Manager. BRANCH OFFICES: 333 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr, Mgr.; 15 East de la Guerra, Santa Barbara, Cal., Warwick S. Carpenter, Mgr.

### **Service Magazine**

(Radio-TV-Electronics)  
MONTHLY. 52 Vanderbilt Avenue, New York 17, N. Y. Phone, MURray Hill 4-0170. Bryan S. Davis, Pres. and Business Manager; Paul S. Weil, Vice-Pres. and Advertising Director; Lewis Winner, Editorial Director; F. Walen, Secretary and Managing Editor; A. G. Goebel, Circulation Manager. REPRESENTATIVES: Brand & Brand, Los Angeles 14, Cal. Phone, Michigan 1732, Edward I. Brand; Brand & Brand, San Francisco 4, Cal. Phone, SUTter 1-2251, E. I. Brand; James C. Munn, Cleveland 6, Ohio. Phone, ERIevue 1726.

### **Sponsor**

BI-WEEKLY. 40 West 52nd St., New York 17, N. Y. Phone, PLaza 3-6216.

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TIDE's Radio-Television section, like all of its departmentalized reports, gives a brief, factual and significant account of all radio-television activity. And *most important of all*, TIDE carries these reports to the key advertising executives in all fields . . . the men who can do something about your advertising promotion.

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for your video promotion  
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is must reading to anyone  
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reading to anyone seriously inter-  
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Circle 7-4500

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**Television Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mersereau, Treasurer and General Mgr.; Frank Burke, Editor; Marvin Kirsch, Vice-Pres. and Manager; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; West Coast Offices, 6425 Hollywood Blvd., Phone, Gladstone 8436, Al Steen, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonga Road, Phone, Wisconsin 3271; Chicago Bureau, Nat Green, 1417 Ashland Bldg., 155 N. Clark St., Phone State 2332. Published daily as a feature of Radio Daily, and periodically as a special edition.

**Television Magazine**

MONTHLY. 600 Madison Ave., New York 28, N. Y. Phone, PLaza 3-3671. Frederick A. Kugel, Editor & Publisher; Jim Owens, Managing Editor; Dr. Thomas Coffin, Director of Research; Norman Markwell, Business Manager; Alma L. Carlson, Circulation Manager.

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reaching professional and amateur musicians,  
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*and*

# MUSIC DEALER

reaching 7500 hand-picked, active music  
retailers—old established firms and up-and-  
coming new ones—located in every one of  
our 48 States and 15 foreign countries.

*give you a 100% music-interested  
audience and complete trade-wide  
coverage. Send for advertising  
ratecards today for a look at  
the low cost of this market.*

26 WEST 58TH STREET

NEW YORK 19, N. Y.

# *Use* The Rorabaugh Report on Selective (Spot) Radio Advertising

For authentic information on where, when and how national advertisers use broadcasting media for spot sales campaigns.

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**Sales Representatives for N. C. Rorabaugh Co.**

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*America runs on*  
**BULOVA**  
**TIME**

Again, in 1948, more Americans bought—more Americans told time by—BULOVA than any other fine watch in the world.

Again, our principal advertising media were spot radio and spot television. And we know that our great success was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

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

**BULOVA WATCH COMPANY, INC.**

FIFTH AVENUE



NEW YORK



# NETWORKS



**NATIONAL**



**REGIONAL**

*Radio Annual—1949*

# OPERATION:

# KNOWLEDGE



No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

***It's a test in WLW-land . . .  
an "Operation: Knowledge"***

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network

covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.

The logo for WLW, consisting of the letters "WLW" in a bold, white, sans-serif font, centered within a solid black oval.

THE NATION'S MOST MERCHANDISE-ABLE STATION

*Crosley Broadcasting Corporation*



MARK WOODS  
President

# American Broadcasting Company

IN large measure, so far as the American Broadcasting Company is concerned, 1948 can be summed up in one word—television.

For within the space of six months during the year ABC inaugurated regular TV service over three owned and operated stations, in New York, Chicago and Detroit; began regular program service to an Eastern and a Midwestern television network; acquired exceptional sites in New York and Hollywood as foci for its television activities on both seaboard; rounded out the basic pattern of its TV programming; set up, within the framework of its AM operations, a comprehensive, hard-hitting television personnel organization; and entered into affiliation agreements with a score of independently operated television outlets in as many of the nation's major markets.

About the time that this sees print, we will also have in operation ABC owned and operated TV stations in Los Angeles and San Francisco, putting our network in an unexcelled position to serve the current TV audience.

We are proud of the strides forward ABC has taken in the television field in such a comparatively short time. We are particularly proud that such progress has been achieved with no diminution of our steadily advancing efforts in the field of AM broadcasting.

During the year we extended and improved our theory of "planned programming"—the presentation in prime listening time of broadcasts calculated to obtain and hold large, continuing audiences thus giving the advertiser the benefit of a cumulative audience interest and response.

Prime example of this theory of programming is our Sunday night schedule, leading off with Drew Pearson, continuing with *Monday Morning Headlines*; *The Greatest Story Ever Told*; *Go for the House*; *Carnegie Hall*; *Stop the Music*; Walter Winchell, Louella Parsons, *Theater Guild on the Air* and Jimmie Fidler. The success of *Stop the Music* in one of the toughest

time segments in radio, has already become industry history.

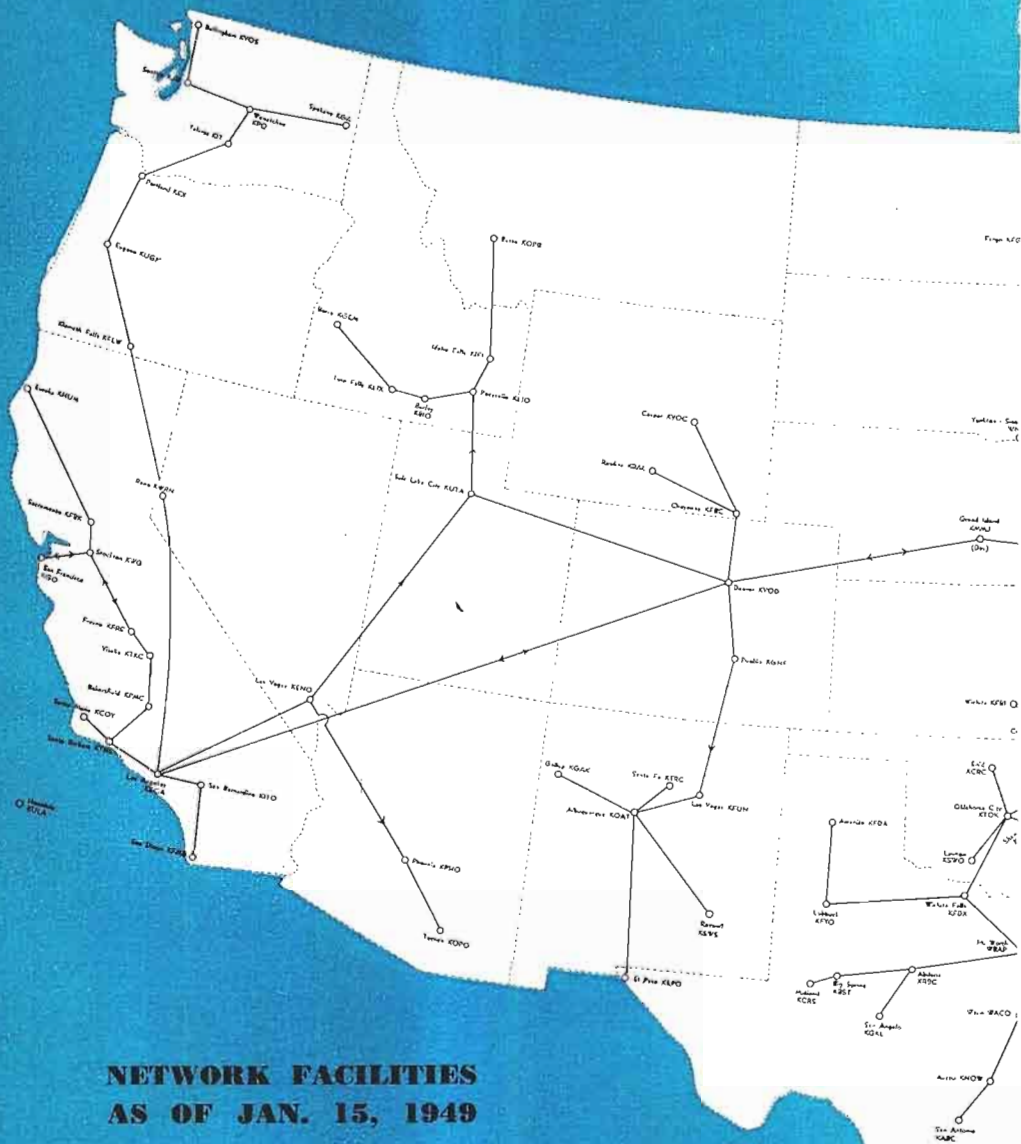
Tuesday night is another exemplification of this theory with such programs as Elmer Davis' news commentaries, Edwin C. Hill's *Human Side of the News*, *Youth Asks the Government*, *America's Town Meeting*, Erwin Canham, the Detroit Symphony Orchestra and the public service programs offered on behalf of both labor and management in equal and "frozen" time segments. Wednesday night on ABC has become established as "must" listening with such attractions as the *Original Amateur Hour*, the Milton Berle show, the Groucho Marx program, the one and only Bing Crosby in his Philco program and the Meredith Willson show.

We have strengthened substantially our Monday and Thursday evening program schedules and our strong daytime lineup has been augmented by such features as Eleanor and Anna Roosevelt, Maggi McNellis and Herb Sheldon, Galen Drake and Kay Kyser's *College of Fun and Knowledge*.

During the Year ABC also achieved substantial improvement in facilities available to its advertisers, concentrated in the nation's top two hundred markets. At the year's close our affiliates totalled 270, carefully selected to give the advertiser the greatest listener coverage rather than mere coverage of territory. Our owned and operated stations and many of our affiliated stations also made their debut into the FM field during the year with a program structure based on our AM program lineup.

The year saw a substantial number of new advertisers using ABC facilities, among them General Motors, the Association of American Railroads, P. Lorillard Co., Kelvinator, Sealtest, Pillsbury Mills and the Chesebrough Manufacturing Company. I feel confident that the progress we have achieved during 1948 will be enhanced in the coming year, despite the continuing tense international situation and its effect on our domestic economy. And while operating costs are steadily rising, particularly with the entrance of ABC into the television field on such a broad front, we feel that our network has no reason to look forward to a new year with anything but an optimistic view toward greater progress.

# AMERICAN BROADCAST



# CASTING COMPANY



# A M E R I C A N

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(Telephone Number Circle 7-5700)

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## AMERICAN BROADCASTING CO., INC.

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

NOW, MORE THAN EVER,  
YOUR BEST BUY IS  
*The large  
economy  
size!*

**WHAS  
MARKET**

(Country with 50% in  
100% Daytime BMB coverage)

NOW

**689,580**

RADIO FAMILIES

**Louisville  
Station B Market**

(Country with 30% in  
100% Daytime BMB coverage)

NOW

**207,630**

RADIO FAMILIES

**AND COMPARING 1946 TO 1948**

**WHAS**

**Up 17.1%**

**LOUISVILLE  
STATION B**

**Down 3%**

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

*The only radio station serving and selling  
all of the rich Kentuckiana Market*

Victor A. Sholis, Director

J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.







FRANK STANTON  
President

# Columbia Broadcasting System

PERHAPS the outstanding characteristic of the year ahead will be the way it will look ahead. Only a few months after this is published we will be setting out on the second half of the 20th Century. 1949 will therefore be peculiarly a year of prophecy and predictions of a new half-

tion, as the new century open up.

Quite aside from the influence of the calendar, however, both the continuing upsurge of television, and the expansion of radio programming, will fix our attention on developments ahead for both these great media. 1949 will be, I think, the year in which radio and television will really begin to learn to live together in the homes of America.

At CBS we are carrying into our planning for this exciting future the experience we have had over the last two decades as broadcasters. "Good programming" will, we believe, continue to be the indispensable key to successful operation in radio-television in the future just as it has been in the past. We will be looking for new ideas, new formats and new trends which will give the American listener and viewer such an ever-better programming product.

The CBS Package Program operation has been one means we have adopted of creating and controlling a substantial portion of our programs so that we can build the most effective entertainment and informational sequences. As I write, 21 CBS Package Programs are now serving 18 different sponsors. These CBS-owned shows have been the subject of increasing industry comment because of the place they have made for themselves with the audience, reflected in both Nielsen and Hooper reports, and because of the effective sales performances they have turned in for CBS sponsors.

We are applying the same general programming philosophy as we develop the CBS-TV network. "The show's the thing!" Within the last year we have made rapid strides in TV programming in all the varied fields in which (as in AM-FM) a balanced program schedule requires us to build good features. For example, *Toast of the Town* in enter-

tainment; our TV version of *People's Platform* in public affairs, offering both studio and on-the-street interviews; *Lucky Pup* in children's programs, and many others.

We are producing and selling TV shows, as we have done with AM shows for so many years. We have assembled the staff to create TV shows of interest and distinction, and our sponsor lists are growing with just such programs. We believe the first business of broadcasters—whether in AM, FM or TV—is programs, and we want an increasingly active part in that business.

One area of expansion in programming—both for radio and for television—is that of sports. While we have always provided extensive coverage of leading sporting events throughout the country, our plans for the future contemplate an even greater activity in this area which is attracting the leisure-time interest and participation of more and more Americans and making this another "golden age" of sports. Through our ownership interest in the *Tournament of Champions* we will bring to our audiences leading boxing events; and through our arrangement with Madison Square Garden we will continue to offer many of the great sporting spectacles which occur in the Garden. In the coverage of football games we successfully pioneered in the 1948 season a new technique of simultaneous multi-game coverage, which we anticipate continuing when the 1949 season starts.

There are many other areas of Columbia's operation where productive and promising plans are in progress. One of the most interesting is the new Long-Playing Record which was placed on the market in 1948 by Columbia Records Inc.

Another area of promise for 1949 is that of station operations. This is the year when we will begin our management of KQW in San Francisco as a Columbia-owned station, the second key outlet for CBS on the West Coast, supplementing our great program center at Los Angeles. We will expect to extend our television programs to many additional cities as new facilities in 1949 make possible the further spread of the CBS-TV network—looking to the same, vigorous pattern of CBS expansion in the future as has marked CBS history from the beginning.

# COLUMBIA BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 15, 1949**

# CASTING SYSTEM



WKAQ San Juan

# C O L U M B I A

## Broadcasting System, Inc.

### Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

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Sam Abelow... Assistant, Documentary Unit  
Philip Eisenberg... Producer  
Wells Church... Director of News Broadcasts  
Theodore F. Koop  
Dir. of News and Public Affairs, Washington  
Henry Wefing... Asst. Dir. of News Broadcasts  
Lee Bland... Director of Special Events  
Walter L. Barber... Director of Sports Division  
John Derr... Assistant to the Director of Sports

## Program Operations Department

I. S. Becker... Director Program Operations  
R. R. Ray... Assistant to Director  
Will Bratter... Assistant to Director  
Martin Leeds... Business Manager, Hollywood  
James Fonda  
Manager of "Amos 'n' Andy" Property

## Network Operations Division

Horace Guillotte... Mgr. of Network Operations

## Sound Effects Division

Davidson Vorhes... Mgr. of Sound Effects Division

## Traffic Department

Hugh A. Cowham  
Commercial Engineer in Charge of Traffic  
A. H. Petersen... Traffic Manager  
C. J. McCarthy... Assistant Traffic Manager

## Press Information

George Crandall... Director of Press Information  
Michael J. Foster... Executive Assistant  
Michael Boscia... Mgr. of WCBS Press Information  
Harry Warner... Manager of Operations  
Walter Seigal... Mgr. of Photographic Division  
Anne Harding... Manager of Service Division  
Dorothy Leffler... Manager of Magazine Division  
Harry Feeney... Trade News Editor  
Joseph Sage... Photo Editor

## Purchasing Department

John E. Forsander... Purchasing Agent

## Radio Sales, Radio and TV Stations' Rep.

Carl Burkland... General Sales Manager  
H. A. Carlborg... Eastern Sales Manager, New York  
George Dunham... Eastern Television Sales Manager  
Fred Mahlstedt... Mgr. of Research for Radio Sales  
James F. Burke... Supervisor of Program Service  
Thomas Ellsworth

Director of Promotion for Radio Sales  
Benjamin Margolis... Sales Service Manager  
Alice Santti... Manager of Time Clearance  
Gordon F. Hayes... Western Sales Manager  
H. H. Holtshouser... Southern Sales Manager  
Jack L. Brumback... Office Manager, San Francisco  
Henry Flynn... Office Manager, Los Angeles  
William Ogden... Office Manager, Detroit

## Research Department

Oscar Katz... Director of Research  
Harper Carraine... Asst. Dir. Research  
Edward Reeve... Research Projects Manager  
Richard Hess... Supr. Ratings Services Division  
Howard Miller... Sup. Mkts. and Records Div.  
Tore Hallonquist... Supr. of Program Analysis Div.  
Gerhart Wiebe... Supr. Promotion Research Div.

## Reference Department

William C. Ackerman  
Director of Reference Department  
May Dowell... Mgr. Central Information Div.  
Stanford Mirkin  
Manager of Program Research Division  
Agnes Law... Librarian  
Dorothy Boyle... Mgr. of Program Statistics Div.  
Esther Dobbins... Mgr. of Program Information Div.

## Sales Promotion and Advertising Department

Victor M. Ratner  
V.P. in Chg. of Sales Promotion & Advertising

Louis Hausman... Dir. Sls. Prom. & Adv.  
William Golden... Associate Director  
Neal Hathaway... Manager of Program Promotion  
Charles Oppenheim

Asst. Manager of Program Promotion  
John Fox... Business Manager  
John P. Cowden  
Dir. of Promotion Service for Columbia-Owned Stations

## Station Administration Department

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

## Station Relations Department

Herbert V. Akerberg  
Vice President in Charge of Station Relations  
William A. Schudt, Jr.  
Director of Station Relations  
Edward E. Hall... Eastern Division Mgr., Hollywood  
Edwin Buckalew... Western Div. Mgr., Hollywood

## Housewives' Protective League Productions

Fletcher Wiley... General Manager  
Edward W. Wood... Sales Manager

## Television Department

J. L. Van Volkenburg  
V.P. and Director of Television Operations  
Richard J. Redmond... Asst. to the Vice President  
Charles M. Underhill... Director of TV Programs  
Jerome Danzig... Associate Dir. of Programs  
Worthington C. Miner  
Mgr. of Television Program Development  
David Sutton... Television Sales Manager  
George L. Moskovics  
Manager of Television Sales Development  
Edmund Chester  
Dir. of News, Special Events and Sports  
Robert Bendick  
Asst. Director of News and Special Events  
Lawrence S. Haas... Coordinator of News  
Richard Edwards... News Broadcaster  
Eleanor Kilgallen... Casting Director  
Merritt H. Coleman... Director of Operations  
Jackson Green... Dir. Prod. Actvt.  
John DeMott... Production Manager  
Robert Wood... Manager of Operations  
Arthur E. Duram... Sales Prom. Mgr.  
Paul Wittig... Mgr. of Technical Operations

# COLUMBIA BROADCASTING SYSTEM

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

WCCO, Minneapolis  
WEEI, Boston  
WTOP, Washington  
FM Stations:  
KNX-FM, Los Angeles

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



EDGAR KOBAK  
President

# Mutual Broadcasting System

IT seems that no matter what other gyrations we go through in broadcasting—ratings, research, coverage, hearings, conventions—we always fetch up against the one all-important fundamental of programming. Nobody has yet figured how to get

around Shakespeare's "the play's the thing" and stay a success in radio.

Some of the more recent evidence of this is contained in surveys of television viewing habits, conducted both by Hooper and Pulse, Inc.

People in television (station owners, producers, engineers) have long gone on the assumption that once a family bought a television set, all its members could have but little time to devote to any other form of entertainment—broadcasting, movies, books or what-have-you. They have gone on the assumption that the "novelty" of this great new medium is a long, long time wearing out.

The survey figures seem to contradict these beliefs. According to Pulse there is considerable falling off in the number of people who have their televisions turned on *regardless of what the program may be*; according to Pulse, this falling off amounts to about 30 per cent. Hooper confirms the falling off but gives the figure as 10 per cent. Some place between the two, will probably be found the actual facts but the point we want to make is that it seems clear that the novelty wears off much more quickly than anyone has allowed for.

The focus even this early in television is shifting to *program quality*.

And if this is true in such a new, dramatic and exciting medium as television, how true it must be in the case of sound broadcasting?

We think the statistical gentleman of radio will support the statement that total listening to radio has remained at about the same level for the past four years; and we don't think there is any doubt that the principal reason for this is the quality of a major portion of programming—which has been static and none too inspiring for a long time.

The fact is that there have been no

really new program ideas in years—that all the so-called "new" things which we serve up, are really old things in a new collar and cuffs. If we were called upon to prove this, we would do it by reminding the reader of what has happened in recent months: no sooner had one station and one network scored a success with a "giveaway," when all other networks and most stations jumped on the bandwagon, demonstrating thereby the dearth of ideas and the eagerness with which everybody pounces on a half-way new idea.

(So far, in fact, did this giveaway fever go, that it got the industry into considerable hot water—and in November as this is written, we are not yet out of it.)

If we may be permitted a short commercial: Mutual has tried, and we think with some success, to develop and put on the air programs having something new and different in the way of a basic idea or a twist on some established format. For example—"Twenty Questions" and "Juvenile Jury" introduced fresh elements into programming; "Newsreel" and "Meet the Press" are new twists on the presentation of news and discussion; our series of documentaries on Atomic Energy introduced popular quiz and audience participation techniques into serious radio. We will continue experimenting—and expect to make still further contributions to better programming.

It could be that one explanation for poor quality and lack of progress in programming may be found in the fact that we have failed to attract top writers into radio and television—the writers whose work is produced on Broadway stages and published between covers and in magazines.

It is clear, we think, that broadcasting has devoted a lot of time to a lot of things, but not enough time to the important things: programming which will appeal to and hold and even increase audiences—programming that will meet the needs of that disturbingly large segment of people so laconically defined by Hooper as "at home but not listening."

In 1949, I think of no better goal for broadcasting than more attention to programming and less emphasis on secondary matters—more focus on programs and less hocus-pocus.

# MUTUAL BROADCAST

- KFAR
- KENI
- ALASKA



**NETWORK FACILITIES  
AS OF JAN. 15, 1949**





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# MUTUAL Broadcasting System

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*Executives and Staff*  
1440 Broadway, New York 18, N. Y.  
Phone, Pennsylvania 6-9600

## **Executive Personnel**

### **Board of Directors**

Lewis Allen Weiss  
Don Lee ..... Hollywood, Chairman  
Theodore C. Streibert  
WOR, New York, Vice-Chairman  
E. M. Antrim.....WGN, Chicago  
Willet H. Brown, Don Lee.....Hollywood  
Chesser Campbell.....WGN, Chicago

J. E. Campeau.....CKLW, Detroit  
H. K. Carpenter.....WHK, Cleveland  
Benedict Gimbel, Jr.....WIP, Philadelphia  
Edgar Kobak.....MBS, New York  
Thomas O'Neil.....Yankee Network, Boston  
J. R. Poppele.....WOR, New York  
Linus Travers.....Yankee Network, Boston

### **Officers**

Edgar Kobak.....New York, President  
E. M. Antrim.....Chicago, Secretary  
James E. Wallen...N. Y., Treas., Cont. & A. Sec.  
Phillips Carlin.....N. Y., V. P. in Ch. of Progs.  
Z. C. Barnes.....N. Y., V. P. in Ch. of Sales  
Robert A. Schmid.N. Y., V. P. in Ch. of Prog. Sls.  
A. A. Schechter  
V. P. in Ch. of News, Sp. Events and Pub.  
E. P. H. James  
N. Y., V. P. in Ch. of Adv., Prom. and Research  
A. N. Hult.Chicago, V. P. in Ch. of Mid-W. Oper.  
E. M. Johnson.V. P. in Chg. of Engn'g & Sta. Rel.

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Andrew C. Hamilton..Kirkland, Fleming, Green  
Martin and Ellis, Wash., D. C. and Chicago  
Leo Lauterstein and David Brown  
Lauterstein & Brown, N. Y.  
Elisha Goldfarb.....MBS Counsel  
Esterly Chase Page.....Wash., Eng. Consultant

### **Departments and Divisions**

#### EXECUTIVE OFFICERS

Edgar Kobak.....President

#### **Accounting Department**

James E. Wallen.....Controller  
George Ruppel.....Asst. Controller  
Richard Groome.....Auditor  
George Westby.....Budget Director

#### **Office Management**

James E. Wallen.....Office Manager  
Beatrice M. Marschner.....Personnel Director  
Ruth Hendler.....Purchasing Agent  
Margaret Maloney.....Telephone Supervisor

#### **Engineering Department**

E. M. Johnson.....V. P. in Chg.  
Leslie Learned..Manager of Engineering Traffic  
James Chapman.Supervisor of Engineering Traffic  
Lewis R. Tower.....Chief Facilities Engineer

## **Program Department**

Phillips Carlin.....Vice President in Charge  
Adolph Opfinger...Assistant to Vice President  
Jack Paige.....Manager of Program Operations  
B. J. Hauser....Director of Cooperative Programs  
Walter Lurie....Dir. of New Prog. Development  
Herbert Rice.....Director of Production  
Dorothy Ann Kemble....Dir. of Con. Acceptance  
Edwin Otis...Supervisor of Commercial Programs  
Hal Wagner.....Manager of Operations  
Floyd Mack.....Day Supervisor  
Idella Grindlay.....Studio Arrangements  
John Newhouse.....Night Supervisor  
Hugo Seiler.....Night Supervisor  
Elsie Dick...Dir. of Edu. Women's and Rel. Activ.  
Ada Lusardi.....Program Traffic Manager

## **News, Special Events and Publicity Departments**

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Milton Burgh.....Director of News  
Arthur Feldman.....Director of Special Events  
John Bosman.....News Editor  
Paul Jonas.....Director of Sports  
James E. O'Bryon.....Director of Press  
Francis X. Zuzulo  
    Asst. Dir. of Press, Trade News Editor  
Robert Wilson.....Mgr. of Exploitation  
Hal Gold.....Press Editor  
Maria Caterine.....Photo Editor  
John Skinner.....Special Service Editor  
Elaine Brown.....Magazine Ed.  
Win Goulden.....Feature Ed.

## **Sales Department**

Z. C. Barnes.....Vice President in Charge  
Harold Coulter...Assistant to the Vice President  
George Benson.....Eastern Sales Manager  
Alma Graef.....Manager of Sales Service  
T. E. Danley.....Manager of Sales Traffic

## **Advertising, Sales Promotion and Research Departments**

E. P. H. James.....Vice President in Charge

Jesse Thompson.....Director of Promotion  
Richard J. Puff.....Director of Research  
Paul Benson.....Asst. Dir. of Research  
F. Carleton McVarish...Mgr. of Audience Prom.  
Winifred Hall.....Production Supervisor

## **Station Relations**

Earl M. Johnson.....Vice President in Charge  
Robert Carpenter.....Field Representative  
Norman Knight.....Field Representative  
James Mahoney.....Field Representative  
Roy Danish.....Manager, Station Information  
Paul Hancock.....Field Representative

## **Washington Staff**

Hollis Seavey...News & Spec. Evs. Coordinator  
William Hillman...Presidential Correspondent  
Albert L. Warner.....Chief Correspondent

## **Chicago Staff**

Adolf N. Hult.....V. P. in Ch. of Midwest Oper.  
MacKenzie Ward...Midwestern Sales Manager  
James Mahoney...Mgr. of Western Div. (Sta. Rel.)  
Dorothy Reynolds  
    Mgr. of Sales Serv. and Office Mgr.  
Myrtle Goulet.....Mgr. of Sales Traffic  
Gilbert McClelland.....Dir. of Sales Promotion  
George Herro.....Publicity Director

## **Atlanta Staff**





Charles Godwin.....Manager

## **Philadelphia and Pittsburgh Staff**

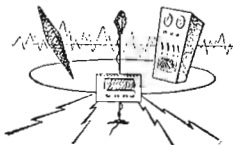
Howard Cann.....Sales Representative




## **Hollywood Staff**

Ned Tollinger.....Program Manager  
Harriet Crouse.....Publicity Director

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

## TRENDLE-CAMPBELL ENTERPRISES, INC.



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

## TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Strob Building

Detroit 26, Michigan



NILES TRAMMELL  
President

# National Broadcasting Company

NEVER before has it been so difficult to predict what a new year will hold for broadcasting. Radio has just completed one of its most prosperous years. Television at the end of 1948 began fulfilling its promise. Television program fare finally began keeping pace with its technical achievements. Radio should prosper again in 1949 and television—with such technical advances as the interconnection of the east and midwest by coaxial cable and the arrival on the air of many more stations—will become a much greater force for selling and entertaining.

But the promise of video has been, and will, for the most part be at the cost of expending some of the profits of radio. Many radio station operators have poured immense sums of money into building their sister television stations with little return. And much more of radio's money must yet be spent for the development of this competing medium. With these elements in mind, the National Broadcasting Company has set a two-fold goal for 1949: (1) To hold the 1948 increase in revenues for sound broadcasting, and to develop new money for television. (2) To improve programming on both radio and television, particularly programs in video which have not kept pace with outstanding technical advances.

Sound broadcasting today enjoys the greatest circulation of any medium. More people are now listening to sound radio than ever before, and sets are in use more hours per day than at any time in radio history. This makes radio too good a buy for advertisers to defect in droves to other media, including television.

So the challenge is to develop new advertising money for video by increasing the total advertising dollar. Radio did this. And television is doing it, too.

Of the twenty-seven commercial programs being seen on the NBC East-coast television network near the end of 1948, twelve were sponsored by clients who were not buying time in radio. The other fifteen shows were being presented by clients who were

spending additional money for these programs. In other words they were not reducing their AM budgets to buy video. This 100% pace certainly will not last but it should be our purpose to keep the new money percentage at the very highest possible level.

As for our other goal, programming, there are some definite new trends in television. The first of these had to do with sports. A year ago, on the three major New York stations then in existence, 53% of the broadcast schedule was devoted to sports. At the end of 1948, on these same three stations, sports accounted for only 27% of the schedule.

Another trend seems to be developing in relation to film programs. While feature films and film shorts are being used even more extensively than they were a year ago, audience acceptance of such films is declining. The reason is rather obvious. In the early days of television, many older films were used as fillers and the audience because of the novelty and lack of competition would watch them.

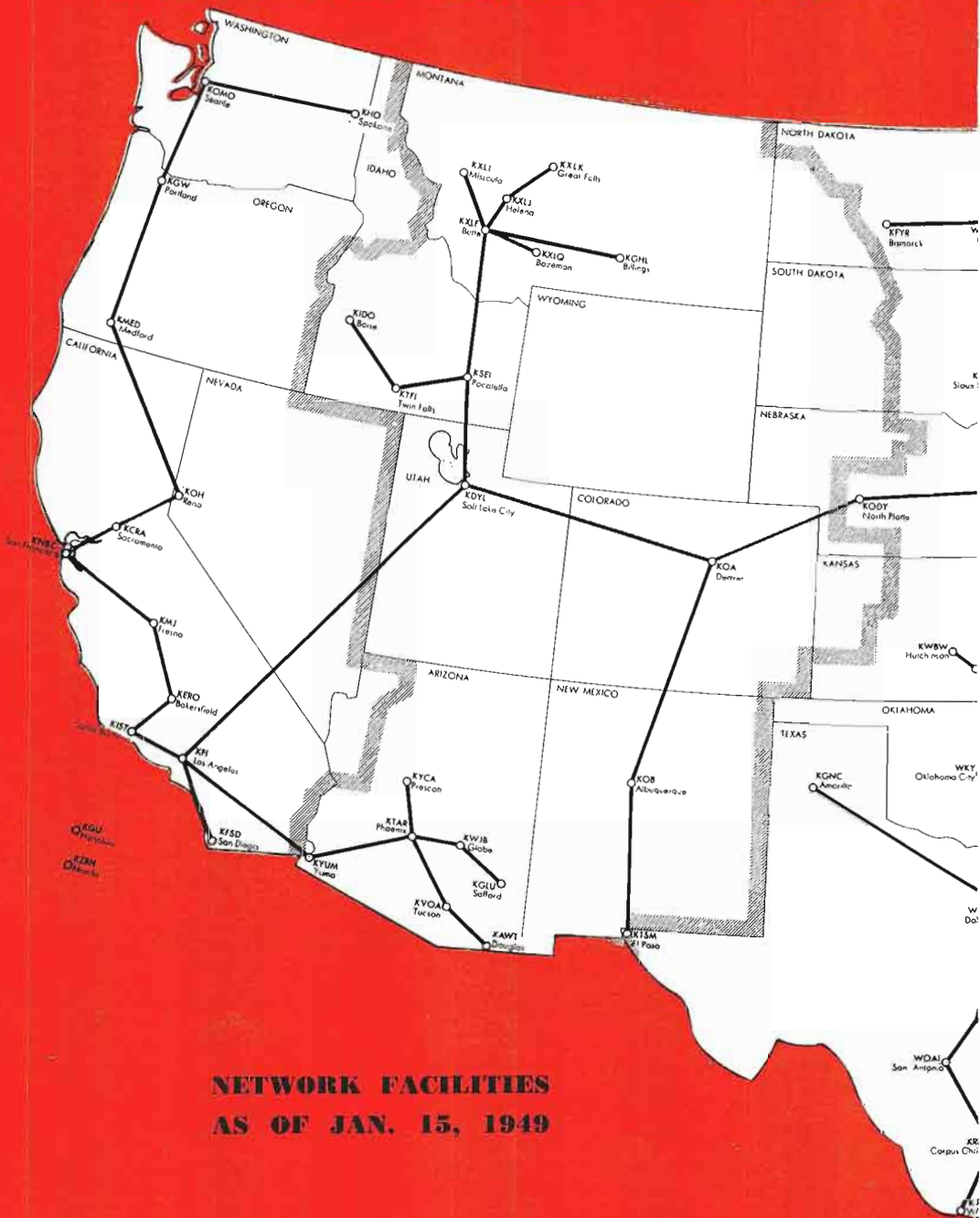
In the fields of drama and variety, television, has perhaps made its greatest program advances. Such programs as the *Texaco Star Theatre*, *Philco Television Playhouse* and the *Kraft Theatre* demonstrate fine production and direction technique and attract large audiences. But in the field of news programs there is much to be done. New and imaginative techniques for the presentation of current events are sorely needed.

In my opinion there are many program formats used in radio which could be exploited for television. The five-times-a-week continued story should be effective and economical on video.

So here is the challenge. Faced with the decline in the novelty of television and with his audience becoming more and more selective, the video programmer must call on his imagination for new techniques and original ideas to please and entertain his public.

And in both radio and television, he must call upon that same imagination to educate and inform. In 1949 public service programs should be a prime concern to both the AM and video broadcaster. For television, the public service type of program hasn't yet been fully explored; for radio, it hasn't yet been fully exploited.

# NATIONAL BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 15, 1949**



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# NATIONAL

## Broadcasting Company

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30 Rockefeller Plaza 20, New York City  
(Telephone number, Circle 7-8300)

Registered Telegraphic Address  
NATBROADCAST NEW YORK

### BOARD OF DIRECTORS

James Rowland Angell	Gano Dunn	Harry C. Ingles	Edward F. McGrady
Arthur E. Braun	Frank M. Folsom	Charles B. Jolliffe	Edward J. Nally
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### Officers

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Niles Trammell	President	William S. Hedges	Vice President
Charles R. Denny	Executive Vice President	Gustav B. Margraf	V. P. & Gen. Attorney
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Harry C. Kopf	Administrative Vice President	Frank M. Russell	Vice President
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Sydney H. Eiges	Vice President	Lewis MacConnach	Secretary
Charles P. Hammond	Vice President	Wayne Mason	Assistant Secretary

### DEPARTMENTS AND DIVISIONS

#### Executive Officers

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Sidney N. Strotz	Adm. V. P. in Chrg. of TV & Wstrn. Div.
Charles P. Hammond	V. P. & Asst. to President
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Clay Morgan	Asst. to the Pres.
	Dir. of Spec. Serv. & G. R.
Albert E. Walker	Executive Assistant

#### Advertising and Promotion Department

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Roy C. Porteous	Manager
Allen Hurlburt	Art Director
George W. Wallace	Net. Sales Pro. Mgr.
Richard Blake	Copy Director
William E. Webb	Net. Aud. Prom. Mgr.

#### Budget

John Tiedeman	Budget Officer
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#### Continuity Acceptance Department

Stockton Helffrich	Manager
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## Controllers Department

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Harold M. Kelly	Assistant Controller
Hugh R. McGeachie	Assistant Controller

## Engineering Department

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R. E. Shelby	Dir. of Tele. Engr. Operations
William A. Clarke	Administrative Assistant
E. R. Cullen	Operations Assistant
J. D'Agostino	Liaison Engineer
Raymond F. Guy	Mgr. of Radio & Alloc. Engr.
George M. Nixon	Manager, Engineering Devp.
C. A. Rackey	Mgr. of Audio & Video Engr.
T. H. Phelan	New York Division Engineer
J. Wood, Jr.	Manager of Technical Svcs.

## General Service Department

Edward M. Lowell	Director
Walter E. Giebelhouse	Mgr. of Bldg. Main. Div.
Helen Davis	Mgr. of Office Svcs. Div.

## Guest Relations Department

Paul Rittenhouse	Manager
William Ervin	Executive Assistant Manager
Jacques Biraben	Asst. Mgr. in Chrg. of Reception
Peter Tintlo	Asst. Mgr. in Chrg. of Tours

## Information Department

Horton Heath	Director
Irene Kuhn	Assistant Director
Anita Barnard	Mgr. of Corres. Division

## Legal Department

Gustav B. Margraf	V. P. & General Att.
Robert P. Myers	Assistant General Attorney
Thomas E. Irvin	Senior Attorney
Edmund Souhami	Senior Attorney
John P. King	Attorney
Paul B. Lynch	Attorney
Richard H. Graham	Attorney (Hollywood)
Thomas H. Compere	Attorney (Chicago)
Willson J. Hurt	Attorney (Denver)
Cahill, Gordon, Zachry & Reindel	Counsel (New York & Washington)

## National Spot Sales Dept.

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

## Network Sales Department

George H. Frey	Director
Edward R. Hitz	Assistant Director
Reynold R. Kraft	Assistant Director

## News and Special Events and International Relations Department

William F. Brooks	Vice President in Charge
Francis C. McCall	Dir. of News & Spec. Ev.
Adolph J. Schneider	Dir. of TV News & Spec. Ev.
Joseph O. Meyers	Mgr. of Operations
Jeanette Kriendler	Office Manager

## International Division

Frederick B. Bate	Assistant to the Vice President
Cal Abraham	Station Liaison & Pub. Rel. Dir.

## Personnel Department

Ernest de la Ossa	Director
Theodore Thompson	Manager
Doris Ann	Employment Manager
William M. Roden	Records & Research Mgr.
Donald C. Bogert	Employee Services Mgr.

## Press Department

Sydney H. Eiges	Vice President in Charge
Jo Dine	Director
Allan Kalmus	Television Manager
Sam Kaufman	Spec. Services Mgr.
Leo Hershdofer	Feature and Copy Editor
John Slocum	Magazine Editor
James Miller	Column Editor
Leonard Meyers	Music Editor
Sidney Desfor	Photo Editor

## Program Department

Thomas McCray	National Program Director
Arch Robb	Asst. Prog. Dir. in Chrg. of Prog. Opr.
Robert K. Adams	Production Manager
Thomas H. Belviso	Manager of the Music Library
Samuel Chotzinoff	General Music Director
Patrick J. Kelly	Manager of Announcers
Allin Robinson	Night Program Manager
Frederick Knopfke	Sound Effects Manager
William Stern	Director of Sports
Richard P. McDonagh	Manager, Script Division
Grace H. Sniffin	Supervisor Business Office

## Public Affairs and Education Department

Sterling W. Fisher	Manager
Margaret Cuthbert	Dir. of Public Affairs
Doris Carwith	Dir. of Talks & Religious Bcsts.
Jane T. Wagner	Dir. of Education

## Radio Recording Department

Robert W. Friedheim	Director
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George C. Stevens..... Business Manager  
 Charles G. Hicks, Jr..... Recording Sales Manager  
 Donald J. Mercer..... Thesaurus & Synd. Sales Mgr.  
 H. H. Wood..... Program Director  
 Frank McMahon..... Promotion Manager

### Research Department

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

### Stations Departments

Easton C. Woolley..... Director  
 Burton Adams..... Mgr.—Coop. Programs Division

### Stations Relations Dept.

Sheldon B. Hickox, Jr..... Manager

### Traffic Department

Harry A. Woodman..... Manager

## Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

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

### Central Division—Chicago

*Merchandise Mart, Chicago 54, Ill.*

*Tel.—Superior 8300*

I. E. Showerman..... Vice President in Charge  
 Thomas H. Compere..... Attorney  
 William Drips..... Director of Agriculture  
 Robert Guilbert..... Continuity Acceptance Manager  
 Jules Herbuveaux..... Television Manager

### Television Department

Carleton D. Smith..... Dir. of Tele. Operations  
 Thomas E. Knode..... Adm. Asst. to Dir. TV Ops.  
 J. Robert Myers..... Adm. Asst. to Dir. of TV Oper.  
 Norman Blackburn..... Nat. Dir.—Tele. Prog.  
 Warren Wade..... Production Manager  
 Russ Johnston..... Director of Film Division  
 Robert Wade..... Mgr. of Prod. Facilities  
 R. R. Davis..... TV Operations Supervisor  
 Albert Reibling..... Business Manager  
 Robert E. Shelby..... Dir. of TV Engr. Operations  
 F. A. Wankel..... Asst. Dir. of TV Engr. Operations  
 Helen M. Korday..... Personnel Supervisor

### Transportation Department

Marie F. Dolan..... Manager

### Treasurers Department

Rudolph J. Teichner..... Treasurer  
 William A. Williams..... Assistant to Treasurer  
 William D. Bloxham..... Purchasing Agent

A. W. Kaney..... Station Relations Manager  
 David Lasley..... Promotion Manager  
 Howard C. Luttgens..... Division Engineer  
 Paul McCluer..... Network Sales Manager  
 Oliver Morton..... National Spot Sales Manager  
 William B. Ray..... News & Special Events Manager  
 Jack Ryan..... Press Manager  
 Judith Waller..... Public Affairs Director  
 John Whalley..... Business Manager

**Western Division—  
Hollywood**

*Sunset Blvd. and Vine St. Hollywood 28, Calif.*

*Tel.—Hollywood 6161*

Sidney N. Strotz.....Adm. V. Pres. in Charge  
Lewis S. Frost.....Assistant to the Vice President  
Frank Berend.....Western Div. Network Sales Mgr.  
Harold Bock.....Television Manager  
Robert V. Brown.....Western Network Prog. Mgr.  
Frank Dellett.....Auditor  
Paul Gale.....Traffic Manager  
Donald Honrath.....Continuity Acceptance Manager  
Robert E. Howard.....Wstrn. Div. Nat. Spot Sales Mgr.  
Henry Maas.....Sales and Program Traffic Manager  
Helen M. Hall Act. Mgr. Wstrn. Net Prom. & Adv.  
Jennings Pierce.....Pub. Int. Sta. & Guest Rela. Mgr.  
Leslie Raddatz.....Net. Press Mgr.—Wstrn. Div.  
Alfred Saxton.....Division Engineer  
Roger Sprague.....Net. News Mgr.—Wstrn. Div.

**Washington, D. C.**

*724 14th Street N. W., Washington 5, D. C.*

*Tel.—Republic 4000*

Frank M. Russell.....Vice President in Charge  
William R. McAndrew.....Asst. to V. Pres.  
R. G. Coldenstroth.....Auditor  
Mahlon Glascock.....Director of Sales  
Donald Cooper.....Chief Engineer  
Walter Royen.....Press Manager  
James Seiler.....Personnel & Research Mgr.  
George Wheeler.....Director of Programs

**NBC Stations Planning &  
Advisory Committee**

Martin B. Campbell.....WFAA, Dallas, Tex.  
Harold Essex.....WSJS, Winston-Salem, N. C.  
Harry Bannister.....WJW, Detroit  
Walter J. Damm.....WTMJ, Milwaukee  
Ed Yocum.....KCHL, Billings, Mont.  
Harold C. Burke.....WBAL, Baltimore  
John M. Outler, Jr.....WSB, Atlanta  
Claire R. McCullough.....WGAL, Lancaster, Pa.  
Wiley P. Harris.....WJDX, Jackson, Miss.  
Ewing C. Kelly.....KCRA, Sacramento, Calif.

**FOR COMPLETE LIST OF  
ALL COMMERCIAL PROGRAMS  
ON MAJOR NETWORKS  
PLEASE TURN TO PAGE 961**



# KEYSTONE



## Broadcasting System, Inc.

### Headquarters

580 Fifth Avenue, New York 19, N. Y.  
Phone, PLaza 7-1460

### Officers & Directors

Exec. Vice-President ..... Naylor Rogers  
Vice-President ..... Arthur Wolf  
Vice-President ..... Joseph Bayer  
Secretary-Treasurer ..... Sidney J. Wolf  
Assistant Secretary..... William Bayer

### Offices

#### New York

580 Fifth Avenue  
Phone, PLaza 7-1460

Pres. & General Manager. Michael M. Sillerman  
Office Manager..... Eve Bannier  
Research Director..... James A. Yergin  
Account Executive ..... Noel A. Rhys

Accountant & Office Manager

Elizabeth M. Mueller

Western Sales Manager..... Naylor Rogers

#### Hollywood

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone, Hollywood 5338

Program Director ..... Elaine N. Gonda

#### Chicago

134 North La Salle St., Chicago 2, Ill.  
Phone, State 2-4590

Secretary-Treasurer..... Sidney J. Wolf  
Director of Station Relations..... E. R. Rogers

#### Cleveland

310 Citizens Bldg. Cleveland 14, Ohio  
Phone, Cherry 4050

Mid-Western Sales..... Lucis M. Bloch, Jr.

**SERVICES OFFERED:** Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 375 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length.

# REGIONAL NETWORKS

## Alabama State Group

Bankhead-Long Building, Jasper, Ala.

Phone: 100-200

### PERSONNEL

Director of Operations.....James E. Reese

### STATIONS

ALABAMA: WOOB, Anniston; WEBJ, Brewton; WKUL, Cullman; WDIG, Dothan; WXAL, Demopolis; WMFT, Florence; WGAD, Gadsden; WWWB, Jaseph; WMCY, Montgomery; WJHO, Opelika; WKAB, Mobile; WTBF, Troy; WTBC, Tuscaloosa.

### NATIONAL REPRESENTATIVE

Harry A. Friedenberg

## The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

### PERSONNEL

President.....(Open)

Vice-Presidents.....R. M. Fitkin,

J. E. Jaeger, C. J. Fern, E. Crane

Sales Manager.....L. R. Turner

### STATIONS

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

## Alaska Broadcasting System

### CBS

830 Securities Bldg., Seattle 1, Wash.

Phone: Seneca 6333

### PERSONNEL

General Manager.....William J. Wagner

Secretary & Treasurer.....I. F. Wagner

Washington Attorney.....Philip M. Baker

Seattle Manager.....Ernest Spink

Attorney.....Warren Cuddy

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska.

Kenneth Laughlin, Station Mgr.; Station KTKN,

Ketchikan, Alaska, James Fletcher, Station

Mgr.; Station KINY, Juneau, Alaska, John

Ashbaugh, Station Mgr.; Station KFRB, Box

950, Fairbanks, Alaska, Claude Ratliff, Jr.,

Station Mgr.; Station KIBH, Box 250, Seward,

Alaska, Bruce Cruikshank, Station Mgr.

### STATIONS

KFQD, Anchorage, Alaska; KTKN, Ketchikan,

Alaska; KINY, Juneau, Alaska; KFRB,

Fairbanks, Alaska; KIBH, Seward, Alaska;

KOQL, Anchorage, Alaska.

## Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

### PERSONNEL

Manager.....Richard O. Lewis

Commercial Manager.....Bill Harvey

Promotion Manager.....Fred Gerletti

### STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,

Yuma; KGLU, Safford; KWJB, Globe-Miami;

KYCA, Prescott; KAWT, Douglas-Bisbee.

### NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.

## The Arizona Network

Radio Station KOY

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

### PERSONNEL

Manager.....Albert D. Johnson

Program Manager.....John R. Williams

Commercial Manager.....John L. Hogg

KTUC Manager.....Lee Little

KSUN Owner.....Carlton W. Morris

### STATIONS

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

### NATIONAL REPRESENTATIVE

John Blair & Company

## Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Phone: ME1rose 2873

### PERSONNEL

General Manager.....W. C. Bridges

Director of Operations.....H. E. Westmoreland

Dir. of News & Sp. Events.....Earl Henton

Director of Engineering.....Charles B. Persons

Promotion Manager.....L. G. Anderson

WMFG Resident Manager.....Oscar Peterson

WHLB Resident Manager.....Arthur Nelson

WEAU Resident Manager.....Harry Hyett

WJMC Resident Manager.....Greg Rouleau

WISC Resident Manager.....Ralph O'Connor

WEBC.....Arrowhead Network Personnel

### STATIONS

WMFG, Hibbing, Minn.; WHLB, Virginia,

Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice

Lake, Wis.; WISC, Madison, Wis.; WEBC,

Duluth, Minn.; WEBC-FM, Duluth, Minn.;

WEAU-FM, Eau Claire, Wis.; WJMC-FM, Rice

Lake, Wis.; WISC-FM, Madison, Wis.

## Regional Networks

### Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.  
Phone: Hartford 2-0237

#### PERSONNEL

President.....C. Glover DeLaney

#### STATIONS

WNAB, Bridgeport; WATR, Waterbury;  
WNLC, New London; WNHC, New Haven;  
WTHT, Hartford; WSTC, Stamford; WTOR,  
Torrington.

★

### Dixie Network

410 Main St., Houston 2, Tex.  
Phone: P-3108

#### PERSONNEL

President.....Socs Vratls  
Vice-President.....Robert Bush  
Secretary-Treasurer.....King H. Robinson  
Director.....E. C. Davis  
Director.....Arthur Kay  
General Manager.....Phil Dusenbury

#### STATIONS

KATL, Houston, Texas; KOGT, Orange,  
Texas; KRIC, Beaumont, Texas; KRFL, Bay-  
town, Texas; KOLE, Port Arthur, Texas.

★

### Don Lee Broadcasting System

1313 N. Vine St., Hollywood, Calif.  
Phone: HUDson 2-2133

#### PERSONNEL

President & Gen. Mgr.....Lewis Allen Weiss  
Exec. Vice-President.....Willet H. Brown  
Secretary-Treasurer.....A. M. Quinn  
Dir. of Station Relations.....Patrick Campbell  
General Sales Manager.....Ward Ingram  
Asst. Gen. Sales Manager.....Henry Gerstenkorn  
Program Director.....Charles Bulotti, Jr.  
Continuity Acceptance Dir. William Williams  
News & Special Features Dir. Les Mawhinney  
Chief Supervisor.....Tony La Frano  
Public Relations Director.....Mark Finley  
Publicity Director.....James Patsons, Jr.  
Program Promotion Dir.....Robert Stock

#### STATIONS

CALIFORNIA: KHJ, Los Angeles; KFRC, San  
Francisco; KAFY, Bakersfield; KHSL, Chico;  
KXO, El Centro; KIEM, Eureka; KYNO, Fresno;  
KMYC, Marysville; KYOS, Merced; KPRL, Paso  
Robles; KVCV, Redding; KXOA, Sacramento;  
KSBW, Salinas; KFXM, San Bernardino; KGB,  
San Diego; KVEC, San Luis Obispo; KVOE,  
Santa Ana; KDB, Santa Barbara; KXOB,  
Stockton; KCOK, Tulare.

OREGON: KALE, Portland; KWIL, Albany;  
KAST, Astoria; KBND, Bend; KOOS, Coos Bay;  
KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath  
Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spo-  
kane; KXRO, Aberdeen; KPUG, Bellingham;  
KELA, Centralia; KRKO, Everett; KWLK, Long-  
view; KGY, Olympia; KUJ, Walla Walla;  
KWNW, Wenatchee; KYAK, Yakima.

IDAHO: KVNI, Coeur d'Alene; KRLC, Lewis-  
ton; KWAL, Wallace.

NEVADA: KATO, Reno.

ARIZONA: KOOL, Phoenix; KCNA, Tucson;  
KCKY, Coolidge; KNOE, Nogales.

HAWAII: KHON, Honolulu; KIPA, Hilo;

KTOH, Lihue; KMVI, Wailuku.

ALASKA: KENI, Anchorage; KFAR, Fair-  
banks.

#### NATIONAL REPRESENTATIVES

John Blair & Co.

★

### Georgia Association of Local Stations

P. O. Box 403, Decatur, Ga.  
Phone: CRescent 7066

#### PERSONNEL

Sales Director.....Tom Carr

#### STATIONS

WDEC, Americus; WGAU, Athens; WLBB,  
Carrollton; WBHF, Cartersville; WGAA, Cedar-  
town; WJM, Cordele; WMOC, Covington;  
WBLJ, Dalton; WDWD, Dawson; WMLT, Dub-  
lin; WBHB, Fitzgerald; WDUN, Gainesville;  
WKEU, Griffin; WFOM, Marietta; WIBB,  
Macon; WMVG, Milledgeville; WMGA, Moul-  
trie; WROM, Rome; WFRP, Savannah; WWNS,  
Statesboro; WSTF, Thomaston; WKTG, Thom-  
asville; WWGS, Tifton; WLET, Toccoa; WRQN,  
Vidalia; WAYX, Waycross; WRLD, West  
Point; \*WGLS, Atlanta-Decatur.

\* Key Station.

★

### Georgia Major Market Trio

(Address Any Station or The Katz Agency)

#### PERSONNEL

General Manager (WAGA)... James E. Bailey  
General Manager (WTOC)... W. T. Knight  
General Manager (WMAZ)... Wilton E. Cobb

#### STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOC,  
Savannah.

#### REPRESENTATIVE

The Katz Agency

★

### Georgia Quartet

c/o George P. Hollingbery Co.

307 N. Michigan Ave., Chicago, Ill.

Phone: ANdover 3-2636

#### BRANCH OFFICES

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

#### STATIONS

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

## Regional Networks

### Great Northern Broadcasting System, Inc.

814 National Bldg., Minneapolis, Minn.  
Phone: GENEVA 9631

#### PERSONNEL

President.....A. A. Fahy  
Vice-President.....John B. Cooley  
Treasurer.....E. E. Krebsbach  
Secretary.....M. M. Marget  
Assistant Treasurer.....A. A. Fahy  
Assistant Secretary.....W. S. Russell

#### BRANCH OFFICES

117½ S. Main St., Aberdeen, S. Dak., A. A. Fahy, President and General Manager.

#### STATIONS

WLOL, Minneapolis, Minn.; KMHL, Marshall, Minn.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. Dak.; KLPM, Minot, N. Dak.; KGCU, Mandan, N. Dak.; KABR, Aberdeen, S. Dak.; KDHL, Fairbault, Minn.; KWLM, Wilmar, Minn.; KVOX, Moorhead, Minn.; KDLR, Devils Lake, N. Dak.; KGCX, Sidney, Mont.; KOVC, Valley City, N. Dak.

★

### Great West Network

317 North Broadway, Box 1388, Albuquerque, N. M.

Phone: 3-1744

#### PERSONNEL

General Manager.....William T. Kemp  
Sales Manager.....Paul Kehle  
Program Director.....Ralph Henry  
Chief Engineer.....John Morrison  
Assistant Manager.....Minnie K. Jones  
Dir. Spanish Language Pro...Raquel Marzuez  
Dir. Womens Programs.....Betty Kehle

#### BRANCH OFFICE

Artesia, New Mexico, Burney Jones, Mgr.

★

### The Intermountain Network

248 S. Main St., Salt Lake City 1, Utah

Phone: 4-3561, 4-1843

#### PERSONNEL

President.....George C. Hatch  
Executive Vice-President.....Alvin G. Pack  
Vice-Pres. in charge of Sales...Lynn L. Meyer  
Program Director.....Craig Rogers  
Dir. Engineering.....W. D'Orr Cozzens  
Studio Control Sup.....Nephi Sorenson  
Transmitters Sup.....Cloyde Anderton  
Maintenance Engineer.....Rex L. Vance  
Production Directors.....Vern Bruggeman,  
John Woolf, Jon Duffy, Nelson Hall,  
William Post  
Music Director.....Earl Donaldson  
Sports Director.....Mal Wyman  
News Director.....Jack Goodman  
Promotion Director.....Mrs. Alma L. Clark  
Continuity Director.....Nat Berlin

#### STATIONS

UTAH: KALL (Key Station), Salt Lake City; KLO, Ogden; KOVO, Provo; KOAL, Price; KVNU, Logan; K SVC, Richfield.

IDAHO: KEYY, Pocatello; KVMV, Twin Falls; KFXD, Boise-Nampa; KFXD-FM, Boise-Nampa and KID, Idaho Falls.

WYOMING: KVRs, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan; KOWB, Laramie.

MONTANA: KMON, Great Falls; KBMY, Billings; KRIF, Miles City; \*Butte.

NEVADA: KRAM, Los Vegas.

\*Under Construction.

#### REPRESENTATIVE

Lewis H. Avery, Inc.

★

### Iowa Tall Corn Network

407 5th Ave., Des Moines 9, Iowa

Phone: 2-0225

#### PERSONNEL

General Manager.....George W. Webber  
President.....Edward Breen  
V-P in Chg. of Sta. Relations...Morgan Sexton  
V-P in Chg. of Pro.....Ben Sanders  
V-P in Chg. of Eng'ng.....Ken Gordon  
Secretary.....George Volger

#### STATIONS

KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KCRL, Cedar Rapids; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KAYX, Waterloo; KSTT, Davenport; KICM, Mason City.

★

### Lone Star Chain, Inc.

315 Construction Bldg., Dallas 1, Tex.

Phone: RIVERSIDE 5663

#### PERSONNEL

President.....Harold V. Hough  
Vice-President.....Fred J. Nahas  
Secretary & Treasurer.....O. L. Taylor  
Manager.....Clyde B. Melville

#### STATIONS

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

★

### Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

#### PERSONNEL

Manager.....William H. Rines  
Sales Director.....Rudolph O. Marcoux

#### BRANCH OFFICES

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

## Regional Networks

### The Michigan FM Network

Hutzel Bldg., Ann Arbor, Mich.

#### PERSONNEL

Executive ..... Edward F. Baughn

#### STATIONS

WELL-FM, Battle Creek; WHFB-FM, Benton Harbor; WMUS-FM, Muskegon; WGRD, Grand Rapids; WMLN-FM, Mt. Clemens; WAJL-FM, Flint; WOAP-FM, Owosso; WFFW, Wyandotte; WTHH-FM, Port Huron; WKNX, Saginaw; WBCK, Battle Creek; WLS, Lansing.

★

### Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.

Phone: CHerry 8321

#### PERSONNEL

General Manager..... James G. Riddell  
Sales Manager..... H. S. Christian  
Dir. Adv. & Sales Prom... William J. Hendricks

#### STATIONS

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

★

### New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 2-3181

#### PERSONNEL

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

#### STATIONS

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

#### REPRESENTATIVE

Weed & Company

★

### Northern Broadcasting Co., Ltd.

25 King St. W., Toronto, Ont., Canada

Phone: ADElcide 8895

#### PERSONNEL

President..... Roy H. Thomson  
General Manager..... Jack M. Davidson  
Secretary-Treasurer..... S. F. Chapman

#### BRANCH OFFICE

Medical Arts Bldg., Montreal, Quebec

Manager..... R. A. Leslie

#### STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.

### Northwest Network

3415 University Ave., St. Paul W4, Minn.

3415 University Ave., S.E., Minneapolis, Minn.

Phone: PRior 2717

#### PERSONNEL

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

#### STATIONS

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

#### NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

### The Oklahoma Network

2004 Apco Tower, Oklahoma City 2, Okla.

Phone 3-8352

#### PERSONNEL

Managing Director..... Robert D. Enoch

#### STATIONS

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

#### NATIONAL REPRESENTATIVE

Taylor-Boroff & Co.

★

### The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.

Phone: Locust 7-7700

#### PERSONNEL

General Manager..... Dr. Leon Levy  
Asst. Manager..... J. L. Tinney  
Technical Director..... George Lewis

#### STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAL, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

### Quaker Network

WFIL, Widener Bldg., Philadelphia 7, Pa.

Phone: RITTenhouse 6-6900

#### PERSONNEL

General Manager..... Roger W. Clipp  
Sales Manager..... John E. Surrick

#### STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster;



## Regional Networks

WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

### ★ Radio Network of Arizona

Station KOOL, Adams Hotel, Phoenix, Ariz.

Phone: 2-1748

#### PERSONNEL

General Manager..... Charles H. Garland  
Commercial Manager..... Miles Reed

#### STATIONS

KCNA, Tucson; KCKY, Coolidge; KNOG, Nogales; KOOL, Phoenix.

### ★ Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737, 9-4322

#### PERSONNEL

General Manager..... Frank C. Casman  
Sales Manager..... Allan Thomas  
KUTA, Salt Lake, Utah; KVOG, Ogden, Utah; KCSU, Provo, Utah; KIFI,\* Idaho Falls, Idaho; KEIO,\* Pocatello, Idaho; KBIO, Burley, Idaho; KLIX,\* Twin Falls, Idaho; KGEM,\* Boise, Idaho; KOPR, Butte, Mon.

\* Comprise a Network within a Network—sold as a group nationally and regionally as "The Gem State Network."

### ★ Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.

Phone: 3341

#### PERSONNEL

General Manager..... R. B. Gervan  
Chief Eng. & Adm. Ass't..... D. K. deNuef  
Sales Manager..... H. S. Brown  
Promotion Dir. and Pub. Rel..... Lou Frankel  
Program Director..... R. B. Child

#### BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Miller McClintock, Senior Consultant.

#### STATIONS

\* WVFC, Ithaca, N. Y.; \*WFNF, Wethersfield, N. Y.; \*WVBT, Bristol Center, N. Y.; \*WVCN, DeRuyler, N. Y.; \*WVCV, Cherry Valley, N. Y.; \*WVBN, Turin, N. Y.; \*\*WSLB-FM, Ogdensburg, N. Y.; \*\*WGHF, New York, N. Y.; \*\*WHFA (WFHA), Hartford, Conn.; \*\*WACE-FM, Springfield, Mass.

\* Owned and operated by RRN.

\*\* Affiliated stations.

### ★ Steinman Stations

8 W. King St., Lancaster, Pa.

Phone 5251

#### PERSONNEL

Mgr. Dir..... Clair R. McCollough  
Sales Manager..... J. Robert Gulick  
Program Manager..... J. Gorman Walsh

Promotion Manager..... Paul C. Rodenhauser  
Technical Director..... J. E. Mathiol

#### STATIONS

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

#### NATIONAL REPRESENTATIVE

Radio Advertising Company

★

### Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.

Phone: 2-7111

#### PERSONNEL

Business Manager (WROL)..... C. H. Frazier

#### STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

#### REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)

Burn-Smith Co. (New York-Chicago)

★

### The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

#### PERSONNEL

Manager (KTBS)..... C. K. Beaver  
Manager (WFAA)..... Martin Campbell  
Manager (WOAI)..... Hugh A. L. Half  
Manager (KPRC)..... Jack Harris  
Manager (KGNC)..... Aubrey Jackson  
Manager (KRIS)..... T. Frank Smith  
Manager (KRGV)..... Byron W. Ogle

#### STATIONS

KTBS, Shreveport, La.; WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco.

#### NATIONAL REPRESENTATIVES

KRIS—Free and Peters, Inc.

WFAA, KPRC, KTBS, WOAI—Edward

Petry and Co., Inc.

KGNC, KRGV—Taylor-Borloff

#### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

### Texas State Network, Inc.

1201 West Lancaster Ave., Fort Worth 1, Texas

Phone 3-3473

#### PERSONNEL

President..... Gene L. Cagle  
Vice-President..... Charles B. Jordan  
Secretary-Treasurer..... D. C. Hornburg  
Sales & Pro. Mgr..... Clyde D. Pemberton  
Traffic Manager..... Forrest W. Clough  
Program Director..... Wally Blanton  
Chief Engineer..... James T. Peterson

#### STATIONS

KFIZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland;

## Regional Networks

KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGVL, Greenville; KMHT, Marshall.

### NATIONAL REPRESENTATIVE

Weed & Co.  
(See Page 627)

★

### The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,  
Raleigh, North Carolina  
Phone 8885-6

#### PERSONNEL

President.....Louis N. Howard, WHIT  
Vice-President.....Victor W. Dawson, WFNC  
Secy and Treas.....Fred Fletcher, WRAL  
Gen. Sales Manager.....R. K. Scott

#### STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTC, Greenville, N. C.; WHIT, New Bern, N. C.; WINC, Jacksonville, N. C.; WTK, Durham, N. C.; WGNI, Wilmington, N. C.

#### NATIONAL REPRESENTATIVES

The Walker Company

★

### The Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.  
Phone: 90

#### PERSONNEL

President.....William F. Huffman  
Secretary.....George T. Frechette  
Sales Manager.....J. E. Van Ness

#### STATIONS

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

★

### The Wolverine Network

740 Keeler Building, Grand Rapids 2, Mich.  
Phone: Glendale 4-5062

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Vice-President.....George S. Norcross  
Bus. Mgr., Asst. Sec. Treas.....J. S. Foster

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MICHIGAN: WFUR, Grand Rapids; WKBZ, Muskegan; WKLA, Ludington, etc.; WATT, Cadillac; WTCM, Traverse City; WATZ, Alpena; WMBN, Petoskey; WDBC, Escanaba; WDMJ, Marquette; WMAM, Menominee-Marquette; WJMS, Ironwood; WIKB, Iron Mountain; WHDF, Calumet; WJPD, Ishpeming; WELL, Battle Creek; WKNX, Saginaw; WWOK, Flint; WJBK, Detroit; WILS, Lansing; WIBM, Jackson; WHLS, Port Huron. WAIT, Chicago, Ill.

### The Yankee Network

21 Brookline Ave., Boston 15, Mass.  
Phone: Commonwealth 6-0800

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Executive Vice-President and Gen. Mgr.

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Vice-President.....George W. Steffy

Vice-President.....Tom O'Neil

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Assistant Controller.....Howard F. Wright

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Leland Bickford

Director of Promotion.....Charles Curtin

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WXLY, Concord; WSAR, Fall River; WEIM,

Fitchburg; WHAL, Greenfield; WONS, Hart-

ford; WHYN, Holyoke; WLNH, Laconia;

WCOU, Lewiston-Auburn; WLLH, Lowell-

Lawrence; WKBR, Manchester; WNLC, New

London; WBRK, Pittsfield; WMTW, Portland;

WHEB, Portsmouth-Dover; WEAN, Providence;

WSYB, Rutland; WWCO, Waterbury, Conn.;

WDEV, Waterbury, Vt.; WAAB, Worcester.

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WAAB Supervisor.....Richard A. Cobb

Crown Hotel, Providence 2, R. I.

WEAN Supervisor.....Joseph Lopez

54 Pratt Street, Hartford 4, Conn.

WONS Supervisor.....Robert Manby

Falmouth Hotel, 212 Middle St., Portland 3, Me.

WMTW Supervisor.....William Brown

Hotel Stratfield, Bridgeport 1, Conn.

WICC Supervisor.....Dickens J. Wright

#### NATIONAL REPRESENTATIVE

Edward Peiry & Co., Inc.

★

### Z Net

P. O. Box 1956, Butte, Montana  
Phone: 2-2344

#### PERSONNEL

Managing Director.....E. B. Cramery

Manager.....Arne E. Anzjon

Eastern Sales Manager.....Wythe Walker

Western Sales Manager.....Tracy Moore

#### STATIONS

KXLF, Butte; KXLK, Great Falls; KXLJ,

Helena; KXLQ, Bozeman; KXLL, Missoula.

#### NATIONAL REPRESENTATIVE

The Walker Company

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# STATIONS

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*Alphabetical Listing*

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

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*Stations Alphabetically  
Listed by States—Cities*

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*Personnel*

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*Other Detailed Information*



## FOR ADVERTISERS WITH A GOOD EAR FOR PROFITS

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*The radio stations of The New York Times*

*730 Fifth Avenue, New York 19, N.Y.*

# Index Of The Standard Stations Of The United States

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KAFY	Bakersfield, Calif.	327	KBND	Bend, Ore.	577
KAGH	Pasadena, Calif.	339	KBNO	Fresno, Calif.	330
KAKC	Tulsa, Okla.	576	KBOA	Kennett, Mo.	485
KAKE	Wichita, Kans.	426	KBOL	Boulder, Colo.	350
KALB	Alexandria, La.	435	KBON	Omaha, Nebr.	495
KALL	Salt Lake City, Utah	655	KBOW	Butte, Mont.	491
KAMD	Camden, Ark.	321	KBRC	Mt. Vernon, Wash.	666
KAMQ	Amarillo, Tex.	628	KBRL	McCook, Nebr.	495
KANA	Anaconda, Mont.	490	KBRO	Bremerton, Wash.	665
KAND	Corsicana, Tex.	633	KBST	Big Springs, Tex.	631
KANE	New Iberia, La.	438	KBTM	Jonesboro, Ark.	323
KANS	Wichita, Kans.	426	KBUC	Corona, Calif.	328
KARK	Little Rock, Ark.	323	KBUD	Athens, Tex.	628
KARM	Fresno, Calif.	330	KBUH	Brigham, Utah	653
KASA	Elk City, Okla.	572	KBUN	Bemidji, Minn.	471
KASH	Eugene, Ore.	578	KBUR	Burlington, Ia.	414
KASI	Ames, Ia.	414	KBWD	Brownwood, Tex.	632
KAST	Astoria, Ore.	577	KBYE	Oklahoma City, Okla.	573
KATE	Albert Lea, Minn.	471	KBYR	Anchorage, Alaska	687
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KATO	Reno, Nev.	497			
KAUS	Austin, Minn.	471	KCBC	Des Moines, Ia.	416
KAVE	Carlsbad, N. Mex.	505	KCBD	Lubbock, Tex.	643
KAVR	Havre, Mont.	492	KCBQ	San Diego, Calif.	342
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			KCKN	Kansas City, Kans.	425
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KBIZ	Ottumwa, Ia.	419	KCLE	Cleburne, Tex.	632
KBKI	Alice, Tex.	626	KCLO	Leavenworth, Kans.	425
KBKO	Portland, Ore.	580	KCLW	Hamilton, Tex.	640
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KCNC	Fort Worth, Tex.	637	KENI	Anchorage, Alaska	687
KCNY	San Marcos, Tex.	649	KENO	Las Vegas, Nev.	497
KCOH	Houston, Tex.	641	KENT	Shreveport, La.	440
KCOK	Tulare, Calif.	348	KEPO	El Paso, Tex.	636
KCOL	Fort Collins, Colo.	353	KERN	Bakersfield, Calif.	327
KCOR	San Antonio, Tex.	648	KERO	Bakersfield, Calif.	327
KCOY	Santa Maria, Calif.	347	KEX	Portland, Ore.	580
KCRA	Sacramento, Calif.	340	KEXO	Grand Junction, Colo.	353
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KCRG	Cedar Rapids, Ia.	414	KEYE	Perrytown, Tex.	647
KCRS	Midland, Tex.	645	KEYS	Corpus Christi, Tex.	633
KCRT	Trinidad, Colo.	355	KEYY	Pocatello, Ida.	393
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KCSJ	Pueblo, Colo.	354	KFAC	Los Angeles, Calif.	332
KCSU	Provo, Utah	654	KFAM	St. Cloud, Minn.	474
KCTI	Gonzales, Tex.	639	KFAR	Fairbanks, Alaska	687
KCTX	Childress, Tex.	632	KFBB	Great Falls, Mont.	491
KCVR	Lodi, Calif.	331	KFBC	Cheyenne, Wya.	685
KDAC	Fort Bragg, Calif.	329	KFBI	Wichita, Kans.	426
KDAL	Duluth, Minn.	472	KFBK	Sacramento, Calif.	340
KDAN	Oroville, Calif.	338	KFDA	Amarillo, Tex.	628
KDB	Santa Barbara, Calif.	346	KFDM	Beaumont, Tex.	630
KDDD	Dumas, Tex.	636	KFDX	Wichita Falls, Tex.	652
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KDKA	Pittsburgh, Pa.	599	KFGO	Fargo, N. Dak.	557
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KDNT	Denton, Tex.	636	KFIZ	Fond du Lac, Wisc.	677
KDON	Monterey, Calif.	335	KFJB	Marshalltown, Ia.	418
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KDSJ	Deadwood, S. Dak.	615	KFLW	Klamath Falls, Ore.	578
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KDWT	Stamford, Tex.	650	KFMO	Flat River, Mo.	483
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KDZA	Pueblo, Colo.	354	KFOR	Lincoln, Nebr.	494
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KECA	Los Angeles, Calif.	332	KFPW	Ft. Smith, Ark.	322
KECK	Odessa, Tex.	645	KFQD	Anchorage, Alaska	687
KEEN	San Jose, Calif.	344	KFRB	Fairbanks, Alaska	687
KEIO	Pocatello, Ida.	393	KFRC	San Francisco, Calif.	343
KELA	Centralia-Chehalis, Wash.	665	KFRD	Rosenberg, Tex.	647
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			KFRM	Kansas City, Kans.	485

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KFRU	Columbia, Mo.	483
KFSA	Ft. Smith, Ark.	321
KFSB	Joplin, Mo.	484
KFSD	San Diego, Calif.	342
KFUN	Las Vegas, N. Mex.	506
KFVD	Los Angeles, Calif.	332
KFVS	Cape Girardeau, Mo.	483
KFWB	Hollywood, Calif.	331
KFXD	Nampa, Ida.	393
KFXJ	Grand Junction, Colo.	353
KFXM	San Bernardino, Calif.	341
KFYN	Bonham, Tex.	631
KFYO	Lubbock, Tex.	643
KFYR	Bismarck, N. Dak.	557
KGA	Spokane, Wash.	668
KGAF	Gainesville, Tex.	639
KGAK	Gallup, N. Mex.	508
KGAR	Garden City, Kans.	424
KGB	San Diego, Calif.	342
KGBC	Galveston, Tex.	639
KGBS	Harlingen, Tex.	640
KGBX	Springfield, Mo.	489
KGCU	Mandan, N. Dak.	559
KGCX	Sidney, Mont.	493
KGDE	Fergus Falls, Minn.	473
KGDM	Stockton, Calif.	348
KGEK	Sterling, Colo.	355
KGEM	Boise, Ida.	391
KGER	Long Beach, Calif.	332
XGEZ	Kalispell, Mont.	492
KGFF	Shawnee, Okla.	575
KGFI	Hollywood, Calif.	331
KGFL	Roswell, N. Mex.	506
KGFN	Grass Valley, Calif.	330
KGFW	Kearney, Nebr.	494
KGFX	Pierre, S. Dak.	616
KGGF	Colleyville, Kans.	423
KGGM	Albuquerque, N. Mex.	505
KGHF	Pueblo, Colo.	354
KGHI	Little Rock, Ark.	324
KGHL	Billings, Mont.	490
KGIL	Sherman Oaks, Calif.	348
KGIW	Alamosa, Colo.	350
KGK3	Tyler, Tex.	651
KGKL	San Angelo, Tex.	647
KGLC	Miami, Okla.	573
KGLO	Mason City, Ia.	418
KGLU	Safford, Ariz.	319
KGMB	Honolulu, T. H.	688
KGNC	Amarillo, Tex.	628
KGNO	Dodge City, Kans.	423
KGO	San Francisco, Calif.	343
KGON	Oregon City, Ore.	580
KGRH	Fayetteville, Ark.	321
KGRI	Henderson, Tex.	640
KGU	Honolulu, T. H.	689
KGVL	Greenville, Tex.	640
KGVO	Missoula, Mont.	493
KGW	Portland, Ore.	580
KGY	Olympia, Wash.	666
KGYN	Guymon, Okla.	572
KGYW	Vallejo, Calif.	349
KHAS	Hastings, Nebr.	494

Call Letters	City—State	See Page
KHBC	Hilo, T. H.	688
KHBG	Oklmulgee, Okla.	575
KHBR	Hillsboro, Tex.	640
KHIT	Lampasas, Tex.	643
KHJ	Los Angeles, Calif.	332
KHMO	Hannibal, Mo.	483
KHON	Honolulu, T. H.	689
KHOZ	Harrison, Ark.	322
KHQ	Spokane, Wash.	668
KHSL	Chico, Calif.	328
KHUB	Watsonville, Calif.	349
KHUM	Eureka, Calif.	329
KHUZ	Borger, Tex.	631
KIBH	Seward, Alaska	688
KICA	Clovis, N. Mex.	506
KICD	Spencer, Ia.	420
KICN	Mason City, Ia.	418
KICO	Calxico, Calif.	328
KID	Idaho Falls, Ida.	392
KIDO	Boise, Ida.	391
KIEM	Eureka, Calif.	329
KIEV	Glendale, Calif.	330
KIFI	Idaho Falls, Ida.	392
KIHN	Hugo, Okla.	573
KIHO	Sioux Falls, S. Dak.	616
KIJV	Huron, S. Dak.	615
KILO	Grand Forks, N. Dak.	557
KIMA	Yakima, Wash.	670
KIMO	Independence, Mo.	484
KIMP	Mount Pleasant, Tex.	645
KIND	Independence, Kans.	425
KING	Seattle, Wash.	667
KINY	Juneau, Alaska	688
KIOA	Des Moines, Ia.	416
KIOX	Bay City, Tex.	629
KIPA	Hilo, T. H.	688
KIRO	Seattle, Wash.	667
KIRX	Kirkville, Mo.	485
KISD	Sioux Falls, S. Dak.	616
KIST	Santa Barbara, Calif.	346
KIT	Yakima, Wash.	671
KITE	San Antonio, Tex.	648
KITO	San Bernardino, Calif.	341
KIUL	Garden City, Kans.	424
KIUN	Pecos, Tex.	646
KIUP	Durango, Colo.	353
KIXL	Dallas, Tex.	633
KIYI	Shelby, Mont.	493
KJAM	Vernal Utah	656
KJBS	San Francisco, Calif.	343
KJR	Seattle, Wash.	667
KJSK	Columbus, Nebr.	494
KKIN	Visalia, Calif.	349
KLAC	Los Angeles, Calif.	333
KLAS	Las Vegas, Nev.	497
KLBM	La Grande, Ore.	579
KLCN	Blytheville, Ark.	321
KLEE	Houston, Tex.	641
KLER	Rochester, Minn.	474
KLIF	Dallas, Tex.	635
KLIX	Twin Falls, Ida.	393
KLIZ	Brainerd, Minn.	471

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KLKC	Parsons, Kans.	425
KLMR	Lamar, Colo.	354
KLO	Ogden, Utah	653
KLOK	San Jose, Calif.	344
KLOU	Lake Charles, La.	437
KLPM	Minot, N. Dak.	559
KLPR	Oklahoma City, Okla.	574
KLRA	Little Rock, Ark.	324
KLTI	Longview, Tex.	643
KLUF	Galveston, Tex.	639
KLWT	Lebanon, Mo.	487
KLX	Oakland, Calif.	338
KLZ	Denver, Colo.	351
KMA	Shenandoah, Ia.	419
KMAC	San Antonio, Tex.	648
KMAE	McKinney, Tex.	644
KMBC	Kansas City, Mo.	485
KMED	Medford, Ore.	579
KMHK	Mitchell, S. Dak.	616
KMHL	Marshall, Minn.	473
KMHT	Marshall, Tex.	644
KMJ	Fresno, Calif.	330
KMLB	Monroe, La.	437
KMMJ	Grand Island, Nebr.	494
KMO	Tacoma, Wash.	669
KMON	Great Falls, Mont.	491
KMOX	St. Louis, Mo.	488
KMPC	Los Angeles, Calif.	333
KMSU	Missoula, Mont.	493
KMUR	Murray, Utah	653
KMUS	Muskogee, Okla.	573
KMVI	Wailuku, T. H.	689
KMYC	Marysville, Calif.	334
KMYR	Denver, Colo.	351
KNAF	Fredericksburg, Tex.	639
KNAK	Salt Lake City, Utah	655
KNBC	San Francisco, Calif.	343
KNEB	Scottsbluff, Nebr.	496
KNEL	Brady, Tex.	631
KNET	Palestine, Tex.	646
KNEW	Spokane, Wash.	668
KNGS	Hanford, Calif.	331
KNOE	Monroe, La.	437
KNOG	Nogales, Ariz.	318
KNOW	Austin, Tex.	628
KNOX	Grand Forks, N. Dak.	559
KNPT	Newport, Ore.	580
KNUZ	Houston, Tex.	641
KNX	Los Angeles, Calif.	334
KOA	Denver, Colo.	351
KOAL	Price, Utah	654
KOAM	Pittsburgh, Kans.	425
KOAT	Albuquerque, N. Mex.	505
KOB	Albuquerque, N. Mex.	505
KOBE	Las Cruces, N. Mex.	506
KOCA	Kilgore, Tex.	642
KOCO	Salem, Ore.	581
KOCS	Ontario, Calif.	338
KOCY	Oklahoma City, Okla.	574
KODI	Cody, Wyo.	685
KODL	The Dalles, Ore.	578
KODY	N. Platte, Nebr.	495
KOGT	Orange, Tex.	646

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KOH	Reno, Nev.	497
KOIL	Omaha, Nebr.	496
KOIN	Portland, Ore.	581
KOJM	Havre, Mont.	492
KOKO	La Junta, Colo.	354
KOKX	Keokuk, Ia.	418
KOL	Seattle, Wash.	667
KOLE	Port Arthur, Tex.	647
KOLN	Lincoln, Nebr.	495
KOLO	Reno, Nev.	497
KOLT	Scottsbluff, Nebr.	496
KOMA	Oklahoma City, Okla.	574
KOME	Tulsa, Okla.	576
KOMO	Seattle, Wash.	667
KOMW	Omak, Wash.	666
KONO	San Antonio, Tex.	649
KONP	Port Angeles, Wash.	666
KOOL	Phoenix, Ariz.	318
KOOS	Ccos Bay, Ore.	577
KOPO	Tucson, Ariz.	320
KOPP	Ogden, Utah	654
KOPR	Butte, Mont.	491
KORA	Bryan, Tex.	632
KOMW	Omak, Wash.	666
KORC	Mineral Wells, Tex.	645
KORE	Eugene, Ore.	578
KORN	Fremont, Nebr.	494
KOSA	Odessa, Tex.	645
KOSF	Nacogdoches, Tex.	645
KOTA	Rapid City, S. Dak.	616
KOTN	Pine Bluff, Ark.	325
KOVC	Valley City, N. Dak.	559
KOVE	Lander, Wyo.	685
KOVO	Provo, Utah	654
KOWB	Laramie, Wyo.	685
KOWL	Santa Monica, Calif.	347
KOWH	Omaha, Nebr.	496
KOY	Phoenix, Ariz.	318
KPAB	Laredo, Tex.	643
KPAC	Port Arthur, Tex.	647
KPAN	Hereford, Tex.	640
KPAS	Banning, Calif.	327
KPBX	Beaumont, Tex.	630
KPDN	Pampa, Tex.	646
KPDQ	Portland, Ore.	581
KPET	Lamesa, Tex.	642
KPHC	Walsenburg, Colo.	355
KPHO	Phoenix, Ariz.	319
KPIK	San Luis Obispo, Calif.	345
KPKW	Pasco, Wash.	666
KPLC	Lake Charles, La.	437
KPLT	Paris, Tex.	646
KPMC	Bakersfield, Calif.	327
KPMO	Pomona, Calif.	339
KPOA	Honolulu, T. H.	689
KPOJ	Portland, Ore.	581
KPOW	Powell, Wyo.	685
KPQ	Wenatchee, Wash.	670
KPRC	Houston, Tex.	641
KPRK	Livingston, Mont.	492
KPRL	Paso Robles, Calif.	339
KPRO	Riverside, San Bernardino, Calif.	340
KPUG	Bellingham, Wash.	664



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KQW	San Jose, Calif.	345
KRAI	Craig, Colo.	351
KRAL	Rawlins, Wyo.	685
KRAM	Las Vegas, Nev.	497
KRBA	Lufkin, Tex.	644
KRBC	Abilene, Tex.	626
KRCT	Baytown, Tex.	630
KRDO	Colorado Springs, Colo.	351
KRDU	Dinuba, Calif.	329
KRE	Berkeley, Calif.	328
KREI	Farmington, Mo.	483
KREL	Bayton, Tex.	630
KREM	Spokane, Wash.	669
KREO	Ind'co, Calif.	331
KRES	St. Joseph, Mo.	487
KRGV	Weslaco, Tex.	652
KRHD	Duncan, Okla.	571
KRIC	Beaumont, Tex.	630
KRIG	Odesso, Tex.	646
KRIO	McAllen, Tex.	644
KRIS	Corpus Christi, Tex.	633
KRIF	Miles City, Mont.	492
KRKD	Los Angeles, Calif.	334
KRKL	Kirkland, Wash.	665
KRKO	Everett, Wash.	665
KRLC	Lewiston, Ida.	392
KRLD	Dallas, Tex.	635
KRLN	Cannon City, Colo.	350
KRMD	Shreveport, La.	440
KRNO	San Bernardino, Calif.	341
KRNR	Roseburg, Ore.	581
KRNT	Des Moines, Ia.	416
KROC	Rochester, Minn.	474
KROD	El Paso, Tex.	637
KROF	Abbeville, La.	435
KROP	Brawley, Calif.	328
KROS	Clinton, Ia.	414
KROW	Oakland, Calif.	338
KROX	Crookston, Minn.	471
KROY	Sacramento, Calif.	340
KRPL	Moscow, Ida.	392
KRRV	Sherman-Denison, Tex.	649
KRSC	Seattle, Wash.	668
KRST	Tyler, Tex.	651
KRTN	Raton, N. Mex.	506
KRUL	Corvallis, Ore.	578
KRUN	Ballinger, Tex.	629
KRUS	Ruslan, La.	440
KRUX	Glendote-Phoenix, Ariz.	318
KRUZ	Santa Cruz, Calif.	347
KSAL	Salina, Kans.	425
KSAM	Huntsville, Tex.	642
KSAN	San Francisco, Calif.	344
KSBW	Salinas, Calif.	341
KSCB	Liberal, Kans.	425
KSCI	Sioux City, Ia.	419
KSCO	Santa Cruz, Calif.	347
KSD	St. Louis, Mo.	487
KSDN	Aberdeen, S. Dak.	615
KSEI	Pocatello, Ida.	393
KSEK	Pittsburgh, Kans.	425
KSEL	Lubbock, Tex.	644
KSEM	Moses Lake, Wash.	666

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KSEO	Durant, Okla.	572
KSET	El Paso, Tex.	637
KSFA	Nacogdoches, Tex.	645
KSFE	Needles, Calif.	335
KSFO	San Francisco, Calif.	343
KSFT	Trinidad, Colo.	355
KSGM	Ste. Genevieve, Mo.	489
KSGN	Sanger, Calif.	344
KSIB	Creston, Ia.	415
KSIG	Crowley, La.	436
KSIL	Silver City, N. Mex.	507
KSIM	Sikeston, Mo.	489
KSIW	Woodward, Okla.	576
KSIX	Corpus Christi, Tex.	633
KSJB	Jamestown, N. Dak.	559
KSJO	San Jose, Calif.	345
KSKY	Dallas, Tex.	635
KSL	Salt Lake City, Utah	655
KSLM	Salem, Ore.	582
KSLO	Opelousas, La.	440
KSMA	Santa Maria, Calif.	347
KSMI	Seminole, Okla.	575
KSMN	Mason City, Ia.	418
KSMO	San Mateo, Calif.	345
KSO	Des Moines, Ia.	416
KSOK	Arkansas City, Kans.	423
KSON	San Diego, Calif.	342
KSOO	Sioux Falls, S. Dak.	616
KSPA	Santa Paula, Calif.	347
KSPI	Stillwater, Okla.	575
KSPR	Casper, Wyo.	684
KSPT	Preston, Ida.	393
KSRO	Santa Rosa, Calif.	347
KSRV	Ontario, Ore.	580
KSST	Sulphur Springs, Tex.	650
KSTA	Coleman, Tex.	632
KSTB	Breckenridge, Tex.	631
KSTL	St. Louis, Mo.	488
KSTP	St. Paul-Minneapolis, Minn.	475
KSTT	Davenport, Ia.	415
KSTV	Stephenville, Tex.	650
KSUB	Cedar City, Utah	653
KSUE	Susonville, Calif.	348
KSUN	Bisbee, Ariz.	317
KSVC	Richfield, Utah	654
KSVP	Artesia, N. Mex.	505
KSWA	Graham, Tex.	640
KSWI	Council Bluffs, Io.	414
KSWM	Joplin, Mo.	484
KSWO	Lawton, Okla.	573
KSWS	Roswell, N. Mex.	507
KSYC	Yreka, Calif.	350
KSYL	Alexandria, La.	435
KTAE	Taylor, Tex.	650
KTAN	Sherman, Tex.	649
KTAR	Phoenix, Ariz.	319
KTAT	Frederick, Okla.	572
KTBB	Tyler, Tex.	651
KTBC	Austin, Tex.	629
KTBI	Tacoma, Wash.	669
KTBS	Shreveport, La.	440
KTEM	Temple, Tex.	650
KTFI	Twin Falls, Ida.	394
KTFB	Texarkana, Tex.	651
KTHS	Hot Springs, Ark.	323

Call Letters	City—State	See Page
KTHT	Houston, Tex.	641
KTIL	Tillamook, Ore.	582
KTIM	San Rafael, Calif.	346
KTIP	Porterville, Calif.	339
KTJS	Hobart, Okla.	572
KTEC	Visalia, Calif.	349
KTKN	Ketchikan, Alaska	688
KTKR	Taft, Calif.	348
KTLN	Denver, Colo.	352
KT LW	Texas City, Tex.	651
KTMC	McAlester, Okla.	573
KTMS	Santa Barbara, Calif.	346
KTNM	Tucumcari, N. Mex.	507
KTOH	Lihue, Kauai, T. H.	689
KTOK	Oklahoma City, Okla.	574
KTOP	Topeka, Kans.	426
KTOW	Oklahoma City, Okla.	574
KTRB	Modesto, Calif.	335
KTRC	Santa Fe, N. Mex.	507
KTRE	Lutkin, Tex.	644
KTRF	Thief River Falls, Minn.	475
KTRH	Houston, Tex.	641
KTRI	Sioux City, Ia.	419
KTRM	Beaumont, Tex.	631
KTRN	Wichita Falls, Tex.	653
KTRY	Bastrop, La.	435
KTSA	San Antonio, Tex.	649
KTSM	El Paso, Tex.	637
KTSW	Emporia, Kans.	423
KTRR	Rolla, Mo.	487
KTTS	Springfield, Mo.	489
KTUC	Tucson, Ariz.	320
KTUL	Tulsa, Okla.	576
KTW	Seattle, Wash.	668
KTXJ	Jasper, Tex.	642
KTXL	San Angelo, Tex.	640
KTXN	Austin, Tex.	629
KTYL	Mesa, Ariz.	318
KUBA	Yuba City, Calif.	350
KUBC	Montrose, Calif.	354
KUCB	Blythe, Calif.	328
KUGN	Eugene, Ore.	578
KUIN	Grants Pass, Ore.	579
KUJ	Walla Walla, Wash.	670
KULA	Honolulu, T. H.	689
KULP	El Campo, Tex.	636
KUOA	Siloam Springs, Ark.	325
KURV	Edinburg, Tex.	636
KUSN	San Diego, Calif.	342
KUTA	Salt Lake City, Utah.	656
KVAI	Amarillo, Tex.	628
KVAK	Atchinson, Kans.	423
KVAL	Brownsville, Tex.	632
KVAN	Vancouver, Wash.	669
KVCV	Redding, Calif.	340
KVEC	San Luis Obispo, Calif.	345
KVEN	Ventura, Calif.	349
KVER	Albuquerque, N. Mex.	505
KVET	Austin, Tex.	629
KVFD	Ft. Dodge, Ia.	417
KVGB	Great Bend, Kans.	424
KVI	Tacoma-Seattle, Wash.	669
KVIC	Victoria, Tex.	852
KVKM	Monahans, Tex.	645
KVLC	Little Rock, Ark.	324

Call Letters	City—State	See Page
KVLF	Alpine, Tex.	628
KVLH	Pauls Valley, Okla.	575
KVMA	Magnolia, Ark.	324
KVMV	Twin Falls, Ida.	394
KVNI	Coeur d'Alene, Ida.	392
KVNJ	Fargo, N. Dak.	557
KVNU	Logan, Utah	653
KVOA	Tucson, Ariz.	320
KVOB	Alexandria, La.	435
KVOC	Casper, Wyo.	684
KVOD	Denver, Colo.	352
KVOE	Santa Ana, Calif.	346
KVOG	Ogden, Utah	654
KVOL	Lafayette, La.	437
KVON	Napa, Calif.	335
KVOO	Tulsa, Okla.	576
KVOP	Plainview, Tex.	647
KVOR	Colorado Springs, Colo.	351
KVOS	Bellingham, Wash.	665
KVOU	Uvalde, Tex.	651
KVOW	Littlefield, Tex.	643
KVOX	Moorhead, Minn.	474
KVRC	Arkadelphia, Ark.	321
KVRH	Salida, Colo.	355
KVRS	Rock Springs, Wyo.	685
KVSF	Santa Fe, N. Mex.	507
KVSM	San Mateo, Calif.	346
KVSO	Ardmore, Okla.	571
KVVC	Ventura, Calif.	349
KVWC	Vernon, Tex.	651
KWAD	Wadena, Minn.	475
KWAK	Stuttgart, Ark.	325
KWAL	Wallace, Ida.	394
KWAT	Watertown, S. Dak.	817
KWBC	Ft. Worth, Tex.	637
KWBM	Williston, N. Dak.	559
KWBR	Oakland, Calif.	338
KWBU	Corpus Christi, Tex.	633
KWBW	Hutchinson, Kans.	424
KWCJ	Natchitoches, La.	438
KWCO	Chickasha, Okla.	571
KWDM	Des Moines, Ia.	416
KWED	Sequin, Tex.	649
KWEI	Weiser, Ida.	391
KWEM	West Memphis, Ark.	325
KWEW	Hohbs, N. Mex.	506
KWFC	Hot Springs, Ark.	323
KWFT	Wichita Falls, Tex.	653
KWG	Stockton, Calif.	348
KWGB	Goodland, Kans.	424
KWHI	Brenham, Tex.	631
KWHK	Hutchinson, Kans.	424
KWHN	Ft. Smith, Ark.	322
KWHW	Altus, Okla.	571
KWIK	Burbank, Calif.	328
KWIL	Albany, Ore.	577
KWIN	Ashland, Ore.	577
KWJB	Globe, Ariz.	318
KWJJ	Portland, Ore.	581
KWK	St. Louis, Mo.	488
KWKC	Abilene, Tex.	626
KWKH	Shreveport, La.	440
KWKW	Pasadena, Calif.	339
KWLK	Longview, Wash.	665
KWLM	Willmar, Minn.	476

Call Letters	City—State	See Page
KWNO	Winona, Minn.	476
KWNW	Wenatchee, Wash.	670
KWOA	Worthington, Minn.	476
KWOC	Poplar Bluff, Mo.	487
KWON	Bartlesville, Okla.	571
KWOR	Worland, Wyo.	686
KWOS	Jefferson City, Mo.	484
KWPC	Muscataine, Ia.	419
KWPM	West Plains, Mo.	490
KWRC	Pendleton, Ore.	580
KWRL	Riverton, Wyo.	685
KWRN	Reno, Nev.	498
KWRO	Coquille, Ore.	577
KWRZ	Flagstaff, Ariz.	318
KWSD	Mt. Shasta, Calif.	335
KWSL	Lake Charles, La.	437
KWTC	Barstow, Calif.	327
KWTO	Springfield, Mo.	489
KWTX	Waco, Tex.	652
KWWB	Walla Walla, Wash.	670
KWWL	Waterloo, Ia.	421
KWYO	Sheridan, Wyo.	686
KXA	Seattle, Wash.	668
KXAR	Hope, Ark.	323
KXEL	Waterloo, Ia.	421
KXEO	Mexico, Mo.	487
KXGI	Fort Madison, Ia.	417
KXGN	Glendive, Mont.	491
KXIC	Iowa City, Ia.	418
KXIT	Dalhart, Tex.	633
KXL	Portland, Ore.	581
KXLA	Pasadena, Calif.	339
KXLE	Ellensburg, Wash.	665
KXLF	Butte, Mont.	491
KXLJ	Helena, Mont.	492
KXLK	Great Falls, Mont.	491
KXLL	Missoula, Mont.	493
KXLO	Lewistown, Mont.	492
KXLQ	Bozeman, Mont.	490
KXLR	N. Little Rock, Ark.	324
KXLW	St. Louis, Mo.	488
KXLY	Spokane, Wash.	669
KXO	El Centro, Calif.	329
KXOA	Sacramento, Calif.	341
KXOB	Stockton, Calif.	348
KXOK	St. Louis, Mo.	488
KXOL	Ft. Worth, Tex.	639
KXOX	Sweetwater, Tex.	650
KXRJ	Russellville, Ark.	325
KXRN	Renton, Wash.	667
KXRO	Aberdeen, Wash.	664
KXRX	San Jose, Calif.	345
KXXL	Reno, Nev.	498
KXXX	Colby, Kans.	423
KXYZ	Houston, Tex.	642
KYA	San Francisco, Calif.	344
KYAK	Yakima, Wash.	671
KYCA	Prescott, Ariz.	319
KYJC	Medford, Ore.	579
KYNO	Fresno, Calif.	330
KYOR	San Diego, Calif.	343
KYOS	Merced, Calif.	335
KYOU	Greeley, Colo.	353
KYSC	Yuma, Ariz.	320
KYSM	Mankato, Minn.	473

Call Letters	City—State	See Page
KYUM	Yuma, Ariz.	320
KYW	Philadelphia, Pa.	595
WAAB	Worcester, Mass.	457
WAAP	Chicago, Ill.	396
WAAT	Newark, N. J.	503
WABB	Mobile, Ala.	314
WABI	Bangor, Me.	441
WABJ	Adrian, Mich.	459
WABY	Albany, N. Y.	509
WABZ	Albemarle, N. C.	543
WACA	Camden, S. C.	610
WACB	Kittanning, Pa.	590
WACE	Chicopee, Mass.	453
WACO	Waco, Tex.	652
WACR	Starkville, Miss.	480
WADC	Akron, O.	561
WADE	Wadesboro, N. C.	554
WAEB	Allentown, Pa.	582
WAEL	Mayaguez, P. R.	690
WAFB	Baton Rouge, La.	435
WAGA	Atlanta, Ga.	377
WAGC	Chattanooga, Tenn.	617
WAGE	Syracuse, N. Y.	538
WAGF	Dothan, Ala.	312
WAGM	Presque Isle, Me.	443
WAIM	Anderson, S. C.	609
WAIR	Winston-Salem, N. C.	556
WAIT	Chicago, Ill.	396
WAJR	Morgantown, W. Va.	674
WAKR	Akron, O.	561
WALA	Mobile, Ala.	314
WALB	Albany, Ga.	377
WALD	Waterboro, S. C.	615
WALE	Fall River, Mass.	453
WALL	Middletown, N. Y.	517
WALT	Tampa, Fla.	374
WAML	Laurel, Miss.	479
WAMS	Wilmington, Del.	361
WAND	Canton, O.	562
WANE	Ft. Wayne, Ind.	408
WANN	Annapolis, Md.	445
WAOV	Vincennes, Ind.	413
WAPA	San Juan, P. R.	691
WAPF	McComb, Miss.	479
WAPI	Birmingham, Ala.	310
WAPO	Chattanooga, Tenn.	618
WAPX	Montgomery, Ala.	315
WARC	Rochester, N. Y.	535
WARD	Johnstown, Pa.	590
WARK	Hagerstown, Md.	449
WARL	Arlington, Va.	657
WARM	Scranton, Pa.	602
WASA	Havre De Grace, Md.	449
WASK	Lafayette, Ind.	412
WASL	Annapolis, Md.	445
WATK	Antigo, Wisc.	676
WATL	Allanta, Ga.	379
WAIN	Watertown, N. Y.	540
WATO	Oak Ridge, Tenn.	625
WATR	Waterbury, Conn.	359
WATT	Cadillac, Mich.	461
WATW	Ashland, Wisc.	676
WATZ	Alpena, Mich.	459
WAUD	Auburn, Ala.	309
WAUX	Waukesha, Wis.	684

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WAVE	Louisville, Ky.	430	WBTH	Williamson, W. Va.	676
WAVL	Apollo, Pa.	583	WBTM	Danville, Va.	659
WAVU	Albertville, Ala.	309	WBUD	Morrisville, Pa.	593
WAVZ	New Haven, Conn.	358	WBUX	Doylestown, Pa.	586
WAYB	Waynesboro, Va.	664	WBUY	Lexington, N. C.	550
WAYN	Rockingham, N. C.	553	WBVP	Beaver Falls, Pa.	583
WAYS	Charlotte, N. C.	544	WBYS	Canton, Ill.	395
WAYX	Waycross, Ga.	390	WBZ	Boston, Mass.	451
WAZF	Yazoo City, Miss.	481	WBZA	Springfield, Mass.	451
WAZL	Hazleton, Pa.	589			
WBAB	Atlantic City, N. J.	501	WCAE	Pittsburgh, Pa.	599
WBAC	Cleveland, Tenn.	618	WCAM	Camden, N. J.	501
WBAL	Baltimore, Md.	445	WCAO	Baltimore, Md.	445
WBAP	Fl. Worth, Tex.	639	WCAP	Asbury Park, N. J.	501
WBAT	Marion, Ind.	412	WCAR	Pentiac, Mich.	468
WBAX	Wilkes-Barre, Pa.	605	WCAU	Philadelphia, Pa.	595
WBAY	Coral Gables, Fla.	364	WCAV	Norfolk, Va.	661
WBBB	Burlington, N. C.	544	WCAW	Charleston, W. Va.	672
WBBC	Flint, Mich.	463	WCAX	Burlington, Vt.	656
WBBL	Richmond, Va.	662	WCAZ	Carthage, Ill.	396
WBBM	Chicago, Ill.	396	WCBC	Anderson, Ind.	407
WBBO	Forest City, N. C.	547	WCBD	Chicago, Ill.	397
WBBQ	Augusta, Ga.	381	WCBI	Columbus, Miss.	477
WBBZ	Ponca City, Okla.	575	WCBM	Baltimore, Md.	447
WBCC	Beltsda, Md.	448	WCBS	New York, N. Y.	519
WBCK	Battle Creek, Mich.	459	WCBT	Roanoke Rapids, N. C.	552
WBCM	Jay City, Mich.	461	WCCC	Hartford, Conn.	356
WBEC	Pittsfield, Mass.	456	WCCM	Lawrence-Well, Mass.	454
WBEJ	Elizabethan-Johnson City, Tenn.	619	WCCO	Minneapolis, Minn.	473
WBEL	Belait, Wis.	677	WCCP	Savannah, Ga.	387
WBEN	Buffalo, N. Y.	511	WCDT	Winchester, Tenn.	626
WBET	Brockton, Mass.	452	WCEC	Rocky Mount, N. C.	553
WBEX	Chillicothe, O.	562	WCED	Du Bois, Pa.	586
WBGE	Atlanta, Ga.	379	WCFL	Chicago, Ill.	397
WBHH	Fitzgerald, Ga.	384	WCHA	Chambersburg, Pa.	585
WBHF	Cartersville, Ga.	382	WCHS	Charleston, W. Va.	672
WBHP	Huntsville, Ala.	313	WCHV	Charlottesville, Va.	658
WBIG	Greensboro, N. C.	547	WCIF	Madisonville, Ky.	431
WBIR	Knoxville, Tenn.	620	WCIL	Carbondale, Ill.	396
WBIS	Bristol, Conn.	356	WCJU	Columbia, Miss.	477
WBIW	Bedford, Ind.	407	WCKB	Dunn, N. C.	545
WBIZ	Eau Claire, Wis.	677	WCKY	Cincinnati, O.	562
WBKA	Brockton, Mass.	452	WCLA	Baton Rouge, La.	436
WBLJ	Dalton, Ga.	383	WCLE	Clearwater, Fla.	364
WBLK	Clarksburg, W. Va.	672	WCLO	Janesville, Wis.	678
WBMD	Baltimore, Md.	445	WCMA	Corinth, Miss.	477
WBML	Mocon, Ga.	385	WCMB	Lemoine, Pa.	592
WBMS	Boston, Mass.	451	WCMD	Cambridge, Md.	448
WBNS	Columbus, O.	565	WCMI	Ashland, Ky.	427
WBNX	New York, N. Y.	519	WCMN	Aecibo, P. R.	690
WBNY	Buffalo, N. Y.	511	WCMW	Canton, O.	562
WBOB	Golax, Va.	659	WCNB	Connersville, Ind.	407
WBOC	Salisbury, Md.	449	WCNC	Elizabeth City, N. C.	546
WBOW	Terre Haute, Ind.	413	WCNH	Quincy, Fla.	373
WBPF	Lock Haven, Pa.	382	WCNR	Bloomsburg, Pa.	584
WBRC	Birmingham, Ala.	310	WCNT	Centralia, Ill.	396
WBRE	Wilkes-Barre, Pa.	603	WCNU	Crestview, Fla.	365
WBRK	Pittsfield, Mass.	456	WCNX	Middletown, Conn.	358
WBRW	Welch, W. Va.	675	WCOA	Pensacola, Fla.	373
WBRY	Waterbury, Conn.	360	WCOC	Meridan, Miss.	480
WBSC	Bennettsville, S. C.	609	WCOG	Greensboro, N. C.	548
WBSR	Pensacola, Fla.	373	WCOH	Newnan, Ga.	387
WBT	Charlotte, N. C.	544	WCOL	Columbus, O.	565
WBTA	Batavia, N. Y.	510	WCOM	Parkersburg, W. Va.	675
			WCOP	Atlanta, Ga.	479
				Boston, Mass.	451