



# TELEVISION—1953

**F**ORGING ahead with boundless enthusiasm the television industry in this year 1953 is on the threshold of an era of electronic expansion unprecedented in the history of communications.



**T**HIS edition of the Television Year Book is replete with information attesting to the giant strides video has made during the past year as well as to the planning for the future. It is an up-to-the-minute chronicle of a year of startling progress of the sight-and-sound medium.

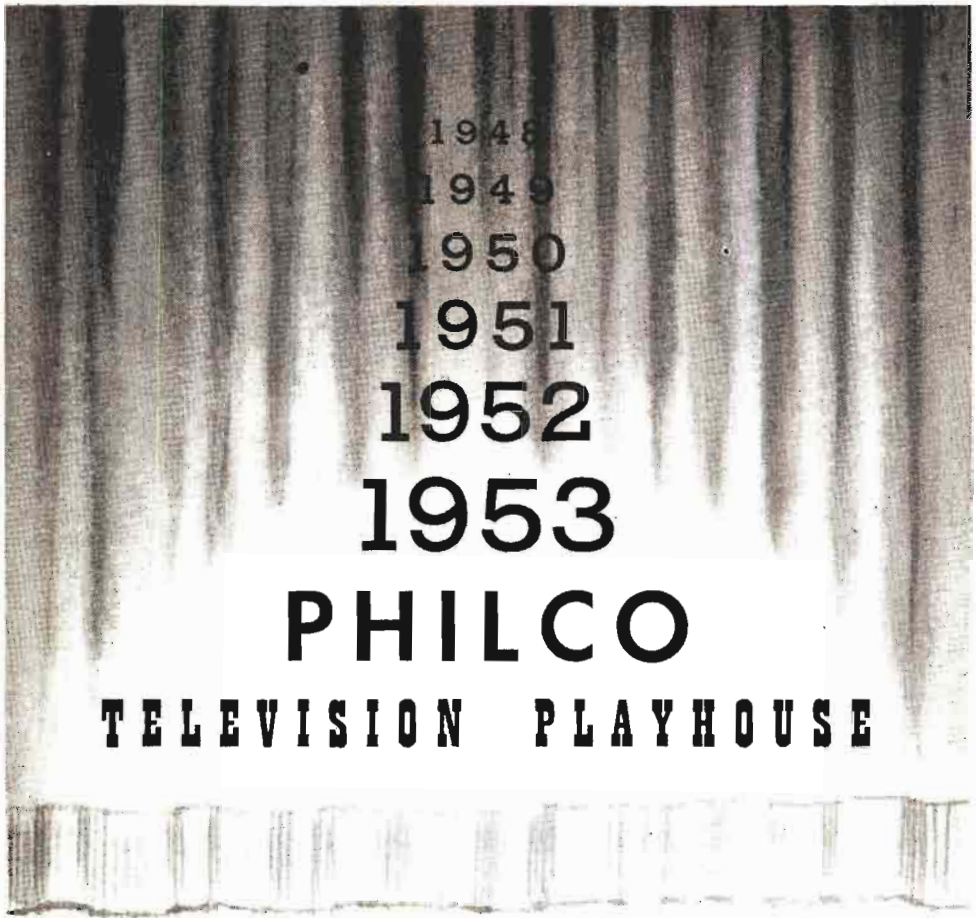


**T**HE facts, figures and opinions embodied in this edition bear testimony to the creative forces which brought this modern miracle to the nation. This volume is your record of accomplishments.



**T**O the men and women of television we express our appreciation. Your interest and contributions have made this edition a priceless reference volume. Again, we thank you.

*JACK ALICOATE*  
*Editor-in-Chief*



1948

1949

1950

1951

1952

1953

**PHILCO**

**TELEVISION PLAYHOUSE**

*As the curtain goes up on another successful year of the TELEVISION PLAYHOUSE, Philco broadcasts its sincere appreciation to all the talented actors, actresses, writers and technicians whose work has established the PLAYHOUSE as television's outstanding dramatic program.*

**PHILCO TELEVISION PLAYHOUSE**  
Sundays • 9-10 P.M. E.S.T. • NBC-TV

# TV CODE



OF THE  
NARTB

# Is your Television set outmoded?

(THE NEXT FEW MINUTES WILL TELL YOU)

Here are eight pertinent questions you should ask yourself about your present television set. Get a pencil and answer them now.

YES NO

**Got a small picture?** The new Zeniths have big 17, 21 and 27-in. pictures, fine grain pictures with sharp, clean contrasts.

**Is your cabinet an eyesore?** Every new Zenith is a fine piece of furniture in its own right. 22 models to choose from, styles for every taste.

**Has your set a flat, tinny tone?** Big speakers and precision-engineered FM sound systems make the sound of a new Zenith as matchless as the Zenith picture.

**Has your set an awkward tuning system?** You tune a Zenith, both sound and picture, with just one knob. You get perfect reception on every channel, UHF or VHF, pre-tuned for your location.

YES NO

**Do you anticipate UHF troubles?** Any Zenith ever built can be readied for UHF in 15 minutes without taking the chassis out of the cabinet, without converters.

**Does interference blur picture and sound?** You can lock out interference with the Zenith Fringe Lock. It keeps the picture from wobbling and rolling, too!

**Got fringe area "snow"?** When tested in 17 difficult fringe areas the new Zenith million-dollar chassis gave 25% better reception than any leading make tested against it.

**Do you get reflection and glare on the screen?** A special development eliminates room reflection and glare at eye level on the new Zenith models.

IF you've answered "Yes" to 2 or more of the above questions, it's pretty good proof that your set is out of date—robbing you of a lot of TV enjoyment. And it means that you'd better make a bee-line for the nearest ZENITH TV DEALER.



**The Tudor**

17-inch screen \$199.95\*

\*Manufacturer's suggested retail prices are shown and include Federal Excise Tax as well as Parts and Tube Warranty. West Coast and Far South prices slightly higher.

**GET**

**ZENITH<sup>®</sup>**

**Quality  
TV**

**and start to enjoy television**

ZENITH RADIO CORPORATION, Chicago 39, Ill.  
Backed by 33 Years of "Know-How" in Radionics<sup>®</sup>  
exclusively. Also makers of fine hearing aids.

COPR. 1953



# THE TELEVISION CODE OF THE NARTB

## PREAMBLE

**T**ELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

**T**HE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

**T**HE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

**T**ELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

**I**N ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

(Continued on Page 808)

*Fresh! Vigorous!*

TRULY THE  
MOST MAGNIFICENT SERIES  
OF TELEVISION DRAMAS EVER PRODUCED!

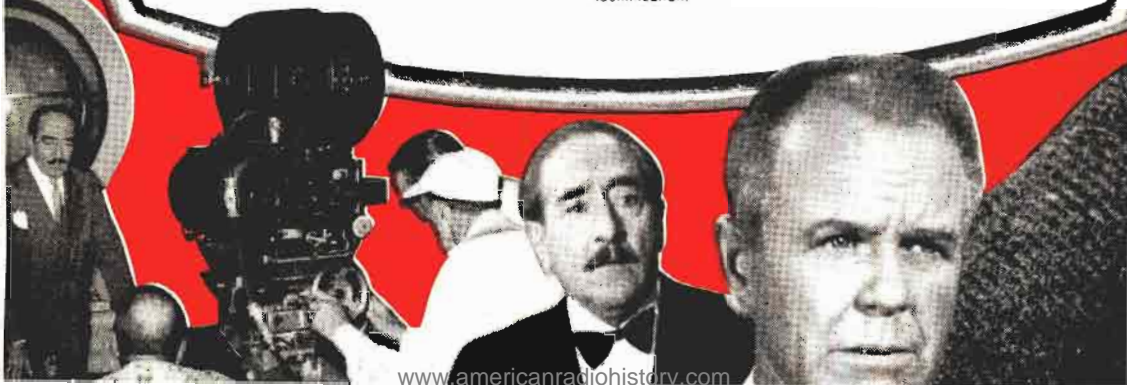
# ADOLPHE MIENJOU

YOUR STAR AND HOST IN

## “FAVORITE STORY”

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE  
IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length  
Commercials Plus Opening  
and Closing Sponsor  
Identification!





# Exciting!

PRODUCED WITH A

## *Master's Flair!*

NOT ANYWHERE, NOT BY ANYONE HAS  
TELEVISION BEEN SO HANDSOMELY  
AND LAVISHLY STAGED!

BEYOND BELIEF!

## *Brilliant Stories!*

ALL THRILLINGLY NEW  
TO TELEVISION!

NEVER BEFORE HAVE SO MANY  
TALENTS BEEN COMBINED FOR  
THE SOLE PURPOSE OF BUILDING

## *Sales and Profits!*

FOR YOU!

Thrill to  
television's  
greatest  
dramatic  
achievement!

# ZIV-TV

ZIV TELEVISION PROGRAMS, INC.  
1539 MADISON ROAD, CINCINNATI, OHIO  
NEW YORK HOLLYWOOD

### ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

### ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3, page 25) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to “buy” the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not stimulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.



# how to secure a top television film program:

---

**Five basic requirements** are necessary to produce a top television film program series—from promise to fulfillment. The real job is to find them all in one organization—with sufficient experience to insure that all five are working smoothly and efficiently.

These five requirements are:

- . . . an adequate script department
- . . . a mature casting group
- . . . a truly fine production unit
- . . . a top creative editorial staff
- . . . ample capital.

**As producers** of 44 half-hour *Fireside Theatre* programs and now well under way with two new series of 52 half-hours each, *Rebound* and *Crown Theatre*, Crosby Enterprises, Inc. offers agencies and advertisers a background and experience probably unparalleled in this field. We have several additional properties available for consideration.

**Inquiries should be addressed** to Charles B. Brown, Crosby Enterprises, Inc., 9028 Sunset Boulevard, Hollywood 46, California.



u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

### RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

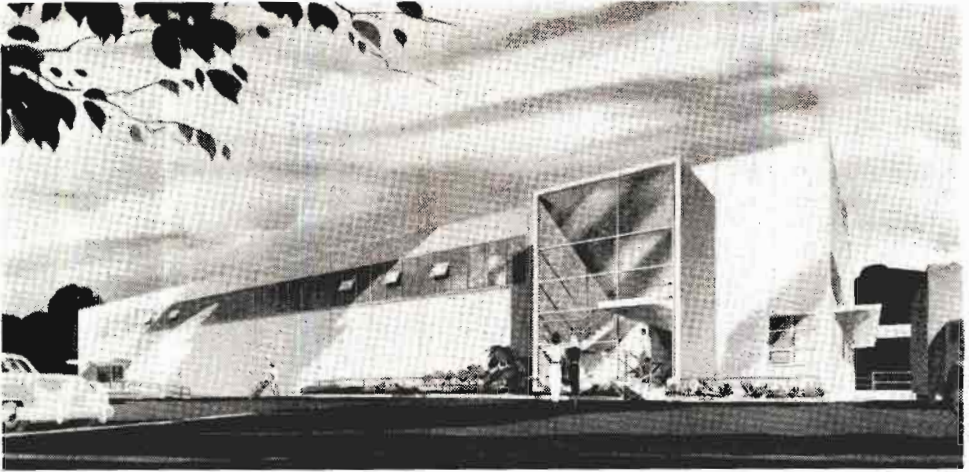
### DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.





## CONSOLIDATED FILM INDUSTRIES

### NEW 16mm LAB

*Consolidated is proud to make available to users of 16mm film its new 16mm laboratory.*

This is the first large, fully-equipped, professional laboratory ever built for the processing of 16mm film exclusively. It incorporates every advanced facility for attaining the finest possible quality in 16mm black & white and color.

*In Every Field, One Name Stands Out.  
In Film Laboratories, It's . . . CFI*

A DIVISION OF REPUBLIC PICTURES CORP.



## CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, Calif. • HO 9-1441  
1740 Broadway, N.Y.C. 19, N.Y. • JU 6-1700

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

### COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

### TREATMENT OF NEWS AND PUBLIC EVENTS

#### News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection 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 telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

#### Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of

**Yes, I dabble in oil a bit, but my real money comes from my new TV station. You see, I bought Consolidated's STATION-STARTER PLAN and made money on programming right from the start.**

**Actually, it was just a case of taking the little old ball and running with it. Money came pouring in. Have a cigar. Have two.**



**Consolidated Television Sales** *distributors of film for Television*

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369

25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543

520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

### Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

### Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

### Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

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

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

d) 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.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

### PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since tele-

# BMI

offers these

## TELEVISION PROGRAM AIDS

BMI services are designed as practical aids to the television broadcaster. Check with your program director or music librarian for this material.

### TELEVISION SKETCHBOOK



A regular monthly service containing timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.

The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments.

There are dozens of ways in which you can adapt the Sketchbook to advantage.

### RECORDED

#### BRIDGES

#### MOODS

#### INTERLUDES



A classified and cross-indexed reference book, particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a music expert to make the most of this BMI service.

"Recorded Bridges, Moods, Interludes" gives you thousands of cues to recorded symphonic music which is available to any telecaster.

### CATEGORICAL INDEX



For setting musical scenes and selecting appropriate music for countless script situations.

A complete volume, carefully compiled, indexed and cross-indexed, to provide immediate reference to a wide variety of popular and standard song titles.

### "22 TELEVISION TALKS"



An important book containing transcripts of the talks and discussions at the BMI Television Clinics.

A practical symposium of TV data by men of wide experience and recognized pioneers in television.

Offered to TV, radio and allied industries at the cost of transcribing and printing.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

## BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 36, N. Y.  
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



vision is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

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

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

## ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

### General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable



# "AMERICAN INVENTORY"

NBC - TV

Producer: **Bill Hodapp**

Director: **Larry Schwab, Jr.**

Associate Producer: **Bob Wald**

Administrative Director: **Martin Cohen**



to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The Advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

#### Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

#### Contests

1. Contests should offer the opportunity to all contestants to win on

the basis of ability and skill, rather than chance.

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

3. 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.

4. 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. (see Time Standards for Advertising Copy.)

Premiums and Offers

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

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

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

| Length of Program<br>(minutes) | News Programs<br>Day and Night | Length of Advertising Message<br>(minutes and seconds) |                            |
|--------------------------------|--------------------------------|--|----------------------------|
|                                |                                | Class "A" Time   | All Other Programs<br>Hrs. |
| 5                              | 1:00                           | 1:00   | 1:15                       |
| 10                             | 1:45                           | 2:00   | 2:10                       |
| 15                             | 2:15                           | 2:30   | 3:00                       |
| 25                             |                                | 2:50   | 4:00                       |
| 30                             |                                | 3:00   | 4:15                       |
| 45                             |                                | 4:30   | 5:45                       |
| 60                             |                                | 6:00   | 7:00                       |

2. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. 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 condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

### Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

### Sponsor Identification

Identification of sponsorship must be made in all sponsored programs

in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

## REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

### I

#### Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.\*

### II

#### Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

### III

#### Subscribers

##### Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

##### Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

##### Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days

\* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*



after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

#### Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming which, including commercial copy, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

#### Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

#### Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

### Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

## IV

### Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

## V

### The Television Code Review Board

#### Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

#### A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

#### Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

#### Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers

concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

#### A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

#### B. Meetings

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

\* \* \* \* \*

### APPENDIX A

*Additional Procedures Relating to Administration, Hearings and Decisions\**

#### I

### THE TELEVISION CODE REVIEW BOARD AUTHORITY AND RESPONSIBILITIES

(Reference: Television Code, Regulations and Procedures, V, Section 3)

#### Section 1—Preferring of Charges — Conditions Precedent

Prior to the preferring of charges to the Television Board of Directors concerning violation of the code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber, and (3), shall have served upon the subscriber by Registered Mail a Notice of Intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action based upon such written reply as the subscriber may care to make, or upon such action as the subscriber may care to take programwise, in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

\* Reference: *By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2, B (4); Television Code, Regulations and Procedures, III, section 5.*



### A. Notice of Intent

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

### B. Time

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

#### Section 2 Confidential Status

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

#### Section 3 The Charges

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor, together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

## II

### HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(Reference: Television Code, Regulations and Procedures, III, Section 4)

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures*, III, section 4:

#### Section 1—Notice

A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code*.

#### Section 2—Presentation; Representation

A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

#### Section 3—Intervention

Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

#### Section 4—Transcript

A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to

inspection unless otherwise provided by the party respondent in the proceeding.

#### Section 5—Television Code Review Board; Counsel

The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

#### Section 6—Order of Procedure

At hearings, the Television Code Review Board shall open and close.

#### Section 7—Cross Examination

The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

#### Section 8—Authority of Presiding Officer; of Television Board of Directors

The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference; *Television Code, Regulations and Procedures*, III, section 4).

#### Section 9—Films, Transcriptions, etc.

Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

#### Section 10—Continuances and Extensions

Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

#### Section 11—Findings and Conclusions

The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

#### Section 12—Reconsideration or Rehearing

A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

- a. Reconsideration
- b. Additional oral argument
- c. Reopening of the proceedings
- d. Amendment of any findings, or
- e. Other relief.

**Section 13—Time for Filing**

Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

**Section 14—Penalty, Suspension of**

At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

**Section 15—Disqualification**

Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

## Radio-TV Receiver Production in 1952

Washington—A month-by-month breakdown of 1952 production of television and radio receivers, showing a total production for the year of more than 6 million TV's and 9.7 million radio receivers, as released by the Radio-Television Manufacturers' Assn., follows:

|                        | Television       | Home Sets        | Portables        | Auto             | Clock            | Total Radio      |
|------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| January ...            | 494,932          | 288,724          | 68,433           | 195,147          | 80,151           | 632,455          |
| February ..            | 409,337          | 312,705          | 72,866           | 267,779          | 106,103          | 759,453          |
| March<br>(5 weeks).... | 510,561          | 357,689          | 99,720           | 343,314          | 175,169          | 975,892          |
| April .....            | 322,878          | 286,164          | 110,529          | 275,250          | 176,003          | 847,946          |
| May .....              | 309,375          | 288,927          | 128,351          | 215,478          | 115,588          | 748,344          |
| June<br>(5 weeks) ..   | 755,665          | 324,786          | 126,636          | 230,706          | 183,496          | 865,654          |
| July .....             | 198,921          | 203,868          | 81,353           | 95,220           | 61,295           | 441,736          |
| August ....            | 397,769          | 235,728          | 105,006          | 94,315           | 108,753          | 543,802          |
| Sept.<br>(5 weeks) ..  | 361,152          | 297,669          | 205,186          | 246,909          | 124,489          | 874,253          |
| Oct. ....              | 724,117          | 314,459          | 113,552          | 163,494          | 180,841          | 772,346          |
| Nov. ....              | 780,486          | 389,853          | 153,503          | 195,200          | 185,639          | 924,195          |
| Dec.<br>(6 weeks) ..   | 921,086          | 452,556          | 194,837          | 406,258          | 271,507          | 1,325,158        |
| <b>TOTAL ...</b>       | <b>6,096,279</b> | <b>3,753,128</b> | <b>1,460,002</b> | <b>2,729,070</b> | <b>1,769,036</b> | <b>9,711,236</b> |

# TV 'NEVER HAD IT SO GOOD'

## But—Beware The Delusion Of Self-Satisfaction

By CHRIS J. WITTING, Managing Director,  
Du Mont Television Network

TELEVISION at both the network and station level "never had it so good" as in 1952—at least on the basis of billings figures and reports on sets in use—and 1953 looks even better!

But one does not require a crystal ball to question whether telecasters should accept too confidently all that meets the eye—whether they wouldn't be wiser to look below the surface. Here, within the confines of the industry's trade journal annual, is a good place to make a closer examination of some of the things that rate a second look.

The first question we should attend shapes up in the query: Just how united are we in our "united front"? True, we've got the code and we've even acquired a congressional accolade for industry efforts to police ourselves. And, of course, the code has remedied some programming problems—cleavage and off-color, ad lib jokes, for example. But who will contend that the code is as fully effective on the commercial side—as to length of commercial, improper display of promotional signs, and so on?

In reviewing many a conversation on the subject this year, I'm sure that I express a common sentiment when I suggest that we'd all be wise sincerely and effectively to support the industry's effort to do the many jobs that the code seeks to carry off—to do the jobs for ourselves before we face the added problem of outside attempts at "regulation." And if there is any doubt in your mind that the threat of such outside "aid" is very real, just ask your Congressman.

And while we are on the subject of Washington, I think television would be wise to view with sympathy the tele-consciousness of the Eisenhower administration and develop an affirmative, positive program to make sure that the administration finds ways to interpret national problems and its approach to them through our medium.

Last year I wrote here that television had two vital jobs cut out for it in 1952, and one of them was "to put the brakes on



soaring costs." Yet costs have continued to rise and this pivotal problem has been carried over into 1953.

Employees are striking or negotiating for more money. Stations already on the air are increasing rates as their set circulation figures rise, and new stations are coming on the air—all to add to the bill that sponsors are expected to foot.

What does this mean? The answer is written in the roll of advertisers who used the medium a year or two ago, but found it "too rich for their blood"—"too rich" during a period when they, too, were operating at peak levels, enjoying good incomes and profits. Where will we be if the excess profits tax is eliminated and many enterprises don't have the money available in the future that they have had in the past? Or if business volume falls off a little?

One of the most regrettable things of the year is the general agreement among sympathetic but critical commentators that network TV, although only three years old, commercially has found a "well heeled rut" and is taking the conventionally safe side of the road rather than the rougher road of daring and pioneering. It makes me wonder whether we are not too inclined to accept the quick dollar rather than explore the promise in such initiative and creative effort.

And I am all the more sensitive to this when I review the quick response to Bishop Sheen, who has been followed by so many programs based on a strong individual; by our own daring Mono-Drama Theater which puts Shakespeare in the format of a soap opera with great success; by *Dark of Night* which proves television capable of "on location" dramatic production—breaking through the walls of the studio, and by the splendid documentaries that two of our competitors have produced this year.

So, to sum up, the moment is one that calls not for self-satisfaction over ever-increasing billing figures but for serious self-examination and energetic co-operation that Television may quickly achieve a sound economic basis and become the great communication medium that it promises to be.



## As Whole Nation Looks And Listens



Frank Conniff, New York Journal-American, and Sanford E. Stanton, political editor, analyze Presidential voting trends on the "Election Roundup" program over WABD-Du Mont.



This snap of activity at Mutual shows Fred Vandeventer, assisted by agency and production personnel, airing the voting tallies to 560 affiliates.



This photo at CBS TV headquarters shows Walter Cronkite (extreme right) serving as "anchor man" for the web's operations.

TELEVISION  
NETWORKS  
and  
FCC  
STATION  
ALLOCATIONS

# ABC-TV's 3-WAY EXPANSION

## Talent, Production And Facilities All Affected

By ALEXANDER STRONACH, Jr.

Vice President in Charge of the ABC-TV Network

A new super nova appeared in the firmament of the entertainment industry early this year.

However, this nova is already behaving in a manner totally unfamiliar to astronomers and scientists accustomed to coping with our heavenly bodies. This nova didn't suddenly flare up only to return to its former magnitude in a few weeks or months. It was born of long and deliberate undertaking and study—the merger of the American Broadcasting Company, Inc. and the United Paramount Theaters, Inc. into the American Broadcasting-Paramount Theaters, Inc.

This new giant on the horizon of the entertainment industry was made possible through approval by the Federal Communications Commission on Feb. 9, 1953.

The realization of this accomplished fact brings into sharp focus the competitive enterprise that makes American business the envy of an entire world and the American knack for entertainment, especially as applied to the broadcasting-televasting fields—one of the truly great industries in America.

The merger has placed at the network's disposal sufficient financial resources to enable ABC to expand—talentwise, productionwise, and facilitieswise—and to assume a real competitive position in TV.

These three major expansions have already been undertaken:

**Talentwise:** by the signing of George Jessel as artist-producer and whose services become available to both the ABC Radio and TV Networks on a long term basis in June of this year; similarly, the signing of America's outstanding disc jockey—Martin Block, for his "Martin Block's Make Believe Ball Room" to debut on the network's flagship radio outlet—WABC—on New Year's Day, 1954 and who will shortly thereafter, inaugurate a similar program over the ABC Radio Network. Block's services will also be available to the ABC-TV Network. Even as this is being written, ABC will shortly announce the signing of two of the top stars in our comedy roster.

**Productionwise:** the ABC-TV Network already has in preparation a series of especially planned TV presentations, each of

half-hour's duration and which will have their initial showing in April of this year. Titled the "ABC Album," with Donald Cook as host of the series and featuring such outstanding names of the entertainment world as Paul Douglas, Brandon de Wilde, Audrey Christic, Don Briggs, Allen Jenkins, Walter Slezak, John Hodiak, Alan Mowbray and others, the "ABC Album" will bring to the nation's televisioners a new concept in TV entertainment.

**Facilitieswise:** the long-range improvement of the network's owned video outlets, boosting their respective power output to maximum signal strength as authorized by the FCC, and which will enable the ABC-TV Network's five owned stations—WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; KECA-TV, Los Angeles, and KGO-TV, San Francisco, to radically improve their signal strength, and which in turn will result in better reception to televisioners in those cities and surrounding areas. This facilities improvement plan is being undertaken at a cost of \$2,500,000 and will be finally completed during 1954.

The merger does something more than simply bring into being a greatly revitalized network. It brings new life and hope to the entire entertainment industry—an industry that constantly strives to find new methods for the expression of great talent, education, news, public service and many other facets that enable some 80 million Americans to sit down in their living rooms each evening and see what the creative and technical skill of other Americans can bring to them.

From the combined resources of the newly merged companies there is certain to emerge a greater good and purpose. The fact that the merger creates a new competitive force among the other major networks is in itself most laudable.

New methods for programming will be undertaken. New talent projected. New stations added. New technical improvements made.

The challenge has been set before us. We have met it in the past. The merger now enables us to meet the future with renewed strength in which a great industry and the public it serves are the final beneficiaries.



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# A. B. C. TELEVISION NETWORK

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## **ALEXANDER STRONACH, JR.** *Vice President in Charge of the ABC-TV Network*

Rich in experience as a freelance writer and as a director of some of radio's top shows, ALEXANDER (SANDY) STRONACH, JR. joined the American Broadcasting Company in September, 1948 as manager of television programs for the network. His versatility and ability to adapt himself to the rapidly changing TV industry gained him swift recognition as both a showman and executive and in January, 1950, he was named national director of television pro-



STRONACH, JR.

gram operations for ABC. A year later, in January, 1951, he was appointed vice president in charge of television programs and in May of that year was promoted to vice president in charge of the ABC-TV Network. As vice president in charge of the ABC-TV Network, Stronach is responsible for the overall supervision of the Television Sales Department and the Television Programming Department.

## **ROBERT M. WEITMAN** *Vice President in Charge of Programming and Talent*

He may be new to ABC, but ROBERT M. WEITMAN isn't new to people in show business. He joined ABC this year as vice president in charge of programming and talent as a direct result of the merger of the American Broadcasting Company, Inc. and the United Paramount Theaters, Inc. into American Broadcasting-Paramount Theaters, Inc. and he is without a doubt, one of the most valuable executives that the broadcasting-televasting industry could ac-



WEITMAN

quire. His acumen as a showman and developer of outstanding talent had far reaching effects in the success of the original Paramount Pictures, Inc., and as a vice president of UPT, Inc., sparked that company's immediate success as an independent operation.

He now brings all of his outstanding abilities to the newly strengthened American Broadcasting Company, strengthened all the more, because of Bob Weitman.

## **CHARLES R. ABRY** *National Sales Manager for the ABC-TV Network*

It was in the early part of this year (February) that CHARLES R. (CHUCK) ABRY was promoted to the position of national sales manager for the ABC-TV Network, a rather phenomenal rise, considering that he first joined ABC in June, 1951, as an account executive in the network's television sales department. And it was only a short while after he became associated with ABC, that he proved himself one of the most capable account executives in the network field.

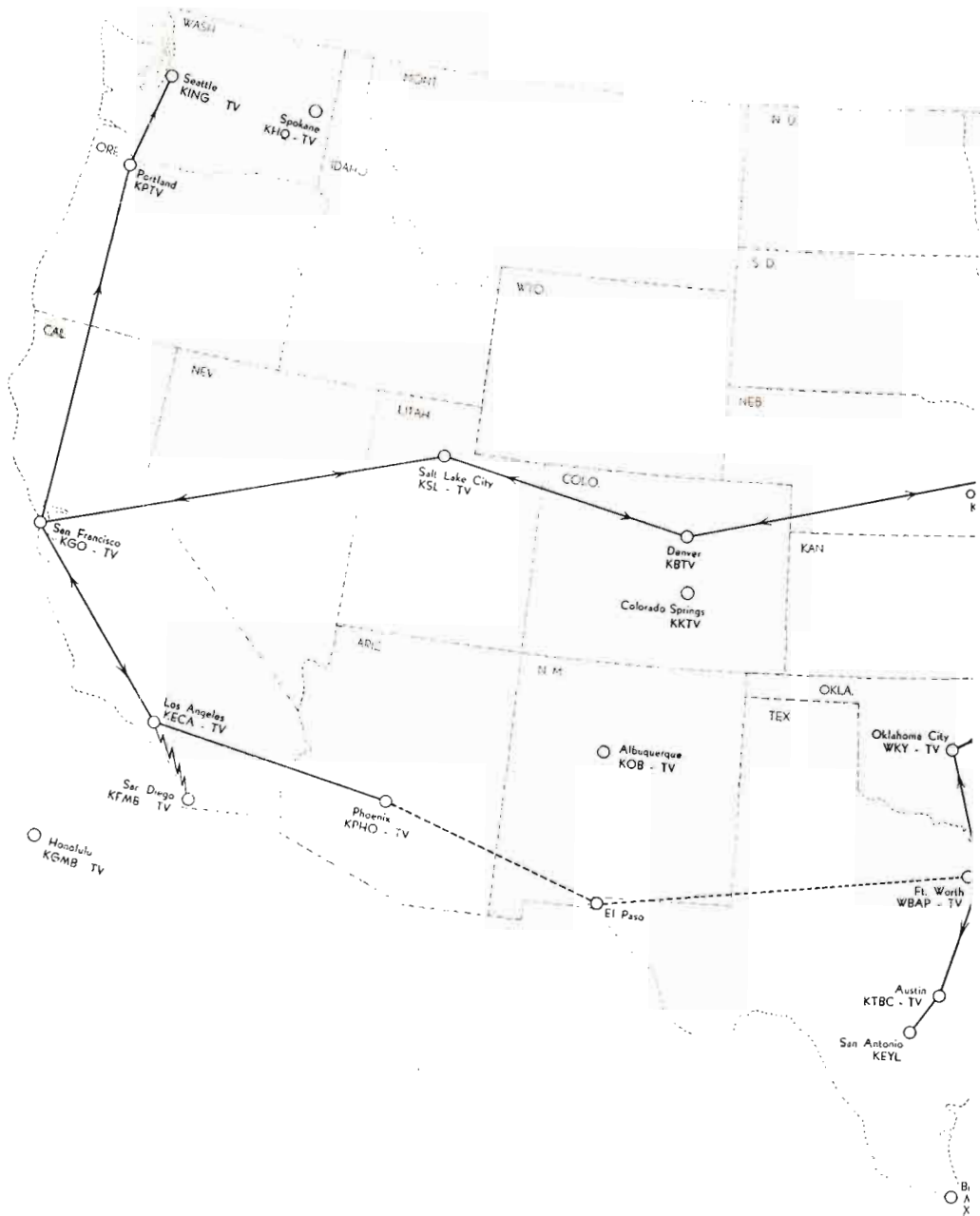


ABRY

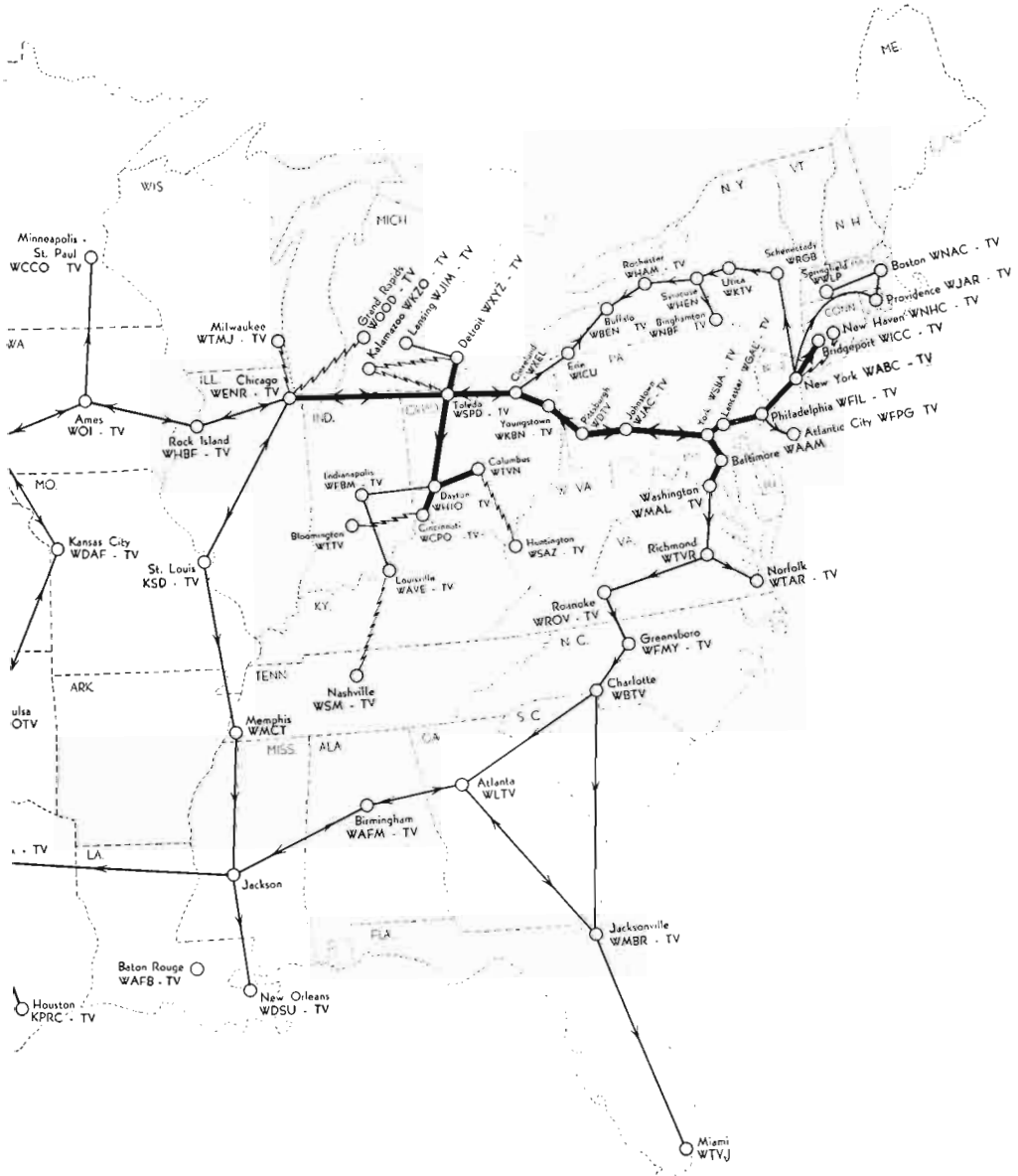
His salesmanship, meriting greater executive latitude, brought him the appointment of Eastern Sales Manager for the ABC-TV Network in November, 1952.

His present duties as National Sales Manager for the ABC-TV Network entail the close supervision of a large selling force of account executives as well as close surveillance of a number of top level national accounts currently using the facilities of the ABC-TV Network.

# AMERICAN BROADCAST



# CASTING COMPANY



# A M E R I C A N BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

*R.C.A. Bldg., 7 West 66th Street, New York 23, N. Y.*

*(Telephone Number: SUsquebanna 7-5000)*

## OFFICERS

Edward J. Noble.....Chairman of Finance  
Committee, AB-PT  
Robert E. Kintner.....President  
Robert H. O'Brien.....Exec. Vice-President  
Earl E. Anderson.....Vice-President  
Charles T. Ayres.....Vice-President  
Slocum Chapin.....Vice-President  
James Connolly.....Vice-President  
Robert H. Hinckley.....Vice-President  
Earl Hudson.....Vice-President  
Frank Marx.....Vice-President  
Ernest Lee Jahrcke, Jr.....Vice-President  
John Mitchell.....Vice-President  
Harold L. Morgan, Jr.....Vice-President  
John H. Norton, Jr.....Vice-President  
Theodore I. Oberfelder.....Vice-President  
C. Nicholas Priaulx.....Vice-Pres. & Treasurer  
Alexander Stronach, Jr.....Vice-President  
Thomas Velotta.....Vice-President  
Robert M. Weitman.....Vice-President  
Paul Whiteman.....Vice-President  
Omar Elder.....Assistant Secretary and Attorney  
Aaron Rubin.....Assistant Treasurer  
& Assistant Secretary  
Walter C. Tepper.....Controller  
Geraldine B. Zorbaugh.....Acting Gen. Attorney  
and Secretary

## TELEVISION

Alexander Stronach, Jr.....Vice President in  
Charge of Television Network

### Engineering & General Services

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

### Finance, Personnel

C. Nicholas Priaulx.....Vice Pres. & Treasurer  
Henry T. Hede.....Administrative Assistant to the  
Vice President and Treasurer

Aaron Rubin.....Assistant Treasurer & Assistant  
Secretary  
Walter C. Tepper.....Controller  
Marie McWilliams.....Director of Personnel

### Legal

Geraldine B. Zorbaugh.....Secretary & Acting  
General Attorney  
Omar Elder.....Attorney & Assistant  
Secretary

### Labor Relations

Mortimer, Weinbach.....Acting Director of Labor  
Relations

### Program

Robert M. Weitman.....Vice-President in charge  
of Programming and Talent

### Services

Harold L. Morgan, Jr.....Vice-President in  
charge of TV Services Department  
Robert Holland.....Manager of Film Services  
Ruth K. Blainey.....Operations Manager  
John L. Kelly.....Plant Superintendent  
James McNaughton.....Art Director  
Harold Sobolov.....Studio Supervisor  
Robert L. Stone.....Business Manager

### Programming

Charles Underhill.....National Director of  
Program Department  
Freelon Fowler.....Film Program Manager  
Charles Holden.....Asst. National Director of the  
Program Department  
Robert F. Lewine.....Eastern Program Director  
John Madigan.....Director of News &  
Special Events  
James Stabile.....Administrative Manager

### Public Relations, Advertising & Promotion and Continuity

#### Acceptance

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



## Sales

Charles Abry.....National Director of Sales  
Don Kearney...Assistant National Sales Manager  
Stanley Smith.....Eastern Sales Manager  
Malcolm B. Laing.....Business Manager for  
Network Sales

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

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

## CENTRAL DIVISION 20 North Wacker Drive Chicago 6, Illinois

John H. Norton, Jr.....Vice President in Charge  
Leroy Bartrum.....Manager of Traffic &  
Communications  
Edward Bishoff.....Sales Service Manager  
Kenneth Christiansen.....Manager of Office &  
Studio Services  
Mary A. Corcoran.....Purchasing Agent &  
Personnel Interviewer  
James Duffy.....Manager of Advertising  
& Sales Promotion  
Walter L. Emerson.....Legal Counsel  
Monte Fassnacht.....Manager of Program  
Department  
John Fitzpatrick.....Production Manager  
Clarence Heider...Program Operations Manager  
Elliot Henry, Jr.....Publicity Manager  
William Hohmann.....Research Supervisor  
E. C. Horstman.....Manager of Engineering &  
General Services  
Lawrence Kelley...Manager of Film Department  
Jack McCord.....Program Business Manager  
Francis McNulty.....Music Rights Supervisor  
Cornelius O'Dea.....News Supervisor  
Stewart Robinson.....Auditor  
Robert M. Savage.....Manager of Script &  
Continuity Acceptance  
James Stirton.....Director of Network for  
Central Division  
Floyd Timberlake.....Engineering Operations  
Supervisor  
Gerald A. Vernon...Manager of Network Sales

## HOLLYWOOD

### ABC Television Center Hollywood 27, California

Earl Hudson.....Vice-President in Charge of  
Western Division  
William Phillipson.....General Manager  
J. Clifford Anderson...Program Business Manager  
Cecil W. Barker....Program Production Director,  
Western Division

Dorothy L. Brown.....Continuity Acceptance  
Editor, Western Division  
Philip G. Caldwell....Manager of Engineering &  
General Services, Western Division  
Edward B. Hullinger.....Manager, Station  
Relations, Western Division  
Francis LaTourette.....Western Division News  
Editor  
Allan Maynard.....Purchasing Agent &  
Supervisor of Building Maintenance  
Courtney McLeod.....Traffic Manager,  
Western Division  
Norma T. Olsen.....Director of Program  
Operations  
Cameron G. Pierce.....Manager of Television  
Engineering  
Albert R. Landers.....Film Director  
Darrell E. Ross.....Production Manager  
Jerry Ross.....Director of TV Promotion—  
Publicity Department  
Florence T. Schiro.....Personnel Director  
Norman H. Sloane...Production Control Manager  
Donn B. Tatum...Director of Television, Western  
Division  
C. Merwin Travis.....Director of Promotion-  
Publicity Services  
John C. Wagner...Controllor, Western Division

## SAN FRANCISCO

### 420 Taylor Street

### San Francisco 2, California

James H. Connolly...Vice-President in Charge  
Lorraine Duchene...Continuity Acceptance Editor  
A. E. Evans.....Manager of Engineering  
Gordon Grannis.....Advertising, Promotion &  
Publicity Manager  
Marion Warda.....Sales Service Manager  
Edith Kirby.....Traffic Manager  
Victor Reed.....Manager of News & Special  
Events & Program Operations  
Henry A. Saroyan.....Auditor

## OWNED TELEVISION STATIONS

Slocum Chapin.....Vice President in Charge of  
Owned Television Stations & General  
Manager of WABC-TV  
William Matterna.....National Sales Manager,  
Owned Television Stations

## New York

J. Trevor Adams...Sales Manager of WABC-TV  
Paul Mowrey....Station Manager of WABC-TV

## Chicago

Joseph Fisher.....Sales Manager of WBKB  
Sterling C. Quinlan Program Manager, WBKB

## Hollywood

Philip Hoffman...Station Manager of KECA-TV  
Frank King.....Sales Manager of KECA-TV  
Stanton Kramer.....Director TV Promotion-  
Publicity Department  
James Pollak....Program Manager of KECA-TV

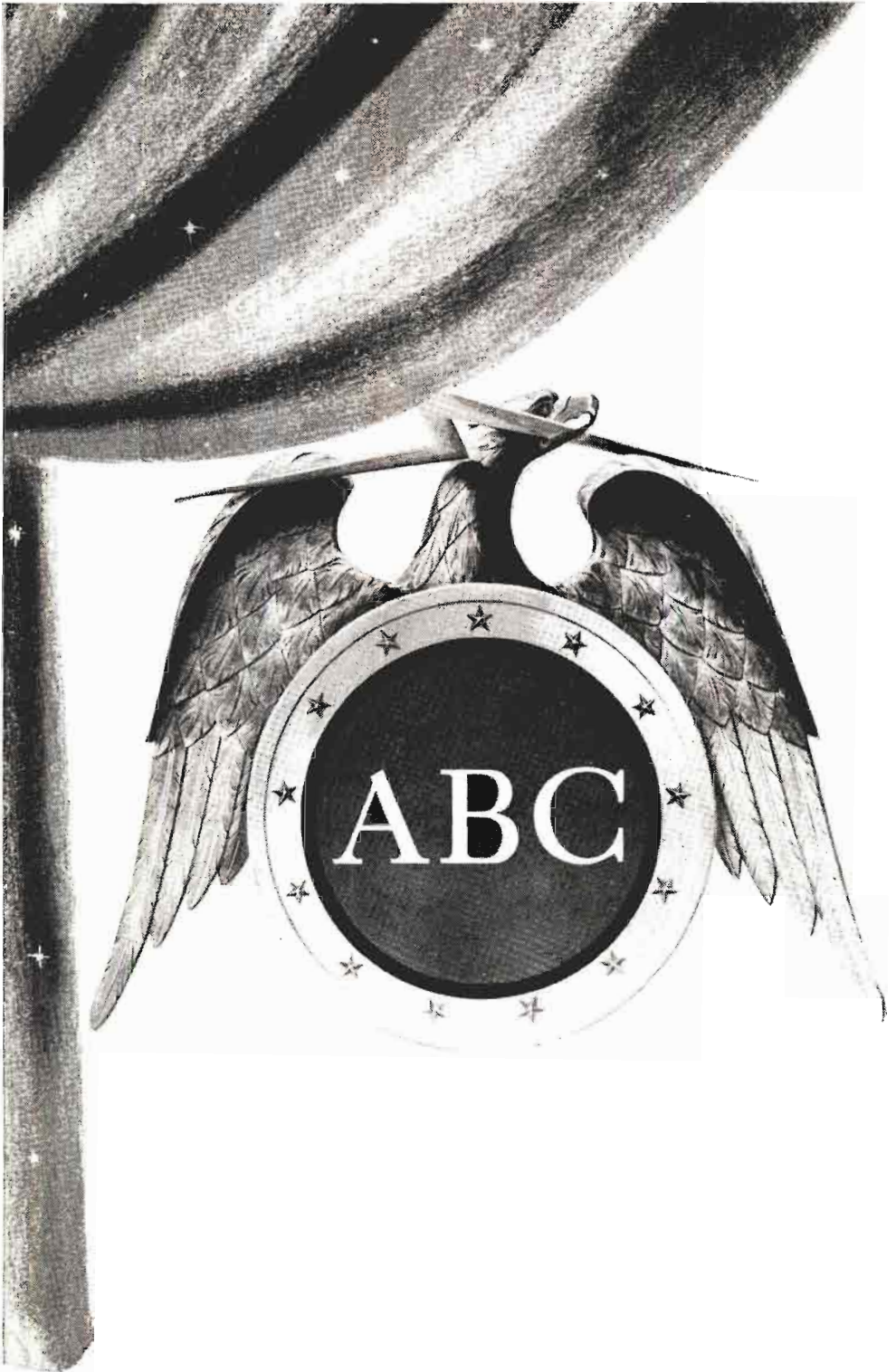
## San Francisco

Vincent Francis...Station Manager of KGO-TV  
Dave Sacks.....Sales Manager of KGO-TV  
Bloyce Wright....Program Manager of KGO-TV

## Detroit

### (WXYZ, Inc.)

John Pival.....Station Manager of WXYZ-TV



*Curtain going up . . . on the*

# Biggest Event in Television!

Chances are you've already seen television's newest, most exciting symbol . . . the symbol for the *new* ABC.

But the symbol is not important by itself. It's just a curtain raiser for major announcements to come. It's a sign that big things are in the air . . . and if you are an advertiser, a sign that *this* is the time to put ABC television in your plans.

New shows are being developed. New talent will be attracted. Not all right away, of course. But it will pay to watch ABC . . . because ABC now has the right combination of experience, equipment, and showmanship to be a leader in television.

The stage is set . . . and big things are beginning to happen. So keep your eye on the *new* ABC!

**ABC** TELEVISION NETWORK



# VIDEO FITS RETAIL PATTERN

## Adaptable To Current 'On-Sight-Along' Buying

By J. L. VAN VOLKENBURG

President, CBS Television

IT WAS a chilly month of the year. Electrical dealers in Chicago couldn't understand why they were virtually sold out of \$70 electric fans. Within a single week, \$60,000 worth of the fans had moved across their counters.

There had been no local advertising, no other possible sales stimulus—*except* a single television commercial message on the Westinghouse "Studio One" program.

And there was the case of Schick Razor. Chester Gifford, president of Schick, Inc., reports: "Our sales record shows the biggest first quarter in our sales history, and also the biggest first half, with sales one-third ahead of the same period last year—and this at a time when industry in general, and especially the electrical appliance field, was not enjoying any material increases."



Advertisers, well aware of this merchandising trend, are relying more and more on television—as a potent advertising medium, as a new and revolutionary distribution and sales tool.

On our part, CBS Television has built a new flexibility into the medium to put it at the service of more and more advertisers. One plan, for example, is alternate-week sponsorships, with cross-referencing of sponsors, so that the advertiser may enjoy the benefits of a weekly program for about half the price of going it alone.

Another notable departure is the advertising participation plan, whereby the cost of some of the biggest shows may be assumed by as many as three or four sponsors on an equal basis.

Behind this story of vanishing inventories of Schick shavers is another great television success story—a story of the company's merchandise being pulled out of non-TV areas and rushed to TV areas in order to meet consumer demand.

Each of these stories has a peculiar significance to marketing men. Each indicates that we may soon be anticipating a shift in the market picture determined largely by whether television is there or not. We can look for the market to follow television, rather than the other way around. For television creates demand for products—takes the customer to the spot where he can buy them.

And television fits today's retail buying patterns: Today we find an increasing trend toward the self-service market, where merchandise is sold on sight alone, with the number of trained personnel kept to an economic minimum. No medium has given this trend such powerful impetus as television, where the skilled and controlled demonstration of the product occurs before the customer ever reaches the actual point-of-sale.

In addition, we are currently experimenting with a five-minute segment plan for some of our daytime shows, by which an advertiser may buy as many or as few segments as he likes on a daily, weekly or seasonal basis. The plan makes network programs available to advertisers with modest budgets.

We have also made aggressive attacks on television's basic costs. We built CBS Television City in Hollywood, for example, not only to provide housing for an increasing number of programs, but also to incorporate cost-reducing production methods.

We are fitting out our new production center in New York City with the same goals in mind. We expect to continue developing production efficiency and program quality in order to bring better and better shows before the public and to assure the most attractive and effective "buy" for advertisers.

As each new case history of sales success continues to indicate, television has emerged as the swiftest, most effective, most economical tool for moving merchandise across the counters of America.



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# C. B. S. TELEVISION NETWORK

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## **HUBBELL ROBINSON, JR.** *Vice President in Charge of Network Programs*

HUBBELL ROBINSON, JR., joined CBS in July, 1947, as vice president in charge of network programs. In 1951, when CBS was reorganized into separate network operations for television and radio, he was named vice president and director of CBS Television network programs. Previous to his CBS affiliation, Robinson had been vice president and director of radio for Young & Rubicam. He was with the agency for sixteen years, from 1928 to 1944. He joined



ROBINSON JR.

the Blue Network, now ABC, in 1944, as vice president and director of programs. In 1945, he switched to Foote, Cone and Belding as vice president in charge of radio. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, and is a graduate of Brown University. He was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany after graduation. In 1928, he moved to New York and entered advertising.

## **HARRY S. ACKERMAN** *Vice President in Charge of Network Programs — Hollywood*

HARRY S. ACKERMAN was named vice president of the Columbia Broadcasting System in charge of of the network's Hollywood programs in June of 1951. His position includes general supervision of all CBS operations in the California entertainment capital.

Ackerman joined the Columbia network in 1948 in the capacity of executive producer. In June of the same year he transferred to Hollywood, where he served as director of network programs.



ACKERMAN

Ackerman attended Dartmouth College, from which he was graduated in 1935.

Following graduation from College, Ackerman became a writer and also filled roles as actor as well as director and producer of many radio shows. In 1936 he joined Young & Rubicam, Inc., as a program director. In 1946 he was made vice president of the advertising agency in charge of all program operations.

Ackerman was born in Albany, N. Y.

## **WILLIAM H. HYLAN** *Vice President in Charge of Network Sales*

WILLIAM H. HYLAN, associated with CBS for sixteen years, was named vice president in charge of network sales for CBS Television in December, 1952. After four years as an account executive with CBS Radio Sales, from 1937 to 1941, Hylan entered military service with the army. In November, 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. In 1948, Hylan switched to the network's new TV sales staff as an account execu-



HYLAN

tive. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

Hylan is a native of New York City, having been born in the town of Father Knickerbocker on October 16, 1905. He spent a goodly portion of his youth as a resident of the Island of Puerto Rico. Following his secondary school education he entered Yale University, of which he is a graduate.

# CBS TELE



# VISION



# CBS TELEVISION

## A DIVISION OF CBS, INC.

### Executives and Staff

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

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

*NOTE: A full listing of the CBS corporate personnel, as well as the board of directors, will be found on Page 268.*

### CBS TELEVISION DIVISION OFFICERS

J. L. Van Volkenburg..... President  
William H. Hylan..... Vice President in Charge  
of Network Sales  
Hubbell Robinson, Jr.... Vice President in Charge  
of Network Programs  
Harry S. Ackerman..... Vice President in Charge  
of Network Programs—Hollywood  
H. Leslie Atlass..... Vice President in Charge  
of Central Division  
Frank B. Falknor..... Vice President in Charge  
of Operations  
Merle S. Jones..... Vice President in Charge of  
CBS-Owned Stations and General Services  
W. Spencer Harrison..... Vice President in Charge  
of Legal and Business Affairs  
Herbert V. Akerberg..... Vice President in Charge  
of Station Relations  
William B. Lodge..... Vice President in Charge  
of General Engineering  
Charles L. Glett..... Vice President in Charge  
of Network Services—Hollywood  
William J. Flynn..... Controller

### Network Sales

William H. Hylan..... Vice President in Charge  
of Network Sales  
Thomas H. Dawson..... Sales Manager  
George E. Klayer..... Chicago Sales Manager  
Charles K. Sterritt..... Detroit Sales Manager  
Kingsley F. Horton..... Pacific Coast Sales Manager  
William J. Fagan..... Business Manager  
T. D. Connolly..... Program Sales Manager  
Edward P. Shurick..... Manager of Sales  
Development  
Robert F. Jamieson..... Sales Service Manager  
George A. Kolpin..... Contract Manager

### Network Programs

Hubbell Robinson, Jr.... Vice President in Charge  
of Network Programs

Harry S. Ackerman..... Vice President in Charge  
of Network Programs, Hollywood  
William Dozier..... Executive Producer,  
Dramatic Shows  
Marlo Lewis..... Executive Producer, Music and  
Variety Programs  
James C. Shattuck..... Director of Editing  
Harry C. Ommerle..... Program Director  
E. Carlton Winckler..... Production Manager  
Louis T. Stone..... Program Budget Manager

### News and Public Affairs

Sig Mickelson..... Director of News and Public  
Affairs  
F. M. Littlejohn..... Managing Editor, News  
Paul Levitan..... Producer of Special Events  
William A. Wood..... Director of News and  
Public Affairs, Washington  
Judson Bailey..... Director of Sports

### Operations

Frank B. Falknor..... Vice President in Charge  
of Operations  
Henry Grossman..... Assistant to Vice President  
in Charge of Operations  
Walter Pierson..... Manager of Production  
Gilbert DeStafano..... Manager of Stage Lighting  
Anthony Boschetti..... Manager of Procurement  
Richard Hopkins..... Manager of Scenic Design  
and Construction  
Herbert O. Phillips..... Executive Art Director in  
Scenic Division  
William Vogel..... Manager of Special Effects  
H. C. Meier..... Manager of Network Operations  
H. Grant This..... Manager of Film Service  
Operations  
Al Raymond..... Manager of Theater and  
Stage Operations  
Paul Wittlig..... New Effects Development  
Ira De Lumen..... Manager of Cost Control  
R. C. Thompson..... Director of Technical  
Operations  
Orville Sather..... Manager of Technical Operations

### Station Relations

Herbert V. Akerberg..... Vice President in  
Charge of Station Relations  
Clark A. Snyder..... Director of Station Relations



## Advertising and Sales Promotion

William Golden.....Creative Director  
John P. Cowden.....Operations Director  
Robert I. Elliott.....Copy Chief  
Alex Kennedy.....Director of Program Promotion  
Fred Kramer.....Director of Program Promotion,  
Hollywood  
Gordon Hellmann.....Director of Presentations  
David Luhmann.....Director of CBS-Owned  
Station Promotion Services  
Edward Side.....Production Manager

## Public Relations

David J. Jacobson.....Director of Public Relations  
Michael J. Foster.....Director of Press Information  
Arthur Perles.....Administrative Director &  
Director of Merchandising Exploitation  
Norman Seigel.....Director of Publicity and  
Exploitation, Hollywood  
Hank Warner.....Assistant Director of  
Press Information  
Jack Goldstein.....Director of Special Projects  
Dorothy Leffler.....Director of Magazine Division,  
Press Information

## Research

Oscar Katz.....Director  
Phillip Eisenberg.....Director of Coverage and  
General Surveys  
Rose Marie O'Reilly.....Manager of Ratings  
Tore Hallonquist.....Director of Program Analysis  
Leonard DeNooyer.....General Surveys

## Engineering

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

## Legal and Business Affairs

W. Spencer Harrison.....Vice President in Charge  
of Business and Legal Affairs  
Merritt H. Coleman.....Director of Business Affairs  
Henry Howard, Jr.....Director of Business  
Affairs, Hollywood

## Accounting

William J. Flynn.....Controller  
Norman C. Hadley.....Director of Accounting  
Operations

## Network Services, Hollywood

Charles L. Glett.....Vice President in Charge  
of Network Services, Hollywood  
Austin E. Joscelyn.....Director of Operations,  
Hollywood

## CBS, Inc., Broadcast Service Departments

### Building Construction

Kingdon Tyler.....Manager, Building  
Construction Department  
H. W. Van Wagenen.....Assistant Manager,  
Building Construction Department

## Building Operations and Tickets

James Swenson.....Manager, Building Operations  
Jack Page.....Assistant Manager, Building  
Operations  
Laurette Banks.....Supervisor, Ticket Bureau

## General Purchasing

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

## Office Services

A. H. Bryant.....Manager  
Maude Stubner.....Supervisor, Program Typing  
Emily Schiener.....Supervisor, Ediphone

## Personnel Relations

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

## Photography

Walter I. Seigal.....Manager

## Reference

William C. Ackerman.....Director  
May Dowell.....Manager, General Information  
Agnes Law.....Librarian

## CBS Television Spot Sales

Sam Cook Digges.....General Sales Manager of  
CBS Television Spot Sales  
Clark George.....Eastern Sales Manager  
MacLean Chandler.....Midwest Sales Manager  
Ben Margolis.....Business Manager

## CBS Television Film Sales

Fred Mahlstedt.....Director of Operations  
W. S. Edwards.....General Sales Manager

## CBS Owned Stations WCBS-TV, 485 Madison Avenue, New York 22, New York

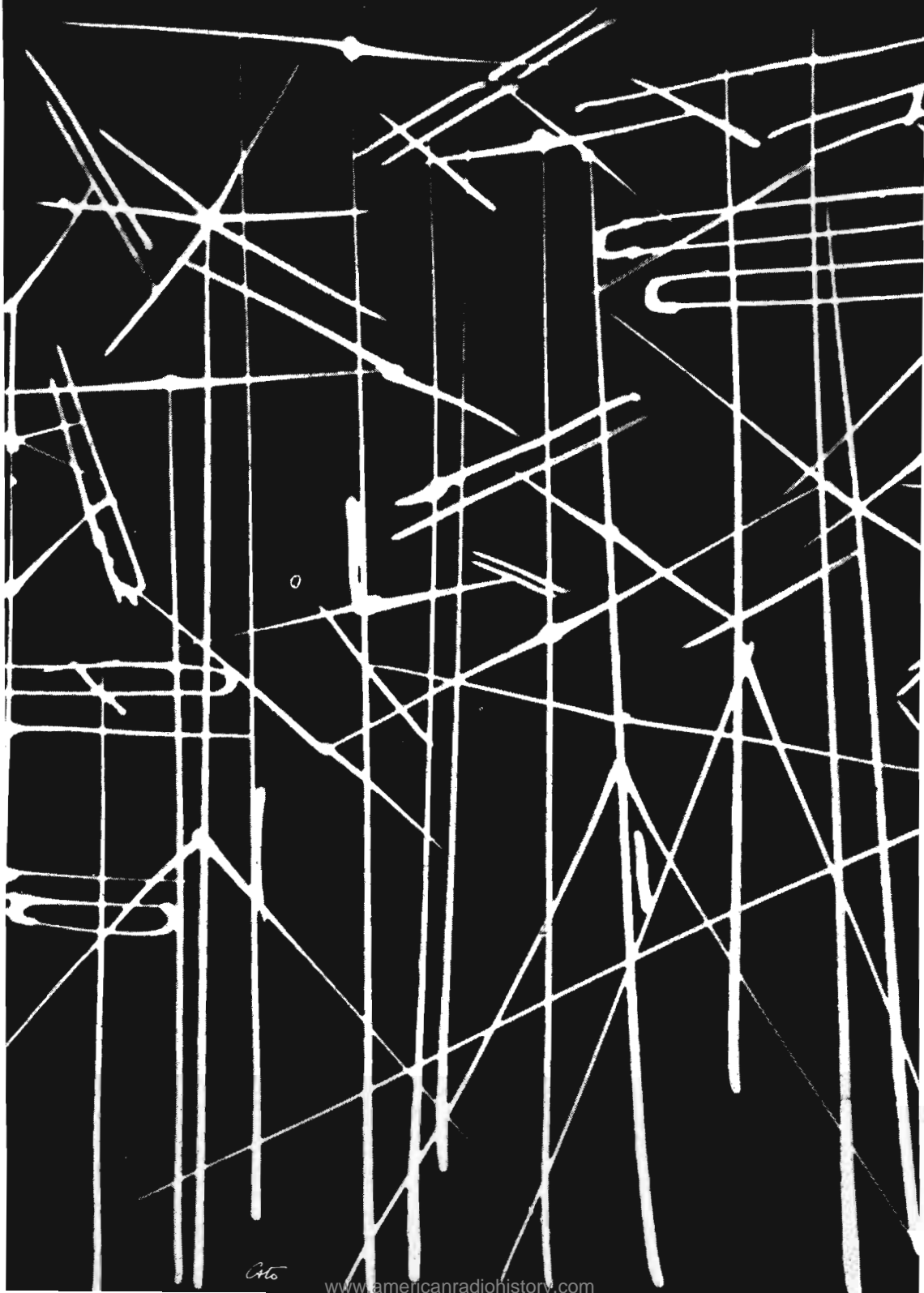
Craig Lawrence.....General Manager  
George R. Dunham.....General Sales Manager  
Hal Hough.....Program Manager  
Robert Patt.....Promotion Manager

## KNXT, 1313 North Vine Street, Los Angeles 28, California

James T. Aubrey.....General Manager  
Edmund C. Bunker.....Sales Manager  
Donald M. Hine.....Program Director  
Dean Linger.....Promotion Manager

## WBBM-TV, 410 North Michigan Ave., Chicago, Ill.

H. Leslie Atlass.....Vice-President in Charge of  
Central Division  
George Arkedis.....General Sales Manager  
Kenneth B. Craig.....Director of Operations  
Thomas A. Bland.....Program Manager  
John T. Curry.....Promotion Manager



C. G. O.



## The pattern that killed a myth

The pundits who solemnly explained that television's popularity was largely based on its "novelty" may now go to the rear of the class.

Today some five years after the novelty has worn off, Americans continue to find television as irresistible as easy money, as compelling as a thunderstorm. And the pattern of their devotion is as plain as the forest on the rooftops.

Families with sets devote more time to television than ever before — an average last year of four hours and forty-nine minutes a day. This is more time than the American family has ever given to *any* spare-time pursuit.

Though not all areas yet have access to television, *one television program wins, week after week, the largest audience ever garnered by any medium in advertising history* — 40,000,000 people!

That program, of course, is carried over CBS Television, as are most of the most popular nighttime television programs.

Indeed, in the nation's leading markets, where audiences have a choice of what to look at, CBS Television keeps winning the highest average audience of any network.

Add to a pattern of leadership the fact that CBS Television delivers these great audiences at the lowest cost per thousand ... and it becomes clear why advertisers use more time on CBS Television than on any other network.

**CBS TELEVISION**

# "BRIGHTEST YEAR" FOR TV

## 1953 Augurs Well For "Fastest Growing Industry"

By DR. ALLEN B. DU MONT, President  
Allen B. Du Mont Laboratories, Inc.

**T**ELEVISION, the most spectacular facet of the electronics industry, can anticipate its brightest year in 1953. All signs point to the industry continuing its sensational growth pattern which has been one of the fastest moving developments yet seen in American business history.

An all-time cumulative total of receiver production since 1946 runs to 23.6 million units. This adds up to an aggregate public total investment, at retail level of \$9½ billion. And, of course this figure is apart from the investments averaging \$500,000 each, in approximately 120 telecasting plants (as this is being written). Small wonder that television is called America's fastest growing industry!

Looking ahead to industry prospects in 1953, we may expect upward of 75 new stations on the air, with the possibility that approximately 50 of this total will be in the Ultra High Frequencies. This increase in stations, will, of course, mean a wide increase in present coverage by the major networks.

An interesting development, only recently announced, is that of a new coaxial cable system. This system is capable of handling simultaneously 600 telephone conversations plus one television program in each direction it travels. Widespread use of this revolutionary coaxial cable could conceivably help to cut present line costs considerably.

The release of the "freeze," new stations going on the air, and numerous construction permits being granted by the Federal Communications Commission means that transmitter manufacturers can look forward to a possible volume of \$60 million for transmitting and allied studio equipment in 1953.

The increased use of television by various segments of business and industry also makes the industrial television market an attractive one for equipment manufacturers.

The new television areas opening, and increased emphasis on the multi-television-set-home in older markets, cues manufacturers to plan for 1953 their big-



gest production year since 1950 when 7.5 million receivers came off the production lines.

During 1952, the broadcasting segment of the industry reached high levels with its serious and constructive view of its responsibilities, not only as an entertainment medium, but as an instrument of public service to the American people.

In 1953 television will be stimulated and inspired to accept an even greater challenge. As television continues to broaden its horizons its vast potential will be limited only by the imagination and skill of those using it.

Since Allen B. Du Mont Laboratories, Inc., is devoted exclusively to television in all of its phases, its progress in 1953 will mirror the growth pattern of the video industry.

Nineteen fifty-two was an excellent year for the network division, and prospects for 1953 look even better. For the first time in network history, billings passed the 10 million dollar mark and, at the moment, we are putting into operation our new Tele-Centre on East 67th Street.

We look forward in confidence to keeping step with the spread of the medium throughout 1953. Our programming has made two distinct contributions to the medium during the year. Bishop Sheen demonstrated that millions of viewers are eager for substantial thought-provoking periods. And we strengthened sports telecasting substantially—first, with regular weekly boxing bouts, and later through our coverage of professional football, demonstrating how fans can see the game they want to see weekly, namely, by way of regional telecasts.

The public's acceptance of our 1953 line of television receivers is already following the 1952 trend which saw production hard pressed to keep up with expanding sales.

The long range future of electronics and television will be limited only by the imagination of those using it. At this point we have only skimmed the surface of its possibilities. Electronics and television are new instrumentalities which mean wider and added services to mankind. They both will provide a new dimension in every day living.



# DuMONT TELEVISION NETWORK

## **CHRIS J. WITTING** *Managing Director*

A veteran of the Du Mont organization, CHRIS J. WITTING, managing director of its broadcasting division, is also a leader in telecasting. He joined Du Mont in 1947, when he was asked to leave his own accounting business and set up operating procedures for the telecasting division, whose general manager he became in 1949. He assumed his present position of managing director in June, 1951. In the meantime, he has seen Du Mont reach the highest billings in its history and com-



WITTING

plete a \$4,000,000 programming-engineering center in Manhattan. He took a part in setting up the National Association of Radio-Television Broadcasters and at its organization was made a member of its board of directors. He was elected a director of the American Television Society in June, 1951. In April, 1952, he was elected a member of the board of directors of the Advertising Council, representing the broadcasting industry.

## **JAMES L. CADDIGAN** *Director of Programs and Production*

JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. He is credited with giving the medium several of its significant "firsts"—the first full daytime schedule as well as 7 to 9 a.m. programming, the medium's first space show (Captain Video) and its first kindergarten (TV Baby Sitter). He also created and aired its first fantasy for children (Magic Cottage). A



CADDIGAN

veteran of the motion picture field, he pioneered the effective use of film on TV through skillful editing for a home audience and in late 1952 instituted the medium's most sustained effort at "on location" production with "Dark of Night." He also has been a leader in creating programs of a public service nature. A native of Boston, Caddigan served during the war as a colonel on the staff of the Adjutant General. He is a member of ATS and SMPE.

## **TED BERGMANN** *Director of Sales*

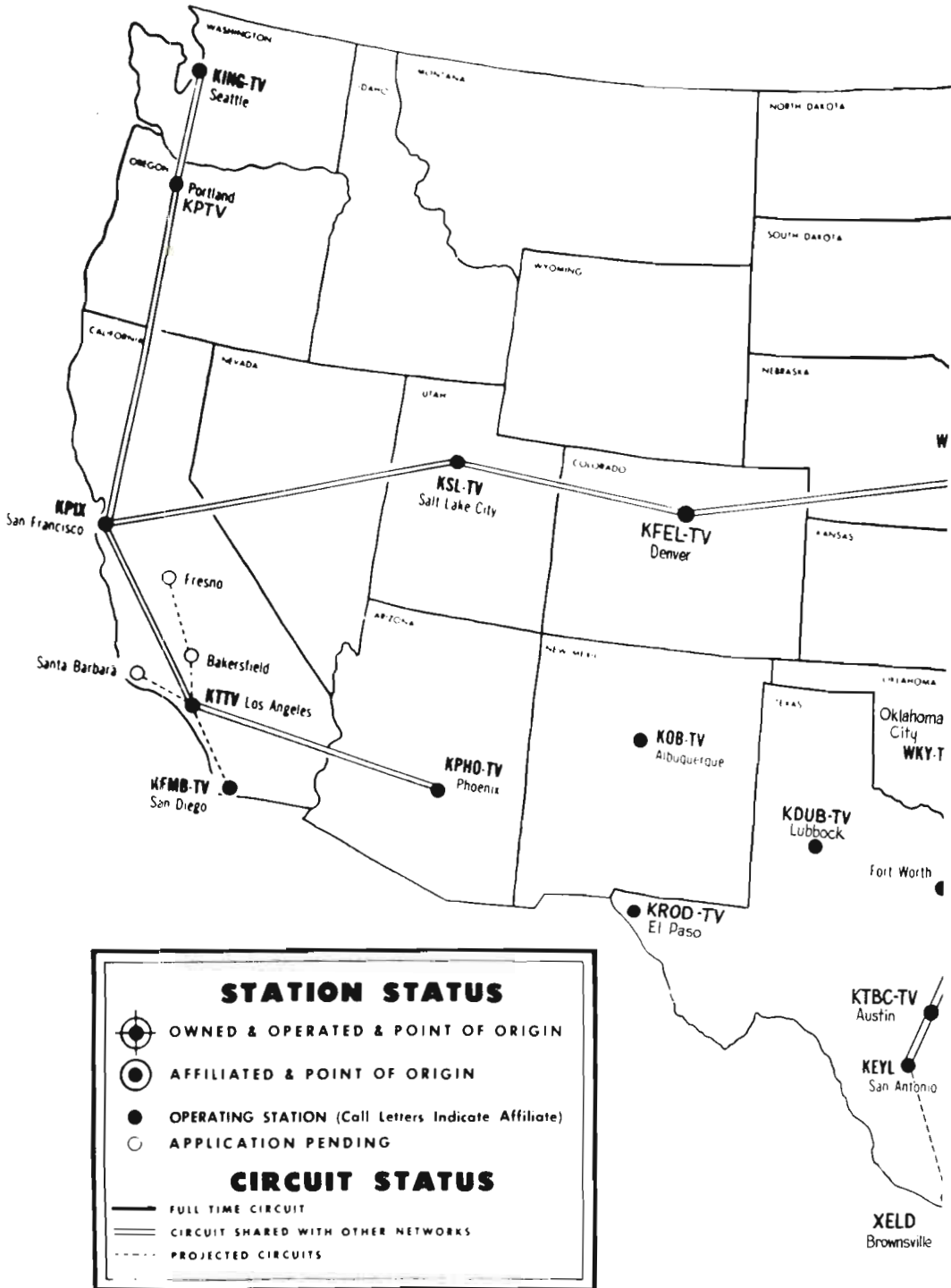
TED BERGMANN was the Du Mont Television Network's top salesman before becoming the web's director of sales in July, 1951. Joining the organization in June, 1947, he had had an effective hand in signing most of the major contracts for time bought by national advertisers. These sales coups included "Cavalcade of Stars" and "Cavalcade of Bands," as well as the "Captain Video" deal—TV's first half hour across-the-board network time sale



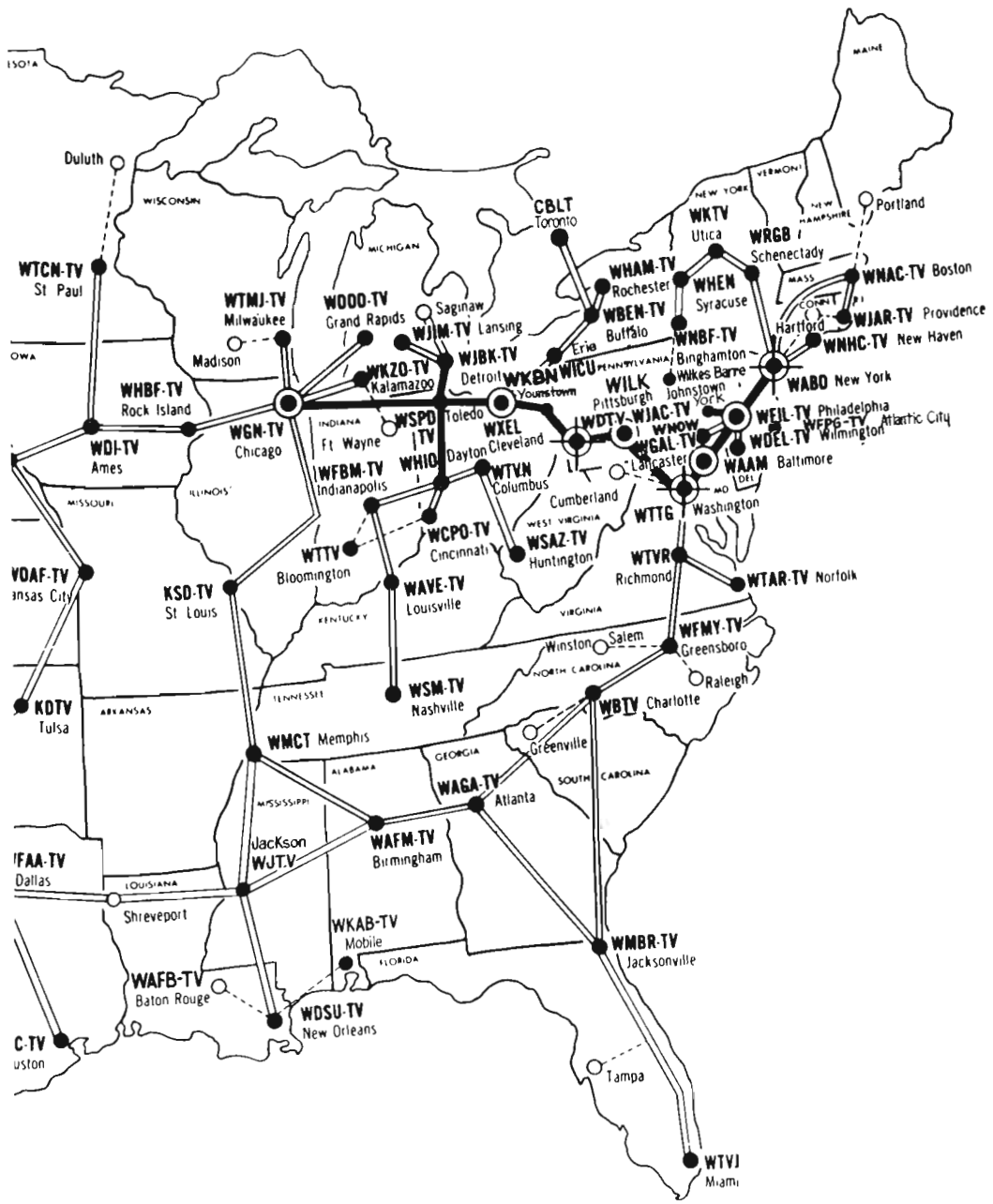
BERGMANN

to a single sponsor. New York City-born, Bergmann entered broadcasting by joining NBC in 1941, leaving shortly for wartime duty. A commissioned officer, he was second in command of radio public relations on General Eisenhower's staff. Leaving the service, he rejoined NBC and later went to a radio production organization as creator and salesman, resigning that position to join Du Mont's network sales department as an account executive.

# DuMONT TELE



# VISION NETWORK



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# DuMONT

## TELEVISION NETWORK

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*A Division of Allen B. Du Mont Laboratories, Inc.*  
*515 Madison Avenue, New York 22, New York*  
*Telephone: MU 8-2600*

### Network Executives

Chris J. Witting... Director and General Manager  
Donald H. McGannon... Admin. Asst. to the Dir.  
Ted Bergman... Director of Network Sales  
James L. Caddigan... Dir. of Prog. and Production  
Elmore B. Lyford... Director of Station Relations  
Robert L. Coe... Mgr., Station Relations Dept.  
Rodney D. Chipp... Director of Engineering  
Gerald Lyons... Director of Public Relations  
and Publicity  
Thomas J. McMahon... Director of Sports  
John H. Bachem... Asst. Dir. of Network Sales  
Norman W. Drescher... Manager Closed Circuit,  
Merchandising and Licensing Departments  
Joseph Hess... Controller, Broadcasting Division  
Richard E. Jones... Manager, Owned and  
Operated Stations  
Walter Compton... Manager of WTTG,  
Washington, D. C.  
Harold C. Lund... Manager of WDTV,  
Pittsburgh, Pennsylvania  
Milton Morel... Manager of New York Operations

### Network Sales

Ted Bergmann... Director of Network Sales  
John H. Bachem... Assistant Director of Network  
Sales  
Lynn Cleary... Manager of Sales Service  
Edward R. Eadeh... Manager of Research  
David Lasley... Central Division Sales Manager,  
435 North Michigan Avenue, Chicago 11,  
Illinois  
Robert H. Miller... Account Executive, Central  
Division, 435 North Michigan Avenue,  
Chicago 11, Illinois  
Richard S. Railton... West Coast Sales  
Representative, Monadnock Building, San  
Francisco 5, California  
William Koblenzer... Account Executive  
James F. Owens... Account Executive  
Duncan R. Buckham... Account Executive

John B. Soell... Account Executive  
Norman J. Hendershot... Account Executive  
Richard B. Stark... Account Executive  
Harry Pertka... Account Executive  
Arthur J. Daly... Account Executive  
Lawrence H. Buck... Mgr., Account Mgrs.' Group  
Richard Geismar... Account Manager  
Hank Opperman... Account Manager

### Programming and Production

James L. Caddigan... Director of Programming  
and Production  
Leslie G. Arries, Jr... Assistant Director of  
Programming and Production  
Werner, Michael... Assistant to the Director  
Paul Rosen... Manager of Program and Talent  
Procurement  
A. L. Hollander... Production Facilities Manager  
Duncan MacDonald... Supervisor of Women's  
Programming and Religious Programming  
Don Russell... Chief Announcer  
Ed Lieberthal... Chief Coordinator  
Elizabeth Mears... Casting Director  
Charles Mann... Script Editor  
Edward Saulpaugh... Supervisor of Continuity  
Acceptance  
Dominick Celentano... Supervisor of Music  
Acceptance  
Sam Posner... Program Administration Asst.  
Ted Hammerstein... Supervising Producer  
Charles Parsons... Supervising Producer  
Roger Gerry... Supervising Producer  
Irwin Rosten... Supervising Producer  
Frank Bunetta... Senior Director  
Harry Coyle... Director  
Pat Fay... Director  
H. Wesley Kenney... Director  
David Lowe... Director  
William Marceau... Director  
Arnold Nocks... Director



William Seaman ..... Director  
 Keith Thomas ..... Director  
 James Saunders ..... Director  
 Barry Shear ..... Director

### Operations

Saul Abraham..... Supervisor, Adelphi Theater  
 S. W. Fairchild..... Supervisor, Studio D  
 Ralph Robbins..... Supervisor, Wanamaker Studio  
 Samuel Spachner..... Supr., Ambassador Theater

### Engineering

Rodney D. Chipp..... Director of Engineering  
 Robert F. Bigwood... Mgr. of General Engineering  
 H. C. Milholland... Mgr. of Technical Operations  
 S. Patremio..... Development Engineer  
 Arthur Deneke..... Building Facilities Engineer  
 Eric Herud..... Technical Operations Engineer,  
 WABD, New York  
 Malcolm Burleson..... Chief Engineer, WTTG,  
 Washington, D. C.  
 Raymond Rodgers... Chief Engineer, WDTV, Pitt.

### Station Relations

Elmore B. Lyford..... Dir. of Station Relations  
 Robert L. Coe..... Mgr., Station Relations Dept.  
 Roylance H. Sharp..... Mgr., Traffic Dept.  
 Edwin G. Koehler... Area Super., Station Relations  
 Joseph R. Cox..... Area Super., Station Relations  
 Robert S. Woolf..... Teletranscription Dept.

### Sports Department

Thomas J. McMahon..... Director of Sports

### Accounting

Joseph Hess..... Controller, Broadcast Division  
 Willoughby Walsh..... Purchasing Agent

### Public Relations and Publicity

Gerald Lyons..... Director of Public Relations and  
 Publicity

### Research

Edward R. Eadeh..... Manager of Research

### Personnel

Leil Tanenholz..... Manager, Network Personnel  
 Department

### Advertising and Promotion

Norman S. Ginsburg..... Manager, Advertising  
 Program Promotion  
 Norman S. Brett..... Manager, Sales Promotion

### DuMont Owned and Operated Stations WABD, New York

Richard E. Jones..... Manager  
 James L. Caddigan..... Program Director  
 Lawrence L. Wynn..... Sales Manager  
 Milton Morel..... Manager of N. Y. Operations  
 Saul Abraham..... Supervisor, Adelphi Theater  
 Sam Spachner... Supervisor, Ambassador Theater  
 S. W. Fairchild..... Supervisor, Studio D, 515  
 Madison Avenue  
 Ralph Robbins..... Spur., Studio A, Wanamaker's

### SALES ACCOUNT EXECUTIVES

William Walters  
 Jim Wilber  
 Perry Frank  
 Richard Hamburger  
 Robert F. Adams

### WDTV, Pittsburgh

Harold C. Lund..... Manager  
 Don Menard..... Operations Manager  
 George Baren Bregge..... Sales Director  
 Raymond Rodgers..... Chief Engineer  
 William A. Krough..... Sales Service Manager  
 Paul P. Palangi..... Personnel Manager  
 Dick Fortune..... Public Relations Manager  
 Byron Dowty..... Program Manager  
 Mildred Johnson..... Traffic Manager  
 Dave Murray..... News and Special Events  
 Richard Dreyfuss..... Film Supervisor  
 Nick Perry..... Chief Announcer  
 William Jewett..... Prop Facilities  
 Joe Bock..... Art Manager

### WTTG, Washington

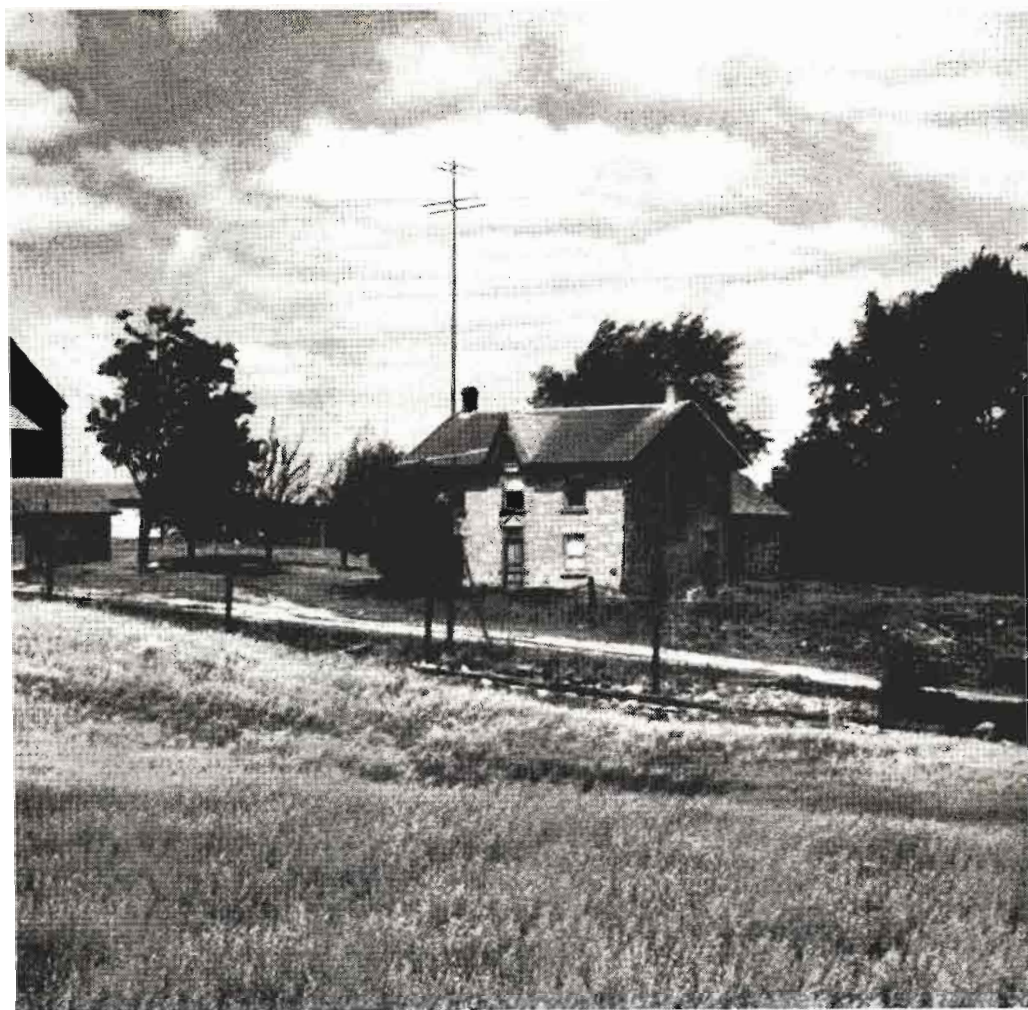
Walter Compton..... General Manager  
 Roger M. Coelos... Program Operations Manager  
 Neal J. Edwards..... Sales Manager  
 M. M. Burleson..... Chief Engineer  
 Jules Huber..... Film Supervisor  
 George Flax..... Promotion and Publicity



## FRONT ROW CENTER - U.S.A.

Whether there be green grass or white lights outside, inside they're watching television. Without tickets, without top hats, with but a single switch to turn, millions of people, day and night, watch miracles from the best seats in the house.

Du Mont keeps them watching with a simple formula—sensible television. With programs that lift while they entertain, that please everyone. With programs born of imagination, not imitation.



For advertisers, too, Du Mont television is sensible television, powerful in impact but practical in cost. Du Mont alone has brought this greatest of all sales mediums within the grasp of all advertisers, large or small.

Because it is unique in its appeal to viewers, and to advertisers, Du Mont will always be a prime factor in the continued growth and betterment of the miracle called television.

**DU MONT** TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MU 8-2600

A Division of the Allen B. Du Mont Laboratories, Inc.



# FINANCIAL SIDE OF TV-FILM

## Good Product Now Can Be Accurately Evaluated

By **BASIL GRILLO**, Exec. Vice President,  
*Bing Crosby Enterprises, Inc.*

**T**HE bookkeeping aspects of the business of producing film for television is not the least of the manifold problems created by this mercurial child of electronics. Television, or, seeing at a distance, according to the language experts, offers no sight at any distance when it comes to the certain estimate of investment return over given periods.

Certainly, good product will pay out because the profit horizon is now much nearer the reach of calculating instruments than in past years and hard-headed evaluation suggests that realistic price structures if understood and maintained by all concerned, can bring sufficient revenue to make television film production a sound enterprise.

Top production requires adequate investment and adequate return obviously requires adequate return. It's that simple to comprehend but much more difficult to realize.

There has been a tendency to equalize rising facilities' costs by a demand for reduction in program payments. But as was said many years ago ancient radio costs, ". . . no one ever listened for a watt. . . ." then just as certainly, nobody cares to view merely a television test pattern.

The show is the thing and good shows cannot be made out of stuffed suits. People of talent who can move the minds and warm the hearts of viewers, writers who give them the words and directors who bring the whole into a smooth exhilarating experience for the viewer—these are the elements which give television more than temporary scientific excitement and such as these are the only insurance of a continuing growing of the great television industry.

Production investment is long term and we expect to wait for our fair return, but that old bugbear, obsolescence — obsolescence of style, of settings, of events themselves, is ever lurking in the background, so time is also of the essence to capital.

It is too easy to overlook the fact that a thirty-nine week Class "A" television series can be equivalent to a Class "A" metropolitan station in point of invest-



ment. Those of us who have risked hundreds of thousands of dollars are willing to venture and to wait, but the television dollar must be so pied as to equalize return as well as risk, and thus to attract continuing investment from the same experienced, tried and proven production sources.

Overall distribution costs have had a tendency to increase insofar as selling the smaller television markets is concerned since these require the same personal contact and sales service as the larger markets, yet potential income per sales dollar expended is ridiculously small by comparison.

Rising costs during the past three years have created additional burdens on the producer and he has found himself on the horns of a dilemma. He cannot get sufficient additional income for his product to level off the increase nor does he desire to reduce production values in order to even things up. If he did, his competitive position would be seriously endangered, plus the fact that any budgeting on production values would probably shorten the production life of the series. Top-level production, in our opinion, aids materially in extending the income potential since the product continues to hold its own with newer product into which more production money may have been invested because of greater income expectation from the additional markets constantly coming on the air.

Corner cutting on dramatic show production is something which will always stick out like a sore finger because the mood is created by *atmosphere and dialogue* together. To eliminate mood producing settings and thus place the entire production upon the cast is to invite mediocrity and low-level impact.

Viewers will expect to find continuing improvement in their television programs, they will not be satisfied with anything less than an ever-growing visible maturity in this new medium. We have much to learn, much to refine and much to develop in the business of bringing to the television screen all of the values potentially possible in this intricate, challenging and dynamic medium of communication.



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# N. B. C. TELEVISION NETWORK

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## **DAVID SARNOFF** *Chairman of the Boards of RCA and NBC*

BRIG. GEN. DAVID SARNOFF, chairman of the Boards of RCA and NBC, entered the communications field as a messenger boy at the age of 15. As the importance of radio grew, he became successively Chief Inspector, Assistant Traffic Manager, and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America. In 1919, when RCA was formed, it acquired the Marconi Company and appointed General Sarnoff commercial man-



SARNOFF

## **FRANK WHITE** *President of NBC*

Elected President and a director of NBC on Jan. 2, 1953, FRANK WHITE is a veteran of 16 years in the broadcast industry, beginning in 1937 when he joined CBS as treasurer. In 1942, he was named a vice president and director, continuing to function as treasurer until 1947, when he became president and director of Columbia Records, Inc. On May 1, 1949, he moved to MBS as president and director. He joined



WHITE

## **JOHN K. HERBERT** *Vice President in Charge of Networks*

JOHN K. HERBERT joined NBC Sept. 5, 1950, as assistant to the President, and on Nov. 27, 1950, was appointed general sales manager for the Radio Network. He was named vice president in charge of Sales for both the Radio and Television Networks on July 21, 1952. On Jan. 2, 1953, he was named vice president in charge of Networks. He left the post of vice president and general advertising manager of Hearst Magazines, Inc.,



HERBERT

ager. During the following eleven years, he advanced from Commercial Manager to General Manager, then Vice President, Executive Vice President, and in 1930, at the age of 39, he was elected president of RCA. He was elected chairman of the board and chief executive officer of RCA in 1947. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

NBC May 31, 1952, and was named vice president and general manager of the networks June 18, 1952.

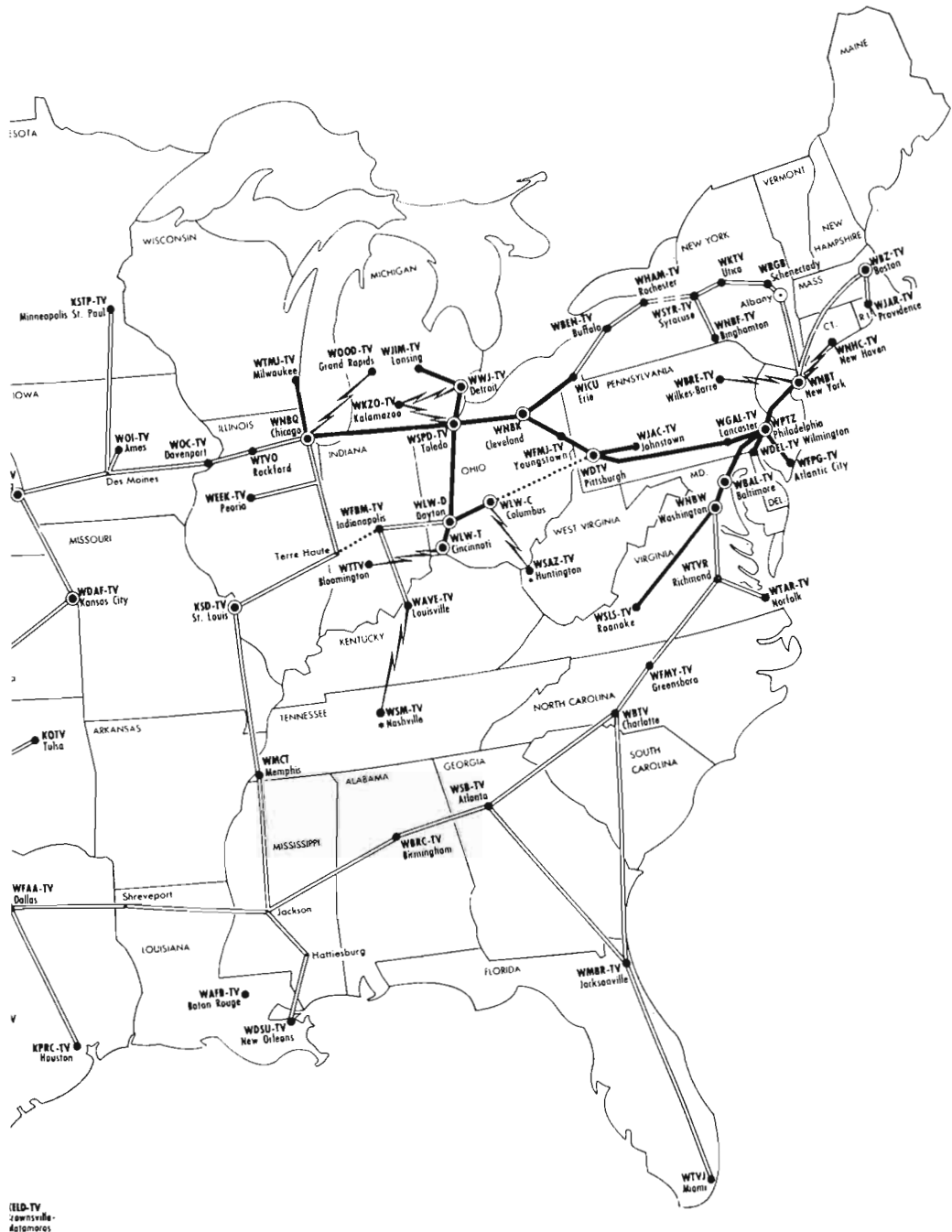
White, a graduate of George Washington University and a veteran of Navy aviation in World War I, served for six years as treasurer of the Literary Guild of America, leaving in 1935 to join the Stage Publishing Co. From 1936 to 1937 he was treasurer and business manager of Newsweek, Inc.

where he had served for 12 years, to join NBC. Prior to that Herbert had been New England manager and Eastern advertising manager of Good Housekeeping. A graduate of Holy Cross College, in Worcester, Mass., he served in the United States Marine Corps from January, 1943, until October, 1945, when he left the Marine Corps with the rank of captain.

# NATIONAL BROADCAST



# CASTING COMPANY



WFD-TV  
Lawrenceville  
Atlanta

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# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:

**NATBROADCAST NEW YORK**

*NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 280.*

## ORGANIZATION UNDER VICE-PRESIDENT IN CHARGE OF NETWORKS

John K. Herbert . . . . . V.P. in Charge of Networks  
David C. Adams . . . . . V.-P. for Administration  
William H. Fineshriber, Jr. . . . . V.-P. and Gen. Mgr.  
of Networks

### Sales Department

George H. Frey . . . . . V.P. and Sales Director  
Walter D. Scott . . . . . Administrative Sales Manager  
John Lanigan . . . . . Manager of Eastern Sales  
Division  
Edward R. Hitz . . . . . Manager of Central Sales  
Division  
John T. Williams . . . . . Manager of Western Sales  
Division  
Frederick W. Dodge . . . . . Director of Merchandising

### Program Department

Charles C. Barry . . . . . Vice-Pres. in Charge of  
Networks Program  
Thomas A. McAvity . . . . . National Program Director  
Carl M. Stanton . . . . . Television Network Program  
Manager  
Thomas McCray . . . . . Director Networks  
Programs—Hollywood  
Harold Kemp . . . . . Manager of the Talent Office  
Merritt W. Barnum, Jr. . . . . Manager of New  
Program Development

### Public Affairs Department

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

### Production Department

Frederick W. Wile, Jr. . . . . Vice Pres. in Charge  
of Networks Production  
Leonard H. Hole . . . . . Director of Production

### Technical Operations Department

George McElrath . . . . . Director of Technical  
Operations  
Frederick G. Knopfke . . . . . Manager of Sound Effects  
Thomas H. Phelan . . . . . Manager of TV Technical  
Operations  
Charles L. Townsend . . . . . Technical Film Coordinator

### Production Services Department

Fred Shawn . . . . . Director of Production Services  
James A. Glenn . . . . . Manager of Staging Services  
and Special Effects  
Hugh T. Graham . . . . . Chief of Production  
Coordinators  
Ernest V. Theiss . . . . . Manager of Production  
Operations  
Anthony M. Hennig . . . . . Director of Plant  
Operations  
Sol Cornberg . . . . . Supervisor of Plant Facilities  
Development

### Production Controls

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

### Film and Kinescope Division

Frank C. Lepore . . . . . Manager of Film and  
Kinescope Operations

### TV Network Operations—Hollywood

Earl H. Rettig . . . . . Director of Finance  
and Operations

### Promotion, Planning and Development Department

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



## Advertising and Promotion Department

Jacob A. Evans..... Director of Advertising and  
Promotion  
James H. Nelson..... Advertising Manager  
John G. Fuller..... Sales Promotion Manager  
Fred C. Veit..... Manager of Art, Production  
and Graphics

## Research and Planning Department

Hugh M. Beville..... Director of Research  
and Planning  
Dr. Thomas E. Coffin..... Manager of Research  
James H. Cornell..... Manager of Audience  
Measurement  
Barry T. Rumpel..... Manager of Plans

## Development Department

Robert W. McFayden... Director of Development

## Film Division

Robert W. Sarnoff..... V.P. in Charge of  
Film Division  
John B. Cron..... Mgr. of Television Film Sales  
Stanton M. Osgood..... Mgr. of Television  
Film Production

## Station Relations Department

Harry Bannister..... Vice Pres. in Charge of  
Station Relations  
Sheldon B. Hickox, Jr..... Director of Station  
Relations  
Thomas E. Knode..... Mgr. of Station Relations

## Press Department

Sydney H. Eiges.... Vice Pres. in Charge of Press  
Frank Young..... Director of Press  
Don Bishop..... Manager of Program Publicity  
William Lauten.... Manager of Business Publicity  
Norman H. Pader..... Manager of Exploitation

## Controller's Department

Charles J. Cresswell..... Controller for the  
Networks  
William V. Sargent..... Assistant Controller,  
Networks

## ORGANIZATION UNDER FINANCIAL V-P.

Joseph V. Heffernan..... Financial Vice Pres.  
Samuel Chotzinoff..... General Music Director  
Hamilton Young..... Budget Director  
Harry F. McKeon..... Controller  
William S. Hedges..... Vice President in Charge  
of Integrated Services  
Edward M. Lowell..... Manager of Building  
and General Service Dept.  
William B. Miller..... Night Executive Officer  
Frances Sprague..... Chief Librarian  
Gustav B. Margraf..... Vice President and  
General Attorney  
Thomas E. Ervin..... Assistant General Attorney  
Ernest de la Ossa..... Director of Personnel  
Joseph A. McDonald..... Treasurer  
William A. Williams..... Assistant Treasurer  
William D. Bloxham..... Manager of Purchasing

## ORGANIZATION UNDER VICE-PRES. OWNED & OPERATED STATIONS

Charles R. Denny.... Vice President for Owned &  
Operated Stations, Public  
Relations and Staff Engineering  
Henry T. Sjogren..... Controller for Owned &  
Operated Stations  
Thomas B. McFadden..... Director of National  
Spot Sales  
Richard H. Close..... Manager for Represented  
Stations  
John H. Reber..... National Mgr. for Television  
Spot Sales

## Public Relations Department

Edward D. Madden..... Vice President &  
Assistant to the President

## Continuity Acceptance Department

Stockton Helffrich..... Manager of Continuity  
Acceptance

## Information Department

Anita Barnard..... Manager of Information

## Engineering Department

O. B. Hanson..... Vice President &  
Chief Engineer  
William A. Clarke..... Administrative Assistant  
Chester A. Rackey..... Mgr. of Audio-Video  
Engineering  
Robert E. Shelby..... Dir. of Color Television  
Systems Development  
James Wood, Jr.... Manager of Technical Services

## WNBTV, New York

Ted Cott..... Vice Pres. & General Manager  
Peter M. Affe..... Television Program Manager  
Max E. Buck..... Director of Advertising, Sales  
Promotion & Merchandising  
Jay J. Heitin..... Television Sales Manager  
Richard M. Pack..... Director of Programs &  
Operations

## WNBQ, Chicago

Harry C. Kopf..... Vice Pres. & General Manager  
Jules Herbeveaux..... Director of Television  
Operations  
Howard C. Luttgens..... Engineer in Charge  
John J. McPartlin..... Manager of Television  
Local Sales

## WNBK, Cleveland

Hamilton Shea..... General Manager  
Norman Cloutier..... Program Director  
Charles F. Hutaff..... Director of Advertising,  
Promotion & Merchandising

*NOTE: A full listing of the personnel  
of NBC's O & O stations, as well as  
the organization of the Washington  
and Hollywood offices, will be found  
on Page 282.*

# BIG

As this advertisement is written in January, 1953, there are 21 million TV sets in use. Five years ago, when NBC instituted Network Television, there were only 170,000 sets.

Compare this to the automobile industry—one of America's greatest industrial achievements. It took 31 years to put 21 million automobiles on the road.

A comparison that's closer to home.

## NATIONAL

# GEST

*five-year-old in history*

is the radio industry. Radio reached the 21 million mark in 1932 after 11 years of set production and broadcasting.

NBC has led every inch of the way in developing television as a lively art and as a selling medium. By establishing the first network... by pioneering big-time program techniques... by bringing the greatest stars in entertainment to television... by measuring and proving tele-

vision's tremendous sales effectiveness... by developing new and unique sponsorship plans... by providing a national merchandising service to NBC television sponsors.

By the end of 1953, 6 million more television sets will have been added to the nation's total. And just as in the past, these six million new sets will be tuned most often to NBC.

## BROADCASTING COMPANY

*a service of Radio Corporation of America*

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# *21.8 Million TV Sets Manufactured Since 1946*

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Over 21.8 million television receivers were shipped to dealers throughout the country from 1946 through the end of 1952, according to figures published here early this Spring by the Radio and Television Manufacturers Assoc. Although the report is not designed to show the actual number of TV sets in use in various areas—due to obsolescence, exports from the area, dealers' inventory and other factors—it does give a picture of the original distribution of the 21,812,263 sets shipped to dealers during the 7-year period, the Radio Television Manufacturers Association said.

The following table shows state-by-state shipments.

| State                      | Total     | State                | Total      |
|----------------------------|-----------|----------------------|------------|
| Alabama .....              | 156,268   | Nebraska .....       | 139,179    |
| Arizona .....              | 19,918    | Nevada .....         | 581        |
| Arkansas .....             | 36,893    | New Hampshire .....  | 63,570     |
| California .....           | 2,097,172 | New Jersey .....     | 1,282,586  |
| Colorado .....             | 100,571   | New Mexico .....     | 20,106     |
| Connecticut .....          | 115,902   | New York .....       | 3,505,155  |
| Delaware .....             | 77,200    | North Carolina ..... | 255,067    |
| District of Columbia ..... | 251,051   | North Dakota .....   | 1,380      |
| Florida .....              | 200,195   | Ohio .....           | 1,855,765  |
| Georgia .....              | 279,827   | Oklahoma .....       | 195,962    |
| Idaho .....                | 2,315     | Oregon .....         | 16,872     |
| Illinois .....             | 1,621,753 | Pennsylvania .....   | 2,098,227  |
| Indiana .....              | 582,977   | Rhode Island .....   | 178,126    |
| Iowa .....                 | 217,251   | South Carolina ..... | 59,907     |
| Kansas .....               | 86,395    | South Dakota .....   | 3,673      |
| Kentucky .....             | 212,375   | Tennessee .....      | 191,736    |
| Louisiana .....            | 111,818   | Texas .....          | 607,610    |
| Maine .....                | 22,769    | Utah .....           | 89,691     |
| Maryland .....             | 166,881   | Vermont .....        | 13,787     |
| Massachusetts .....        | 1,061,136 | Virginia .....       | 305,390    |
| Michigan .....             | 1,121,839 | Washington .....     | 220,367    |
| Minnesota .....            | 301,055   | West Virginia .....  | 126,768    |
| Mississippi .....          | 39,669    | Wisconsin .....      | 359,147    |
| Missouri .....             | 519,597   | Wyoming .....        | 3,065      |
| Montana .....              | 1,156     | Grand Total .....    | 21,812,263 |



TV  
Allocations  
Of The  
FCC



# OFFICIAL FCC TV ALLOCATIONS

| ALABAMA      |                    |
|--------------|--------------------|
|              | Channel No.        |
| Audulustia   | 29                 |
| Antiston     | 37                 |
| Auburn       | 56                 |
| Bessemer     | 54                 |
| Birmingham   | 6, *10, 13, 42, 48 |
| Brewton      | 23                 |
| Clanton      | 14                 |
| Cullman      | 60                 |
| Decatur      | 23                 |
| Demopolis    | 18                 |
| Dothan       | 9, 19              |
| Enterprise   | 40                 |
| Enfauila     | 44                 |
| Florence     | 41                 |
| Fort Payne   | 19                 |
| Gadsden      | 15, 21             |
| Greenville   | 49                 |
| Guntersville | 40                 |
| Huntsville   | 31                 |
| Jasper       | 17                 |
| Mobile       | 5, 10, *42, 48     |
| Montgomery   | 12, 20, *26, 32    |
| Opelika      | 22                 |
| Selma        | 58                 |
| Sheffield    | 47                 |
| Sylacauga    | 24                 |
| Talladega    | 64                 |
| Thomasville  | 27                 |
| Troy         | 38                 |
| Tuscaloosa   | 45, 51             |
| Tuskegee     | 16                 |
| University   | *7                 |

| ARIZONA     |              |
|-------------|--------------|
|             | Channel No.  |
| Ajo         | 14           |
| Bisbee      | 15           |
| Casa Grande | 18           |
| Chilton     | 25           |
| Coolidge    | 30           |
| Douglas     | 3            |
| Eloy        | 24           |
| Flagstaff   | 9, 13        |
| Globe       | 34           |
| Holbrook    | 14           |
| Kimman      | 6            |
| Mesa        | 12           |
| Miami       | 28           |
| Morenci     | 31           |
| Nogales     | 17           |
| Phoenix     | 3, 5, *8, 10 |
| Prescott    | 15           |
| Safford     | 21           |
| Tucson      | 4, *6, 9, 13 |
| Williams    | 25           |
| Winslow     | 16           |
| Yuma        | 11, 13       |

| ARKANSAS     |             |
|--------------|-------------|
|              | Channel No. |
| Arkadelphia  | 34          |
| Batesville   | 30          |
| Benton       | 40          |
| Blytheville  | 64, 74      |
| Camden       | 50          |
| Conway       | 49          |
| El Dorado    | 19, 26      |
| Fayetteville | *13, 41     |

|              | Channel No.       |
|--------------|-------------------|
| Forrest City | 22                |
| Fort Smith   | 5, *16, 22        |
| Harrison     | 24                |
| Helena       | 54                |
| Hope         | 15                |
| Hot Springs  | 9, 52             |
| Jonesboro    | 8, 39             |
| Little Rock  | *2, 4, 11, 17, 23 |
| Magnolia     | 28                |
| Malvern      | 46                |
| Morrilton    | 43                |
| Newport      | 28                |
| Paragould    | 44                |
| Pine Bluff   | 7, 36             |
| Russellville | 19                |
| Searcy       | 33                |
| Springdale   | 35                |
| Stuttgart    | 14                |

| CALIFORNIA                  |                                    |
|-----------------------------|------------------------------------|
|                             | Channel No.                        |
| Alturas                     | 9                                  |
| Bakersfield                 | 10, 29                             |
| Brawley                     | 25                                 |
| Chico                       | 12                                 |
| Corona                      | 52                                 |
| Delano                      | 33                                 |
| El Centro                   | 16                                 |
| Eureka                      | 3, 13                              |
| Fresno                      | 12, *18, 24, 47, 53                |
| Hanford                     | 21                                 |
| Los Angeles                 | 2, 4, 5, 7, 9, 11, 13, 22, *28, 34 |
| Madera                      | 30                                 |
| Merced                      | 34                                 |
| Modesto                     | 14                                 |
| Monterey (See Salinas)      |                                    |
| Napa                        | 62                                 |
| Oakland (see San Francisco) |                                    |
| Oxnard                      | 32                                 |
| Petaluma                    | 56                                 |
| Port Chicago                | 15                                 |
| Red Bluff                   | 16                                 |
| Redding                     | 7                                  |
| Riverside                   | 40, 46                             |
| Sacramento                  | 3, *6, 10, 40, 46                  |
| Salinas-Monterey            | 8, 28                              |
| San Bernardino              | 18, *24, 40                        |
| San Buenaventura            | 38                                 |
| San Diego                   | 8, 10, *15, 21, 27, 33, 39         |
| San Francisco               |                                    |
| Oakland                     | 2, 4, 5, 7, *9, 26, 26, 32, 38, 44 |
| San Jose                    | 11, 48, *54, 60                    |
| San Luis Obispo             | 6                                  |
| Santa Barbara               | 3, 20, 26                          |
| Santa Cruz                  | 16                                 |
| Santa Maria                 | 44                                 |
| Santa Paula                 | 16                                 |
| Santa Rosa                  | 50                                 |
| Stockton                    | 13, 36, *42                        |
| Tulare                      | 27                                 |
| Ukiah                       | 18                                 |
| Visalia                     | 43, 49                             |
| Watsonville                 | 22                                 |
| Yreka City                  | 11                                 |
| Yuba City                   | 52                                 |

| COLORADO |             |
|----------|-------------|
|          | Channel No. |
| Alamosa  | 19          |
| Boulder  | *12, 22     |

\* Denotes Channel reservation for non-commercial educational use.

|                  | Channel No.            |
|------------------|------------------------|
| Canon City       | 36                     |
| Colorado Springs | 11, 13, *17, 23        |
| Craig            | 19                     |
| Delta            | 24                     |
| Denver           | 2, 4, *6, 7, 9, 20, 26 |
| Durango          | 6, 15                  |
| Fort Collins     | 44                     |
| Fort Morgan      | 15                     |
| Grand Junction   | 5, 21                  |
| Greeley          | 50                     |
| La Junta         | 24                     |
| Lamar            | 18                     |
| Leadville        | 14                     |
| Longmont         | 32                     |
| Loveland         | 38                     |
| Montrose         | 10, 18                 |
| Pueblo           | 3, 5, *8, 28, 34       |
| Salida           | 25                     |
| Sterling         | 25                     |
| Trinidad         | 21                     |
| Walsenburg       | 30                     |

**CONNECTICUT**

|                        |             |
|------------------------|-------------|
| Bridgeport             | 43, 49, *71 |
| Hartford               | 3, 18, *24  |
| Meriden                | 65          |
| New Britain            | 30          |
| New Haven              | 8, 59       |
| New London             | 26, 81      |
| Norwalk (see Stamford) |             |
| Norwich                | 67, *63     |
| Stamford-Norwalk       | 27          |
| Waterbury              | 53          |

**DELAWARE**

|            |            |
|------------|------------|
| Dover      | 40         |
| Wilmington | 12, 59, 83 |

**DISTRICT OF COLUMBIA**

|            |                     |
|------------|---------------------|
| Washington | 4, 5, 7, 9, 20, *26 |
|------------|---------------------|

**FLORIDA**

|                            |                      |
|----------------------------|----------------------|
| Belle Glade                | 25                   |
| Bradenton                  | 28                   |
| Clearwater                 | 32                   |
| Daytona Beach              | 2                    |
| De Land                    | 44                   |
| Fort Lauderdale            | 17, 23               |
| Fort Myers                 | 11                   |
| Fort Pierce                | 19                   |
| Gainesville                | 5, 20                |
| Jacksonville               | 4, *7, 12, 30, 36    |
| Key West                   | 14, 20               |
| Lake City                  | 33                   |
| Lakeland                   | 16, 22               |
| Lake Wales                 | 14                   |
| Leesburg                   | 26                   |
| Martanna                   | 17                   |
| Miami                      | *2, 4, 7, 10, 27, 33 |
| Ocala                      | 15                   |
| Orlando                    | 6, 9, 18, *24        |
| Palatka                    | 17                   |
| Panama City                | 7, *30, 36           |
| Pensacola                  | 3, 15, *21, 46       |
| Quincy                     | 54                   |
| St. Augustine              | 25                   |
| St. Petersburg (see Tampa) |                      |
| Sanford                    | 35                   |
| Sarasota                   | 34                   |
| Tallahassee                | *11, 24, 51          |
| Tampa-St. Petersburg       | *3, 8, 13, 38        |
| West Palm Beach            | 5, 12, *15, 21       |

**GEORGIA**

|               | Channel No.       |
|---------------|-------------------|
| Albany        | 10, 25            |
| Americus      | 31                |
| Athens        | *28, 60           |
| Atlanta       | 2, 5, 11, *30, 36 |
| Augusta       | 6, 12             |
| Bainbridge    | 35                |
| Brunswick     | 28, 34            |
| Cairo         | 45                |
| Carrollton    | 33                |
| Cartersville  | 63                |
| Cedartown     | 53                |
| Columbus      | 4, 28, *34        |
| Cordele       | 43                |
| Dalton        | 25                |
| Douglas       | 32                |
| Dublin        | 15                |
| Elberton      | 24                |
| Fitzgerald    | 23                |
| Fort Valley   | 18                |
| Gainesville   | 52                |
| Griffin       | 39                |
| La Grange     | 50                |
| Macon         | *41, 47           |
| Marietta      | 57                |
| Milledgeville | 51                |
| Moultrie      | 48                |
| Newnan        | 61                |
| Rome          | 3, 9, 59          |
| Savannah      | 3, *9, 11         |
| Statesboro    | 22                |
| Swainsboro    | 30                |
| Thomasville   | 6, 27             |
| Tifton        | 14                |
| Tooele        | 35                |
| Valdosta      | 37                |
| Vidalia       | 26                |
| Warner Robins | 13                |
| Waycross      | 16                |

**IDAHO**

|               |          |
|---------------|----------|
| Blackfoot     | 33       |
| Boise         | *4, 7, 9 |
| Burley        | 15       |
| Caldwell      | 2        |
| Coeur d'Alene | 12       |
| Emmett        | 26       |
| Gooding       | 23       |
| Idaho Falls   | 3, 8     |
| Jerome        | 17       |
| Kellogg       | 33       |
| Lewiston      | 3        |
| Moscow        | *15      |
| Nampa         | 6, 12    |
| Payette       | 14       |
| Pocatello     | 6, 16    |
| Preston       | 41       |
| Rexburg       | 27       |
| Rupert        | 21       |
| Sandpoint     | 9        |
| Twin Falls    | 11, 13   |
| Wallace       | 27       |
| Weiser        | 20       |

**ILLINOIS**

|                  |                                     |
|------------------|-------------------------------------|
| Alton            | 48                                  |
| Aurora           | 16                                  |
| Belleville       | 54                                  |
| Bloomington      | 15                                  |
| Cairo            | 24                                  |
| Carbondale       | 34, *61                             |
| Centralia        | 32, 59                              |
| Champaign-Urbana | 3, *12, 21, 27, 33                  |
| Chicago          | 2, 5, 7, 9, *11, 20, 26, 32, 38, 44 |

\* Denotes Channel reservation for non-commercial educational use.

|                                   | Channel No.    |
|-----------------------------------|----------------|
| Danville                          | 24             |
| Decatur                           | 17, 23         |
| De Kalb                           | *67            |
| Dixon                             | 47             |
| Elgin                             | 28             |
| Freeport                          | 23             |
| Galesburg                         | 40             |
| Harrisburg                        | 22             |
| Jacksonville                      | 29             |
| Joliet                            | 48             |
| Kankakee                          | 14             |
| Kewanee                           | 60             |
| La Salle                          | 35             |
| Lincoln                           | 53             |
| Macomb                            | 61             |
| Marion                            | 40             |
| Mattoon                           | 46             |
| Moline (see Davenport, Iowa)      |                |
| Mt. Vernon                        | 38             |
| Olney                             | 16             |
| Pekin                             | 49             |
| Peoria                            | 8, 19, *37, 43 |
| Quincy                            | 10, 21         |
| Rockford                          | 13, 39, *45    |
| Rock Island (see Davenport, Iowa) |                |
| Springfield                       | 2, 20, *26     |
| Streator                          | 65             |
| Urbana (see Champaign)            |                |
| Vandalia                          | 28             |
| Waukegan                          | 22             |

**INDIANA**

|               |                       |
|---------------|-----------------------|
| Anderson      | 61                    |
| Angola        | 15                    |
| Bedford       | 39                    |
| Bloomington   | 4, *30, 36            |
| Columbus      | 42                    |
| Connersville  | 38                    |
| Elkhart       | 52                    |
| Evansville    | 7, 50, *56, 62        |
| Fort Wayne    | *27, 33, 69           |
| Gary          | 50, *68               |
| Hammond       | 56                    |
| Indianapolis  | 6, 8, 13, *20, 26, 67 |
| Jasper        | 19                    |
| Kokomo        | 31                    |
| Lafayette     | *47, 59               |
| Lebanon       | 18                    |
| Logansport    | 51                    |
| Madison       | 25                    |
| Marion        | 29                    |
| Michigan City | 62                    |
| Muncie        | 49, 55, *71           |
| Princeton     | 52                    |
| Richmond      | 32                    |
| Shelbyville   | 58                    |
| South Bend    | 34, *40, 46           |
| Tell City     | 31                    |
| Terre Haute   | 10, *57, 63           |
| Vincennes     | 44                    |
| Washington    | 60                    |

**IOWA**

|              |              |
|--------------|--------------|
| Algona       | 37           |
| Ames         | 5, 25        |
| Atlantic     | 45           |
| Boone        | 19           |
| Burlington   | 32, 38       |
| Carroll      | 39           |
| Cedar Rapids | 2, 9, 20, 26 |
| Centerville  | 31           |
| Charles City | 18           |
| Cherokee     | 14           |
| Clinton      | 64           |
| Creston      | 43           |

|                                | Channel No.        |
|--------------------------------|--------------------|
| Davenport-Rock Island & Moline |                    |
| Illinois                       | 4, 6, *30, 36, 42  |
| Decorah                        | 44                 |
| Des Moines                     | 8, *11, 13, 17, 23 |
| Dubuque                        | 56, 62             |
| Estherville                    | 24                 |
| Fairfield                      | 54                 |
| Fort Dodge                     | 21                 |
| Fort Madison                   | 50                 |
| Grinnell                       | 46                 |
| Iowa City                      | *12, 24            |
| Keokuk                         | 41                 |
| Knoxville                      | 33                 |
| Marshalltown                   | 49                 |
| Mason City                     | 3, 35              |
| Muscatine                      | 58                 |
| Newton                         | 29                 |
| Oelwein                        | 28                 |
| Oskaloosa                      | 52                 |
| Ottumwa                        | 15                 |
| Red Oak                        | 32                 |
| Shenandoah                     | 20                 |
| Sioux City                     | 4, 9, *30, 36      |
| Spencer                        | 42                 |
| Storm Lake                     | 34                 |
| Waterloo                       | 7, 16, *22         |
| Webster City                   | 27                 |

**KANSAS**

|               |                |
|---------------|----------------|
| Abilene       | 31             |
| Arkansas City | 49             |
| Atchison      | 60             |
| Chanute       | 50             |
| Coffeyville   | 33             |
| Colby         | 22             |
| Concordia     | 47             |
| Dodge City    | 6, 23          |
| El Dorado     | 55             |
| Emporia       | 39             |
| Fort Scott    | 27             |
| Garden City   | 9, 11          |
| Goodland      | 31             |
| Great Bend    | 2, 28          |
| Hays          | 7, 20          |
| Hutchinson    | 12, 18         |
| Independence  | 20             |
| Jola          | 44             |
| Junction City | 29             |
| Larned        | 15             |
| Lawrence      | *11, 17        |
| Leavenworth   | 54             |
| Liberal       | 14             |
| McPherson     | 26             |
| Manhattan     | *8, 23         |
| Newton        | 14             |
| Olathe        | 52             |
| Ottawa        | 21             |
| Parsons       | 46             |
| Pittsburg     | 7, 38          |
| Pratt         | 36             |
| Salina        | 34             |
| Topoka        | 13, 42, *48    |
| Wellington    | 24             |
| Wichita       | 3, 10, 16, *22 |
| Winfield      | 43             |

**KENTUCKY**

|                |        |
|----------------|--------|
| Ashland        | 59     |
| Bowling Green  | 13, 17 |
| Campbellsville | 40     |
| Corbin         | 16     |
| Danville       | 35     |
| Elizabethtown  | 23     |
| Frankfort      | 43     |
| Glasgow        | 28     |
| Harlan         | 36     |

\* Denotes Channel reservation for non-commercial educational use.



|                | Channel No.            |
|----------------|------------------------|
| Hazard         | 19                     |
| Hopkinsville   | 20                     |
| Lexington      | 27, 64                 |
| Louisville     | 3, 11, *15, 21, 41, 51 |
| Madisonville   | 26                     |
| Mayfield       | 49                     |
| Maysville      | 24                     |
| Middlesborough | 57, 63                 |
| Murray         | 33                     |
| Owensboro      | 14                     |
| Paducah        | 6, 43                  |
| Pikeville      | 14                     |
| Princeton      | 45                     |
| Richmond       | 60                     |
| Somerset       | 29                     |
| Winchester     | 37                     |

**LOUISIANA**

|              |                         |
|--------------|-------------------------|
| Abbeville    | 27                      |
| Alexandria   | 5, 62                   |
| Bastrop      | 53                      |
| Baton Rouge  | 10, 28, *34, 40         |
| Bogalusa     | 69                      |
| Crowley      | 21                      |
| De Ridder    | 14                      |
| Eunice       | 64                      |
| Franklin     | 46                      |
| Hammond      | 51                      |
| Houma        | 30                      |
| Jackson      | 18                      |
| Jennings     | 48                      |
| Lafayette    | 10, 38, 67              |
| Lake Charles | 7, *19, 25              |
| Minden       | 30                      |
| Monroe       | 8, 43                   |
| Morgan City  | 36                      |
| Natchitoches | 17                      |
| New Iberia   | 15                      |
| New Orleans  | 4, 6, 8, 20, 26, 32, 61 |
| Oakdale      | 54                      |
| Opelousas    | 58                      |
| Ruston       | 20                      |
| Shreveport   | 3, 12                   |
| Thibodaux    | 24                      |
| Winnfield    | 22                      |

**MAINE**

|                |                |
|----------------|----------------|
| Auburn         | 23             |
| Augusta        | 10, 29         |
| Bangor         | 2, 5, *16      |
| Bar Harbor     | 22             |
| Bath           | 65             |
| Belfast        | 41             |
| Biddeford      | 59             |
| Calais         | 7, 20          |
| Dover-Foxcroft | 18             |
| Fort Kent      | 17             |
| Houlton        | 24             |
| Lewiston       | 8, 17          |
| Millinocket    | 14             |
| Orono          | *12            |
| Portland       | 6, 13, *47, 53 |
| Presque Isle   | 8, 19          |
| Rockland       | 25             |
| Rumford        | 55             |
| Van Buren      | 15             |
| Waterville     | 35             |

**MARYLAND**

|            |                        |
|------------|------------------------|
| Annapolis  | 14                     |
| Baltimore  | 2, 11, 13, 18, *24, 60 |
| Cambridge  | 22                     |
| Cumberland | 17                     |
| Frederick  | 62                     |

|            | Channel No. |
|------------|-------------|
| Hagerstown | 52          |
| Salisbury  | 16          |

**MASSACHUSETTS**

|                           |                         |
|---------------------------|-------------------------|
| Barnstable                | 52                      |
| Boston                    | *2, 4, 5, 7, 44, 50, 56 |
| Brockton                  | 62                      |
| Fall River                | 46, 68                  |
| Greenfield                | 42                      |
| Holyoke (see Springfield) |                         |
| Lawrence                  | 38                      |
| Lowell                    | 32                      |
| New Bedford               | 28, 34                  |
| North Adams               | 74                      |
| Northampton               | 36                      |
| Pittsfield                | 64                      |
| Springfield-Holyoke       | 55, 61                  |
| Worcester                 | 14, 20                  |

**MICHIGAN**

|                  |                      |
|------------------|----------------------|
| Alma             | 41                   |
| Alpena           | 9, 30                |
| Ann Arbor        | 20, *26              |
| Bad Axe          | 46                   |
| Battle Creek     | 58, 64               |
| Bay City         | 5, 63, *73           |
| Benton Harbor    | 42                   |
| Big Rapids       | 39                   |
| Cadillac         | 13, 45               |
| Calumet          | 13                   |
| Cheboygan        | 4, 36                |
| Coldwater        | 24                   |
| Detroit          | 2, 4, 7, 50, *56, 62 |
| East Lansing     | 60                   |
| East Tawas       | 25                   |
| Escanaba         | 3                    |
| Flint            | 12, 16, *22, 28      |
| Gladstone        | 40                   |
| Grand Rapids     | 8, *17, 23           |
| Hancock          | 10                   |
| Houghton         | 19                   |
| Iron Mountain    | 9, 27                |
| Iron River       | 12                   |
| Ironwood         | 31                   |
| Jackson          | 48                   |
| Kalamazoo        | 3, 36                |
| Lansing          | 6, 54                |
| Ludington        | 18                   |
| Manistee         | 15                   |
| Manistique       | 14                   |
| Marquette        | 5, 17                |
| Midland          | 19                   |
| Mount Pleasant   | 47                   |
| Muskegon         | 29, 35               |
| Petoskey         | 31                   |
| Pontiac          | 44                   |
| Port Huron       | 34                   |
| Rogers City      | 27                   |
| Saginaw          | 51, 57               |
| Sault Ste. Marie | 8, 10, 28, *34       |
| Traverse City    | 7, 20, *26           |
| West Branch      | 21                   |

**MINNESOTA**

|                       |                  |
|-----------------------|------------------|
| Albert Lea            | 57               |
| Alexandria            | 36               |
| Austin                | 6, 51            |
| Bemidji               | 24               |
| Brainerd              | 12               |
| Cloquet               | 44               |
| Crookston             | 21               |
| Detroit Lakes         | 18               |
| Duluth-Superior, Wis. | 3, 6, *8, 32, 38 |
| Ely                   | 16               |
| Fairmount             | 40               |

\* Denotes Channel reservation for non-commercial educational use.

|                            | Channel No.             |
|----------------------------|-------------------------|
| Faribault                  | 20                      |
| Fergus Falls               | 16                      |
| Grand Rapids               | 20                      |
| Hastings                   | 29                      |
| Hibbing                    | 10                      |
| International Falls        | 11                      |
| Little Falls               | 14                      |
| Mankato                    | 15                      |
| Marshall                   | 22                      |
| Minneapolis-St. Paul       | *2, 4, 5, 9, 11, 15, 23 |
| Montevideo                 | 19                      |
| New Ulm                    | 43                      |
| Northfield                 | 26                      |
| Owatoma                    | 45                      |
| Red Wing                   | 63                      |
| Rochester                  | 10, 55                  |
| St. Cloud                  | 7, 33                   |
| St. Paul (See Minneapolis) |                         |
| Stillwater                 | 39                      |
| Thief River Falls          | 15                      |
| Virginia                   | 26                      |
| Wadena                     | 27                      |
| Willmar                    | 31                      |
| Winona                     | 61                      |
| Worthington                | 32                      |

**MISSISSIPPI**

|               |                 |
|---------------|-----------------|
| Biloxi        | 13, *14, 50     |
| Brookhaven    | 37              |
| Canton        | 16              |
| Clarksdale    | 6, 32           |
| Columbia      | 35              |
| Columbus      | 28              |
| Cornith       | 29              |
| Greenville    | 21, 27          |
| Greenwood     | 24              |
| Grenada       | 15              |
| Gulfport      | 56              |
| Hattiesburg   | 9, 17           |
| Jackson       | 12, *19, 25, 47 |
| Kosciusko     | 52              |
| Laurel        | 33              |
| Louisville    | 16              |
| Meridian      | 11, 30, *36     |
| Natchez       | 29              |
| Pascagoula    | 22              |
| Pineyville    | 14              |
| Starkville    | 34              |
| State College | *2              |
| Tupelo        | 38              |
| University    | *20             |
| Vicksburg     | 41              |
| West Point    | 8, 56           |
| Yazoo City    | 49              |

**MISSOURI**

|                |                      |
|----------------|----------------------|
| Cape Girardeau | 12, 18               |
| Carthage       | 56                   |
| Canthersville  | 27                   |
| Chillicothe    | 14                   |
| Clinton        | 49                   |
| Columbia       | 8, 16, 22            |
| Farmington     | 52                   |
| Festus         | 14                   |
| Fulton         | 24                   |
| Hannibal       | 7, 27                |
| Jefferson City | 13, 33               |
| Joplin         | 12, 30               |
| Kansas City    | 4, 5, 9, *19, 25, 65 |
| Kennett        | 21                   |
| Kirksville     | 3, 18                |
| Lebanon        | 23                   |
| Marshall       | 40                   |
| Maryville      | 26                   |
| Mexico         | 45                   |
| Moberly        | 35                   |

|              | Channel No.              |
|--------------|--------------------------|
| Monnett      | 14                       |
| Nevada       | 18                       |
| Poplar Bluff | 15                       |
| Rolla        | 31                       |
| St. Joseph   | 2, 30, *36               |
| St. Louis    | 4, 5, *9, 11, 30, 36, 42 |
| Sedalia      | 6, 28                    |
| Spokane      | 37                       |
| Springfield  | 3, 10, *26, 32           |
| West Plains  | 20                       |

**MONTANA**

|            |              |
|------------|--------------|
| Anaconda   | 2            |
| Billings   | 2, 8, *11    |
| Bozeman    | *9, 32       |
| Butte      | 4, 6, *7, 15 |
| Cut Bank   | 20           |
| Deer Lodge | 25           |
| Dillon     | 26           |
| Glasgow    | 16           |
| Hamilton   | 17           |
| Hardin     | 4            |
| Havre      | 9, 11        |
| Helena     | 10, 12       |
| Kalispell  | 8            |
| Laurel     | 14           |
| Lewistown  | 13           |
| Livingston | 16           |
| Ables City | 3, *6, 10    |
| Missoula   | *11, 13, 21  |
| Polson     | 18           |
| Red Lodge  | 18           |
| Shelby     | 14           |
| Sidney     | 14           |
| Whitefish  | 16           |
| Wolf Point | 20           |

**NEBRASKA**

|               |                      |
|---------------|----------------------|
| Alliance      | 13, 21               |
| Beatrice      | 40                   |
| Broken Bow    | 14                   |
| Columbus      | 49                   |
| Fairbury      | 35                   |
| Falls City    | 38                   |
| Freemont      | 52                   |
| Grand Island  | 11, 21               |
| Hastings      | 5, 27                |
| Kearney       | 13, 19               |
| Lexington     | 23                   |
| Lincoln       | 10, 12, *18, 24      |
| McCook        | 8, 17                |
| Nebraska City | 50                   |
| North Platte  | 33                   |
| North Platte  | 2, 4                 |
| Omaha         | 3, 6, 7, *16, 22, 28 |
| Scottsbluff   | 10, 16               |
| York          | 15                   |

**NEVADA**

|              |               |
|--------------|---------------|
| Boulder City | 4             |
| Carlin       | 14            |
| Carson City  | 37            |
| Elko         | 10            |
| Ely          | 3, 6          |
| Fallon       | 29            |
| Goldfield    | 5             |
| Hawthorne    | 31            |
| Henderson    | 2             |
| Las Vegas    | 8, *10, 13    |
| Lovelock     | 18            |
| McGill       | 8             |
| Reno         | 4, 8, *21, 27 |
| Tonopah      | 9             |

\* Denotes Channel reservation for non-commercial educational use.

|            | Channel No. |
|------------|-------------|
| Winnemucca | 7           |
| Yerington  | 33          |

**NEW HAMPSHIRE**

|            |       |
|------------|-------|
| Berlin     | 26    |
| Claremont  | 37    |
| Concord    | 27    |
| Durham     | *11   |
| Hanover    | *21   |
| Keene      | 45    |
| Laconia    | 43    |
| Littleton  | 24    |
| Manchester | 9, 48 |
| Nashua     | 54    |
| Portsmouth | 19    |
| Rochester  | 51    |

**NEW JERSEY**

|               |         |
|---------------|---------|
| Andover       | *69     |
| Asbury Park   | 58      |
| Atlantic City | 46, 52  |
| Bridgeton     | 64      |
| Camden        | *80     |
| Freehold      | *74     |
| Hammonton     | *70     |
| Montclair     | *77     |
| Newark        | 13      |
| New Brunswick | *19, 47 |
| Paterson      | 37      |
| Trenton       | 41      |
| Wildwood      | 48      |

**NEW MEXICO**

|                     |              |
|---------------------|--------------|
| Alamogordo          | 17           |
| Albuquerque         | 4, *5, 7, 13 |
| Artesia             | 21           |
| Atrisco-Five Points | 18           |
| Belen               | 24           |
| Carlsbad            | 6, 23        |
| Clayton             | 27           |
| Clovis              | 12, 35       |
| Deming              | 14           |
| Farmington          | 17           |
| Gallup              | 3, *8, 10    |
| Hobbs               | 46           |
| Hot Springs         | 19           |
| Las Cruces          | 22           |
| Las Vegas           | 14           |
| Lordsburg           | 23           |
| Los Alamos          | 20           |
| Lovington           | 27           |
| Portales            | 22           |
| Raton               | 46, *52      |
| Roswell             | *3, 8, 10    |
| Santa Fe            | 2, *9, 11    |
| Silver City         | *10, 12      |
| Socorro             | 15           |
| Tucumcari           | 25           |

**NEW YORK**

|  |                |
|--|----------------|
| Albany-Schenectady                       |                |
| Troy                                     | 6, *17, 23, 41 |
| Amsterdam                                | 52             |
| Auburn                                   | 37             |
| Batavia                                  | 33             |
| Binghamton                               | 12, 40, *46    |
| Buffalo (also see Buffalo-Niagara Falls) | 17, *23        |
| Buffalo-Niagara Falls                    | 2, 4, 7, 59    |
| Cortland                                 | 56             |
| Dunkirk                                  | 46             |
| Elmira                                   | 18, 24         |
| Glens Falls                              | 39             |

|   | Channel No.                |
|---|----------------------------|
| Gloversville                              | 29                         |
| Hornell                                   | 50                         |
| Ithaca                                    | *14, 20                    |
| Jamestown                                 | 58                         |
| Kingston                                  | 66                         |
| Malone                                    | 20, *66                    |
| Massena                                   | 14                         |
| Middletown                                | 60                         |
| New York                                  | 2, 4, 5, 7, 9, 11, *25, 31 |
| Niagara Falls (see Buffalo-Niagara Falls) |                            |
| Ogdensburg                                | 24                         |
| Olean                                     | 54                         |
| Oneonta                                   | 62                         |
| Oswego                                    | 31                         |
| Plattsburg                                | 28                         |
| Poughkeepsie                              | 21, *83                    |
| Rochester                                 | 5, 10, 15, *21, 27         |
| Rome (see Utica)                          |                            |
| Saranac Lake                              | 18                         |
| Schenectady (also see Albany)             | 35                         |
| Syracuse                                  | 3, 8, *43                  |
| Troy (see Albany)                         |                            |
| Utica-Rome                                | 13, 19, *25                |
| Watertown                                 | 48                         |

**NORTH CAROLINA**

|                |               |
|----------------|---------------|
| Ahoskie        | 53            |
| Albemarle      | 20            |
| Asheville      | 13, *56, 62   |
| Burlington     | 63            |
| Chapel Hill    | *4            |
| Charlotte      | 3, 9, 36, *42 |
| Durham         | 11, *40, 46   |
| Elizabeth City | 31            |
| Fayetteville   | 18            |
| Gastonia       | 48            |
| Goldshoro      | 34            |
| Greensboro     | 2, *51, 57    |
| Greenville     | 9             |
| Henderson      | 52            |
| Hendersonville | 27            |
| Hickory        | 30            |
| High Point     | 15            |
| Jacksonville   | 16            |
| Kannapolis     | 59            |
| Kinston        | 45            |
| Laurinburg     | 41            |
| Lumberton      | 21            |
| Mount Airy     | 55            |
| New Bern       | 13            |
| Raleigh        | 5, *22, 28    |
| Roanoke Rapids | 30            |
| Rocky Mount    | 50            |
| Salisbury      | 53            |
| Sanford        | 38            |
| Shelby         | 39            |
| Southern Pines | 49            |
| Statesville    | 64            |
| Washington     | 7             |
| Wilmington     | 6, *29, 35    |
| Wilson         | 56            |
| Winston-Salem  | 12, 26, *32   |

**NORTH DAKOTA**

|             |                |
|-------------|----------------|
| Bismarck    | 5, 12, 18, *24 |
| Bottineau   | 16             |
| Carrington  | 26             |
| Devils Lake | 8, 14          |
| Dickinson   | 2, 4, *17      |
| Fargo       | 6, 13, *34, 40 |
| Grafton     | 17             |
| Grand Forks | *2, 10         |
| Harvey      | 22             |
| Jamestown   | 7, 42          |
| Lisbon      | 23             |

\* Denotes Channel reservation for non-commercial educational use.

|              | Channel No. |
|--------------|-------------|
| Minot        | *6, 10, 13  |
| New Rockford | 20          |
| Rugby        | 38          |
| Valley City  | 4, 32       |
| Wahpeton     | 45          |
| Williston    | 8, 11, *34  |

**OHIO**

|                                     |                       |
|-------------------------------------|-----------------------|
| Akron                               | 49, *55, 61           |
| Ashtabula                           | 15                    |
| Athens                              | 62                    |
| Bellefontaine                       | 63                    |
| Cambridge                           | 26                    |
| Canton                              | 29                    |
| Chillicothe                         | 56                    |
| Cincinnati                          | 5, 9, 12, *48, 54, 74 |
| Cleveland                           | 3, 5, 8, 19, *25, 65  |
| Columbus                            | 4, 6, 10, *34, 49     |
| Coshocton                           | 20                    |
| Dayton                              | 2, 7, *16, 22         |
| Defiance                            | 43                    |
| Findlay                             | 53                    |
| Fremont                             | 59                    |
| Gallipolis                          | 18                    |
| Hamilton-Middletown                 | 65                    |
| Lancaster                           | 28                    |
| Lima                                | 35, 41                |
| Lorain                              | 31                    |
| Mansfield                           | 36                    |
| Marion                              | 17                    |
| Massillon                           | 23                    |
| Middletown (see Hamilton)           |                       |
| Mount Vernon                        | 58                    |
| Newark                              | 60                    |
| Oxford                              | *14                   |
| Piqua                               | 44                    |
| Portsmouth                          | 30                    |
| Sandusky                            | 42                    |
| Springfield                         | 46, 52                |
| Steubenville (see Wheeling, W. Va.) |                       |
| Tiffin                              | 47                    |
| Toledo                              | 11, 13, *30           |
| Warren                              | 67                    |
| Youngstown                          | 21, 27, 73            |
| Zanesville                          | 50                    |

**OKLAHOMA**

|               |                   |
|---------------|-------------------|
| Ada           | 50                |
| Altus         | 36                |
| Alva          | 30                |
| Anadarko      | 58                |
| Ardmore       | 55                |
| Bartlesville  | 62                |
| Blackwell     | 51                |
| Chickasha     | 64                |
| Claremore     | 15                |
| Clinton       | 32                |
| Duncan        | 39                |
| Durant        | 27                |
| Elk City      | 12, 15            |
| El Reno       | 56                |
| Enid          | 5, 21, *27        |
| Frederick     | 44                |
| Guthrie       | 48                |
| Guymon        | 20                |
| Hobart        | 23                |
| Holdenville   | 14                |
| Hugo          | 21                |
| Lawton        | 7, *28, 34        |
| McAlester     | 47                |
| Miami         | 58                |
| Muskogee      | 8, *45, 66        |
| Norman        | 31, *37           |
| Oklahoma City | 4, 9, *13, 19, 25 |
| Okmulgee      | 26                |

|              | Channel No.       |
|--------------|-------------------|
| Pauls Valley | 61                |
| Ponca City   | 40                |
| Pryor Creek  | 54                |
| Sapulpa      | 42                |
| Seminole     | 59                |
| Shawnee      | 53                |
| Stillwater   | 29, *69           |
| Tulsa        | 2, 6, *11, 17, 23 |
| Vinita       | 28                |
| Woodward     | 8                 |

**OREGON**

|               |                       |
|---------------|-----------------------|
| Albany        | 55                    |
| Ashland       | 14                    |
| Astoria       | 30                    |
| Baker         | 37                    |
| Bend          | 15                    |
| Burns         | 16                    |
| Corvallis     | *7, 49                |
| Eugene        | *9, 13, 20, 26        |
| Grants Pass   | 30                    |
| Klamath Falls | 2                     |
| La Grande     | 13                    |
| Lebanon       | 43                    |
| McMinnville   | 46                    |
| Medford       | 4, 5                  |
| North Bend    | 16                    |
| Pendleton     | 28                    |
| Portland      | 6, 8, *10, 12, 21, 27 |
| Roseburg      | 28                    |
| Salem         | 3, *18, 24            |
| Springfield   | 37                    |
| The Dalles    | 32                    |

**PENNSYLVANIA**

|               |                           |
|---------------|---------------------------|
| Allentown     | 39, 67                    |
| Altoona       | 10, 19, 25                |
| Bethlehem     | 51                        |
| Bradford      | 48                        |
| Butler        | 43                        |
| Chambersburg  | 46                        |
| Du Bois       | 31                        |
| Easton        | 57                        |
| Emporium      | 42                        |
| Erie          | 12, 35, *41, 66           |
| Harrisburg    | 27, 55, 71                |
| Hazleton      | 63                        |
| Irwin         | 4                         |
| Johnstown     | 6, 56                     |
| Lancaster     | 8, 21                     |
| Lebanon       | 15                        |
| Lewistown     | 38                        |
| Lock Haven    | 32                        |
| Meadville     | 37                        |
| New Castle    | 45                        |
| Oil City      | 64                        |
| Philadelphia  | 3, 6, 10, 17, 23, 29, *35 |
| Pittsburgh    | 2, 11, *13, 16, 47, 53    |
| Reading       | 33, 61                    |
| Scranton      | 16, 22, 73                |
| Sharon        | 39                        |
| State College | *44                       |
| Sunbury       | 65                        |
| Uniontown     | 14                        |
| Washington    | 63                        |
| Wilkes-Barre  | 28, 34                    |
| Williamsport  | 36                        |
| York          | 43, 49                    |

**RHODE ISLAND**

|            |                 |
|------------|-----------------|
| Providence | 10, 12, 16, *22 |
|------------|-----------------|

\* Denotes Channel reserved prior to or non-commercial educational use.



**SOUTH CAROLINA**

|             | Channel No.     |
|-------------|-----------------|
| Aiken       | 54              |
| Anderson    | 58              |
| Camden      | 14              |
| Charleston  | 2, 5, *13       |
| Clemson     | *68             |
| Columbia    | 10, *19, 25, 67 |
| Conway      | 23              |
| Florence    | 8               |
| Georgetown  | 27              |
| Greenville  | 4, 23, *29      |
| Greenwood   | 21              |
| Lake City   | 55              |
| Laurens     | 31              |
| Laurens     | 45              |
| Marion      | 43              |
| Newberry    | 70              |
| Orangeburg  | 44              |
| Rock Hill   | 61              |
| Spartanburg | 7, 17           |
| Sumter      | 47              |
| Union       | 65              |

**SOUTH DAKOTA**

|               |                 |
|---------------|-----------------|
| Aberdeen      | 9, 17           |
| Belle Fourche | 23              |
| Brookings     | *8, 25          |
| Hot Springs   | 17              |
| Huron         | 12, 15          |
| Lead          | 5, 26           |
| Madison       | 46              |
| Mitchell      | 5, 20           |
| Mobridge      | 27              |
| Pierre        | 6, 10, *22      |
| Rapid City    | 7, 15           |
| Sioux Falls   | 11, 13, 38, *44 |
| Sturgis       | 20              |
| Vermillion    | *2, 41          |
| Watertown     | *3, 35          |
| Winner        | 18              |
| Yankton       | 17              |

**TENNESSEE**

|                             |                       |
|-----------------------------|-----------------------|
| Athens                      | 14                    |
| Bristol, Tenn.-Bristol, Va. | 5, 46                 |
| Chattanooga                 | 3, 12, 43, 49, *55    |
| Clarksville                 | 53                    |
| Cleveland                   | 38                    |
| Columbia                    | 39                    |
| Cookeville                  | 24                    |
| Covington                   | 19                    |
| Dyersburg                   | 46                    |
| Elizabethton                | 40                    |
| Fayetteville                | 27                    |
| Gallatin                    | 48                    |
| Harriman                    | 67                    |
| Humboldt                    | 25                    |
| Jackson                     | 9, 16                 |
| Johnson City                | 11, 34                |
| Kingsport                   | 28                    |
| Knoxville                   | 6, 10, *20, 26        |
| Lawrenceburg                | 50                    |
| Lebanon                     | 58                    |
| McMinnville                 | 46                    |
| Maryville                   | 51                    |
| Memphis                     | 3, 5, *10, 13, 42, 48 |
| Morristown                  | 54                    |
| Murfreesboro                | 18                    |
| Nashville                   | *2, 4, 8, 30, 36      |
| Oak Ridge                   | 32                    |
| Old Hickory                 | 5                     |
| Paris                       | 51                    |
| Pulaski                     | 44                    |
| Shelbyville                 | 62                    |
| Springfield                 | 42                    |

|            | Channel No. |
|------------|-------------|
| Tullahoma  | 65          |
| Union City | 56          |

**TEXAS**

|  |                |
|--|----------------|
| Abilene  | 9, 33          |
| Alice  | 34             |
| Alpine   | 12             |
| Amarillo   | *2, 4, 7, 10   |
| Athens   | 25             |
| Austin   | 7, 18, 24, *30 |
| Ballinger  | 25             |
| Bay City   | 33             |
| Beaumont-Port Arthur                                 | 4, 6, 31, *37  |
| Beeville   | 38             |
| Big Spring   | 4              |
| Bonham   | 43             |
| Borger   | 33             |
| Brady  | 15             |
| Breckenridge   | 14             |
| Brenham  | 52             |
| Brownfield   | 15             |
| Brownsville (also see Brownsville-Harlingen-Weslaco) | 36             |
| Brownsville-Harlingen-Weslaco (1)                    | 4, 5           |

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

|  |                       |
|--|-----------------------|
| Brownwood  | 19                    |
| Bryan  | 54                    |
| Childress  | 40                    |
| Cleburne   | 57                    |
| Coleman  | 21                    |
| College Station                                    | *3, 48                |
| Conroe   | 20                    |
| Corpus Christi                                     | 6, 10, *16, 22        |
| Corsicana  | 47                    |
| Crockett   | 56                    |
| Crystal City                                       | 28                    |
| Cuero  | 25                    |
| Dalhart  | 16                    |
| Dallas   | 4, 8, *13, 23, 29, 73 |
| Del Rio  | 16                    |
| Denison  | 52                    |
| Denton   | *2, 17                |
| Eagle Pass   | 26                    |
| Edinburg   | 26                    |
| El Campo   | 27                    |
| El Paso  | 4, *7, 9, 13, 20, 26  |
| Falfurrias   | 52                    |
| Floydada   | 45                    |
| Fort Stockton                                      | 22                    |
| Fort Worth   | 5, 10, 20, *26        |
| Gainesville  | 49                    |
| Galveston  | 11, 35, 41, *17       |
| Gonzales   | 64                    |
| Greenville   | 62                    |
| Harlingen (also see Brownsville-Harlingen-Weslaco) | 23                    |
| Hebronville  | 58                    |
| Henderson  | 42                    |
| Hereford   | 19                    |
| Hillsboro  | 63                    |
| Houston  | 2, *8, 13, 23, 29, 39 |
| Huntsville   | 15                    |
| Jacksonville                                       | 36                    |
| Jasper   | 49                    |
| Kermit   | 14                    |
| Kilgore  | 59                    |
| Kingsville   | 40                    |
| Lamesa   | 28                    |
| Lampasas   | 40                    |
| Laredo   | 8, 13, *15            |
| Levelland  | 38                    |
| Littlefield  | 32                    |
| Longview   | 32, 38                |

\* Denotes Channel reservation for non-commercial educational use.

|                            | Channel No.          |
|----------------------------|----------------------|
| Lubbock                    | 5, 11, 13, *20, 26   |
| Lufkin                     | 19, 46               |
| McAllen                    | 20                   |
| McKinney                   | 65                   |
| Marfa                      | 19                   |
| Marshall                   | 16                   |
| Mercedes                   | 32                   |
| Mexia                      | 50                   |
| Midland                    | 2, 18                |
| Mineral Wells              | 38                   |
| Mission                    | 14                   |
| Monahans                   | 9                    |
| Mount Pleasant             | 35                   |
| Nacogdoches                | 40                   |
| New Braunfels              | 62                   |
| Odessa                     | 7, 24                |
| Orange                     | 43                   |
| Pampa                      | 17                   |
| Paris                      | 33                   |
| Pearsall                   | 31                   |
| Pecos                      | 16                   |
| Perryton                   | 22                   |
| Plainview                  | 29                   |
| Port Arthur (see Beaumont) |                      |
| Quanah                     | 42                   |
| Raymondville               | 42                   |
| Rosenberg                  | 17                   |
| San Angelo                 | 6, 8, 17, *23        |
| San Antonio                | 4, 5, *9, 12, 35, 41 |
| San Benito                 | 48                   |
| San Marcos                 | 53                   |
| Seguin                     | 14                   |
| Seymour                    | 24                   |
| Sherman                    | 46                   |
| Snyder                     | 30                   |
| Stephenville               | 32                   |
| Sulphur Springs            | 41                   |
| Sweetwater                 | 12                   |
| Taylor                     | 58                   |
| Temple                     | 16, 22               |
| Terrell                    | 53                   |
| Texarkana                  | 6, *18, 24           |
| Tyler                      | 7, 19                |
| Uvalde                     | 20                   |
| Vernon                     | 18                   |
| Victoria                   | 19                   |
| Waco                       | 2, 11, *28, 34       |
| Waxahachie                 | 45                   |
| Weatherford                | 51                   |
| Weslaco (see Brownsville)  |                      |
| Wichita Falls              | 3, 6, *16, 22        |

UTAH

|                |                     |
|----------------|---------------------|
| Brigham        | 36                  |
| Cedar City     | 5                   |
| Logan          | 12, 30, *46         |
| Ogden          | 9, *18, 24          |
| Price          | 6                   |
| Provo          | 11, 22, *28         |
| Richfield      | 13                  |
| St. George     | 18                  |
| Salt Lake City | 2, 4, 5, *7, 20, 26 |
| Tooele         | 44                  |
| Vernal         | 3                   |

VERMONT

|               |         |
|---------------|---------|
| Bennington    | 33      |
| Brattleboro   | 58      |
| Burlington    | *16, 22 |
| Montpelier    | 3, 40   |
| Newport       | 46      |
| Rutland       | 49      |
| St. Albans    | 34      |
| St. Johnsbury | 30      |

VIRGINIA

|  | Channel No.        |
|--|--------------------|
| Blacksburg   | *60                |
| Bristol (see Bristol, Tenn.)   |                    |
| Charlottesville  | *45, 64            |
| Covington  | 44                 |
| Danville   | 24                 |
| Emporia  | 25                 |
| Farmville  | 19                 |
| Fredericksburg   | 47                 |
| Front Royal  | 39                 |
| Harrisonburg   | 3, 34              |
| Lexington  | 54                 |
| Lynchburg  | 13, 16             |
| Marion   | 50                 |
| Martinsville   | 35                 |
| Newport News (see Norfolk-Portsmouth-Newport News)                               |                    |
| Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)                    | 27                 |
| Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)                    | 3, 10, 15, *21, 33 |
| Norton   | 52                 |
| Petersburg   | 8, 41              |
| Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News) |                    |
| Pulaski  | 37                 |
| Richmond   | 6, 12, *23, 29     |
| Roanoke  | 7, 10, 27, *33     |
| South Boston   | 14                 |
| Staunton   | 36                 |
| Waynesboro   | 42                 |
| Williamsburg   | 17                 |
| Winchester   | 28                 |

WASHINGTON

|   |                     |
|---|---------------------|
| Aberdeen                                      | 58                  |
| Anacortes                                     | 34                  |
| Bellingham                                    | 12, 18, 24          |
| Bremerton                                     | 44, 50              |
| Centralia                                     | 17                  |
| Ellensburg                                    | 49, *65             |
| Ephrata                                       | 43                  |
| Everett                                       | 22, 28              |
| Grand Coulee                                  | 37                  |
| Hoquiam                                       | 52                  |
| Kelso   | 39                  |
| Kennewick (also see Kennewick-Richland-Pasco) | 25                  |
| Kennewick-Richland-Pasco                      | *41                 |
| Longview                                      | 33                  |
| Olympia                                       | 60                  |
| Omak-Okanogan (see Omak)                      |                     |
| Okanogan (see Omak)                           | *35                 |
| Pasco (also see Kennewick-Richland-Pasco)     | 19                  |
| Port Angeles                                  | 16                  |
| Pullman                                       | *10, 24             |
| Richland (also see Kennewick-Richland-Pasco)  | 31                  |
| Seattle                                       | 3, 5, 7, *9, 20, 26 |
| Spokane                                       | 2, 4, 6, *7         |
| Tacoma  | 11, 13, *56, 62     |
| Walla Walla                                   | 5, 8, *22           |
| Wenatchee                                     | *45, 55             |
| Yakima  | 23, 29, *47         |

WEST VIRGINIA

|            |            |
|------------|------------|
| Beckley    | 6, 21      |
| Bluefield  | 41         |
| Charleston | 8, *43, 49 |
| Clarksburg | 12, 22     |
| Elkins     | 40         |
| Fairmont   | 35         |

\* Denotes Channel reservation for non-commercial educational use.

|   | Channel No. |
|---|-------------|
| Hinton  | 31          |
| Huntington                                      | 3, 13, *53  |
| Logan   | 23          |
| Martinsburg                                     | 58          |
| Morgantown                                      | *24         |
| Parkersburg                                     | 15          |
| Welch   | 25          |
| Weston  | 32          |
| Wheeling (also see Wheeling-Steubenville, Ohio) | *57         |
| Wheeling-Steubenville, Ohio                     | 7, 9, 51    |
| Williamson                                      | 17          |

**WISCONSIN**

|                              |                        |
|------------------------------|------------------------|
| Adams                        | *58                    |
| Appleton                     | 42                     |
| Ashland                      | 15                     |
| Beaver Dam                   | 37                     |
| Beloit                       | 57                     |
| Chilton                      | *24                    |
| Eau Claire                   | 13, *19, 25            |
| Fond du Lac                  | 54                     |
| Green Bay                    | 2, 6                   |
| Janesville                   | 63                     |
| Kenosha                      | 61                     |
| La Crosse                    | 8, *32, 38             |
| Madison                      | 3, *21, 27, 33         |
| Mantowoc                     | 65                     |
| Marinette                    | 11, 32, *38            |
| Milwaukee                    | 4, *10, 12, 19, 25, 31 |
| Oshkosh                      | 48                     |
| Park Falls                   | *18                    |
| Portage                      | 17                     |
| Prairie du Chien             | 34                     |
| Racine                       | 49, 55                 |
| Rhineland                    | 22                     |
| Rice Lake                    | 21                     |
| Richland Center              | 15, *66                |
| Sheboygan                    | 59                     |
| Shell Lake                   | *30                    |
| Sparta                       | 50                     |
| Stevens Point                | 20, 26                 |
| Sturgeon Bay                 | 44                     |
| Superior (see Duluth, Minn.) |                        |
| Wausau                       | 7, 16, *46             |
| Wisconsin Rapids             | 14                     |

**WYOMING**

|          |      |
|----------|------|
| Buffalo  | 29   |
| Casper   | 2, 6 |
| Cheyenne | 3, 5 |

|              | Channel No. |
|--------------|-------------|
| Cody         | 24          |
| Douglas      | 14          |
| Evanston     | 14          |
| Gillette     | 31          |
| Green River  | 16          |
| Greybull     | 40          |
| Lander       | 17          |
| Laramie      | *8, 18      |
| LoveH        | 36          |
| Lusk         | 19          |
| Newcastle    | 28          |
| Powell       | 30          |
| Rawlins      | 11          |
| Riverton     | 10          |
| Rock Springs | 13          |
| Sheridan     | 9, 12       |
| Thermopolis  | 15          |
| Torrington   | 27          |
| Wheatland    | 24          |
| Worland      | 34          |

**U. S. TERRITORIES AND POSSESSIONS**

**ALASKA**

|           |                     |
|-----------|---------------------|
| Anchorage | 2, *7, 11, 13       |
| Fairbanks | 2, 4, 7, *9, 11, 13 |
| Juneau    | *3, 8, 10           |
| Ketchikan | 2, 4, *9            |
| Seward    | 4, 9                |
| Sitka     | 13                  |

**HAWAIIAN ISLANDS**

|                |                     |
|----------------|---------------------|
| Lihue, Kauai   | 3, *8, 10, 12       |
| Honolulu, Oahu | 2, 4, *7, 9, 11, 13 |
| Wailuku, Maui  | 3, 8, *10, 12       |
| Hilo, Hawaii   | 2, *4, 7, 9, 11, 13 |

**PUERTO RICO**

|          |          |
|----------|----------|
| Arecibo  | 13       |
| Caguas   | 11       |
| Mayaguez | 3, 5     |
| Ponce    | 7, 9     |
| San Juan | 2, 4, *6 |

**VIRGIN ISLANDS**

|                  |        |
|------------------|--------|
| Christiansted    | 8      |
| Charlotte Amalie | 10, 12 |

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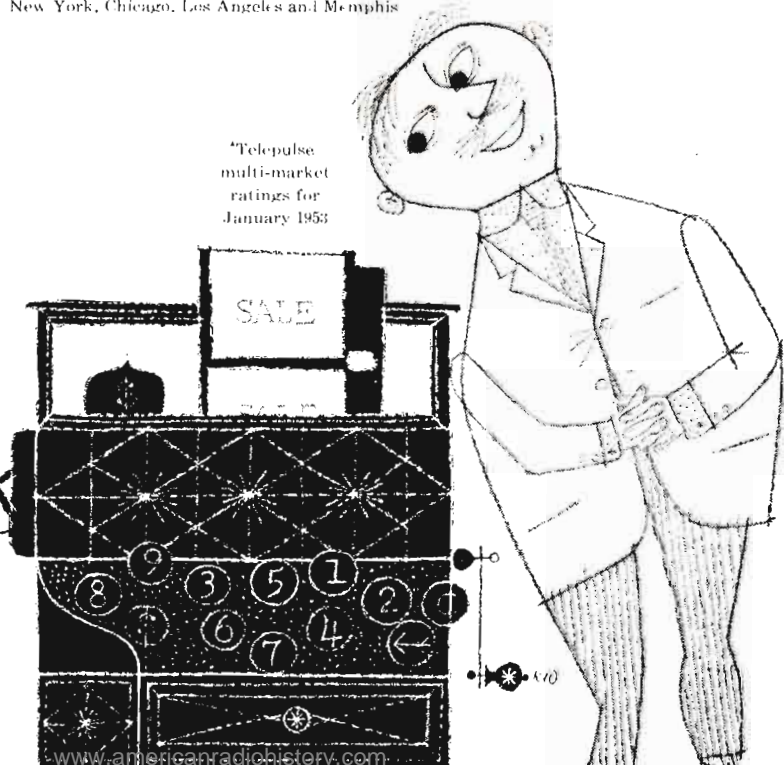
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January 1953





# TELEVISION STATIONS

*Alphabetically Listed  
by Cities — Call Letters*

•

*Personnel*

•

*Facilities*

•

*Other Detailed Information*

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| KGO-TV  | — San Francisco, Calif.   | 884  | KWFT-TV | — Wichita Falls, Tex.         | 914  |
| KHJ-TV  | — Los Angeles, Calif.     | 883  | KXLY-TV | — Spokane, Wash.              | 915  |
| KHQ-TV  | — Spokane, Wash.          | 915  | WAAM-TV | — Baltimore, Md.              | 891  |
| KING-TV | — Seattle, Wash.          | 915  | WABC-TV | — New York, N. Y.             | 899  |
| KKTV    | — Colorado Springs, Colo. | 884  | WABD    | — New York, N. Y.             | 899  |
| KLAC-TV | — Hollywood, Calif.       | 883  | WABI-TV | — Bangor, Me.                 | 891  |
| KMJ-TV  | — Fresno, Calif.          | 881  | WAFM-TV | — Birmingham, Ala.            | 881  |
| KMTV    | — Omaha, Neb.             | 896  | WAGA-TV | — Atlanta, Ga.                | 887  |
| KNBH    | — Hollywood, Calif.       | 883  | WALA-TV | — Mobile, Ala.                | 881  |
| KNXT    | — Hollywood, Calif.       | 883  | WATV    | — Newark, N. J.               | 897  |
| KOB-TV  | — Albuquerque, N. M.      | 899  | WAVE-TV | — Louisville, Ky.             | 890  |
| KOLN-TV | — Lincoln, Neb.           | 896  | WBAL-TV | — Baltimore, Md.              | 893  |
| KONA    | — Honolulu, T. H.         | 917  | WBAP-TV | — Ft. Worth, Tex.             | 913  |
| KOPO-TV | — Tucson, Ariz.           | 881  | WBBM-TV | — Chicago, Ill.               | 887  |
| KOTV    | — Tulsa, Okla.            | 906  | WEEN-TV | — Buffalo, N. Y.              | 899  |
| KPHO-TV | — Phoenix, Ariz.          | 881  | WBKB    | — Chicago, Ill.               | 889  |
| KPIK    | — Los Angeles, Calif.     | 883  | WBNS-TV | — Columbus, O.                | 905  |
| KPIX    | — San Francisco, Calif.   | 884  | WBRC-TV | — Birmingham, Ala.            | 881  |
| KPRC-TV | — Houston, Tex.           | 913  | WBRE-TV | — Wilkes-Barre, Pa.           | 909  |
| KPTV    | — Portland, Ore.          | 906  | WBTB    | — Charlotte, N. C.            | 902  |
| KRLD-TV | — Dallas, Tex.            | 912  | WBZ-TV  | — Boston, Mass.               | 893  |
| KROD-TV | — El Paso, Tex.           | 912  | WCAU-TV | — Philadelphia, Pa.           | 909  |

| Station | City—State           | Page | Station | City—State          | Page |
|---------|----------------------|------|---------|---------------------|------|
| WCBS-TV | New York, N. Y.      | 899  | WLW-D   | Dayton, O.          | 905  |
| WCCO-TV | Minneapolis, Minn.   | 896  | WLW-T   | Cincinnati, O.      | 903  |
| WCPO-TV | Cincinnati, O.       | 903  | WMAL-TV | Washington, D. C.   | 885  |
| WDAF-TV | Kansas City, Mo.     | 896  | WMAR-TV | Baltimore, Md.      | 893  |
| WDEL-TV | Wilmington, Del.     | 885  | WMBR-TV | Jacksonville, Fla.  | 887  |
| WDSU-TV | New Orleans, La.     | 891  | WMCT    | Memphis, Tenn.      | 911  |
| WDTV    | Pittsburgh, Pa.      | 909  | WNAC-TV | Boston, Mass.       | 893  |
| WEEK-TV | Peoria, Ill.         | 889  | WNEF-TV | Binghamton, N. Y.   | 899  |
| WEWS    | Cleveland, O.        | 903  | WNBK    | Cleveland, O.       | 903  |
| WFAA-TV | Dallas, Tex.         | 912  | WNBQ    | Chicago, Ill.       | 889  |
| WFPG-TV | Altoona, Pa.         | 903  | WNBT    | New York, N. Y.     | 900  |
| WFEM-TV | Indianapolis, Ind.   | 890  | WNBW    | Washington, D. C.   | 885  |
| WFIL-TV | Philadelphia, Pa.    | 909  | WNHC-TV | New Haven, Conn.    | 885  |
| WFMJ-TV | Youngstown, O.       | 906  | WOAI-TV | San Antonio, Tex.   | 914  |
| WFMY-TV | Greensboro, N. C.    | 902  | WOC-TV  | Davenport, Ia.      | 890  |
| WFPG-TV | Atlantic City, N. J. | 897  | WOI-TV  | Ames, Ia.           | 890  |
| WGAL-TV | Lancaster, Pa.       | 907  | WOOD-TV | Grand Rapids, Mich. | 895  |
| WGN-TV  | Chicago, Ill.        | 889  | WOR-TV  | New York, N. Y.     | 900  |
| WHAM-TV | Rochester, N. Y.     | 900  | WOW-TV  | Omaha, Neb.         | 897  |
| WHAS-TV | Louisville, Ky.      | 890  | WPIX    | New York, N. Y.     | 900  |
| WHBF-TV | Rock Island, Ill.    | 889  | WPTZ    | Philadelphia, Pa.   | 909  |
| WHEN    | Syracuse, N. Y.      | 902  | WRGB    | Schenectady, N. Y.  | 900  |
| WHIO-TV | Dayton, O.           | 905  | WROV-TV | Roanoke, Va.        | 915  |
| WHUM-TV | Reading, Pa.         | 909  | WSAZ-TV | Huntington, W. Va.  | 916  |
| WICC-TV | Bridgeport, Conn.    | 885  | WSB-TV  | Atlanta, Ga.        | 887  |
| WICU    | Erie, Pa.            | 907  | WSBA-TV | York, Pa.           | 909  |
| WISE-TV | Asheville, N. C.     | 902  | WSBT-TV | South Bend, Ind.    | 890  |
| WJAC-TV | Johnstown, Pa.       | 907  | WSLS-TV | Roanoke, Va.        | 915  |
| WJAR-TV | Providence, R. I.    | 911  | WSM-TV  | Nashville, Tenn.    | 911  |
| WJBK-TV | Detroit, Mich.       | 893  | WSPD-TV | Toledo, O.          | 905  |
| WJIM-TV | Lansing, Mich.       | 895  | WSYR-TV | Syracuse, N. Y.     | 902  |
| WJTV    | Jackson, Mich.       | 896  | WTAR-TV | Norfolk, Va.        | 915  |
| WKAB-TV | Mobile, Ala.         | 881  | WTMJ-TV | Milwaukee, Wis.     | 916  |
| WKBN-TV | Youngstown, O.       | 906  | WTOP-TV | Washington, D. C.   | 886  |
| WKNB-TV | New Britain, Conn.   | 885  | WTTG    | Washington, D. C.   | 886  |
| WKNX-TV | Saginaw, Mich.       | 895  | WTTV    | Bloomington, Ind.   | 889  |
| WKRC-TV | Cincinnati, O.       | 903  | WTVJ    | Miami, Fla.         | 887  |
| WKTV    | Utica, N. Y.         | 902  | WTVN    | Columbus, O.        | 905  |
| WKY-TV  | Oklahoma City, Okla. | 906  | WTVR    | Richmond, Va.       | 915  |
| WKZO-TV | Kalamazoo, Mich.     | 895  | WWJ-TV  | Detroit, Mich.      | 895  |
| WLTV    | Atlanta, Ga.         | 887  | WXEL    | Cleveland, O.       | 903  |
| WLVA-TV | Lynchburg, Va.       | 914  | WXYZ-TV | Detroit, Mich.      | 895  |
| WLW-C   | Columbus, O.         | 905  | XELD-TV | Brownsville, Tex.   | 911  |



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# TV STATIONS IN THE UNITED STATES



## ALABAMA

### WAFM-TV

BIRMINGHAM—1949—ABC-CBS  
DUM

Channel: 13... AP: 13.6 Kw... VP: 26 Kw.  
Owned-Oper. By... The Television Corp.  
Business-Studio Address... Protective Life Bldg.  
Phone Number... 4-0501  
Air Time... 99½ hours weekly  
ibNews Service... UP  
Representative... CBS TV Spot Sales  
Membership... NARTB  
Ch. of the Board... Ed Norton  
Pres., Treas... Thad Holt  
Gen., Sta., Comm. Mgr... C. P. Persons, Jr.  
Prog. Service Mgr... Owens Alexander  
Chief Engineer... Jimmy Evans  
Business Manager... E. H. Mitchell, Jr.  
Consulting Engr... A. D. Ring & Co.

### WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 6... AP: 17.50 Kw... VP: 35 Kw.  
Owned-Oper. By... Birmingham Bcstg. Co.  
Bus.-Studio Address... P. O. 2311  
Phone Number... 4-7741  
Transmitter Location... Red Mountain  
Air Time... 120 hours weekly  
News Service... AP, INS  
Representative... Paul H. Raymer Co.  
President... Eloise Smith Hanna  
General Manager... G. P. Hamann  
Commercial Manager... Leroy Reaves

### WALA-TV

MOBILE—1953—ABC-CBS-NBC

Channel: 10 VHF... AP: 235 Kw... VP: 316 Kw.  
Owned-Oper. By... Pape Bcstg. Co., Inc.  
Address... P. O. Box 1548  
Representative... Headley-Reed  
General Manager... William Pape

### WKAB-TV

MOBILE—1953—DuM-CBS

Channel: 48 UHF... AP: 12 Kw... VP: 22.5 Kw.  
Owned-Oper. By... Pursley Bcstg. Service  
Address... P. O. Box 1306  
Representative... Forjoe  
General Manager... Robert H. Moore  
Program Director... Carl Junker

## ARIZONA

### KPHO-TV

PHOENIX—1949  
ABC-CBS-NBC-DuM

Channel: 5... AP: 8.75 Kw... VP: 17.5 Kw.  
Owned-Oper. By... Meredith Engineering Co., Inc.  
Studio Address... 631 North First Ave.  
Phone Number... AL 4-7357  
Transmitter Location... Westward Ho Hotel  
Air Time... 100 hours weekly  
News Service... AP  
Representative... Katz  
President... E. T. Meredith  
Station Manager... Richard B. Rawls  
Commercial Manager... Julian Kaufman  
Prom., Publ. Dir... Lee Kerry  
Program Director... Arthur Sprinkle  
Dir. of News & Spec. Events... Jack Murphy  
Film Manager... Ray Gallagher

### KOPO-TV

TUCSON—1953

Channel: 13 VHF... AP: 160 Kw... VP: 316 Kw.  
Owned-Oper. By... Old Pueblo Bcstg. Co.  
Address... 115 W. Drachman St.  
President... Harold C. Tovrea  
Consulting Engineer... E. C. Page

## CALIFORNIA

### KMJ-TV

FRESNO—1953—NBC

Channel: 24 UHF... AP: 53 Kw... VP: 105 Kw.  
Owned-Operated By... McClatchy Bcstg. Co.  
Address... 21st & Q, Sacramento  
Representative... Raymer  
General Manager... William Sanford  
Sales Manager... Leo Ricketts  
Consulting Engineer... George C. Davis

### KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7... AP: 14.7 Kw... VP: 29.4 Kw.  
Owned-Oper. By... American Bcstg Co., Inc.  
Business-Studio Address... ABC-TV Center  
Phone Number... NOrmandy 3-3311  
Air Time... 87½ hours weekly  
News Service... AP, INS  
Representative... ABC Spot Sales  
President... Robert E. Kintner (ABC)  
Board Chairman... Edward Noble  
Western Div. TV Dir... Donn B. Tatum  
Station Mgr... Phil Hoffman  
Sales Manager... Frank King

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| <b>SATURDAY</b><br>12:00 NOON to 6:00 P.M.*             |                            | <b>56.8</b> |
| <b>SUNDAY</b><br>12:00 NOON to 6:00 P.M.                |                            | <b>32.2</b> |
| <b>SUNDAY thru SATURDAY</b><br>6:00 P.M. to 11:00 P.M.* |                            | <b>23.7</b> |
| Share of TV audience 1952                               |                            |             |

**CHANNEL 5**

KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.\*\*

\*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday, Sunday thru Saturday 6 p.m.-12 midnight.

\*\*Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.



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 TV Program Manager . . . . . James Pollak  
 Sales Promotion Dir. . . . . C. Merwin Travis  
 Dir. of News & Special Events . . . F. La Tourette  
 Production Manager . . . . . Darrell E. Ross  
 Publicity Director . . . . . Jerry Ross  
 Film Director . . . . . Eloise Reeves  
 Manager TV Engr. . . . . Cameron G. Pierce  
 Tech. Operations Mgr. . . . . Philip G. Caldwell  
 Consulting Engineers . . . . . Kear & Kennedy

Representative . . . . . CBS TV spot Sales  
 News Service . . . . . AP, UP  
 Membership . . . . . NARTB  
 Pres. of CBS-TV, Inc. . . . . J. L. Van Volkenburg  
 General Mgr. . . . . James T. Aubrey, Jr.  
 Comm. Mgr. . . . . Edmund C. Bunker  
 Program Dir. . . . . Don Hine  
 Prom. Pub. Dir. . . . . Dean D. Linger  
 Dir. of News & Spec. Events . . . Grant Holcomb  
 Chief Engineer . . . . . Lester H. Bowman

**KLAC-TV**  
 HOLLYWOOD—1948

Channel: 13 . . . AP: 15.75 Kw. . . VP: 31.4 Kw.  
 Owned-Oper. By . . . . . KMTR Radio Corp.  
 Bus. Studio Address . . . 1000 N. Cahuenga Blvd.  
 Phone Number . . . . . HUDson 2-7311  
 Air Time . . . . . 98 hours weekly  
 News Service . . . . . INS, UP  
 Representative . . . . . Katz Agency Inc.  
 Membership . . . . . BAB  
 President . . . . . M. W. Hall  
 Gen. Sta. Mgr. . . . . Don Feddersen  
 Commercial Manager . . . . . Dave Lundy  
 Program Director . . . . . Fred Henry  
 Promotion Director . . . . . Warren Earl  
 Dir. of News . . . . . Ed Lyon  
 Publicity Director . . . . . Lec Guild  
 Director of Film, Remotes . . . . Fred Henry  
 Sgls Mgr. . . . . Bob Klein  
 Chief Engineer . . . . . Robert W. Conner  
 Consulting Engr. . . . . Craven, Lohnes & Culver

**KHJ-TV**  
 LOS ANGELES—1948

Channel: 9 . . . AP: 15.7 Kw. . . VP: 30.2 Kw.  
 Owned-Oper. By . . . . . General Teleradio, Inc.  
 Business-Studio Address . . . 1313 N. Vine St.  
 Phone Number . . . . . HUDson 2-2133  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 70 hours weekly  
 News Service . . . . . AP, INS  
 Pres., (Dcn Lee, Div.) . . . . . Willet H. Brown  
 Film Mgr. . . . . James H. Love  
 Sales Mgr. . . . . John Reynolds  
 Operations Director . . . . . Tony LaFranc  
 Chief Engineer . . . . . Robert Arne  
 Address . . . . . Security Bldg., Long Beach

**KNBH**  
 HOLLYWOOD—1949—NBC

Channel: 4 VHF . AP: 13.32 Kw. . VP: 25.25 Kw.  
 Owned-Oper. By . . . National Broadcasting Co.  
 Bus. Studio Address . . . . . Sunset & Vine St.  
 Phone Number . . . . . Hollywood 9-6161  
 Air Time . . . . . 15 hours daily  
 News Service . . . . . AP, INS, UP  
 Membership . . . . . NARTB  
 Station Mgr. . . . . Donald A. Norman  
 Comm. Mgr. . . . . Doty Edouarde  
 Program Dir. . . . . Harmon Nelson  
 Dir. of News & Spec. Events . . . . Roy Neal  
 Promotion Dir. . . . . J. C. Kenaston  
 Publicity Director . . . . . Robert Pelgram  
 Film Director . . . . . George Burke  
 Director of Remotes . . . . . William Bennington  
 Chief Engineer . . . . . Alfred Saxton

**KTLA**  
 LOS ANGELES—1947  
 PARAMOUNT

Channel: 5 . . . . . AP: 15 Kk. . . . . VP: 30 Kw.  
 Owned-Oper. . . . . Paramount TV Productions, Inc.  
 Business Studio Address . . . 5451 Marathon St.  
 Phone Number . . . . . Hollywood 9-3181  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 70 hours weekly  
 News Service . . . . . UP  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NARTB  
 Pres. Para. T.V Prods. . . . . Paul Raibourn  
 Gen. Mgr. & V-P, Paramount  
 T.V Prods. . . . . Klaus Landsberg  
 Sales Manager . . . . . Harry Maynard  
 Publicity Director . . . . . Howard Wormser  
 Production Coordinator . . . . J. Gordon Wright  
 News Editor . . . . . Gilbert Martyn  
 Newsroom Supervisor . . . . . Dick Keusink  
 Accounting Department Spvsr. . . Lela M. Regan  
 Film Director . . . . . Leleand G. Muller  
 Remote Engr. Op. Spvsr. . . . . John D. Silva  
 Engineering Spvsr. . . . . Raymond M. Moore  
 Studio Engr. Op. Spvsr. . . . . Roy White  
 Trans. Op. Spvsr. . . . . William S. Barnard  
 Audio Op. Spvsr. . . . . Rex D. Kepple

**KNXT**  
 HOLLYWOOD—1948—CBS

Channel: 2 VHF . . AP: 12.5 Kw. . . VP: 25 Kw.  
 Owned-Oper. By . . . . . CBS Inc.  
 Business-Studio Address . . . 1313 N. Vine St.  
 Phone Number . . . . . HOLLYwood 9-1212  
 Air Time . . . . . 15½ hours daily

# KTTV

LOS ANGELES—1949—DuM

Channel: 11 VHF.. AP: 16.6 Kw.. VP: 30.9 Kw.  
 Owned-Oper. By.....KTTV, Inc.  
 Business Address.....5746 Sunset Blvd.  
 Phone Number.....HUdson 2-7111  
 Air Time.....14 hours daily  
 News Service.....AP  
 Representative.....Blair-TV, Inc.  
 Membership.....NARTB  
 President.....Norman Chandler  
 General Manager.....Richard A. Moore  
 Program Dir.....Robert Breckner  
 Promotion Dir.....Jack O'Mara  
 Dir. of News, Spec. Events  
     and Remotes.....Roy Maypole  
 Production Mgr.....Charles Bulotti  
 Publicity Dir.....Bobbe Valentine  
 Film Manager.....Dale Sheets  
 Chief Engineer.....Edward Benham

# KFMB-TV

SAN DIEGO—1949—ABC-CBS-NBC  
 DUMONT

Channel: 8 VHF.. AP: 13.7 Kw.. VP: 27 Kw.  
 Owned-Oper. By.....Wrather-Alvarez, Inc.  
 Business Address.....1405 Fifth Ave.  
 Phone Number.....Main 2114  
 Air Time.....14 hours daily  
 Representative.....Branham  
 News Service.....AP, UP  
 Membership.....NARTB  
 President.....Jack D. Wrather  
 General Manager.....Howard L. Chernoff  
 Commercial Manager.....William Edholm  
 Dir. of News & Spec. Events..Paul W. White  
 Production Mgr.....Hal Coddon  
 Prom., Pub. Rel.....Lisle F. Shoemaker  
 Prog., Film Manager.....Bill Fox  
 Chief Engineer.....Thornton Chew

# KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7 VHF... AP: 13 Kw... VP: 27 Kw.  
 Owned-Oper. By.....American Bcstg. Co.  
 Business Address.....155 Montgomery St.  
 Phone Number.....Exbrook 2-6544  
 Air Time.....12 hours daily  
 Representative.....ABC Spot Sales  
 President (ABC).....Robert E. Kintner  
 General Mgr.....James H. Connolly  
 Station Mgr.....Vincent Francis  
 Comm. Mgr.....David Sacks  
 Program Director.....Bloyce Wright  
 Promotion Director.....Gordon Grannis  
 Dir. of News and Spe. Events...Vic Reed  
 Production Manager.....Bill Hollenbeck  
 Publicity Director.....Gordon Grannis  
 Film Manager.....Ruth Shepard

Director of Remotes.....Bill Hollenbeck  
 Chief Engineer.....A. E. Evans

# KPIX

SAN FRANCISCO—1948—CBS  
 DUMONT

Channel: 5 VHF.. AP: 8.5 Kw.. VP: 17 Kw.  
 Owned-Oper. By.....KPIX, Inc.  
 Address.....2655 Van Ness Ave.  
 Phone Number.....PRospect 6-5100  
 Air Time.....14 hours daily  
 News Service.....INS, UP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Wesley I. Dumm  
 Sta., Gen. Mgr.....Philip G. Lasky  
 Commercial Manager.....Lou Simon  
 Dir. of Prog., News, Spec. Events;  
     Film Mgr.....Sanford Spillman  
 Production Manager.....George Mathiesen  
 Promotion Dir.....Frank Schiro  
 Film Director.....William Ray  
 Dir. of Engineering.....A. E. Towne  
 Consulting Engineer Universal Research Labs

# KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF.. AP: 7.7 Kw.. VP: 14.5 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.  
 Business Studio Address.....901 Mission St.  
 Phone Number.....GARfield 1-1100  
 News Service.....AP  
 Representative.....Free and Peters  
 Membership.....NARTB  
 President.....G. T. Cameron  
 General Manager.....Charles Thierlot  
 Director of Television.....Harold P. See  
 Comm. & Film Mgr.....Norman Louvau  
 Program Dir.....Douglas Elleson  
 Prom., Pub. Dir.....R. Irving  
 Chief Engineer.....L. Berry Hill  
 Consulting Engineer.....Robert Hammett

# COLORADO

# KKTV

COLORADO SPRINGS—1953—  
 ABC-CBS-DuM

Channel: 11 VHF.. AP: 125 Kw.. VP: 250 Kw.  
 Owned-Operated By.....TV Colorado, Inc.  
 Address.....Exchange Nat'l Bank Bldg.  
 Representative.....Hollingbery  
 General Manager.....Bob Ellis  
 Sales Manager.....Jim Russell  
 Consulting Engineer.....E. C. Page

# KBTV

DENVER—1953—ABC-CBS

Channel: 9 VHF.. AP: 120 Kw.. VP: 240 Kw.

Owned-Operated By..... Colo. TV Corp.  
 Address..... 1022 Midland Savings Bank Bldg.  
 Representative..... Free & Peters  
 General Manager..... Joseph Herold  
 Sales Manager..... Jerry Lee  
 Program Manager..... Sam Worsham  
 Film Manager..... W. L. Murray  
 Consulting Engineer..... A. Earl Cullum, Jr.

## K F E L - T V

DENVER—1952—NBC-DuM

Channel: 2 VHF.. AP: 28.5 Kw.. VP: 56 Kw.  
 Owned-Operated By.. Eugene P. O'Fallon, Inc.  
 Address..... Albany Hotel  
 Representative..... Blair-TV  
 General Manager..... Gene O'Fallon  
 Sales Manager..... Bill Conklin  
 Consulting Engineer

Commercial Radio Equip. Co.

## CONNECTICUT W N H C - T V

NEW HAVEN—1948  
 ABC-CBS-NBC-DuM

Channel: 6 VHF.. AP: 7.5 Kw.. VP: 15.1 Kw.  
 Owned-Oper. By.... The Elm City Bcstg. Corp.  
 Business-Studio Address..... 1110 Chapel St.  
 Phone Number..... Spruce 7-3611  
 Air Time..... 17 hours daily  
 News Service..... AP, INS  
 Representative..... Katz  
 Membership..... NARTB  
 President..... Patrick J. Goode  
 Sec.-Treas..... Aldo De Dominici  
 Exec. V.P..... Edward D. Taddei  
 Sta. Mgr., Prog. Dir..... Edward C. Obrist  
 Comm. Mgr., Film Buyer. J. Vincent Callahan  
 Prom., Pub. Dir..... James W. Evans  
 Dir. News & Spec. Events.. W. Rockwell Clark  
 Production Mgr..... David K. Harris  
 Chief Engineer..... Vincent DeLaurentis  
 Consulting Engineer..... Garo W. Ray

## W I C C - T V

BRIDGEPORT—1952—ABC

Channel: 43 UHF..... 182 ERP  
 Owned-Oper. By..... Southern Conn. & Long  
 Island Bcstg. Co.  
 Business Address..... 114 State St.  
 Air Time..... 7 hours daily  
 News Service..... INS  
 Representative..... Adam Young  
 Membership..... NARTB, BAB  
 Pres., Gen. Mgr., Ch. Eng... Philip Merryman  
 Prog. Mgr., Dir. TV Oper..... Wallie Dunlap  
 Comm. Mgr..... Manning Slater  
 Prom., Pub. Dir..... Jay Hoffer  
 Dir. of News & Spec. Events..... Jim Elliott  
 Film Ed..... Elliott Weisman

## W K N B - T V

NEW BRITAIN—1952

CBS Primary, Du M. Secondary

Channel: 30 UHF.. AP: 103 Kw.. VP: 206 Kw.  
 Owned-Oper. By..... New Britain Bcstg. Co.  
 Address..... 213 Main St.  
 Phone Number..... Baldwin 3-3603  
 Air Time..... 7 hours daily  
 Representative..... Bolling  
 President..... Julian Gross  
 General Mgr..... Peter B. Kenney  
 Commercial Mgr..... David Scott  
 Publicity Dir..... Irwin Needles  
 Film Manager..... Jack J. Fox  
 Chife Engineer..... John Shipley  
 Consulting Engineer..... George C. Davis

## DELAWARE

## W D E L - T V

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF.. AP: 2.5 Kw.. VP: 2.5 Kw.  
 Owned-Oper. By..... WDEL, Inc.  
 Business-Studio Address..... 10th & King Sts.  
 Air Time..... 105 hours weekly  
 Phone Number..... 7266  
 News Service..... UP  
 Representative..... Meeker  
 Membership..... NARTB  
 Station Executive..... Clair R. McCollough  
 Station Manager..... J. Gorman Walsh  
 National Sales Manager..... J. Robert Gulick  
 Program Director..... James Adshead  
 Technical Director..... J. E. Mathiot

## DIST. OF COLUMBIA

## W N B W

WASHINGTON—1947—NBC

Channel: 4.... AP: 10.5 Kw.... VP: 20.5 Kw.  
 Owned-Oper. By.... National Bcstg. Co., Inc.  
 Business-Studio Address. Wardman Park Hotel  
 Phone Number..... AD 4-5400  
 Air Time..... 115¼ Hours Weekly  
 News Service..... AP, INS, UP  
 Representative..... NBC Television Spot Sales  
 Membership..... NARTB  
 Pres..... Frank White  
 V.P., General Manager.... Carleton D. Smith  
 Dir. of Sales..... Joseph Goodfellow  
 Commercial Manager..... Charles de Lozier  
 Program Director..... Ralph Burgin  
 Press, Ad., Prom. Spvsr..... Robert Adams  
 Dir. News & Spe. Events..... Cassius Keller  
 Film Dir..... George Dorsey  
 Chief Engineer..... John G. Rogers

(See Page 886)

## W M A L - T V

WASHINGTON, D. C.—1947—ABC

Channel: 7 VHF.. AP: 12 Kw.. VP: 22 Kw.



Owned-Oper. By The Evening Star Bcstg. Co.  
 Address.....4461 Connecticut Ave., N.W.  
 Phone Number.....Kellogg 7-1100  
 Air Time.....12 hours daily  
 Newspaper Affiliation.....The Evening Star  
 Membership.....NARTB  
 News Service.....AP  
 President.....S. H. Kauffmann  
 V.P. & Gen. Mgr.....K. H. Berkeley  
 Director of Sales.....Mahlon A. Glascock  
 TV Sales Mgr.....George L. Greisbauer  
 Dir. of News & Spec. Events.....Bryson Rash  
 Production Mgr.....Charles Bishop  
 Chief Engineer.....Frank Harvey

## W T O P - T V

WASHINGTON—1949—CBS

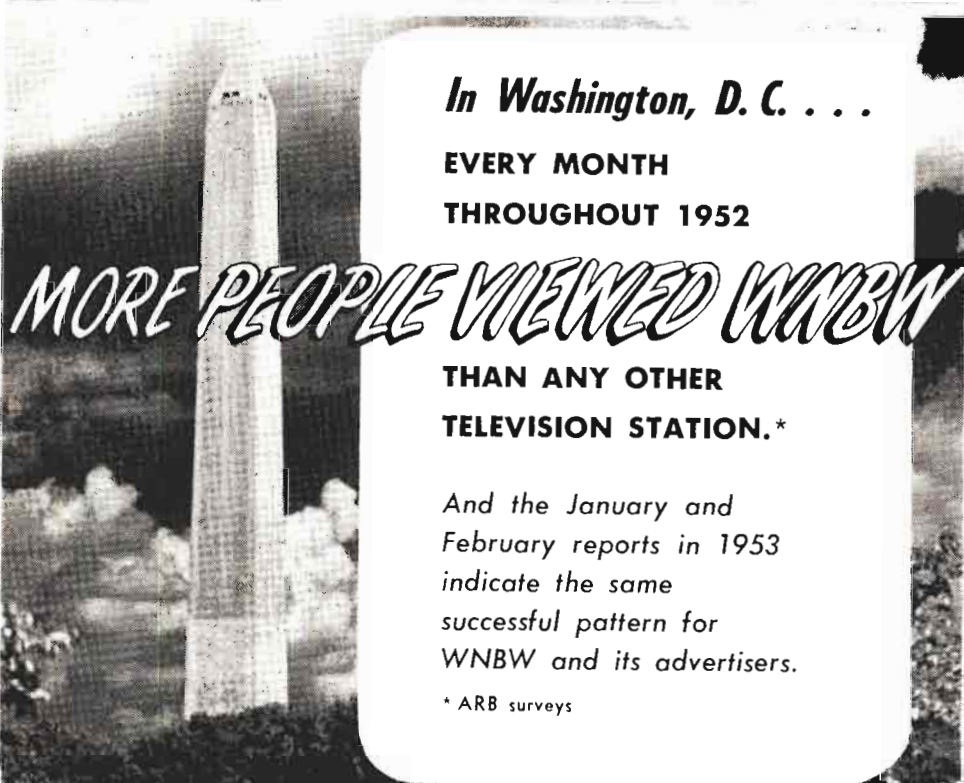
Channel: 9 VHF.. AP: 14.4 Kw.. VP: 27.3 Kw.  
 Owned-Oper. By.....WTOP, Inc.  
 Business Address.....Warner Building  
 Phone Number.....ME 8-3200  
 Air Time.....16 hours daily  
 Newspaper Affiliation.....Washington Post  
 News Service.....AP, INS, UP  
 Membership.....NARTB  
 Pres., Gen. Mgr.....John Hayes  
 V.P., Comm. Mgr.....George Hartford

V.P., Prog. Dir.....Lloyd Dennis  
 Promotion Dir.....Warren Booram  
 Dir. of News & Spec. Events.....William Wood  
 Production Mgr.....H. Thomas Tausig  
 Pub. & Prom. Director.....Cody Pfanstiehl  
 Film Director.....C. D. Dyatt  
 V.P., Chief Eng.....Clyde Hunt

## W T T G

WASHINGTON—1947—DuM

Channel: 5 VHF.. AP: 10.5 Kw.. VP: 17.5 Kw.  
 Owned-Oper. By.. Allen B. DuMont Labs., Inc.  
 Business-Studio Address.....Hotel Raleigh  
 Phone Number.....STERling 5300  
 Air Time.....14½ hours daily  
 News Service.....UP  
 Representative.....Blair-TV  
 Membership.....NARTB  
 President.....Dr. Allen B. DuMont  
 General Manager.....Walter Compton  
 Comm. Mgr.....Neal J. Edwards  
 Dir. of Spec. Events.....Donald G. Roper  
 Prom., Pub. Dir.....George Flax  
 Production Mgr.....Francis V. Guidice  
 Program Director.....Roger Coelos  
 Film Director.....Jules Huber  
 Chief Engineer.....Malcolm M. Burlison



*In Washington, D. C. . . .*

**EVERY MONTH**

**THROUGHOUT 1952**

**MORE PEOPLE VIEWED WNBW**

**THAN ANY OTHER**

**TELEVISION STATION.\***

*And the January and February reports in 1953 indicate the same successful pattern for WNBW and its advertisers.*

\* ARB surveys

## FLORIDA W M B R - T V

JACKSONVILLE—1949  
ABC-CBS-NBC-DuM

Channel: 4 VHF... AP: 7.4 Kw... VP: 14.8 Kw.  
Owned-Operated By... Florida Bcstg. Co.  
Business Address... 605 S. Main  
Phone Number... 9-4475  
Air Time... 17 hours daily  
News Service... UP  
Representative... Avery-Knodel  
Membership... NARTB  
General Manager... Glenn Marshall, Jr.  
Pgm., Prom. Director... Bernie Adams  
Operations Mgr... Bill Torry  
Comm. Mgr... Charles Stone  
Program Dir... Bill Allyn  
Dir. of News & Spec. Events... Bill Grove  
Production Mgr... Harry Kalkines  
Chief Engineer... Ernest Vondermarks  
Consulting Engineer... Andrew Ring

## W T V J

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4 VHF... AP: 8.25 Kw... VP: 16.5 Kw.  
Owned-Oper. By... Southern Radio & TV  
Equipment Co.  
Address... 316 N. Miami Ave.  
Phone Number... 82-6671  
Air Time... 17½ hours daily  
News Service... UP  
Representative... Free & Peters  
President... Mitchell Wolfson  
Vice-Pres., Gen. Mgr... Lee Ruwitch  
Operations Mgr... John A. Shay  
Comm. Mgr... John S. Rllen  
Program Director... Lee Phillips  
Pub. & Prom. Director... Burt Toppan  
Film Director... Labe B. Mell  
Production Mgr... Ashe Dawes  
Director of Remotes... Jesse Cripe  
Dir. of News & Special Events... Ralph Renick  
Chief Engineer... Earl W. Lewis

## GEORGIA W A G A - T V

ATLANTA—1949—CBS-DuM

Channels: 5... AP: 14 Kw... VP: 26 Kw.  
Owned-Operated By... Storer Bcstg. Co., Inc.  
Bus. Studio Address... 1018 W. Peachtree, N.W.  
Phone Number... Vernon 3553  
Air Time... 105 hours weekly  
News Service... AP  
Representative... Katz  
President... George B. Storer  
Managing Dir... Glenn C. Jackson  
Commercial Manager... John W. Collins, Jr.  
Program Dir... Don Naylor  
News Director... Dale Clark

Promotion Mgr... Para Lee Brock  
Merchandising Mgr... David Mayo  
Chief Engineer... Hugo Pondy

## W L T V

ATLANTA—1951—ABC

Channel: 8... AP: 12.5 Kw... VP: 23.8 Kw.  
Owned-Oper. By... Broadcasting Inc.  
Address... 15 Forsyth St. S.W.  
Phone Number... CYpress 6676  
Air Time... Varies  
News Service... AP  
Representative... Harrington, Righter & Parsons  
Membership... NARTB  
President... Walter C. Sturdivant  
Gen., Sta. Mgr... William T. Lane  
Commercial Manager... Charles Grisham  
Prog., Prom., Publ. Film Dir.  
Roger O. Van Duzer  
Chief Engineer... Harvey J. Aderhold  
Production Manager... John Sever  
News Director... Bob Hendrickson

## W S B - T V

ATLANTA—1948—NBC

Channel: 2 VHF... AP: 25 Kw... VP: 50 Kw.  
Owned-Oper. By... The Atlanta Newspapers  
Address... 1801 W. Peachtree  
Phone Number... Atwood 3827  
Air Time... 98 hours weekly  
Newspaper Affiliations... Atlanta News., Inc.  
News Service... AP  
Representative... Petry  
Membership... NARTB  
Managing Director... J. Leonard Reinsch  
General Manager... John M. Outler, Jr.  
Station Manager... Marcus Bartlett  
Promotion Director... Vincent Piamo  
Dir. of News & Spec. Events... James Bridges  
Production Manager... Mark Taulson  
Publicity Director... Wayne Anderson  
Film Director... Jean Hendrix  
Chief Engineer... C. F. Daugherty

## ILLINOIS

## W B B M - T V

CHICAGO—1941—CBS

Channel: 4 VHF... AP: 12.7 Kw... VP: 25.4 Kw.  
Owned-Operated By... CBS TV  
Bus., Studio Address... 175 North State St.  
Phone Number... RAndolph 6-8210  
Air Time... 16½ hours daily  
News Service... UP, INS  
Representative... CBS TV Spot Sales  
V.P. Central Div... H. Leslie Atlas  
Operations Dir... Ken Craig  
Sales Mgr... George Arkedis  
Promotion Manager... John Curry  
Program Director... Thomas A. Bland  
Chief Engineer... William P. Kusack

**...A *solution* TO YOUR  
CHICAGO SALES PROBLEMS**

---

DURING 1952, more local retail and national spot advertisers sponsored *programs* on WGN-TV than on any other TV station in Chicago.

These advertisers are selling a great, receptive and active buying audience.

If you are seeking sales in the Chicago market (and who isn't) WGN-TV is your answer.

---



The Chicago Tribune Television Station

# W B K B

## CHICAGO—1948—ABC

Channel: 7 VHF. AP: 14.0 Kw. VP: 28.3 Kw.  
 Owned-Operated By.....American Bcstg. Co.  
 Business-Studio Address....20 N. Wacker Dr.  
 Phone Number.....ANdover 3-0800  
 Air Time.....94½ hours weekly  
 News Service.....AP, INS  
 Representative.....Blair-TV  
 Membership.....NARTB, BAB  
 V.P., Gen. Mgr.....John Mitchell  
 Mgr. of TV Dept.....Monte Fassknacht  
 Sales Manager.....Joseph G. Fisher, Jr.  
 Program Mgr.....Sterling Quinlan  
 Promotion Dir.....James Duffy  
 Dir. of News & Spec. Events.....Cornelius O'Dea  
 Publicity Director.....Elliott Henry  
 Film Director.....Larry Kelly  
 Chief Engineer.....Edward C. Horstman  
 Eng.-Oper. Super.....Floyd Timberlake

# W N B Q

## CHICAGO—1949—NBC

Channel: 5 VHF. AP: 12.29 Kw. VP: 23.25 Kw.  
 Owned-Operated By.....National Bcstg. Co.  
 Business-Studio Address....Merchandise Mart  
 Phone Number.....SUperior 7,8300  
 Air Time.....17:45 hours daily  
 News Service.....AP, INS, UP  
 Representative.....NBC Spot Sales  
 Membership.....NARTB  
 President of NBC.....Joseph McConnehl  
 V.P. & Gen. Mgr.....Harry Kopf  
 TV Manager.....Jules Herbuveaux  
 Commercial Manager.....John J. McPartlin  
 Program Director.....George Heinemann  
 Promotion Director.....John Keys  
 Dir. of News & Spec. Events.....William B. Ray  
 Publicity Director.....Chet Campbell  
 Film Procurement.....Isabel Cooney  
 Chief Engineer.....Howard C. Luttgens

# W G N - T V

## CHICAGO—1948—DuM

Channel: 9 VHF. AP: 14.5 Kw. VP: 29.0 Kw.  
 Owned-Operated By.....WGN, Inc.  
 Business Address....441 N. Michigan Ave  
 Phone Number.....SUperior 7-0100  
 Air Time.....95-100 hours weekly  
 Newspaper Affiliation.....Chicago Tribune  
 News Service.....AP, UP, AP  
 Representative.....George P. Hollingbery  
 President.....Col. Robert R. McCormick  
 Station Manager.....Frank P. Schreiber  
 Commercial Manager.....William A. McGuineas  
 TV Sales Manager.....Ted Weber  
 Program Director.....J. E. Farraghan  
 Newsreel Director.....Spencer Allen  
 Operations Director.....George E. Peterson  
 Promotion Director.....Charles A. Wilson

Publicity Director.....James Hanlon  
 Film Director.....Elizabeth Bain  
 Director of Remotes.....Donald Cook  
 Chief Engineer.....Carl J. Meyers

# W E E K - T V

## PEORIA—1953

### ABC-CBS-NBC-DuM

Channel: 43 UHF. AP: 88 Kw. VP: 175 Kw.  
 Owned-Operated By.....West Central Bcstg. Co.  
 Address.....1000 Comm. Nat'l Bank Bldg.  
 Representative.....Headley-Reed  
 General Manager.....Fred C. Mueller  
 Sales Manager.....William J. Flynn  
 Film Director.....Robert C. Fransen  
 Consulting Engineers.....McIntosh & Inglis

# W H B F - T V

## ROCK ISLAND—1950—ABC-CBS

### DuM

Channel: 4.....AP: 11.7 Kw. VP: 23.5 Kw.  
 Owned-Oper. By.....Rock Island Bcstg. Co.  
 Bus.-Trans. Address....Telco Bldg., 231 18th St.  
 Phone Number.....R. I. 6-5441  
 Air Time.....80 hours weekly  
 Newspaper Affil....."The Argus"  
 News Service.....INS  
 Representative.....Avery-Knodel, Inc.  
 Membership.....NARTB, BAB  
 President.....Ben H. Potter  
 Gen., Sta. Mgr.....Leslie C. Johnson  
 Commercial Manager.....Maurice Corken  
 Program Director.....Forest W. Cooke  
 Prom., Publ. Director.....(Miss) Fern Hawks  
 Prod., News, Spe. Ev. D'r.....William Ellison  
 Chief Engineer.....Robert J. Sinnett  
 Consulting Engineer.....E. C. Page

# INDIANA

# W T T V

## BLOOMINGTON—1949

### ABC-CBS-NBC-DuM

Channel: 10 VHF. AP: 13.45 Kw. VP: 26.9 Kw.  
 Owned-Oper. By.....Sarkes Tarzian, Inc.  
 Address.....East Hillside Drive  
 Phone Number.....2-1407  
 Air Time.....12½ hours daily  
 News Service.....AP, INS  
 Representative.....Robert Meeker Assoc.  
 Membership.....NARTB, BAB  
 President.....Sarkes Tarzian  
 Gen., Sta. Mgr.....Robert Lemon  
 Gen. Sales Mgr.....No-man Cissna  
 Prog. Mgr., Dir. of Remotes.....Robert Petranoff  
 Prom., Pub. Dir.....Susan Bartlett  
 Dir. of News & Spec. Events.....Edward Keath  
 Production Mgr.....Steve Briggs  
 Film Mgr.....Jerry Danziger  
 Chief Engineer.....Morton L. Weigel  
 Consulting Engineer.....Kear & Kennedy

# WFBM-TV

INDIANAPOLIS—1949  
ABC-CBS-NBC-DuM

Channel: 6 AP: 18.1 Kw VP: 30.8 Kw.  
Owned-Operated By WFBM, Inc.  
Bus. Studio Address 1330 N. Meridian St.  
Phone Number Lincoln 8506  
Air Time 116½ hours weekly  
News Service AP, INS  
Representative Katz  
Membership NARTB  
Pres., Gen., Sta. Mgr. Harry M. Bitner, Jr.  
Comm. Manager William F. Kiley  
Film, Program Director Hugh Kibbey  
Prom., Publ. Director David F. Milligen  
Dir. of News Gilbert Forbes  
Production Mgr. Carl Belles  
Chief Engineer Harold S. Holland

Phone Number 3-3661  
Air Time 15 hrs. daily  
News Service UP  
Representative Free & Peters, Inc.  
Membership NARTB  
President Col. B. J. Palmer  
Vice-Pres. & Treas. D. D. Palmer  
Exec. Vice-Pres. Ralph Evans  
Secretary William D. Wagner  
Vice-President Paul Loyet  
Resident Manager Ernest Sanders  
Resident Sales Mgr. Mark Wodling  
Program Director Charles Freburg  
Asst. Mgr. Fred Reed  
Director of News Bob Frank  
Publicity Director Paul Ives  
Film Director Ken Wagner  
Chief Engineer Paul Arvidson  
Consulting Engineer A. D. Ring & Co.

# WSBT-TV

SOUTH BEND—1953

Channel: 34 UHF AP: 88 Kw VP: 170 Kw.  
Owned-Operated By South Bend Tribune  
Address 225 W. Colfax Ave.  
Representative Raymer  
General Manager Neal B. Welch  
Consulting Engineer Millard M. Garrison

## IOWA

# WOI-TV

AMES—1950—ABC-CBS-NBC-DuM

Channel: 4 VHF AP: 8 Kw VP: 15.6 Kw.  
Owned-Operated By Iowa State A & M  
Address Service Bldg., Iowa State College  
Phone Number 2500 Extension 570  
Air Time 15 hours daily  
News Service AP, UP  
Representative Weed  
Membership NARTB  
President Charles E. Friley  
General Manager Richard B. Hull  
Comm. Mgr. Robert Mulhall  
Program Dir. Chris Donaldson  
Prog. Devel. Supervisor Edward Wegener  
Prom., Pub. Dir. Marguerite Theobald  
Dir. of News & Spec. Events George Halsey  
Prod. Mgr., Dir. of Remotes Ray Stewart  
Film Manager Tad Williams  
Chief Engineer Keith Ketcham

# WOC-TV

DAVENPORT—1949—NBC

Channel: 5 AP: 13.5 Kw VP: 22.9 Kw.  
Owned-Oper. By Central Bcstg. Co.  
Business Address 805 Brady St.

## KENTUCKY

# WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5 VHF AP: 12 Kw VP: 24.1 Kw.  
Owned-Operated By WAVE, Inc.  
Address 334 East Broadway  
Phone Number Wabash 2201  
Air Time 16 hours daily  
News Service AP  
Membership NARTB, BAB  
Representative Free & Peters  
President George W. Norton, Jr.  
Gen., Sta. Manager Nathan Lord  
Commercial Manager Ralph Jackson  
Prog., Prod., Film Dir. George Patterson  
Prom., Pub. Dir. Charles Hill  
Director of News Hugh Sutton  
Dir. of Remotes Walter K. Witherbee  
Chief Engineer Wilbur Hudson  
Consulting Engineer A. D. Ring

# WHAS-TV

LOUISVILLE—1950—CBS

Channel: 9 AP: 50 Kw VP: 25 Kw.  
Owned-Oper. By WHAS, Inc.  
Address 525 W. Broadway  
Phone Wabash 2211  
Representative Harrington, Righter, Parsons  
News Service AP  
Membership NARTB, BAB  
President Barry Bingham  
Vice-Pres., Director Victor A. Sholls  
Assistant Director Neil D. Cline  
Sales Director Albert J. Gillen  
Program Director Ralph Hansen  
Promotion Director William Loader  
Dir. of News & Spec. Events Richard Oberlin  
Film Manager Ed Driscoll  
Chief Engineer Orrin W. Towne



**LOUISIANA**  
**WDSU-TV**  
 NEW ORLEANS—1948  
 ABC—CBS—NBC—DuM

Channel: 6 VHF.. AP: 15.5 Kw.. VP: 31.0 Kw.  
 Owned-Oper. By..... WDSU Bcstg. Corp.  
 Business-Studio Address..... 520 Royal St.  
 Phone Number..... Tulane 4371  
 Air Time..... 119 hours weekly  
 News Service..... AP, UP  
 Representative..... Blair  
 Membership..... NARTB, BAB  
 President..... Edgar B. Stern, Jr.  
 Exec. V.P., Gen. Mgr..... Robert D. Swezey  
 V.P., Comm. Manager..... A. Louis Read  
 Program Director..... Hubie Weiss  
 Program Mgr..... Tom Hicks  
 Prom., Pub. Dir..... Marion Annenberg  
 Dir. of News & Spec. Events..... Mel Leavitt  
 Prog. Operations Mgr..... Stanley Holiday  
 Chief Engineer..... Lindsey Riddle  
 Consulting Engineer..... E. C. Page

**MAINE**  
**WABI-TV**  
 BANGOR—1953  
 ABC-CBS-NBC-DuM

Channel: 5 VHF.. AP: 0.95 Kw.. VP: 1.9 Kw.  
 Owned-Operated By  
 Community Telecasting Serv.  
 Address..... 57 State St.  
 Phone Number..... 8255  
 National Rep..... George P. Hollingbery  
 New England Rep..... Kettell-Carter  
 General Manager..... Murray Carpenter  
 General Sales Mgr..... Lee Gorman, Jr.  
 Chief Engineer..... Walter L. Dickson

**MARYLAND**  
**WAAM-TV**  
 BALTIMORE—1948—ABC-DuM

Channel: 13 VHF.. AP: 13.3 Kw.. VP: 26.1 Kw.  
 Owned-Operated By.... WAAM, Incorporated  
 Business Address..... Television Hill  
 Phone Number..... MOhawk 7600  
 Air Time..... 14 hours daily  
 News Service..... AP  
 Representative..... Harrington, Righter and  
 Parsons, Inc.  
 Membership..... NARTB  
 President..... Ben Cohen  
 Exec. Vice-Pres..... Norman C. Kal  
 General Manager..... Kenneth Carter  
 Asst. Gen. Mgr.—Sales..... Armand Grant  
 Program Mgr..... Herbert B. Cahan  
 News Editor..... Ted Jaffe



*In Maryland -  
Morning, Noon and  
Night -  
Most people watch  
WMAR-TV*

Audiences preferred these Quarter-Hours in 1952\*

**DAYTIME**

10:00 A.M. to 6:00 P.M.

| WMAR-TV     | Station A  | Station B  |
|-------------|------------|------------|
| <b>1182</b> | <b>785</b> | <b>429</b> |

**NIGHTTIME**

6:00 P.M. to 12:00 Mid.

| WMAR-TV    | Station A  | Station B  |
|------------|------------|------------|
| <b>993</b> | <b>771</b> | <b>226</b> |

**WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO  
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

\* According to Jan.-Dec. 1952 A. R. B.

Prog. Oper. Supvrs. . . . . Robert E. Lee  
 Dir. of News and Pub. . . . . Joel Chaseman  
 Production Manager . . . . . Paul Kane  
 Director of Engineering . . . . Benjamin Wolfe  
 Chief Engineer . . . . . Glenn Lahman  
 Consulting Engineer . . . . . Kear and Kennedy

## WBAL-TV

BALTIMORE—1948—NBC

Channel: 11 VHF . . . AP: 13 Kw. . . VP: 27 Kw.  
 Owned-Operated By . . . . . Hearst Corporation  
 Business-Studio Address . . . . 2610 N. Charles  
 Phone Number . . . . . Hopkins 3000  
 Air Time . . . . . 17½ hours daily  
 News Service . . . . . INS, UP, AP  
 Representative . . . . . Edward Petry  
 Membership . . . . . NARTB  
 Vice Pres. & Exec. Dir. . . . Charles B. McCabe  
 Vice-Pres. & Gen. Mgr . . . . D. L. Provost  
 Vice-Pres. (Engineering) . . . John T. Wilner  
 Station Manager . . . . . Leslie H. Peard, Jr.  
 Dir. Public Affairs & Education . Arnold Wilkes  
 Program Director . . . . . Victor F. Campbell  
 Business Mgr. . . . . Freeman W. Cardall  
 Sales Manager . . . . . Willis K. Friert  
 News & Publicity Mgr. . . . Thomas J. White, Jr.  
 Dir. Women's Programs . . . . Mollie Martin  
 Chief Engineer . . . . . William C. Bareham

## WMAR-TV

BALTIMORE—1947—CBS

Channel: 2 VHF . . . AP: 12.5 Kw. . . VP: 25 Kw.  
 Owned-Operated By . . . . The A. S. Abell Co.  
 Address . . . . . Charles & Redwood Sts.  
 Phone Number . . . . . MUIberry 5670  
 Air Time . . . . . 15 hours daily  
 News Service . . . . . AP  
 Representative . . . . . Katz  
 Membership . . . . . NARTB  
 President . . . . . William F. Schmick  
 V.D., Dir. of TV . . . . . Ewell K. Jett  
 Commercial Manager . . . . Ernest A. Lang  
 Program Director . . . . . Robert B. Cochran  
 Dir. of News & Spec. Events and  
 Film Mgr. . . . . David V. R. Stickle  
 Prom., Pub. Dir. . . . . Ralph Braun  
 Production Mgr. . . . . Edwin B. Mick  
 Film Director . . . . . David V. R. Stickle  
 Chief Engineer . . . . . Carlton G. Nopper

## MASSACHUSETTS

### WBZ-TV

BOSTON—1948—NBC

Channel: 4 . . . AP: 12.9 Kw. . . VP: 26.5 Kw.  
 Owned-Oper. By . . . . Westinghouse Radio Stations, Inc.

Address . . . . . 1170 Soldiers Field Rd.  
 Phone Number . . . . . ALgonquin 4-5870  
 News Service . . . . . INS, AP, UP  
 Representative . . . . . NBC Spot Sales  
 V.P., Gen. Mgr. . . . . J. E. Baudino  
 Station Mgr. . . . . W. C. Swartley  
 Sales Manager . . . . . C. Herbert Masse  
 Promotion Manager . . . . John G. Still, Jr.  
 Program Manager . . . . . W. Gordon Swan  
 News Dir. . . . . F. Whitmarsh  
 Film Manager . . . . . R. Duffield  
 Chief Engineer . . . . . W. H. Hauser  
 Program Supervisor . . . . . I:ran Berlow

## WNAC-TV

BOSTON—1948—ABC-CBS-DuM

Channel: 7 VHF . . . AP: 13.3 Kw. . . VP: 26.6 Kw.  
 Owned-Oper. By . . . . General Teleradio, Inc.  
 Business-Studio Address . . . . 21 Brookline Ave.  
 Phone Number . . . . . Commonwealth 6-0800  
 Air Time . . . . . 15 hours daily  
 News Service . . . . . INS, UP  
 Representative . . . . . H-R Reps, Inc.  
 Membership . . . . . NARTB  
 President . . . . . Tom O'Neil  
 Exec. V.P. & Gen. Mgr. . . . . Linus Travers  
 Comm. Mgr. . . . . Tom Bateson  
 Vice Pres., Dir. of Prog. and  
 Remotes . . . . . George Steffy  
 Promotion Dir. . . . . George Hallberg  
 Dir. of News & Spec. Events . Leland Bickford  
 Production Mgr. . . . . Tony Lang  
 Publicity Dir. . . . . Phyllis Doherty  
 Film Director . . . . . James Pike  
 Technical Director . . . . . Harry Whittemore

## MICHIGAN

### WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2 VHF . . . AP: 8.3 Kw. . . VP: 16.5 Kw.  
 Owned-Oper. By . . . . . Storer Bcstg. Co.  
 Business-Studio Address . . . . 500 Temple  
 Phone Number . . . . . Temple 3-7900  
 Air Time . . . . . 16 hours daily  
 News Service . . . . . INS  
 Membership . . . . . NARTB  
 Representative . . . . . Katz  
 President . . . . . George B. Storer  
 V.P., General Mgr. . . . . Gayle V. Grubb  
 Comm. Mgr. . . . . Harry Lipson  
 Production Manager . . . . . Lanny Pike  
 Program Dir. . . . . Richard Fischer  
 Promotion Dir. . . . . Peter Storer  
 Dir. of News & Spec. Events . . . Earl Hayes  
 Publicity Dir. . . . . Beverly Holden  
 Film Mgr. . . . . Arthur McCall  
 Chief Engineer . . . . . Paul Frincke  
 Consulting Engineer . . . . . Earl Cullum

**SOMETHING**

**NEW HAS BEEN ADDED!!**

**TOTAL RETAIL SALES\***  
**\$196,099,000.00**

including such cities as:  
Houston, Texas  
San Antonio, Texas  
El Paso, Texas  
Tempe, Arizona  
Palm Beach, Florida

**FOOD STORE SALES\***  
**\$48,964,000.00**

including such cities as:  
Chicago, Illinois  
Tampa, New Jersey  
Pittsburgh, Pennsylvania  
Pompano Beach, Florida  
Wilmington, Delaware

**GENERAL MERCHANDISE SALES\***  
**\$27,607,000.00**

including such cities as:  
Harrisburg, Pa.  
New York, New York  
Norfolk, Virginia  
Tacoma, Wash.  
Livonia, Michigan

**APPAREL STORE SALES\***  
**\$20,344,000.00**

including such cities as:  
Philadelphia, Pa.  
Reading, Pa.  
Cincinnati, Ohio  
Cory, Indiana  
Charleston, W. Va.

**HOME FURNISHING SALES\***  
**\$11,291,000.00**

including such cities as:  
Baton Rouge, La.  
Albany, New York  
Austin, Texas  
Elizabeth, N. J.  
San Jose, Calif.

**AUTOMOTIVE STORE SALES\***  
**\$28,142,000.00**

including such cities as:  
Albany, New York  
Jersey City, N. J.  
Cambridge, Mass.  
Mobile, Alabama

**FILING STATION SALES\***  
**\$10,385,000.00**

including such cities as:  
New York, New York  
Little Rock, Ark.  
Phoenix, Arizona  
Chattanooga, Tenn.

**BUILDING MATERIALS-HARDWARE SALES\***  
**\$12,777,000.00**

including such cities as:  
Birmingham, Ala.  
New York, New York  
Richmond, Virginia  
Worcester, Mass.  
New Haven, Conn.

**EATING-DRINKING PLACE SALES\***  
**\$12,000,000.00**

including such cities as:  
New York, New York  
Boston, Mass.  
Alexandria, Va.  
Coral Gables, Texas  
Savannah, Ga.

**DRUG STORE SALES\***  
**\$7,608,000.00**

including such cities as:  
Philadelphia, Pa.  
Providence, R. I.  
Cincinnati, Ohio  
Knoxville, Tenn.  
Shreveport, La.  
Youngstown, Ohio

**the Saginaw -  
Bay City market**

**66<sup>th</sup>**

**IN THE  
NATION**

**SAGINAW-BAY CITY (Gillespie Program)**  
\* 1951-1955 Consumer Markets for  
Year 1956

SAGINAW, MICHIGAN

**CHANNEL 57**

**Howard H. Wolfe**  
Sec.-Treas. & Station Mgr.

**William J. Edwards**  
President and General Manager

**EXCLUSIVE NATIONAL  
REPRESENTATIVES**

**GILL-PERNA, Inc.**

**NEW YORK · SAN FRANCISCO  
LOS ANGELES · CHICAGO**

# WWJ-TV

DETROIT—1947—NBC

Channel: 4 VHF.. AP: 10.25 Kw.. VP: 20.5 Kw.  
 Owned-Operated By... Evening News Assoc.  
 Business-Studio Address... 615 W. Lafayette  
 Phone Number... Woodward 2-2000  
 Newspaper Affiliation... The Detroit News  
 News Service... UP, AP  
 Representative... Hollingsbery  
 Membership... NARTB  
 General Mgr... Edwin K. Wheeler  
 Sta. Mgr... Willard E. Walbridge  
 Prog., Prod. Director... Ralph B. Hunter  
 Sales Mgr... Norman Hawkins  
 Pub. Affairs Dir... James Eberle  
 News Editor... Tom MacMahon  
 Publicity Dir... Fred O'Brien  
 Film Editor... Frank Picard  
 Chief Engineer... Edgar J. Love  
 Consulting Engineer... William L. Foss

# WXYZ-TV

DETROIT—1948—ABC

Channel: 7 VHF.. AP: 13.9 Kw.. VP: 27.9 Kw.  
 Owned-Operated By... WXYZ, Inc.  
 Business Address... 1700 Mutual Bldg.  
 Phone Number... Woodward 3-8321  
 Air Time... 18 hours daily  
 News Service... UP  
 Representative... Blair-TV  
 Membership... NARTB  
 President... James G. Riddell  
 Merchandising Mgr... Harold Christian  
 Station Manager... John Pival  
 Program Dir... John Lee  
 Production Mgr... Ed Sanchez  
 Promotion Director... William Morgan  
 Dir. of Spec. Events & News... Richard Femmel  
 Film Director... Ken Simms  
 Chief Engineer... Charles Kocher

# WOOD-TV

GRAND RAPIDS—1951  
 ABC-CBS-NBC-DuM

Channel: 7 VHF.. AP: 14.5 Kw.. VP: 28.5 Kw.  
 Owned-Oper. By... Grandwood Bcstg. Co.  
 Address... Grand Rapids Nat'l Bank Bldg.  
 Phone Number... 9-4125  
 Air Time... 13 hours haily  
 News Service... AP  
 Representative... Katz  
 Membership... NARTB  
 President... Harry M. Bitner, Sr.  
 General Manager... Willard Schroeder  
 Program Director... Franklin Sisson  
 Sales Service Mgr... Howard Silbar  
 Promotion Dir... David Hoyle  
 Dir. News & Spe. Events... Bob Runyon

Film Mgr... Clark Grant  
 Chief Engineer... Louis Bergenroth

# WKZO-TV

KALAMAZOO—1950  
 ABC-CBS-NBC-DuM

Channel: 2 VHF.. AP: 8.0 Kw.. VP: 16.0 Kw.  
 Owned-Operated By... Fetzer Bcstg. Co.  
 Address... 124 W. Michigan Ave.  
 Phone Number... 3-1223  
 Air Time... 14 hours daily  
 News Service... AP  
 Representative... Avery-Knodel, Inc.  
 Membership... NARTB  
 Pres., Gen., Sta. Mgr... John E. Fetzer  
 Sales Director... Donald W. DeSmit, Jr.  
 Pgm., Prom., Film Dir... Harry E. Travis  
 Pub. Affairs Adviser... Dr. Willis F. Dunbar  
 Chief Eng. (Studio)... Francis L. Morse  
 Chief Eng. (Transm.)... Arthur E. Covell

# WJIM-TV

LANSING—1950—ABC-CBS-DuM  
 NBC

Channel: 6 VHF.. AP: 20.6 Kw.. VP: 10.3 Kw.  
 Owned-Oper. By... WJIM, Inc.  
 Address... Bank of Lansing Bldg.  
 News Service... UP  
 Phone... 2-1333  
 Representative... H-R Representatives  
 Pres., Gen. Mgr... Harold F. Gross  
 Station Manager... Howard K. Finch  
 Commercial Manager... Roger S. Underhill  
 Film Director... Phil Sherck

# WKNX-TV

SAGINAW—1953

Channel: 57 UHF.. AP: 10 Kw.. VP: 19 Kw.  
 Owned-Operated By... Lake Huron Bcstg. Co.  
 Address... 221 S. Wash. Ave.  
 Phone Number... 3-4471  
 Transmitter Location... S. City Limits  
 Representative... Gill-Perna  
 Membership... NARTB  
 General Manager... William J. Edwards  
 Station Manager... Howard Wolfe  
 Program Director... Robert Dyer  
 Consulting Engineer... John Creutz

# MINNESOTA KSTP-TV

ST. PAUL-MINNEAPOLIS—1948  
 NBC

Channel: 5 VHF.. AP: 17.3 Kw.. VP: 24.7 Kw.  
 Owned-Operated By... KSTP, Inc.



Bus., Trans. Co. . . . 3415 University Ave., St. Paul  
 Phone Number . . . . . Prior 2717  
 Air Time . . . . . 17½ hours daily  
 News Service . . . . . AP, UP  
 Representative . . . . . Edward Petry  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Stanley E. Hubbard  
 Exec. V.P., Treas. . . . . K. M. Hance  
 Nat. Sales Mgr. . . . . Karl A. Plain  
 Local TV Sales Dir. . . . . William R. Brazzil  
 Program Director . . . . . Del Franklin  
 Promotion Director . . . . . Joseph C. Cook  
 Chief Engineer . . . . . Joseph Kahnke  
 Consulting Engineer . . . . . Andrew D. Ring

Newspaper Affiliation . . The Kansas City Star  
 News Service . . . . . AP, UP  
 Representative . . . . . Harrington, Righter, & Parsons  
 Managing Director . . . . . H. Dean Fitzer  
 Commercial Manager . . . . . E. M. Russo  
 Station Manager . . . . . Bill Bates  
 Chief Engineer . . . . . Joseph Flaherty  
 Program Dir. . . . . Al Christy  
 News Dir. . . . . Randall Jessee  
 Film Mgr. . . . . John Krivas

**WCCO-TV**  
 MINNEAPOLIS—1949  
 ABC-CBS-DuM

Channel: 4 . . . . . AP: 9.2 Kw. . . . . VP: 28.4 Kw.  
 Owned-Oper. By . . . . . Mid-Continent Radio-TV Inc.  
 Bus. Studio Address . . . . . Radio City—50 S. 9th St.  
 Phone Number . . . . . Lincoln 0552  
 Air Time . . . . . 112 hours weekly  
 News Service . . . . . AP, UP, INS  
 Representative . . . . . Free & Peters  
 Ch. of Board . . . . . W. J. McNally  
 President . . . . . Robert B. Ridder  
 Exec. V.P. & Gen. Mgr. . . . . F. Van Konynenburg  
 Sales Manager . . . . . Robert N. Ekstrum  
 Production Director . . . . . Charles D. Miller  
 Film Director . . . . . Harry C. Jones  
 Prom., Publ. Director . . . . . Florence Z. Cook  
 Program Dir. . . . . Gwen Harvey  
 Chief Engineer . . . . . John M. Sherman

**KSD-TV**  
 ST. LOUIS—1947  
 ABC-CBS-NBC-DuM

Channel: 5 VHF . . . . . AP: 8.0 Kw. . . . . VP: 16.0 Kw.  
 Owned-Oper. By . . . . . The Pulitzer Publishing Co.  
 Address . . . . . 1111 Olive St.  
 Phone Number . . . . . MAin 1111  
 Air Time . . . . . 110 hours weekly  
 Newspaper Affiliation . . St. Louis Post-Dispatch  
 News Service . . . . . AP, INS  
 Representative . . . . . Free & Peters  
 Membership . . . . . NARTB  
 President . . . . . Joseph Pulitzer  
 Gen., Sta. Mgr. . . . . George M. Burbach  
 Program Director . . . . . Harold Grams  
 Chief Engineer . . . . . J. E. Risk  
 Sales Manager . . . . . Guy E. Yeldell  
 Promotion Director . . . . . David Pasternak

**MISSISSIPPI**  
**WJTV**  
 JACKSON—1953  
 ABC-CBS-DuM-NBC

Channel: 25 UHF . . . . . AP: 98 Kw. . . . . VP: 180 Kw.  
 Owned-Operated By  
 Mississippi Publishers Corp.  
 Address . . . . . P. O. Box 427  
 Representative . . . . . Katz  
 General Manager . . . . . John Rossiter  
 Consulting Engineer . . . . . Raymond M. Wilmotte

**NEBRASKA**  
**KOLN-TV**  
 LINCOLN—1953—DuM

Channel: 12 VHF . . . . . AP: 11 Kw. . . . . VP: 21.5 Kw.  
 Owned-Operated By  
 Cornhusker Radio & TV Corp.  
 Address . . . . . P. O. Box 987  
 Representative . . . . . Weed  
 General Manager . . . . . H. E. Anderson  
 Sales Manager . . . . . Otis Segler  
 Consulting Engineer . . . . . Comm. Radio Equipt. Co.

**MISSOURI**  
**WDAF-TV**  
 KANSAS CITY—1949  
 ABC-CBS-NBC-DuM

Channel: 4 . . . . . AP: 11 Kw. . . . . VP: 22 Kw.  
 Owned-Oper. By . . . . . Kansas City Star Co.  
 Business Address . . . . . 3030 Summit  
 Phone Number . . . . . Harrison 1200  
 Air Time . . . . . 118 hrs. daily

**KMTV**  
 OMAHA—1949—ABC-CBS-DuM

Channel: 3 . . . . . AP: 8.4 Kw. . . . . VP: 16.7 Kw.  
 Owned-Oper. By . . . . . May Bcstg. Co.  
 Bus.-Trans. Address . . . . . 2615 Farnam St.  
 Phone Number . . . . . WEBster 9800  
 Air Time . . . . . 93 hours weekly  
 News Service . . . . . UP  
 Representative . . . . . Edward Petry & Co.  
 Membership . . . . . NARTB  
 President . . . . . Edward W. May  
 V.P., Gen. Mgr. . . . . Owen Saddler  
 Commercial Manager . . . . . Howard Peterson  
 Program Director . . . . . Glenn Harris  
 Prom., Publ. Director . . . . . Joe Baker

Dir of News and Spec. Events... Floyd Kalber  
 Production Director... Lew Jeffrey  
 Film Director... Bill Witt  
 Chief Engineer... R. J. Schroeder  
 Consulting Engineer... Robert M. Silliman

**WOW - TV**  
**OMAHA—1949—NBC**

Channels: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By... Meredith WOW, Inc.  
 Business Address... Insurance Bldg.  
 Phone Number... Webster 3400  
 Air Time... 17½ hours daily  
 News Service... UP  
 Representative... Blair TV  
 Membership... NARTB  
 President... E. T. Meredith, Jr.  
 General Manager... Frank P. Fogarty  
 Sales Mgr... Fred Ebener  
 Program Dir... Soren Munkof  
 Promotion Dir... Bob Seitzer  
 Film Mgr... Donna Newton  
 Dir. of News & Spec. Events... Ray Clark  
 Production Manager... Jack Mazzie  
 Chief Engineer... Wm. J. Kotera

**NEW JERSEY**  
**WFPG - TV**

ATLANTIC CITY—1953—ABC-NBC  
 CBS-DuM

Channel: 46 UHF... AP: 9 Kw... VP: 18 Kw.  
 Owned-Operated By... Neptune Bcstg. Corp.  
 Address... Steel Pier  
 Representative... Pearson  
 General Manager... Fred Weber  
 Sales Manager... E. P. Truex  
 Consulting Engineer... Craven, Lohnes & Culver

**WATV**  
**NEWARK—1948**

Channel: 13 VHF.. AP: 15.3 Kk.. VP: 30.5 Kw.  
 Owned-Oper. By... Bremer Bcstg. Corp.  
 Business-Studio Address... 1020 Broad St.  
 Phone Number... Mitchell 2-6400  
 Air Time... 100 hours weekly  
 Representative... Weed  
 Pres., Gen. Mgr... Irving R. Rosenhaus  
 Vice Pres. (Sales)... Edmund S. Lennon

The New York Times. LATE CITY EDITION

EDEN FAVORS... DULLES AND WILSON OF G.M. NAMED... AND DEFENSE SECRETARIES;... INTERIOR POST

*Jack Gould*  
*one of TV's*  
*most respected*  
*critics, writes*

...WATV's best constitutes some of the most constructive and worthwhile television in this area. ...highly informal, singularly unpretentious in production and almost neighborly in its tone. WATV is doing a job that merits encouragement and commendation. Under Robert P. Hogan to Check Bench Sales; WILSON CHARGED; Braden Assails Crime Panel AS DEPUTY...

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**Champions**

# N.Y. Giants and N.Y. Yankees For the 1953 Season



**WPIX Station of**

220 East 42nd St.,  
N.Y.C. 17  
MU 2-6500  
National  
Representatives:  
Free & Peters, Inc.



Public Rel. Dir. . . . . Roland Trenchard  
 Program Director . . . . . George Green  
 Film Director . . . . . Robert Paskow  
 Vice-President . . . . . Frank V. Bremer

**NEW MEXICO**  
**K O B - T V**  
 ALBUQUERQUE—1948  
 ABC-CBS-NBC-DuM

Channel: 4 VHF . . . AP: 2.6 Kw. . . VP: 5.2 Kw.  
 Owned-Oper. By . . . Albuquerque Bcstg. Co.  
 Bus. Studio Address . . . . . 234 So. 5th  
 Phone Number . . . . . 3-4411  
 Air Time . . . . . 8 hours daily  
 Representative . . . . . Branham  
 Membership . . . . . BAB  
 President . . . . . Wayne Coy  
 Sta. Mgr., Chief Engineer, George S. Johnson  
 Program Director . . . . . Dorothy B. Smith  
 Film Mgr. . . . . Millard Williams  
 Dir. of Remotes . . . . . Raymond Jacobs  
 Consulting Engineer . . . . . Jansky & Bailey

**NEW YORK**  
**W N B F - T V**  
 BINGHAMTON—1943  
 ABC-CBS-NBC-DuM

Channel: 12 . . . AP: 25 Kw. . . VP: 50 Kw.  
 Owned-Oper. By . . . Clark Associates, Inc.  
 Business Address . . . . . P. O. Box No. 48  
 Phone Number . . . . . 3-7311  
 Air Time . . . . . 85 hours weekly  
 News Service . . . . . UP  
 Representative . . . . . Bolling  
 Membership . . . . . NARTB, BAB  
 President . . . . . John C. Clark  
 General Manager . . . . . C. D. Mastin  
 Station Manager . . . . . L. L. Rogers  
 Sales Manager . . . . . Stanley N. Heslop  
 Pgm. Dir. . . . . E. M. Scala  
 Promotion Director . . . . . E. R. McCloskey  
 Prod. Dir. . . . . Clark Pollock  
 Chief Engineer . . . . . L. H. Stantz  
 Consulting Engineer . . . . . Jansky & Bailey

**W B E N - T V**  
 BUFFALO—1948—ABC-CBS-NBC  
 DuM

Channel: 4 FHF . . . AP: 25 Kw. . . VP: 50 Kw.  
 Owned-Oper. By . . . WBen, Inc.  
 Phone Number . . . . . MOhawk 0930  
 Studio, Transmitter Location . . . . . Hotel Statler  
 Air Time . . . . . 17 hours daily  
 News Service . . . . . AP, INS  
 Representative . . . . . Harrington, Righter &  
 Parsons, Inc.  
 Membership . . . . . NARTB  
 President . . . . . Edward H. Butler  
 Vice-President . . . . . Alfred H. Kirchofer

General Manager . . . . . C. Robert Thompson  
 Dir. of News and Spe. Events . . . . . Floyd Kalber  
 Sales Manager . . . . . Nicholas J. Malter  
 Station Mgr. . . . . George R. Torge  
 Promoton Director . . . . . Joseph A. Haeffner  
 News and Spec. Events, Asst. Pgm. Dir.  
 Edward J. Wegman  
 Film Director . . . . . Quintin P. Renner  
 Program Dir. . . . . Frederick A. Keller  
 Dir. of Remotes . . . . . John L. Hutchinson, Jr.  
 Technical Director . . . . . Ralph J. Kingsley

**W A B C - T V**  
 NEW YORK—1948—ABC

Channel: 7 VHF . . . AP: 55 Kw. . . VP: 110 Kw.  
 Owned-Oper. By  
 American Bcstg. Paramount Theaters, Inc.  
 Business Address . . . . . 7 W. 66th St.  
 Phone Number . . . . . SUsquehanna 7-5000  
 Air Time . . . . . 13 hours daily  
 News Service . . . . . INS  
 Representative . . . . . Petry  
 President (ABC) . . . . . Robert E. Kintner  
 V.P., General Mgr. . . . . Slocum Chapin  
 Station Mgr. . . . . Paul B. Mowrey  
 Sales Mgr. . . . . Trevor Adams  
 Promotion Director . . . . . M. De Groot  
 Mar. O & O Sales . . . . . Don Duran  
 Publicity Dir. . . . . Ward Jones  
 Publicity Dir. . . . . Arthur B. Donegan  
 Film Director . . . . . Freelon M. Fowler  
 V.P., Dir. of Engn. . . . . Frank Marx

**W A B D**  
 NEW YORK—1944—DuM

Channel: 5 VHF . . . AP: 8.4 Kw. . . VP: 16.7 Kw.  
 Owned-Oper. By . . . Allen B. Du Mont  
 Laboratories, Inc.  
 Business Address . . . . . 515 Madison Ave  
 Phone Number . . . . . MUrray Hill 8-2600  
 Air Time . . . . . 13 hours daily  
 News Service . . . . . INS  
 Membership . . . . . NARTB  
 Director . . . . . Chris J. Witting  
 General Manager . . . . . Richard E. Jones  
 Commercial Manager . . . . . Lawrence L. Wynn  
 Pgm., Prod. Dir. . . . . James L. Caddigan  
 Chief Engineer . . . . . Rodney D. Chipp  
 Publicity Director . . . . . Gerald Lyons  
 Film Dept. Mgr. . . . . Donald A. Stewart

**W C B S - T V**  
 NEW YORK—1941—CBS

Channel: 2 VHF . . . AP: 8.6 Kw. . . VP: 17.3 Kw.  
 Owned-Oper. By . . . Columbia Bcstg. System  
 Business Address . . . . . 485 Madison Ave.  
 Phone Number . . . . . PLaza 5-2000  
 Air Time . . . . . 16 hours daily  
 News Service . . . . . AP, INS, UP, Telenews  
 Representative . . . . . CBS TV Spot Sales  
 Membership . . . . . NARTB

President (CBS Inc.)..... Frank Stanton  
 President (CBS TV)..... J. L. Van Volkenburg  
 General Manager..... Craig Lawrence  
 Asst. to Gen. Mgr..... Clarence Worden  
 Sales Manager..... George Dunham  
 Program Director..... Hal Hough  
 Promotion Manager..... Robert G. Patt  
 Asst. Prog. Dir., Prod. Mgr..... Dan Gallagher  
 Publicity Director..... Bob Fuller  
 Film Manager..... Wm. C. Lacey  
 Chief Engineer..... Robert G. Thompson

## W N B T

NEW YORK—1941—NBC

Channel: 4..... AP: 4.27 Kw..... VP: 5.2 Kw.  
 Owned-Oper. By..... National Bcstg. Co.  
 Business Address..... 30 Rockefeller Plaza  
 Phone Number..... Circle 7-8300  
 Air Time..... 115 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... NBC Spot Sales Dept.  
 Membership..... NARTB, BAB  
 President..... Frank White  
 General Manager..... Ted Cott  
 Station Mgr..... Richard Pack  
 Commercial Manager..... Jay Heitin  
 Prog., Film Director..... Pete Aflie  
 Promotion Dir..... Jay Smolin  
 Production Mgr..... John Grogan  
 Publicity Dir..... Phil Dean  
 Chief Engineer..... Thomas Phelan

## W O R - T V

NEW YORK—1949—MBS

Channel: 9..... AP: 11.0 Kw..... VP: 88 Kw.  
 Owned-Oper. By..... General Teleradio, Inc.  
 Business Address..... 1440 Broadway  
 Phone Number..... LOngacre 4-8000  
 Air Time..... 100 hours weekly  
 News Service..... UP  
 Station Representative..... H.R. Reps.  
 Membership..... NARTB  
 President..... Thomas F. O'Neil  
 V. P. In Charge..... James M. Gaines  
 Station Manager..... Warren Wade  
 Commercial Director..... Robert C. Mayo  
 Promotion Director..... Gene Moss  
 Dir. News & Spec. Events..... John B. Hughes  
 Production Manager..... Ivan Reiner  
 Publicity Director..... Frank Zuzulo  
 Film Manager..... Milford Fenster  
 Dir. of Remotes..... Ralph Giifen  
 Chief Engineer..... Earl M. Johnson

## W P I X

NEW YORK—1948

Channel: 11 VHF... AP: 51 Kw... VP: 100 Kw.  
 Owned-Oper. By..... WPIX, Inc.  
 Address..... 220 E. 42nd St.  
 Phone Number..... MU 2-6500

Air Time..... 14 hours daily  
 News Service..... AP, UP  
 Newspaper Affiliation..... N. Y. Daily News  
 Station Representative..... Free & Peters  
 Membership..... NARTB  
 President..... F. M. Flynn  
 V.P., Gen., Sta. Mgr..... G. Bennett Larson  
 Comm. Manager..... A. B. Rodner  
 Program Director..... Louis B. Ames  
 Eastern Sales Mgr..... Wm. L. Clark  
 Director of News..... Walter Engels  
 Sales Director..... John Patterson  
 Director of Remotes..... Jack Murphy  
 Publicity Director..... L. A. Hollingsworth  
 Promotion Director..... Adrien Rodner  
 Chief Engineer..... Tom Howard  
 Film Mgr..... Carol Levine  
 Consulting Engineer..... A. D. Ring

(See Page 898)

## W H A M - T V

ROCHESTER—1949

ABC-CBS-NBC-DuM

Channel: 6 VHF... AP: 11.7 Kw... VP: 23.4 Kw.  
 Owned-Oper. By..... Stromberg Carlson Co.  
 Business Address..... 201 Humboldt St.  
 Phone Number..... Culver 7240  
 Air Time..... 90-95 hours weekly  
 News Service..... UP  
 Representative..... Hollingbery  
 Membership..... NARTB  
 Vice-Pres., Gen. Mgr..... William Fay  
 Commercial Manager..... John W. Kennedy, Jr.  
 Program Director..... Charles W. Siverson  
 Promotion, Pub. Director..... Armin N. Bender  
 Director of News..... David E. Kessler  
 Production Manager..... John Crosby  
 Film Director..... David Manning  
 Director of Remotes..... George Driscoll  
 Chief Engineer..... Kenneth Gardner

## W R G B

SCHENECTADY—1942

ABC-CBS-NBC-DuM

Channel: 4 VHF... AP: 49 Kw... VP: 98 Kw.  
 Owned-Oper. By..... General Electric Co.  
 Business-Studio Address 60 Washington Ave.  
 Phone Number..... Schenectady 7-2261  
 Air Time..... 17½ hours daily  
 News Service..... Telenews, AP, UP, INS  
 Representative..... NBC Spot Sales  
 Membership..... NARTB  
 Mgr. of Bcstg..... R. B. Hanna, Jr.  
 Operations Mgr..... R. W. Welpott  
 Supervisor of Sales..... Robert F. Reid  
 Program Director..... Albert G. Zink





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**BIGGEST**  
**KITCHEN**  
**IN CENTRAL NEW YORK**

**WHEN**  
**SYRACUSE**

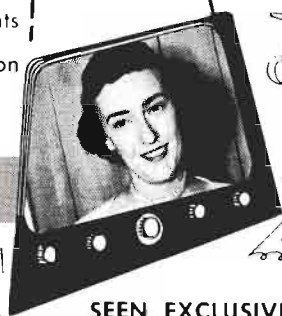
**KAY'S KITCHEN**

**HAS TO BE BIG TO HOLD ALL ITS FRIENDS**

Thousands of her friends gather each morning in Kay's Kitchen to visit with her, and join in 15 minutes of recipes, household hints and old-fashioned philosophy. A spot on Kay's Kitchen means a product sold!

**REACHING OVER 225 COMMUNITIES**

- |                       |                      |
|-----------------------|----------------------|
| Broome County (6)     | Ontario County (10)  |
| Cayuga County (14)    | Oswego County (22)   |
| Chenango County (6)   | St. Lawrence Co. (4) |
| Cortland County (6)   | Schuyler County (6)  |
| Delaware County (4)   | Seneca County (7)    |
| Jefferson County (18) | Steuben County (6)   |
| Lewis County (5)      | Tioga County (3)     |
| Madison County (16)   | Tompkins County (5)  |
| Monroe County (6)     | Wayne County (11)    |
| Oneida County (33)    | Yates County (5)     |
| Onondaga Co. (34)     |                      |



**SEEN EXCLUSIVELY OVER**

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**TELEVISION**

**SYRACUSE, N. Y.**  
**A MEREDITH STATION**

Asst. Station Manager.....R. W. Welpott  
 Production Supervisor.....Merl Galusha  
 Dir. of Prom. & Pub.....George L. Peck  
 Chief Engineer.....Willard J. Purcell

## W H E N

**SYRACUSE—1948—ABC-CBS-DuM**

Channel: 8 VHF.....AP: 24.062 Kw.  
 VP: 48.125 Kw.

Owned-Oper. By Meredith Syracuse TV Corp.  
 Address.....101 Court St.  
 Phone Number.....3-1126  
 Air Time.....102 hours weekly  
 News Service.....UP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....E. T. Meredith, Jr.  
 V.P., Gen. Mgr.....Paul Adanti  
 Commercial Mgr.....W. H. Bell  
 Promotion Director.....Robert G. Peel  
 Program Director.....Gordon J. Alderman  
 TV Dir.....Payson Hall  
 Chief Engineer.....H. E. Crow

(See Page 901)

## W S Y R - T V

**SYRACUSE—1950—NBC**

Channel: 5 VHF.....AP: 12.8 Kw.....VP: 26.0 Kw.  
 Owned-Oper. By.....Central N. Y. Bcstg. Corp.  
 Business Address.....224 Harrison St.  
 Phone Number.....3-7111  
 Air Time.....12 hours daily  
 News. Affil. Post & Standard. Herald-Journal  
 News Service.....UP  
 Representative.....Headley-Reed, Kettell-Carter  
 Membership.....NARTB, BAB  
 President.....H. C. Wilder  
 Pres., Gen. Mgr.....E. R. Vadeboncoeur  
 Dir. of Sales.....W. R. Alford, Jr.  
 Prog. Dir., Film Mgr.....William V. Rothrum  
 Prom., Pub. Director.....Caley Augustine  
 Dir. of News & Spec. Events.....Fred Hillegas  
 Production Manager.....James McDonald  
 Chief Engineer.....A. B. Isle  
 Consulting Engineer.....Craven, Lohnes & Culver

## W K T V

**UTICA—1949—ABC-CBS-NBC-DuM**

Channel: 13 VHF.....AP: 12.5 Kw.....VP: 25 Kw.  
 Owned-Oper. By.....Copper City Bcstg. Corp.  
 Business Address.....P. O. Box 386  
 Phone Number.....3-0404  
 Air Time.....17 hours daily  
 News Service.....UP  
 Representative.....Donald Cooke, Inc.  
 President.....Myron J. Kallet  
 General Manager.....Michael C. Fusco  
 Commercial Mgr.....John J. MacDavitt  
 Program Director.....Jack Fredericks  
 Promotion Director.....Martin Kovacs  
 Prod. Mgr., Dir. News &  
 Spec. Events.....Edwin Whittaker

Film Director.....Joseph Casaletta  
 Chief Engineer.....DeForest T. Layton, Jr.  
 Consulting Engineer.....George P. Adair

## NORTH CAROLINA W I S E - T V

**ASHEVILLE—1953—NBC**

Channel: 62.....AP: 13 Kw.....VP: 23 Kw.  
 Owned-Operated By.....WISE, Inc.  
 Address.....89 College St.  
 Representative.....Bolling  
 Consulting Engineer.....George C. Davis

## W B T V

**CHARLOTTE—1949  
ABC-CBS-NBC-DuM**

Channel: 3VHF.....AP: 8.2 Kw.....VP: 16.3 Kw.  
 Owned-Oper. By.....Jefferson Standard Bcstg. Co.  
 Business-Studio Address.....Wilder Bldg.  
 Phone Number.....3-8833  
 Air Time.....14 hours daily  
 News Service.....UP, AP  
 Representative.....TV Spot Sales  
 Membership.....NARTB  
 President.....Joseph M. Bryan  
 General Manager.....Charles H. Crutchfield  
 Operations Director.....Ken Tredwell  
 Station Manager.....Charles E. Bell  
 Commercial Manager.....Wallace J. Jorgenson  
 Promotion Director.....J. R. Covington  
 Dir. of News & Spec. Events.....J. Knell  
 Production Manager.....Sam Zurich  
 Publicity Director.....Nelson Benton  
 Film Manager.....Lacy Sellars  
 Director of Remotes.....T. G. Callahan  
 Chief Engineer.....M. J. Minor  
 Program Dir.....William Quinn  
 Consulting Engineer.....A. D. Ring

## W F M Y - T V

**GREENSBORO—1948**

Channel: 2 VHF.....AP: 8.4 Kw.....VP: 16.72 Kw.  
 Owned-Operated By.....Greensboro News Co.  
 Address.....212 N. Davie St.  
 Phone Number.....4-0114  
 Air Time.....14½ hours daily  
 News Service.....UP  
 News. Affil. News, Record  
 Representative.....Harrington, Righter & Parsons  
 Membership.....NARTB  
 President.....E. B. Jeffress  
 Gen., Sta. Manager.....Gaines Kelley  
 Commercial Manager.....Virgil V. Evans  
 Program Director.....Gomer R. Lesch  
 Promotion Director.....A. C. Stringer, Jr.  
 Film Manager.....Daniel W. Shields  
 Chief Engineer.....William E. Neill  
 Consulting Engineer.....Craven, Lohnes, &  
 Culver

**OHIO**  
**WCPO-TV**

**CINCINNATI—1949—ABC-DuM-CBS**

Channel: 7 VHF...AP: 24 Kw...VP: 12 Kw.  
Owned-Oper. By...Scripps-Howard Radio, Inc.  
Business Address.....2345 Symmes St.  
Phone Number.....Capital 0777  
Air Time.....17½ hours daily  
News Service.....UP  
News. Affil.....The Post  
Representative.....The Branham Co.  
Membership.....NARTB  
President.....Jack R. Howard  
V.P., Gen. Mgr.....M. C. Watters  
Station Manager.....Harry LeBrun  
Program Director.....Ed Weston  
Promotion Director.....Phil Haynes  
Production Manager.....Jim McGuire  
Publicity Director.....Phil Haynes  
Flim Manager.....Sid Barger  
Dir. of News & Spec. Events.....Bob Otto  
Director of Remotes.....M. Bowden  
Chief Engineer.....Paul Adams

**WKRC-TV**  
**CINCINNATI—1949—CBS**

Channel: 12 VHF...AP: 125 Kw...VP: 250 Kw.  
Owned-Oper. By.....Radio Cincinnati, Inc.  
Business Address.....Times-Star Bldg.  
Phone Number.....Garfield 1331  
Air Time.....17½ hours daily  
News Service.....AP  
Newspaper Affiliation.....Times-Star  
Representative.....The Katz Agency, Inc.  
Membership.....NARTB  
Exec. Vice-Pres.....Hubert Taft, Jr.  
General Manager.....U. A. Latham  
Asst. Gen. Mgr.....Don L. Chapin  
Prom. Mgr., Pub. Dir.....Fred Thomas  
Nat'l Sales Mgr.....Kenneth Church  
Promotion Director.....Lila Lambert  
Director of News.....George Palmer  
Production Manager.....Bob Huber  
Film Co-ordinator.....Barry Hersh  
Comm., Prod. Mgr.....Paul Wagner  
Chief Engineer.....George A. Wilson

**WLW-TV**  
**CINCINNATI—1948—NBC**

Channel: 5 VHF...AP: 19.5 Kw...VP: 23.5 Kw.  
Owned-Operated By...Crosley Bcstg. Corp.  
Address.....140 W. Ninth St.  
Phone Number.....Cherry 1822  
Air Time.....115-130 hours weekly  
News Service.....UP  
Representative.....WLW Sales  
Chairman of the Board.....James D. Shouse  
President.....R. E. Dunville  
Dir. of TV Oper. & V.P.....John T. Murphy  
Program Director.....Lin Mason

Sales Manager.....John H. Bone  
Gen. Sales Mgr.....David E. Patridge  
Dir. of Promotion.....James E. Allen  
Chief Engineer.....Howard Lepple  
Consulting Engineer.....Weidon & Carr

**WEWS**

**CLEVELAND—1947—CBS**

Channel: 5 VHF...AP: 8.15 Kw...VP: 16.0 Kw.  
Owned-Oper. By...Scripps-Howard Radio, Inc.  
Business-Studio Address.....1816 E. 13th St.  
Phone Number.....Tower 1-5454  
Air Time.....15 hours daily  
News Service.....UP  
Newspaper Affiliation.....The Press  
Representative.....Branham  
President.....Jack R. Howard  
General Manager.....James C. Hanrahan  
Station Director.....J. Harrison Hartley  
Advertising Manager.....Floyd E. Weidman  
Dir. of News & Spec. Events.....Donald L. Perris  
Director of Remotes.....Ernest E. Sindelar  
Technical Director.....Joseph B. Epperson

**WNBK**

**CLEVELAND—1948—NBC**

Channel: 4...AP: 20.26 Kw...VP: 39.22 Kw.  
Owned-Oper. By.....National Bcstg. Co.  
Business-Studio Address.....815 Superior Ave.  
Phone Number.....Cherry 1-0942  
Air Time.....91½ hours weekly  
News Service.....AP, UP  
Representative.....NBC Spot Sales  
Membership.....NARTB  
President (NBC).....Frank White  
General Manager.....Hamilton Shea  
Dir. of Sales.....Charles Phillips  
Program Manager.....Norman Cloutier  
Dir. of News & Spec. Events.....Edward R.  
Wallace  
Promotion Director.....Clement G. Scerback  
Dir. of Pgm. Op.....Carl Freeborn  
Film Director.....Albert L. Odeal  
Engineer-in-Charge.....S. E. Leonard  
Oper. Sup.....William A. Howard  
(See Page 904)

**WXEL**

**CLEVELAND—1949**  
**ABC-CBS-DuM**

Channel: 9 VHF...AP: 13.0 Kw...VP: 25.6 Kw.  
Owned-Oper. By.....Empire Coil Co., Inc.  
Address.....1630 Euclid Ave.  
Phone Number.....Tower 1-8989  
Air Time.....15 hours daily  
News Service.....UP, AP, INS  
Representative.....Katz  
Membership.....NARTB  
President.....Herbert Mayer



# Who

## is NUMBER ONE IN CLEVELAND?

A **GOOD** question and a  
fair question.

*Here's your television  
answer . . .*

**1**

WNBK Cleveland delivers a larger audience from 7 a. m. to 1 a. m. throughout the week than any other television station, local newspaper or national magazine.

**2**

WNBK Cleveland, *Your Community Station*, offers the greatest number of preferred local programs. WNBK viewers are not "switch happy" . . . they stay on Channel 4.

**3**

WNBK increases the value of your advertising dollar through the services of a complete Advertising, Promotion and Merchandising Department.

**Always Buy WNBK CHANNEL  
4**

**when looking for results  
in the Cleveland-Northern Ohio market**

Sta., Gen. Mgr. . . . . Franklin C. Snyder  
 Publicity Director . . . . . Barbara Snyder  
 Asst. Comm. Mgr. . . . . R. C. Wright  
 Program Director . . . . . Harry Black  
 Dir. of News . . . . . Robert Rowley  
 Film Director . . . . . Sidney Nadler  
 Director of Remotes . . . . . Clap Dopp  
 Chief Engineer . . . . . H. A. Brinkman  
 Consulting Engineer . . . . . Benjamin Adler

## WBNS-TV

COLUMBUS—1949—CBS

Channel: 10 . . . AP: 12.15 Kw. . . VP: 24.3 Kw.  
 Owned By . . . . . Dispatch Printing Co.  
 Business Address . . . . . 33 N. High St.  
 Phone Number . . . . . Fletcher 3538  
 Air Time . . . . . 15½ hrs. daily  
 Newspaper Affiliation . . . Columbus Dispatch  
 News Service . . . . . AP  
 Station Representative . . . . . Blair  
 Membership . . . . . NARTB  
 Dir. of Television . . . . . Richard A. Borel  
 Pgm., Film Director . . . . . Jerome R. Reeves  
 Sales Director . . . . . Robert D. Thomas  
 Promotion Director . . . . . Barbara Haddox  
 Dir. News & Spe. Events . . . . . Chester S. Long  
 Production Dir. . . . . John Haldi  
 Public Serv. Dir. . . . . Charles S. Cady  
 Merchandising Dir. . . . . Morton Sherman  
 Chief Engineer . . . . . Lester H. Natzger  
 Consulting Engineer . . . . . Jansky & Bailey

## WLW-C

COLUMBUS—1949—NBC

Channel: 3 VHF . . . AP: 7.6 Kw. . . VP: 15.2 Kw.  
 Owned-Operated By . . . . . Crosley Bcstg. Corp.  
 Business Address . . . . . 3165 Olentangy River Rd.  
 Phone Number . . . . . Jefferson 5441  
 Air Time . . . . . 18 hours daily  
 News Service . . . . . UP  
 President . . . . . Robert E. Dunville  
 Gen., Sta. Mgr. . . . . James Leonard  
 Commercial Mgr. . . . . C. George Henderson  
 Program Director . . . . . Gene Ragle  
 Promotion Director . . . . . Juanita Wilcox  
 Dir. of News & Spec. Events . . . . . Bill Hindman  
 Production Manager . . . . . Walter S. Jacobs  
 Publicity Director . . . . . Juanita Wilcox  
 Film Manager . . . . . Nicholas Luppino  
 Director of Remotes . . . . . Walter Jacobs  
 Chief Engineer . . . . . Charles Sloan

## WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6 VHF . . . AP: 10.0 Kw. . . CP: 19.8 Kw.  
 Owned-Oper. By . . . . . Picture Waves, Inc.  
 Address . . . . . 753 Harmon Ave.  
 Phone Number . . . . . Fletcher 4361  
 Air Time . . . . . 13 hours daily

News Service . . . . . AP  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB  
 President . . . . . Edward Lamb  
 General Manager . . . . . Frank Oswald  
 Commercial Manager . . . . . J. W. McGough  
 Prog. Dir., Film Mgr. . . . . Warren Warner  
 Prom., Pub. Dir. . . . . Ruth Sherman  
 Dir. of News & Spec. Events . . . . . D. Nichols  
 Chief Engineer . . . . . Joseph Gill  
 Consulting Engineer . . . . . MacIntosh & Ingalls

## WHIO-TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13 . . . . . AP: 13 Kw. . . . . VP: 24 Kw.  
 Owned-Oper. By . . . . . Miami Valley Bcstg. Corp.  
 Business Address . . . . . 45 S. Ludlow St.  
 Phone Number . . . . . ADams 2261  
 Air Time . . . . . 125 hours weekly  
 News Service . . . . . UP, Movietone  
 President . . . . . James M. Cox, Jr.  
 Managing Director . . . . . J. Leonard Reinsch  
 General Manager . . . . . Robert H. Moody  
 Commercial Manager . . . . . Harvey R. Young, Jr.  
 Pgm., Film Dir. . . . . Don R. Lyons  
 Dir. TV Op. . . . . Jack L. Hodgkinson  
 Chief Engineer . . . . . Ernest L. Adams  
 Dir. News & Spec. Events . . . . . Don Wayne

## WLW-D

DAYTON—1949—NBC

Channel: 2 VHF . . . AP: 8 Kw. . . . . VP: 16 Kw.  
 Owned-Oper. By . . . . . Crosley Bcstg. Corp.  
 Business-Studio Address . . . . . 4595 S. Dixie Hwy.  
 Phone Number . . . . . Walnut 2101  
 Air Time . . . . . 17½ hours daily  
 News Service . . . . . UP  
 Representative . . . . . WLW Offices, New York,  
 Chicago, Hollywood  
 Membership . . . . . NARTB  
 Station Manager . . . . . H. Peter Lasker  
 Commercial Manager . . . . . Wm. J. Williamson  
 Program Manager . . . . . Neal Van Ells  
 Prom. Pub. Dir. . . . . Dorothy A. Sanders  
 Dir. of News & Spec. Events . . . . . Omar Williams  
 Film Manager . . . . . Ken Sanders  
 Production Manager . . . . . Robert Head  
 Chief Engineer . . . . . Lester Sturgill

## WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF . . . AP: 14.4 Kw. . . VP: 27.4 Kw.  
 Owned-Oper. By . . . . . Storer Bdcstg. Co.  
 Business-Studio Address . . . . . 136 Huron St.  
 Phone Number . . . . . ADams 3175  
 Transmitter Location . . . . . 26 Superior St.  
 Air Time . . . . . 100 hours weekly  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . Katz  
 Membership . . . . . TBA, NARTB, BAB



President.....George B. Storer  
 Commercial Manager.....W. F. Shannon  
 Gen., Sta. Mgr.....Allen L. Haid  
 Program Director.....Les Dana  
 Promotion-Publicity Dir.....Rick Gourley  
 Dir. of News & Spe. Events.....James Uebelhart  
 Production Manager.....Al Ruehfel  
 Film Director.....Elaine Phillips  
 Chief Engineer.....William Stringfellow  
 Consulting Engineer.....Glenn Boundy

## W F M J - T V

YOUNGSTOWN—1952—NBC

Channel: 73 UHF. AP: 89 Kw. VP: 175 Kw.  
 Owned-Operated By.....Vindicator Printing Co.  
 Address.....101 W. Boardman Street  
 Phone Number.....3-4121  
 Newspaper Affil.....The Youngstown Vindicator  
 News Service.....AP, UP  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....W. O. Brown  
 V. P., Gen. Mgr.....William F. Maag, Jr.  
 Comm. Mgr., Prom. Publ. Dir.  
 Leonard E. Nasman  
 Program Director.....Ronald Richards  
 Production Manager.....Peter J. Frommert  
 Film Manager.....David Davies  
 Chief Engineer.....Frank A. Dieringer

## W K B N - T V

YOUNGSTOWN—1953—ABC-CBS  
 DuM

Channel: 27 UHF. AP: 95 Kw. VP: 160 Kw.  
 Owned-Operated By.....WKBN Bcstg. Co.  
 Address.....17 N. Champion St.  
 Representative.....Raymer  
 General Manager.....J. L. Bowden  
 Consulting Engineer.....Millard M. Garrison

## OKLAHOMA K S W O

LAWTON—1953

Channel: 7 VHF. AP: 5 Kw. VP: 10 Kw.  
 Owned-Operated By.....Oklahoma Quality Bcstg. Co.  
 Address.....P. O. Box 699  
 Representative.....Everett-McKinney

## W K Y - T V

OKLAHOMA CITY—1949  
 ABC-CBS-NBC-DuM

Channel: 4 VHF. AP: 8.5 Kw. VP: 16.9 Kw.  
 Owned-Oper. By.....WKY Radiophone Co.  
 Studio Address.....500 E. Britton Rd.  
 Phone Number.....TRinity 8-2161  
 Air Time.....17½ hours daily

News Service.....AP, UP  
 News. Affil.....Oklahoman, Times  
 Representative.....Katz  
 Membership.....NARTB  
 President.....E. K. Gaylord  
 Manager.....P. A. Sugg  
 Asst. Manager.....Hoyt Andres  
 Program Director.....Robert Olson  
 Promotion Director.....Ray Scales  
 Dir. of News & Spec. Events.....Grant Foster  
 Production Manager.....Robert Doty  
 Adm. Assistant.....Eugene B. Dodson  
 Film Director.....Kieth Mathers  
 Chief Engineer.....H. J. Lovell  
 Consulting Engineer.....A. D. Ring Co.

## K O T V

TULSA—1949  
 ABC-CBS-NBC

Channel: 6. AP: 8.5 Kw. VP: 16.6 Kw.  
 Owned-Oper. By.....Wrather-Alvarez, Inc.  
 Business Address.....302 S. Frankfort St.  
 Phone Number.....2-9233  
 Air Time.....126 hours weekly  
 News Service.....UP  
 Station Representative.....Petry  
 Membership.....NARTB  
 President.....Jack D. Wrather, Jr.  
 Gen., Sta. Manager.....Maria Helen Alvarez  
 Commercial Manager.....John B. Hill  
 Program Director.....Don Thompson  
 Promotion Dir.....Robert Freeland  
 Film Director.....Glenn White  
 News Director.....Cy Tuma  
 Chief Engineer.....George Jacobs

## OREGON K P T V

PORTLAND—1952—ABC-CBS-DuM  
 NBC

Channel: 27 UHF. AP: 44 Kw. VP: 88 Kw.  
 Address.....Portland  
 Owned-Operated By.....Empire Coil Co.  
 Representative.....NBC Spot Sales  
 Station Manager.....Herb Mayer  
 Program Manager.....Frank Opra  
 Consulting Engineer.....Adler Comm. Lab.

## PENNSYLVANIA W F B G - T V

ALTOONA—1953—NBC

Channel: 10 VHF. AP: 160 Kw. VP: 316 Kw.  
 Owned-Operated By.....The Gable Co.  
 Address.....1320 Eleventh Ave.  
 Representative.....H-R Reps  
 Gen., Sales, Prom. Mgr.....Jack Snyder  
 Consulting Engineers

Craven, Lohnes & Culver

# WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12 AP: 15 Kw: VP: 30 Kw.  
 Owned-Oper. By: Dispatch Incorporated  
 Bus.-Trans. Address: 3514 State St.  
 Phone Number: 4-6371  
 Air Time: 120 hours weekly  
 News Service: AP  
 Representative: Headley-Reed  
 President: Edward Lamb  
 Vice President: Paul Albracht  
 General Manager: Ben McLaughlin  
 Program Director: Dan Lick  
 Film Director: John W. Cook  
 Comm. Mgr.: Don Boyce  
 Prom. Dir.: Jack Schumacher  
 Chief Engineer: Michael Csop

# WJAC-TV

JOHNSTOWN—1949  
 ABC-CBS-NBC-DuM

Channel: 6 VHF AP: 35 Kw VP: 70 Kw.  
 Owned-Operated By: WJAC, Inc.  
 Business Address: 329 Main St.  
 Phone Number: 9-1965  
 Air Time: 14½ hours daily  
 Newspaper Affiliation: The Johnstown Tribune  
 News Service: UP  
 Representative: Katz  
 Membership: NARTB  
 President: Walter W. Krebs  
 Gen., Sta. Mgr.: Alvin D. Schrott  
 Sales Manager: John H. Hepburn  
 Prog. Dir., Film Mgr.: Frank P. Cummins  
 Chief Engineer: Theodore Campbell  
 Consulting Engineer: McNary

# WGAL-TV

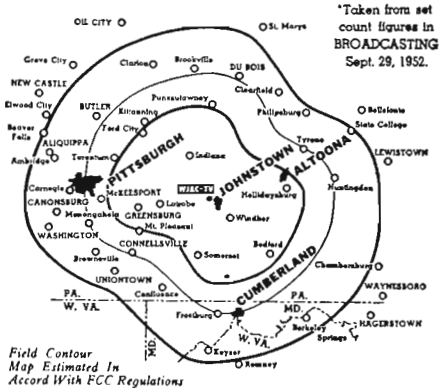
LANCASTER—1949  
 ABC-CBS-NBC-DuM

Channel: 8 VHF AP: 7.2 Kw VP: 3.6 Kw.  
 Owned-Operated By: WGAL, Inc.  
 Business-Transmitter Address: 24 S. Queen St.  
 Phone Number: 5246  
 Studio Address: 24 S. Queen St.  
 Air Time: 116 hours weekly  
 News Service: UP  
 Representative: Meeker  
 Membership: NARTB  
 President: Clair R. McCollough  
 Station Manager: Harold E. Miller  
 Gen. Sales Mgr.: J. Robert Gulick  
 Program Director: Paul Rodenhauer  
 Technical Director: J. E. Mathiat

**... the biggest buy in Television!**

**4 Big Markets Covered by One Station!**

**... 8th Largest TV Market In The United States\***



**\* POPULATION - 3,503,200**  
**\* 1951 RETAIL SALES - \$3,377,035,000**

Metropolitan coverage . . . but not metropolitan rates. Here's a big chance for covering all of Southwestern Pennsylvania with one television station. Study this map . . . make inquiries in the market . . . in the end you'll turn for best coverage to —

**WJAC-TV**  
**CHANNEL 6 • 70 KW VISUAL 35 KW AURAL**

Represented by THE KATZ AGENCY, Inc.

**Serving Millions From Atop the Alleghenies**

DuMont's  
Great Station in a Great Market

# W D T V



The Finest  
Entertainment from  
Four Networks

Serving an Area  
With More Than  
550,000 TV Sets

Keeping in Step  
With Pittsburgh's  
Fabulous Progress

For

**BEST SHOWS --- and --- BEST RESULTS**

It's

DuMont **W D T V** Channel 2

Pittsburgh's *first* Television Station

Harold C. Lund, Gen. Mgr. - C. of C. Building - Pittsburgh 30, Pa.

# WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10 VHF... AP: 14 Kw... VP: 25 Kw.  
 Owned-Operated By.....WCAU, Inc.  
 Address.....City Ave. & Monument Ave.  
 Phone Number.....GR 7-8300  
 Air Time.....16 hours daily  
 Newspaper Affiliation..The Evening Bulletin  
 News Service.....AP, UP  
 Representative.....CBS TV Spot Sales  
 Pres., Gen. Mgr.....Donald W. Thornburgh  
 V.P., Asst. Gen. Mgr.....Joseph L. Tinney  
 V.P. & TV Director.....Charles Vanda  
 Commercial Manager.....Robt. McGredy  
 Program Director.....John McClay  
 V.P. & Prom. & Pub. Dir.....Robert N. Pryor  
 Dir. News & Spec. Events.....Charles Shaw  
 Production Manager.....Richard Schlegle  
 V.P. & Technical Director.....John G. Leitch

# WPTZ

PHILADELPHIA—1941—NBC

Channel: 3... AP: 8.0 Kw... VP: 16.0 Kw.  
 Owned-Oper. By..Tele. Bcstg. Div. of Philco.  
 Corp.  
 Business Address.....1600 Architects Bldg.  
 Phone Number.....LOcust 4-5500  
 Air Time.....115 hours weekly  
 News Service.....UP  
 Station Representative.....NBC Spot Sales  
 Vice-Pres., Gen. Mgr.....Ernest B. Loveman  
 Asst. Gen. Mgr.....Rolland V. Tooke  
 Comm. Mgr.....Alexander W. Dannenbaum, Jr.  
 Mgr. of Pgm. Operations.....Preston Stover  
 Pub., Prom. Dir.....John J. Kelly  
 Chief Engineer.....Raymond J. Bowley

# WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 VHF... AP: 13.5 Kw... VP: 27 Kw.  
 Owned-Oper. By..Philadelphia Inquirer Div.  
 of Triangle Publications, Inc.  
 Business Address.....46th & Market Sts.  
 Phone Number.....EVergreen 2-4700  
 Air Time.....16 hours daily  
 Newspaper Affiliation.....The Philadelphia  
 Inquirer  
 News Service.....UP  
 Station Representative.....Katz  
 Membership..TBA, NARTB, TV Assn. of Phila.  
 General Manager.....Robert W. Clipp  
 Comm. Mgr.....Kenneth W. Stowman  
 Program Director.....Jack Steck  
 Promotion Dir.....Joe Zimmerman  
 Dir. of News & Spec. Events..Charles Harrison  
 Production Mgr.....Edmund Rogers  
 Publicity Dir.....John J. Hyland  
 Film Director.....Walter Tillman  
 Chief Engineer.....Henry Rhea

# WDTV

PITTSBURGH—1949  
 ABC-CBS-NBC-DuM

Channel: 3... AP: 8.3 Kw... VP: 16.6 Kw.  
 Owned-Operated By.....Allen B. Du Mont  
 Laboratories, Inc.  
 Business Address.....Chamber of Commerce  
 Bldg.  
 Phone Number.....Express 1-1071  
 Air Time.....155 hours weekly  
 News Service.....UP  
 Representative.....DuMont Network  
 Membership.....NARTB  
 President.....Dr. Allen B. Du Mont  
 Gen. Mgr.....Harold C. Lund  
 Sales Dir.....George Baren Bregge  
 Publ. Dir.....Dick Fortune  
 Operations Mgr.....Don Menard  
 Film Manager.....Richard Dreyfuss  
 Chief Engineer.....Raymond Rodgers

# WHUM-TV

READING—1953

Channel: 61 UHF... AP: 135 Kw... VP: 260 Kw.  
 Owned-Oper. By.....Eastern Radio Corp.  
 Address.....Skyline Drive  
 Phone Number.....4-4805  
 Air Time.....Unlimited  
 News Service.....INS  
 Representative.....H R Television, Inc.  
 Pres., Gen. Mgr.....Humboldt J. Greig  
 Vice President.....Richard G. Fichthorn  
 Operations.....Jack Schuler  
 Natl. Sales Mgr.....Robert W. Reuschle  
 Program Director.....Alan Lane  
 Promotion Director.....Arthur Heim  
 Dir. of News & Spec. Events...John Deegan  
 Dir. of Rem., Prod. Mgr.....James A. Ketcham  
 Publicity Director.....James D. Lindemuth  
 Film Manager.....Louis De Luca  
 Chief Engineer.....Joseph E. McCormack  
 (See Page 910)

# WBRE-TV

WILKES-BARRE—1953—NBC

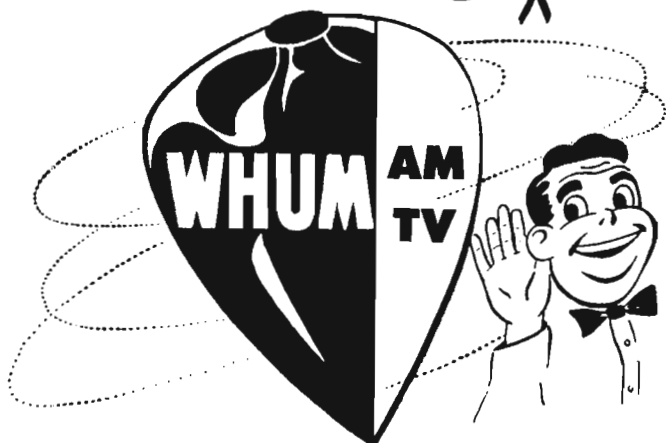
Channel: 29 UHF... AP: 500 Kw... VP: 1000 Kw.  
 Owned-Operated By.....Louis G. Baltimore  
 Address.....62 S. Franklin St.  
 Representative.....Headley-Reed  
 General Manager.....L. G. Baltimore  
 Program Director.....F. D. Coslett  
 Sales Manager.....A. C. Baltimore  
 Consulting Engineer.....Millard M. Garrison

# WSBA-TV

YORK—1953—AEC

Channel: 43 UHF... AP: 86 Kw... VP: 170 Kw.  
 Owned-Operated By..Susquehanna Bcstg. Co.  
 Address.....53 N. Duke St.

# We've Got Reading **WHUM**ming!



*In One of the Nation's Top Markets*

## **WHUM-AM**

- Serving the Pennsylvania Dutch Country.
- WHUM is the most listened to station in the Reading Metropolitan Area.
- The WHUM audience exceeds the other two Reading stations combined . . . Pulse.
- WHUM is the only CBS station in Berks, Schuylkill, Lebanon, Lancaster, Chester and Montgomery Counties (4243 square miles).
- The WHUM Market is a Billion Dollar Market.

## **WHUM-TV** CHANNEL 61

- Serving one of the nation's top 10 television markets with 2.7 million population in the Reading-Allentown - Harrisburg - York - Lancaster - Wilkes-Barre area.
- World's most powerful television station with 260,000 watts.
- Antenna height of 2680 feet above sea level (actual antenna height: 1050 feet), nearly twice the height of the antenna on the Empire State Building.
- Only General Electric Klystron transmitting equipment in the nation.
- On the air February 22, 1953.

## **READING, PA.**

CBS Radio and Television Networks Affiliate • Represented Nationally by H-R Representatives



Representative . . . . . Radio-TV Reps  
 General Manager . . . . . W. Rothenseis  
 Sales Manager . . . . . Philip Eberly  
 Consulting Engineer . . . . . George C. Davis

**RHODE ISLAND**  
**WJAR-TV**  
 PROVIDENCE—1949  
 ABC-NBC-CBS-DuM

Channel: 10 . . . . . AP: 100 Kw. . . . . VP: 200 Kw.  
 Owned-Operated By . . . . . The Outlet Co.  
 Business-Studio Address . . . . . 176 Waybosset St.  
 Phone Number . . . . . Gayspee 1-8255  
 Air Time . . . . . 125 hours weekly  
 News Service . . . . . AP  
 Representative . . . . . Weed  
 Transcription Service . . . . . SESAC, World  
 Program Manager . . . . . Seymour Horowitz  
 Mgr. TV Op. . . . . Norman Gittleson  
 Production Coordinator . . . . . Manning Tesser  
 Film Director . . . . . William Cooper  
 Promotion Manager . . . . . Frank J. Howard  
 Chief Engineer . . . . . Thomas C. J. Prior

**TENNESSEE**  
**WMCT**  
 MEMPHIS—1948  
 ABC-CBS-NBC-DuM

Channel: 5 . . . . . AP: 30 Kw. . . . . VP: 60 Kw.  
 Owned-Operated . . . . . Memphis Publishing Co.  
 Business-Studio Address . . . . . Goodwyn Institute  
 Bldg., P. O. Box 311  
 Phone Number . . . . . 8-7464  
 Air Time . . . . . 114 hours weekly  
 News Service . . . . . INS, UP  
 Representative . . . . . Branham  
 Membership . . . . . NARTB  
 President . . . . . Enoch Brown  
 Gen. Station Mgr. . . . . H. W. Slavick  
 Commercial Manager . . . . . Earl Moreland  
 Program Director . . . . . Wilson Mount  
 Prom., Pub. Dir. . . . . Walter E. Frase  
 Dir. of News & Spec. Events . . . . . Edwin White  
 Production Manager . . . . . Jay Scott  
 Film Director . . . . . Charles Caldwell, Jr.  
 Director of Remotes . . . . . Wilson Mount  
 Chief Engineer . . . . . E. C. Frase, Jr.

**WSM-TV**  
 NASHVILLE—1950  
 ABC-CBS-DuM-NBC

Channel: 4 . . . . . AP: 11.9 Kw. . . . . VP: 23.8 Kw.  
 Owned-Oper. By . . . . . Natl. Life & Accident  
 Ins. Co.  
 Business Address . . . . . 7th Ave. at Union  
 Phone Number . . . . . 6-7181  
 Air Time . . . . . 76 hours weekly  
 News Service . . . . . AP, INS, UP

Representative . . . . . Edward Petry  
 Membership . . . . . NARTB  
 President . . . . . John H. DeWitt, Jr.  
 Commercial Manager . . . . . Irving Waugh  
 Program Director . . . . . Jack Stapp  
 Pub., Publ. Relns., Prom. Dir.  
 William R. McDaniel

News & Spec. Events Dir. . . . . Harold Baker  
 Production Manager . . . . . Shelton Weaver  
 Film Director . . . . . Elmer Cartwright  
 Chief Engineer . . . . . Aaron Shelton

**TEXAS**  
**KGNC-TV**  
 AMARILLO—1953

Channel: 4 VHF . . . . . AP: 50 Kw. . . . . VP: 100 Kw.  
 Owned-Oper. By . . . . . Plains Radio Bcstg. Co.  
 Address . . . . . Box 751  
 Phone Number . . . . . 3-4242  
 Air Time . . . . . 6 hours daily  
 News. Affil. . . . . Globe-News Publ. Co.  
 News Service . . . . . AP, UP  
 Membership . . . . . NARTB  
 President . . . . . B. E. Walker  
 Gen. Sta. Mgr. . . . . Tom Kritser  
 Commercial Manager . . . . . Bob Watson  
 Prog. Dir., Dir. of Rem. . . . . Kelly Maddox  
 Promotion Director . . . . . Marianne Johnson  
 Dir. of News & Spec. Events . . . . . Wes Izzard  
 Publicity Director . . . . . Beverly Smith  
 Film Manager . . . . . Max Ewing  
 Chief Engineer . . . . . W. H. Torrey  
 Consulting Engineer . . . . . A. Earl Cullum

**KTBC-TV**  
 AUSTIN—1953—ABC-CBS-NBC

Channel: 7 VHF AP: 51.45 Kw. VP: 102.9 Kw.  
 Owned-Operated By . . . . . Texas Bcstg. Corp.  
 Address . . . . . P. O. Box 717  
 Representative . . . . . O. L. Taylor  
 General Manager . . . . . J. C. Kellam  
 Consulting Engineer . . . . . A. Earl Cullum, Jr.

**XELD-TV**  
 BROWNSVILLE—1951  
 ABC-NBC-CBS-DuM

Channel: 7 VHF . . . . . AP: 1.4 Kw. . . . . VP: 2.8 Kw.  
 Owned-Operated By . . . . . Romulo O'Farril Sr.  
 Address . . . . . 1014 E. Washington St.  
 Phone Number . . . . . Brownsville 6-6953  
 Air Time . . . . . 60 hours weekly  
 News Service . . . . . INS  
 Representative . . . . . Adam Young  
 President . . . . . Romulo O'Farril Sr.  
 General Mgr. . . . . Monte Kleben  
 Comm. Mgr. . . . . L. W. Smith  
 Traffic Mgr. . . . . Terry Frizzell  
 Chief Engineer . . . . . Juan Suarez

**TEXAS' MOST  
POWERFUL  
TELEVISION  
STATION**

**KRLD-TV**

**CHANNEL 4**

**Covering the South's Largest  
Metropolitan Market...**

**DALLAS—FT. WORTH**

More than 1 million population  
within a 50 mile radius. More  
than 2 million within 100 mile  
radius...largely urban dwellers.

★★★★

**KRLD**

**50,000 WATTS—FULL TIME**

**Exclusive CBS Outlet  
for**

**DALLAS—FT. WORTH**

**Covering the Great  
SOUTHWEST  
Market Area**

***The Southwest's  
No. 1 Stations!***

National Representative  
**THE BRANHAM COMPANY**

\*\*\* U. S. TV STATIONS \*\*\*

**KRLD-TV**

**DALLAS—1949—CBS**

Channel: 4 VHF... AP: 13.6 Kw... VP: 27.3 Kw.  
Owned-Operated By... KRLD Radio Corp.  
Business Address... Herald Square  
Phone Number... RAndolph 6811  
Air Time... 15 hours daily  
Newspaper Affiliation... Dallas Times Herald  
News Service... INS. UP  
Representative... Branham  
Membership... NARTB  
President... Clyde W. Rembert  
Comm. Mgr... William A. Roberts  
Program Dir... Ves Box  
Promotion Dir... A. J. Putman  
Dir. of News & Spec. Events... Jay Hogan  
Film Director... Nick Mueller  
Chief Engineer... B. B. Honeycuff  
Consulting Engineer... Craven, Lohnes and  
Culver

**WFAA-TV**

**DALLAS—1949—ABC-NBC-DuM**

Channel: 8 VHF... AP: 13.5 Kw... VP: 27 Kw.  
Owned-Operated By... A. H. Belo Corp.  
Business Address... Young & Houston  
Phone Number... Riverside 3315  
Air Time... 16 hours daily  
Newspaper Affiliation... Morning News  
News Service... UP  
Representative... Petry  
Membership... NARTB  
President... E. M. (Ted) Dealey  
Sup. of Radio & TV... Martin B. Campbell  
Manager... Ralph W. Nimmons  
Prog., Remotes Dir... Jay Watson  
Promotion Dir... Jack Saunders  
Dir. of News & Spec. Events... Michael Hinn  
Prod., Film Mgr... Howard Anderson  
Publicity Dir... Jane Cockrell  
Chief Engineer... William C. Ellis  
Technical Supervisor... George E. Krutilek  
Consulting Engineer... A. Earl Cullum

**KROD-TV**

**EL PASO—1952—CBS-DuM**

Channel: 4 VHF... AP: 28 Kw... VP: 56 Kw.  
Owned-Operated By... Roderick Bcstg. Co.  
Address... Wyoming & Walnut Sts.  
Representative... O. L. Taylor  
General Manager... Val Lawrence  
Sales Manager... Dick Watts

**KTSM-TV**

**EL PASO—1953—NBC**

Channel: 9 VHF... AP: 29 Kw... VP: 58 Kw.  
Owned-Operated By... Tri-State Bcstg. Co.  
Address... 801 N. Oregon St.  
Representative... Hollingbery  
General Manager... Karl O. Wyler

Sales Manager.....Roy Chapman  
 Program Director.....Jack Chapman  
 Consulting Engineer.....George P. Adair

## W B A P - T V

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF..AP: 16.4 Kw..VP: 8.2 Kw.  
 Owned-Operated By...Carter Publications, Inc.  
 Address.....3900 Barnett St.  
 Phone Number.....LOckwood 1981  
 Air Time .....17  
 News Service .....AP  
 Newspaper Affiliation.....Fort Worth Star-  
 Telegram  
 Representative.....Free & Peters  
 Membership .....NARTB  
 President .....Amon Carter  
 Director .....Harold Hough  
 General Manager.....George Cranston  
 Commercial Manager.....Roy Bacus  
 Program Director.....Bob Gould  
 Prom., Pub. Dir.....Thaine Engle  
 Dir. of News & Spec. Events...James A. Byron  
 Production Manager.....Tommy Thompson  
 Film Director.....Lynn Trammell  
 Director of Remotes.....Sid Smith  
 Chief Engineer.....R. C. Stinson  
 Consulting Engineer.....A. D. Ring

## K D U B - T V

LUBBOCK—1953—CBS-DuM

Channel: 13 VHF..AP: 15.5 Kw..VP: 31 Kw.  
 Owned-Operated By...Texas Telecasting, Inc.  
 Address.....3601 Ave. H  
 Representative .....Avery-Knodel  
 General Manager.....W. D. Rogers  
 Sales Manager.....Mike Shapiro  
 Consulting Engineers.....McIntosh & Inglis

## K P R C - T V

HOUSTON—1949—ABC-CBS  
 NBC-DuM

Channel: 2.....AP: 7.5 Kw.....VP: 15 Kw.  
 Owned-Oper. By.....Houston Post Co.  
 Address .....Lamar Hotel  
 Phone Number.....Fairfax 7101  
 Air Time.....100 hours weekly  
 Representative .....Petry  
 General Manager.....Jack Harris  
 Commercial Manager.....Jack McGrew  
 Program Director.....Bert Mitchell  
 Promotion Director.....Marsh Callaway  
 Publicity Director.....Edna Forester  
 Traffic Director.....Pat Breech  
 Chief Engineer.....Paul Huhndorf

You'll Sell More On Channel 4 because . . .

# KROD-TV

blankets EL PASO'S Fabulous Southwest



More people watch KROD-TV because

1. More area coverage and better picture
2. Transmitter tower 1,585 feet above city
3. 56,300 watts on Channel 4
4. Unrivalled studio facilities and equipment
5. CBS and Dumont TV Networks
6. Unequalled local and spot programming
7. Newspaper affiliation; promotion-minded staff

### RODERICK BROADCASTING CORP.

D. D. Roderick      Val Lawrence      Dick Watts  
 Chairman      Vice-Pres. & Gen. Mgr.      TV Sales Mgr.

KROD-TV and KROD-AM

Represented Nationally by The O. L. Taylor Co.

# KEYL

**SAN ANTONIO—1950**  
ABC-CBS-DuM

Channel: 5 VHF...AP: 17.5 Kw...VP: 35 Kw.  
Owned-Oper. By...San Antonio TV Company  
Business Address...Transit Tower  
Phone Number...Garfield 8151  
Air Time...13½ hours daily  
News Service...UP  
Representative...Katz  
Membership...NARTB  
President...George B. Storer  
Commercial Manager...W. E. Kelley  
Exec. Vice-Pres...Lee B. Wailes  
Managing Director...George B. Storer Jr.  
Program Dir...William B. Robb  
Prom., Pub. Dir...Ardyce Pfanstiel  
Dir. of News & Spec. Events...Pat Boyette  
Production Mgr...James C. Wells  
Film Mgr...John Meaney  
Chief Engineer...William Jackson

# WOAI-TV

**SAN ANTONIO—1949—NBC**

Channel: 4 VHF...AP: 10.8 Kw...VP: 21.6 Kw.  
Owned-Oper. By...Southland Industries, Inc.  
Address...1031 Navarro St.  
Phone Number...Garfield 4221  
Air Time...9 hours daily  
News Service...AP, INS, UP  
Representative...Petry  
Membership...BAB  
President...Hugh A. L. Halff  
Gen., Sta. Mgr...Arden X. Pangborn  
Comm. Mgr...Edward V. Cheviot  
Prom. Mgr...Dallas Wyant  
Program Manager...W. Perry Dickey  
Film. Prod. Mgr...Edward D. Hyman  
Dir. of News...Henry Howell  
Publicity Director...Imogene Stanley  
Director of Engineering...C. L. Jeffers  
Consulting Engineer...A. D. Ring

# KFDX-TV

**WICHITA FALLS—1953**

Channel: 3 VHF...AP: 36 Kw...VP: 60 Kw.  
Owned-Operated By...Wichtex Radio & Tele. Co.  
Address...801 Scott St.  
Transmitter Location...Old Seymour Rd.  
President...Darrold A. Cannan  
Consulting Engineer...George C. Davis

# KWFT-TV

**WICHITA FALLS—1953—CBS**

Channel: 6 VHF...AP: 11.3 Kw...VP: 22.3 Kw.  
Owned-Operated By...Wichita Falls Tele., Inc.  
Address...P. O. Box 420  
Representative...Blair-TV  
President...Kenyon Brown  
Consulting Engineer...Comm. Radio Equip. Co.

# UTAH

# KDYL-TV

**SALT LAKE CITY—1948—NBC**

Channel: 4 VHF...AP: 15 Kw...VP: 30 Kw.  
Owned-Oper. By...Intermountain Bcstg. & TV Corp.  
Business Address...143 S. Main  
Phone Number...5-2991  
Air Time...16 hours daily  
Station Representative...Blair-TV  
News Service...UP  
Membership...NARTB  
Pres., Gen., Sta. Mgr...S. S. Fox  
V.P., Tech. Dir...John M. Baldwin  
Comm. Mgr...George Provol  
Production Mgr...Allen Frank  
Program Director...Dan Rainger  
Promotion Director...Del Leeson  
Film Director...C. W. Eckhardt  
Director of Remotes...Wal Lambourne  
Chief Engineer...Alan Gunderson  
Consulting Engineer...George Davis

# KSL-TV

**SALT LAKE CITY—1948**  
ABC-CBS-DuM

Channel: 5 VHF...AP: 9.6 Kw...VP: 18.4 Kw.  
Owned-Oper. By...Radio Service Corp. of Utah  
Business Address...10 S. Main St.  
Phone Number...5-4641  
Air Time...13 hours daily  
News Service...AP, UP  
Representative...CBS TV Spot Sales  
Membership...NARTB  
Exec. Vice Pres...Ivor Sharp  
Comm. Mgr...Edward B. Kimball  
General Manager...C. Richard Evans  
Station Manager...D. Lennox Murdoch  
Program Director...Wayne Richards  
Promotion Director...A. Richard Robertson  
Director of News...Paul Alexander  
Production Manager...Scott R. Clawson  
Publicity Director...A. Richard Robertson  
Film Director...Richard V. Thiriat  
Director of Remotes...Wayne Richards  
Chief Engineer...Vincent Clayton  
Consulting Engineer...A. Ring

# VIRGINIA

# WLVA-TV

**LYNCHBURG—1953—CBS**

Channel: 13 VHF...AP: 14 Kw...VP: 28 Kw.  
Owned-Operated By...Lynchburg Bcstg. Corp.  
Address...925 Church St.  
Representative...Hollingbery  
General Manager...Phil Allen  
Sales Manager...Joseph F. Wright  
Consulting Engineers...Craven, Lohnes & Culver

**WTAR-TV**  
**NORFOLK—1950**  
**ABC-CBS-NBC-DuM**

Channel: 4 VHF...AP: 12.124...VP: 24.248 Kw.  
 Owned-Operated By.....WTAR Radio Corp.  
 Business Address.....720 Boush St.  
 Phone Number.....56711  
 Air Time.....17 hours daily  
 Newspaper Affiliation...Norfolk Newspapers,  
 Inc.

News Service.....AP, INS  
 Representative.....Petry  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....Campbell Arnoux  
 Gen. Sales Mgr.....Robert M. Lambe  
 Prod., Pgm. Dir.....Harold Solding  
 Pub., Prom. Dir.....Fred Lowe  
 Public Rel. Dir.....Joel F. Carson  
 Director of News.....Gilbert McLeod  
 Film Director.....Harry L. Nicholas  
 Film Buyer.....Winston Hope  
 Chief Engineer.....Dick Lindell  
 Consulting Engineer.....Jansky & Bailey

**WTVR**  
**RICHMOND—1947—NBC**

Channel: 6 VHF...AP: 10 Kw...VP: 20 Kw.  
 Owned-Oper. By.....Havens & Martin, Inc.  
 Address.....3301 W. Broad St., P. O. Box 5229  
 Phone Number.....5-8611  
 Air Time.....17 hours daily  
 News Service.....UP  
 Station Representative.....Blair TV  
 Membership.....NARTB, BAB  
 Pres., Gen., Sta. Mgr.....Wilbur M. Havens  
 Comm. Mgr.....Walter A. Bowry, Jr.  
 Prog. Dir., Film Mgr., G. Conrad Rianhard, Jr.  
 Prom., Pub. Dir.....Robert Montgomery  
 Dir. of News & Spec. Events.....Jack Tucker  
 Production Mgr.....Edward Allen  
 Chief Engineer.....James Kyle  
 Consulting Engineer.....McNary & Wrathall

**WROV-TV**  
**ROANOKE—1953—ABC**

Channel: 27 UHF...AP: 62 Kw...VP: 105 Kw.  
 Owned-Operated By.....Radio Roanoke, Inc.  
 Address.....Mountain Trust Bldg.  
 Representative.....Burn-Smith  
 General Manager.....Frank Koehler  
 Program Manager.....Gordon Philips  
 Consulting Engineers.....Jansky & Bailey

**WSLS-TV**  
**ROANOKE—1953—NBC**

Channel: 10 VHF...AP: 125 Kw...VP: 250 Kw.  
 Owned-Operated By  
 Shenandoah Life Stations

Address.....301 1st St.  
 Representative.....Avery-Knodel  
 Commercial Manager.....H. Fitzpatrick  
 Program Director.....George Chernault

**WASHINGTON**  
**KING-TV**  
**SEATTLE—1948**  
**ABC-CBS-NBC-DuM**

Channel: 5 VHF...AP: 10 Kw...VP: 19 Kw.  
 Owned-Operated By.....King Bcstg. Co.  
 Business Address.....Smith Tower  
 Phone Number.....MUtual 1090  
 Air Time.....14 hours daily  
 News Service.....UP  
 Representative.....Blair-TV  
 Membership.....NARTB  
 President.....Mrs. A. Scott Bullitt  
 V.P., Gen. Mgr.....Otto P. Brandt  
 Commercial Manager.....Al Hunter  
 Dir. of News & Spec. Events...Charles Herring  
 Production Mgr.....Thomas Rogstad  
 Prom., Pub. Dir.....Melvin Anderson  
 Program Director.....Lee Schulman  
 Director of Remotes.....John J. Shawcroft  
 Dir. of Engineering...James L. Middlebrooks  
 Consulting Engineer...Craven, Lohnes & Culver

**KHQ-TV**  
**SPOKANE—1953—NBC**

Channel: 6 VHF...AP: 55 Kw...VP: 100 Kw.  
 Owned-Operated By.....KHQ, Inc.  
 Address.....700 Radio Central Bldg.  
 Representative.....Katz  
 General Manager.....R. O. Dunning  
 Program Director.....William A. Neilson  
 Consulting Engineer.....George C. Davis

**KXLY-TV**  
**SPOKANE—1953—CBS-DuM**

Channel: 4 VHF...AP: 28.5 Kw...VP: 48 Kw.  
 Owned-Operated By.....KXLY-TV  
 Address.....315 W. Sprague  
 Representative.....Walker  
 General Manager.....E. B. Craney  
 Consulting Engineer.....Robert M. Silliman

**KTNT-TV**  
**TACOMA—1953—CBS-DuM**

Channel: 11 VHF...AP: 15 Kw...VP: 29.5 Kw.  
 Owned-Operated By...Tribune Publishing Co.  
 Address.....711 St. Helens Ave.  
 Representative.....Weed  
 Transmitter Location.....1701 S. 11th St.  
 President.....Frank S. Baker  
 Engineer.....Alvin H. Barnard



**WEST VIRGINIA**  
**WSAZ-TV**

HUNTINGTON—1949  
ABC-CBS-NBC-DuM

Channel: 3 VHF... AP: 42 Kw... VP: 84 Kw.  
Owned-Operated By... WSAZ, Incorporated  
Address... W. Virginia Bldg.  
Phone Number... 3-9441  
Air Time... 15 hours daily  
Newspaper Affiliation... Huntington Advertiser  
News Service... AP  
Station Representative... Katz  
Membership... NARTB  
President... Col. J. H. Long  
V.P., Gen. Mgr... Lawrence H. Rogers, II  
V.P., Tech. Dir... Leroy E. Kilpatrick  
Sales Mgr... James H. Ferguson  
Program Dir... Ted A. Eiland  
Promotion Dir... Charles W. Dinkins  
News Director... Nicholas A. Basso  
Production Mgr... Thomas I. Berdenkircher  
Nat. Sales Mgr... Elizabeth Conaty  
Film Mgr... Ned R. Brooke  
Studio Engineer... John P. Clay

**WISCONSIN**

**WTMJ-TV**

MILWAUKEE—1947—ABC-CBS  
NBC-DuM

Channel: 3 VHF... AP: 10.2 Kw... VP: 16.1 Kw.  
Owned-Oper. By... The Journal Co.  
Business-Trans. Address... 720 E. Capitol Drive  
Phone Number... B'way 1-6000  
News Service... AP  
Air Time... 16 hours daily  
Representative... Harrington, Righter & Parsons, Inc.  
Membership... NARTB  
V.P. and Gen. Mgr. of Radio and TV.  
The Journal Co... Walter J. Damm  
Asst. Gen. Mgr... R. G. Winnie  
Station Mgr... George Comte  
Asst. Sta. Mgr... George Nicoud  
Res., Devel. Co-ordinator... L. W. Herzog  
Sales Mgr... Neale V. Baake  
Program Manager... James Robertson  
Mgr. Radio & TV Engng... Phillip Laeser  
News Editor... Jack Krueger

• EXCLUSIVE!

ONLY WSAZ-TV CAN GIVE TO YOUR  
CLIENTS *Exclusive* COVERAGE IN

103 COUNTIES OF

- WEST VIRGINIA
- OHIO
- KENTUCKY

MARKET DATA\*

RETAIL SALES

\$1,828,557,000

FAMILIES

812,000

EFF. BUYING INCOME

\$2,873,118,000

\*Sales Management —  
"Survey of Buying Power" 1952

CHANNEL 3  
84,000 WATTS

**WSAZ-TV**

Represented by: THE KATZ AGENCY, INC.

# HAWAII

## U. S. TERRITORY

### KGMB-TV

HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF..AP: 17.4 Kw...VP: 34.8 Kw.  
Owned-Operated By

Hawaiian Bestg. Syst., Ltd.

Address .....1534 Kapiolani  
Phone Number .....9-0914  
Air Time.....8 Hrs. Daily  
News Service.....INS, UP  
Representative.....Free & Peters  
President.....J. Howard Worrall  
General Manager.....C. Richard Evans  
Asst. Gen. Mgr. Chg. Sales....Wayne Keari  
Program Director.....Robert Costa  
Promotion Director.....Faye Johnson  
Dir. News & Spec. Events.....Robert Costa  
Production Director.....Sheridan Reid  
Publicity Dir.....Meg Thompson  
Merchandising Dir.....Melvin B. Wright  
Chief Engineer.....C. Richard Evans

### KONA

HONOLULU—1952—DuM

Channel: 11 VHF..AP: 74 Kw...VP: 123 Kw.  
Owned-Operated By.....Radio Honolulu, Ltd.

Address.....1071 Bishop St.  
Phone Number .....6-2366  
Air Time.....5½ Hrs. Daily  
News Service.....INS, UP  
Representative.....Forjoe & Co.  
Membership.....NARTB  
President.....Walter H. Dillingham  
General Manager.....George H. Bowles  
Asst. Mgr., Prog. Dir.....William V. Ray  
Nat'l Sales Dir.....Craig Maudsley  
Local Sales Dir.....Bun Clapperton  
Public Relations Dir.....Vic Rowland  
Dir. News & Spec. Events....Webly Edwards  
Film Mgr.....Margaret S. Bowles  
Dir. of Remotes.....Young O. Kang  
Dir. of Engineering.....Robert W. Clark

## FOR LISTINGS OF IMPORTANT

# ADVERTISING AGENCIES

AND

# PERSONNEL

SEE PAGE 153

# TV STATIONS IN LATIN AMERICA

| COUNTRY   | CITY            | CALL LETTERS    | CHANNEL      | DATE           |               |              |
|-----------|-----------------|-----------------|--------------|----------------|---------------|--------------|
| ARGENTINA | Buenos Aires    | LR3-TV          | 7            | Oct. 17, 1951  |               |              |
|           |                 | LR1-TV          | 5            | Under Const.   |               |              |
| BRAZIL    | Bello Horizonte |                 | 4            | Under Const.   |               |              |
|           | Rio De Janeiro  | PRF8-TV         | 6            | Dec., 1951     |               |              |
|           | Sao Paulo       | PRF3-TV         | 3            | Sept. 18, 1950 |               |              |
|           | Sao Paulo       | RT Paulista     | 5            | Dec. 24, 1951  |               |              |
| COLOMBIA  | Bogota          |                 |              | Under Const.   |               |              |
| CUBA      | Havana          | CMQ-TV          | 6            | Dec. 14, 1950  |               |              |
|           |                 | CMUR-TV         | 4            | Oct. 24, 1950  |               |              |
|           |                 | CMA-TV          | 2            | April 1, 1952  |               |              |
|           |                 |                 | 3            | Under Const.   |               |              |
|           | Camaguey        | CMBF-TV         | 7            | Feb. 1, 1953   |               |              |
|           |                 | CMQ-TV          | 6            | Dec., 1951     |               |              |
|           |                 | CMQ-TV          | 5            | Under Const.   |               |              |
|           |                 | CMQ-TV          | 9            | Jan. 25, 1952  |               |              |
|           |                 | CMQ-TV          |              | Under Const.   |               |              |
|           |                 | Santa Clara     | CMQ-TV       | 5              | Jan. 1, 1952  |              |
|           |                 | Santa Clara     | CMUR-TV      |                | Under Const.  |              |
|           |                 | Santiago        | CMQ-TV       | 2              | Feb. 20, 1952 |              |
|           |                 | DOM. REPUBLIC   | C. Trujillo  | HIT-TV         |               | Aug. 1, 1952 |
|           |                 |                 |              |                |               |              |
| MEXICO    | Acapulco        |                 | 6            | Under Const.   |               |              |
|           |                 |                 | 10           | Under Const.   |               |              |
|           |                 |                 | 3            | Under Const.   |               |              |
|           |                 |                 | 3            | Under Const.   |               |              |
|           |                 |                 | 12           | Under Const.   |               |              |
|           |                 |                 | 6            | Under Const.   |               |              |
|           |                 |                 | 2            | Under Const.   |               |              |
|           |                 |                 | 3            | Under Const.   |               |              |
|           |                 | Matamoros       | XELD-TV      | 7              | Sept., 1951   |              |
|           |                 |                 |              | 4              | Under Const.  |              |
|           |                 | Merida          |              | 3              | Under Const.  |              |
|           |                 |                 |              | 4              | Aug. 31, 1950 |              |
|           |                 | Mexico City     | XH-TV        | 2              | March, 1951   |              |
|           |                 |                 | XEW-TV       | 9              | Under Const.  |              |
|           |                 | XEQ-TV          | 5            | Aug., 1951     |               |              |
|           |                 | XEGC-TV         | 6            | Under Const.   |               |              |
|           | Monterrey       |                 | 2            | Under Const.   |               |              |
|           |                 |                 | 2            | Under Const.   |               |              |
|           | Nogales         |                 | 2            | Under Const.   |               |              |
|           |                 |                 | 9            | Under Const.   |               |              |
|           | Paso De Cortes  | XEQ-TV          | 7            | Under Const.   |               |              |
|           |                 | XE-TV           | 2            | Under Const.   |               |              |
|           | Rio Piedras     |                 | 9            | Under Const.   |               |              |
|           |                 |                 | 6            | Under Const.   |               |              |
|           | Reynosa         |                 | 3            | Under Const.   |               |              |
|           |                 |                 | 6            | Under Const.   |               |              |
|           | Tampico         |                 | 3            | Under Const.   |               |              |
|           |                 |                 | 6            | Mar. 1, 1953   |               |              |
| Tijuana   | XEAZ-TV         | 3               | Under Const. |                |               |              |
|           |                 | 10              | Under Const. |                |               |              |
| Torreon   |                 | 12              | Under Const. |                |               |              |
|           |                 |                 |              |                |               |              |
| Vera Cruz |                 |                 |              |                |               |              |
|           |                 |                 |              |                |               |              |
| URUGUAY   | Montevideo      |                 |              | Under Const.   |               |              |
| VENEZUELA | Caracaslan      |                 | 4            | Oct. 6, 1952   |               |              |
|           |                 | Venezuelan Gvt. | 5            | Under Const.   |               |              |
|           |                 |                 | 7            | Under Const.   |               |              |

# TV EXPANDS IN MEXICO

... *Leader Evaluates New Service*

By **MIKE JABLONS**

*Special Correspondent, RADIO-TELEVISION DAILY*

Mexico City—"Television will be operating in the black by the end of this year," declared Don Emilio Azcarraga during an interview held at his office in Mexico City's imposing new Televiscentro. "We are building up set circulation and viewing audiences steadily and we hope to be able to revise our rate schedule by the end of the summer so that we may pass the break-even point sometime before the end of 1953," he added. The present rate structure at XEW-TV lists a half-hour of "A" time at 800 pesos, or about \$100, plus a small additional facilities charge. However, lest Madison Avenue time-buyers hop the next plane for Mexico City, the rate is exactly double for shows produced outside the borders of the country. Thus a filmed or kinescoped show produced in the States and shown down here on XEW-TV, plus being relayed across the country by XEQ-TV for the same time charge, will command a tariff of 1,600 pesos per half-hour. Even so, a half-hour of "A" time costing around \$250 is an advertiser's dream buy in this thriving metropolis which already boasts 40,000 receivers.



**AZCARRAGA**

Don Emilio, "El Hombre Fuerte" of Mexico's radio and television industry, also revealed that he plans to inaugurate an "Art House Movie Theater" on TV both here in Mexico City on XEW-TV, and on his new outlet XETV, channel 6, in the Tijuana-San Diego area. The "Art House Movie Theater" will run important domestic and foreign feature-length movies.

"We plan to run this film feature after 10 o'clock in the evening," Don Emilio explained. "At that time the children will, or should be, in bed, and if these fine adult French, Italian, British, and Mexican films can be shown in theaters, there is no reason why people demanding good movies on television should not be able to see these pictures." Recently as an experiment, XEW-TV telecast the Italian movie hit, "Bitter Rice," and did not receive any unfavorable comment.

"They do a lot to help popularize the new medium," Don Emilio explained.

Station XEW-TV, channel 2, has its transmitter site atop Televiscentro at Avenida Chapultepec 26 in the heart of Mexico City. The 320 foot TV tower resembling a miniature Eiffel Tower has rapidly become a landmark in the city;

having a transmitter and tower atop the studio building results in considerable savings for Senor Azcarraga's television operation. Zoning and aviation regulations make this one of the few cities in the world where such tower construction is permissible.

But the transmitter site that would make the eyes of any U. S. TV broadcaster pop is that enjoyed by XEQ-TV, channel 9. XEQ-TV is Don Emilio's relay station to carry the programs of XEW-TV to the country outside of Mexico City. Exclusively a relay station—it picks up XEW-TV's signal via microwave relay—XEQ-TV originates no programs of its own. The XEQ-TV transmitter is situated in Paso Cortes, 14,500 feet high in Cortes Pass between the twin volcanos that have become the trade mark of Mexico, Popocatepetl and Ixtaccihuatl (try pronouncing that on your precocious ten-year-old). From this vantage point XEQ-TV retransmits XEW-TV's programs with a clear signal as far as the city of Vera Cruz, almost 300 miles away on the Gulf of Mexico.

# NEW TV STATIONS SET FOR OPENING IN 1953

*On this page, and the three pages following, we list geographically the television station organizations planning to begin operations in 1953, together with channel numbers and, where possible, date for start of broadcasting.*

| City               | Call Letters | Licensee                          | Channel | Expected Date On The Air |
|--------------------|--------------|-----------------------------------|---------|--------------------------|
| <b>ALABAMA</b>     |              |                                   |         |                          |
| Birmingham         | WSGN-TV      | Birmingham News Co.               | 42      | *                        |
| Birmingham         | WJLN-TV      | Johnston B'eg. Co.                | 48      | *                        |
| Decatur            | WTVS         | Tennessee Valley B'eg. Co., Inc.  | 23      | *                        |
| Gadsden            | WCOV-TV      | Jacob A. Newborn, Jr.             | 21      | May                      |
| Montgomery         |              | Capitol B'eg. Co.                 | 20      |                          |
| <b>ARIZONA</b>     |              |                                   |         |                          |
| Mesa               |              | Harkings Bestg.                   | 12      | †                        |
| Tucson             | KVOA-TV      | Ariz. B'eg. Co.                   | 4       |                          |
| Tucson             | KCNA-TV      | Catalina B'eg. Co.                | 9       | *                        |
| <b>ARKANSAS</b>    |              |                                   |         |                          |
| El. Smith          | KESA-TV      | Southwestern Publ. Co.            | 22      | May                      |
| Little Rock        | KRTV         | Little Rock Telecasters           | 17      | *                        |
| Little Rock        | KETV         | Great Plains TV Properties        | 23      |                          |
| <b>CALIFORNIA</b>  |              |                                   |         |                          |
| Bakersfield        | KAFX-TV      | Bakersfield B'eg. Co.             | 29      | April                    |
| Chico              |              | Golden Empire B'eg. Co.           | 12      | *                        |
| Eureka             | KIEM-TV      | Redwood Bestg. Co.                | 3       | *                        |
| Los Angeles        | KPIK         | John Poole B'eg. Co.              | 22      | August                   |
| Monterey           |              | Monterey Radio-Tele. Co.          | 8       | †                        |
| Salinas            |              | Salinas Bestg. Corp.              | 8       | *                        |
| Salinas            | KICU-TV      | Salinas-Monterey Tele. Co.        | 28      | *                        |
| Santa Barbara      | KEYT         | Santa Barbara B'eg. & Tele. Corp. | 3       | October                  |
| San Bernardino     | KITQ-TV      | KITQ, Inc.                        | 18      | May                      |
| San Francisco      |              | Lawrence A. Harvey                | 20      | *                        |
| San Luis Obispo    |              | The Valley Electric Co.           | 6       | †                        |
| Stockton           | KTVU         | San Joaquin Telecasters           | 36      | September                |
| Yuba City          |              | John Steventon                    | 52      | *                        |
| <b>COLORADO</b>    |              |                                   |         |                          |
| Colorado Springs   | KRDO-TV      | Pikes Peak B'eg. Co.              | 13      | April                    |
| Denver             | KDEN         | Empire Coil Co.                   | 26      | April                    |
| Denver             | KIRV         | Mountain States Tele. Co.         | 20      | *                        |
| Pueblo             | KCSJ         | Star B'eg. Co.                    | 5       |                          |
| Pueblo             | KDZA-TV      | Pueblo Radio Co.                  | 3       | *                        |
| <b>CONNECTICUT</b> |              |                                   |         |                          |
| Bridgeport         | WSJL         | Harry Liffig                      | 49      |                          |
| New London         | WNLC-TV      | Thomas B'eg. Corp.                | 26      | July                     |
| Waterbury          | WATR-TV      | WATR, Inc.                        | 53      |                          |
| <b>DELAWARE</b>    |              |                                   |         |                          |
| Dover              |              | Rollins Bestg., Inc.              | 10      | *                        |
| <b>FLORIDA</b>     |              |                                   |         |                          |
| Fl. Lauderdale     | WFTL-TV      | Gore Publishing Co.               | 23      |                          |
| Fl. Lauderdale     | WFTV         | Gerico Investment Co.             | 17      |                          |
| Fort Myers         |              | Fort Myers Bestg. Co.             | 11      | †                        |
| Lakeland           | WONN-TV      | WONN-TV, Inc.                     | 16      | *                        |
| Panama City        |              | J. D. Manley                      | 7       | †                        |
| Pensacola          | WPFA         | Southland Telecasters             | 15      | June                     |
| St. Petersburg     | WSUN-TV      | City of St. Petersburg            | 38      | May                      |
| West Palm Beach    | WTRK-TV      | WTRK-TV, Inc.                     | 21      | *                        |
| <b>GEORGIA</b>     |              |                                   |         |                          |
| Columbus           |              | Television Columbus               | 28      | *                        |
| Macon              | WTWV         | Macon Tele. Co.                   | 47      | †                        |
| Macon              |              | Southeastern Bestg. Co.           | 13      | *                        |
| Rome               | WROM-TV      | Coosa Valley Radio Co.            | 9       | *                        |
| Valdosta           | WGOV-TV      |                                   | 37      | †                        |
| <b>IDAHO</b>       |              |                                   |         |                          |
| Boise              | KIDO-TV      | KIDO-TV, Inc.                     | 7       | July                     |
| Boise              | KTYI         | Idaho B'eg. & Tele. Co.           | 9       | Fall                     |
| Idaho Falls        |              | Idaho Falls Television, Inc.      | 8       | †                        |
| Idaho Falls        |              | Idaho Radio Corp.                 | 3       | †                        |
| Nampa              |              | Frank E. Hurt & Sons, Inc.        | 6       | *                        |
| Pocatello          |              | Eastern Idaho Bestg. & Tele. Co.  | 10      | †                        |
| Pocatello          |              | Tribune-Journal Co., Inc.         | 6       | †                        |

\* Information not available.



| City                 | Call Letters | Licensee                           | Channel | Expected Date |         |
|----------------------|--------------|------------------------------------|---------|---------------|---------|
|                      |              |                                    |         | On            | The Air |
| <b>ILLINOIS</b>      |              |                                    |         |               |         |
| Belleville           | WTVI         | Signal Hill Telecasting Corp.      | 51      | May           | 15      |
| Bloomington          |              | Cecil W. Roberts                   | 15      |               | *       |
| Champaign            |              | Midwest Television, Inc.           | 3       |               | *       |
| Chicago              | WHFC-TV      | WHFC, Inc.                         | 26      |               | *       |
| Danville             | WDAN-TV      | Northwestern Publishing Co.        | 21      | December      |         |
| Deatur               | WTVP         | Prairie Television Co.             | 17      | July          |         |
| Harrisburg           |              | Turner-Farrar Assn.                | 22      |               | *       |
| Peoria               | WTVH-TV      | Hilltop B'eg. Co.                  | 19      |               | *       |
| Rockford             | WTVQ         | Winneshago Tele Corp.              | 39      |               | *       |
| Springfield          |              | Plains Television Co.              | 20      |               | *       |
| <b>INDIANA</b>       |              |                                    |         |               |         |
| Lafayette            | WFAM-TV      | WFAM, Inc.                         | 59      | May           |         |
| Marion               |              | Chronicle Publishing Co.           | 29      |               | *       |
| Muncie               | WLBC-TV      | Tri-City Radio Corp.               | 49      |               | *       |
| Princeton            |              | Princeton Bestg. Co.               | 52      |               | *       |
| Davenport            |              | Mel Foster-Harold Hoersch          | 36      |               | *       |
| <b>IOWA</b>          |              |                                    |         |               |         |
| Fl. Dodge            | KQTV         | Northwest Television Co.           | 21      | October       |         |
| Sioux City           | KATV         | Great Plains Television Properties | 36      |               | *       |
| Sioux City           | KVTV         | Cowles Bestg. Co.                  | 9       |               | *       |
| <b>KANSAS</b>        |              |                                    |         |               |         |
| Hutchinson           | KTVH         | Hutchinson TV, Inc.                | 12      |               | *       |
| Pittsburg            |              | Pittsburg Bestg. Co., Inc.         | 7       |               | *       |
| Wichita              |              | C.W.C. Co.                         | 16      |               | *       |
| <b>KENTUCKY</b>      |              |                                    |         |               |         |
| Ashland              | WPTV         | Polan Industries                   | 59      | July          |         |
| Henderson            | WEHT         | Ohio Valley Tele. Co.              | 50      |               | *       |
| Louisville           | WLOU-TV      | Robert W. Rounsaville              | 41      |               | *       |
| Louisville           | WKLO-TV      | Mid-America B'eg. Corp.            | 21      | April         |         |
| <b>LOUISIANA</b>     |              |                                    |         |               |         |
| Baton Rouge          |              | Modern Bestg. Co.                  | 28      |               | *       |
| Baton Rouge          | KHTV         | Capital Television & B'eg. Co.     | 10      |               | *       |
| Lake Charles         | KTAG         | Southland Telecasters              | 25      | June          |         |
| Monroe               | KNOE-TV      | James A. Noe                       | 8       | April         |         |
| Monroe               | KFAZ         | Delta Television                   | 43      | May           |         |
| New Orleans          |              | Supreme Bestg. Co.                 | 61      |               | *       |
| New Orleans          |              | New Orleans Television Co.         | 20      |               | *       |
| <b>MAINE</b>         |              |                                    |         |               |         |
| Portland             |              | Portland Telecasting Corp.         | 53      |               | *       |
| <b>MARYLAND</b>      |              |                                    |         |               |         |
| Baltimore            | WTH-TV       | WTH-TV, Inc.                       | 60      |               | *       |
| Frederick            | WFMJ-TV      | Monocacy B'eg. Co.                 | 62      |               | *       |
| Salisbury            |              | Peninsula Broadcasting Co.         | 16      |               | *       |
| Cambridge            |              | Middlesex Bestg. Co.               | 56      |               | *       |
| <b>MASSACHUSETTS</b> |              |                                    |         |               |         |
| Fall River           | WSEE-TV      | New England Tele. Co.              | 46      | May           |         |
| Holyoke              | WHYN-TV      | Hampden-Hampshire Corp.            | 55      |               | *       |
| New Bedford          | WNBH-TV      | E. Anthony & Sons                  | 28      |               | *       |
| North Adams          |              | Greylock Bestg. Co.                | 71      |               | *       |
| Northampton          |              | Regional Tele. Corp.               | 36      |               | *       |
| Springfield          | WWLP         | Springfield Tele. Bestg. Corp.     | 61      |               | *       |
| <b>MICHIGAN</b>      |              |                                    |         |               |         |
| Ann Arbor            | WPAG         | Washtenaw B'eg. Co.                | 20      | April         |         |
| Battle Creek         | WBCK-TV      | Michigan B'eg. Co.                 | 58      | August        |         |
| Battle Creek         | WBKZ-TV      | Booth Radio & Tele. Stations       | 61      | May           |         |
| Benton Harbor        |              | Palladium Publishing Co.           | 42      |               | *       |
| East Lansing         | WKAR-TV      | Michigan State Bd. of Agriculture  | 60      | August        |         |
| Flint                | WTAC-TV      | Trendle-Campbell B'eg. Corp.       | 16      |               | *       |
| Flint                | WCTV         | Trans-American Television Corp.    | 28      |               | *       |
| Jackson              | WIBM-TV      | WIBM, Inc.                         | 48      |               | *       |
| Kalamazoo            | WKMI-TV      | Howard D. Steere                   | 36      |               | *       |
| Lansing              | WLS-TV       | Lansing B'eg. Co.                  | 51      | Fall          |         |
| Muskegon             | WTVM         | Versluis Radio & Tele.             | 35      |               | *       |
| <b>MINNESOTA</b>     |              |                                    |         |               |         |
| Duluth               | WFTV         | Great Plains Tele. Properties      | 38      |               | *       |
| Rochester            | KROC-TV      | Southern Minn. B'eg. Co.           | 10      | April         |         |
| St. Cloud            | WJON-TV      | Granite City B'eg. Co.             | 7       | May           |         |
| St. Paul             | WCOW-TV      | WCOW Telecasting Co.               | 17      |               | *       |
| <b>MISSISSIPPI</b>   |              |                                    |         |               |         |
| Meridian             | WCOC-TV      | Mississippi B'eg. Co.              | 30      |               | *       |
| Columbus             |              | Birney Innes, Jr.                  | 28      |               | *       |
| Gulfport             | WGCM-TV      | WGCM Television Corp.              | 56      |               | *       |
| <b>MISSOURI</b>      |              |                                    |         |               |         |
| Columbia             | KOMU-TV      | Curators of the Univ. of Mo.       | 8       | July          |         |
| Festus               | KACV         | Ozark Television Corp.             | 11      | June          |         |
| Hannibal             |              | Courier-Post Publ. Co.             | 7       |               | *       |
| Kansas City          | KCTV         | Empire Coil Co.                    | 25      |               | *       |
| St. Joseph           | KFEQ-TV      | KFEQ, Inc.                         | 2       | April         |         |

\*Information not available.

| City           | Call Letters | Licensee                               | Channel | Expected Date On The Air |
|----------------|--------------|--|---------|--------------------------|
| St. Louis      | KSTM-TV      | Broadcast House                        | 36      | April                    |
| St. Louis      |              | Missouri Bestg. Co.                    | 42      |                          |
| Sedalia        |              | Milton J. Hinlein                      | 6       |                          |
| Springfield    | KATV         | Springfield Tele.                      | 3       | July                     |
| Springfield    | KTTS-TV      | Independent B'eg. Co.                  | 10      | May                      |
|                |              | MONTANA                                |         |                          |
| Billings       |              | Rudman-Hayutin Tele. Corp.             | 8       | *                        |
| Billings       | KOOK-TV      | The Montana Network                    | 2       | *                        |
| Butte          | KPOR-TV      | Copper B'eg. Co.                       | 4       | *                        |
| Butte          |              | Television Montana                     | 6       | *                        |
| Great Falls    | KFBB-TV      | Buttery Broadcast                      | 5       | *                        |
| Missoula       |              | Mosby's, Inc.                          | 15      | *                        |
|                |              | NEBRASKA                               |         |                          |
| Lincoln        | KFOR-TV      | Cornbelt B'eg. Corp.                   | 10      | April                    |
|                |              | NEVADA                                 |         |                          |
| Reno           | KZTV         | Nevada Radio-Television                | 8       |                          |
|                |              | NEW JERSEY                             |         |                          |
| Asbury Park    | WCEE         | Atlantic Video Corp.                   | 58      | October                  |
| Atlantic City  |              | Matta Enterprises                      | 52      | *                        |
| Albuquerque    |              | New Mexico Bestg. Co.                  | 13      | *                        |
| Clovis         |              | Telepolitan Bestg. Co.                 | 12      | *                        |
|                |              | NEW MEXICO                             |         |                          |
| Roswell        | KSWB-TV      | John A. Barnett                        | 8       | *                        |
| Sante Fe       |              | Greer & Greer                          | 2       | *                        |
|                |              | NEW YORK                               |         |                          |
| Buffalo        | WBES         | Buffalo-Niagara TV Corp.               | 59      | *                        |
| Buffalo        | WBUF         | Chautauqua B'eg. Corp.                 | 17      | April                    |
| Elmira         | WTFE         | Elmira Television                      | 24      |                          |
| Elmira         |              | El-Cor Television, Inc.                | 18      |                          |
| Ithaca         | WHCU-TV      | Cornell Univ.                          | 20      | November                 |
| Jamestown      | WJTN-TV      | James B'eg. Co.                        | 58      | *                        |
| Kingston       | WKNV-TV      | Kingston B'eg. Corp.                   | 66      | *                        |
| Poughkeepsie   | WEOK-TV      | Mid-Hudson Bestrs.                     | 21      | December                 |
| Rochester      |              | Veterans Bestg. Co., Inc.              | 10      | *                        |
| Rochester      | WHEC-TV      | WHEC, Inc.                             | 10      | *                        |
| Watertown      | WWNY-TV      | Brookway Co.                           | 18      | *                        |
|                |              | NORTH CAROLINA                         |         |                          |
| Charlotte      |              | Inter-City Adv. Co. of Charlotte, Inc. | 36      | *                        |
| Durham         |              | T. E. Allen & Sons, Inc.               | 16      | *                        |
| Greensboro     | WCOG-TV      | Inter-city Adv. Co.                    | 57      | *                        |
| Greenville     |              | Carolina Bestg. System, Inc.           | 9       | *                        |
| Hendersonville |              | Radio Hendersonville                   | 27      | *                        |
| Mount Airy     |              | Ralph D. Epperson                      | 55      | *                        |
| Raleigh        | WETV         | Sir Walter TV & B'eg. Co.              | 28      | *                        |
| Winston-Salem  |              | Winston-Salem B'eg. Co.                | 26      | *                        |
|                |              | NORTH DAKOTA                           |         |                          |
| Bismarek       |              | Meyer Broadcasting Co.                 | 5       | *                        |
| Bismarek       |              | Rudman Television Co.                  | 12      | *                        |
| Fargo          | WDAV-TV      | WDAV, Inc.                             | 6       | *                        |
| Minot          |              | Rudman Tele. Co.                       | 10      | *                        |
| Minot          | KCJB-TV      | North Dakota Bestg. Co.                | 13      | *                        |
|                |              | OHIO                                   |         |                          |
| Akron          | WAKR-TV      | Summit Radio Corp.                     | 19      | April                    |
| Ashtabula      | WICA-TV      | WICA, Inc.                             | 15      | *                        |
| Dayton         | WFE          | Skyland B'eg. Corp.                    | 22      | July                     |
| Lima           | WLOK-TV      | WLOK, Inc.                             | 23      | *                        |
| Lima           | WTMA-TV      | NW Ohio B'eg. Corp.                    | 35      | *                        |
| Massillon      | WMAO-TV      | Midwest TV Co.                         | 23      | April                    |
| Sandusky       | WLEC-TV      | Lake Erie B'eg. Co.                    | 42      | December                 |
| Warren         | WHHH-TV      | Warren Tribune Radio Sta.              | 67      | *                        |
| Youngstown     | WUTV         | Polan Industries                       | 21      | *                        |
| Zanesville     | WHIZ-TV      | Southeastern O. TV Syst.               | 50      | April                    |
|                |              | OKLAHOMA                               |         |                          |
| Oklahoma City  | KLPR-TV      | KLPR Television                        | 19      | *                        |
| Oklahoma City  |              | Okla. County Tele. & Bestg. Co.        | 25      | *                        |
| Tulsa          |              | Eldred Beck                            | 23      | *                        |
|                |              | OREGON                                 |         |                          |
| Eugene         |              | W. Gordon Allen                        | 20      | *                        |
| Medford        |              | South Oregon Bestg. Co.                | 5       | *                        |
| Salem          |              | Lawrence A. Harvey                     | 24      | July                     |
|                |              | PENNSYLVANIA                           |         |                          |
| Bethlehem      | WLEV-TV      | Associated Bestrs., Inc.               | 51      | *                        |
| Chambersburg   |              | Chambersburg Bestg. Co.                | 16      | *                        |
| Easton         | WGLY         | Easton Publ. Co.                       | 57      | April                    |
| Harrisburg     | WTPA         | Harrisburg Bestrs., Inc.               | 71      | *                        |
| Harrisburg     | WHF-TV       | WHF, Inc.                              | 55      | *                        |
| Hazleton       | WAZL-TV      | Hazleton B'eg. Co.                     | 63      | *                        |
| Johnstown      |              | Rivoli Realty Co.                      | 56      | *                        |
| New Castle     | WKST-TV      | WKST, Inc.                             | 15      | *                        |

\* Information not available.

| City            | Call Letters | Licensee                       | Channel | Expected Date |   |
|-----------------|--------------|--------------------------------|---------|---------------|---|
|                 |              |                                |         | On The Air    | * |
| Philadelphia    | WIP-TV       | Penna. B'eg Co.                | 29      |               | * |
| Pittsburgh      | WTVQ         | J. Frank Gallaher, et al       | 17      |               | * |
| Pittsburgh      | WENS         | Telesensing Co. of Pittsburgh  | 16      | July          | * |
| Pittsburgh      | WKJE-TV      | Agnes J. Reeves Greer          | 53      |               | * |
| Reading         | WEEU-TV      | Hawley B'eg Co.                | 33      |               | * |
| Seranton        | WTVU         | Appalachian Co.                | 73      |               | * |
| Seranton        |              | Union Bestg. Co.               | 16      |               | * |
| Seranton        | WGBI-TV      | Seranton B'estrs., Inc.        | 22      |               | * |
| Wilkes-Barre    | WILK-TV      | Wyo. Valley B'eg Co.           | 31      | April 1       | * |
| Williamsport    | WRAC-TV      | WRAC, Inc.                     | 36      |               | * |
| York            | WNOW-TV      | He'm Coat Co.                  | 19      | April         | * |
| SOUTH CAROLINA  |              |                                |         |               |   |
| Charleston      | WCSC-TV      | WCSC, Inc.                     | 5       | April         | * |
| Columbia        | WCOS-TV      | Radio Columbia                 | 25      |               | * |
| Columbia        | WIS-TV       | WIS-TV Corp.                   | 10      |               | * |
| Columbia        | WNOK-TV      | Palmetto Radio Corp.           | 67      | April         | * |
| Greenville      | WGVL         | Greenville Tele Co.            | 23      |               | * |
| SOUTH DAKOTA    |              |                                |         |               |   |
| Sioux Falls     | KELO-TV      | Midcontinent B'eg Co.          | 11      |               | * |
| TENNESSEE       |              |                                |         |               |   |
| Chattanooga     | WOUC         | Chattanooga T-V, Inc.          | 19      |               | * |
| Chattanooga     | WTVT         | Tom Potter                     | 13      |               | * |
| Johnson City    | WJHL-TV      | WJHL, Inc.                     | 11      |               | * |
| Memphis         | WHBQ-TV      | Harding College                | 13      | August        | * |
| Amarillo        | KFDA-TV      | Amarillo Bestg. Co.            | 10      |               | * |
| TEXAS           |              |                                |         |               |   |
| Austin          | KCTV         | Capital City Tele Co.          | 18      |               | * |
| Austin          | KTVA         | Tom Potter                     | 21      | July          | * |
| Beaumont        | KBMT         | Television Bestrs.             | 31      | May           | * |
| Dallas          |              | Trinity Bestg. Corp.           | 29      |               | * |
| Dallas          |              | UHF Television Co.             | 23      |               | * |
| El Paso         | KEPO-TV      | KEPO, Inc.                     | 13      |               | * |
| Fort Worth      |              | Tarrant County Television Co.  | 20      |               | * |
| Galveston       | KTVR         | Rudman Tele Co.                | 11      |               | * |
| Galveston       | KGUL-TV      | Gulf Tele Co.                  | 11      |               | * |
| Houston         |              | UHF Television Co.             | 23      |               | * |
| Houston         | KNUZ-TV      | KNUZ Tele Co.                  | 39      | July          | * |
| Longview        |              | East Texas TV Co.              | 32      |               | * |
| Lubbock         | KLBD-TV      | Bryant Radio & Tele            | 11      |               | * |
| Lufkin          |              | Forest Capital Bestg. Co.      | 9       |               | * |
| McAllen         |              | Texas State Network            | 20      |               | * |
| Midland         |              | Permian Basin Tele. Co.        | 2       |               | * |
| San Angelo      | KTXL-TV      | Westex Tele Co.                | 8       |               | * |
| San Angelo      | KGKL-TV      | KGKL, Inc.                     | 3       |               | * |
| Sherman         |              | Sherman Television Co.         | 16      |               | * |
| Temple          | KCEN-TV      | Bell Publ. Co.                 | 6       |               | * |
| Texarkana       | KCMC-TV      | KCMC, Inc.                     | 6       |               | * |
| Tyler           | KETX         | Jacob A. Newborn, Jr.          | 19      |               | * |
| Waco            | KANG-TV      | Central Texas Tele Co.         | 31      | June          | * |
| Wichita Falls   | KTVW         | White Tele Co.                 | 22      | April         | * |
| VIRGINIA        |              |                                |         |               |   |
| Charlottesville | WCHV-TV      | Barham & Barham                | 61      |               | * |
| Danville        | WBTM-TV      | Piedmont B'eg Corp.            | 21      |               | * |
| Harrisonburg    |              | Shenandoah Valley Bestg. Corp. | 3       |               | * |
| Lynchburg       | WWOD-TV      | Old Dominion B'eg Corp.        | 16      |               | * |
| Newport News    | WHVU-TV      | Eastern B'eg Corp.             | 33      |               | * |
| Norfolk         |              | Peninsula B'eg Corp.           | 15      |               | * |
| WASHINGTON      |              |                                |         |               |   |
| Bellingham      | KVOS-TV      | KVOS, Inc.                     | 12      | May           | * |
| Tacoma          | KMO-TV       | KMO, Inc.                      | 13      | May           | * |
| Yakima          | KIMA-TV      | Cascade B'eg Co.               | 29      |               | * |
| Yakima          | KIT-TV       | KIT, Inc.                      | 23      | August        | * |
| WEST VIRGINIA   |              |                                |         |               |   |
| Charleston      |              | Joe L. Smith, Jr., Inc.        | 19      |               | * |
| Parkersburg     |              | West Va. Enterprises           | 15      |               | * |
| Wheeling        |              | Polan Industries               | 51      |               | * |
| WISCONSIN       |              |                                |         |               |   |
| Beloit          | WGEZ-TV      | Beloit Bestg. Co.              | 57      |               | * |
| Eau Claire      |              | Central Bestg. Co.             | 13      |               | * |
| Green Bay       | WBAY-TV      | Norbertine Fathers             | 2       |               | * |
| Madison         | WKOW-TV      | Monona B'eg Co.                | 27      | July          | * |
| Madison         | WMTV         | Bartell Tele. Corp.            | 33      |               | * |
| Milwaukee       | WCAN-TV      | Midwest B'eg Co.               | 25      |               | * |
| Neenah          | WNAM-TV      | Neenah-Menasha B'eg Co.        | 12      | Autumn        | * |
| Oshkosh         | WOSH-TV      | Oshkosh B'eg Co.               | 18      | April         | * |
| WYOMING         |              |                                |         |               |   |
| Cheyenne        | WFBC-TV      | Frontier B'eg Co.              | 5       |               | * |
| PUERTO RICO     |              |                                |         |               |   |
| San Juan        | WKAQ-TV      | El Mundo B'eg Corp.            | 2       | 1951          | * |

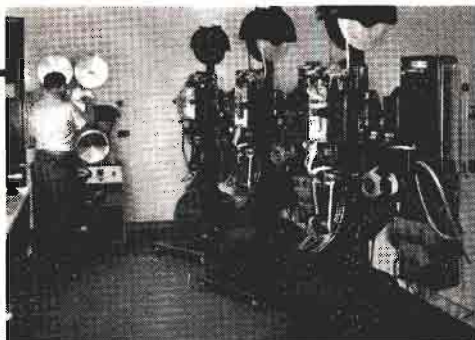
\*Information not available.

**PERFECT TV PRODUCTION REQUIRES**

# Precision Prints

**STEP PRINTING  
ELIMINATES  
CONTACT SHIFTS**

The sharpness of a print depends on close contact between original and print stock. In step printing at Precision, the two films are absolutely stationary during exposure. Timing and effects are produced without notching original. One-to-one optical sound printing assures broadcast quality.



## **YOUR ASSURANCE OF BETTER 16<sub>mm</sub> PRINTS**

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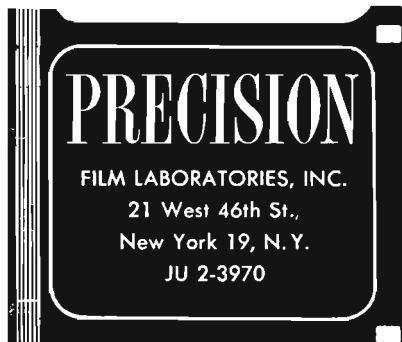
**Individual Attention** is given each film, each reel, each scene, each frame — through every phase of the complex business of processing — assuring you of the very best results.

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*Precision Film Laboratories — a division of J. A. Maurer, Inc., has 14 years of specialization in the 16mm field, consistently meets the latest demands for higher quality and speed.*

enable us to offer service unequalled anywhere!

**Newest Facilities** in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry—including exclusive **Maurer**-designed equipment—your guarantee that only the *best* is yours at Precision!



TV FILM  
PRODUCERS  
AND  
DISTRIBUTORS

Personnel

•

Phone Numbers

•

Addresses

•

Services





Photographing the celebrated Columbus Boychoir and Founder-Director Huffman in action, with the Maurer "16."

From Maine to Texas



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maurer**

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123 W. Chestnut St., Chicago 10, Ill.  
Phone: Michigan 2-0128

Pres. & Dir. of Pro. . . . . Bernard Howard  
*Services Offered*—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films; animations; TV consultant to agencies.

## **Advance Film Productions, Inc.**

729 Seventh Ave., New York 19, N. Y.  
Phone: Circle 5-6873

President . . . . . Chas. A. Alicoate  
Executive Vice-President Chg. of  
Production . . . . . Wm. E. Wild  
*Services Offered*—Producer of films for television, commercials and shows: Complete planning, writing and production, fully equipped. Projection theaters, Cutting Rooms, Stock shot library.

## **A. F. Films, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: Circle 7-2850

President . . . . . Nicolas Bongard  
Director . . . . . Rosalind Kossoff  
*Services Offered* — Distribution of short films internationally produced, TV films for distribution in U. S. and Canada.

## **Aladdin Television Productions, Inc.**

165 N. La Brea Ave., Los Angeles 36, Cal.  
Phone: Webster 3-9437

President . . . . . Harry M. Popkin  
V.P., Assoc. Producer . . . . . Julius F. Tuchler  
Secretary . . . . . Kenneth N. Chantry  
Treasurer . . . . . Jack Y. Berman  
Producer . . . . . Harold Helvenston  
Director . . . . . Erle C. Kenton  
Production Mgr. . . . . William Persons  
*Services Offered* — Producer of films in series form for TV.

## **Alexander Film Co.**

3200 N. Nevada Ave., Colorado Springs, Colo.  
Phone: MAin 4200

President . . . . . J. Don Alexander  
V.P. in Chg. Prod. . . . . Don M. Alexander  
V.P. . . . . Don Alexander, Jr.  
Sec'y-Treas. . . . . E. B. Foster  
V.P. in Chg. Sales . . . . . M. J. McInaney

Production Mgr. . . . . James Anderson  
Dir. Advtg., Pub. Rel. . . . . R. H. Geddy  
*Services Offered*—Producer of TV commercials.

## **All-Scope Pictures, Inc.**

7525 Beverly Blvd., Hollywood 36, Calif.  
Phone: WYoming 1128

President . . . . . Gordon S. Mitchell  
Vice-President . . . . . C. D. Owens  
Secretary-Treasurer . . . . . L. B. Mitchell  
Chairman of Bd. . . . . Gordon S. Mitchell  
*Services Offered*—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

## **Allegro Pictures, Inc.**

1238 Mammoth Ave., Sherman Oaks, Cal.  
Phone: STate 9-4952

Pres., Exec. Producer . . . . . William Lava  
*Services Offered*—Platter films; 3 min. silent sketches for use with recordings supplied by station disc jockeys. Classified: Planned series of one-half hour dramatic films based on true stories behind the want-ads.

## **Allen & Allen Productions**

3947 W. 59 Place, Los Angeles 43, Calif.  
Phone: AX 3-3314

Directing Mgr. . . . . George E. Allen  
*Services Offered*—TV package programs.

## **American Film Co.**

1329 Vine St., Philadelphia 7, Pa.  
Phone: WALnut 2-1800

Mgr. . . . . Ben Harris  
*Services Offered*—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

## **American Film Producers**

1600 Broadway, New York 19, N. Y.  
Phone: PLaza 7-5915

Executive Producers . . . . . Robert Gross,  
Lawrence A. Glesnes  
Production Control . . . . . Sheldon Abramowitz  
Editorial Chief . . . . . Robert C. Jacques  
Photography Supervisor . . . . . J. C. Townsend  
Animation Supervisor . . . . . Al Stahl  
*Services Offered*—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or

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TV FILM STUDIOS,  
INC.

*Producers of*  
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“HOLLYWOOD-OFF-BEAT”

*Starring*  
MELVYN DOUGLAS

“AMERICAN WIT AND HUMOR”

*Starring*  
THOMAS MITCHELL

black and white; 16 or 35mm.; production and distribution.

*Productions* — "The Grass Is Always Greener," "A Mind of Her Own," "Air Force Scientists in Action," "Men of the Forest."

**Animated Productions Inc.**

1600 Broadway, New York, N. Y.  
Phone: COlumbus 5-2942

President .....Al Stahl  
Vice-President .....Irwin Stahl  
V.P. in Chg. Sales.....Otto Sutter  
V.P. in Chg. Production....Edwin Rehberg

*Services Offered*—Complete motion picture production service—live action—animation—film illusions. Producer of television film commercials, television shows, cartoons, training, industrial and public relations motion pictures. 35mm and 16mm, black and white, or color.

**Evan J. Anton Productions, Ltd.**

60 W. 46th St., New York 36, N. Y.  
Phone: CIrcle 6-0113

President.....Evan J. Anton  
Vice-Pres. ....Vera Kay

*Services Offered*—Producers of industrial and documentary films and slides, TV commercials and spots.

**Leonard Anderson**

115 W. 45th St., New York, N. Y.  
Phone: PLaza 7-4162

*Services Offered*—Motion pictures, production planning, supervision, direction, film editing, complete facilities, personal service.

**Arrow Productions, Inc.**

7324 Santa Monica Blvd., Los Angeles 46, Cal.  
Phone: HIllside 3118  
N. Y. Phone: LOngacre 3-4180

Exec. Producer.....Leon Fromkess  
Producer .....Rudolph Flothow  
V.P., Gen. Sales Mgr.....Arthur Sachson

*Services Offered*: produce, distribute half-hour TV dramas—"Ramar of the Jungle" series.

**Argyle Television Films, Inc.**

60 W. 46th St., New York 36, N. Y.  
Phone: CIrcle 6-4347

President.....Louis Goldstein  
Vice President.....Bob Seidelman  
Treasurer.....Jerome S. Hines

*Services Offered*—Quality feature films, including "Night Train," "Young Mister Pitt," "Shipyard Sally," "A Girl Must Live," "The Girl In The News," "Kipps," "Inspector Hornleigh," and others.

**Association Films, Inc.**

347 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 5-8573

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"BWANA DEVIL"  
First 3-D Full Length Film



*For Outstanding  
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*Film and Television, Inc.*

MORT SACKETT, Pres.

**723 SEVENTH AVENUE**

**NEW YORK 19, N.Y.**

**Circle 5-6456**



President.....J. R. Bingham  
 Treasurer.....A. L. Fredrick  
 Director Adv. & Prom.....Robert Finehout  
*Services Offered*—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 130 industrial (free-loan) films, 35 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., Chicago, San Francisco and Dallas.

### **Astor Pictures Corp.**

130 W. 46th St., New York 36, N. Y.

Phone: LUXemburg 2-1287

Pres.-Treas.....Robert M. Savini  
 Exec. V.P.....Jacques Kopfstein  
 Secretary.....Fred Bellin  
 Adv. Mgr.....Cy Eichman  
 Comptroller.....Anthony Tarrell  
*Services Offered*—Producer and distributor of films for TV.

### **Atlantic Television Corp.**

130 W. 46th St., New York 36, N. Y.

Phone: LUXemburg 2-1287

President.....R. M. Savini  
 Exec. V.P., Sls. Mgr.....Jacques Kopfstein  
*Services Offered*—Producer and distributor of features and short subjects.

### **Atlas Film Corp.**

1111 S. Blvd., Oak Park, Ill.

Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee  
 V.-P. Chg. Sales.....Edward Schager  
 V.-P. Chg. Adv. & Prom.....Frederick K. Barber  
 V.P. & Dir. of TV.....Norman C. Lindquist  
 V.P., Prod. Mgr.....Albert S. Bradish

*Services Offered* — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

### **Atlas Television Corp.**

15 West 41th St., New York, N. Y.

Phone: MU 7-5335

President.....Henry Brown  
 Dir. of Sales.....Pete Rodgers  
 Film Director.....Joe M. Wolff  
 Booker.....Jean Thomson

*Services Offered*—American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

## *Cineffects, Inc.*

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New York 36, N. Y.

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### FOREMOST PRODUCERS AID IN THE EAST

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A Complete Service of Technical and Cartoon Animation

Black and White or Color ——— 16 or 35mm

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San Francisco  
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Buffalo  
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Baltimore  
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Louisville  
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Washington, D.C.  
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**KPRC-TV**  
Denver  
**KBTW**  
New Orleans  
**WDSU-TV**  
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**WFIL**  
Minneapolis  
**WCCO-TV**  
El Paso  
**KTSM-TV**  
Portland  
**KPTV**  
Colorado Springs  
**KKTV**  
Tucson  
**KOPO-TV**  
Milwaukee  
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Green Bay  
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Dallas  
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**I** AM proud indeed to be associated with Liberace, producing the show receiving such National acclaim. I again applaud my entire staff, the very same men who have worked with me from the inception of an idea, into the creation of an organization now producing more musical film for TV than any other in the industry. Experience and Know-how win again.

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400 NEW TELEscRiptions  
**IN 35 MM COLOR**

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

Phone: MUrray Hill 2-3881

President .....Herbert Rosen  
*Services Offered*—Library of mood and bridge music.

**Audio Pictures, Ltd.**

310 Lake Shore Rd., Toronto, Ont.

Phone: MUrray 7226

President .....Arthur Gottlieb  
Vice Pres.....Gladys Glad Gottlieb  
Asst. to Pres.....Murray Briskin  
Sales Dir.....Walter Allaby  
Sec'y-Treas.....Clem Williams  
*Services Offered*—Producers of films for TV.

**Audio Productions, Inc.**

630 Ninth Ave., New York 36, N. Y.

Phone: COlumbus 5-6771

President.....Frank M. Speidell  
Vice Pres.....Herman Roessle  
Treas.....Lawrence W. Fox, Jr.  
Ser'y.....Peter J. Mooney  
*Services Offered*—Producer of TV commercials.

**Bailey Films, Inc.**

6509 De Longpre Ave., Hollywood 28, Calif.

Phone: HILLside 7949

President.....Albert R. Bailey  
Vice-President.....Delmar F. Hancock  
Secretary-Treasurer.....Virginia B. Ryder  
*Services Offered*—Three dimensional animation and live action shorts, educational motion pictures, advertising films, and special television subjects.

**Tom Bailey Productions, Inc.**

722 North Fourth Ave., Tucson, Arizona

Phone: 21907

Pres., Exec. Producer.....Tom Bailey  
Vice-President.....William Freytag  
Secretary.....Jay Fuller  
Treasurer.....Paul M. Arend, Jr.  
Associate Producer.....Walter Kimmell  
Dir. of Photography.....Albert Runkle  
*Services Offered*—Distributing full-length, new to TV, features. Series of 13 outstanding Australian films. For commercials: will film Southern Arizona backgrounds, color or black-white, 16 or 35mm.

*Productions*—"The Sagebrush Kids," in production in Tucson. Thirteen ready this summer for Fall programming. Slanted at important 7 to 15 age groups.

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- Louella Parsons' "My Week In Hollywood"
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Complete and fully equipped motion picture studios with personnel and equipment to handle your every video film need.

Filmcraft TV Theater, one of the nation's most advanced filming plants with audience capacity of 500.

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**WEBSTER 39281**

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**F. H. FODOR, Production Executive**

**HOLLYWOOD**

**CHICAGO**

**NEW YORK**

**Bengal Pictures**

15108 Plummer, San Fernando, Calif.

Phone: Webster 7126

Business Manager ..... Phil E. Cantonwine  
 Story, Narration, Research... Cheri Le Blanch  
 Narrator ..... Perry King

*Services Offered*—TV pictures made to order. TV subjects for sponsors, rent and out-right sale.

*Productions* — “Tales of the Old West,” “Know Your Land,” “Do You Know.”

**Bo-Mor Productions, Inc.**

1040 North Las Palmas, Los Angeles 38, Cal.

Phone: Granite 3111

President.....Bow Herbert  
 Exec. Producer.....Richard L. Morley  
 Vice-President (prod.).....Val I. Lindberg

*Services Offered*—Producers of: Entertainment—TV films, series and otherwise. Documentary-commercials and industrials.

**William Boyd Prod., Inc.**

8901 Wilshire Blvd., Beverly Hills, Cal.

Phone: CRestview 4-5248

Pres., Exec. Producer.....William Boyd  
 Vice Pres.....Robert Stabler  
 Sec’y-Treas.....Marguerite Cherry  
 Production Mgr.....Glenn Cook

*Services Offered*—Producer of westerns for TV.

**The Bray Studios Inc.**

729 Seventh Ave., New York 19, N. Y.

Phones: Circle 5-4582-3

President.....J. R. Bray  
 Vice-Pres. & Secy.....Paul A. Bray  
 Treasurer .....M. Bray  
 Director.....L. G. Lambert  
 Film Distribution Mgr.....B. D. Hess

*Services Offered*—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library and films available for TV. Films on health, hygiene, physiology and aeronautics.

**Al Buffington Productions**

6711 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-8367

Sales & Program Mgr... Albert B. Buffington  
 Staging Mgr.....Milford Capman  
 Script Editor.....Donna Kellogg

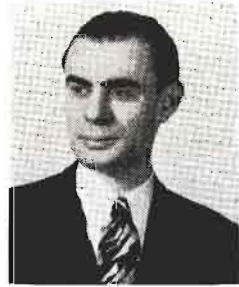
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New York 19, N. Y.

Udson 6-5480



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A fast-moving, exciting sports quiz featuring the Brooklyn Dodgers! It's loaded with baseball thrills as only "de Bums" can thrill! Available three times weekly.

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Every quarter-hour program compels absolute interest and suspense! Recognized as one of the top dramatic programs on Television! Enjoys highest ratings everywhere!

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The fastest quarter-hour show on television starring Lash Larue, King of the Bullwhip!

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**William F. Broidy  
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5545 Sunset Blvd., Hollywood 28, Cal.  
Phone: HEMPstead 6844

President.....William F. Broidy  
V.P. & Sec'y.....Edward J. Kay  
Assoc. of Pres.....Wesley Barry  
Mgr. Pub. Rel.....J. L. Kaufman  
*Services Offered*—Full TV film production,  
including studio facilities, crew and executive  
personnel. Studios for rental. Package shows.  
*Productions*—“Wild Bill Hickok,” “Phan-  
tom Pirate,” “Case History.”

**British Information Services  
—Film Division  
(Agency of the British  
Government)**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: CIrcle 6-5100

Director.....Charles Dand  
Distribution Mgr.....Lester Schoenfeld  
Radio Officer.....Jack Aistrop  
*Services Offered*—Official distributor in  
the United States of films produced by the  
British Government.

**Calhoun Studios**

266 East 78th St., New York 21, N. Y.

Phone: RE 4-8017

Director of Photography.....Brian Calhoun  
Producer-Director.....William S. Kent  
Sound Engineer.....Howard Kaiser  
Talent and Scripts.....Robert K. Adams  
Art Director.....Larry Hotcaveg  
Film Editor.....Lottie Schaler  
Sales Manager.....William Hyer  
Public Relations Director.....Jack Petrill  
*Services Offered*—Aid conditioned, sound-  
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production of 16mm and 35mm motion pic-  
tures for Television, Industry, Education and  
Entertainment.

**Campus Film Productions**

161 Remsen St., Brooklyn 2, N. Y.  
Phone: TR 5-6296-7-8

Exec. Pro.....Nat Campus  
*Services Offered*—Film production under  
contract for clients specific use.  
*Productions*—“That The Deaf May Speak”  
—Lexington School for the Deaf, “A Brighter  
Day”—Industrial Home for the Blind, “A  
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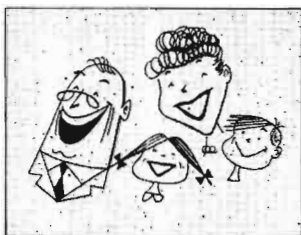
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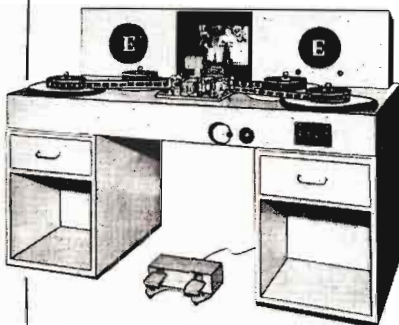
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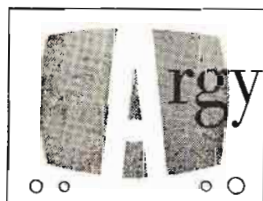
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Coordinator.....Eleanor Payne  
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Production Mgr.....Glenn Miller

Dir. of Public Rel.....Reavis Winckler

Technical Manager.....Paul Schmutz, Jr.

Film Distribution Mgr.....Hamilton Warren

Services Offered—TV films of all types.

Productions—"Small World" and "Mark Twain Television Theater" series for national sales.

**Filmeffects of Hollywood**

1153 N. Highland Ave., Hollywood 38, Calif.

Phone: Hollywood 9-5800

Manager .....Charles Leeds

Services Offered—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television. Special effects, blow-ups, reductions, color release printing, slide film duplication experimental projects.

**Film Makers, Inc.**

322 E. 24th St., New York 10, N. Y.

Phone: MURray Hill 5-3358

Phone: REgent 7-7549

Producers of  
Commercial, Industrial  
and Television  
Motion Pictures

van praag  
productions

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NEW YORK 19, N. Y.  
PLaza 7-2857-2687-2688



**Complete . . .**  
**PRODUCTION FACILITIES**  
for motion pictures, television films  
and commercials, sound slide films  
and recordings of every type.

**UNITED**  
Film and Recording  
Studios  
301 East Erie Street  
Chicago 11, Illinois



FORMERLY UNITED BROADCASTING COMPANY

President ..... J. H. Lenauer  
 Secretary ..... Mavis Lyons  
*Services Offered*—TV film production.

### **Films For Industry, Inc.**

135 W. 52nd St., New York 19, N. Y.

Phone: PLaza 3-2800

Pres., Prod. Mgr. .... Joseph McCaffery  
 Technician ..... Ralph Friedman  
*Services Offered*—TV packaging, commercials, sound studios, animation, stop motion, industrial films, shooting stage.

### **Films of the Nations, Inc.**

62 W. 45th St., New York 36, N. Y.

Phone: Murray Hill 2-0040

Pres. .... Henry M. Moolman  
 V.-Pr. .... Birger Nordholm  
 Treasurer ..... Henry Pillichody  
 Secretary ..... William Rosenfeld  
 Exec. Dir. .... Maurice T. Groen  
*Services Offered*—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

### **Five Star Productions, Inc.**

6530 Sunset Blvd., Hollywood 28, Calif.

Phone: HEmpstead 4807

Exec. Producer ..... Harry Wayne McMahan  
 Production Dir. .... Chet Glassley  
 Technical Dir. .... Taylor Byars  
 General Mgr. .... John J. Glavin  
 Casting ..... Judy McMahan  
 Secretary-Treas. .... Bernice C. McQuown  
*Services Offered*—Motion picture and TV film spots.

### **Flying A Pictures, Inc. and**

### **Range Rider Productions**

6920 Sunset Blvd., Hollywood 28, Calif.

Phone: HO. 9-1425

President ..... Armand Schaefer  
 V.P., Treasurer ..... Mitchell J. Hamilburg  
 Secretary ..... Ina Autry  
 Executive Producer ..... Louis Gray  
*Productions*—in release or prod.—78 half hour television screenplays starring Gene Autry, 78 half hour television screenplays starring The Range Rider and Dick West (both series distributed by C.B.S. TV Film Sales), 13 Death Valley Days half hour television screenplays made for Pacific Coast Borax and handled by the McCann Erickson Advertising Agency.

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*Producers and Distributors  
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From Coast to Coast*

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- ★ Gulliver and The Little People
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Judson 6-3750

**Hardie Frieberg Television Enterprises, Inc.**

545 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 7-6865

President .....Hardie Frieberg  
Treasurer .....Bernard Samuels  
Secretary .....Fluff Blome  
*Services Offered*—Program production, talent, live and film TV programs.

**Gainsborough Associates**  
(See Program Producers)

**William J. Ganz Co.**

40 E. 49th St., New York 17, N. Y.  
Phone: ELdorado 5-1443

President .....William J. Ganz  
TV Consultant & Producer.....Jason B. Goldman  
Chg. of Production.....E. J. Spiro  
Chg. of Distribution.....Herbert Dietz  
Office Manager.....Jean Pomerance  
*Services Offered*—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

**Glenar Productions**

6618½ Sunset Blvd., Hollywood 28, Calif.  
Phone: Hillside 0406

Owner .....Sid Glenar  
*Services Offered*—Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

**Guild Films Co., Inc.**

110 Madison Ave., New York, N. Y.  
Phone: MURray Hill 8-5365

President .....Reub Kaufman  
Exec. V. P.....Seymour Klass  
Eastern Sales Mgr.....Nat V. Donato  
Secretary .....Jane Kay  
*Services Offered*—TV package programs. Stock shot library. Feature films for television.  
*Productions* — “Liberace,” “Call the Play,” “Invitation Playhouse,” “Lash of the West,” “Close-Up.” Sports Library.

**Jack Goetz**

1740 Broadway, New York, N. Y.  
Phone: JUDson 6-1700

Owner .....Jack Goetz  
*Services Offered*—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

**THE RUGGLES**

½-hour family comedy starring Charles Ruggles

**FOOTBALL THIS WEEK**

¼-hour — Norman Sper (80% right) tells who'll win the big games each week and why.

**STATION DISTRIBUTORS, INC.**

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CREATIVE TV PROGRAMMING  
FOR EVERY BUDGET

**MILVERNE**

PRODUCTIONS, INC.

VERNON P. BECKER  
MILTON E. STANSON  
Executive Producers

“TOOTSIE HIPPODROME

WESTERN SHOW”.... ABC-TV Network

“SOLO DRAMA”.... ABC-TV Network

Live Segments

“STEVE RANDALL”..... DuMont Network

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“MAN ABOUT MUSIC”.... WABD-DuMont

“CURTAIN CALL”..... WOR-TV

“GOOD LOOKS, GOOD LIVING”

WABC-TV

FILM COMMERCIALS  
RADIO TRANSCRIPTIONS

HOTEL BRYANT

Circle 5-6224-5

230 West 54th Street

Circle 6-2100

New York 19, N. Y.

**Gross-Krasne, Inc.**

California Studios, Los Angeles, Cal.  
 Phone: HO 9-8321

Producer.....Jack J. Gross  
 Producer.....Philip N. Krasne  
 Casting Dir.....Lynn Stalmaster  
 Publicity Dir.....Al Joyce  
*Services Offered:* Studio facilities for TV and motion picture producers. Currently producing "Big Town" for Lever Bros.

**Hack Productions**

535 N. Laurel Ave., Los Angeles 48, Calif.  
 Phone: Walnut 2068

Owner .....Herman Hack  
*Services Offered*—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the retnals are handled by Film Rental Libraries. TV write for details.

**The Jam Handy Organization**

2821 E. Grand Blvd., Detroit 11, Mich.  
 Phone: TR 5-2450

N. Y. Phone: JUdson 2-4060  
 President .....Jamison Handy  
 Executive Vice-Pres.....Oliver Horn  
 V.P. for TV.....Vincent L. Herman

V.-P. Training Devices.....John Campbell  
 V.-P. Service Devel.....Everett Schafer  
 V.-P. Sales Devel.....George B. Finch  
 V.-P. Automotive Contacts...Wm. G. Luther  
 Secretary .....Avery W. Kinney  
 Treasurer.....Allan E. Gedelman  
 Dir., Pub. Impressions.....Anne Jioffre  
 Washington Repr. ....Harry C. Watts  
*Services Offered*—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

**Hawley-Lord, Inc.**

316 W. 57 St., New York 19, N. Y.  
 Phone: JUdson 6-3750

President .....Andre Lord  
 V.P. Treas.....Lewis D. Abbott  
 Secretary .....Gordon Shadwick  
*Services Offered*—Production of 16 mm. color motion picture shorts on hunting and fishing.

**Sam Hayes Productions**

6000 Sunset Blvd., Hollywood 28, Calif.  
 Phone: Hempstead 1515

Pres. & Gen. Mgr.....Sam Hayes  
 Secretary .....Hazel Thornton  
*Services Offered*—Radio news programs; short subject commentaries; motion picture news and sports commentaries.



**BRITISH  
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 SERVICES**

distributors of  
**"PROBLEM SPOTS"**  
 series featuring  
**Clete Roberts**  
 and other first-rate  
**TV FILMS**

from 3-minute fillers  
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For 1953 catalogue  
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**BRITISH INFORMATION  
 SERVICES**

30 Rockefeller Plaza, New York 20    CI 6-5100

**Leslie Helhena**

932 N. La Brea Ave., Hollywood 38, Calif.  
Phone: GRanite 3174

Owner-Producer.....Leslie Helhena  
*Services Offered*—Complete production facilities for filming spot announcements open end commercial and entertainment films.

**Hile-Damroth, Inc.**

320 Broadway, New York 7, N. Y.  
Phone: WO 4-2478

President.....Charles B. Alline, Jr.  
*Services Offered*—1 minute commercials.

**Paul Hoefler Productions**

7934 Santa Monica Blvd., Los Angeles 46, Calif.

Phone: Hollywood 9-2001

Producer.....Paul L. Hoefler  
Business Manager.....E. M. Bennett  
Secretary.....Ruby Newstrand  
*Services Offered*—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

**Hoffberg Productions Inc.**

362 W. 44th St., New York 18, N. Y.  
Phone: Circle 6-9031

President.....Jack H. Hoffberg  
*Services Offered*—Motion pictures for television.

**Hour Glass Productions**

810 N. Highland Ave., Hollywood 38, Cal.  
Phone: CR 19111

President.....Wanda Tuchock  
Vice-President.....George de Normand  
*Services Offered*—Youth series, "Man of Tomorrow."

**Lucille Hudiburg Productions**

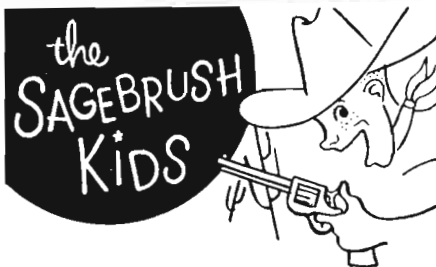
131 E. 51st St., New York 22, N. Y.  
Phone: EL 5-3508

Producer.....Lucille Hudiburg  
*Services Offered*—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows.

**Hurrell Productions Inc.**

(Subsidiary of Walt Disney Productions)  
2400 W. Alameda Ave., Burbank, Calif.  
Phone: ROckwell 9-2158

President.....George E. Hurrell  
*New York Office*  
RKO Bldg., 1270 6th Ave., New York, N. Y.  
Phone: JUdson 6-3442



Twelve year olds pack half hours for TV with exciting adventure... Western • Pirate • Mystery. Each a complete story filmed in the natural beauty of Southern Arizona. Slanted at the powerful 7 to 15 age market. In production.

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**5 Years of film  
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GRANT. RICE SPORTLITES  
TV-ETTES

**Atlas** TELEVISION CORPORATION

15 WEST 44th ST., N. Y. 36, N. Y.  
MUrray Hill 7-5535  
HENRY BROWN—PRESIDENT



*Services Offered*—TV package programs (and commercials) and production.

**Illustrate, Inc.**

971 N. La Cienga Blvd., Los Angeles 16, Cal.  
*Phone:* CRestview 4-6007

President.....Donald A. Dewar  
 Secretary-Treasurer.....Carleton W. Boyd

*Services Offered*—Film and live TV packaging including cartoon production.

**Impro Productions, Inc.**

c/o Hal Roach Studios  
 8822 W. Washington Blvd., Culver City, Cal.  
*Phone:* TE 0-2761

President.....Herbert L. Strock  
 Vice-President.....Richard G. Taylor

*Services Offered:* Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.

**IMPS, Inc. International  
 Movie Producers' Service**

515 Madison Ave., New York 22, N. Y.  
*Phone:* ELdorado 5-6620

President.....Ben Gradus  
 Partner.....Victor M. Ratner  
 Editorial Supervisor.....Julius Goldstein  
 Production Supervisor.....Walter Sachs

Studio Manager.....Irving Sachs  
 Dir. of Sales.....Ezra R. Baker, Jr.

*Services Offered*—IMPS produces documentary, commercial TV spots, and industrial films. Feature films for theatrical release; slide films.

**International Film  
 Foundation, Inc.**

1600 Broadway, New York 19, N. Y.  
*Phone:* CI 6-9438

Executive Dir.....Julien H. Bryan

*Services Offered*—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

**International Geographic  
 Pictures**

1776 Broadway, New York 19, N. Y.  
*Phone:* Circle 6-4486

Executive-Pres. ....J Allen Julier  
*Services Offered*—Producers of educational motion pictures.

**International News Service**

235 E. 45th St., New York, N. Y.  
*Phone:* MU 7-8800

General Mgr.....Seymour Berkson  
 Editor-in-Chief.....Barry Faris

**LEONARD ANDERSON**

MOTION PICTURES

PRODUCTION PLANNING

SUPERVISION

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Producers and Distributors of

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*The Short-Short-Story Sensation*

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52 Quarter Hours in the Can

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Coast to Coast

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Business Mgr.....Robert W. Brown  
 TV Sales Mgr.....Robert H. Reid  
 Radio & TV News Dir.....John M. Cooper  
*Services Offered*—In association with Tele-  
 news Productions: Daily, weekly, sports  
 newsreels; Also film features; INP photos;  
 INS leased wire; Projectall balopticon.

**International Movie  
 Producers' Service**

515 Madison Ave., New York 22, N. Y.  
 Phone: ELdorado 5-6620  
 Studios: Ben Gradus Studios, Ltd.,  
 321 W. 56th St., New York 19, N. Y.  
 Phone: PLaza 7-4823

President .....Ben Gradus  
 Partner.....Victor M. Ratner  
 Production Supervisor.....Walter Sachs  
 Production Coordinator....Edmund Stevens  
 Studio Manager.....Arnold Heller  
 Editorial Supervisor.....Julius Goldstein  
 Director of Sales.....Ezra R. Baker  
*Services Offered*—Producer of TV com-  
 mercial, industrial, PR, educational, sales,  
 personnel training and filmed shows for TV.

**International 16mm. Corp.**  
 (See Program Producers)

**International Tele-Film  
 Productions, Inc.**

331 Madison Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-9116

President .....Paul F. Moss  
 Vice President.....Thelma Schnee  
*Services Offered*—TV live and film pack-  
 age shows, recordings, talent.

**The Jaffe Agency, Inc.**

8553 Sunset Blvd., Hollywood 46, Calif.  
 Phone: CRestview 6-6121

Dir. of Radio & TV.....Don A. Davis  
*Branch Office*  
 38 E. 57th St., New York, N. Y.  
 Phone: PLaza 9-6693

*Services Offered*—Representation for sale  
 of radio and television packages; creation  
 of packages; represent personalities, writers,  
 directors, etc.

**Jason Comic Art**

480 Lexington Ave., New York 17, N. Y.  
 Phone: PLaza 3-9370

Director .....Leon Jason  
*Services Offered*—TV film, production,  
 talent, puppet design.

**Jewell Radio and Television  
 Productions**

185 No. Wabash Ave., Chicago 1, Ill.  
 Phone: FInancial 6-4474

President.....James E. Jewell

Vice-President.....W. Ralph Jewell  
 Manager.....Charles P. Flynn  
 Promotion Dir.....Ned E. Williams  
 Treas. ....Lincoln Douglass  
 Musical Dir.....Richard Dix  
*Services Offered*—A complete radio and  
 television production service. Scripts, Copy,  
 Music, Direction. Transcribed package shows,  
 spots. Current production, "Silver Eagle."

**Junior Programs, Inc.**

22 Lawrence St., Newark 5, N. J.  
 Phone: MArkett 2-0770

Pres. & Exec. Dir....Dorothy L. McFadden  
*Services Offered*—Package shows for chil-  
 dren's audiences, also scripts, and consultant  
 service for TV.

**Bernard E. Karlen  
 Productions**

270 Park Ave., New York 17, N. Y.  
 Phone: PL 9-3107

Exec. Producer.....Bernard E. Karlen  
 Associate Producer.....Roland N. Karlen  
*Services Offered*—Package program, both  
 film and live. Production consultant, supply  
 film clips for integrated shows, commercials  
 and scripts.

**VOLCANO  
 PRODUCTIONS**

Robert Angus

William Lewis, Jr.

*producing*

*"The Adventures of  
 Ozzie and Harriet"*

for ABC-TV

*General Service Studios*

*Hollywood*

**Roger Kay Enterprises, Inc.**

60 Sutton Place S., New York, N. Y.  
Phone: PL 3-0549

Executive Producer .....Roger Kay  
*Services Offered*—Creators, producers, packagers of TV and radio programs, live, transcribed, and film. Consultants on programming, TV show doctoring. Commercials.

**Victor Kayfetz Productions**

130 E. 56th St., New York 22, N. Y.  
Phone: MUrray Hill 8-1707

Pres., Exec. Prod.....Victor F. Kayfetz  
Client Liaison Director.....Allan P. Snody  
Animation Dept. Dir.....Abe Blashko  
Art Director.....Wm. L. Steinel  
*Services Offered*—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.

*Productions*—Series on recreational boating (13-minute Films).

**Herbert Kerkow, Inc.**

480 Lexington Ave., New York 17, N. Y.  
Phone: ELdorado 5-0683

President .....Herbert Kerkow  
*Services Offered*—TV films produced.

**Kling Studios, Inc.**

601 N. Fairbanks Court, Chicago 11, Ill  
Phone: DeLaware 7-0400  
N. Y. Phone: PLaza 9-4770  
Hollywood Phone: Hudson 2-1147

President .....Robert Eirinberg  
Vice-President .....Lee Blevins  
Dir. Motion Pic. & TV Dir.....Fred Niles

*Services Offered*—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

**Knickerbocker Productions, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: CIrcle 6-9850

President.....Howard A. Lesser  
Secy., Treas.....Mary Morrissey  
Vice-President.....Thomas S. Dignan  
*Services Offered*—Producers of all types of Motion pictures for screen and TV.

**Larry Kurtze**

1230 Washington Blvd., Chicago 7, Ill.  
Phone: MonROe 6-6271

Owner .....Larry Kurtze  
*Services Offered*—Development of live or filmed TV shows. General copy and production services for broadcast media.

**Lalley & Love Inc.**

3 East 57th St., New York, N. Y.  
Phone: ELdorado 5-1382

President and Production.....James A. Love  
Vice-Pres. and Sales.....John B. Lalley  
Editor .....Bill Henry  
Script Dir.....Ardis Smith  
Animation Dir.....Alex Geiss  
*Services Offered*—TV spots and programs, also industrial films.

*Productions*—“Professor Yes ‘N’ No,” consecutive 15-min. TV series.

(See Page 950)

**Ely Landau, Inc.**

101 W. 55th St., Suite 1-A, New York 19, N.Y.  
Phone: COlumbus 5-8646

President.....Ely A. Landau  
*Services Offered*—Television programs on film for national, regional and local sponsorship.

*Productions*—“The Bill Corum Sports Life Program,” “The Betty Furness Movie Life Program,” “The Passerby,” “Man’s Heritage.”

**Albert Lang Productions**

KTTV, Sunset Blvd., Hollywood 28, Cal.  
Phone: HU 2-7111

Pres., Gen. Mgr.....Albert Lang  
Vice-Pres., Sec’y.....Olga Haney  
*Services Offered*—Writing, producing, distributing TV commercial films.

**Lawrence & Lee, Inc.**

Equitable Bldg., Hollywood & Vine,  
Hollywood 28, Calif.  
Phone: Hillside 0101

President .....Jerome Lawrence  
Vice-President.....Robert E. Lee  
*Services Offered*—Production consultants.

**Robert Lawrence Productions, Inc.**

118 W. 54th St., New York 19, N. Y.  
Phone: JUdson 2-5242

President.....Robert L. Lawrence  
Treasurer .....Philip Kornblum  
Studio Mgr.....Louis Mucciolo  
Chief Film Editor.....Henry Traiman  
*Services Offered*—Film—to order—television commercial announcements and television package programs.

**Leichter, Mitchell**

1842 N. Cherokee, Hollywood 28, Calif.  
Pres., Head of Prod.....Mitchell Leichter  
General Mgr.....Dick Peterson  
*Services Offered*—Producer, distributor of films for television.

**Gene Lester Productions**

1487 N. Vine St., Hollywood 28, Calif.  
Phone: Hillside 7287

Producer-Director .....Gene Lester  
 Chief Technician.....Robert Ernst  
 Comptroller.....Albert J. Silverman  
 Production Manager.....Martin Sperber  
 Sound .....Robert Ernst

*Services Offered*—TV film packages and commercials.

*Productions*—“Hollywood on the Line.”  
 “Assignment Unknown” and others.

### Edward Lewis Productions

846 No. Cahuenga Blvd., Hollywood 38, Calif.  
 Phone: HO 9-1673

Producer .....Edward Lewis  
 Assoc. Producer.....Paul Gordon  
 Production Manager.....William Stephens  
*Services Offered*—Production of motion picture film for TV. Half-hour dramatic programs.

### Jack Currier Lewis

P. O. Box 255, Riverside, Conn.  
 Phone: Old Greenwich 7-9474

Owner.....Jack Currier Lewis  
 General Manager.....Wm. P. Popp  
 Women's Programs.....Margaret Tester  
*Services Offered*—Television and radio packaged programs; film or live. Advisors on TV and radio problems.

### Libra Film Producers & Distributors

6525 Sunset Blvd., Hollywood 28, Calif.  
 Phone: GL 7960; HE 1161

President .....Miss Loy Lester  
 V.-P., in Ch. of Prod.....Charles M. McCoy  
 Sec.-Treas. ....M. Briese  
 Exec. Director .....C. Mandell  
 Exec. Prod. & Ch. Eng....Charles M. McCoy  
 Producer.....John Leslie Hamilton  
 Producer .....Robert Smigel

*Services Offered*—Motion picture facilities; technical, advertising, educational, public relations and documentary films. Live and package shows.

*Productions*—“Kitchen Note Book” series and “spots” for civil defense.

### Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.  
 Phone: PEnnsylvania 6-1780

President.....E. W. Hammons  
 Vice-President.....Robert M. Savini  
*Services Offered*—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

### Loucks-Norling Studios, Inc.

245 W. 55th St., New York 19, N. Y.  
 Phone: CO 5-6974

Partners .....J. A. Norling & Wil Marcus

*Services Offered*—The production of industrial sales promotional, public relations, personnel training and educational motion pictures and slide films.

### Major Television Productions, Inc.

9336 W. Washington Blvd., Culver City, Cal.  
 Phone: TEXas 0-2931

1270 Ave. of the Americas, New York 20  
 Phone: PLaza 7-6990

President .....Irving Lesser  
 Vice President.....Seymour Poe  
 General Manager.....Robert Guggenheim  
*Services Offered*—Distributors of feature length pictures—half-hour Series and film shorts.

### Mannon Sound Stages

112 W. 89th St., New York, N. Y.  
 Phone: SU 7-5100

Owner, Gen. Studio Mgr.....James Pagliaro  
*Services Offered*—Sound studios for rental for TV pictures.

### Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.  
 Phone: RO 9-2461

Exec. Producer.....Stanley Meyer  
 Producer .....Michael Meshekoff  
 Director .....Jack Webb  
*Services Offered*—Produce half-hour TV film & radio dramatic series—“Dragnet.”

### Arnold Marquis Productions, Inc.

6404 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HO 9-5119

President.....Arnold Marquis  
*Services Offered*—Write, direct, produce and package radio and television programs; sales and service.

### Mercury International Pictures, Inc.

6611 Santa Monica Blvd., Hollywood 38, Cal.  
 Phone: Gladstone 1101

President .....V. E. Ellsworth  
 Vice-President.....D. L. Monahan  
 Sec.-Treas.....G. C. Cable  
 General Mgr.....Olivia Eastus  
*Services Offered*—Complete production of films for television from script to final print including mediums of animation, live action, sound in 16mm and 35mm.

*Productions*—Mike Stokely's “Hollywood Guest Stars,” Tim McCoy Show, “Ski Boots.”

### MCA, TV, Ltd.

598 Madison Ave., New York, N. Y.  
 Phone: PLaza 9-7500

Exec. in Charge.....David Sutton

*Branch Offices*

Union Commerce Bldg., Cleveland, O.

Phone: CHerry 6010

Exec. in charge.....De Arv Barton  
430 N. Michigan Ave., Chicago, Ill.

Phone: DELaware 7-1100

Exec. in charge.....M. B. Lipsey  
Northwestern Bank Bldg., Minneapolis,  
Minn.

Phone: LIncoln 7863

Exec. in charge.....Charles Richter  
2102 N. Akard St., Dallas, Tex.

Phone: PRospect 7536

Exec. in charge.....Edwin Greene  
837 Bock Tower, Detroit, Mich.

Phone: WOODward 2-2604

Exec. in charge.....Verle Bogue  
105 Montgomery St., San Francisco, Calif.

Phone: EXbrook 2-8922

Exec. in charge.....Don Mulford  
9370 Santa Monica Blvd., Beverly Hills, Cal.

Phone: CRestview 6-2001

Exec. in charge.....Mickey Rockford  
*Services Offered*—Producer, distributor TV  
series.

**Charles Michelson, Inc.**

15 W. 47th St., New York 36, N. Y.

Phone: Plaza 7-0695

President.....Charles Michelson  
Divisional Sales Mgr.....Ray Linton

*Services Offered*—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

**Carlton E. Morse Productions**

1500 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 9-6161

President.....Carlton E. Morse  
*Services Offered*—TV film programs, production.

**Motion Picture Center Studios**

846 N. Cahuenga Blvd., Hollywood 38, Calif.

Phone: HO 9-5981

Pres., Gen. Mgr.....Joseph Justman  
Assistant-Secretary.....Joseph A. Schwall  
Studio Mgr. & Comptroller.....John K. Brent

*Services Offered*—Television rental studio—9 stages and complete facilities.

*Productions*—Irene Dunne Series—China Smith Series.

**Motion Picture Productions Inc.**

(See Program Producers)

**Motion Pictures Stages, Inc.**

3 E. 57th St., New York 22, N. Y.

Phone: PLaza 3-4840

President.....C. F. Vetter, Jr.  
V.P. Chg. Spec. Prod.....Burgess Meredith

Vice-President.....Max Kreindler  
Vice-President.....Barrett Gallagher  
Secretary.....Gerald Margolis  
Tech. Supervisor.....Victor H. Komow

*Services Offered*—Complete film production service organization specializing in serving TV film producers. All production facilities and services available, including sound stages, sound recording, editing, projection, set building, crew hiring, and general production assistance.

**Movie Advertising Bureau**

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

Phone: MURray Hill 6-3717

Dir. of National Sales.....Claude F. Lee  
*Services Offered*—Spot commercials for TV and theatre.

**Movietoneys, Inc.**

160 W. 54th St., New York 19, N. Y.

Phone: COlumbus 5-7200

President.....W. C. Michel  
Producer.....Edmund Reek

General Manager.....Jack Haney  
Commercial Dept. Mgr.....Frank Barry

Editors.....Harry Lawrenson, Louis Tectonic  
Associate Prods.....Jack Gordon, Jack Kuhne

Director of Scripts.....Dan Doherty  
Assignment Director.....Burt Reinhart

Asst. Assignment Dir.....Art Sorenson  
*Services Offered*—Produce, distribute newsreels, short subjects, commercials, documentaries, novelties.

**Owen Murphy Productions, Inc.**

723 Seventh Ave., New York 19, N. Y.

Phone: PLaza 7-8144

President.....Owen Murphy  
General Manager.....Elwood Siegel

Production Mgr.....Charles L. Turner  
Chief Editor.....Edward F. Boughton

*Services Offered*—Complete motion picture production services; Commercial, advertising, institutional films, package shows on film especially made for TV; Scripts, photography art and animation facilities.

**Nation Wide Television Corp.**

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

President.....Irvin Shapiro  
*Services Offered*—Feature films, streamliners.

**National Screen Service Corp.**

1600 Broadway, New York 19, N. Y.

Phone: CIrcle 6-5700

Adv., Publ. Director.....Melvin L. Gold  
*Services Offered*—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.



**Ted Nemeth Studios**

729 7th Ave., New York 19, N. Y.

Phone: Circle 5-5147-8

Production Director.....Ted Nemeth  
 Art Dir.—Dir.....M. E. Bute  
*Services Offered*—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

**Stanley Neal Productions, Inc.**

45 Rockefeller Plaza, New York 20, N. Y.

*Branch Offices*

Hal Roach Studios, Culver City, Calif.

Phone: TEexas 0-2716

1809 Tribune Tower, Chicago, Ill.

Phone: WHitehall 4-3360

President.....Stanley Neal  
 V.P. in Charge of Sales.....D. J. Lane  
 Dir., Prod. Devel.....Charles W. Cromer  
 V.P. in Charge of Pub. Rel.....B. G. Kohn  
 Midwest Sls. Director.....C. P. Goetz  
 V.P. in Charge of Prod.....Sobey Martin  
 In Charge of Scripts.....Edith Martin  
 Production Mgr.....Charles L. Smith  
*Services Offered*—Producer of TV film; distributor.

**Newsreel Service**

5 Centre Market Place, New York 13, N. Y.

Phone: CAnal 6-3284

Production Manager.....Howard Smythe  
 General Manager.....Charles Beckman  
 Chief Cameraman.....Larry Racies  
*Services Offered*—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

**Nola Studios Inc.**

1657 Broadway, New York 19, N. Y.

Phone: PLaza 7-4870

President.....Vincent J. Nola  
 Vice President.....Vincent T. Nola  
 Chief Engineer.....Stanley J. Bumbly  
 Film Prod. Facilities Mgr.....Peter Wilde  
*Services Offered* — Complete production facilities to the independent producer. Film-Sync Tape, 1¼", 16mm, 17½mm-Disc recording. Re-recording Tape to Film. Shooting and Scoring facilities.

**Nothing New Under the Sun Productions**

240 S. Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 4-5491

Producer.....Mitchell Gertz  
 Secretary.....Harold Bernson  
*Services Offered* — Producer of 5-minute film features.

*Productions* — Nothing New Under the Sun.

**Official Films, Inc.**

(Official Television Inc.)

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

Phone: PLaza 7-0100

President.....William R. Goodheart, Jr.  
 Chairman of the Board.....Isaac D. Levy  
 Secretary.....Herbert J. Siegel  
 Sales Mgr. (Nat'l Sls.).....Bud Austin  
 Assistant to President.....Herman Rush  
 Treasurer.....Seymour Reed  
*Services Offered*—Producer and distributor of 8mm and 16mm sound and silent films.

**Olio Video Television Productions, Inc.**

20 East 42nd St., New York 17, N. Y.

Phone: MU 2-3218

President.....Harvey Cort  
 Treasurer.....Milton Subotsky  
*Services Offered*—TV live and film production, film library of western and feature films. Fully-equipped sound studio.

**Paramount Television Productions Inc.**

1501 Broadway, New York 36, N. Y.

Phone: BRyant 9-8700

President.....Paul Raibourn  
 Prog., Prod. Dir.....Burt Balaban  
 Sales & Mds. Dir.....John F. Howell  
*Branch Office*

5451 Marathon St., Los Angeles 38, Calif.

Phone: HOLlywood 9-6363

Vice-President.....Klaus Landsberg  
*Services Offered*—TV package programs, production, video transcription service, sales distribution.

*Productions* — "Time Out for Beany," "Wrestling from Hollywood," Erskine Johnson's "Hollywood Reel."

**Paul Parry Productions**

7557 Sunset Blvd., Hollywood 46, Calif.

Phone: Granite 4774

Exec. Producer.....Paul Parry  
 Production Supervisor.....Betty Sinclair  
 Dir. of Photography.....Ray Foster  
*Services Offered*—Production of Commercials, program films, sales promotion and training films.

**Parsonnet TV Film Studios, Inc.**

46-02 5th St., Long Island City, N. Y.

Phone: SStillwell 4-6163-4-5

President.....Marion Parsonnet  
 Treasurer.....Walter Blake  
 Secretary.....Andrew Weinberger  
*Services Offered*: Producer of films; production facilities for rent; films for syndication.

### **Lindsley Parsons Productions, Inc.**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hudson 2-7111

President .....Lindsley Parsons  
Treasurer .....Sam Wallis  
Secretary .....Leonard W. Herman  
Associate Producer .....Warren Douglas  
*Services Offered*—All types of TV films  
including commercials.

*Productions* "Files of Jeffrey Jones."

### **Pathescope Productions**

(Pathescope Co. of America Inc.)  
580 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-5200

President .....Edward J. Lamm  
Sales Manager .....Robert Rubin  
*Services Offered*—Television commercial  
and program production.

### **Ray Patin Productions**

4201 Sunset Blvd., Los Angeles 29, Calif.  
Phone: NORmandie 1-2174

Exec. Producer .....Ray Patin  
Asst. Producer .....Gus Jekel  
Sls. & Studio Mgr. ....Lee R. Blevins  
*Services Offered*—Complete production of  
animated television commercial films with  
live action sequences.

### **Pictorial Films, Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: PENnsylvania 6-3756

President .....J. Milton Salzburg  
Chairman of the Board .....Frank Soule  
V.P., Treasurer .....Hyman Rosner  
Sales Manager .....David B. Dash  
Advertising Manager .....S. J. Krumholz  
Comptroller .....Paul Kern  
*Services Offered*—Produce & distribute  
features & shorts.

### **Polaris Pictures, Inc.**

5859 W. 3rd St., Los Angeles 36, Calif.  
Phones: YORk 8058; WEBster 3-4608

President .....Juan C. Hutchison  
Vice-President .....Perry King  
*Services Offered*—Complete production fa-  
cilities; live action and animation. 16 and  
35 mm.

### **Post Pictures Corp.**

115 W. 45th St., New York 19, N. Y.  
Phone: LU 2-4870

President .....Harry A. Post  
Secretary .....Eli W. Post  
TV Sales .....Alan I. Post  
*Services Offered*—Packages of features and  
short subjects. Film distributor film rental.

### **Primrose Productions Co.**

1040 No. Las Palmas, Hollywood 38, Calif.  
Phone: GR 3111

Executive Producer .....J. P. Lane  
Producer .....Richard L. Morley  
Production Manager .....Val Lindberg  
*Services Offered*—Producers of television  
series or individual films, commercial and  
industrial films.

### **The Princeton Film Center, Inc.**

270 Park Ave., New York 21, N. Y.  
Phone: PLaza 5-0322  
Carter Road, Princeton, N. J.  
Phone: Princeton 3550

Executive Director .....Gordon Knox  
Vice-President .....Jack Barlass  
Treasurer .....Albert Califano  
Prod. Mgr. ....L. H. Holton  
Writers .....John Capsis, Sumner Lyon,  
Ardis Smith.  
Chief Editor .....Robert Webb  
Distrib. Mgr. ....Sherman Price  
*Services Offered*—Production and distribu-  
tion facilities for television films of all types.

### **Producers Representatives Inc.**

1270 Ave. of the Americas, N. Y. 20, N. Y.  
Phones: PLaza 7-6990-1-2

President .....Irving M. Lesser  
Secy. Treas. ....Seymour Poe  
*Services Offered*—A complete motion pic-  
ture distribution service to TV stations for  
features, westerns, serials and shorts.

### **Radiovision Corp.**

1125 S. Elm Drive, Los Angeles 35, Calif.  
Phone: CRestview 5-1723

President .....Walter J. Nelson  
*Services Offered*—Sport pictures and car-  
toons for rental to TV.

### **Reid Ray Television Productions, Inc.**

2269 Ford Parkway, St. Paul 1, Minn.  
Phone: EMerson 1393

208 S. LaSalle St., Chicago 4, Ill.  
Phone: Financial 6-0897

8762 Holloway Dr., Hollywood, Calif.  
Phone: CRestview 1-4080

President .....Reid H. Ray  
Vice-President .....Frank J. Havlicek  
Secretary-Treasurer .....William H. Ringold  
Vice-President .....R. V. Jeffrey  
Vice-President .....Frank Balkin  
Vice-President .....John Lang  
Producer .....Saul Elkins  
Ass't. Director .....E. H. Polsfuss  
*Services Offered*—Production of television  
26 and 13 minute films for local, regional  
and national sponsor-ship; TV commercials.

**RD-DR Corp.**  
**(Reader's Digest—**  
**deRochemont)**

35 W. 45th St., New York 36, N. Y.  
 Phone: LU 2-1440

Chairman of Board... Louis de Rochemont  
 President ..... Borden Mace  
 Secretary ..... Ambrose Doskow  
 Treasurer ..... Martin J. Maloney  
*Services Offered*—Feature, commercial and educational film producers.

**Reeves Sound Studios Inc.**

304 East 44th St., New York, N. Y.  
 Phone: OR 9-3550

President ..... Hazzard E. Reeves  
 Vice-President ..... Chester L. Stewart  
*Services Offered*—Sound recording for motion pictures.

**Regal Television Pictures Corp.**

151 W. 46th St., New York 36, N. Y.  
 Phone: LU 2-1877

President ..... Moe Kerman  
 Vice-Pres. .... Joc Felder  
*Services Offered*—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

**Regency Productions, Inc.**

112 W. 48th St., New York 19, N. Y.  
 Phone: JUdson 2-0274

President ..... Joseph Schaeffer  
*Services Offered*—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV.

**Stuart Reynolds Productions**

321 S. Beverly Dr., Beverly Hills, Cal.  
 Phone: CRestview 1-6155

President ..... Stuart Reynolds

**RKO Pathe, Inc.**

625 Madison Ave., New York 22, N. Y.  
 Phone: PL 9-3600

Vice-Pres. & Gen. Mgr. .... Jay Bonafield  
 Treasurer ..... James H. Herries  
 Secretary ..... Joseph Laub  
 Comptroller ..... Garrett VanWagner  
 Production Mgr. .... J. Douglas Travers  
 Television Consultant ... Robert H. Johnson  
*Services Offered*—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract.

**Hal Roach Studios, Inc.**

8822 W. Washington Blvd., Culver City, Calif.  
 Phone: VERmont 8-2185

President ..... Hal E. Roach  
 Vice-President ..... Hal Roach, Jr.

Vice-Pres. & Prod. Mgr. .... S. S. Van Keuren  
*Services Offered*—Complete motion picture production facilities for the production of TV commercials and programs.

**R. S. Robbins**

163 Bleecker St., New York 12, N. Y.  
 Phone: SPring 7-2568

President ..... R. S. Robbins  
 Mgr. of Prize Promotion ... Edward E. Finch  
*Services Offered*—Radio and television prizes.

**Bob L. Roberts Productions**

152 W. 54th St., New York 19, N. Y.  
 Phone: PLaza 7-4314-5

President ..... Bob Levitt Roberts  
*Services Offered*—Radio and TV live or film Package Productions.

**Rocket Pictures, Inc.**

6108 Santa Monica Blvd., Hollywood 38, Calif.  
 Phone: GR 7131

President ..... J. Richard Westen  
 V.P. in Chge. Sales ..... Parker Stough  
 Exec. Vice-President ..... Harlow Wilcox  
 Production Manager ..... Don Bartelli  
*Services Offered*—Producers of industrial, institutional and sales training motion pictures and slide films, and TV programs.

**Frederick E. Rockett Co.**

6063 Sunset Blvd., Hollywood 28, Calif.  
 Phone: Hillside 3183

General Manager ..... Fred K. Rockett  
 Production Supervision ..... Alfred Higgins  
 Photographic Department ..... Jay Adams  
 Editorial Dept. .... Paul Lord  
 Stage Mgr. .... James Conley  
 Electrical Department ..... Frank Contardo  
*Services Offered*—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

**Roy Rogers Productions**

Samuel Goldwyn Studio  
 1041 N. Formosa Ave., Hollywood 46, Calif.  
 Phone: GRanite 5111

Executive Producer ..... Roy Rogers  
 Producer ..... Jack Lacey  
 Director ..... Robert G. Walker  
 Cameraman ..... Joe Novak  
*Services Offered*—Produces TV western films.

**Rogell Productions Inc.**

8949 Sunset Blvd., Los Angeles 46, Calif.  
 Phone: CR 4-5217

Owner ..... Albert S. Rogell  
*Services Offered*—Package, features and film productions.

**Roland Reed Productions**

8822 W. Washington Blvd., Culver City, Cal.  
Phone: TExas 0-2761

President.....Roland D. Reed  
Vice-President.....Guy V. Thayer, Jr.  
Secy.-Treas.....Hazel Hall  
Production Manager.....Dick L'Estrengue  
Casting Dir.....William Tinsman  
*Services Offered*—Producers of commercial, industrial and television films.

**Rosamond Productions, Inc.**

8913 Sunset Blvd., Hollywood 46, Calif.  
Phone: CRestview 4-5401

President.....David Chudnow  
Vice-President.....Rosamond Chudnow  
Sec. & Treas.....Byron Chudnow  
*Services Offered*—Producing motion pictures for TV.

**Leslie Roush Productions, Inc.**

333 W. 52nd St., New York 19, N. Y.  
Phone: COlumbus 5-6430

Studios: 130 Herricks Rd., Mineola, N. Y.  
President.....Leslie M. Roush  
Vice-President.....Jules K. Sindhie  
General Manager.....John Fox  
Production Manager.....James DiGangi  
*Services Offered*—Make TV films, commercials.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38, Calif.  
Phone: YOrk 2494

President & Owner.....Danny Rouzer  
*Services Offered*—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

**Ruby Film Company**

729 Seventh Ave., New York 19, N. Y.  
Phone: CIrcle 5-5640

Production Mgr.....Edward Ruby  
Office Manager.....Bernice Maultasch  
*Services Offered*—Film Production. Editing Rooms, projection apparatus, camera rental.

**Sack Television Enterprises**

Film Exchange Bldg., Dallas 1, Tex.  
Phone: STerling 3069

General Manager.....Alfred N. Sack  
Sales Manager.....Julius M. Sack  
*New York Office*

358 West 44th St., New York, N. Y.  
*Services Offered*—Producers, distributors; representatives for independent producers.

**Barnard L. Sackett Television Productions**

(See Program Producers)

**Sarra, Inc.**

200 E. 56th St., New York 22, N. Y.  
Phone: MUrray Hill 8-0085

President.....Valentino Sarra  
Sales Prod. Mgr.....Jack Henderson  
*Branch Office*

16 East Ontario St., Chicago 11, Ill.  
Phone: WHitehall 4-5151

Dir. of Film Planning.....Joseph G. Betzer  
Production Manager.....Harry W. Lange  
*Services Offered*—TV film production.

**Scandia Films, Inc.**

220 W. 42nd St., New York 36, N. Y.  
Phone: WISconsin 7-7059

President.....Ernest Mattsson  
*Services Offered*—Distributor and representative of foreign TV producers.

**Screen Gems, Inc.**

(A subsidiary of Columbia Pictures Corp.)  
233 W. 49th St., New York, N. Y.  
Phone: CIrcle 5-5044

V.P. & Gen. Mgr.....Ralph M. Cohn  
V.P. in Chge. Sales.....John Mitchell  
Business Manager.....Burton Hanft  
Dir. Advtg., Pub. Rel. Harry K. McWilliams  
Eastern Prod. Mgr.....M. Peter Keane  
Staff Prod. Dir.....John Gilmour.  
Ben Berenberg

Casting Director.....Nancy Kassel  
Film Editorial Chief.....Dan Heiss  
West Coast: 1438 N. Gower St.,  
Hollywood 28, Calif.

V.P. Chge. Prod.....Irving Briskin  
Producers.....Jules Bricken, Irving Starr  
Production Executive.....Fred Briskin  
Story Editor.....Margaret Wilder  
*Services Offered*—produce, distribute TV films; produce animated or regular TV film commercials.

**Screen Televideo Prod.**

328 So. Beverly Dr., Beverly Hills, Calif.  
Phone: CRestview 6-1721

Production Manager.....Rudy E. Abel  
Auditor.....Frances Wilkinson  
*Services Offered*—Custom production and distribution of television films.

**Al Simon Productions**

*General Service Studios*

1040 N. Las Palmas, Hollywood 28, Calif.  
Phone: GRanite 3111

*Services Offered*—Productions of filmed shows and commercials.

*Productions:* Burns & Allen Show, Joan Davis Show, Mickey Rooney Show.

**Skibo Productions, Inc.**

165 W. 46th St., New York 36, N. Y.  
Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan  
 Secretary .....George Blake  
*Services Offered*—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

### **The Charles E. Skinner Productions**

1600 Broadway, New York, N. Y.  
 Phone: CI 6-6915

Executive Producer.....Charles E. Skinner  
 Associate Producer.....Robert Sloan  
 Production Manager.....Jack Aichele  
 Film Music Editor.....Alphonse Corelli  
 Musical Director.....Skitch Henderson  
 Set Designer.....Charles Carlotti  
 Gen. Production Supervisor...William Toth  
 Camera Directors.....Joseph Brun,  
 George Webber

General Business Mgr.....Melville Ruick  
 Assoc. Prod., West Coast Rep. Albert Kelley  
*Services Offered*—Creators and producers of television, theatrical and sales influence films; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

### **Stephen Slesinger, Inc.**

247 Park Ave., New York 17, N. Y.  
 Phone: ELdorado 5-2544

President .....Stephen Slesinger  
*Services Offered*—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," "Blondie," and "Winnie-the-Pooh."

### **Fletcher Smith Studios, Inc.**

321 E. 44th St., New York 17, N. Y.  
 Phone: MUrray Hill 5-6626

President .....Fletcher Smith  
 Vice-President .....Charles Schettler  
 Secretary-Treasurer .....Peter Caldera  
*Services Offered*—Producers of programs and spots.

### **Snader Telescriptions Corp.**

177 So. Beverly Dr., Beverly Hills, Calif.  
 Phone: CR 5-4451  
 N. Y. Phone: LOngacre 4-3971

President.....Louis D. Snader  
 Vice-President.....Robert M. Snader  
 Director.....Duke Goldstone  
 Casting Director.....Phil Bloom  
 Musical Director.....Harry Zimmerman  
 Production Manager.....Jesse Corallo  
*Services Offered*—Producers of films for TV; own organization for syndication and distribution of features produced by others.  
*Productions:* Dick Tracy Series.

### **Sound Masters, Inc.**

165 W. 46th St., New York 36, N. Y.  
 Phone: PLaza 7-6600

Chairman of Brd.....W. F. Githens  
 President.....Harold E. Wondsel  
 V.P., Sect.....F. C. Wood, Jr.  
 Treasurer .....Walter Kullberg  
*Services Offered*—Producers of commercial spots and industrial films.

### **Southwest Film Productions, Inc.**

4040 Westheimer Rd., Houston 6, Tex.  
 Phone: Linden 3171

Chairman.....Howard T. Tellepsen  
 President.....John Paul Goodwin  
 Secretary .....Emory Gose  
 Treasurer.....W. D. Woodroof, Jr.  
 Exec. V.P., Gen. Mgr.....Harlan Mendenhall  
*Services Offered*—Producers of TV package programs, TV commercials, and industrial films; News; animation; complete production and laboratory facilities.

### **Sovereign Productions, Inc.**

7324 Santa Monica Blvd., Hollywood, Cal.  
 President .....Stuart Reynolds  
 Producers.....Arthur Ripley, Gil Ralston  
 Secretary-Treasurer .....Rudolph Monter  
*Services Offered*—Production of ½-hour dramatic films.  
*Productions*—"Cavalcade of America."

### **Specialty Television Films, Inc.**

1501 Broadway, New York 36, N. Y.  
 Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill  
 Vice-President.....Murray M. Kaplan  
*Services Offered*—Motion picture film, features and half-hour, for television broadcasting.

### **Al Stahl Productions**

1600 Broadway, New York 19, N. Y.  
 Phone: COlumbus 5-2942

President .....Al Stahl  
 Vice-President .....Irwin Stahl  
 V.P. chge. of Sales.....Otto Sutter  
 V.P. chge. of Prod.....Edwin Rehberg  
*Services Offered*—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

### **Standard Television Corp.**

1501 Broadway, New York 18, N. Y.  
 Phone: LOngacre 4-8234

President .....Irvin Shapiro  
*Services Offered*—Major feature films and shorts.



**Star Entertainment Corp.**

214 W. 42 St., New York 36, N. Y.  
Phone: LA 4-3450

President ..... Max Wolf  
Vice-President ..... Robert Feldman  
Secretary ..... Al Roth  
*Services Offered*—Talent representatives, casting, production, and packaging of films.

**Station Distributors, Inc.**

40 East 51st St., New York 22, N. Y.  
Phone: PLaza 9-4953

President ..... Walker Stuart  
Sales Director ..... Jay Williams  
*Services Offered*—Film production for TV; sales & distribution of package shows.

**William Stephens Co.**

Motion Picture Center Studios  
846 N. Cahuenga Blvd., Hollywood 38, Calif.  
Phone: HOLlywood 9-5981

Production Super. .... Wm. Stephens  
Assistant ..... Ralph Slosser  
Sales ..... Edward Conner  
Story Editor ..... John Stephens  
*Services Offered*—TV film series.

**Sterling Television Co., Inc.**

316 W. 57 St., New York 19, N. Y.  
Phone: JUdson 6-3750

President ..... Saul J. Turell  
Secy.-Treasurer ..... Robert E. Rhoades  
V.P. chge. of Station Sales ... Bernice S. Coe  
Mgr. of Agency Sales ..... Richard Carlton  
*Branch Office*  
6715 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Granite 2886  
*Services Offered*—Producer and distributor of TV features, shorts and film series. TV stock shots. Distributor for independent producers.

**Mike Stokey Productions**

6123 Selma Ave., Hollywood 28, Cal.  
Phone: HUdson 2-1241

President ..... Mike Stokey  
Assoc. Producer ..... Gene Colton  
Assoc. Producer ..... John Hueners  
*Service Offered*: Producers of live and filmed television productions. General television packaging.

**Wilbur Streech Productions**

1697 Broadway, New York 19, N. Y.  
Phone: JUdson 2-3816

Owner ..... Wilbur J. Streech  
Client Relations ..... J. Arthur West  
*Services Offered*—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

**Swift-Chaplin Productions, Inc.**

1316 W. Jefferson Blvd., Los Angeles 16, Cal.  
Phone: REpublic 2-4492

President ..... Charles F. Chaplin  
Vice-President ..... Howard Swift  
Secretary-Treasurer ..... Harry Hinkle  
Production Manager ..... Miles E. Pike  
*Services Offered*—The production of custom-built television commercials.

**T-bar-V Productions, Inc.**

5919 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HEmpstead 1088

Pres. Sls. Mgr. .... Donna Fargo  
V.P., Gen. Mgr. .... Lois Landon  
Sec'y., Treas. .... H. B. Baumeister  
*Services Offered*: Specialize in westerns, outdoor, animal packages.  
*Productions*: "Trader Lee," "Window to the West" (Visual Quiz Kids), and others.

**The TeeVee Company**

211 S. Beverly Drive, Beverly Hills, Calif.  
Phone: Crestview 5-1076

President ..... Gifford Phillips  
Asst. to Pres. .... Ludlow Flower, Jr.  
V.P., Gen. Mgr. .... Marc Frederic  
*Services Offered*—Producers, distributors.  
*Productions*: "Little Theatre."

**Tele-America Inc.**

364 No. Camden Dr., Beverly Hills, Calif.  
Phone: CR 4-5381

President ..... Thor L. Brooks  
Vice-President ..... Howard Taylor  
*Services Offered*—Producers of live and film TV productions. Also all kinds of commercials.

**Telecast Films, Inc.**

112 W. 48th St., New York 36, N. Y.  
Phone: JUdson 6-5480

President ..... W. K. Hedwig  
Secy.-Treas. .... G. W. Hedwig  
*Services Offered*—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

**Telemated Cartoons**

70 E. 45th St., New York 17, N. Y.  
Phone: MUrray Hill 6-8933

Prod.-Dir. .... Saul Taffet  
*Services Offered*—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

**Telemount Pictures, Inc.**

P. O. Box 4555, Los Angeles 24, Calif.  
 President.....Henry B. Donovan  
 Secretary-Treasurer.....John Chesley  
 Dir. of Films.....R. Browne, G. Cahan  
 Asst. Producer.....Russ Hayden  
*Services Offered*—Producers of TV films and live programs and commercial films.

**Telenews Productions, Inc.**

630 Ninth Ave., New York 36, N. Y.  
 Phone: JUdson 6-2450  
 President.....Herbert Scheftel  
 Exec. Vice President.....Alfred G. Burger  
 General Manager.....Charles N. Burris  
 Editor-in-chief.....Edward P. Genock  
 Production Manager.....Marshall Davidson  
 Chief Film Editor.....William Sofio  
 Dir. Comm. Film Dept.....Robert W. Schofield  
 Adv. & Prom. Mgr.....Robert Kirsten  
*Services Offered*—Producers of television news film, film commercials, film programs; film stock shot library.  
*Productions:* Telenews Daily, Telenews Weekly, This Week in Sports, Beat The Experts, Adventures in Sport.

**Telepak Inc.**

8428 Melrose Pl., Los Angeles 46, Calif.  
 President.....C. Robert Longenecker  
*Services Offered*—Production of programs, both film and live for TV. Representation of talent for TV, acting and creative.

**Telepix Corporation**

Times Tower Bldg., 1475 Broadway,  
 New York 18, N. Y.  
 Phone: PEnnsylvania 6-1821-2  
 President.....Albert G. McCarthy  
 Vice-President.....Richard Freitas  
 Secretary.....Rita Fables  
*Services Offered*—TV films.

**Television Arts Productions, Inc.**

2733 Stuart Street, Berkeley, Calif.  
 Phone: Berkeley 7-5301  
 Business Mgr.....J. T. Ward  
*Services Offered*—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

**Television Exploitation Inc.**

1450 Broadway, New York 18, N. Y.  
 Phone: WISconsin 7-2055, BRyant 9-6332  
 President.....Milton M. Gettinger  
 Exec. Vice-President.....Oliver O. Unger  
 Sales Representative.....Harold Goldman  
*Services Offered*—In the television field, distributes, purchases, and produces full length features and short subjects.

**Television Screen Productions, Inc.**

17 East 45th St., New York 17, N. Y.  
 Phone: MUrray Hill 2-8877  
 President.....Charles J. Basch, Jr.  
 Treasurer.....Clarence Schmidt  
 Secretary.....Frankie Basch  
*Services Offered*—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

**Tel Ra Productions**

1518 Walnut St., Philadelphia 2, Pa.  
 Phone: KINGSley 6-4140  
 Producer.....W. Wallace Orr  
 Director of Programming &  
 Sales.....George J. Kerrigan, Jr.  
 Director of Production.....Dan Wise  
 Film Editors.....Joe Arnold, Dan Endy,  
 Marvin Fisher, William Friel  
*Services Offered*—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

FOR EXCLUSIVE FILM COVERAGE  
 OF MAJOR LEAGUE BASEBALL...

**TEL RA**

America's leading producer of  
 TV sports films

Famous TEL RA shows include

- TOUCHDOWN
- DOWN THE STRETCH
- SPORTS SPOTLIGHT
- BASEBALL BRIEFS
- TELESPORTS DIGEST
- NATIONAL PRO HIGHLIGHTS
- DICK DUNKEL'S FOOTBALL RATINGS

**TEL RA PRODUCTIONS**

1518 WALNUT STREET  
 PHILADELPHIA 2, PA.

Kingsley 6-4140

**Ed Thorgersen**

245 West 55th St.

Phone: Circle 6-8935

Exec. Producer.....Ed Thorgersen  
*Services Offered*—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

**Times Square Productions Inc.**

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

Phone: Circle 6-4443

President.....Chas. W. Curran  
 Vice-President.....Stephen E. Fitzgibbon  
 Production Assistants.....Diana Kemble.

Freda Godfrey

Associate Producer.....Fred Kelly  
*Services Offered*—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment.

*Productions:* Fu Manchu.**Transfilm Inc.**

35 W. 45 St., New York 19, N. Y.

Phone: LU 2-1400

President.....William Miesegaes  
 Vice-President.....Walter Lowendahl  
 Vice-Pres.....William Burnham  
 Secretary-Treasurer.....Peter A. Schlenker

*Services Offered* — Complete facilities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

**TV Ads Inc.**

3839 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 8-1323

President.....Doria Balli  
 Sales Manager.....Charlie Larrain

*Services Offered*—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

**TV Movie Club, Inc.**

1501 Broadway, New York, N. Y.

Phone: BRyant 9-6734

President.....Dr. Arthur M. Epstein  
 Exec. Supervisor.....Richard F. O'Connell

*Services Offered*—Series of half-hour, open-end TV films for children.

**TV-Programs, Inc.**

350 Fifth Ave., New York 1, N. Y.

Phone: CHickering 4-1374

Executive Producer.....Edward Roberts, Jr.

Director of Sales.....Leonard Beckman  
*Services Offered* — Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other producers.

**TV-Unlimited Inc.**

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

Phone: MUrray Hill 3-3881

President.....Herbert Rosen

*Services Offered*—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

**United Artists Television Corp.**

729 Seventh Ave., New York 19, N. Y.

Phone: Circle 5-6000

Director of Television.....John H. Mitchell  
 Asst. Dir. of TV.....Miss Louise E. Raphael

Traffic Manager.....Sidney Dash  
 East Coast Sales Rep.....Robert Brahm

Mid-West Sales Rep.....Robert O'Brian  
 Mid-Atlantic Sales Rep.....Milton E. Olin

*Services Offered* — Distribution of television films.

**United Film and Recording Studios**

301 East Eric Street

Chicago 11, Illinois

*Services Offered*—Production facilities for motion pictures, television films and commercials, sound slide films and recordings of every type.

**United Press Associations**

(See Program Producers)

**United Productions of America**

1140 Lakeside Dr., Burbank, Calif.

Phone: CHarleston 0-7171

New York Division—670 Fifth Ave.,

New York 19, N. Y.

Phone: PLaza 3-1672

Pres. & Exec. Produce.....Stephen Bosustow  
 Vice-Pres. in chg. N. Y. Office

Edward F. Cullen

Vice-President.....John Hubley  
 Vice-President.....Robert Cannon

V.P. in chge. Pub. Rel.....Charles Daggett

*Services Offered* — Producers of TV film commercials — specializing in animation, also animation production services.

**United Television Programs Inc.**

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

Phone: CEntal 6-0041

Co-owner.....Milton Blink

*Branch Offices*

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 3-4620

Manager ..... Aaron Beckwith  
140 N. La Brea, Los Angeles 36, Calif.  
Phone: WEbster 8-9181

Co-Owner ..... Gerald King  
*Services Offered*—TV package programs.

**Unity Television Corp.**

1501 Broadway, New York 8, N. Y.  
Phone: LOngacre 4-8234

President..... Arthur A. Mayers  
Treasurer ..... Martin Mermelstein  
TV Director ..... C. Lazar  
*Services Offered*—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

**United World Films, Inc.**  
*(Subsidiary of Universal Pictures)*

445 Park Ave., New York 29, N. Y.  
Phone: PLaza 9-8000

P. O. Box 183, Universal City, Cal.

President..... J. M. Franey  
V.P. in Chg. Production..... N. E. Gluck  
West Coast Producer..... Morrie Weiner  
Coast Prog. Production..... George Bole  
Producer (New York)..... Steve Allen  
*Services Offered*—Producer and distributor of programs and spot commercials.

**Van Praag Productions**

1600 Broadway, New York, N. Y.  
Phone: PLaza 7-2857

Executive Producer..... William Van Praag  
Production Chief..... Gilbert M. William  
Art Director..... Sidney Kupfershmidt  
Chief Cameraman—Unit A.... Sidney Zucker  
Chief Cameraman—Unit B.... Sol Roizman  
Casting Director..... Joan Topper  
*Services Offered*—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

**Video Drama Productions**

505 Fifth Ave., New York 17, N. Y.  
Phone: MU 2-0326

President..... Henri E. Marcuse  
Partner ..... Guy Calandrea  
Script Supervisor..... Charles Cinnamon  
Assoc. Supervisor..... Raymond Foucher  
*Services Offered*—Live and film services for TV film series; script packages.

**Video Pictures, Inc.**

*Executive & Sales Offices*  
41 E. 50th St., New York 22, N. Y.  
Phone: MURray Hill 8-1162

STUDIO: Video Pictures, Inc.

510 W. 57th St., New York 19, N. Y.  
Phone: CIRCLE 7-2062

President..... William R. Deering  
Vice-President ..... Martin Henry  
Vice-President..... George W. Goman  
Secretary..... Elsie M. Rice  
Supervisor of Sales..... Frank B. Woodruff  
*Services Offered*—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other.

**Video Pictures, Inc.**

1515 No. Western Ave., Hollywood 28, Calif.  
Phone: HU 2-3030

President ..... Hank McCune  
Assoc. Producer..... Charles Maxwell  
Production Manager ..... Jack Caldwell  
Merchandising & Promotion... B. A. Balbb  
*Services Offered*—Producers of theatrical and commercial television subjects.

**Vidicam Pictures Corp.**

240 East 39th St., New York 17, N. Y.  
Phone: MU 6-3310

President ..... Alfred Justin  
Studio Chief..... William B. Shriner  
Staff Director..... James Rose  
Chief Sound Engineer... Peter Protopappas  
Editor ..... Gladys Brothers  
*Services Offered*—Producer of television film commercials and television film programs. Both 16 and 35mm. projection facilities. Complete sound recording equipment.

**Visual Media, Inc.**

17 E. 45 St., New York 17, N. Y.  
Phone: MURray Hill 2-2060

President..... William M. Nelson  
Art Director..... Raymond Keane  
Advertising Consultant..... Weston Hill  
Office Manager..... Marguerite K. Lee  
*Services Offered*—Specialists in analysis and creation of TV programs and program material, both live and on film.

**Volcano Productions Inc.**

1040 N. Las Palmas, Hollywood 38, Calif.  
Phone: Granite 3111  
N. Y. Phone: VANDerbilt 6-5661

President ..... Robert Angus  
Vice President..... William Lewis, Jr.  
Production Manager..... Leo Pepin  
*Services Offered*—Producer of feature and commercial films for TV.

**Roger Wade Productions**

15 West 46th St., New York 36, N. Y.  
Phone: CIRCLE 7-6797

Owner..... Roger W. Wade  
*Services Offered*—TV commercials, animation, telops, balops, slides, commercial motion pictures.

**Adrian Weiss Productions**

655 No. Fairfax Ave., Los Angeles 36, Calif.  
Phone: WEbster 8-5287

Producer ..... Adrian Weiss  
Exec. in Chg. of Production.... Louis Weiss  
*Services Offered*—Production organization geared to produce all types of TV films from 20 minute spots to one hour shows.

**Louis Weiss & Co.**

655 No. Fairfax Ave., Los Angeles 36, Calif.  
Phone: WEbster 8-5287

Distribution Director..... Adrian Weiss  
Asst. Distr. Director..... Louis Weiss  
*Services Offered*—Distribution organization, geared to distribute all types of television shows throughout the country.

**West Coast Sound Studios  
(Division of Video Pictures,  
Inc.)**

510 W. 57th St., New York 19, N. Y.

President..... William R. Deering  
Vice Pres..... Martin P. Henry  
Secretary..... E. M. Rice  
*Services Offered*—Producers of TV commercials and program films.

**Whitehead TV Pictures, Inc.**

630 Ninth Avenue, New York, N. Y.  
Phone: Circle 5-7240

President..... Charles G. Whitehead  
*Services Offered*—Producers of TV film commercials, industrials, features and short subjects.

**Wilding Picture Prods., Inc.**

Studios: 1345 Argyle St., Chicago, Ill.  
Phone: LOngacre 1-8410

5981 Venice Blvd., Hollywood, Cal.  
Phone: LUcas 0986

**Branches:**

385 Madison Ave., New York, N. Y.  
Phone: PL 9-0854

Vice Pres..... J. W. Inglefield  
Dime Bldg., Detroit, Mich.  
Phone: Woodward 3-9311

Vice Pres..... L. S. Thompson  
Sweetland Bldg., Cleveland, O.  
Phone: TOWer 1-6440

Vice Pres..... Jack Rheinstrom  
Engineer Bldg., Cincinnati, O.  
Phone: GARfield 0477

Exec. in Charge..... R. L. McMillan  
1378 Lindell Blvd., St. Louis, Mo.  
Phone: LUcas 0986

Exec. in Charge..... James DUTST  
President..... C. H. Bradfield, Jr.  
Vice Pres..... H. W. Fish  
Sec'y-Treas..... V. A. Burg  
V.P. (Production)..... J. A. Kellock  
Hollywood Mgr..... John Oser  
*Services Offered*—Film Production.

**Frank Wisbar Productions  
Inc.**

Eagle-Lion Studios, Los Angeles, Calif.  
Phone: HUDson 2-2286

President..... Frank Wisbar  
Vice-President..... Benjamin H. Kline  
Sec't-Treas..... Arnold Leader  
*Services Offered*—Film productions for TV.  
*Productions:* "Fireside Theater."

**World Video, Inc.**

(See Program Producers)

**Emerson Yorke Studio**

245 W. 55th St., New York 19, N. Y.  
Phone: LUxemburg 2-2216

Owner, Exec. Producer.... Emerson Yorke  
*Services Offered*—Producer of TV and other types of films.

**Windsor Films, Inc.**

119 W. 57th St., New York 19, N. Y.  
Phone: JUDson 2-4813

President..... Ed Woodruff  
*Services Offered:* distributor of films for TV.

**Young & Rubicam, Inc.**

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-2731

N. Y. Phone: MUrray Hill 9-5000  
V.P. chge. Radio & TV  
(Hlyd. off.)..... Walter Bunker  
V.P. chge. Gen. Adv.

(Hlyd. off.)..... Eldon E. Smith  
*Services Offered*—General advertising on various accounts; radio and TV show advertising; publicity and public relations.

*Productions:* Bing Crosby Show, Bob Hope Show, Four Star Playhouse, Our Miss Brooks—TV, I Married Joan.

**Ziv Television Programs,  
Inc.**

488 Madison Ave., New York, N. Y.  
Phone: MUrray Hill 8-4700

Chairman of the Board.... Frederic W. Ziv  
President..... John L. Sinn  
V.P. in Chge. Sales.... Maurice J. Rifkin  
West Coast Office Mgr.... Maurice Unger  
Eastern Div. Sales Mgr.... Albert Goustin  
Central Div. Sales Mgr.... Edward J. Broman  
Western Div. Sales Mgr.... Walter Kingsley  
*Services Offered*—Production, sales and distribution of television films for syndication.

*Productions:* Boston Blackie, Cisco Kid, The Unexpected, Favorite Story, Yesterday's Newsreel, Sports Album, Story Theatre, Your TV Theatre, The Living Book.





TELEVISION  
PERSONALITIES  
1952-1953

*A Pictorial Parade of some  
of the leaders of television  
—from the station, agency,  
network and production  
fields—during the past year*

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**HUGH L. KIBBEY**, film buyer of WFBM-TV, Indianapolis, has been with the station for 11 years. He has served as announcer, writer, editor and director. Prior to joining WFBM, Hugh served as staff announcer for WIBC, Indianapolis. He is a graduate of Indiana Business College and Arthur Jordan Conservatory of Music. WFBM-TV has been on the air since May 30, 1949, and his role as film



buyer began in September of that year. Hugh is married and has one child.

**GEORGE A. HEINEMANN**, program manager of WNBQ, Chicago, started with NBC in 1937 as a page boy, leaving for CBS as Special Events Editor. He entered the U. S. Navy as an aviator, serving in the Pacific. A civilian again, he entered his own business of commercial photography in New York and Phoenix, Ariz., photographing fashions and doing mail order work, then became production manager of Aldens, Inc. He returned to NBC in New York, and moved to Chicago when WNBQ opened.



**JEAN HENDRIX**, film buyer at WSB-TV, has been in the newspapers, theater, radio and TV. She attended high school in Charlotte, N. C., and joined the Charlotte Observer. She later left to assume the duties of advertising director for the Wilby Kincy theaters. Jean went on to the D. C. War Finance Committee of the Treasury Dept. where she was named director of radio and advertising. She



joined WSB in 1946 as publicity director, was transferred two years later to WSB-TV.

**ELIZABETH BAIN**, film buyer of WGN-TV, Chicago, is a graduate of Clarke College, maxima cum laude. She was director and solo violinist of a string ensemble over WKBB, Dubuque, and also taught band and orchestra. Following her teaching career she became music librarian of KFI-KECA, Los Angeles, and joined WCFL, Chicago, a year later, then went to WGN in 1948, a month before WGN-TV went on the air, to build a music library for TV. Choosing between music and film, she chose the latter.



**GEORGE PATTERSON** joined WAVE-TV, Louisville, Ky., in 1934 as an announcer, and was made program director the next year. He helped direct the station's active relief role during the disastrous Ohio River flood in 1937, when "send a boat" was heard throughout the nation on network broadcast. When WAVE-TV was established in 1948, he was made program manager of Kentucky's



first TV station. Both WAVE-AM and TV have won numerous program awards under his supervision.

**WARREN F. WARNER**, program director of WTVN, Columbus, Ohio, is also film buyer for Midwest TV, which buys films for WTVN, WICU, Erie, Pa., and WMAC, Massillon, O. Warren was born and educated in New York. He was production manager for Brewster Aeronautical Corp. before entering service. Warren was Civil Affairs officer in the Philippines and Military Government officer in the Korean Occupation. As a civilian again, he worked for Lever Bros., went to WKRC-TV, Cincinnati, and on to his present post.



**BERNARD C. BARTH**, film buyer of WLW-TV, Cincinnati, Ohio, is assistant to the director of TV operations for Crosley Broadcasting Corporation. He was born and educated in South Dakota. Bernard has been associated with KOBH, Rapid City, S. D., WKRC, Cincinnati, and WFIL, Philadelphia, as writer, producer and newscaster. Joining the staff of WLW-TV in 1948, he rose quickly from producer to program director and assumed his present post in the Fall of 1950.



**H. PETER LASKER**, manager of the Crosley Broadcasting Corporation's TV outlet in Dayton, WLW-D, was born and educated in Switzerland. His first job was working in transportation advertising in France and England, which gave him the experience to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for ten years before heading up WLW-D's sales staff. Now Pete bosses the entire Dayton setup of Crosley.



**HOWARD ANDERSON**, film director of WFAA-TV, Dallas, Texas joined the NBC-TV affiliate in February, 1951 as a director, and took his present post a few months later. Howard graduated in radio-speech from the University of Utah. While attending the university, he did free lance writing, directing, and acting as well as amateur radio work. Howard joined KDYL-TV from the time the station went on the air, and was responsible for all remote telecasts until he left the station.



**NED R. BROOKE**, film director of WSAZ-TV, Huntington, West Va., joined WCMI as a staff announcer, after graduation from college, and was station director when he left. Ned opened an electrical contracting business in Huntington, which he operated until he joined the staff of a local contracting company. In February 1951 he joined the staff of WSAZ-TV as a member of the film department, and was later promoted to the position of film director, the post which he holds today.



**GEORGE A. DORSEY**, film director and program operations supervisor of WNBW, Washington, D. C., is a graduate of Duke University, with a Bachelor of Science degree in electrical engineering. Following his graduation he joined the sales department of the Westinghouse Electrical Manufacturing Company, and was on a five-year leave of absence during the war. George was a member of the station's staff when it first went on the air in June 1947.



**WILLIAM L. COOPER, JR.**, film director of WJAR-TV, Providence, R. I., started his career in the Visual Education Department of the Providence public schools. With the outbreak of World War II he served in the southwest Pacific with the Army Signal Corps. After release, he became southern New England manager of the Audio Visual Corporation. Leaving this to form his own corporation, he produced a series of documentary and public relations films for theatrical release.





**DERRICK DYATT**, film director of WTOP-TV, Washington, D. C.,



was born and educated in Pa. Upon graduation from high school his interest in show business grew, and he joined the Allentown Little Theatre, later joining WSAN as an announcer. He entered the Navy and completed his stint in 1946, when he returned to WSAN. Two years later Derrick left

to attend George Washington University, where in his senior year he joined WTOP-TV, and worked in production until 1951 when he was made film director.

**FRELON M. FOWLER**, film manager of



WABC-TV, N. Y., started at NBC on the guest relations staff, when promoted to the ticket division. While affiliated with NBC, he was engaged by ABC as program assistant in the all-night news operations. His next stint was with CBS to assist Worthington Miner in the development of TV programs. In 1948 he joined the staff of WIZ-TV (now WABC-TV) before

the station hit the air. Three years later he was named manager of film programming for the outlet and the ABC-TV network.

**KEITH GUNTHER**, film buyer of KSD-TV, St. Louis, Mo., has been in



TV since 1939 when he was assigned by NBC to work in the network's infant TV department in N. Y. with video pioneers such as Captain Bill Eddy and Warren Wade. When NBC curtailed its TV activities because of World War II, Keith became night manager of WHN. He served as an officer in the U. S. Navy, principally

aboard aircraft carriers in the South Pacific. Keith joined KSD-TV a month before the station went on the air, Feb. 8, 1947.

**RICHARD C. DREYFUSS**, film director of

WDTV, Pittsburgh, Pa., first broke into radio when he joined NBC, Chicago, after being educated at the University of North Carolina. At the outbreak of World War II, he entered the U. S. Army Air Force. At the War's end he joined WAGM, Presque Isle, Maine, as program director. Three years later found him associated with the CBS-TV film operations.



Dick is said to have the distinction of being the only film director in the country handling an all night TV film operation.

**F. C. ECKHARDT**, film buyer of KDYL-TV, Salt

Lake City, Utah, attended the University of Montana, where he was active in the band and spent plenty of time in theaters as an m.c. With the outbreak of World War II he enlisted in the U. S. Navy in the aviation branch. Returning to Helena, Montana, after the war, Connie kept a watchful eye on the development of TV, and in January 1949 joined KDYL-TV, the first station to go on the air in the intermountain west.



**BILL FOX**, film buyer and program director for

KFMB-TV, San Diego, Calif., is the film buyer for San Diego's first and only TV station. He was formerly with the staff of KALB, Alexandria, La., then KSYL, and later moved to WLSU, the Louisiana State University station. In World War II, Bill joined the U. S. Air Force and was stationed in the Pacific Theater, participating in many of the big raids over Tokyo. Bill joined KFMB-TV in 1948 and became program director two years later.



**CARL LAWTON**, film buyer of WBZ-TV, Boston, Mass., started his career in radio as a staff announcer for WHYN, Holyoke, Mass. In 1942 he left the station to enter the U. S. Marine Corps and served overseas in the South Pacific. Following his discharge from the service, he joined WFCI, Providence, R. I., as an announcer. Carl left to join the Northeast Airlines where he was engaged in general sales



office and public relations, until January 1950 when he joined WBZ-TV as film librarian.

**JULIAN M. KAUFMAN**, film buyer, has been executive sales manager of KPHO-TV, Phoenix, since 1950. Prior to that he was with ABC-TV in San Francisco as account executive where he established a national sales record in 1949. He established the TV department for the Tolle Co., advertising agency, in San Diego. Recognized as an authority on TV station management, his recent



article "TV Tips for Medium Size Station Operation," was published in trade magazines, and won nation-wide recognition.

**HARRY JONES**, film buyer of WCCO-TV, Minneapolis, Minn., worked for the Wichita (Kans.) Beacon as combination stockyards-police reporter. Following this, he was with the Minneapolis Star-Tribune in the promotion department. In April of 1949, Harry joined WTCN-TV, Minneapolis, as a staff member, the second member to be hired specifically for TV at this station. WTCN-TV hit the air



later that year, and Harry took his present post. In August 1952 WTCN-TV became WCCO-TV, CBS affiliate.

**NORM LOUVAU**, film buyer and sales manager of KRON-TV, San Francisco, Calif., developed an interest in music at an early age. This soon led him to become a band leader. In this capacity he toured most of the Western States. In 1941 Norm entered the U. S. Army. After his discharge from service, he turned to advertising, leaving that field to join the staff of KRON-FM. When KRON-TV first went on the air, he went over to TV and has been with the station ever since.



**WILLIAM C. LACEY**, manager of the film department at WCBS, N. Y., joined the station this Spring following four years at WABD, where he was film buyer before being named to his present post. At WCBS, Will works under Hal Hough, program director of the station. Before entering the industry, William earned the rank of ensign with U. S. Navy, while at the same time studying at St. Lawrence University and Holy Cross, from which institution he graduated with a B. S. degree.



**ED HYMAN**, film buyer and program director of WOAI-TV, San Antonio, Texas, joined the station as sports director in November, 1949. Ed started his career in radio as a staff announcer. He served in the U. S. Air Force during World War II. Returning to civilian life, he completed his education at Trinity University in San Antonio, Texas, where he majored in psychology and speech. His commentary and interviews are a weekly feature of local wrestling matches televised by WOAI-TV.





**WINSTON HOPE**, film buyer of WTAR, Norfolk, Virginia, attended the University of Virginia, where he was prominent in the Glee Club, and later attended the Juilliard School of Music in New York. He sang in numerous network programs as a member of several choruses and did solo work in churches from N. Y. to Ala. He entered the Army in 1941 as a private and emerged a



captain. Winston joined WTAR as staff announcer and disc jockey and became production manager for WTAR-TV when it opened in April 1950.

**BARRY HERSH**, of WKRC-TV, Cincinnati, O., is perhaps the youngest film coordinator in the TV business, having reached his 21st birthday in October, 1952. His ambition always had been to enter the field of TV, and he took the most menial job at WKRC-TV to get his foot in the door. From that point on, it has been the story of rapid progression upward to his present position. Barry



attended the University of Cincinnati for two years, and is a member of the United States Naval Reserve.

**LABE B. MELL**, film director of WTVJ is also general manager of its subsidiary corporation, Reela Films, Inc. Mell has been associated with WTVJ since 1948 when he transferred to the station from his theatre manager's position with the parent organization, Wometco Theatres, Inc. Upon his transfer he was sent to New York where he gained six month's TV experience with the Du-



Mont television network. In 1949 when WTVJ went on the air, Mel was named film director. Mell is married and has two daughters.

**JULES HUBER**, film buyer of WTTG, DuMont Washington, D. C., was born and educated in New York. He joined WTTG's film department six years ago, when Washington's first TV outlet was in its acorn days. During World War II, Jules spent four years in the Merchant Marine. At the present time, when he's not buying film, he's buying building supplies and actually constructing a home for himself and family, which he's hoping to occupy this summer. He is married and has two daughters.



**JAY HICKS**, program director and film buyer of KDUB-TV, Lubbock, Texas, joined the station when it hit the air in October 1952. He is a graduate of Texas Western University, having majored in history. Jay got his start in radio at WBML, Macon, Ga., in 1944 after his discharge from the Army. Returning to his native El Paso, Texas, he took the position of program director at KEPO, spending four years there before going to KDUB-TV. Jay is married and has two children.



**GLENN HARRIS**, film buyer of KMTV, Omaha, Neb., is also program manager for the May Broadcasting Co. Glenn started his career with KYSM in Mankato, Minn., leaving to join KMBC in Kansas City, returning to Minnesota, when he joined the KSTP announcing staff. There he developed many of his audience-participation shows, and he was soon getting all of the emcee assignments. When KMTV went on the air in Sept. 1949, Harris found himself solely responsible for the programming on the new TV station.



**NICK MUELLER**, film director of KRLD-TV, Dallas, Texas, was a member of the staff orchestra of KRLD, Dallas, CBS network affiliate. During World War II, Nick served as a sergeant in the U. S. Army. Following his discharge, he joined KRLD as record librarian. That job lead to his position as film librarian with KRLD-TV at the time the station made its bow in December 1949. His suggestions for film operation were adopted, and he was named film director in August 1952.



**BERT MITCHELL**, program director and film buyer of KPRC-TV, Houston, Texas, started as an actor, but turned to directing. After studying at the Pasadena Playhouse in Calif., Bert came back to his native state, Texas, to help direct the Cavalcade of State of the 1936 Centennial. He joined ABC on the West Coast, where he stayed for four and a half years before he was called into the Army. Bert was associated with WFAA-TV before coming to KPRC-TV in 1951 when he took his present post.



**EDWARD G. MURRAY**, film buyer of WPTZ, Philadelphia, Pa., is a graduate of Yale University. He served with the 63rd Division during World War II. Following conclusion of hostilities Ed joined Monogram International Corporation and was sales manager of the non-theatrical sales division. In 1950 he joined the staff of WPTZ as film buyer handling such nationally known local shows as "Frontier Playhouse" and "Hollywood Playhouse." Ed is a member of the Yale Club of New York City.



**LELAND MULLER**, film buyer of KTLA, Los Angeles, Calif., known to his intimates as Jerry, is a graduate of the University of Southern California, where he majored in cinematography. Jerry joined KTLA's film department in 1946, when the station was known as WXYZ. He was formerly production assistant at 20th Century-Fox. Jerry was a First Lieutenant in the Army Air Force in World War II, a veteran of 85 bombing missions in the China-Burma-India theatre of operations.



**WILLIAM G. MULVEY**, film buyer of WNHC-TV, New Haven, Conn., was born in Albany, N. Y. Following graduation from Fordham University in New York City, where he earned a Degree in English and a BS, William joined the Elm City Broadcasting Corp. Shortly thereafter he was appointed to his present position, where he now supervises all program activities together with TV film purchasing. While at Fordham, he was promotion manager, sports-writer and announcer for the University FM station WFUV.



**SIDNEY NADLER**, film director of WXEL, Cleveland, O., joined the staff of WXEL, in September, 1951, as assistant film director. He attained his present post a year later. His previous experience includes being film editor for WOR-TV in N. Y. and account executive for WPTR, Albany, N. Y. Sidney was a sound motion picture technician for the U. S. Marine Corps for three and a half years, serving both in the U. S. and overseas. Returning to civilian life, Sidney still maintained his interest in the film business.





**ELAINE S. PHILLIPS**, film buyer of WSPD-TV, Toledo, O., had her first exposure to television as a member of the all-girl wartime staff of Chicago's WBKB. She worked in all phases of studio and control room operations. Specializing in film programming, Elaine left WBKB in Dec. of 1946 to become film director of WWJ-TV in Detroit. Two years later she returned for a short period to Chicago

as film programming consultant for WGN-TV, and later that year assumed her present post at WSPD-TV.



**ROBERT M. PASKOW**, film buyer of WATV, Newark, N. J., comes to TV after twenty years in the motion picture industry with Warner Brothers. Following graduation from New York University, he was employed with the Oxweld Acetylene Co., in Newark, as an industrial engineer, and later joined the Bremer Broadcasting Corp. Bob, as he is popularly known, was active in organizing the National Film Council in 1948 and served as vice-president-treasurer and chairman of the Television Station Committee.



**WILLIAM B. ROBB, JR.**, film buyer and program manager of KEYL, San Antonio, Texas, started his career with a dramatic stock company on the West Coast. Going to New York City, Will joined the singing personnel which led to tenor solo work at the Radio City Music Hall. With outbreak of the war he joined the Armed Forces, returning to Radio City upon his release. Going

West, Will joined KEYL as senior director before the station went on the air in 1940, and six months later attained his present post.



**JOHN F. PIVAL**, station manager and film buyer of WXYZ-TV, Detroit, Mich., became interested in radio as an advertising medium for theaters, while general manager of Schreiber's theaters. He finally launched his own program on Detroit's WMBC. His theater-radio interests were interrupted in 1942 when he entered the Coast Guard. Upon leaving the service, he returned to WXYZ. When WXYZ-TV hit the air in 1948, John was made program manager and three years later took his present post.



**QUINTIN P. RENNER**, film supervisor of WBEN-TV, Buffalo, N. Y., was born and educated in Buffalo. After high school he taught piano and organ, playing the organ in downtown and suburban theaters in pre-talkie days. Quint was associated with the Buffalo Schools Department in the audio-visual division, taking charge of maintenance and film distribution in the public elementary and high

schools. He joined WBEN-TV in 1948, two months prior to the formal inauguration of the station.



**CARL A. RUSSELL**, film buyer of WKBK, Chicago, Ill., took his present position in May of 1950, as it was the desire of the company to have someone who had knowledge of film as well as background and experience in judging the public's film desires. Prior to joining WKBK, Carl was with Balaban and Katz Corporation, one of the nation's top theater circuits. He started with the company as an usher and then moved up to chief of service, assistant manager, and finally to manager.





**DAVID VAN RENSSLAER STICKLE**, film buyer and news director of WMAR-TV, Baltimore, Md., attended Syracuse University. He went to the Baltimore Sunpapers from the Cleveland News. On the latter paper, he was a general assignment reporter. For the Sun he covered the political beats. During the war he rose from private to captain in the Infantry. After discharge he returned to



the Sun as a rewrite man, joining the Sunpapers TV outlet in 1947, at the time of its inception.

**ED WESTON**, film buyer and program manager of WCPO-TV, Cincinnati, O., started in radio as assistant news editor at WMCA, New York City, leaving to join WSAV, Savannah, Georgia, as announcer. His next stint was with the Armed Forces Radio Service in the Army. He was with WXML on Okinawa. Leaving the service, Ed joined WCCC, Hartford, as news editor. His TV career began in 1949



when he left for Cincinnati to open Scripps-Howard's TV outlet as program director with overall operational duties.

**RICHARD V. THIRIOT**, film buyer of KSL-TV, Salt Lake City, Utah, has been in his present post at the station since 1950. Prior to that time he was an advertising agency executive. Richard had been active in production of industrial and commercial motion pictures, when his hobby became his vocation and he accepted a position with the Eastman Kodak Company. Several of his pictures have won national acclaim. He was an Air Force bomber pilot during World War II, flying missions from England to various parts of the Continent.



ional acclaim. He was an Air Force bomber pilot during World War II, flying missions from England to various parts of the Continent.

**LYNN TRAMMELL**, film buyer of WBAP-TV, Fort Worth, Texas, is a native Texan, graduating from Baylor University. Lynn joined WBAP in 1944 as a secretary in the newsroom, being placed in charge of transcription later that year. Coming to New York a few years later, she attended the NBC Television School for two months in preparation for her TV film duties which were considerably enlarged in September of 1948, the date on which WBAP-TV signed on the air.



**ROGER VAN DUZER**, film director of WLTV, Atlanta, Ga., was born in 1911, and was educated at Brown University. His first radio appearance, as a pianist, took place in 1927. He started announcing a few years later. For eight years he led his own orchestra in the New York area, then returned to radio announcing. Later he was made general manager of WALB, Albany, Ga., going later to WMBR, Jacksonville, Fla., as program director, where he prepared and shot film commercials. In 1951 was made program dir. of WLTV.



**WALTER L. TILLMAN**, film buyer of WFIL-TV, Phila., Pa., is a graduate of the U. of P. He began his career in the production department of N. W. Ayer & Son. He was associated with Warner Brothers in the publicity and advertising departments, leaving to operate a chain of neighborhood theaters. During the war years, he was active in war production while employed by the La-Francia Sugar Co., which produced by-products used by the government in production of gun powder. He joined WFIL-TV in 1948.



**FRED J. MAHLSTEDT**, director of operations for CBS-TV film sales, is a pioneer in the TV film industry, having a long, successful record in advertising and network operations. Before joining the CBS network he was associated with the Arthur Kudner and Erwin Wasey advertising agencies. Prior to June 1950, when Fred was singled out for the job of organizing a film syndication unit for the



Columbia network, he was general sales manager for CBS spot radio and TV sales.

**BOB MULHALL**, WOI AM-FM TV, Ames, Iowa, operations manager, is a graduate of Loras College in Dubuque. He was an announcer and newsmen with KDTH in Dubuque before coming to WOI as news director in 1943. When television arrived in Iowa, Bob forsook his news and announcing chores and shifted to his position as operations manager, in charge of the station's business activities, serving also in the film department. The Mulhalls have four children, two boys and two girls, all TV fans.



**KIETH MATHERS**, film director of WKY-TV, Oklahoma City, Okla., took the NBC Institute course at Northwestern University, after attending Marshalltown College. He worked as an announcer at KFJB, Marshalltown; KGLO, Mason City, Ia., and WMT, Cedar Rapids. Prior to joining the promotion department of WKY in April, 1947, he was promotion director at KIDO, Boise, Idaho. When WKY-TV went

on the air in June of 1949, Kieth was named to his present post.



**SANFORD SPILLMAN**, film buyer and program director of KPIX, San Francisco, Calif., is a graduate of the University of California. Sandy then joined KSFO as a page boy, progressing to script writer. During the war he served as a naval lieutenant in the Pacific theater of operations, returning to KSFO as news editor. When KPIX began telecasting in 1948, he was transferred to the TV operation as a producer and writer, filling in as director. Spillman was named to his present post in 1949.



**EDWARD A. CALLAHAN**, film director of KSTP-TV is a former producer-director of KSTP-TV. He joined the Minneapolis-St. Paul station in 1948 in the television production department, and handled telecasts of football, baseball and hockey games. While in the U. S. Marine Corps, Edward managed nine theaters at Camp Pendleton, Calif. Previous to that he acted as advance man for the Dick Jergens Band. In February 1952 Ed was named to his present post.



**WILLIAM V. ROTHNUM**, film buyer of WSYR-TV, Syracuse, N. Y., is also program director. A native of Pittsburgh, Pa., Bill went to Syracuse in 1930 to join the announcing staff of WMBO, Auburn, and a few years later joined WSYR. Since that time he has worked as an announcer, sports director, and finally program director. With television added, he also took over the program director's job in that medium. Bill was recently made a V.P. in the Central N. Y. Broadcasting Corp. which operates WSYR and WSYR-TV.





**WILLIAM R. DEERING**, president of Video Pictures, Inc., formerly Video Varieties, has been associated with MGM pictures on the East and West Coast. He entered the U. S. Navy during World War II, emerging as lieutenant commander. Upon discharge, he returned to MGM in N. Y., leaving to form the Hartford Agency. Simultaneously he was on the board of directors of Video Varieties,

remaining at the same time with the agency as V.P. and gen. mgr. until Jan. 1953. Will took his post as president in Jan. 1952.



**HERBERT B. CAHAN**, film buyer and program manager of WAAM, Baltimore, was born and educated in Phila. His first stint was as advertising manager for a Harrisburg department store. In 1941, Herb entered the Army Air Corps as a flying cadet and was mustered out as a major. He then joined the Food Fair supermarket in Phila., in the advertising department, and left to join the Forward Adv. Agency, then on to WFIL-TV. In 1948 he came to WAAM as operations manager and took his present post a year later.



**WILBUR S. EDWARDS**, general sales manager of CBS-TV film sales, has been associated with the Columbia network for the past sixteen years in offices on the East and West Coasts. Prior to his present appointment, Bill was manager of KNXT, CBS TV owned station in Hollywood. His first association with Columbia was as student announcer at WBT, the CBS affiliate in Charlotte, N. C. He

joined the station's sales staff in 1937 upon graduation from Davidson College.



**FRANK P. CUMMINS**, program director and film buyer of WJACTV, Johnstown, Pa., took his present post in May 1949, three months before the station began commercial operations. A native of Johnstown, he joined the Pennsylvania Electric Co. after graduation from high school. During the war Frank entered the Air Force and was separated from the service with the rank of captain. Upon release, he returned to the Pennsylvania Electric Co. remaining until he joined WJACTV.



**GILBERT S. CANFIELD**, film buyer of WEWS, Cleveland, O., was an early staff member of Muzak Corporation. This was followed by a season with the Cleveland Community Fund, after which he spent a summer season at the N. Y. World's Fair with a marionette group. In 1941 he joined WHYN, Holyoke, Mass., as an announcer, and next went with WSPR, Springfield. In December, 1947, Gil

joined WEWS as an FM announcer, and a few days later when TV called he transferred, and took his present post two years ago.



**CARL KING**, Vice President of Sterling Television Co., N. Y., has had a dual career in video, as announcer-narrator and executive with the makers and distributors of films for TV. He is a graduate of the University of Chattanooga, followed by a semester of law at Georgetown in Washington, D. C. Carl has been newscaster, disc jockey and executive in many cities. Since June, 1949, he has worked exclusively in television and films. At Sterling, his duties include production and management details.



**ROBERT L. LAWRENCE**, President of Robert Lawrence Productions, Inc., N. Y. is a graduate of the U. S. Military Academy at West Point. He was formerly Vice President of Jerry Fairbanks, Inc. and prior to that was with RKO Pathe in N. Y. Robert Lawrence Productions are producers of TV and non-theatrical motion pictures, and are currently producing "Vacationland America," TV program featuring John Cameron Swayze, in addition to TV film commercials for Colgate-Palmolive-Poet Co. and others.



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**ALBERT G. ZINK**, program manager of WRGB, Schenectady, N. Y., is a graduate of Hobart College. Following graduation, Albert became an announcer before joining WGY. He entered the Army in 1942 as a private and rose to the rank of captain. A civilian again, he returned to WGY where he was placed in charge of science broadcasting and program supervision. In 1947 he was made



supervisor of programs at WRGB, and a few years later was named manager of all General Electric's broadcasting stations.

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**FRANK FERRIN**, owner of the television, radio and film production company bearing his name, in Hollywood, produces "Smilin' Ed's Gang" on CBS TV and radio. He entered radio via WRHM (now WTCN) in his native city of Minneapolis, doing the lead in a comedy act at night and selling time for the station during the day. Frank was formerly vice president for Leo Burrell Co., Inc., until



he organized his own firm. He has just completed production on his first theatre film, "The Hindu," filmed in India.

**ARTHUR A. MAYERS**, president of Unity Television Corporation, was at one time general manager of Colorfilm. While in that post he helped to establish the present Cinecolor Company. His next move was to become sales manager of Atlas Cinephone. From there he joined World Pictures Corporation as sales manager staying there for twelve years. In 1942, Archie became assistant to Jules Levy, president of Mayfair Prods., remaining for eight years before heading Unity in 1950.



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**HOMER DUERR**, treasurer of Bing Crosby Enterprises, Inc., and budgeter of its TV film department, served as a member of the U. S. Air Force during World War II. He followed this with a term as special auditor for Arthur Anderson & Co., and later set up his own private accounting firm. Among many other firms, he served Enterprises. Homer is also comptroller of Bing's Things, Inc., director of Bing Crosby Ice Cream Sales, Inc., and auditor for Bing Crosby Minute Maid Corporation.



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**JOHN MITCHELL**, newly elected vice president of ABC, assumes supervision of WBKB, Chicago, ABC's owned video station. Upon graduation from Miami University in 1931, he joined Balaban & Katz Corporation, and was placed in charge of the Indiana Theaters operated by Great States Theatres, Inc., a B & K subsidiary. In 1948 John was transferred to the general management of B & K's TV station in Chicago. Following the merger of ABC and UPT, Inc., he joined ABC in his present post.



FIBBER McGEE AND MOLLY

N B C



# RADIO-TV ARTISTS

—their work during 1952



## — A —

**ABBOTT & COSTELLO**  
Colgate Comedy Hour  
NBC-TV

**ABBOTT, GEORGE**  
Royal Showense  
NBC-TV

**ACE, JANE**  
NBC

**ACREE, CHUCK**  
Man on the Farm  
Mutual

**ADAMS, CEDRIC**  
Cedric Adams  
CBS

**ADAMS, MASON**  
Pepper Young's Family  
NBC

**ADIANTE, PATRICK**  
Kiddie Kollege  
DuMont

**ALAMPI, PHIL & RUTH**  
Home Gardener & Handyman  
WABC-TV

**ALBERT, EDDIE**  
Eddie Albert Show  
CBS-TV

**ALEXANDER, ROD**  
Your Show of Shows  
NBC-TV

**ALLEN, FRED**  
The Big Show  
NBC

**ALLEN, GRACIE**  
B. 1906, San Francisco, California; George Burns and Gracie Allen Show, CBS-TV

**ALLISON, FRAN**  
Kukla, Fran & Ollie  
NBC-TV

**ALLEN, STEVE**  
What's My Line, CBS-TV; Talent Patrol, WABC-TV

**AMSTERDAM, MOREY**

Breakfast with Music, WNBT; Battle of the Ages, CBS-TV; Decca Records

**ANDERSON, EDDIE "ROCHESTER"**

B. Sept. 18, 1905, Oakland, California; The Jack Benny Show, CBS-TV

**ANDERSON, WARNER**  
The Doctor  
NBC-TV

**ANDREWS, ANN**  
Man on the Farm  
Mutual

**ARDEN, EVE**

B. Mill Valley, California; Our Miss Brooks, CBS and CBS-TV.

**ARNAZ, DESI**  
I Love Lucy  
CBS-TV

**ARNO, SIG**  
My Friend Irma  
CBS-TV

**ARQUETTE, CLIFF**

B. Dec. 28, 1905; Dennis Day Show, NBC-TV

**ARTHUR, JON**  
No School Today  
Big Jon & Sparkie  
ABC

**AUTRY, GENE**  
Gene Autry  
CBS-TV

**AYRES, MITCHELL**  
Perro Como Show  
CBS-TV

*On CBS Television Every Thursday Night*

**GEORGE BURNS and GRACIE ALLEN**

**CARNATION EVAPORATED MILK and B. F. GOODRICH**

**CHARLES MICHELSON**, president of Charles Michelson, Inc., established his transcription program firm in 1938. He pioneered in the sale of network type dramatic programs on transcriptions for local station use. He has been identified with such programs as "The Shadow," "Nick Carter" and "Hopalong Cassidy." He pioneered in the development of bloc dramatic programming currently featured on hundreds of stations with as many as ten different mystery program series weekly.



**EMANUEL DEMBY** is president of Demby Productions, Inc., television and motion picture producers, and of the Demby Company, public relations firm. He is the author of the book titled "My Forty Year Fight For Korea," named by the New York Times and Herald Tribune as one of the outstanding biographies of last year. Since 1936, he has pioneered with such radio and television programs as "What's Playing?," the first TV show to wed the movie industry and TV on a regular basis.



**GERALD (JERRY) KING**, president of United TV Programs, Inc., is also president of Standard Radio Transcription Services, Inc. He entered the broadcasting field via the Los Angeles Daily News. When Jack Warner became interested in his radio articles Jerry was offered the managership of KFWB, Hollywood, remaining there for eleven years. In 1934 he and Milton Blink started Standard Radio. Jerry was the organizer and first president of the Southern California Broadcasters Assn.



**BOB CLAMPETT**, executive producer and creator of "Time for Beany," syndicated nationally through Paramount TV Prod., at the age of ten drew cartoons for the L. A. Times Junior section and won several prizes. When he was 16 he drew the sketches of the Mickey Mouse doll which was sold to Disney. He joined the Leon Schlesinger studios, starting as apprentice artist and progressed to director of "Merrie Melodies" and "Bugs Bunny." "Time For Beany" hit the air in Feb. 1949 on KTLA.



**HARRY WAYNE McMAHAN**, president of Five Star Productions, Inc., recently celebrated his 25th year in advertising. His book, "The Television Commercial," published in 1952, was one of the first texts on the subject. Harry was born in Indiana, raised in Texas where he became city editor of a country weekly at sixteen. He then went into advertising and wrote and produced more than 1,000 radio shows on ABC. In 1938 he established Five Star Productions, Inc., specializing entirely in advertising films.



**JOHN B. CRON**, national sales mgr. for the NBC film div., attended Princeton University before enlisting in the U. S. Air Force during World War II. Prior to NBC, he served as assistant film director of CBS TV after a year as gen. mgr. for Monogram Pictures in the West Indies. Prior to that he was a sales representative for Monogram International. John's responsibilities include the syndication of such TV film properties as "Hopalong Cassidy," "Douglas Fairbanks Jr. Presents" and others.



**ISIDORE LINDENBAUM**, president of Filmcraft Prods. in Hollywood, was formerly an attorney. In 1941 he was admitted to practice before the United States Supreme Court. It was shortly thereafter that he became interested in television, so interested that he soon began devoting his full time to the development of Filmcraft. His company films the Groucho Marx "You Bet Your Life" series for NBC



and is also producing "Small Wonder." He is known to clients and employees alike as "Lindy."

**HERBERT SCHEFTEL**, president of Telenews Productions, Inc., N. Y., is also head of the Great Plains TV Properties, Inc., having construction permits for stations in Duluth, Little Rock and Sioux City. Herb started out as a member of the Stock Exchange, but quickly became interested in the production of visual news. At present Telenews is servicing some 100 stations, in addition to such features



as "This Week in Sports," and "Sports Extra" distributed by INS.

**JOHN F. HOWELL**, director of sales and merchandising for Paramount TV Prod., Inc., joined the organization in 1950 with duties primarily involved in the exploitation of Paramount's "Time For Beany." During World War spent five years in the U. S. Marine Corps, attaining the rank of Major. Prior to joining the Paramount organization, John was vice president of Stephen Slesinger. John is national syndicator of



from Hollywood," and "Hollywood Re-l."

**WILLIAM VAN PRAAG**, head of Van Praag Prods., N. Y., produces and directs both film commercials and features for television. He has been associated with Bray Studios, Jerry Fairbanks, and was president of General Business Films. Prior to forming his own company, he did some pioneer film work for NBC TV. He served a three-year hitch with the U. S. Army during World War II. Some of Van's accounts are Ballantine Beer, Ford and many others. He is the holder of the International Film Festival Award.



**CHARLES W. CURRAN**, president of Times Square Productions, Inc., worked as a matinee projectionist in his high-school days in Auburn, N. Y. The first half of his business life was spent as copywriter and account executive with leading advertising agencies. He has been engaged in every phase of the movie business from production to exhibition. His play "Ad Man" was made into a feature by RKO-Radio. Charles is the writer and publisher of "The Handbook of Motion Pictures For Business Men."



**LOUIS D. SNADER**, president of Snader Telecriptions, Corp., Calif., started in the movie business via the real estate end of it. He bought and sold several small motion picture theaters, then expanded to the Midwest and the West Coast. Though he moved to California to retire, it was in 1948 that he started to finance motion pictures, then backed his original "Fireside Theatre" for television. Currently in production of a series of 117 half-hour musical TV films, starring Liberace.





**PETER F. ELGAR**, head of Peter Elgar Productions, Inc., of New York, is a Viennese and the holder of three Ph. D. degrees from well-known continental universities. His firm concentrates on the production of documentary, educational and industrial films, as well as spot commercials for use by television stations. He was associate producer and director of the famous "Madchen in Uniform," one



of the all-time greats of the motion picture industry. Peter has resided in Paris, Berlin, Rome and Hollywood.

**MILTON BLINK**, vice president and co-owner of Standard Radio Transcriptions, is also executive v. p. of United Television Programs. Educated at the University of Michigan, Milton was active in college dramatics. He acted in, and directed, the Wisconsin Players workshop series on WIMS, Milwaukee. In 1933 he established and became co-owner of Standard Radio Trans., and has been with the organization since. Early in 1951, together with Standard's Gerald King, he organized United TV Programs.



**WILLIAM MIESEGAES**, president of Transfilm, Inc., was born in London, and received his education at Harrow and in Switzerland. He was associated with the British firm of MacLaine, Watson & Co., for ten years, four of which were spent with the company's Far Eastern office in Indonesia. Filming a travelogue in Mexico, in 1940, led him into the motion picture business and eventually to the forming of Transfilm, Inc. In 1951 his company produced Gian-Carlo Menotti's "The Medium."



**JOHN GUEDEL**, producer and vice president of John Guedel Radio Prod., Calif., is only a v. p. because everyone in the organization holds the same title. There is no president. After various jobs, John decided he wanted to write and joined Hal Roach where he wrote "Our Gang" and "Lautel & Hardy" shorts. He was writing radio scripts for a Los Angeles agency and while there, worked out the formula for "Pull Over Neighbor," forerunner to "People Are Funny" on the air for over 10 years on NBC.



**THE REV. JAMES K. FRIEDRICH**, president of Cathedral Films, was quick to convert his backlog of 40 religious film productions for television presentation. His present plans call for a complete new series geared especially for the sight-and-sound medium. Frequent cross-country tours and participation in industry workshops have established him as an expert in the TV film field. "I Beheld His Glory," one of Dr. Friedrich's best known productions, was completed at a cost of \$100,000 for release during the Easter season.



**ROBERT GROSS**, executive producer and partner of American Film Producers, N. Y., was production chief for the U. S. Air Force Combat Service during World War II. In 1946 following the close of the war, he formed the present company with L. A. Glesnes. Prior to the war, Bob was regional supervisor of public relations for the New York State Education Department and later chief of photography for the N. Y. State Bureau of Publicity. He was one of the first to standardize packaging and labeling of TV commercials.



**NORMAN C. LINDQUIST**, vice president and director of TV of the Atlas Film Corp., Oak Park, Ill., is a graduate of De Paul University. He originally started on a professional musical career, but this was interrupted when he joined the Navy. Upon separation from Naval Service, Norman joined the TV advertising dept. of Commonwealth Edison Co. as copy writer. He left Edison to become V.P. and director



of TV Advertising Prods. He was associated with the Malcolm-Howard Adv. agency as director of TV.

**PAUL PARRY**, head of Paul Parry Productions in Hollywood, entered into production of TV feature and spot commercial films during the early days of the television industry. His background includes years of association with major studios in Hollywood and later in the filming of corporation training films. Presently, Paul Parry Productions is shaping for the TV market a series of TV program films of



a human interest-situation format titled "Cameras & Models In Action."

**BOB LONGENECKER**, president of Telepak and head of his own artist agency in Hollywood, joined the Kiesewetter Advertising Agency following his graduation from Penn State College. He joined CBS as producer-director for KNX in Hollywood, and later served as head of the radio-TV departments for both Myron Selznick Agency and Sam Jaffee. Radio's "Family Theatre" success story includes



credit for Bob's pioneer work and production with Father Patrick Peyton.

**JACK H. HOFFBERG**, president of Hoffberg Productions, Inc., is a pioneer in the motion picture business, starting his career in 1914 in the early days of the skyrocketing industry. He was export manager for Goldwyn Pictures Corporation until time of the merger with Metro in 1924, leaving to establish his own firm. He was one of the first to enter TV production and distribution, dating back to 1940. Jack is now contemplating production series of half hour adventure films in Europe.



**DWIGHT W. WHITING**, western sales manager of Consolidated Television Sales, took his present post in April of 1952. He entered television with KTTV, Los Angeles as an account executive. Prior to KTTV, he was associated with KAGH, Pasadena, and Cond Nast Publications, Inc. serving with both organizations as account executive. Dwight later served with the Army Air Force during World War II. Upon release from the Army, he graduated from the Babson Institute of Business Administration.



**ROBERT H. REID**, TV sales manager for International News Service, started the development of news tape for TV way back in 1946. Following graduation from Cornell University, Bob embarked on a Wall St. career with E. A. Pierce & Co. He organized Radio Chart in 1938, a radio log page for daily newspapers. Bob joined the INS sales staff, leaving two years later to enter the Army Signal Corps. Upon discharge, he returned to INS as assistant sales mgr. and two years later was named to his present post.





**EDWARD J. LAMM**, president of Pathescope Co. of America, Inc., entered the industrial film business by forming Advertising Film Associates in 1933, and six years later took over Pathescope. During the war years, he produced a great many training and orientation films for the Navy and other government agencies. The company produces industrial and educational films, TV commercials and TV programs. Ed has been active in the formation of the Film Producers Assn. of N. Y.



**PAUL F. HEARD**, president of Paul F. Heard, Inc., attended Lawrence College, (Appleton, Wisc.) and the University of Minnesota. He was production supervisor in the Visual Education Department of the University of Minnesota. Paul has been associated with Methodist Church Headquarters as director of films, and also served as film evaluator, United Nations Central Training Film Committee in Washington, D. C. He is a member of many film associations.



**J. R. BRAY**, president of Bray Studios, New York City, produces educational films for schools, hospitals, and the Armed Forces training programs. He began as an artist on the Detroit Evening News and later became associated with the Brooklyn Daily Eagle. In 1905 he invented and developed the animated motion picture cartoon processes and introduced the first animated cartoon in theaters. John produced a large number of training films for the U. S. Government during World War II.



**DAVID I. PINCUS**, president of Caravel Films N. Y., established the firm with two partners in 1923. He was set designer for the old Universal Studios in Coytesville, N. J. After a period as manager of the educational dept. for Fox, making films for Cunard and others, Dave joined Lejaren A. Hiller, and when Hiller's studio became part of Underwood & Underwood he went along. He is v.p. of the Film Producers Assn. and co chairman of the Film and TV committee of the N. Y. Board of Trade.



**RALPH COHN**, V.P. and general manager of Screen Gems, Inc., subsidiary of Columbia Pictures, received his initial training in the motion picture production field as executive producer at Darnour Studios and Columbia. He was associated with Mary Pickford and Buddy Rogers in Triangle Prods. prior to serving in the U. S. Army. Ralph returned to Columbia, remaining until he formed Telefilms, Inc. and Telespots. The following year he joined Screen Gems as gen. mgr. and was elected V.P. late in 1952.



**CARL DUDLEY**, president of Dudley TV Corp., and Dudley Pictures Corp., produces industrial, travel, education and television films for both commercial and entertainment use. While working as a writer in the shorts subjects department at Warner Brothers Studio, he obtained the Santa Fe Railroad as his first account and thus began to set himself up in business. Today Dudley TV Corp. does the commercials for the "I Love Lucy" show, "Judge Dunhill" and many others.



**W. WALLACE ORR**, president of Tel Ra Productions is a pioneer in the production of sports films for television. Prior to establishing Tel Ra, he was vice president of the N. W. Ayer Agency and acted in a supervisory capacity for several national accounts. Willy was responsible for the introduction of the Atlantic Refining Company sports broadcasting program in 1936, including the procurement of football, baseball and basketball rights for presentation on the air.



**PHILIP N. KRASNE**, co-owner of Gross-Krasne Inc., Calif., was formerly a barrister. He became engaged in independent motion picture production and began to produce the "Charlie Chan" series of movies. In association with Fred Ziv, he acquired the rights and began filming "The Cisco Kid." In 1950 as president of Cisco Kid Pictures, sold his interest in the company to Ziv TV. Gross-Krasne, Inc., have completed 26 "Big Town" pictures for TV under the sponsorship of Lever Bros.



**MARC FREDERIC**, general manager of the TeeVee Company, California, produces the quarter-hour show "Little Theatre." This is the program with the two O. Henry type vignettes, in which the real punchy climax comes at the very close. Marc joined forces with Gifford Phillips and Ludlow Flower, Jr., owners of this company and used his knowledge of merchandising gained in the retail business to successfully put this program on the air in 42 cities within two years.



**HENRY USHIJIMA**, head of motion picture and television services at George W. Colburn Laboratory, Inc., (Chicago) began working at M-G-M while still a student at the University of California. After graduating from UCLA's School of Business Administration, he was offered a full-time position in the M-G-M sound department. Later he became a cameraman, and joined the staff of Columbia Pictures. During the war he made films for the United States Navy and the OWI.



**SAUL I. TURELL**, president of Sterling Television Co., is a native New Yorker. He attended City College of N. Y. From 1942-46 he was in the Army and served in the South Pacific. After his discharge, Saul joined Official Films. He organized Sterling Films in 1946 in partnership with Robert Rhoades. The primary business was in the home movie, educational field, but in 1949 when Bernice Coe joined Sterling, a television department was set up, which proved a major factor in the Sterling progress.



**HAL ROACH JR.**, vice president of Hal Roach Studio, Calif., is also president of the Academy of TV Arts & Sciences. He has been film editor, writer and director. Hal now produces "My Little Margie," "Racket Squad" and "Trouble With Father." Hal served with the Army Air Corps during World War II. The Hal Roach Studio is the only one in Hollywood still being operated by the man who built it, Hal Roach. The studio itself produces "Amos 'n' Andy" for CBS and "Life of Riley" for NBC.



**VICTOR KAYFETZ**, head of Victor Kayfetz Prods., Inc., N. Y. C., established the firm in 1946. He served with the U. S. Army Pictorial Service in India and Burma during World War II. Prior to the war, he was writer-photographer for picture magazines, which took him to India and the Virgin Islands. With the advent of TV, he moved to Hollywood, Cal., and produced one of the first films specially made for TV for Vallee-Video, Inc., subsequently returning to the East to continue TV production.



**AL BUFFINGTON**, was "campus commentator" on WJSV, Washington, D. C. (now WTOP) while attending the American University. After graduation Al joined WCAO, Baltimore, and later became associated with WFBR in the same city. He served as a lieutenant in the U. S. Navy during World War II. Upon discharge Al established his own radio production company in 1946, and syndicated the "Quiz of Two Cities" in 30 cities throughout the country. In 1948 Al opened a branch office in Hollywood, Calif.



**NATHAN SOBEL**, president of Cineffects, Inc., N. Y., is also part owner of Color Service, Inc., in association with Robert Crane. He has been associated with Consolidated Film Industries, Advance Trailer and Du-Art Film Labs. He became experienced in production problems, animation, special effects, with the firm of Audio Productions. In November of 1939 he started, and presently owns, his own special effects, animation, art title, and insert studio known as Cineffects, Inc.



**JOHN A. NORLING**, president of Loucks & Norling Studios, Inc., N. Y., established the firm with Arthur H. Loucks in 1923, and since that time has produced over a 1000 film subjects. He pioneered in stereoscopic motion picture research starting in 1921, and in 1933 produced three-dimensional anaglyph motion pictures released by MGM. He is the author of technical articles on cinematographic subjects in general, including animation, trick photography and three-dimensional photography.



**BERNARD HOWARD**, president of Academy Film Productions, Inc., Chicago, took his present post in 1950. He has been associated with Arthur Meyeroff & Co., W. E. Long Co., Malcolm-Howard and CBS as writer-producer-director. While he had his own radio-TV production firm, serving as packager and consultant to many agencies, he sold a network program idea, called "Name The Movie" to Roche, Williams & Cleary, which was aired for 26 weeks out of Hollywood.



**SETH (TOM) BAILEY**, president of Tom Bailey Prods., Inc., Tucson, Ariz., was formerly a newspaperman. He left the Chicago-Herald Tribune in 1939 to write for magazines, and since that time has sold over 700 short stories and novelettes. Three years ago Tom became interested in the making of films for TV, and together with Charles Herbert launched the Southwestern Motion Picture and TV Corp. In 1952, Tom organized his present company, currently producing "The Sagebrush Kids."





**IRVING MACK**, president of Filmack Trailer Co. of Chicago and New York, organized the company thirty-four years ago, at the age of 24, due to the lack of special trailer companies in the Midwest. He attended Wendell Phillips High School and while still in his teens became assistant publicity director of White City Amusement Park. Prior to Filmack, he was associated with the Universal Film



Company as publicity manager. His three sons are all part of Filmack Studios of Chicago.

**ROBERT ANGUS**, president of Volcano Productions, Inc., Calif., and General Service Studios, has covered in his extensive experience nearly every facet of the industry. He was a script writer at Fox, until he joined the editorial department at Columbia and subsequently wrote "Armored Car Robbery" for RKO. During the war Angus served with the U. S. Army Signal Corps Photographic Center as film editor of "Army-Navy Screen Magazine," "G. I. Movie Weekly" and others.



**LINDSLEY PARSONS**, independent film producer who releases through Allied Artists Productions, Inc., is a former newspaperman. Following his graduation from the University of California, he joined the old Los Angeles City News Service. In 1931 he joined Monogram motion picture production organization, as a one man publicity department, later writing western films, and then producer. In his



career as producer, he has launched such stellar players as Marjorie Reynolds and Gale Storm.

**FREDERICK A. NILES**, vice president in charge of motion pictures and TV of Kling Studios, is a graduate of the U. of Wisconsin. During the war, Fred served in the Information Education Division of the War Dept. A civilian again, he joined WAAF, Chicago as news editor. Next step was to Kling, where he originated the video division in 1947. He steered the way from one account to more than a hundred, from TV spots to TV shows, and from a skeleton staff to one of the nation's largest.



**HERMAN HACK**, president of Hack Productions, Calif., has spent twenty seven years as an actor, stunt-man and double for many stars in motion pictures, prior to his producing religious youth films. He not only writes, produces, directs and stars in his pictures, he also edits, distributes and even presents his film before audiences on occasions. He teaches Sunday School in his spare time. Herman is widely



known as the "Frontier Parson," the cowboy who carries a Bible into action instead of a gun.

**BEN GRADUS**, president of International Movie Producers' Service is also president of Ben Gradus Studios. He produced and directed the first important film about TV, "Television Today," for CBS in 1949. He is currently producing a series of films on the subject of tolerance projected for TV programs, regarding the Puerto Ricans in the U. S. Among the products for which he produces TV spots are Vitalis, Goodrich, Arrid and others. Ben is married and has a son and daughter.



**GILBERT A. RALSTON**, co-producer with Arthur Ripley of Sovereign Productions, Inc., Calif., was born and reared in the sunny state. He has been associated with the NBC network as writer-director, later joining Compton Advertising Inc., as manager of nighttime radio for the agency. He joined Procter & Gamble Productions, Inc., as executive producer, following with Screen Televideo Productions as producer. The year 1952 brought Gil to Sovereign Productions in his present post.



**HARVEY CORT**, president of Olio Video Productions, Inc., N. Y. C., is a graduate of New York University with a BA degree. He wrote and directed dramatic and special events programs for WNYC, later joining WHN as assistant station manager. While in the Army during the war, Harvey produced radio shows for the Sixth Service Command, and produced theatrical and athletic programs with amputee and paraplegic veterans. He formed Olio Video to distribute features and westerns to TV stations.



**SHAMUS CULHANE**, president of Shamus Culhane Prods., Inc., started as an animator in 1924. He has worked on more than 250 animated pictures for all of the major Hollywood movie studios. He was with the Walt Disney Studio for five years as a pantomime specialist on such pictures as "Snow White," "Pinocchio" and the "Pluto" series. He has credits on two Academy Award feature pictures.



Shamus established his own studio six years ago and is now primarily engaged in making TV commercials.

**ARMAND L. SCHAEFER**, president of Flying A Pictures, Inc., is also executive producer of Range Rider Productions, and S.H.A. Company. He entered the motion picture business with Mack Sennett, film comedy pioneer, as a property man. Rapid progress brought Armand to many movie studios as director. He became a producer on the first Gene Autry serial for Mascot, and wrote the original story for the picture, "Tumbling Tumbleweeds." Armand took his present post in 1950.



**VINCENT J. NOLA**, owner of Nola Studios, Inc., N. Y. C., studied voice in Buffalo, N. Y., as a youngster, later moving to N. Y. C., to resume his studies and establish himself as a vocal coach. He established 16 studios at Steinway Hall, equipping some of these with recording facilities. The operation was such a success, he acquired 17 more in the WMCA Bldg., six of which are fully equipped for production of tape and disc transcriptions. His latest venture is motion pictures for TV.



**HENRY BROWN**, president of Atlas Television Corporation, N. Y., established the organization in 1948. He is a native New Yorker and attended City College of N. Y. and Columbia University. He has been in the motion picture business over twenty-five years as an exhibitor, owner of a chain of theatres in N. Y. and N. J., and producer of motion pictures. Henry has collected a vast library of features, westerns and other subjects, which Atlas now distributes to most TV markets.





**WILBUR STREECH**, owner of Wilbur Streech Productions, N. Y., is a graduate of U.C.L.A. in his native Southern Calif. He entered the animation field as a member of Walt Disney's staff. Will entered the Army where he organized animation production as a captain in the Signal Corps. On release from service, he became a partner in Triangle Films, which was then producing a series of one-reel animated musicals for Universal. After completion of this series, he formed his present firm.



**HALSEY BARRETT**, eastern sales manager of Consolidated TV Sales, is a graduate of Harvard Business School. After a brief stint with a Wall Street brokerage firm, Halsey joined WOR as a sales promotion man. He has been associated with WNEW as promotion manager and in 1940 joined Tide magazine. He left there to join the Navy in December 1941. Following his discharge he joined CBS TV, later moved to DuMont, and a year ago was named to his present post with Consolidated.



**FRED FELDKAMP**, managing editor of The March of Time, did sports correspondence while in prep school and sold a short story to the New Yorker at the age of 17. After college, Fred worked for the Brooklyn Eagle and contributed to magazines ranging from Asia to Vogue. He served three years as a Marine combat correspondent. A civilian again, Fred joined Time, Inc., in 1945, as a Life text editor and to The March of Time, taking his present post last year.



**BERNARD J. PROCKTER**, president of Prockter Productions, Inc., attended the Universities of Chicago and Wisconsin. From 1929 to 1934 he was assistant national program director of CBS, where he developed and supervised the "Bing Crosby Show," "Morton Downey," "Kate Smith" program and many others. The next two years found him as supervisor of CBS owned stations, then he joined Biow Company as director of radio, resigning in 1944 to form his own company.



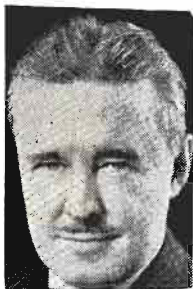
**ROBERT GUGGENHEIM, JR.**, recently named gen. mgr. of Major Television Productions, Inc., Culver City, Calif., joined the company after four years as head of NBC TV's film dept. at KNBH, Hollywood. Prior to that he was in the U. S. Naval Reserve for 42 months and was discharged as a lieutenant commander. Before joining the Navy, he was associated with CBS at KNX, Twentieth Century Fox and David O. Selznick Productions. Before joining the entertainment field he was an ore buyer.



**ROBERT W. SCHOFIELD**, head of the TV lecture and commercial film department for Telenevs Productions, joined the company in February 1951. Since that time Bob has turned out commercials for numerous accounts, including Esso, Wheaties and Tintair, as well as sequences for "We the People," and others. Prior to joining Telenevs, he was with the March of Time, for whom he produced documentaries, and after a brief period was promoted to production manager.

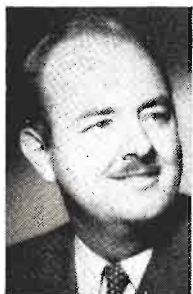


**PAUL RAIBOURN**, V.P. of Paramount Pictures Corporation, heads up the company's video interest as president of Paramount TV Productions, Inc. His early surveys of TV's potentialities led to Paramount's profitable 1938 investment in Du Mont Labs, as well as to the establishment of KTLA in 1942. Paul joined Paramount in 1921 and rapidly attained a reputation as an analyst of boxoffice values in relation to costs and public psychology in the entertainment industry.



relation to costs and public psychology in the entertainment industry.

**LYLE DeMOSS**, film buyer of WOW and WOW-TV, Omaha, is a pioneer of radio and TV, starting his radio career 30 years ago. Before joining the staff of WOW as production manager in 1937, Lyle served at several Nebraska stations. After joining WOW, he did a great deal of on-the-air work in addition to his duties, as a result of which his voice became well known to mid-western audiences. In 1949 when WOW-TV emerged, Lyle became its program director, and later became assistant general manager of WOW, Inc.



1949 when WOW-TV emerged, Lyle became its program director, and later became assistant general manager of WOW, Inc.

**WILSON M. TUTTLE**, has recently been made president and member of the board of directors of United Television Programs, Inc., newly associated with Gross-Krasne Prods., Inc., and Studio Films, Inc., under the UPI banner. Bill recently resigned as V. P. in charge of radio and TV and a member of the board of Ruthrauff & Ryan. Bill had been associated with A. & S. Lyons, Inc., as head



of the firm's N. Y. office, where his major job was creating, building and selling package shows.

**REUB KAUFMAN**, president of Guild Films is a veteran ad agency man of twenty-two years. He entered the TV film business in 1950 because his agencies "live" program headaches convinced him that films were the ultimate answer to profitable television programming. Reub resigned as president of Snader Telescriptions early in 1952 and organized Guild Films as a film packaging and distributing organization. He got into production with the "Liberace" show in January 1953.



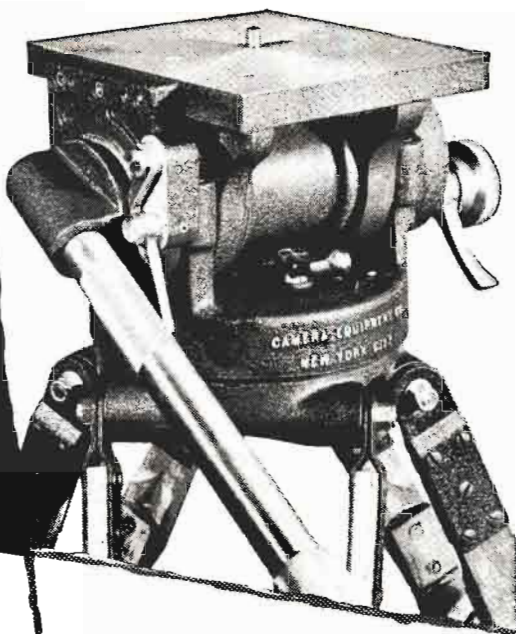
**JACK J. GROSS**, in partnership with Philip Krasne, of Gross-Krasne, Inc., Calif., has been a producer at Universal and RKO, producing some of Hollywood's biggest box-office successes. While a student in N. Y. C., the place of his birth, his desire was to be around show people. His family moved to the midwest where Jack joined Maupin's Chautauqua concert orchestra, later assuming the post of theatre manager in Eldorado, Kans. Still later he became western division mgr. of the RKO theatres.



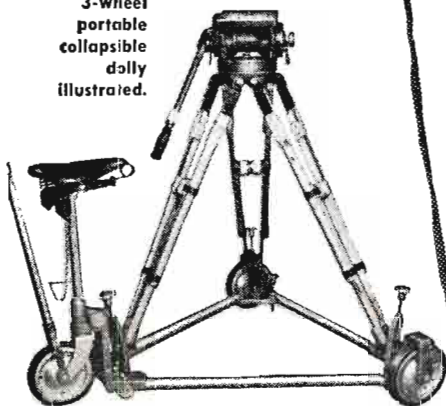
**STUART REYNOLDS**, head of Reynolds Productions, Calif., is one of the very few advertising men active in TV film production and sales. He was formerly with Lord & Thomas, B.B.D. & O., Erwin Wasey, General Mills, and the Don Lee Broadcasting System. Stuart has sold television film programs on a regional and local basis to such clients as Sunkist, Rainier Beer and many others. Headquartering on the West Coast, Stuart is a frequent commuter between New York City and Beverly Hills.



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# SERVICES

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# TV Producers

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Projectors  
Large Screen  
Laboratories  
Screening Rooms  
Storage Vaults  
Puppet Makers  
Cartoon Producers  
Color Processes  
Background Processes  
Ventilation Equipment  
Stock Shot Libraries  
Spot and Flood Lamps  
Prizes, Premiums, Etc.



# TV SERVICE FIRMS

(Also see Equipment Manufacturers)



## Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.  
Radio Corporation of America, Camden, N. J.  
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.

## Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.  
Camera Equipment Co., 1600 Broadway, New York, N. Y.  
Century Projector Corp., 729 7th Avenue, New York, N. Y.  
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.  
National Theatre Supply, 92 Gold St., New York, N. Y.  
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.  
Raytone Screen Corp., 105 Clermont Ave., Brooklyn 5, N. Y.

## Projectors

Advance Projection Theaters, Inc., 729 Seventh Ave., New York 19, N. Y.  
Ballantine Co., 1707 Davenport St., Omaha 2, Neb.  
Brenkert Light Projection Co., 6515 St. Antoine Ave., Detroit, Mich.  
Century Projector Corp., 729 7th Ave., New York, N. Y.  
Camera Equipment Co., 1600 Broadway, New York, N. Y.

## Spot and Flood Lamps

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.  
Amplex Corp., 111 Water St., Brooklyn 1, N. Y.  
Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah.

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"The Magic Horseshoe"

"Let's Go Bowling"

Tele-News Productions — "Telequiz"

TV Guide "Space Patrol Contest", Cerebral Palsy Telethons, March of Dimes Campaign, Damon Runyon Campaign, etc.

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Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.  
 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.  
 Compeo Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.  
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.  
 General Electric Co., Nela Park, Cleveland, O.  
 International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.  
 Kliegl Bros., 321 W. 50th St., New York, N. Y.  
 Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.  
 Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.  
 Motigraph, Inc., 4431 W. Lake St., Chicago 24, Ill.  
 National Theater Supply, 92 Gold St., New York, N. Y.  
 Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.  
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.  
 Strong Electric Corp., 87 Park Avenue, Toledo, O.  
 Sylvania Electric Products Co., 500 Fifth Avenue, New York, N. Y.  
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.  
 Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.  
 Radio Corp. of America, Camden, N. J.

**Carpets**

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.  
 Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.  
 Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.  
 A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.  
 James Lees & Sons Co., Bridgeport, Montgomery County, Pa.  
 C. H. Masland & Sons, Carlisle, Pa.  
 Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

**Background Processes**

**LOS ANGELES, CALIF.**

Acme Film Laboratories, Inc.  
 1161 N. Highland Ave. (388).....Hillside 7471  
 Anderson, Howard A.  
 1611 Cosmo St.....Hudson 2-1247  
 Cinecolor, Inc.  
 2800 S. Olive St., Burbank.....Rockwell 9-1126  
 Cinema Research  
 7000 Romaine, Hollywood (38), Hudson 2-7161  
 Consolidated Films Industries, Inc.  
 959 Seward St.....Hollywood 9-1447  
 Dunningcolor Corp.  
 932 N. La Brea Ave.....Granite 3174  
 Mercer, Ray  
 4241 Normal Ave.....Olympia 8436  
 Pacific Title & Art Studio  
 6350 Santa Monica Blvd.....Hempstead 5611  
 Pathe Laboratories, Inc.  
 6828 Santa Monica Blvd.....Hollywood 9-3961  
 Rabin, Jack  
 7324 Santa Monica.....Gladstone 4126  
 Technicolor Motion Picture Corp.  
 6311 Romaine St.....Granite 1101  
 Teleflex  
 5919 Sunset Blvd.....Pl. 7-0750  
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Hillside 8195

**Cinecolor Corp.**  
2806 S. Olive Ave., Burbank.....ROckwell 9-1126

**Columbia Pictures Laboratory**  
1443 N. Beachwood Drive (28)  
GLadstone 5122

**Consolidated Film Industries**  
959 Seward St. (38).....HOLLYWOOD 9-1411

**Dunningcolor Corp. Motion Pic. Lab.**  
932 La Brea Ave., (38).....GRanite 3174

**Eastman Kodak Processing Laboratory**  
1017 N. Las Palmas Av., (38)  
GLadstone 7151

**Flora Color**  
1103 N. El Centro Ave., Hollywood  
GRanite 9559

**Hollywood Film Enterprises, Inc.**  
6060 Sunset Blvd. (28).....Hillside 2181

**Hungerford Labs., Inc.**  
6327 Santa Monica, Hollywood.....HUDson 2-3237

**Mercer, Ray**  
4241 Normal Ave. (27).....OLympia 8436

**Modern Movies, Inc.**  
6018 Fountain Ave., Hollywood (28)  
HEmpstead 1714

**Pathe Laboratories, Inc.**  
6223 Santa Monica Blvd., (38)  
HOLLYWOOD 9-3961

**Peerless Film Processing Corp.** 959 Seward St.,  
HOLLYWOOD.....Hillside 7156

**Precision Film Laboratories, Inc.**  
1107 S. Robertson Blvd. (35).....BRadshaw 2-2340

**Producers Photographic Laboratory, Inc.**  
860 N. Fairfax (46).....WHitney 4962

**Richters Film Lab.**  
1715 N. Mariposa Ave., (27).....OLympia 3215

**Technicolor Motion Picture Corp.**  
6311 Romaine St., (38).....GRanite 1101

**Telefilm, Inc.**  
6039 Hollywood Blvd. (28).....HOLLYWOOD 9-7205

**Williams Film Laboratories**  
1040 N. McCadden Pl. (36).....Hillside 8131

## SAN FRANCISCO, CALIF.

**Ball Film Laboratory**  
1256 Howard St.....UNderhill 1-8638

**Commercial Film Enterprises**  
125 Hyde St.....ORdway 3-9162

**Motion Picture Service Co.**  
125 Hyde St.....ORdway 3-9162

**Muffelshome Laboratories**  
760 Gough St.....HEmlock 1-6567

**Palmer, W. A., Films, Inc.**  
611 Howard St.....YUko 6-5961

**Skluner, C. R., Manufacturing Co.**  
294 Turk St.....ORdway 6909

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**Alexander Film Co.**  
Alexander Film Bldg.....4200

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**Byron, Inc.**  
1226 Wisconsin Ave., N. W.....DUpont 1800

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**Paramount News Laboratory**  
154 Walton St., N. W.....CYpress 1636

**Strickland Film Co.**  
229 Pharr Rd., N.E.....CHerokee 5317

## CHICAGO, ILL.

**Atlas Film Corp.**  
1111 S. Blvd., Oak Park.....AUstin 7-8620

**Bell and Howell Co.**  
7100 McCormick Lincolnwood  
Ambassador 2-1600

**Chicago Film Laboratories, Inc.**  
1333 Belmont Ave.....BITTERSweet 8-6780

**Crecent Film Labs.**  
7510 N. Ashland.....AMBassador 2-5000

**Filmack Laboratories**  
1327 S. Wabash Ave.....HARRISON 7-3395

**Wilding Picture Productions, Inc.**  
1345 W. Argyle St.....LONGbeach 1-8410

## DES MOINES, IA.

**General Pictures Productions**  
Kempton Rd.....3-8275

**Parrot Films Studio**  
1700 Koss Way.....2-4211

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**Harfilms, Inc.**  
600 Barrone St.....MAGnolia 1744

**Motion Picture Advertising Service Co., Inc.**  
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**Alpha Film Laboratories**  
6000 Pimlico Road.....LIBerty 6216

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**Ambuter Motion Picture Co.**  
42 Melrose Ave.....HANcock 6-1158

**Master Motion Picture Co.**  
50 Piedmont St.....HANcock 6-3592

## DETROIT, MICH.

**Jam Handy Organization**  
2821 E. Grand Blvd.....TRinity 2-2450

**Metropolitan Motion Picture Co.**  
121 Fisher Bldg.....TRinity 5-4266

**Wilding Picture Productions, Inc.**  
4925 Cadieux St.....TUxedo 2-4600

## ST. PAUL, MINN.

**Reid H. Ray Film Industries**  
2269 Ford Parkway.....EMerson 1393

## KANSAS CITY, MO.

**The Calvin Co.**  
1105 Truman Rd.....HARRISON 6446

## FORT LEE, N. J.

**Consolidated Film Industries**  
Main St.....FORT Lee 8-3400

## NEW YORK, N. Y.

**Ace Film Laboratories (Warner Bros.)**  
1277 E. 14th St., B'klyn.....ESplanade 7-8700

**Circle Film Laboratories, Inc.**  
33 W. 60th St.....COLUMBUS 5-2180

**Consolidated Film Industries,**  
**Div. of Republic Pictures Corp.**  
1740 Broadway.....JUDson 6-1700

**Fort Lee, N. J.**.....FORT Lee 8-3400

**Deluxe Laboratories, Inc. (20th Century-Fox)**  
850 Tenth Ave.....Circle 7-3220

**Du-Art Film Laboratories, Inc.**  
245 W. 55th St.....PLaza 7-4580

**FilmLab, Inc.**  
126 W. 46th St.....LUXemburg 2-2863

**Gulfanti Film Laboratories, Inc.**  
630 Ninth Ave.....COLUMBUS 5-5530

**Major Film Laboratories, Inc.**  
653 Eleventh Ave.....Circle 6-8950

**Malcolm Laboratories Corp**  
244 W. 49th St. ....CIRCLE 6-8150

**Mecca Film Laboratories, Inc.**  
630 Ninth Ave. ....CIRCLE 6-5290

**Mercury Film Laboratories, Inc.**  
723 Seventh Ave. ....CIRCLE 5-4930

**MovieLab Film Laboratories**  
619 W. 54th St. ....Judson 6-0360

**National Screen Service Corp.**  
1600 Broadway. ....CIRCLE 6-5700

**Paramount Laboratory**  
Sixth & Pierce Sts., Astoria  
RAvenswood 8-8000

**Paramount News Laboratory**  
Office: 644 W. 43rd St. ....LONgaere 3-4300

**Pathe Industries, Inc.**  
105 E. 106th St. ....TRafalgar 6-1120

**Peerless Film Processing Corp.**  
165 W. 46th St., New York. ....PLaza 7-3630

**Precision Film Laboratories**  
21 W. 46th St. ....Judson 2-3970

**Producers Laboratories, Inc.**  
457 W. 46th St. ....CIRCLE 6-5232

**Rainbowlab, Inc.**  
619 W. 45th St. ....Judson 6-0360

**Star Safety Film**  
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**Tri Art Color Corp.**  
245 W. 55th St. ....PLaza 7-4580

**CLEVELAND, O.**

**Escar Motion Picture Service, Inc.**  
7315 Carnegie Ave. ....ENdicott 1-2707

**Motion Picture Productions, Inc.**  
620 W. Superior Ave. ....PRospect 1-4900

**PORTLAND, ORE.**

**Western Color Films**  
1636 S. E. 11th .....EMpire 2139

**PHILADELPHIA, PA.**

**Beswick, Harold W.**  
1017 W. Allegheny Ave. ....SAGamore 2-7534

**Hausman, Ward B.**  
1029 W. Rising Sun. ....RAdcliff 5-2964

**News Reel Laboratory**  
1733 Sansom St. ....RIttenhouse 6-3892

**Welsh, Charles E.**  
2661 S. Felton Ave. ....SARatoga 9-8884

**DALLAS, TEX.**

**Jamieson Film Co.**  
3825 Bryant .....TEnison 3-8158

**Southwest Film Laboratory, Inc.**  
2015 Young .....RIverside 6782

**Variety Pictures, Inc.**  
3825 Bryant .....TEnison 8158

**SALT LAKE CITY, UTAH**

**Artis Studios**  
David Keith Bldg. ....5-5592

**MILWAUKEE, WISC.**

**Film Arts Corp.**  
1032 N. 6th St. ....DALy 8-5670

**Raw Stock**

**Anseo**  
Anseo Division of General Aniline & Film Corp.,  
Binghamton, N. Y.: 405 Lexington Ave.,  
Murray Hill 6-0555, New York 19, N. Y.: 6424  
Santa Monica Blvd., Hollywood 9-2918, Holly-  
wood 38, California.

**DuPont**  
I. E. du Pont de Nemours and Co. (Inc.),  
Photo Products Division, Wilmington, Del.:  
6656 Santa Monica Blvd., Hollywood 9-5147,  
Hollywood 38, Calif. Factories: Parlin, N. J.

**Eastman**  
See W. J. German, Inc., Factories: Eastman  
Kodak Co., Rochester, N. Y.

**German, W. J., Inc.**  
Distributor of Eastman motion picture film.  
John St., Fort Lee, N. J. Fort Lee 8-5100;  
6700 Santa Monica Blvd., Hillside 6131, HoHy-  
wood 38, Calif.; 6040 N. Pulaski Rd., IRVING  
8-4064, Chicago, Ill.

**Gevaert Co. of America**  
423 W. 55th St. ....Judson 6-2770

**Storage Vaults**

**LOS ANGELES, CALIF.**

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**Lyons Van & Storage Co.**  
1950 S. Vermont. ....REpublic 1-3131

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630 Ninth Ave. ....Judson 6-1030

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Ideal Pictures Corp.  
2408 W. 7th St. . . . . DUnkirk 7-8228  
Independent Film Library  
c/o Hal Roach Studios, Culver City  
TEXAS 0-2761  
Mercer, Ray & Co.  
4241 Normal Ave., (27) . . . . . OLYMPIA 8436  
Wild Life Film Co.  
5151 Strohm, N. Hollywood, . . . . . STANLEY 7-5845

*NEW YORK, N. Y.*

Advance Film Libraries  
729 Seventh Ave. . . . . Circle 5-6873  
Lloyds Film Library  
729 Seventh Ave. . . . . Columbus 5-5400  
Miles Film Library  
729 Seventh Ave. . . . . Columbus 5-5400  
RKO Pathe, Inc.  
105 E. 106th St. . . . . SACRAMENTO 2-2600  
Stock Shots Unlimited, Inc.  
1600 Broadway . . . . . PLAZA 7-0878  
Stone Film Library  
310 W. 73rd St. . . . . ENDICOTT 2-6494

**Cartoon Producers**

*LOS ANGELES, CALIF.*

Disney, Walt  
2400 W. Alameda, Burbank, . . . . . ROECKWELL 9-3461  
Glenar (Sid) Productions  
6618 1/2 Sunset Blvd. (38) . . . . . HILLSIDE 0406  
Metro-Goldwyn-Mayer  
Culver City . . . . . TEXAS 0-3311  
United Productions of America  
4440 Lakeside Dr., Burbank, . . . . . CHARLESTON 0-7171

*NEW ROCHELLE, N. Y.*

Terry, Paul  
271 North Ave. . . . . NEW ROCHELLE 2-3467

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Disney, Walt, Productions  
1270 Ave. of Americas . . . . . JUDSON 6-3442  
Eshbaugh, Ted, Studios, Inc.  
109 W. 64th St. . . . . TRAFALGAR 3-0720  
Famous Studios  
25 W. 45th St. . . . . LUXEMBURG 2-4500  
Smith, Fletcher, Studios, Inc.  
321 E. 44th St. . . . . MURRAY HILL 5-6826  
Warner Bros.  
321 W. 44th St. . . . . Circle 6-1000

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General Elec. Co., 1 River Road, Schenectady,  
N. Y.  
Governair Corp., 513 N. Blackwelder, Oklahoma  
City, Okla.  
McQuay, Inc., 1600 Broadway, N. E. Minneapolis  
13, Minn.  
National Theatre Supply, 92 Gold St., New York,  
N. Y.  
S.O.S. Cinema Supply Corp., 602 W. 52nd St.,  
New York 19, N. Y.  
Trane Company, LaCrosse, Wisc.  
Typhoon Air Conditioner Co., Inc., 794 Union St.,  
Brooklyn, N. Y.  
United States Air Conditioning Corp., Como Ave.,  
S.E., at 33rd Minneapolis 14, Minn.  
Westinghouse Electric Corp., B. F. Sturtevant Div.,  
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- Anseo Color**  
Anseo Division of General Aniline & Film Corp., 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; MURRAY Hill 6-0555; N. Highland Ave., Hollywood 28, Calif.; HUDSON 2-3229.
- Associated Film Lab.**  
5631 Hollywood Blvd., Hollywood; Hillside 8195.
- Cinecolor, Inc.**  
2800 W. Olive St., Burbank, Calif.; Rockwell 9-1126.
- Cinema Research**  
7000 Romaine, Hollywood 38, Calif.; HUDSON 2-7464.
- Color Research Corp.**  
105 E. 106th St., New York, N. Y.; SACRAMENTO 2-7830.
- Color Reproduction Co.**  
7936 Santa Monica Blvd., Hollywood 46, Calif.; Hillside 8225.
- Dunningcolor Corp.**  
Laboratory, 931 N. La Brea Ave., Hollywood 38, Calif.; GRANITE 3174.
- Eastman Kodak Co.**  
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- Flora Color**  
1103 El Centro Ave., Hollywood, Calif.; GRANITE 9559.
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- Polacolor Process**  
Polaroid Corp., Cambridge 39, Mass.
- Precision Film Laboratories, Inc.**  
1107 S. Robertson Blvd., Hollywood; BRADSHAW 2-2340.
- Technicolor Motion Picture Corp.**  
6311 Romaine St., Hollywood 38, Calif.; GRANITE 1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 30 Rockefeller Plaza, New York, N. Y.; CIRCLE 7-7934.
- Trucolor**  
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUDSON 6-1700.

**Screening Rooms**

**LOS ANGELES, CALIF.**

- Consolidated Film Industries, Inc.**  
959 Seward St., HOLLYWOOD 9-1441
- Eastman Kodak Co.**  
6706 Santa Monica Blvd., HOLLYWOOD 9-3101
- Hollywood Film Enterprises, Inc.**  
6060 Sunset Blvd., HILLSIDE 2181
- Pathe Industries, Inc.**  
6823 Santa Monica Blvd., HOLLYWOOD 9-3961
- RCA**  
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- Advance Projection Theaters**  
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- Bonded's Film Center Theater**  
630 Ninth Ave., JUDSON 6-1030

- Johnny Victor Theater**  
40 W. 49th St., CIRCLE 6-4030
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I Love Lucy  
CBS-TV

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CBS

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All Star Revue  
NBC-TV  
The Big Show  
NBC

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Chamber Music Society of Lower Basin St.  
NBC

**BEAVERS, LOUISE**  
Beulah  
WABC-TV

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Search That Never Ends, MBS; Doctor's Wife, NBC; Greatest Story Ever Told, ABC; FBI in Peace and War, CBS; Paramount News-Reel

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B. Feb. 14, 1894, Chicago, Illinois; The Jack Benny Show, CBS-TV and Radio

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Texaco Star Theater  
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Stork Club  
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Arthur Murray Party  
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My Hero  
NBC-TV

**BLACK, DR. FRANK**  
Cadillac Choral Symphony  
CBS-TV

**BLOCK, HAL**  
What's My Line  
CBS-TV

**BLUE, BEN**  
Colgate Comedy Hour  
All Star Revue  
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Great Day Show  
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Reuben, Reuben  
NBC

**BRADY, PAT**  
The Rogers Show  
NBC, NBC-TV

**BRASFIELD, ROD**  
Grand Ole Opry  
NBC

**BREMNER, MURIEL**  
Crime Fighters  
Mutual

**BRITT, ELTON**  
Mutual

**BRITTON, BARBARA**  
Mr. & Mrs. North  
CBS-TV

**BROMFIELD, LOUIS**  
Mutual

**BROOKE, HILLARY**  
My Little Margie  
CBS-TV

**BROWN, JOE E.**  
Buick Circus Hour  
NBC-TV

**BROWN, WALLY**  
Ford Festival Hour  
NBC-TV

**BRYAN, ARTHUR Q.**  
B. May 8, 1899, Brooklyn, N. Y.;  
The Great Gildersleeve, Fibber  
McGee and Molly, Hank Mc-  
Hune Show, NBC

**BRAYSON, LYMAN**  
Lamp Unto My Feet  
CBS-TV

**BUCKLEY, EMERSON**  
Mutual

**BURKE, BILLIE**  
Doe Corkle  
NBC-TV

**BURNS, GEORGE**  
B. Jan. 20, 1896, New York,  
N. Y.; George Burns and Gracie  
Allen Show, CBS-TV

**BURR, ANN**  
City Hospital  
CBS-TV

**BURTT, HARDY**  
Answers for Americans  
Mutual

**BUTTONS, RED**  
B. Feb. 5, 1919, New York City;  
The Red Button Show, CBS-TV

**BUTTRAM, PAT**  
Gene Autry  
CBS-TV

**BYRD, BETTY**  
The Kate Smith Hour  
NBC-TV

— C —

**CAESAR, SID**  
Your Show of Shows  
NBC-TV

**CAMARGO, RALPH**  
Gang Busters, CBS; FBI in Peace  
and War, CBS; My True Story,  
Modern Romances, ABC; Pep-  
per Young, Hollywood Love  
Story, NBC; Treasury Agent,  
NBC-TV; The Web, CBS-TV;  
Suspense, CBS-TV

**CAMMANN, DR. SCHUYLER**  
What in the World  
CBS-TV

**CAMPBELL, TED**  
Black Spider  
WABC-TV

**CANOVA, JUDY**  
B. Nov. 20, 1916, Jacksonville,  
Florida; The Judy Canova Show,  
NBC; Colgate Comedy Hour,  
NBC-TV

**CANTOR, EDDIE**  
The Eddie Cantor Show  
NBC  
Colgate Comedy Hour  
NBC-TV



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**CAREY, MacDONALD**

Jason and the Golden Pleece  
NBC

**CARHART, GEORGIANNA**

Life Begins at Eighty  
DuMont

**CARLISLE, UNA MAE**

Una Mae Carlisle  
ABC

**CARNEY, ART**

Jackie Gleason Show  
CBS-TV

**CARNEY, GRACE**

Rocky King  
DuMont

**CARR, NANCY**

Enchanted Hour-Chi. Theater  
Mutual

**CARROLL, PAT**

Red Buttons Show  
CBS-TV

**CARSON, JACK**

B. Oct. 21, 1910, Carman, Mani-  
toba, Can.; All Star Revue, NBC-  
TV; Colgate Comedy Hour, NBC-  
TV

**CARSON, JOHNNY**

B. Corning, Iowa; Carson's Cel-  
lar, KNXT

**CARSON, KEN**

Garry Moore Show  
CBS-TV  
Double C Canteen  
DuMont

**CASELL, BARRY**

Action In The Afternoon  
CBS-TV

**CERE, BENNETT**

What's My Line  
NBC

**CHALMERS, THOMAS**

Pepper Young's Family  
NBC

**CHAPMAN, JOHN**

Best Plays  
NBC

**CHARLES, RAY**

(CHORUS)  
Perry Como Show  
CBS-TV

**CHERNE, LEO**

Wisdom of the Ages  
DuMont

**CHILDRESS, ALVIN**

Amos 'n' Andy  
CBS-TV

**CHRISTY, EILEEN**

Eileen Christy & Co.  
NBC

**CHRISTY, KEN**

The Great Gildersleeve  
NBC

**CHURCHILL, SARAH**

Hallmark Hall of Fame  
NBC-TV

**CLARK, LON**

Nick Carter  
Mutual

**COBB, BUFF**

Mike and Buff  
CBS-TV

**COCA, IMOGENE**

Your Show of Shows  
NBC-TV

**COCKRAN, RON**

Man of the Week  
CBS-TV

**COLBY, ETHEL**

Broadway Matinee  
DuMont

**COLLINS, MARY**

Double C. Canteen  
DuMont

**COLLINS, TED**

The Kate Smith Hour  
NBC-TV

**COLLYER, BUD**

Beat the Clock  
CBS-TV

**COLMAN, MR. AND MRS.**

RONALD  
The Halls of Ivy  
NBC

**COMBS, GEORGE HAMILTON**

WABC

**COMO, PERRY**

Perry Como Show  
CBS-TV

**CONANT, ROGER**

Meet Me at the Zoo  
CBS-TV

# Ralph Edwards

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ABC network — Monday thru Friday

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### RECORDS

Capitol Records



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### RADIO

*"Hometown Jamboree"*

KXLA — Monday thru Friday  
and Saturday night

### VIDEO

*"Hometown Jamboree"*

KLAC-TV — Saturday at 7:30 p.m.

### RECORDS

Capitol Records



- CONWAY, TOM**  
Homicide Squad  
WABC-TV
- COOKE, DWIGHT**  
You and the World  
CBS
- COON, DR. CARLETON**  
What in the World  
CBS-TV
- COOPER, RALPH**  
Spotlight On Harlem  
WABC-TV
- CORNWALL, J. SPENCER**  
Salt Lake Tabernacle Choir  
CBS-TV
- CORRELL, CHARLES**  
Amos 'n' Andy  
CBS-TV
- COSTELLO, BILL**  
The Europe Story  
CBS
- COTSWORTH, STAATS**  
B. Feb. 17, 1908, Oak Park, Ill.;  
Mark Trail, ABC; Front Page  
Farrell, NBC; Lone Journey, ABC
- COUGHLIN, FRANCIS**  
Down You Go  
Mutual
- COX, BETTY**  
Broadway to Hollywood  
DuMont
- COX, FRED IRVING**  
Wisdom of the Ages  
DuMont
- COX, WALLY**  
Mr. Peepers  
NBC-TV
- CRABBE, BUSTER**  
Time for Adventure  
NBC-TV
- BUCK ROGERS**  
WABC-TV
- CRAIG, NANCY**  
Nancy Craig Time  
WABC-TV
- CRANE, GENE**  
M & M Candy Carnival  
CBS-TV
- CROFT, MARY JANE**  
Beulah  
CBS-TV
- CRONKITE, WALTER**  
You Are There  
CBS-TV
- CROSBY, BING**  
Bing Crosby Show  
CBS
- CROSS, REGGIE**  
Man on the Farm  
Mutual
- CULLEN, BILL**  
It Happens Every Day, Give and  
Take, Fun For All, CBS
- CUMMINGS, ROBERT**  
My Hero  
NBC-TV
- CUNNINGHAM, BILL**  
Mutual
- CUNNINGHAM, ZAMAH**  
Jackie Gleason Show  
CBS-TV
- D —
- DAGMAR**  
Dagmar's Canteen  
NBC-TV
- DALE, LENNY**  
The StarTime Kids  
NBC-TV
- DALY, JOHN**  
It's News To Me  
What's My Line  
CBS-TV
- DAMON, LES**  
The Falcon  
NBC
- D'ARCY, GENE**  
Television Playhouse, NBC-TV;  
Martin Kane, NBC-TV; Rocky  
King Detective, Dumont - TV;  
Danger, CBS-TV; Suspense, CBS-  
TV; Toast of the Town, CBS-TV
- DARNEY, TONI**  
Just Plain Bill  
NBC
- DAVIS, BETTE**  
All Star Revue  
NBC-TV
- DAVIS, FRANK**  
Fred Waring Show  
CBS-TV
- DAVIS, JOAN**  
I Married Joan  
NBC-TV
- DAVIS, WATSON**  
Adventures in Science  
CBS

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**DAWSON, RONALD**

B. Oct. 10, 1909, Johannesburg, S. Africa; Martin Kane, NBC; Montgomery Show, NBC; Lights Out, NBC; Suspense, CBS; The Hunter, CBS; Celanese, ABC

**DAY, DORIS**

Doris Day Show

**DAY, NADINE**

Guest House  
WABC-TV

**DAYTON, JUNE**

Aldrich Family  
NBC-TV

**DE CAMP, ROSEMARY**

Dr. Cristian  
CBS

**DELMAR, KENNY**

My Friend Irma  
CBS-TV

**DEMING, ELLEN**

Guiding Light  
CBS-TV

**DENNING, RICHARD**

Mr. & Mrs. North  
CBS-TV

**DENNIS, BEVERLY**

Red Buttons Show  
CBS-TV

**DE SALES, FRANCIS**

Mr. & Mrs. North  
CBS-TV

**DE SANTIS, JOE**

Squad Room  
Mutual

**DEVINE, ANDY**

Wild Bill Hickok  
Mutual

**DE YOUNG, JOYCE**

Fred Waring Show  
CBS-TV

**DIETRICH, MARLENE**

Time For Love  
CBS-TV

**DINSDALE, SHIRLEY**

Where Was I  
DuMont

**DIXON, BOB**

Perry Mason, CBS; Life Can Be Beautiful, NBC; Edward R. Murrow, CBS

**DIXON, HUME**

Country Editor  
Mutual

**DOLEN, JAMES B.**

B. Feb. 20, 1921, New York City; Martin Kane Private Eye, NBC; Buick Circus Hour, NBC; Jackie Gleason Show, CBS

**DONALD, PETER**

Where Was I  
DuMont

**DONLEVY, BRIAN**

Dangerous Assignment  
NBC-TV

**DOUGLAS, SUSAN**

Guiding Light  
CBS-TV

**DOWNEY, MORTON**

11th Year For Coca-Cola

**DRAKE, GALEN**

Galen Drake  
CBS

**DUNN, EDDIE**

The Eddie Dunn Show  
WABC  
True or False  
Mutual

**DUNN, ROBERT**

Quick on the Draw  
DuMont

**DURANTE, JIMMY**

B. Feb. 1893, New York, N. Y.; All Star Revue, NBC-TV

## — E —

**EDWARDS, DOUGLAS**

Aircraft Flash  
CBS

**EDWARDS, FRANK**

Mutual

**EDWARDS, RALPH**

B. June 13, 1913; Truth or Consequences, NBC; This Is Your Life, NBC-TV; Ralph Edwards Show, NBC-TV

**EGGESTON, SHIRLEY**

B. Cleveland, Ohio; My True Story, ABC; Whispering Streets, ABC; One Man's Family, NBC-TV; Tales of To-Morrow, ABC-TV

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**ELLIOTT, BRUCE**

Kitchen Kapers  
WABC-TV

**ELLIS, BOBBY**

The Aldrich Family  
NBC-TV

**ELSTNER, ANN**

Stella Dallas  
NBC

**EMERSON, FAYE**

The Faye Emerson Show  
NBC  
I've Got A Secret  
CBS-TV

**ENGLE, HOLLAND**

Mutual

**ERWIN, STU & JUNE**

Stu Erwin Show  
WABC-TV

**EVANS, BERGEN**

Down You Go  
Mutual

**EVANS, DALE**

The Roy Rogers Show  
NBC, NBC-TV

**EVANS, MICKEY**

Robbins' Nest,  
WOR-TV  
Stage a Number  
DuMont

— **F** —**FADIMAN, CLIFTON**

This Is Show Business  
CBS-TV

**FAIRBANKS, DOUGLAS, JR.**

The Silent Men  
NBC

**FAIRBANKS, TINY**

Tiny Fairbanks Show  
WABC-TV

**FALKENBURG, JINX**

New York Closeup  
NBC-TV

**FARLAK, VIVIAN**

Sense and Nonsense  
NBC-TV

**FARRELL, CHARLES**

My Little Margie  
NBC-TV

**FAULK, JOHN HENRY**

It's News To Me  
CBS-TV

**FAYE, ALICE**

The Phil Harris-Alice Faye  
Show  
NBC

**FENNELLY, PARKER**

Titus Moody  
Mutual

**FISHER, EDDIE**

At Ease with Private Eddie  
Fisher  
ABC

**FISHER, MARJORIE**

Piano Playhouse  
ABC

**FITZGERALD, ED & PEGEEN**

Breakfast with the Fitzgeralds,  
Manners, WABC; the Fitzgeralds,  
WABC-TV

**FITZMAURICE****MICHAEL**

Whispering Streets  
ABC

**FLEMING, RUTH ANNE**

Fred Waring Show  
CBS-TV

**FLETCHER, TEX**

Bobby Benson  
Mutual

**FONTAINE, FRANK**

The Frank Fontaine Show  
CBS-Radio

**FONTAINE SISTERS**

Perry Como Show  
CBS-TV

**FORD, ROSS**

Meet Millie  
CBS-TV

**FORD, WHITEY**

Duke of Paducah & The Opry  
Gang  
NBC

**FORREST, RAY**

The Children's Theater  
NBC-TV

**FOSTER, CEDRIC**

Mutual

**FOSTER, PHIL**

All-Star Revue  
NBC-TV

**FRANCIS, ARLENE**

It Happens Every Day, What's  
My Line, Fun For All, CBS

**FRANKLIN, JOE**

Joe Franklin's Memory Lane  
WABC-TV

**FRAWLEY, WILLIAM**

I Love Lucy  
CBS-TV

# ALAN YOUNG

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*and*

*The Goldbergs*



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**FREEMAN, FLORENCE**  
Young Widder Brown  
NBC

**FROMAN, JANE**  
U. S. A. Cantren  
CBS-TV

**FURNESS, BETTY**  
Meet Betty Furness  
CBS-TV



**GAE, NADINE**  
Fred Waring Show  
CBS-TV

**GARDNER, HY**  
Hy Gardner Calling  
NBC-TV

**GARGAN, WILLIAM**  
Barrie Crane, Confidential In-  
vestigator  
N.C.

**GARRITY, BOB**  
Birdland Show  
WABC

**GARROWAY, DAVE**  
Dad Dave Garroway  
NBC  
Today  
NBC-TV

**GATESON, MARMORIE**  
One Man's Family  
NBC

**GEARHART, VIRGINIA &  
LIVINGSTON**  
Fred Waring Show  
CBS-TV

**GHOSTLEY, ALICE**  
Freedom Rings  
CBS-TV

**GILLETTE, HELEN**  
The Plainclothes Man  
DuMont

**GILMAN, TONI**  
Down You Go  
Mutual

**GLEASON, JACKIE**  
Jackie Gleason Show  
CBS-TV

**GLEESON, ART**  
Game of the Day  
Mutual

**GNAGY, JON**  
You are an Artist  
NBC-TV

**GODFREY, ARTHUR**  
Arthur Godfrey Morning Show,  
Arthur Godfrey And His Friends,  
Arthur Godfrey's Talent Scouts,  
CBS-TV

**GOPE, NORRIS "TUFFY"**  
Lam 'n' Abner  
ABC

**GOODWIN, BILL**  
The Bill Goodwin Show  
NBC-TV

**GORDON, GALE**  
Our Miss Brooks  
CBS-TV

**GORDON, GLORIA**  
My Friend Irma  
CBS-TV

**GORING, MARIUS**  
The Adventures of the Scarlet  
Pimpernel  
NBC

**GOSDEN, FREEMAN**  
Amos 'n' Andy  
CBS-TV

**GRAFTON, SAMUEL**  
Where Was I  
DuMont

**GRAHAM, LEE**  
Letter To Lee Graham  
WABC-TV

**GRAHAM, VIRGINIA**  
Where Was I  
DuMont

**GRANK, THEODORE**  
American Forum of the Air  
NBC, NBC-TV

**GRANT, TAYLOR**  
First Edition  
WABC-TV

**GREAZA, WALTER**  
Treasury Men in Action  
NBC-TV

**GREEN, FARRY**  
Guiding Light  
CBS-TV

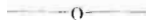
**GREGSON, JACK**  
Jack Gregson Show  
KECA-TV

**GRIMES, JACKIE**  
Abrieh Family  
NBC-TV

**GRISWOLD, JOHN A.**  
Meet Me at the Zoo  
CBS-TV

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★ RADIO-TV ARTISTS ★

**GROSS, DR. MASON**  
Two For the Money  
NBC-TV

**GUILD, NANCY**  
Were Was I  
DuMont

— H —

**HADLEY, REED**  
Racket Squad  
CBS-TV

**HALL, CLIFF**  
Search For Tomorrow  
CBS-TV

**HALL, HELEN**  
B. Kansas City, Mo.; The Barbara Wells Show, WOR; Helen Hall Show, MBS; Cameo Lady Talk, Mutual

**HALLEY, RUDOLPH**  
Public Report  
WABC-TV

**HALCP, FLORENCE**  
Meet Millie  
CBS-TV

**HAMILTON, NEIL**  
Hollywood Screen Test  
WABC-TV

**HAMILTON TRIO, THE**  
Your Show of Shows  
NBC-TV

**HAMMOND, EARL**  
Rocky King  
DuMont

**HANNA, PHIL**  
Bride and Groom  
CBS-TV

**HANNES, ART**  
Teast of the Town  
CBS-TV

**HARDEN, FRANK**  
Frank and Jackson  
ABC

**HARDING, HARVEY**  
Faith in Our Time  
Mutual

**HARRIS, PHIL**  
The Phil Harris-Alice Faye Show  
NBC  
All-Star Revue  
NBC-TV

**HARRIS, ROBERT**  
Fred Waring Show  
CBS-TV

**HASTINGS, BOB**  
The Adventures of Archie Andrews  
NBC

**HAWTHORNE, JIM**  
B. Victor, Colorado; Hawthorne Mail Bag, CBS-KNX; Hawthorne At Midnight, CBS-KNX; Hawthorne Looks At the Weather, KNBH-TV

**HAYES, GABBY**  
The Gabby Hayes Show  
NBC-TV

**HAYDON, DON**  
My Little Margie  
CBS-TV

**HAYWORTH, VINTON**  
Michael Shayne  
ABC

**HERSHOLT, JEAN**  
B. July 12, 1886, Copenhagen, Denmark; Dr. Christian, CBS



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**HEATHERTON, RAY**

Merry Mailman  
Mutual

**HELNER, VAN CAMPEN**

Rod & Gun  
Mutual

**ENDERSON, SKITCH**

The Skitch Henderson Show  
NBC

**HENRY, BILL**

Who Said That  
NBC-TV

**HERBERT, DON**

Mr. Wizard  
NBC-TV

**HIRSCHFIELD, HARRY**

At Home With Harry Hirsch-  
field  
WABC-TV

**HOGTOR, DANNY**

The Kate Smith Hour  
NBC-TV

**HOLLENBECK, DON**

Washington, U. S. A.  
CBS

**HOLMES, CHARLES**

High Adventure  
Mutual

**HOPE, BOB**

B. London, England; The Bob  
Hope Show, NBC; Colgate Com-  
edy Hour, NBC-TV

**HORWICH, DR. FRANCES**

Ding Dong School  
NBC-TV

**HOYT, SHERMAN, MRS.**

Dog Show of Champions  
WABC-TV

**HUGHES, BILL**

Just Plain Bill  
NBC

**HULL, WARREN**

Strike It Rich  
CBS-TV

**HUNTER, EYE**

The Eye Hunter Show  
NBC-TV

**HURST, FANNIE**

It's a Problem  
NBC-TV

**IRVING, HOLLIS**

Somerset Maugham Theater,  
NBC-TV; Robert Montgomery  
Presents, NBC-TV; Ellery Queen,  
ABC-TV; Suspense, CBS-TV; Love  
of Life, CBS-TV

— J —

**JACKSON, EDDIE**

All-Star Revue  
NBC-TV

**JAMES, DENNIS**

Chance Of A Lifetime  
WABC-TV

**JAMESON, HOUSE**

The Aldrich Family  
NBC-TV

**JESSEL, GEORGE**

All-Star Revue  
NBC-TV

**JOHNSON, BESS**

Search For Tomorrow  
CBS-TV

**JONES, SPIKE**

All-Star Revue  
NBC-TV

**JORDAN, MARION  
AND JIM**

Fibber McGee & Molly  
NBC

— I —

**IRVING, CHARLES**

(See Producers Section)

**JACKSON  
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BUFF”**

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**JOSTYN, JAY**  
Top Guy  
ABC

## — K —

**KALB, CLARENCE**  
My Little Margie  
CBS-TV

**KAPLIN, MARVIN**  
Meet Millie  
CBS-TV

**KALTENBORN, MRS. H. V.**  
Wisdom of the Ages  
DuMont

**KAUFMAN, GEORGE**  
Tis Is Show Business  
CBS-TV

**KAY, MARY**  
Mary Kay's Nightcap  
NBC-TV

**KAZOOTIE, ROOTIE**  
Rootie Kazootie  
WABC-TV

**KEARNS, JOSEPH S.**

B. Feb. 12, 1907, Salt Lake City, Utah; Jack Benny Show, CBS; Joan Davis Show, CBS; Judy Canova Show, NBC; Suspense, CBS

**KEEGAN, CHRIS**  
Action In The Afternoon  
CBS-TV

**KEENE, WILLIAM**

B. Aug. 4, 1911, Franklin, Pa.; Treasury in Action, NBC-TV; Plainclothes Man, WABD; Greatest Story Ever Told, ABC; Rocky King, WABD; Nick Carter, WOR; Big Story, NBC

**KELK, JACKIE**  
Young Mr. Bobbin  
NBC-TV

**KELLY, JOE**  
Quiz Kids  
CBS-TV

**KELLY, PATSY**  
All-Star Revue  
NBC-TV

**KEMPER, RONNIE**  
Ronnie Kemper Show  
ABC

**KENNEY, MARIE**  
Love of Light  
CBS-TV

**KIBBEE, GUY**  
Rod & Gun  
Mutual

**KIERNAN, WALTER**  
What's the Story  
DuMont  
Sparring Partners  
ABC

**KILGALLEN, DOROTHY**  
What's My Line  
CBS-TV

**KING, CARL**

B. July 30, 1921, St. Louis, Mo.; Your Show of Shows, NBC-TV; King's Crossroads, ABC-TV; Captain Video, DuMont-TV

**KING, JOHN REED**  
Why, What's Your Bid  
WABC-TV  
Where Was I  
DuMont

**KING, LEWIS**  
Yachting with Lewis King  
WABC-TV

**KIRBY, DURWOOD**  
Garry Moore Show  
CBS-TV

**KIRBY, GENE**  
Game of the Day  
Mutual

**KIRKWOOD, JACK**  
Mutual

RADIO AND TELEVISION  
ARE FOR THE FAMILY  
AND SO IS THE

**JACK OWENS SHOW**

Starring

THE WEST'S MOST POPULAR FAMILY IN  
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A WEEK

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"THE JACK OWENS SHOW"  
Every Day on the Entire  
ABC RADIO NETWORK



JACK and Daughter, MARY ANN



BRYNA  
RAEBURN



RADIO REGISTRY



**CHARLES IRVING**  
Producer - Director

— LE. 2-1100 —



**HOLLIS IRVING**  
Radio - TV - Motion Pictures

**KOHL, ARTHUR**

Adventures of Archie Andrews  
NBC

**KOVACS, ERNIE**

The Ernie Kovacs Show  
NBC-TV

— **L** —**LAIRE, JUDSON**

Mama  
CBS-TV

**LaMARR, HEDY**

All-Star Revue  
NBC-TV

**LAMONT, ELIZABETH RAE**

Good Looks and Good Living  
WABC-TV

**LANGAN, GLENN**

Boss Lady  
NBC-TV

**LARKIN, JOHN**

Right to Happiness  
NBC

**LAUCK, CHET**

Lum 'n' Abner  
ABC

**LAUGHTON, CHARLES**

Readings (Film)  
WABC-TV

**LAZELL, SKIPPER**

Meet Me at the Zoo  
CBS-TV

**LEE, ANNA**

It's News To Me  
CBS-TV

**LEE, JOHNNY**

Amos 'n' Andy  
CBS-TV

**LEE, PINKY**

Thous Two  
NBC-TV

**LESCOULIE, JACK**

Today  
NBC-TV

**LESTER, JERRY**

Saturday Night Dance Party  
NBC-TV

**LeSUEUR, LARRY**

U. N. In Action  
CBS-TV

**LEVENSON, SAM**

The Sam Levenson Show, CBS;  
This Is Show Business, CBS



**"WHO, ME?"**

ROBERT QUIGLEY

Producer-Writer-Director

RH 4-1201



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**MOREY AMSTERDAM**

WNBT — BREAKFAST WITH MUSIC  
9-10 A.M. MON. thru FRI.

DECCA RECORDS



**CHARLIE WEAVER**

under personal management

**CLIFF ARQUETTE**

**EVE ARDEN**

**"OUR MISS BROOKS"**



**LEWBEL, BUNNY**

All-Star Revue  
NBC-TV

**LEWIS, CATHY**

Cathy & Elliott Lewis On-  
stage  
My Friend Irma  
CBS, CBS-TV

**LEWIS, ELLIOTT**

Cathy & Elliott Lewis On-  
stage  
CBS  
The Phil Harris-Alice Faye  
Show  
NBC

**LEWIS, FORREST**

The Woman in My House  
NBC

**LEWIS, JERRY**

B. Mar. 16, 1926, Newark, N. J.;  
Colgate Comedy Hour, NBC-TV;  
Martin & Lewis Show, NBC Radio

**LEWIS, ROBERT Q.**

The Name's The Same  
ABC-TV

**LIBERACE**

NBC-TV

**LINKLETTER, ART**

Art Linkletter's House Party  
CBS-TV

**LINN, BAMBI**

Your Show of Shows  
NBC-TV

**LITEL, JOHN**

My Hero  
NBC-TV

**LIVINGSTON, MARY**

B. June 23, 1909, Seattle, Wash-  
ington; The Jack Benny Show,  
CBS

**LOR, DENISE**

Garry Moore Show  
CBS-TV

**LORNE, MARION**

Mr. Peepers  
NBC-TV

**LORING, LYNN**

Search For Tomorrow  
CBS-TV

**LOVEJOY, FRANK**

Nightbeat  
NBC

**LOVELL, SUZANNE**

Fred Waring  
CBS-TV

**LUCAS, DIONE**

Cooking Show  
WABC-TV

**LUCKY, LILLY**

The Ethel Thorsen Show  
DuMont

**LUDDY, BARBARA**

First Nighter  
NBC

**LUND, JOHN**

Yours Truly, Johnny Dollar  
CBS

**LUND, TRYGVE**

Ernie Kovacs Show  
CBS-TV

**LYNCH, KEN**

The Plainclothes Man  
DuMont

**LYONS, RUTH**

Ruth Lyons' 50 Club  
NBC-TV

**LYTELL, BERT**

One Man's Family  
NBC-TV

— **Mc** —

**McBRIDE, JEAN**

Love Of Light  
CBS-TV

**McBRIDE, MARY  
MARGARET**

Mary Margaret McBride Co-op  
Program  
ABC



EDDIE "ROCHESTER" ANDERSON



THE VERSATILE  
BOB DIXON

## HAWTHORNE

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## HAWTHORNE

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## HAWTHORNE

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## CARL KING

Kings Crossroads — Syndicated Film Show

Captain Video — DuMont



## JIM DOLEN

RADIO

TV

PL. 7-1145

## THE RITZ BROTHERS



**McCAY, PEGGY**

Love Of Light  
CBS-TV

**McCONNELL, ED**

Smilin' Ed  
CBS-TV

**McCREA, JOEL**

Tales of the Texas Rangers  
NBC  
Four Star Playhouse  
CBS-TV

**McCULLOUGH, DON**

Kitchen Kapers  
WABC-TV

**McDANIEL, HATTIE**

Beatnik  
CBS-TV

**McELHONE, ELOISE**

Sparring Partners  
ABC

**McGREGOR, RAE**

Toast of the Town  
CBS-TV

**McKAY, JIM**

Sports Spot  
CBS-TV

**McMILLEN, GLORIA**

Our Miss Brooks  
CBS-TV

**McNEILL, DON**

Breakfast Club  
ABC

**McNELLIS, MAGGI**

Maggi McNellis Show  
WABC

**McPHEE, JOHNNY**

Twenty Questions  
DuMont

**McQUIRE, MAC**

Mutual

**McVEY, PATRICK**

Big Town  
CBS-TV

— M —

**MACK, DOTTIE**

The Paul Dixon Show  
DuMont

**MacLOUGHLIN, DON**

Counter-spy  
NBC

**MALONE, MARY**

The Aldrich Family  
NBC-TV

**MALONE, RAY**

Garry Moore Show  
CBS-TV

**MALONE, TED (F. ALDEN**

RUSSELL)  
Ted Malone Show  
ABC

**MANN, CLAIRE**

Glamour Show  
WABC-TV

**MANN, GLORIA**

Adventures of Archie  
Andrews  
NBC

**MANSON,  
CHARLOTTE**

Nick Carter, B-Bar B Ranch;  
Mike Hammer, WOR; Tales of  
Tomorrow, Top Guy, True Story,  
Whispering Streets, Mike Shayne,  
WABC; Aunt Jenny, WCBS.

**MARCEL, NINO**

Smilin' Ed  
CBS-TV

**MARINE, JOE**

Fred Waring Show  
CBS-TV

**MARKEL, HAZEL**

Mutual

**MARKLE, FLETCHER**

Studio One  
CBS-TV



JACQUELINE  
SUSANN

JEAN  
HERSHOLT

*“Dr. Christian”*

16th Year

C. B. S.

JACK  
CARSON



MAGGI McNELLIS  
MAGGI McNELLIS SHOW  
WJZ



JAN MINER  
MU 8-6600

**MICHAEL FITZMAURICE**

**TELEVISION**

TELENEWS SPORTS REEL  
ARTHUR MURRAY SHOW  
FLYING TIGERS  
ALL STAR REVUE

**RADIO**

WHISPERING STREETS  
RIGHT TO HAPPINESS  
SILVER EAGLE  
LIVE LIKE A MILLIONAIRE  
WHAT'S MY LINE  
RADIO REGISTRY

**MARSHALL, HERBERT**

The Man Called X  
NBC  
The Unexpected  
NBC-TV

**MARSHALL, ROY K.**

The Nature of Things  
NBC-TV  
Ford Festival  
NBC-TV

**MARTIN & LEWIS**

Colgate Comedy Hour  
NBC-TV  
Dean Martin & Jerry Lewis  
Show  
NBC

**MARTIN, DEAN**

B. June 7, 1917, Steubenville,  
Ohio; Comedy Hour, NBC-TV;  
Martin & Lewis Show, NBC

**MARTIN, JEAN**

The Jean Martin Show  
NBC

**MARTIN, MEL**

The Mel Martin Show  
NBC-TV

**MARTIN, TONY**

Colgate Comedy Hour  
NBC-TV

**MARX, GROUCHO**

You Bet Your Life  
NBC-TV

**MASSEY, CURT**

Mutual

**MATA & HARI**

Your Show of Shows  
NBC-TV

**MAYHOFF, EDDIE**

Doc Corle  
NBC-TV

**MEADOWS, AUDREY**

Embassy Club  
NBC-TV  
Jackie Gleason Show  
CBS-TV

**MEADOWS, JAYNE**

I've Got a Secret  
CBS-TV

**MEREDITH, BURGESS**

American Music Hall, Tales  
of Tomorrow  
ABC

**MERRIMAN, RANDY**

The Big Payoff  
NBC-TV

**MIGENELL, ANGEL**

The Star Time Kids  
NBC-TV

**MILLER, DEAN**

There's One In Every Family  
CBS-TV

**MILLER, SIDNEY**

B. Oct. 22, 1916, Shenandoah,  
Pa.; Colgate Comedy Hour, NBC-  
TV; Halls of Ivy, NBC; Johnny  
Dollar, CBS

**MINER, JAN**

Hilltop House, CBS; Doctor's  
Wife, NBC; Robert Montgomery  
Presents, NBC-TV; Tallulah  
Bankhead's All Star Revue,  
NBC-TV; The Big Show, NBC

**MOLLUZZO, RONNY**

Wisdom of the Ages  
DuMont

**MONTGOMERY,  
ROBERT**

Your Lucky Strike Theater  
Johnson's Wax Program  
NBC-TV

**MOORE, GARRY**

Garry Moore Show  
I've Got a Secret  
CBS-TV

**MOORE, TIM**

Amos 'n' Andy  
CBS-TV



**BOB RUSSELL**

Director-Writer-M.C.  
"Miss Universe Pageant"

"Big Top" "Joe DiMaggio Club"  
CBS-TV NBC-TV

for Sealtest for Buitoni  
Co-creator — "Live Like a Millionaire"

**DON MARTIN**

SCHOOL OF  
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ARTS and SCIENCES

Now in our 16th Year

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HOLLYWOOD, CALIFORNIA



**MOORE, TOM**  
Ladies' Pair  
Mutual

**MORGAN, HENRY**  
I've Got a Secret  
CBS-TV

**MORGAN, JANE**  
Our Miss Brook-  
CBS-TV

**MORGAN, ROBIN**  
Mama  
CBS-TV

**MORRISON, BRET**  
Shadow  
Mutual

**MOTTOLA, TONY**  
Words in the Night  
NBC

**MURRAY, JAN**  
Meet Your Match  
NBC

**MURRAY, KATHRYN**  
Arthur Murray Party  
DuMont

**MURROW, ED**  
See It Now  
CBS-TV  
This I Believe  
CBS

**MYERSON, BESS**  
The Big Payoff  
NBC-TV

**MYNATT, HARRY**  
Queen  
Mutual

## — N —

**NAGEL, CONRAD**  
The Conrad Nagel Show  
NBC

**NAISH, J. CARROL**  
Life With Lulu  
CBS-TV

**NEISEN, CLAIRE**  
Backstage Wife  
NBC

**NELSON, HERBERT**  
Guiding Light  
CBS-TV

**NELSON, JIMMY**  
Texaco Star Theater  
NBC-TV

**NELSON, JOHN**  
Bride and Groom  
CBS-TV

**NELSON, OZZIE & HARRIET**  
Ozzie & Harriet  
WBABC-TV

**NIGIL, JANE**  
Big Town  
CBS-TV

**NIGHTENGALE, EARL**  
Sky King  
Mutual

**NOLAN, LLOYD**  
Martin Kane, Private Eye  
NBC

**NORRIS, KATHI**  
The Kathi Norris Show  
NBC-TV

**NUSBAUM, MORT**  
B. August 10, 1914, Rochester,  
N. Y.; You Can Be a Star,  
WHAM-TV; Dollar Derby, Take  
It Easy, WHAM-TV; Clockwise,  
for Women Only, WHAM,  
Rochester, N. Y.

## — O —

**O'CONNOR, DONALD**  
The Colgate Comedy Hour  
NBC-TV

**O'HARA, PEGGY**  
Miss Channel 7  
WBABC-TV

**O'KEEFE, WALTER**  
Double or Nothing  
NBC  
The Mayor of Hollywood  
NBC-TV



**ARTHUR Q. BRYAN**  
"Doc" Gamble

on  
FIBBER McGEE and MOLLY  
Program



**HELEN HALL**  
**BARBARA WELLES**  
WOR & WOR-TV  
Monday thru Friday  
Mutual Broadcasting System  
Saturday 10:45-11 a.m.

**OLSEN, JOHNNY**

B. MAY 22nd, Windom, Minn.;  
Rumpus Room, Kids and Com-  
pany, DuMont; Homemaker's  
Jamboree, ABC-TV; Break the  
Bank, ABC; Movie Quiz, MBS;  
Nora Drake, CBS

**ORRISON, JACK**

The Plainclothes Man  
DuMont

**ORTEGA, SANTOS**

Peter Salem  
Mutual

**OWENS, JACK**

B. 1913; The Jack Owens Show,  
ABC; The Jack Owens Show,  
KECA-TV

## — P —

**PAAR, JACK**

Up to Paar  
NBC-TV  
The \$64 Question  
NBC

**PARDO, DON**

Animal Fair  
NBC-TV

**PARKHURST, HELEN**

It's a Problem  
NBC-TV

**PARKS, BERT**

Double or Nothing, CBS-TV;  
Balance Your Budget, CBS-  
TV; The Bert Parks Show,  
NBC-TV

**PARSONS, LOUELLA**

Louella Parsons Show  
CBS

**PEARL, MINNIE**

Grand Ole Opry  
NBC

**PERKINS, F. MARLIN**

Zoo Parade  
NBC-TV

**PETERSON, DON**

Farm Quiz  
Mutual

**PIASTRO, MISHEL**

The Symphonette  
CBS-TV

**PIAZZA, MARGUERITE**

Show of Shows  
NBC  
Encore  
NBC

**POLESIE, HERB**

Twenty Questions  
Mutual

**PORTER, DON**

Private Secretary  
CBS-TV

**POWELL, DICK**

Four Star Playhouse  
CBS-TV

**PRINCE, KENNY**

Meet Me at the Zoo  
CBS-TV

**PULASKI, FRANK**

B. Jan. 19, 1914, New York  
City; Hollywood Screen Test,  
ABC-TV; Barrie Craig, NBC;  
1st 100 Years, CBS-TV; B'way  
Theater, WOR-TV; The Hunter,  
CBS-TV; Hollywood Offbeat,  
ABC-TV

## — Q —

**QUIGLEY, ROBERT**

Shenanigans  
WPIX

## — R —

**RAEBURN, BRYNA****RAINEY, DR. FROELICH**

What in the World  
CBS-TV



Johnny Carson

"Carson's Cellar"

KNXT Hollywood

SIDNEY MILLER

COLGATE COMEDY HOUR

NBC—TV

**RANDALL, TONY**  
Mr. Peepers  
NBC-TV

**RANDOLPH, JOYCE**  
Jackie Gleason  
CBS-TV

**RANDOLPH, LILLIAN**  
The Great Gildersleeve  
NBC

**RATH, KATHERINE**  
The Aldrich Family  
NBC-TV

**RAYBURN, GENE**  
Comedy & Music  
NBC

**RAYE, MARTHA**  
All-Star Revue  
NBC-TV

**REED, NANCY**  
The Bill Sibley Show  
DuMont

**REINER, CARL**  
Your Show of Shows  
NBC-TV

**REINHARDT, ALICE**  
The Woman in My House  
NBC

**REYNOLDS, QUENTIN**  
It's News To Me  
CBS-TV

**RHINELANDER, RICHARD**  
My Friend Irma  
CBS-TV

**RIE, ROSEMARY**  
The Adventures of Archie Andrews  
NBC  
Mama  
CBS-TV

**RICHARDS, DOROTHY**  
Ernie Kovacs Show  
CBS-TV

**RINARD, FLORENCE**  
Twenty Questions  
DuMont

**RITTER, BLAKE**  
Action In The Afternoon  
CBS-TV

**RITZ BROTHERS**  
All-Star Revue  
NBC-TV

**ROBB, MARYLEE**  
The Great Gildersleeve  
NBC

**ROBBINS, BARBARA**  
The Aldrich Family  
NBC-TV

**ROBINSON, JACKIE**  
Platter-Clu Club  
NBC

**ROCKWELL, ROBERT**  
Gur Miss Brooks  
CBS-TV

**ROGERS, ROY**  
B. Nov. 5, 1912, Cincinnati, Ohio; Roy Rogers Show, NBC-TV

**ROONEY, MICKEY**  
All-Star Revue  
NBC-TV

**ROOSE, JANINE**  
The Phil Harris-Alice Faye Show  
NBC

**ROSS, DAVID**  
Words in the Night  
NBC

**ROSS, EARLE**  
The Great Gildersleeve  
NBC

**ROXANNE**  
Beat the Clock  
CBS-TV

**RUSSELL, BOB**  
Big Top, CBS-TV; Joe DiMaggio Club, NBC-TV; Toast of the Town, CBS-TV; Rottie Kazootie Club, NBC-TV; It's in the Bag, NBC-TV; Co-creator of Live Like A Millionaire, ABC-TV and AM



**TOMMY BARTLETT**

**JOSEPH  
KEARNS**

**RUSSELL, JACK**

Your Show of Shows  
NBC-TV

**RUSSELL, TODD**

Wheel of Fortune  
CBS-TV

**RUICK, MELVILLE**

City Hospital  
CBS-TV

**RUYKEYSER, MERVILE**

STANLEY  
Mutual

— S —

**SARGENT, ANNE**

Road of Life  
NBC

**SAX, RAY**

Fred Waring Show

**SCOTT, JANET**

The Woman In My House  
NBC

**SCOTT, SONA**

Foreign Intrigue  
NBC-TV

**SEARS, BILL**

(WITH PUPPETS OF PAUL  
RITTS AND MARY HOLL-  
DAY)  
In The Park  
CBS-TV

**SEVAREID, ERIC**

State of the Nation  
CBS-TV

**SEYMOUR, ANN**

My Secret Story  
NBC

**SEYMOUR, JANE**

Young Mr. Bobbin  
NBC-TV

**SHARP, KENNY**

The Star Time Kids  
NBC-TV

**SHELDON, HERB**

The Herb Sheldon Show  
NBC, NBC-TV

**SHERWOOD, BOBBY**

Texaco Star Theatre, NBC-TV;  
Quick As A Flash, ABC-TV;  
Bert Parks Show, CBS-TV;  
The Bobby Sherwood Show  
WABC

**SHRINER, HERB**

Two for the Money  
NBC-TV

**SILVER, JOE**

Red Buttons Show  
CBS-TV

**SKELTON, RED**

B. July 18th, Vincennes, Indiana;  
Red Skelton Show, NBC-TV and  
Radio

**SMITH, BOB**

Howdy Doody  
NBC-TV

**SMITH, KATE**

The Kate Smith Hour  
NBC-TV

**SMOLEN, VIVIAN**

Stella Dallas  
NBC

**SMYTHE, ANTHONY**

One Man's Family  
NBC

**SNYDER, BOB**

The Bob Snyder Show  
NBC

**SOTHERN, ANN**

Private Secretary  
CBS-TV

**SOULE, OLAN**

First Nighter  
NBC

**SPIVAK, LAURENCE E.**

Meet the Press  
NBC-TV

**STEIN, FRED**

Life Begins at Eighty  
DuMont

**STERLING, JACK**

Big Top, CBS-TV; Top O' the  
Morning, WCBS



**BETTY WHITE**

"LIFE WITH ELIZABETH"  
"HOLLYWOOD ON TELEVISION"

KLAC-TV



**STAATS COTSWORTH**

TITLE ROLES:  
"FRONT PAGE FARRELL" — NBC  
"MARK TRAIL" — ABC

LEAD:  
"LONE JOURNEY" — ABC

**STONE, CLIFFIE**

B. Mar. 1, 1917, Stockton, California; Hometown Jamboree, KXLA; Hometown Jamboree, KLAC-TV

**STONE, HARLAN**

Adventures of Archie Andrews  
NBC

**STONE, PAULA**

Mutual

**STORM, GALE**

My Little Margie  
CBS-TV

**STUART, MARY**

Search For Tomorrow  
CBS-TV

**STUDEBAKER, HUGH**

Benjah  
CBS-TV

**SUSANN,  
JACQUELINE**

This Is Show Business, Studio One, Your Surprise Store, CBS-TV; Arthur Murray Show, Rocky King, DuMont; Who Said That, NBC-TV; Jacqueline Susann Show, WOR-TV

**SULLIVAN, BOB**

What's the Story  
DuMont

**SULLIVAN, ED**

Toast of the Town  
CBS-TV

**SWENSON, KARL**

Lorenzo Jones  
NBC

— T —

**TAYLOR, MARY LEE**

The Mary Lee Taylor Show  
NBC

**TENNESSEE ERNIE**

B. Feb. 13, 1919, Bristol, Tennessee; The Tennessee Ernie Show, ABC; Hometown Jamboree, KLAC-TV

**TETLEY, WALTER**

The Great Gildersleeve  
NBC

**TEXTOR, KEITH & SYLVIA**

Food Waring Show  
CBS-TV

**THOMAS, DANNY**

All-Star Revue  
NBC-TV

**THOMPSON, HANK**

Brazo Valley Boys  
Mutual

**THOR, JEROME**

Panorama Intimique  
NBC-TV

**THORPE, NANCY**

Meet Me at the Zoo  
CBS-TV

**THREE SUNS TRIO**

NBC

**TILLSTROM, BURR**

Kukla, Fran and Ollie  
NBC-TV

**TILTON, MARTHA**

Carl Massey Time  
Mutual

**TOMACK, SID**

My Friend Irma  
CBS-TV

**TRACY, LEE**

Martin Kane, Private Eye  
NBC-TV

**TREMAYNE, LES**

The Woman in My House  
NBC

**TRENDLER, ROBERT**

Mutual

**TRUMAN, MARGARET**

Bea Victor Show  
All-Star Revue  
NBC-TV

**TUCKER, SOPHIE**

All-Star Revue  
NBC-TV

**TYLER, DICK**

Alfred E. Smith  
NBC-TV

**RALPH CAMARGO**

RADIO — TV  
ACTOR — ANNOUNCER  
NARRATOR  
REGISTRY — MU. 8-6600

**SHIRLEY EGGLESTON**

RADIO  
BROADWAY

TV  
SCREEN

LExington 2-1100



## — U —

**ULMER, FRED**  
Meet Me at the Zoo  
CBS-TV

## — V —

**VALENTINE, BARRY**  
Valentine Show  
ABC

**VALENTINE, GRACE**  
Stella Dallas  
NBC

**VALENTINE, JACK**  
Action In The Afternoon  
CBS-TV

**VANCE, VIVIAN**  
I Love Lucy  
CBS-TV

**VANDER PYL, JEAN**  
Father Knows Best  
NBC

**VAN DEVENTER, FRED**  
Twenty Questions  
DuMont

**VAN DYKE, MARCIA**  
Wisdom of the Ages  
DuMont

**VAN HORNE, HARRIET**  
What's the Story  
DuMont

**VAN HORNE, ARTHUR**  
Time Capsule  
Dean Cameron  
ABC

**VAN PATTEN, DICK**  
Mama  
CBS-TV

**VERDUGO, ELENA**  
Meet Millie  
CBS-TV

**VIOLIO, TITO**  
Papa Collini  
WABC-TV

## — W —

**WADE, ERNESTINE**  
Amos 'n' Andy  
CBS-TV

**WALDECKER, FRANK**  
Twenty Questions  
DuMont

**WALL, LUCILLE**  
Lorenzo Jones  
NBC

**WALLACE, MIKE**  
Mike and Buff, CBS-TV; All  
Around the Town, CBS-TV;  
There's One in Every Family,  
CBS-TV.

**WARING, FRED**  
Fred Waring Show  
CBS-TV

**WARNER, GERTRUDE**  
Whispering Streets  
ABC

**WATERMAN, WILLARD**  
The Great Gildersleeve  
NBC

**WATTS, MARY ELAINE**  
Action In The Afternoon  
CBS-TV

**WEAVER, JACKSON**  
Frank and Jackson  
ABC

**WEAVER, NED**  
Young Widder Brown  
NBC

**WEBB, JACK**  
Dragnet  
NBC-TV

**WEBER, HENRY**  
Chicago Theater  
Mutual

**WEIGEL, JOHN**  
All Sweet Music Box  
Mutual



**EARL HAMMOND**

TELEVISION

RADIO

Lexington 2-1100



**FRANK PULASKI**

ACTOR — ANNOUNCER

SCREEN — TV — RADIO

N. Y.—SU 7-5400 Hollywood—CR 5-4588

Currently "THE DESERT RATS" — Fox  
"THE ROBE" — Fox

**WESTMAN, NYDIA**

Young Mr. Bobbin  
NBC-TV

**WHEATLEY, JO ANNE**

Fred Waring Show  
CBS-TV

**WHITE, BETTY**

B. Jan. 1926, Oak Park, Illinois;  
Life With Elizabeth, KLAC-TV;  
Hollywood On Television, KLAC-TV

**WHITEMAN, PAUL**

TV Teen Club  
WABC-TV

**WHITFIELD, ANN**

Phil Harris-Albee Page Show  
NBC

**WHITING, BARBARA**

Junior Miss  
CBS-TV

**WICKER, IRENE**

Story Time  
WABC-TV

**WILLIAMS, FLORENCE**

Front Page Farrell  
NBC

**WILLIAMS, SPENCER, JR.**

Amos 'n' Andy  
CBS-TV

**WILLIS, RICHARD**

B. Baltimore, Maryland; Here's  
Looking At You, NBC

**WILLS, BEVERLY**

Junior Miss  
CBS-TV

**WILLYS, SUNDAY**

Armed Forces Radio "Jubilee";  
Theater Of The Air Club; Mac-  
Gregor Transcriptions

**WILSON, DON**

Jack Benny  
CBS-TV

**WILSON, LOIS**

The Aldrich Family  
NBC-TV

**WILSON, MARIE**

My Friend Irma  
CBS-TV

**WINCHELL, PAUL**

Paul Winchell-Jerry Maloney  
Show  
NBC-TV

**WISMER, HARRY**

Harry Wismer Sports  
WOR-TV  
Sports Parade  
MBS

**WOOD, PEGGY**

Mama  
CBS-TV

**WRAGGE, BETTY**

Pepper Young's Family  
NBC

**WYATT, FRANCES**

Fred Waring Show  
CBS-TV

— Y —

**YOUNG, ALAN**

B. Nov. 19, North Shield, North-  
umberland, England; Alan Young  
Show, CBS-TV

**YOUNG, ROBERT**

Father Knows Best  
NBC

**YOURMAN, ALICE**

Adventures of Archie Andrews  
NBC

— Z —

**ZABACH, FLORIAN**

Club Embassy  
NBC-TV



**RONALD DAWSON**

RADIO

TV

LE. 2-1100



**BILLY BARTY**

"A little bit of everything"

# THE DEEJAY'S BEST FRIEND

## Value Of 45 RPM Record Equipment Stressed

By R. H. COFFIN, Director  
*RCA Victor Consumer Advertising*

**D**EEJAYS and "45s" got together in a big way in Philadelphia only a little more than a year ago. Today, the 45-rpm record has become as much a part of the disc jockey's standard equipment as his musical know-how.

Radio stations — from Los Angeles to New York and Miami to Portland — now serve their recorded-music offerings on 45-rpm platters. The trend continues. More stations, including both network affiliates and independents, are scheduled to begin 45-rpm music operations during the next several months.

Behind the broadcasting industry's "swing to 45" are numerous compelling advantages of the system to the broadcaster, the disc jockey, and the listening audience. The use of 45s means to the station more play per dollar; to the disc jockey, streamlined handling; and to the audience, better music reproduction.

Roger W. Clipp, general manager of WFIL, Philadelphia, summed this up last year when the ABC affiliate became the nation's first broadcast outlet to go on "45."

"In the 45-rpm system," he said, "we have found the answers to numerous problems which confront broadcasters of recorded music programs. The small size of the records and the simplicity of the equipment effect a tremendous saving in valuable storage space, facilitate programming and record handling by the disc jockey and record librarian, and streamline the entire recorded music operation. To these considerations must be added the superior reproduction quality and fidelity of the 45-rpm records, which provide increased listening pleasure for our audiences."

In Boston, Bob Clayton of WHDH, one of the city's most popular disc jockeys, sees the new system from the viewpoint of the man who plays the records.

Bob points out that he normally uses 110 records in his weekly music schedule. Prior to WHDH's "swing to 45," Bob and Nancie Cole, the station's music librarian, had to select and carry around some 47 pounds of shellac records per week. Today, the 110 records they compile weekly are the featherweight "45s," and the weight of the week's supply is down to less than seven pounds.

Other disc jockeys who have joined the

45-rpm bandwagon include Martin Block, New York; LeRoy Miller and Bob Horn, WFIL, Philadelphia; Dave Starling, KFI, Los Angeles; Tom Brown, WHK, Cleveland; Ed Stevens, WERE, Cleveland; Jack the Bell Boy, WXYZ, Detroit, and Jay Miltner, WTAM, Cleveland.

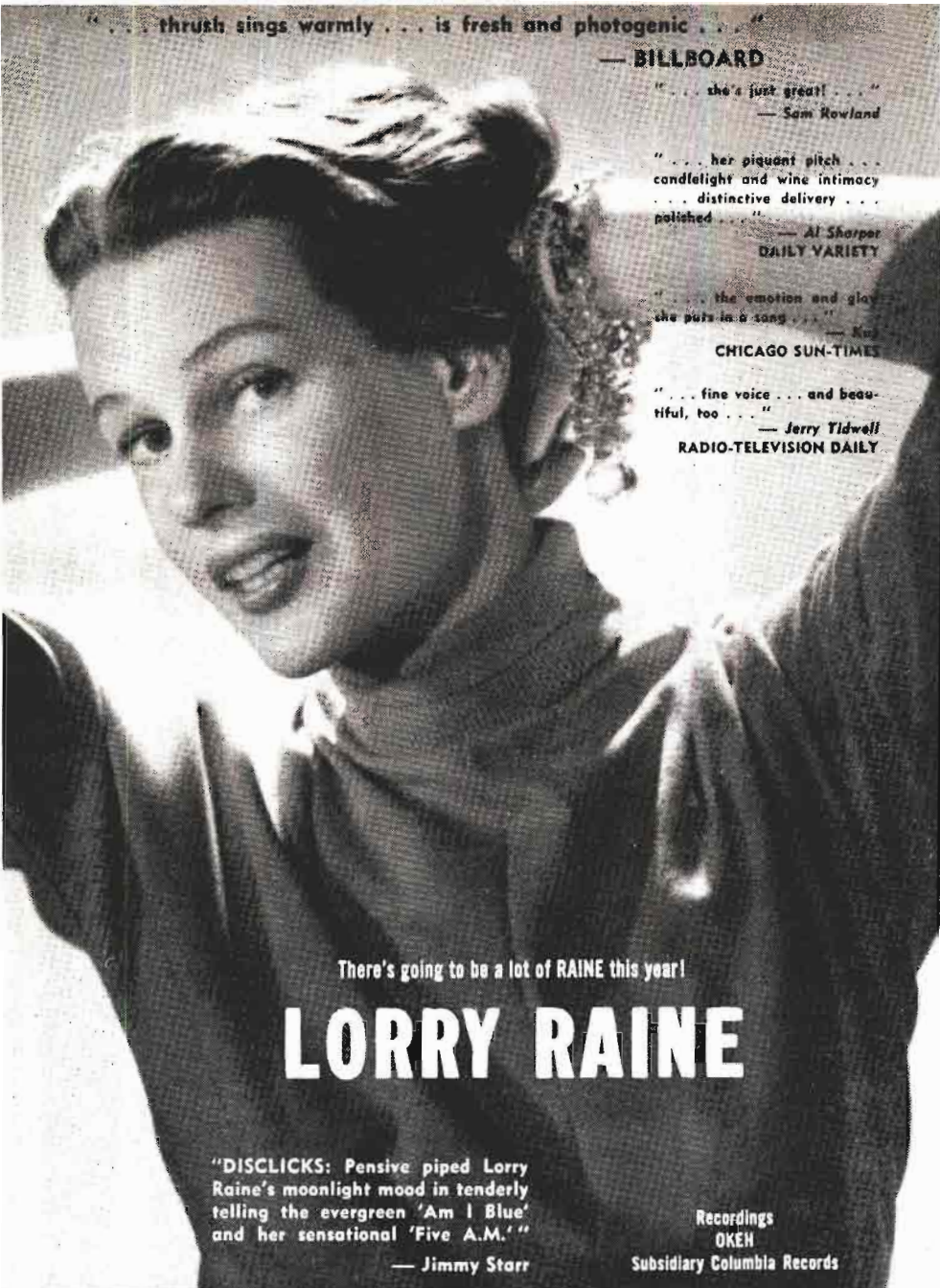
Although RCA Victor developed and introduced the 45-rpm system, virtually all record companies now have growing 45-rpm record catalogs. This is an important consideration for the broadcaster contemplating 45-rpm operation. It means that the most modern music reproduction system can provide the station's listeners with music by any of the vocalists, instrumentalists, and orchestral combinations recording for any of the major companies.

Many of the stations that have "gone 45" have started operations with a basic library of 45-rpm discs embracing more than 5,000 titles. To this library, of course, are added the new releases as they become available, assuring the disc jockey that he is offering his listeners the best and the latest.

It is quickly obvious that the design characteristics of the 45-rpm discs make for easier handling by the jockey. The handling ease results from the 45's small size and light weight, and the large spindle-hole which is a feature of its unique construction. Further, the record's non-breakable nature allows considerably more freedom in handling, and assures the jockey that the selection in his library will be there when needed to fill a listener request.

From the station standpoint, the 45-rpm system represents substantial savings in money, time, and space. Consider the dimensions of the 45-rpm disc. It is less than seven inches in diameter, is wafer thin, and is made in one standard size for seven different classifications of music.

Added up, these features mean that the broadcaster can significantly decrease his record storage space and standardize his facilities. More than 150 of these tiny, thin discs can be stored in a single foot of shelf space. Furthermore, because of the weight and standard-size advantages, the storage facilities can be of lighter, simpler, and less costly construction — and the space they save, compared with facilities required for the heavier, bulkier, 10-inch and 12-inch shellac records, can be put to better use.



... thrush sings warmly ... is fresh and photogenic ...

— **BILLBOARD**

"... she's just great! ..."  
— *Sam Rowland*

"... her piquant pitch ...  
candlelight and wine intimacy  
... distinctive delivery ...  
polished ..."  
— *Al Sharper*  
**DAILY VARIETY**

"... the emotion and glow  
she puts in a song ..."  
— *Kay*  
**CHICAGO SUN-TIMES**

"... fine voice ... and beau-  
tiful, too ..."  
— *Jerry Tidwell*  
**RADIO-TELEVISION DAILY**

There's going to be a lot of RAINE this year!

# LORRY RAINE

"DISCLICKS: Pensive piped Lorry Raine's moonlight mood in tenderly telling the evergreen 'Am I Blue' and her sensational 'Five A.M.'"  
— *Jimmy Starr*

Recordings  
**OKEN**  
Subsidiary Columbia Records

Management  
**TIM GAYLE**  
Hollywood Knickerbocker Hotel  
1714 No. Ivar  
Hollywood 28, Calif.  
GL. 3171

Personal Appearances  
**Associated Booking Corp.**  
*Joe Glaser, Pres.*

Pictures  
**LEON O. LANCE AGENCY**  
8820 Sunset Blvd. CR. 6-6014

# VOCAL ARTISTS

## RADIO AND TELEVISION

—their work during 1952



### — A —

**ADAMS, EDYTHE**  
Kovacks Unlimited  
WCBS-TV, New York

**ADDISON, AL**  
Westemaires  
CHUB, Nainaimo, B. C.

**ALFORD, HELEN**  
Songs The World Remembers  
WCAO, Baltimore, Md.

**ALLEN, AARON**  
Allen's Album  
KWED, Seguin, Tex.

**ANDERSON, LES  
(CARROT TOP)**

Jack McElroy  
TV  
Town Hall Party  
TV and Radio

**ANDERSON, PAUL**  
Breakfast with Bigelows  
WJTN, Jamestown, N. Y.

**ANDREWS, CHRISSE**  
CJON, St. John's Newfoundland

**ANDREWS, JOHNNY**  
WNBK, Cleveland, O.

**APRIL, ODETE**  
CJFP, Riviere du Loup  
Quebec

**ARGERSINGER, JACK**  
Mare! Time  
WCSS, Amsterdam, N. Y.

**ARLAND, JEANNIE**  
WCO, Minneapolis, Minn.

**ARMS, RUSSELL**  
Your Hit Parade  
NBC-TV

**ASTON, BUZZ**  
WJAS, Pittsburgh, Pa.

**ATKINSON, RAY**  
TV Dinner Date  
WOR-TV, New York

**AVRAM, GENE**  
Mother's Matinee  
WNYZ-TV, Detroit, Mich.

### — B —

**BACK, GLORIA**  
Songs by Gloria  
WFBM-TV, Indianapolis, Ind.

**BALDWIN, BONNIE**  
Bonnie Baldwin Show  
WMON, Mountsville, W. Va.

**BALLARD, LYN**  
Shoot the Works  
WLWC, Columbus, O.

**BARFIELD, WARREN**  
WPTE, Raleigh, N. C.

**BARIL, ARMAND**  
Les Chansons d'Armand  
CHFA, Edmonton, Alta.

**BARNES, WAYNE**  
The Old Corral  
KGPH, Flagstaff, Ariz.

**BARNETT, BUDDY**  
Buddy Barnett Show  
WEAR, Pensacola, Fla.

**BARRETT, RONNIE**  
Say It With a Song  
WMMW, Meriden, Conn.

**BARTON, EILEEN**  
The Bill Goodwin Show  
NBC-TV

**BASS, DOUG**  
Hi Neighbor Boys  
WALT, Tampa, Fla.

**BAUER, DELL**  
Jim Deline Gang  
WSYR, WSYR-TV, Syracuse,  
N. Y.

**BEAL, JOY**  
Jump with Joy  
WJER, Dover, O.

**BECKER, JOHNNIE**  
Lou & Johnnie  
KJUP, Durango, Colo.

**BEERS, BOBBY**  
Bobby's Bandstand  
KOA, Denver, Colo.

**BENNETT, BOYD**  
Breakfast Club  
WVJS, Owensboro, Ky.

**BENNETT, SUE**  
Breakfast with Music  
NBC-TV

**BENNETT, TINY**  
WHAP, Hopewell, Va.

**BERG, JUNE**  
June Berg Sings  
KFAM, St. Cloud, Minn.

**BETTY AND LYN**  
KMA, Shenandoah, Iowa

**BLAINE, VIVIAN**  
Those Two  
NBC-TV

**BLAIR, VICKY**  
WTMC, Ocala, Fla.

**BLAND, SAM**  
Sam Bland Show  
WCEC, Rocky Mount, N. C.

**BOLEN, JIM**  
WLW-D, Dayton, O.

**BORESON, STAN**  
Peoples Parade  
KING, KING-TV, Seattle,  
Wash.

**BOS, JUNE**  
Console Moods  
WFRU, Grand Rapids, Mich.

**BOUCK, LOUIS**  
Name the Song  
WMTG, Van-leve, Ky.

**BRIGGS, SALLY**  
Sally Briggs Show  
KWTO, Springfield, Mo.

**BRIGHT, WELDON**  
Bright Show  
KGNC, Amarillo, Texas

**BRITTON, JAMES**  
WHEU, Rochester, N. Y.

**BROOKS, KENNETH L.**  
WVIN, Olney, Ill.

**BROWN, DOTTIE**  
Doin' The Town  
KSL-TV, Salt Lake City, Utah

**BROWN, GEORGE**  
CFAC, Calgary, Alta.

**BROWN, MARGARET**  
A Girl & A Song  
CFGP, Grande Prairie, Alta.

**BROWN, OLLIE**  
Western Song Time  
WICU, Erie, Pa.

**BUCKHANON, JUNIOR**  
Tygart Valley Pioneers  
WDNE, Elkins, W. Va.

**BULLARD, GENE**  
Ballads by Bullard  
KSUM, Fairmont, Minn.

**BURCHETT, LANIER**  
Rhythms in Black and White  
WAIN, Columbia, Ky.

**BUSSE, GLORIA**  
Gloria Sings  
WDOK, Cleveland, O.

**BUTLER, WARDE, JR.**  
WHIZ, Zanesville, O.

### — C —

**CAHILL, BOB**  
WOW, KMTV, Omaha, Neb.

**CALDWELL, BOB**  
Room with a View  
WDTV, Pittsburgh, Pa.

**CAMERON, BARBARA**  
Dave & Barbara Show  
WKRC, Cincinnati, O.

**CAMPANA, FRANK**  
B. Sept. 6, 1925, New York;  
Jacqueline Susann, WPIX; Bill  
Silbert, WABD; Fred Robbins,  
WOR-TV; Bob Smith, WABD;  
Marilyn Cantor, WMGM; Bob  
Roberts, WMCA

**CANOVA, JUDY**  
The Judy Canova Show  
NBC  
Colgate Comedy Hour  
NBC-TV

**CARAGHER, JIMMY**  
Morning Call  
WMBD, Peoria, Ill.

**CARLSEN, HARRY & ESTHER**  
Rainbow Hour  
WCDD, Carbondale, Pa.

**CARR, NANCY**  
WGN, Chicago, Ill.

**CARROLL, JUNE**  
WMAR-TV, Baltimore, Md.

**CARSON, JACK**  
All Star Revue  
NBC-TV

**CARTER, ELMER**  
Bit of Ireland  
WHAY, New Britain, Conn.



**CHILDS, LELAND**  
WSFA, Montgomery, Ala.

**CLARKE, HARRY**  
KSL, Salt Lake City, Utah

**CLIFES, MINOR**  
Minor Plays The Majors  
KRES, St. Joseph, Mo.

**CLOONEY, ROSEMARY**  
Colgate Comedy Hour  
NBC-TV

**COBIA, VIRGIL**  
KSJB, James own, N. D.

**CODY, WAYNE**  
Cody Show  
KALL, Salt Lake City, Utah

**COLLINS, DOROTHY**  
Your Hit Parade  
NBC-TV

**COMO, PERRY**  
Perry Como Show  
CBS-TV

**CONLEY, JACK**  
Stardust Serenade  
KLMR, Lamar, Colo.

**COOK, BOB**  
Uncle Bob's Ranch Time  
WPTW, Piqua, O.

**COOPER, GENEVA**  
WTNN, Louisville, Ky.

**COUTS, ABE**  
Cowboy Troubadour  
KYJC, Medford, Ore.

**CORRADO, JOY**  
The Two J's  
WLOR, Torrington, Conn.

**COURY, ROSELE**  
WCOF, Lewiston, Maine

**COX, JIMMY**  
Jimmy & Chiff Show  
KCSJ, Pueblo, Colo.

**CRANE, DICK**  
Dick Crane Show  
KNEA, Jonesboro, Ark.

**CROOK, MARIAN**  
KOWH, Omaha, Neb.

**CROSBIE, PHIL**  
KHQ, Spokane, Wash.

**CRUMP, PAULINE**  
WSOK, Nashville, Tenn.

**CRUSADERS QUARTET**  
WVOK, Birmingham, Ala.

**CULLEN, NORMA**  
Biggest Show in Town  
WMBD, Peoria, Ill.

**CURTIS, BETTY JANE**  
Variety Stand  
WTAR-TV, Norfolk, Va.

**CUTRIGHT, PEGGY**  
Time for Peggy  
WRAY, Princeton, Ind.

— D —

**DALE, DIANE**  
Diane Dale Show  
WXYZ-TV

**DANIELS, TEX**  
Lazy H Ranch  
WSJD, Baltimore, Md.

**DAVID, JEFFREY, JR.**  
Jeffrey David Show  
KSLG, Opelousas, La.

**DAY, DENNIS**  
RCA Victor Show  
NBC-TV

**DAWN, MARION**  
Club 1300  
WFBR, Baltimore, Md.

**DELOATCH, MARY**  
WRAP, Norfolk, Va.

**DESLISLE-COUTURE, VIOLETTE**  
CBV, Quebec

**DESMOND, JOHNNY**  
Breakfast Club  
ABC

**DEVLIN, COLETTE**  
CRCH, Hull, Que.

**DONADIO, TONY**  
Tee Vee Jamboree  
WAAM, Baltimore, Md.

**DOUGLAS, LARRY**  
American Music Hall  
ABC

**DUGUAY, JEANNETTE**  
J. D. Songs  
CFNB, Frederickton, N. B.

**DUNCAN, JAMES**  
CBW, Winnipeg

**duPRAYE, PAM**  
Music Shop  
WDSU-TV, New Orleans, La.

**DUTRO, RONALD**  
Ladies' Day with Lee  
KPIN, San Francisco, Cal.

**DU VALL, RAY**  
WHEC, Rochester, N. Y.



**FRANK CAMPANA**  
JUBILEE RECORDS - RADIO - TV



*Personal Manager:*  
BILL ETH  
673 Broadway  
New York 12  
OR 4-6300

DICK FREITAS  
*Musical Dir.*

## — E —

**EDWARDS, JOAN**

Joan Edwards Show  
WCBS, New York, N. Y.

**ELLIS, LEE AND LORRAINE**

WINZ, Miami, Fla.

**ELLIS, PEGGY ANN**

Dancing Party  
ABC

**ELLIS, YEP**

WFLA, Tampa, Fla.

**ETHERIDGE, "TEXAS BOB"**

Hillbilly Hoedown  
KPHO, Phoenix, Ariz.

**EVANS, BOB**

Velda Boy  
WALT, Tampa, Fla.

**EVANS, JOHN**

Songs The World Remembers  
WCAO, Baltimore, Md.

**EVANS, MICKIE**

Mickie's Musical Corral  
WTTM, Trenton, N. J.

**FISHER, JACK**

Third Call  
WWJ, Detroit, Mich.

**FITCH, MARCIE**

KGIN, Glenwood Springs,  
Colo.

**FOLEY, RED**

Prince Albert Grand Ole Opry  
NBC

**FONDELL, GERTRUDE**

WHJC, Matewan, W. Va.

**FONTAINE, BOB**

CKLB, Ossawa, Ont.

**FORKEY, WM.**

KSJB, Jamestown, N. D.

**FOXWORTH, BOBBY JEAN**

WJAY, Mullins, S. C.

**FRANKS, BETTY**

WESC, Greenville, S. C.

**FRIZZELL, TOMMY**

McLean Jamboree  
WVJS, Owensboro, Ky.

**FURTADE, THOMAS**

Dancing Party  
ABC

**GENTLEMEN SONGSTERS**

Silver & Gold  
WHEC, Rochester, N. Y.

**GEOR, GEORGE**

Saturday Night Jamboree  
CKCL, Truro, N. S.

**GILHAM, ART**

The Whispering Pianist  
WQXI, Atlanta, Ga.

**GIPSON, JACK**

Morning Mathice  
WBAP-TV, Ft. Worth, Tex.

**GONZALES, WM.**

WFMA, Caginas, P. R.

**GOOD WILL, QUARTET**

WCOB, Newnan, Georgia

**GORDON, PHIL**

Phil & Jack  
WDSB, New Orleans, La.

**GRAY, DELORES**

Buick Circus Hour  
NBC-TV

**GRESHAM, ELIZABETH**

WRGN, Knoxville, Tenn.

**GRIST, PHILIP**

Club 1300  
WFBZ, Baltimore, Md.

**GROVE, BETTY ANN**

The Big Payoff  
NBC-TV

**GUIZAR, TITO**

Tito Guizar Show  
KFTV, Los Angeles, Cal.

**GUY, GRADY**

Fogart Valley Pioneers  
WDNE, Elkins, W. Va.

## — F —

**FAIRCLOTH, PEANUT**

Peanut Faircloth  
WRDW, Augusta, Ga.

**FISHER, CHET**

Star Hostess Party  
KNXT, Hollywood, Cal.

## — G —

**GAINES, WALT**

WDEL, Elizabethtown, Ky.

**GAUDREAU, CARMELLE**

CJEM, Edmundston, N. B.

**GEDDES, CAMERON**

CJCS, Stratford, Ont.

**JEAN MARTIN**

Singing Star

Sammy Kaye Show, NBT

**Sunday Willys**

*Personal Management:*

TIM GAYLE

Hollywood Knickerbocker Hotel

Hollywood 28, Calif.

## — H —

**HAAS, LUCILLE**  
Songs by Lucille  
KSUM, Fairport, Minn.

**HAGGART, BUD**  
Blues Chasers  
WFDF, Flint, Mich.

**HALIMAN, ART**  
CKEY, Toronto, Ont.

**HAMILTON, DAVE**  
Hymn Time  
WFBM-TV, Indianapolis, Ind.

**HANSON, BERT**  
WCCO, Minneapolis, Minn.

**HARDIN, SARA**  
Sunday Morning Devotions  
WYCG, Coral Gables, Fla.

**HARMONEERS, QUARTET**  
Gospel Quartet Time  
WEAS, Decatur-Atlanta, Ga.

**HARMONY BOYS QUARTET**  
WMOK, Metropolis, Ill.

**HARP, MARTHA LOU**  
Chamber Music Society of  
Lower Basin Street  
NBC  
Dream Harbor  
ABC

**HARP, NANCY**  
Ladies' Day with Lee  
KPIX, San Francisco, Cal.

**HARRIS, NANCY**  
WGNS, Murfreesboro, Tenn.

**HARVEY, LLOYD**  
Music Wheel  
WTRF, Peoria, Ill.

**HAYES, BILL**  
Your Show of Shows  
NBC-TV

**HAYMES, BOB**  
Bob Haymes Show  
WCBS, New York, N. Y.

**HENDERSON, JODY**  
Here's to Music  
KBBG, Okmulgee, Okla.

**HENDRICKSON, OLAF**  
Olaf Sings  
KDEC, Decorah, Iowa

**HILBURN, RED**  
Singing Range Rider  
KBOP, Pleasanton, Tex.

**HILL, ALLEN**  
Java Jingle Time  
WLCM, Lancaster, S. C.

**HILL, DOLORES**  
Sunday Get Together  
WNAX, Yankton, S. D.

**HINDS, BILL**  
WJAS, Pittsburgh, Pa.

**HIT PARADERS**  
Your Hit Parade  
NBC-TV

**HOMELAND HARMONY  
QUARTET**  
Gospel Quartet Time  
WEAS, Decatur, Atlanta, Ga.

**HUDDLESTON, EV.**  
Ev Huddleston Show  
WWCA, Gary, Ind.

**HUFFMAN, JULE**  
Bride To Be  
WCPO-TV, Cincinnati, O.

**HUNT, BOB**  
Ladies Date  
WABD, New York

**HUTCH, NITA**  
Club 6:30  
WTVN, Columbus, O.

**HUTTON, INA RAY**  
Ina Ray Hutton All Girl Show  
KTLA, Los Angeles, Cal.

**HYDE, DICK**  
Hyd-time  
WRRC-TV, Cincinnati, O.

## — I —

**IVANY, HAROLD**  
VOGM, St. John's Newt.

## — J —

**JACKSON, EDDIE**  
All-Star Revue  
NBC-TV

**JACOBS, FRAN**  
Golden Moments of Song  
WHAY, New Britain, Conn.

**JAMES, ARIENE**  
It's in the Bag  
NBC-TV

**JESTER, SHIRLEE**  
Cinderella Week-end  
WRRC-TV, Cincinnati, O.

**JOHNSON, JUDY**  
Your Show of Shows  
NBC-TV

**JOHNSON, STELLA**  
WRAP, Norfolk, Va.

**W. R. JOHNSTON, JR.**  
Doc & Neal Show  
WBIR, Knoxville, Tenn.

**JONES, PAUL**  
Song Souvenirs  
WFLA, Tampa, Fla.

**JOSEPH, EDDY**  
WILD, Niagara Falls, N. Y.

**JOPLIN, JAY**  
WDEL, Elizabethtown, Ky.

**JOURDAIN, LAUREN**  
CKBL, Matane, Que.

**JUBILEE SINGERS OF  
HOMESTEAD**  
WYCG, Coral Gables, Fla.

## — K —

**KALLAS, BESS**  
Lacy Professor  
WKBJ, St. Marys, Pa.

**KALLEN, KITTY**  
Colgate Comedy Hour  
NBC-TV

**KEMPE, "HOWDY"**  
Chuck Wagon Time  
KPHO, Phoenix, Ariz.

**KERN, GENETA**  
1190 Club  
WKRV, Richmond, Ind.

**KEUR, CORNELIUS**  
KULA, Honolulu, Hawaii

**KIEFFER, ADELINE**  
Circle 41  
WCPO-TV, Cincinnati, O.

**KIEFFER, RAMONA**  
WHIZ, Zanesville, O.

**KING, W. O.**  
Hymns of the People  
WTOG, Savannah, Ga.

**KINSEY, WENDELL**  
Patterns in Black & White  
KMOE, Tacoma, Wash.

**KIRK, LISA**  
Colgate Comedy Hour  
NBC-TV

**KIRSTEN, DOROTHY**  
Railroad Hour  
NBC

**KISSEL, JOT**  
The Two J's  
WLUC, Torrington, Conn.

**KLEIN, BROS.**  
KAYE, Storm Lake, Iowa

**KNOWLES, NORMA**  
Sylvias  
KGEM, Boise, Idaho

**KOCH, BOB**  
Bob & the Boomerangs  
KCOG, Centerville, Iowa

**KOENIG, LEONA**  
Saturday Date  
KGPH, Flagstaff, Ariz.

**KOENIG, VERNE**  
Verne Koenig Show  
KDEI, Decorah, Iowa

**KOTHE, BONNIE SUE AND  
MAXINE**  
Saddle Pads  
KCHI, Chillicothe, Mo.

**KRALL, BARBARA**  
WSPD-TV, Toledo, O.

**KRUEGER, DICK**  
Dick Krueger Show  
RXYZ, Houston, Tex.

## — L —

**LACHANCE, MADELEINE**  
CBV, Quebec

**LAINE, DOREY**  
Morning Call  
WMBD, Peoria, Ill.

**LAINE, FRANKIE**  
All-Star Revue  
NBC-TV

**LANE, FRANCEV**  
Breakfast with Music  
WNBT, New York

**LANSON, SNOOKY**  
Your Hit Parade  
NBC-TV

**LANTRY, GLADYS**  
Four for a Quarter  
KUMA, Yakima, Wash.

**LANZA, MARIO**  
The Mario Lanza Show  
NBC

**LAWRENCE, AIMEE**  
Breakfast Gang  
KFRV, San Francisco, Cal.

**LAWRENCE, PAULINE**  
Breakfast Gang  
KFRV, San Francisco, Cal.

**LEE, MARY**  
Mary Lee Show  
KSOX, Harlingen, Tex.

**LEE, MEL**  
"Show Me" Rangers  
KTF, Rolla, Mo.

**LEE, PEGGY**  
NBC, CBS

**LEGREE, I.T. WILBURN**  
The Singing Cop  
WFDF, Flint, Mich.

**LEROVE, JEAN**  
KQCV, Quebec

**LIDSTONE SISTERS**  
VOGM, St. John's Newt.

**LINN, JACKIE**  
Morning Bandwagon  
WTAM, Cleveland, Ohio

**LINN, ROBERTA**  
The Gypsy  
KTLA-TV  
Lawrence Welk Show  
KTLA-TV

**LOGAN SISTERS**  
WAGA-TV, Atlanta, Ga.

**LEMASCIOLO, NICOLO**  
Songs for You  
WRAD, Radford, Va.

**LOVELL, MARILYN**  
Coffee And  
WNBQ, Chicago, Ill.

**LUCAS, TOMMY**  
The Pioneers  
WJRH, Gallipolis, Ohio

**LUBYEN, RITA**  
Song Time  
WKUL, Cullman, Ala.

**LYNCH, CHRISTOPHER**  
Voice of Firestone  
NBC, NBC-TV

**LYNN, BOB**  
Bob Lynn's Mystery Times  
WTVJ, Miami, Fla.

— M —

**MACHIN, DANNY**  
Allen Jeffreys Show  
WTOP, Washington, D. C.

**MacRAE, GORDON**  
The Railroad Hour  
NBC

**MAIDS OF NOTE**  
WHEC, Rochester, N. Y.

**MANNING, HOWARD**  
Stars of Excellence  
WBEN-TV, Buffalo, N. Y.

**MARLENE**  
Tea Vee Jamboree  
WAAM, Baltimore, Md.

**MARTIN, DEAN**  
B. June 7, 1917, Stouenville,  
Ohio; Comedy Hour, NBC-TV;  
Martin & Lewis Show, NBC

**MARTIN, GEORGE**  
WOKZ, Alton, Ill.

**MARTIN, TONY**  
B. Dec. 25, 1913, Oakland, Cal.;  
Colgate Comedy Hour, NBC-TV

**MARVIN, BOB**  
Homemaker's Hob Nob  
WBNS-TV, Columbus, O.

**MASON, TERRY**  
Dinner Date  
WAGA-TV, Atlanta, Ga.

**MATTISON, HENRY**  
The Plansman  
WRHD, Duncan, Okla.

**MAXON, TERRY**  
Dinner Date  
WAGA, Atlanta, Ga.

**MAXTON, SHORTY**  
WHAP, Hopewell, Va.

**McCORMICK, JETTIE LEE**  
We Three  
WGAR, Cleveland, O.

**McDONALD, RUSTY**  
Tumbleweeds Jamboree  
KTRM, Beaumont, Texas

**McDOUGAL, EDDY**  
WOWL, Florence, Ala.

**McHALE, LARRY**  
KALB, Alexandria, La.

**McINTIRE, RUSS**  
Songs by Russ McIntire  
WSTP, Salisbury, N. C.

**McKNIGHT, GENE**  
Sat. Night Jamboree  
WSAZ-TV, Charleston, W. Va.

**MEIERS, MARVIN**  
Mary Meiers Sings  
KCGL, Fort Collins, Colo.

**MELILLO, DOLLY**  
Songs by Dolly  
WLAD, Danbury, Conn.

**MELTON, JAMES**  
Ford Festival Time  
NBC-TV

**MERCEDEES**  
KING, Seattle, Wash.

**MERIWETHER, LAWRENCE**  
Songs by Meriwether  
WGL, Fort Wayne, Ind.

**MERIDEW, REG**  
Reg & Henry  
WGAR, Cleveland, O.

**MERRILL, ROBERT**  
Encore  
NBC  
RCA Victor Records  
Metropolitan Opera

**MESERYV, NORM**  
WOLF, Syracuse, N. Y.

**MEYER, ALLEN**  
Allen Meyer Show  
WJAG, Norfolk, Neb.

**MILLS, MARALYN**  
Jack McElroy Show  
KNBH, Hollywood, Cal.

**MILNE, NANCY**  
Mibe & Townsend  
WBRL, Roanoke, Va.

**MILNER, CAL**  
Kitchen Corner  
WDAS, Phil., Pa.

**MILTNER, JAY**  
Morning Bandwagon  
WTAM, Cleveland, Ohio

**MIZE, BILLY**  
Billy Mize Show  
KAZY, Bakersfield, Calif.

**MOORE, HARRIET**  
WHO, Des Moines, Iowa

**MORRIS, ROD**  
Morris & His Missourians  
WJAG, Norfolk, Neb.

**MORRISON, BOB**  
Spinze Party  
WIRE, Indianapolis, Ind.

**MUNGALL, JOHNNY**  
WTAU, Flint, Mich.

**MURRAY, GEORGE**  
CFRB, Toronto, Ont.

## — N —

**NEAL, BRANCH**  
Doe & Neal Show  
WBIR, Knoxville, Tenn.

**NESBITT, FRED**  
Melody Time  
ROA, Denver, Colo.

**NEW YORKERS**  
Star Hostess Party  
KNXP, Hollywood, Cal.

**NOEL, DICK**  
Dick Noel Show  
WLW, Cincinnati, O.

**NOEL, MICHEL**  
CKAC, Montreal

**NORMAN, CAROL**  
Money to Burn  
WBTV, Charlotte, N. C.

**NORMAN, JEAN**  
Family Party  
WMBD, Peoria, Ill.

**NORWOOD, JACK**  
Songs Inc.  
WTVR-TV, Norfolk, Va.

## — O —

**O'BRIEN, LOUISE**  
Matinee  
KOTV, Tulsa, Okla.

**O'HEREN, RICHARD**  
WBK, Cleveland, O.

**OLIVER, JEAN**  
Guest Book  
WFAA-TV, Dallas, Texas

**O'NEIL, DANNY**  
Breakfast with Danny O'Neil  
WBKB-TV, Chicago, Ill.

**ORTIZ, JOSE INES**  
WCMN, Arecibo, P. R.

**OSTUNI, PHILOMENA**  
Suffolk Society Musicale  
WALK, Patchogue, N. Y.

**OWEN, MARGARET**  
Breakfast with Bigelows  
WJTN, Jamestown, N. Y.

**OWENS, JIM**  
Hillbilly Fever  
WVML, Biloxi, Miss.

## — P —

**PAGE, PATTI**  
Scott Music Hall  
NBC-TV

**PALMER, COY**  
Sunshine Man  
KPDN, Pampa, Texas

**PALMER, JANIE**  
Musically Speaking  
WWJ-TV, Detroit, Mich.

**PARKER, GLORIA**  
WJZ-TV, New York

**PARSON, KAY**  
Girl O'Yesterday  
KENO, Las Vegas, Nev.

**PAYNE, FRED**  
WESC, Greenville, S. C.

**PERCE, JAN**  
Freedom Sings  
Metropolitan Auditions of the  
Air  
ABC

**PHILLIPS, DUB**  
Silver River Time  
WPAL, Charleston, S. C.

**PIAZZA, MARGUERITE**  
Show of Shows  
NBC-TV  
Encore  
NBC

**PICKENS, JANE**  
Pickens Party  
NBC

**PIERCE, BILL**

B. P. at the Piano  
KBCH, Brigham City, Utah

**PIERCE, BRUCE**

Baritone Dancer  
WBAP-TV, Fort Worth, Tex.

**PINZA, EZIO**

All Star Revue  
RCA Victor Show  
NBC-TV  
Telephone Hour  
NBC

**POST, BILL**

Don't The Town  
KSL-TV, Salt Lake City,  
Utah

**POWELL, HERMAN**

Melody Ramblers  
WSPT, Thomaston, Ga.

**PRESSNALL, JAN**

Piano Portraits  
KJAN, Atlantic, Iowa

## — Q —

**QUIGGLE, HELEN**

Helen's Show  
WKBI, St. Marys, Pa.

**QUINN, B. F.**

Rainbow Revue  
KSCB, Cedar City, Utah

## — R —

**RAABE, ROY**

Time Topper  
KBOP, Pleasanton, Tex.

**RADIO WRANGLERS**

WAGA, Atlanta, Ga.

**RAINE, LORRY**

Armed Forces Radio "Jubilee,"  
Command Performance, Coral  
and Okeh (Columbia) Records,  
Art Ford Show, NBC; Rudy Vallee  
TV Films, NBC-CBS

**RANGER, MARY**

WTAC, Flint, Mich.

**RASOR, JERRY**

Club 6:30  
WTVN, Columbus, O.

**RIATT, JOHN**

Busck Circus Hour  
NBC-TV

**RICHARDS, CAROL**

Ralph Edwards Show, NBC-  
TV; Martin & Lewis Show,  
Edgar Bergen Show

**RICHMOND, BOB**

The Mapping Show  
WREN, Topeka, Kansas

**REE, NANCY**

Bill Silbert Show  
WABD, New York

**RENO, JACK**

Rhythm Ranger  
KCOG, Centerville, Iowa

**REYNOLDS, BRAD**

Brad Reynolds Show  
KGW, Portland, Ore.

**REYNOLDS, LLOYD**

Presenting Lloyd Reynolds  
KBLI, Blackfoot, Idaho

**RILEY, DALE**

Evening Vespers  
WLDY, Ladysmith, Wis.

**RIISING SUN GOSPEL SINGERS**

WVCG, Coral Gables, Fla.

**RITCHEY, CHARLES E.**

WVAM, Altoona, Pa.

**ROBBINS, GEORGE**

Listen While You Lunch  
WEBR, Buffalo, N. Y.

**ROESE, RAY**

Hospitality House  
WRFQ, Worthington, O.

**ROGERS, ROY**

B. Nov. 5, 1912, Cincinnati,  
Ohio; Roy Rogers Show, NBC-TV

**ROMERO, NED**

Ned Romero Show  
WJBO, Baton Rouge, La.

**ROSS, GLENN**

Glenn Ross Sings  
WIRK, West Palm Beach, Fla.

**ROY, MARY**

Stamp Us  
WWJ-TV, Detroit, Mich.

**RUCKER, JOAN**

Joan Sings  
WTND, Orangeburg, S. C.

**RUSSELL, CONNIE**

Breakfast with Music  
NBC-TV  
Dial Dave Garroway  
NBC

**RUSSELL, JACK**

Your Show of Shows  
NBC-TV

**RYAN, JOHNNY**

Party Line  
KVOO, Tulsa, Okla.

## — S —

**SALGADO, OLGA MARGARITA**

WCMN, Arecibo, P. R.

**SANTA FE RIDERS**

WKTV, Utica, N. Y.

**SARGENT, MICHAEL**

Music Michael Please  
WBW, Bedford, Ind.

**SCHAD, HARRY**

Breakfast at the Lenox  
WBEH, Buffalo, N. Y.

**SEARLES, TOM**

Tom & Abigail  
KELO, Sioux Falls, S. Dak.

**SEAY, ALBERT**

WSOK, Nashville, Tenn.

**SHAHER, DICK**

WLD-D, Dayton, O.

**SHAUGHNESSY, MARGIE**

KURC, Emd, Okla.

**SHEER, ORAL**

CKOY, Ottawa, Ont.

**SHERWOOD, BOBBY**

The Milton Berle Show  
NBC-TV

**SHORE, DINAH**

B. March 1, 1917, Winchester,  
Tenn.; Jack Smith-Dinah Shore-  
Margaret Whiting Show, CBS;  
Dinah Shore Show, CBS-TV

**SIRKEY, BOB**

Moments Musical  
WGL, Fort Wayne, Ind.

**SILVER KINGS, THE**

WLAG, LaGrange, Ga.

**SIMPSON, RALPH**

Singing Crusader  
WAKE, Greenville, S. C.

**SIZEMORE, GORDON AND**

LITTLE DOC  
WPKY, Frankfort, Ky.

**SLOCUM, BILL**

Wandering Minstrel  
KPOJ, Portland, Ore.

**SMILEY, BETTE**

Gits-hop  
WCNE, Pittsburgh, Pa.

**SMITH, ANN**

Heartwarmer  
WFEC, Miami, Fla.

**SMITH, BEN**

Ben Smith Sings  
KVMA, Magnolia, Ark.

**SMITH, HANK**

WFJA, Fort Payne, Ala.

**SMITH, KATE**

The Kate Smith Hour  
The Kate Smith Evening Hour  
NBC-TV

**SMITH, RAY**

WCOP, Boston, Mass.

**SNARY, BILL**

Breakfast Party  
WGN-TV, Chicago, Ill.

**SNGDGRASS, ELMER**

Elmer's Tunes  
WAKE, Greenville, S. C.

**SONGFELLOWS, THE**

KLMR, Lamar, Colo.

**SONGFELLOWS, THE**

WHO, Des Moines, Iowa

**SOUTHERN MELODY**

QUARTET  
WLAG, LaGrange, Ga.

**SOUTHLAND QUARTET**

WVIN, Olney, Ill.

**SPELMAN, MARIAN**

WLW, Cincinnati, O.

**STACKY, JEAN**

Jean Stacky Sings  
KTAT, Frederick, Okla.

**STALKER, CAV**

Breakfast Frolie  
KFH, Wichita, Kan.

**STANDORD, TED**

Guest Book  
WFAA-TV, Dallas, Tex.

**STARKEY, ROY**

Silhouettes of the West  
WBBB-TV, Chicago, Ill.

**STARR, JACKIE**

Western Jamboree  
WSAZ-TV, Charleston, W. Va.

**STERER, ELEANOR**

Voice of Firestone  
NBC, NBC-TV



**STEIN, GERTRUDE**  
Music of Masters  
WJEL, Springfield, O.

**STEPHENS, GINNY**  
Just You-Just Me  
WCAU, Philadelphia, Pa.

**STEVENS, GARRY**  
TV Showcase  
WRGB, Schenectady, N. Y.

**STEVENS, RICHARD**  
CKLN, Nelson, B. C.

**STEVENS, RISE**  
Voice of Firestone  
NBC, NBC-TV

**STEWART, MARTHA**  
Those Two  
NBC-TV

**STRINGER, TIPPY**  
Allan Jeffreys Show  
WTOP, Washington, D. C.

**SUTTS, GORDON**  
Suits Song Shop  
KGNC, Amarillo, Texas

**SWEETLAND, SALLY**  
Words in the Night  
NBC

**SWERER, BOB**  
Bob Swerer Show  
KCOL, Fort Collins, Colo.

## — T —

**TANGEN, CLARA**  
Clara Tangen Show  
KDEC, Decorah, Iowa

**TANZER, JACKIE**  
These Are My Favorites  
WREB, Holyoke, Mass.

**TAYLOR, MORRIS**  
Country Music Hall  
KMOR, Oroville, Cal.

**TAYLOR, PEGGY**  
Breakfast Club  
ABC

**TAYLOR, WAYNE**  
Wayne Taylor Show  
KTUL, Tulsa, Okla.

**TERRY, AL**  
Evangeline Round-up  
KVOL, Lafayette, La.

**THOMAS, DELL**  
Songs with a Western Touch  
KFAM, St. Cloud, Minn.

**THOMAS, MATT**  
WMAR-TV, Baltimore, Md.

**THOMASON, JIMMY**  
Jimmy Thomason Show  
KAFY, Bakersfield, Calif.

**THOMPSON, SUE**  
Dude Martin Show  
KTTV, Los Angeles, Calif.

**TOWNSEND, DUDLEY**  
Milne & Townsend  
WDBJ, Roanoke, Va.

**TRENERRY, ANN**  
Girl with a Song  
KLMA, Yakima, Wash.

**TURNER, DALLAS**  
Songs of the West  
KWJJ, Portland, Ore.

## — U —

**UPSON, DAVE**  
Dave & Barbara Show  
WKRC, Cincinnati, O.

**UPTON, DON**  
Don Upton Show  
WLVA, Lynchburg, Va.

## — V —

**VALENTINE, BARRY**  
WJZ-TV, New York

**VALLI, JUNE**  
Your Hit Parade  
NBC-TV

**VAN, JACKIE**  
Breakfast Party  
WGN-TV, Chicago, Ill.

**VANDERBILT, EILEEN**  
Songs by Eileen  
WFLA, Plant City, Fla.

**VAUGHAN, DENNY**  
CFRB, Toronto, Ont.

## — W —

**WAKELY, JIMMY**  
The Jimmy Wakely Show  
KNXT

**WALKER, DUSTY**  
Chef Milan  
KNBH, Hollywood, Cal.

**WALKER, GINNY**  
Third Call  
WWJ, Detroit, Mich.

**WALKER, MADELINE**  
WOW, Omaha, Neb.

**WARENSKJOLD, DOROTHY**  
Ford Festival Time  
NBC-TV

**WARREN, "DOC"**  
Cracker Jack Show  
WPDQ, Jacksonville, Fla.

**WASHBURN, EDIE**  
Eggs at Eight  
KVOO, Tulsa, Okla.

**WATRINS, GRACE**  
Words and Music  
KBIS, Bakersfield, Calif.

**WATTS, SLIM**  
Kinsel Jamboree  
KTRM, Beaumont, Texas

**WAUER, JUANITA**  
WHO, Des Moines, Iowa

**WAYNE, DICK**  
Lonesome Serenade  
KFEQ, St. Joseph, Mo.

**WAYNE, EDDY**  
Eddy Wayne Show  
WCUE, Akron, O.

**WEBB, HELEN**  
Sooner Shindig  
WKY-TV, WKY, Oklahoma  
City, Okla.

**WEBSTER, JOE**  
Sooner Shindig  
WKY-TV, WKY, Oklahoma  
City, Okla.

**WEISS, DICK**  
A Date With Dick  
WGBA, Columbus, Ga.

**WESSELS, MAX II.**  
Continental Varieties  
WWRL, New York, N. Y.

**WHEATLEY, JOANNE**  
American Music Hall  
ABC

**WHITE, BARBARA**  
Stardust Serenade  
KLMR, Lamar, Colo.

**WHITE, JOHNNY**  
Johnnie White and his Sons  
WNAX, Yankton, S. D.

**WHITING, MARGARET**  
Dancing Party  
ABC

**WILLIAMS, BILLY  
QUARTET**  
Your Show of Shows  
NBC-TV

**WILLIAMS, EDDIE**  
Western Songs  
KDAL, Duluth, Minn.

**WILLIAMS, FRANK**  
Refreshment Time  
WMRY, New Orleans, La.

**WILLYS, SUNDAY**  
Armed Forces Radio, "Jubilee,"  
Theater of the Air Club, Mac-  
Gregor Transcriptions

**WILSON, EILEEN**  
Your Hit Parade  
NBC-TV

**WILSON, HAPPY**  
WAPI, Birmingham, Ala.

**WILSON, PAT**  
Homemaker's Hob Nob  
WBNS-TV, Columbus, O.

**WOOD, AUSTIN**  
Missouri Swangsters  
KTTR, Rolla, Mo.

**WOODWARD, ARLISS**  
WSAM, Saginaw, Mich.

**WOODWORD, MARGARET**  
WHO, Des Moines, Iowa

**WORKMAN, DICK**  
WSYR, WSYR-TV, Syracuse,  
N. Y.

**WORTH, MARION**  
WAPI, Birmingham, Ala.

**WRIGHT, RUBY**  
WLW, Cincinnati, O.

## — Y —

**YOUNG, FLORENCE**  
Florence Young Show  
KOA, Denver, Colo.

**YOUNG, JEAN ANNE**  
WPFB, Middletown, O.

## — Z —

**ZEIDMAN, IRVING**  
Irving Sings  
KNOE, Monroe, La.



THE NEW YORK TIMES,  
FRIDAY, JANUARY 2, 1953

## RADIO & TELEVISION

### A Laconic Bill Stern, Accepting Conditions of New TV Medium, Calmly Describes Cotton Bowl Game

By JACK GOULD

Bill Stern, the veteran sportscaster, showed a rare brand of both courage and common sense yesterday. Nosed for years as an announcer who practically never stopped talking, he completely altered his technique in giving over the N. B. C. network an account of the Cotton Bowl game between Texas and Tennessee.

The contrast between the Stern of yesterday and the Stern of old was so marked, and so welcomed, that there could be no doubt that the sportscaster had deliberately elected to heed the cries of many football fans to let the TV camera tell the story. Bill deserves credit for making an about face. For a person in the public eye that is never easy.

The Texas-Tennessee game was an awful test for Mr. Stern because the Cotton Bowl attraction was an incredibly dull one. But whereas in days gone by Mr. Stern would have endeavored to camouflage the obnoxious with a torrent of words, yesterday he succinctly observed that Tennessee was not very good and let it go at that.

Mr. Stern's major improvement was that he did not chatter while a play was in progress, for the most part restricting his comment to giving the name of the player who carried the ball. On passes and kicks, he kept still and allowed the viewer to see for himself what was happening. Even during several occasions when the teams took time out, he said nothing. The viewers waited along with the spectators of the bowl for the game to resume, which is enlightened television.

Similarly, Mr. Stern abstained from analyzing the game in technical gobbledegook. Mr. Stern should complete successfully the transition from radio to TV. His worst troubles, apparently are over.

# THANKS JACK GOULD



*Bill  
Stern*

# SPORTS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1952



### — A —

**ADAMS, NOREY**  
KPIG, Bellingham, Wash.

**ADAMS, TONY**  
Sports Tonight  
WCAX, Burlington, Vt.

**ADELSON, JAMES**  
KCJB, Minot, N. D.

**AFMAN, FRED**  
WMTU, Greenville, S. C.

**ALBERTSON, DON**  
KGDE, Fergus Falls, Minn.

**ALBY, WYNN**  
Sports Shots  
WWOD, Lynchburg, Va.

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALDRIDGE, MAHLON R.**  
Sports Page  
KFRL, Columbia, Mo.

**ALEXANDER, PAUL**  
KSL-TV, Salt Lake City, Utah

**ALLAN, STAN**  
WPAC, Parochogue, N. Y.

**ALLBRIGHT, NAY**  
Sports Hi-Way  
WEAM, Arlington, Va.

**ALLEN, KIRBY**  
KXEO, Mexico, Mo.

**ALLEN, MEL**  
B. Feb. 14, 1913, Birmingham;  
G. M. Football  
NBC-TV

**ALLEN, PERC**  
CROC, Hamilton, Ont.

**AMBROSE, JOHNNY**  
WTAG, Worcester, Mass.

**ANDERSON, ALLEN**  
WASA, Havre de Grace, Md.

**ANDERSON, ARNOLD**  
Speaking of Sports  
CKPC, Brantford, Ont.

**ANDERSON, DICK**  
Jack's on it Six  
WEOA, Evansville, Ind.

**ANDERSON, JACK**  
WKIM, Mayfield, Ky.

**ANDERSON, TOM**  
Sports Roundup  
WGEZ, Beloit, Wis.

**ANDREWS, JEAN**  
Play by Play  
WIXX, Rockville, Md.

**ANGST, B. A.**  
WPAM, Pottsville, Pa.

**ANSELMO, VINCE**  
KJBL, Pocatello, Idaho

**ARMSTRONG, STU**  
According to the Coach  
WSIV, Pekin, Ill.

**ARNOLD, FULTON**  
F. A. Sports Roundup  
WTTM, Trenton, N. J.

**ARD, SAM**  
Sports Jottings  
WICA, New York, N. Y.

**ARTHUR, FRANK**  
Sports Report  
KFSN, San Francisco, Cal.

**AUCLAIR, G.**  
CJSO, Sorel, Que.

**AUSTIN, TED**  
Sports Edition  
WFAI, Fayetteville, N. C.

### — B —

**BAILEY, CHARLEY**  
WEBR, Buffalo, N. Y.

**BAIR, PAUL**  
A Bearing on Sports  
WEOA, Evansville, Ind.

**BAKER, BILL**  
WKQY, Carmi, Illinois

**BAKER, DICK**  
WSAI, Cincinnati, O.

**BAKER, JIM**  
Branney's Bandstand  
KYOT, Casper, Wyo.

**BAKER, NELSON**  
Melody Scoreboard  
WFRR, Baltimore, Md.

**BAKER, PAUL**  
Play by Play  
WEAD, Danbury, Conn.

**BALCH, FRANK**  
Sports Today  
WJOY, Burlington, Vt.

**BALDING, CHUCK**  
Sports Whirl  
WOAY, Oak Hill, W. Va.

**BALDWIN, BILL**  
KWRO, Coquille, Ore.

**BAMMANN, GLEN**  
Outdoors Ohio  
WGAR, Cleveland, O.

**BARBER, RED**  
Orange Bowl Game  
Fuel Waring Show  
CBS-TV

**BARBOSE, JOHN**  
WSNJ, Bridgeton, N. J.

**BARBOUR, BERSHELL**  
WCKB, Dunn, N. C.

**BARCLAY, AL**  
Sports Trail  
WAMS, Wilmington, Del.

**BARNETT, RUSS**  
Scoreboard  
WTOL, Toledo, O.

**BARRETT, BILL**  
WCHI, Columbia, Miss.

**BARRETT, WM. R.**  
WJES, Beckey, W. Va.

**BARRINGTON, JAY**  
Sports Final  
WEAF-TV, Kansas City, Mo.

**BARRY, GUY**  
Sports Parade  
WCOJ, Coatesville, Pa.

**BARRY, JOSH**  
Sports Parade  
WXOR, Norfolk, Va.

**BARTON, DALE**  
Sports Parade  
KCTM, Carroll, Iowa

**BARTER, PHIL**  
CJAV, Port Alberni, B. C.

**BASSMAN, DON**  
Your Sports Parade  
KVKM, Monahans, Tex.

**BATES, MARVIN**  
WGFB, Evansville, Ind.

**BAXTER, BOB**  
Football Finals  
WMSC, Columbia, S. C.

**BAYEUR, ROLAND**  
CKVL, Verdun

**BEATY, ROSS**  
WELM, Elmira, N. Y.

**BEDELL, FORREST**  
WFRG, Reidsville, N. C.

**BEHAN, DENNIS**  
Spotlight on Sport  
KLMR, Lamar, Colo.

**BEKAS, TONY**  
WRAP, Allentown, Pa.

**BELCHER, ROD**  
KOL, Seattle, Wash.

**BELL, GABBY**  
WILD, Birmingham, Ala.

**BELOTE, WILLARD**  
WGAF, Valdosta, Ga.

**BENDER, BOB**  
WGY, WRGB, Schenectady,  
N. Y.

**BENDER, TOM**  
Pisikin Preview  
WSAV, Savannah, Ga.

**BENNETT, DEAN**  
KSL, Salt Lake City, Utah

**BERNAN, AL**  
WEVD, New York

**BERNAM, MEL**  
Sports To-day  
WHAT, Phil., Pa.

**BERNAT, IRVING A., JR.**  
WRAB, Williamsport, Pa.

**BERGER, JEAN**  
CKBI, Matane, Que.

**BERRELL, LARRY**  
Sports Headlines  
KBIG, Avalon, Calif.

**BIEDRZACKI, TOM**  
Tip Off On Sports  
Miles City, Mont.

**BIRD, BUD**  
KISD, Sioux Falls, S. Dak.

**BIRD, FRANK**  
CJOC, Lethbridge, Alberta

**BIRDSONG, HUGH**  
Spotlight on Sports  
WPPM, Fort Valley, Ga.

**BIRLEFFI, LARRY**  
KFEC, Cheyenne, Wyo.

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CKWN, Vancouver, B. C.

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**BISSETT, FRANK**  
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KRAM, Las Vegas, Nev.

**BLACKBURN, BOB**  
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**BLAIS, YVON**  
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**BLAKE, CHAS. A.**  
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**BLOOM, MARY**  
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**BODNEY, AL**  
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**BOGESS, JOHN**  
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WLAG, Lagrange, Ga.

**BOHEMIER, ETIENNE**  
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**BOHNHOFF, ED**  
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**BOICE, CHUCK**  
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**BGLAND, JOE**  
WSBT, South Bend, Ind.

**BOND, VIRGIL**  
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**BOOTH, AUSTIN**  
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**BOWMAN, HUGH**  
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**BRANNON, JIM**  
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KWAL, Wallace, Idaho

**GEMAR, WM**  
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KFNF, Shenandoah, Iowa

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**GILMORE, BOB**  
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**GILSON, BRACE**  
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**GLEESON, BOB**  
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KVOE, Santa Ana, Cal.

**GLENN, RALPH**  
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**GLICKMAN, MARTY**  
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**GOODING, RALPH**  
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**GRAY, GORDON**  
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**HACKNEY, BILL**  
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- HANSSSEN, THOMAS R.**  
WMGR, Bainbridge, Ga.
- HARRISON, BOB**  
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- HARDIN, RAYMOND**  
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WHAR, Clarksburg, W. Va.
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KGNO, Dodge City, Kansas
- HARRINGTON, BILL**  
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- HARRIS, CHUCK**  
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- HART, HAL**  
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- HARTMAN, ROME JOHN**  
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- HAYWARD, RON**  
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- HEALY, CHUCK**  
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- HEARN, CHICK**  
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- HEDRICK, LEE**  
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- HEISS, BOB**  
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- HEILBRONER, LEW**  
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WCPS, Tarboro, N. C.
- HELD, SIDNEY**  
KVEN, Ventura, Cal.
- HELFER, AL**  
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- HENDERSON, GIG**  
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WLNH, Lenoir, N. H.
- HENDERSON, JACK**  
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- HENDRICKSON, BOB**  
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- HENRY, JOHN**  
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- HENSON, DOUGH**  
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- HERRICK, SHERB**  
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- HEULE, BILL**  
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- HEWEY, IRA L.**  
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- HEWITT, BILL**  
CKFH, Toronto
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- HICKMAN, HERMAN**  
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- HICKS, EARL**  
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WELC, Welch, W. Va.
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- HOPKINS, GEO.**  
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KVAN, Vancouver, Wash.
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- HOULTZ, MARY**  
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- HOWELL, CHAS. A., III**  
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- HUGGINS, C. R.**  
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- HUGHES, DON**  
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- HUGHES, JIM**  
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KGRH, Fayetteville, Arkansas  
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**JACOBUS, JAY**  
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**JONES, JIMMY**  
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**JONES, ROBERT**  
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KOVC, Valley City, N. D.

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**KIRMAYER, MIKE**  
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**KITTCART, JIM**  
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**KLEIN, DON**  
Athletic Director  
KIBB, Palo Alto, Cal.  
**KLIEWER, DUFF**  
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WVEC, Hampton, Va.  
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KPBK, Sacramento, Cal.  
**KRAUSM, WM.**  
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**LEAVITT, MEL**  
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**LECUS, ED**  
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KPAC, Port Arthur, Texas  
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WICH, Norwich, Conn.

**LESTER, TOM**  
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**LEWIS, ARNOLD**  
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**LEWIS, DAVE**  
KBLL, Blackfoot, Idaho

**LEWIS, JACK**  
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**LEYSNE, JON**  
CJDC, Dawson Creek, B. C.

**LIBBY, JOHN**  
TV of Sports  
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**LINDGREN, EVERETTE**  
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**LIVINGSTON, DAVE**  
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**LOCKE, BOB**  
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**LOHMEIER, WM.**  
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**LOKEY, FRANK**  
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**LOMAX, STAN**  
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**LUNDQUIST, ELDY**  
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WLLB, Marshfield, Wis.

**LYONS, TOM**  
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**LYNCH, BUD**  
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WFAU, Augusta, Maine

**McCANN, BOB**  
Sports Parade  
KBMY, Billings, Mont.

**McCARTER, BUD**  
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WCEM, Cambridge, Md.

**McCARTHY, CLEM**  
Horsereading  
NBC

**McCARTHY, RICHARD**  
WKNY, Kingston, N. H.

**McCARTY, MARSII**  
Spotlite on Sports  
WPAR, Parkersburg, W. Va.

**McCAULEY, ELLIOTT**  
Play-by-Play  
WFTL, Ft. Lauderdale, Fla.

**McINTYRE, JIM**  
Sportslants  
WNN, Louisville, Ky.

**McLELLAND, PAUL**  
WGEM, Quincy, Ill.

**McLOV, GEORGE**  
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CJOB, Winnipeg, Man.

**McCLUSKEY, JACK**  
Parade of Sports  
WJPE, Herrin, Ill.

**McCOLGAN, BILL**  
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WGAR, Cleveland, O.

**McCORMICK, FRANK**  
WBWB, Rutland, Vt.

**McCORMICK, JACK**  
Sports Column  
KRSN, Los Alamos, N. M.

**McCORMICK, JOHN**  
Sportsreel  
KVVC, Ventura, Cal.

**McCREARY, KENNETH**  
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WGLT, Newark, O.

**McDONALD, BOB**  
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CKCK, Regina, Sask.

**McGEE, ART**  
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**McGEEHAN, JOHN**  
WISC, Madison, Wis.

**McGHEE, GENE**  
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**McGIL, LAWRENCE**  
WFTM, Maysville, Ky.

**McGOWAN, MAC**  
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**McGRATH, ED**  
Director  
WSPA, Spartanburg, S. C.

**McGRAW, MAC**  
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KFTM, Fort Morgan, Colo.

**McKAY, JIM**  
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**McKAY, LES**  
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**McKINLEY, LARRY**  
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**McKINNEY, HERB**  
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KMMO, Marshall, Mo.

**McKNIGHT, WES**  
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**McLARRIN, LESLIE**  
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KSUC, Susanville, Cal.

**McLAUGHLIN, JAMES**  
WSHB, Stillwater, Minn.

**McLEAN, JACK**  
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**McLEAN, NORRIS**  
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**McLIXN, STONEY**  
WIP, Phil., Pa.

**McMANUS, C.**  
CKPR, Ft. William, Ont.

**McMULLEN, DICK**  
WKRQ, Mobile, Ala.

**McNARON, KEN**  
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WGAA, Cedartown, Ga.

**McNEW, LEON**  
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WTAC, Flint, Mich.

**McPHERSON, STEW**  
WCCO-TV, Minneapolis, Minn.

**McYAY, BOB**  
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KFJI, Klamath Falls, Ore.

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KBIO, Burley, Idaho

**MacDONALD, JOHN**  
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WMMW, Meriden, Conn.

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**MacLEOD, TOM**  
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**MacMILLAN, L. H.**  
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WHEC, Rochester, N. Y.

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**MAHAR, DICK**  
KSUM, Fairmont, Minn.

- MANN, STU**  
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WLOR, Minneapolis, Minn.
- MANNERS, DAVE**  
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- MANSFIELD, BOB**  
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- MARGOT, MANNY**  
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- MARSH, ROY S.**  
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- MARTIN, DAVE**  
WTHI, Terre Haute, Ind.
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WUMI, Ashland, Ky.
- MARTIN, GLEN**  
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- MARTINDALE, WINKIE**  
WDXL, Jackson, Tenn.
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KPAW, St. Cloud, Minn.
- MASON, FRANK**  
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- MASTERS, LEN**  
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- MATHYS, LYLE**  
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- MAXWELL, TOM**  
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- MAYRAND, WARD**  
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- MAYS, BOB**  
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- MEATH, EDDIE**  
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- MERKIMAN, DONALD W.**  
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- MICHAEL, RAY**  
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- MILLER, DICK**  
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- MILLER, FRANK**  
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KSLM, Sikeston, Mo.
- MILLER, JACK**  
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- MILLER, JOHN**  
KJR, Seattle, Wash.
- MILLER, STRETCH**  
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- MILLER, VAN C.**  
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- MILTON, JUD**  
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- MILWEE, N. C.**  
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- MINOR, CARL, JR.**  
KELD, Floydada, Tex.
- MISTGIVICH, MIKE**  
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- MITCHELL, BO.**  
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WBSR, Pensacola, Fla.
- MITCHELL, JACK**  
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- MIZELLE, GEORGE**  
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- MOEN, JOE**  
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- MOFFATT, JOSEPH**  
WSLS, Roanoke, Va.
- MOFFIELD, RAY**  
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- MOLEN, SAM**  
KPRM, Kansas City, Mo.
- MOONEY, FRANK**  
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- MOORE, ARLAN**  
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WUTC, Vancelevy, Ky.
- MOORE, DALE**  
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- MOORE, JERRY**  
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WKOK, Sunbury, Pa.
- MORAN, JACK**  
KVER, Albuquerque, N. M.
- MOREHOUSE, GENE**  
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WVNR, Beckley, W. Va.
- MORELAND, HARRY**  
KCRY, Carothersville, Mo.
- MORFV, BOB**  
KHAS, Hastings, Neb.
- MORGAN, ED**  
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KBON, Omaha, Neb.
- MORGAN, ROBERT**  
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KDLM, Detroit Lakes, Minn.
- MORRIS, BOB**  
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WTON, Staunton, Va.
- MORRIS, LEO R.**  
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- MORTON, ED**  
WBHF, Cartersville, Ga.
- MORTON, LEONARD**  
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KSWO, Lawton, Okla.
- MOST, JOHNNY**  
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- MOSTELLER, JERRY**  
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- MOTLEY, RAY**  
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- MOWRY, LEE, JR.**  
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WLAQ, Rome, Ga.
- MULLER, JERRY**  
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KIBL, Berryville, Tex.
- MULLEN, FRANK**  
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WHOB, Gardner, Mass.
- MULLINAX, ED**  
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WLAG, LaGrange, Ga.
- MULLINAX, WALLY**  
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- MULLINS, MOON**  
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- MUNDY, ED**  
KCSB Sport Desk  
KCSB, San Bernardino, Cal.
- MUNLEY, JACK**  
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KFH, Wichita, Kan.
- MURDOCK, HOWARD**  
WIMS, Michigan City, Ind.
- MURPHY, BOB**  
CKLW, Detroit, Mich.
- MURPHY, BOB**  
KOCY, Oklahoma City, Okla.
- MURPHY, DAN**  
KTEL, Walla Walla, Wash.
- MURPHY, EDWARD**  
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WVHG, Hornell, N. Y.
- MURPHY, PAT**  
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KWSH, Wewoka, Okla.

**MURPHY, TOM**  
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KGYW, Vallejo, Calif.

**MURRAY, DON**  
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WDBJ, Roanoke, Va.

**MURRAY, RED**  
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KENI, Anchorage, Alaska

**MUZZY, JIM**  
WHBC, Canton, O.

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**NAIMO, JOHN**  
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WBOW, Bedford, Ind.

**NAVARRO, AUGIE**  
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KLO, Ogden, Utah

**NETTLESHIP, HAL**  
WKID, Urbana, Ill.

**NEAL, BOB**  
WXEL, Cleveland, O.

**NEWHOUSE, HAL**  
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KRCO, Prineville, Oreg.

**NEWMAN, JACK**  
WIBA, Madison, Wis.

**NEY, CHUCK**  
KAYL, Storm Lake, Iowa

**NICHOLSON, DICK**  
WEAR, Pensacola, Fla.

**NIEHAY, ED**  
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KDAS, Malvern, Ark.

**NIELM, WALT**  
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WMBL, Morehead City, N. C.

**NIMS, ROBERT**  
WAAB, Worcester, Mass.

**NIX, ED**  
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KVOE, Santa Ana, Cal.

**NOBLES, TOM**  
Sports Parade  
KCOY, Santa Maria, Cal.

**NOGRADY, RAY**  
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KLMR, Lamar, Colo.

**NORMAN, DICK**  
WMAN, Mansfield, O.

**NORMAN, DON**  
KFAB, Omaha, Neb.

**NORMANDIN, MICHEL**  
CKAC, Montreal

**NORNING, DUTCH**  
KSIB, Creston, Iowa

**NORWIG, GEORGE**  
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WCSC, Charleston, S. C.

**NOYAK, JAY**  
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KBNZ, La Junta, Colo.

**NELTY, SHEL**  
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WWSC, Glens Falls, N. Y.

**NUZUM, CHUCK**  
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WCAE, Pittsburgh, Pa.

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**O'BRIEN, BILL**  
WSAR, Fall River, Mass.

**O'BRIEN, TOMMY**  
KTRM, Beaumont, Texas

**O'BRIEN, SHERRY**  
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**O'CONNOR, JOHN**  
KCRF, Trinidad, Colo.

**O'DELL, VIRGIL**  
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WGRO, Bay City, Mich.

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KRIZ, Phoenix, Ariz.

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WCNT, Centralia, Ill.

**OLIVER, TELFORD K.**  
CKLN, Nelson, B. C.

**OLMES, JAMES**  
WCPA, Clearfield, Pa.

**OLSON, BOB**  
WJMS, Ironwood, Mich.

**O'MALLEY, CHICK**  
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WACE, Springfield-Chicopee, Mass.

**O'MARA, BILL**  
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KING-TV, Seattle, Wash.

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CJVL, Victoria, B. C.

**ORNENT, STAN**  
WGBS, Miami, Fla.

**ORUM, BILL**  
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KRCR, Euclid, Okla.

**OSBORNE, ED**  
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WMSO, Columbia, S. C.

**OTTE, JOHNNY**  
WJCD, Seymour, Indiana

**OWEN, DON**  
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KWSH, Wewoka, Okla.

**OWENS, DICK**  
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WISL, Shamokin, Pa.

**OWENS, LEWIS**  
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WAIN, Columbia, Ky.

**OWENS, MOREY**  
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**PAGE, ELIOT**  
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WSKI, Montpelier, Vt.

**PAGE, JOHN**  
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WCSS, Amsterdam, N. Y.

**PAIGE, CARL**  
Hans SportsLite  
KLAS, Las Vegas, Nev.

**PAIGE, ERIK**  
Paige on Sports  
WCAV, Norfolk, Va.

**PALMER, BUD**  
Madison Square Garden  
WPIX, New York

**PALMER, ROBERT**  
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KTSW, Emporia, Kansas

**PALMQUIST, CHARLES R.**  
WSTR, Sturgis, Mich.

**PANTON, JIM**  
CKOY, Kelowna, B. C.

**PARKER, FRED**  
Tenth Inning  
WJWL, Georgetown, Delaware

**PARKER, JOHN**  
WCOG, Greensboro, N. C.

**PARKER, LARRY**  
KXJK, Forrest City, Ark.

**PARKER, TONY**  
WZD, Decatur, Ill.

**PARKS, DARYL**  
WKRC-TV, Cincinnati, O.

**PARSONS, MARSHALL**  
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WQAM, Miami, Fla.

**PARTON, RED**  
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WOLP, Syracuse, N. Y.

**PASEK, CHUCK**  
KYSM, Mankato Minn.

**PASSE, LOEL**  
KTHH, Houston, Texas

**PATILLO, BOB**  
WNDB, Daytona Beach, Fla.

**PATTON, BILL**  
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KLFY, Lafayette, La.

**PAUL, SYD**  
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WHOL, Allentown, Pa.

**PAULIN, ED**  
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**PAXTON, TOM**  
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**PAYNE, JACK**  
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**PEACH, BOB**  
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**PECK, FRANK**  
KLCB, Libby, Montana

**PEISS, ED**  
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KOOK, Billings, Mont.

**PENFIELD, ADD**  
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**PERKINS, JACK**  
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**PERKINSON, DENNIE**  
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WKLV, Blackstone, Va.

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**PERLIN, BERNIE**  
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**PERRY, LINC**  
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**PETERSON, ARNE**  
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**PETERSON, EDDIE**  
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KSUB, Cedar City, Utah

**PETERSON, GENE**  
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**PETTIT, LLOYD**  
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**PHILLIPS, PAT**  
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**PIERRO, LOU**  
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**PIPHER, BILL**  
WIOU, Kokomo, Ind.

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**POPE, BILL**  
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WABY, Albany, N. Y.

**POPE, BILL**  
WENY, Elmira, N. Y.

**POPE, JOHNNY**  
WPIC, Sharon, Pa.

**POUCHER, WAYNE**  
WCOS, Columbia, S. C.

**POVICH, SHIRLEY**  
WTOP, Washington, D. C.

**POWELL, DON**  
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KLCB, Libby, Montana

**POWELL, WOODY**  
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WCVA, Culpepper, Va.

**POWERS, JIMMY**  
Cavaleade of Sports  
NBC-TV

**POWERS, PERCY**  
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**PRESTON, V. M.**  
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KWOE, Clinton, Okla.

**PRYOR, BILL**  
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WNBF-TV, Binghamton, N. Y.

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WMIS, Natchez, Miss

**PRIMA, BUDDY**  
WCEG, Rocky Mount, N. C.

**PRINCE, BOB**  
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**PROCTOR, ROBT. L.**  
WLBZ, Bowling Green, Ky.

**PURSER, WILLARD J.**  
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WMIX, Mt. Vernon, Ill.

**PYLES, DAVE**  
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**QUIGLEY, DON**  
KCID, Caldwell, Idaho

**QUINAN, JACK**  
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**QUINLAN, JACK**  
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**QUINN, JACK L.**  
KWIE, Kennewick, Wash.

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WKAP, Allentown, Pa.

**RAHAIN, FRED**  
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**RAIDERS, PAUL**  
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**RAINES, JIM**  
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WCBS, Anderson, Ind.

**RAMAY, JOE**  
KLYN, Amarillo, Texas

**RAMPTON, CLARE**  
Sports Director  
KWWL, Waterloo, Iowa

**RAND, FRED**  
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WCLD, Cleveland, Miss.

**RANDEL, TED**  
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KGEM, Boise, Idaho

**RAWLINSON, CHUCK**  
WNOW, York Pa.

**RAVBURN, JOHNNY**  
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**RAYMOND, STAN**  
Sportscope  
WATL, Atlanta, Ga.

**REDDEN, JAMES**  
WCRD, Morris-town, Tenn.

**REEH, DOUGLAS**  
KSHI, Gladewater, Texas

**REEVE, RAY**  
WRAL, Raleigh, N. Carolina

**REGAN, BOB**  
KCBQ, San Diego, Cal.

**REICH, STANLEY S.**  
WGGG, Gainesville, Fla.

**REID, DENNY**  
CKOV, Kelowna, B. C.

**REID, DICK**  
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**REIMERS, ED**  
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KPTV, Los Angeles, Cal.

**REIMERS, R. J.**  
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**REITH, HARRY**  
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WRST, New Castle, Pa.

**REMILLARD, LEO**  
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**REUBEN, MARY**  
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**RHODES, TED**  
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**RIEHALI, WM.**  
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**RICHARDS, BOB**  
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**RICHARDSON EARL A.**  
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**RICHARDSON, JESS**  
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**RICHARDSON, MEL**  
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KBUH, Brigham City, Utah

**RIDDLE, BILL**  
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**RIDENHOUR, PAUL**  
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**RIDER, MAUREY**  
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KJR, Seattle, Wash.

**RIDONOUR, WM.**  
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**RIFENBURG, DICK**  
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**ROBERTSON, FORD**  
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**ROBERTSON, JIM**  
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**ROBINSON, JIM**  
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**ROBSON, JIM**  
CJAV, Port Alberni, B. C.

**RODRICK, BOB**  
KGCX, Sidney, Mont.

**ROEGELE, DAVE**  
KCOK, Pontiac, B. C.

**ROGERS, DAVE**  
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WJMX, Florence, S. C.

**ROGERS, GEORGE**  
WMAR-TV, Baltimore, Md.

**ROHN, BILL**  
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KSOO, Sioux Falls, S. Dak.

**ROLLINS, WAYNE**  
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KYCA, Prescott, Ariz.

**ROMAN, JUAN B.**  
Digesto Deportivo  
WPAB, Ponce, P. R.

**ROSEHILL, DAVE**  
WGSN, Huntington, N. Y.

**ROSKIN, LEW**  
CJDC, Dawson Creek, B. C.

**ROSS, EARL**  
Looking at Sports  
KCKW, Moneton, N. B.

**ROSS, KAL**  
WMGM, New York, N. Y.

**ROTH, BILL**  
WIST, Charlotte, N. C.

**ROWLEY, TOM**  
Sports-Lants  
WENE, Banghamton-Endicott, N. Y.

**RUFF, BILL**  
Sportslite  
KOLQ, Reno, Nev.

**RUGL, VIC**  
KORC, Mineral Wells, Texas

**RUTA, JOHN**  
WHLI, Niagara Falls, N. Y.

**RYAN, AL C.**  
KURY, Edinburg, Texas

**RYAN, JOE**  
WALL, Middletown, N. Y.

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**SAMLE, RAY**  
Sports Special  
KCHL, Chillicothe, Mo.

**SACCO, BOB**  
WAZL, Hazleton, Pa.

**SALTER, ELMER G.**  
Last Word in Sports  
WATD, Auburn, Ala.

**SAMM, JOHN**  
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WPAM, Pottsville, Pa.

**SANDS, JOE**  
KPRL, Paso Robles, Cal.

**SANFORD, PHIL**  
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WGRO, Bay City, Mich.

**SANSONE, JOE**  
WFNS, Burlington, N. C.

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KBST, Big Spring, Tex.

**SAUNDERS, ERNIE**  
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**SAVAGE, BOB**  
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- SCHLAD, DICK**  
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- SCHENKEL, CHRIS**  
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- SCHILLING, FRED**  
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KAYS, Hays, Kansas
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KGPH, Flagstaff, Ariz.
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CSRW, Summerside, P. E. I.
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KDRS, Paragould, Ark.
- SCOTT, BILL**  
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KSCB, Liberal, Kansas
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WJLE, West Point, Ga.
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KTFY, Brownfield, Tex.
- SCOTT, DAVID**  
WKNB-TV, New Britain, Conn.
- SCOTT, HAROLD**  
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- SCOTT, MARK**  
B. Chicago, Ill.; Hollywood Stars Baseball, KFWB; All Pro Football, NBC-TV; Hollywood Opening Night—NBC-TV; Hollywood Legion Boxing, ABC-TV; Boston Backie, NBC-TV; Speaking of Sports, KFWB.
- SCOTT, RAY**  
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WJPR, San Juan, Porto Rico
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WDLB, Marshfield, Wis.
- SEMPRINI, ED**  
Cape & Islands Sportscast  
WOCB, West Yarmouth, Mass.
- SENACZKO, ED**  
WPTH, Port Huron, Mich.
- SHAFFER, MAX**  
WDAN, Danville, Ill.
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KEYL, San Antonio, Tex.
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- SHEPARD, STEVE**  
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WSCR, Scranton, Pa.
- SHERMAN, BU**  
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WBAP-TV, Ft. Worth, Texas
- SHERMAN, JACK**  
WFAA-Dallas, Tex.
- SHREK, JAMES, JR.**  
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KFGO, Fargo, N. D.
- SHIVER, JACK**  
WGAZ, Valdosta, Ga.
- SHORT, JACK**  
CJOR, Vancouver, B. C.
- SHUDD, ROY**  
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WTRY, Troy, N. Y.
- SHUMATE, GENE**  
KSO, Des Moines, Iowa
- SHUTTS, BILL**  
Sports Whirl  
KVOC, Casper, Wyo.
- SIEBERT, DICK**  
WFCN, Minneapolis, Minn.
- SIEGEL, MORRIE**  
WTOP, Washington, D. C.
- SIMMONS, JIM**  
Parade of Sports  
WJMA, Orange, Va.
- SIMMONS, LON**  
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KCTA, Yuba City, Cal.
- SIMMONS, PETE**  
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KIKI, Honolulu, T. H.
- SIMS, FRANK**  
Let's Be Frank  
WKMH, Dearborn-Detroit, Mich.
- SIMS, WAYNE**  
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WMSL, Decatur, Ala.
- SINGER, HANK**  
WPWA, Chester, Pa.
- SINGER, MEL**  
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WVCG, Cord Gables, Fla.
- SLATER, MANNING**  
Slater's Sports  
WICV-TV, Bridgeport, Conn.
- SLATER, SAM**  
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WCOM, Parkersburg, W. Va.
- SLATER, WOODY**  
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KUGN, Eugene, Ore.
- SMITH, BOB**  
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WABD, New York
- SMITH, ROCKY**  
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WLOP, Orlando, Fla.
- SMITH, DALE**  
WMRF, Lewiston, Pa.
- SMITH, DOUG**  
CFCE, Montreal
- SMITH, FRANK**  
KHUM, Eureka, Cal.
- SMITH, FRED**  
Sports Caravan  
WFBB-TV, Indianapolis, Ind.
- SMITH, GENE**  
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WTND, Orangeburg, S. C.
- SMITH, GORD**  
CFBC, St. John, N. B.
- SMITH, JIM**  
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WTMC, Ocala, Fla.
- SMITH, JOE**  
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- SMITH, LEE**  
WPMP, Pascagoula, Miss.
- SMITH, LEO**  
WNAC-TV, Boston, Mass.
- SMITH, LES**  
WNAC, Boston, Mass.
- SMITH, RAY**  
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WOAP, Owosso, Mich.
- SMITH, WM.**  
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WJAY, Mullins, S. C.
- SNYDER, ED**  
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- SORENSEN, PHIL**  
KVNJ, Logan, Utah
- SPAN, OWEN**  
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WTOB, Winston-Salem, N. C.
- SPARKS, RED**  
WFOM, Marietta, Ga.
- SPECIALE, JOHN**  
KGHC, Galveston, Texas
- SPENCE, JOE**  
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CHNO, Sudbury, Ont.
- SPENCER, MILTON**  
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- STANFIELD, RAY**  
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- STAPLES, FRED**  
Staples on Sports  
WHJC, Matakwan, W. Va.
- STARK, CHUCK**  
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- STATHAM, TOM**  
CFJR, Brockville, Ont.
- STATZ, DICK**  
WJON, St. Cloud, Minn.
- STEDMAN, DICK**  
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WGFG, Kalamazoo, Mich.
- STEELE, BOB**  
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WTHC, Hartford, Conn.
- STEELE, JIMMY**  
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WNOE, New Orleans, La.
- STEELE, JOHN**  
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Scoreboard  
CDKA, Victoria, B. C.



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**STERRETT, BOB**

In the Sports WTON, Staunton, Va.

**STEVENS, CARL**

Spotlight On Sports WNAV, Annapolis, Md.

**STEVENS, ELBY**

Rod and Gun Club WTYN, St. Johnsbury, Vt.

**STEVENS, JESS**

WEOL, Elyria, O.

**STEWART, JOSEPH**

WDAF, Kansas City, Mo.

**STEWART, WILLIAM G.**

KFKA, Greeley, Colo.

**STOCK, JIM**

Sports Final WHIM, Bloomsburg, Pa.

**STOGNER, EARL**

WDVA, Danville, Va.

**STONE, CLAIR**

WBAY, Greer Bay, Wis.

**STONE, LYNN**

WKY, Evansville, Ind.

**STONE, PHIL**

Sports Roundtable CHUM, Toronto, Ont.

**STONER, JAY**

KBYN, Bemidji, Minn.

**STONEY, ROY**

Sports Story KBOA, Modesto, Cal.

**STORM, BRYAN**

Sports Roundup KRUL, Corvallis, Ore.

**STRATTON, DICK**

WMBR-TV, Jacksonville, Fla.

**STREET, MALCOLM**

Sports Parade WHMA, Anniston, Alabama

**STREETER, HOWARD**

WFMD, Frederick, Md.

**STRICKLAND, BILL**

Cavalcade of Sports WIRA, Ft. Pierce, Fla.

**STUMPO, LOU**

KDB, Santa Barbara, Cal.

**SULLIVAN, CHAS.**

WMC, Memphis, Tenn.

**SULLIVAN, CLAUDE**

Today in Sports WCLK, Lexington, Ky.

**SULLIVAN, ROBERT**

WRRN, Marion, Ohio

**SUMMERVILLE, PAUL**

CKLB, Ossawa, Ont.

**SWANSON, DICK**

Sports Briefs WAGA-TV, Atlanta, Ga.

**SWENEY, BUDDY**

WHKC, Columbus, Ohio

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**TABLITZER, BILL**

Sportsround KMOR, Oroville, Cal.

**TABNEK, ORRIS**

WTOY, Toledo, O.

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WKRC, Cincinnati, O.

**TASNADA, JOHN**

Sports Final KOOS, Coos Bay, Ore.

**TAUB, SAM**

WJGM, New York, N. Y.

**TAYLOR, BILL**

KCBD, Lubbock, Texas

**TAYLOR, GEORGE**

WBRD, Ft. Lauderdale, Fla.

**TEAS, CHARLES**

KOB-TV, Albuquerque, N. M.

**TEGMEIER**

KTRF, Thief River Falls, Minn.

**TEMPLETON, DINK**

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**TERRY, CHEM**

WBAP-TV, Ft. Worth, Tex.

**THACKER, JIM**

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**THEISINGER, GEORGE**

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**THILANIUS, ED**

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**THOMAS, D. GLENN**

WJEJ, Hagerstown, Md.

**THOMAS, JIM**

Fish & Game Club of the Air WNOP, Newport, Ky.

**THOMAS, LARRY**

Sportscycle CHUB, Namaimo, B. C.

**THOMPSON, GEORGE**

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**THORGERSEN, ED**

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**THORPE, WM.**

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**TIERNEY, JACK**

Sportscope WWCO, Waterbury, Conn.

**TILLER, GUY**

Sportsreel WQXI, Atlanta, Ga.

**TORGERSON, STAN**

Sports Hi lites WBIZ, Eau Claire, Wis.

**TRACE, ROBERT**

Kochler's Sports Review WMGW, Meadville, Pa.

**TRACEWELL, JIM**

Strictly Sports KCSB, San Bernardino, Cal.

**TRAEGER, JOHN**

Sportscast KWED, Seguin, Tex.

**TRANTER, CHUCK**

WNAE, Warren, Pa.

**TRAYNOR, PIE**

KQV, Pittsburgh, Pa.

**TREDWAY, BILL**

KJIV, Huron, S. Dak.

**TRINE, PHIL**

Sports Parade KUKI, Ukiah, Cal.

**TRUITT, ROLLIE**

KWJJ, Portland, Ore.

**TRUSSELL, JAKE**

Sports Column KINE, Kingsville, Texas

**TULLIO, LOU**

Sports Review WJET, Erie, Pa.

**TURNER, RAY**

Spotlight on Sports WTAR-TV, Norfolk, Va.

**TWERELL, BRUCE E.**

KOJM, Havre, Montana

**TYNE, JIM**

Tyme for Sports KSET, Pocatello, Idaho

**TVSON, TY**

Sports Review WWJ, Detroit, Mich.

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**UFER, ROBERT**

WPAQ, Ann Arbor, Mich.

**ULBRICH, RAYMOND**

WSAM, Saginaw, Mich.

**ULRICK, ED**

Spotlight on Sports WJOK, Lima, O.

**UNDERWOOD, RALPH**

Sports Trail WC'NB, Comersville, Ind.

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**VACHE, BOB**

Sports Corner KYMA, Yuma, Ariz.

**VACKNER, CHARLES**

WBNS, New York, N. Y.

**VAGNER, JACK**

KKAL, Rawlins, Wyo.

**VALENTI, FRANK**

KGMB, Honolulu, T. H.

KHBC, Hilo, T. H.

**VANROBY, CLIFTON**

WTBO, Cumberland, Md.

**VanVOORHIS, H.**

WLBK, Lebanon, Pa.

**VARNELL, LARRY**

KLZ, Denver, Colo.

**VARNEY, MVRON**

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**VAZQUEZ, PEDRO**

WAPA, San Juan, P. R.

**VEACH, BOB**

WFRX, West Frankfort, Ill.

**VENNER, FRANK**

WSPD-TV, Toledo, O.

**VEIDT, BILL**

Sports Call WHSY, Hattiesburg, Miss.

**VERDON, BOB**

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**VESTRO, AL**

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**VEY, JOHN**

Sports in Your Community CFNB, Frederick, N. B.

**VIDNOVIC, SAM**

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**VINEY, HENRY**

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**VOGEL, GEORGE**

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**WAGNER, BOB**

WHIZ-TV, Zanesville, O.

**WAGNER, JAY**

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**WALDEN, WARREN**

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**WALKER, HAL**

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**WALKER, JAMES P.**

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10 o'clock Wire WRLD, Lewiston, Idaho

**WALLACE, BOB**

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**WALSH, FRANK J.**

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**WALSHAK, DAVID**  
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**WARDEL, J.**  
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**WARREN, KENNETH**  
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**WATERMAN, BERNIE**  
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**WATSON, CHARLES**  
KBOA, Kennett, Mo.

**WATSON, DRANE**  
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**WATTS, DUANE L.**  
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**WATRICK, DON**  
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**WEATHERLY, BOB**  
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**WEAVER, RIK**  
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**WEBB, HUGH**  
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**WECKERLE, JOE**  
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**WEITZEL, JACK**  
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**WESTERMEIER, BOB**  
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**WHITAKER, EUGENE**  
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**WHITMORE, TOM**  
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**WIDMAN, RALPH**  
WFAA, Dallas, Texas

**WIGGINS, JIM**  
KABC, San Antonio, Texas

**WILBE, DARL**  
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WBOW, Terre Haute, Ind.

**WILBER, DEL**  
KXLW, St. Louis, Mo.

**WILCOX, GEORGE A.**  
KWBU, Corpus Christi, Texas

**WILKINS, KEN**  
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**WILKINSON, JIM**  
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**WILLS, JACK**  
KYUM, Yuma, Ariz.

**WILLIAMS, AL**  
WEVE, Eveleth, Minn.

**WILLIAMS, BILL**  
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**WILLIAMS, CHARLES**  
KWNO, Winona, Minn.

**WILLIAMS, DALE**  
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WOL-TV, Ames, Iowa

**WILLIAMS, KENT**  
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WDOK, Cleveland, O.

**WILLIAMS, OMAR**  
WLWD, Dayton, O.

**WILLIAMS, PAUL**  
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WWJ-TV, Detroit, Mich.

**WILLIAMS, PETE**  
Sportsman's Hour  
WAGC, Chattanooga, Tenn.

**WILLIAMS, TONY**  
KCMO, Kansas City, Mo.

**WILSON, BERT**  
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**WILSON, BUD**  
WKXL, Concord, N. H.

**WILSON, CHUCK**  
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**WILSON, DAVE**  
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KANS, Wichita, Kans.

**WILSON, GLENN**  
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**WILSON, JOE**  
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WNBQ, Chicago, Ill.

**WILSON, RONALD**  
CJKL, Kirkland Lake, Ont.

**WILSON, WARD**  
WMGM, New York, N. Y.

**WINTON, ED**  
KCNV, San Marcos, Texas

**WISEMAN, HARRY**  
WLSL, Roanoke, Va.

**WISMER, HARRY**  
WOR, New York City

**WITTGES, DOLLY**  
KVOR, Colorado Springs, Colo.

**WOLF, FRED**  
WXYZ-TV, Detroit, Mich.

**WOLFE, ROLAND C.**  
WLYC, Williamsport, Pa.

**WOLFE, ROLAND C.**  
WKGX, Knoxville, Tenn.

**WOLFF, BOB**  
Bob Wolf Show  
WWDC, Washington, D. C.

**WOLFART, EDWARD**  
WFPB, Atlantic City, N. J.

**WOOD, ROBERT**  
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**WOODS, JIM**  
World of Sports  
WAGA-TV, Atlanta, Ga.

**WOODSIDE, SAM**  
WHCU, Ithaca, N. Y.

**WOODHOUSE, WOODY**  
WDNC, Durham, N. C.

**WOODWARD, LEROY**  
WVJS, Owensboro, Ky.

**WRATHER, LOU**  
WENK, Union City, Tenn.

**WRIGHT, MANNY**  
KBOR, Brownsville, Tex.

**WULCHIN, STEVE**  
WHAP, Hopewell, Va.

**WYLIE, BOB**  
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WAKR, Akron, Ohio

**WYMAN, MAL**  
KALB, Salt Lake City, Utah

**WYNN, JIM**  
KVIM, New Iberia, La.

**WYNNE, BILL**  
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**YONTZ, BOB**  
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**YOUNG, JAY**  
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**YOUNG, TOMMY**  
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KWAT, Watertown, S. D.

**YOUNGBLOOD WESLEY**  
RSEL, Lubbock, Texas

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**ZABEL, JIM**  
WHO, Des Moines, Iowa

**ZARO, RIO**  
Sports Forecasts  
KYCA, Prescott, Ariz.

**ZASTROW, DON**  
Sport Capsule  
WTRM, Hartford, Wis.

**ZEGARSKY, EDDIE**  
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WHUB, Coosville, Tenn.

**ZEIDMAN, IRV**  
Sports Wheel  
KNOE, Monroe, La.

**ZELICH, MARK**  
World of Sports  
WATW, Ashland, Wis.

**ZIMMERMAN, BOB**  
In the World of Sports  
KOEL, Oelwein, Iowa

**ZOGG, HAL**  
Roundtable of Sports  
KUTA, Salt Lake City, Utah



**JOHN CAMERON SWAYZE**

NBC-TV

# NEWS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1952



### — A —

**ABBOTT, TOM**  
WJMR, New Orleans, La.

**ABELS, ED**  
Comments on Local Affairs  
KLWN, Lawrence, Kansas

**ACKERLY, ROBT. J.**  
KXA, Seattle, Wash.

**ADAMS, BILL**  
Farm Reporter  
KGO, San Francisco, Cal.

**ADAMS, CEDRIC**  
WCCO-TV, Minneapolis, Minn.

**ADKINS, JOHN**  
WETB, Johnson City, Tenn.

**AGRAIT, GUSTAVO**  
WIPR, San Juan, Porto Rico

**AGRONSKY, MARTIN**  
Martin Agronsky and the  
News  
ABC

**AHEARN, TOM**  
Tom Ahearn Edits the News  
WXYZ-TV, Detroit, Mich.

**ALDERSON, JOHN M.**  
Shell News Digest  
WFBR, Baltimore, Md.

**ALEXANDER, JACK**  
CKOY, Ottawa, Ont.

**ALLEN, BOB**  
WPAZ, Pottstown, Pa.

**ALLEN, GEORGE**  
WBVP, Beaver Falls, Pa.

**ALLEN, PHIL**  
KOIL, Omaha, Neb.

**ALLEN, SPENCER**  
S. A. & the News  
WGN-TV, Chicago, Ill.

**ANDERSON, TREZZVANT W.**  
Pittsburgh Courier News  
WUST, Bethesda, Md.

**ANDREWS, EARL**  
WAD, Auburn, Ala.

**ANDREWS, HIRAM G.**  
Dispelling the Fog  
WARD, Johnstown, Pa.

**ANDREWS, M. CARL**  
Over the Editor's Desk  
WDBJ, Roanoke, Va.

**ANGELL, JACK**  
WNBQ, Chicago, Ill.

**ANTHONY, DICK**  
KDAL, Duluth, Minn.

**ANTHONY, JULIAN**  
News of Tomorrow  
Headline Edition  
ABC

**ANTHONY, LEE**  
WTAD, Quincy, Ill.

**ARMSTRONG, BILL**  
WRAL, Raleigh, N. Carolina

**ARNOLD, BILL**  
WTOG, Toledo, O.

**ARTHUR, BILL**  
Buckeye Viewpoint  
WRFO, Worthington, O.

**ARTHUR, BILLY**  
WJNC, Jacksonville, N. C.

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Voice of the News  
WEEK, Peoria, Ill.

**ARTHUR, FRANK**  
News at Thirty  
KSAN, San Francisco, Calif.

**ASHLEY, CHARLES**  
WEEI, Boston, Mass.

**AUSTIN, BILL**  
WPLH, Huntington, W. Va.

**AVARSE, JOSEPH**  
Delaware Valley Review  
WTTM, Trenton, N. J.

### — B —

**BACH, GUNNAR**  
Headline Edition, News of To-  
morrow, This Week Around  
the World, ABC

**BAGDASARIAN, A. C.**  
WNBZ, Saranac Lake, N. Y.

**BAHR, PAUL**  
WEOA, Evansville, Ind.

**BAIRD, NEIL**  
KXOL, Fort Worth, Tex.

**BAKER, JOHN**  
WHBC, Canton, O.

**BAKER, ROLAND**  
Headline Digest  
KNYZ, Houston, Tex.

**BALDWIN, FRANCES OAKES**  
CKLN, Nelson, B. C.

**BALL, BOB**  
WHO, Des Moines, Iowa

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Hello People  
KSRB, Santa Rosa, Cal.

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News  
NBO

**BARRY, LESTER**  
On The Farm  
KVCV, Redding, Cal.

**BARTON, FRANK**  
11th Hour News  
KNBH, Hollywood, Cal.

**BASSINDALE, BOB**  
News with Bassindale  
WBAP-TV, Fort Worth, Tex.

**BASSO, NICK**  
The News Picture  
WSAZ-TV, WSAZ, Charleston,  
W. Va.

**BATSON, GAY**  
Shell News  
WDSA, New Orleans, La.

**BATTS, JAMSE W.**  
Eight O'Clock News  
WNNC, Newton, N. C.

**BAUGH, ERNEST**  
WMAJ-TV, Baltimore, Md.

**BAUKHAGE, H. R.**  
Mutual

**BEATTY, MORGAN**  
News of the World  
NBC

**BECK, BILL**  
WBBZ, Ponca City, Okla.

**BEMNER, HUGH**  
Town Talk  
CKPC, Bradford, Ont.

**BELKUNP, AL**  
WEST, Salem, Mass.

**BELL, ED**  
WIVY, Jacksonville, Fla.

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Between the Lines  
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**BELLO, TONY**  
WJPF, Herrin, Ill.

**BELNAP, W. J.**  
Town Crier  
KMVI, Lailuku, Maui, T. H.

**BERG, LEE**  
KOWH, Omaha, Neb.

**BERGER, GENE**  
News Editor  
WOL, Washington, D. C.

**BERGHOLM, NORMAN**  
WNAV, Annapolis, Md.

**BERNAM, MEL**  
WHAT, Philadelphia, Pa.

**BERNHARD, PAT**  
Broadside of News  
WFOY, St. Augustine, Fla.

**BERRELL, LARRY**  
Southland Roundup  
KBIG, Avalon, Calif.

**BIDDLE, DICK**  
Noon News  
WOWL, Florence, Ala.

**BIDDLE, RUTH**  
All Around Town  
WOWL, Florence, Ala.

**BIGLER, TOM**  
Tom Bigler & the News  
WILK, Wilkes-Barre, Pa.

**BILL, EMIL**  
WMBD, Peoria, Ill.

**BILLINGS, JACK**  
KUGN, Eugene, Ore.

**BILLMAN, BOB**  
KCSJ, Pueblo, Colo.

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KXIT, Dalhart, Texas

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WFAA, Dallas, Texas

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Between the Lines  
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KCID, Caldwell, Idaho

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KTBC, Austin, Texas

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WINS, New York

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Orange Empire Reporter  
KVOE, Santa Ana, Cal.

**BOURGEOIS, CLAUDE A.**  
CKAC, Montreal

**BOUTET, G.**  
Nouvelles de chez nous  
CHEP, Granby, Que.



**BOUTON, ED**  
 WKTV, Union, N. Y.

**BOWERS, BILL**  
 KTTS, Springfield, Mo.

**BOWLER, JAMES V.**  
 WPEN, Phil., Pa.

**BOWMAN, ROBT. T.**  
 CFBC, St. John, N. B.

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 WCPA, Clearfield, Pa.

**BRADFORD, BOB**  
 Bradford Views the News  
 WRFL, Lexington, Va.

**BRADLEY, FRANK R.**  
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**BRANCH, NEAL**  
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 News of New Haven  
 WNHC, New Haven, Conn.

**BRESCIA, MATTY**  
 KWEM, West Memphis, Ark.

**BREVIK, ERNIE**  
 WDAY, Fargo, N. D.

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 Camel News Caravan  
 NBC-TV

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 WHTN, Huntington, W. Va.

**BROOKINS, DON**  
 WDLF, Panama City, Fla.

**BROOKS, CLIFF**  
 Our Town  
 WGBF, Evansville, Ind.

**BROOKS, NED**  
 Sunoco Three Star Extra

**BROPHY, FRED**  
 WHIO, Dayton, Ohio

**BROUGHAM, GLEN**  
 Columbus Newsreel  
 WGBA, Columbus, Ga.

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 CKCH, Hull, Que.

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 WIRE, Indianapolis, Ind.

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 CKCV, Quebec

**BRUNER, ROBERT**  
 WIOU, Kokomo, Ind.

**BROWN, CECIL**  
 Mutual

**BROWN, HOWARD**  
 Noon Edition  
 WTVJ, Miami, Fla.

**BROWNING, ROBERT**  
 WKNY, Kingston, New York

**BRYSON, CONREY**  
 KTSM, El Paso, Texas

**BRYSON, LYMAN**  
 CBS

**BUBBETT, MARY**  
 Desatur in Review  
 WMSL, Decatur, Ala.

**BULLEN, REED**  
 KVNJ, Logan, Utah

**BULLER, DICK**  
 WKMH, Dearborn-Detroit,  
 Mich.

**BUMPUS, HAL**  
 KVOB, Colorado Springs, Colo.

**BUR, NIC**  
 WBAY, Green Bay, Wis.

**BURDETT, WINSTON**  
 CBS

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 Editor of the Air  
 KPVD, Los Angeles, Cal.

**BURKS, WALTER**  
 KIMO, Independence, Mo.

**BURNS, JOSEPH**  
 Mid-Afternoon News Report  
 KNHC-TV, New Haven, Conn.

**BURTON, BILL**  
 Farm News and Views  
 WJER, Dover, O.

**BURTT, EVELYN**  
 WHAI, Greenfield, Mass.

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 WISC, Madison, Wis.

**BUTLER, FRANK**  
 WTVN, Minneapolis, Minn.

**BUTLER, HOMER**  
 Marion Daily Republican  
 WEBQ, Harrisburg, Ill.

**BUTSCHER, TOM**  
 WMOA, Marietta, Ohio

**BUTT, BERT**  
 Daily News  
 St. John's, Nfld.

**BUTT, J. KINGSLEY**  
 WIRA, Ft. Pierce, Fla.

**BUTZ, BOB**  
 KRQJ, Boulder, Colo.



**DOUGLAS EDWARDS**

CBS News Commentator



**GUY RUNNION**



— C —

**CADDELL, RAYMOND**  
WHSC, Hartsville, S. C.

**CALVIN, HAROLD**  
Passing Parade  
WPFB, Middletown, O.

**CAMPBELL, DAVE**  
WAPI Birmingham, Ala.

**CANHAM, ERWIN D.**  
Christian Science Monitor  
Views and News  
ABC

**CAREY, BILL**  
Carey's Corner  
WSPB, Sarasota, Fla.

**CARR, JOHN**  
WIL, St. Louis, Mo.

**CARRINGTON, BOB**  
Detroit Headline  
WXYZ-TV, Detroit, Mich.

**CARTER, AL**  
WOTW, Nashua, N. H.

**CARTER, CAL**  
WWPB, Miami, Fla.

**CATLIN, BILL**  
Business in the News

**CAWLEY, TOM**  
Dout You Think  
WNBF-TV, Binghamton, N. Y.

**CEDERBERG, CARL**  
WWJ, Detroit, Mich.

**CHAMBERS, JAMES F.**  
WHOL, Allentown, Pa.

**CHANDLER, TED**  
Vt. News Roundup  
WCAX, Burlington, Vt.

**CHANNING, COPE**  
Yellow River Farm  
WEAS, Decatur, Ga.

**CHAPEL, JOHN**  
KLX, Oakland, Cal.

**CHEVERTON, DICK**  
WMT, Cedar Rapids, Iowa

**CHILD, RALPH**  
KMA, Shenandoah, Iowa

**CHRISTIE, GEORGE**  
Old Crusader  
WFEA, Manchester, N. H.

**CLANCY, HAL**  
Hal Clancy Reports the News  
WHDH, Boston, Mass.

**CLARKE, VAL**  
CKLW, Detroit, Mich.

**CLARK, DALE**  
WAGA, Ollanta, Ga.

**CLARK, HAL**  
KWIE, Kennewick, Wash.

**CLARK, J. B.**  
WAYS, Charlotte, N. C.

**CLARK, RAY**  
WOW-TV, WOW, Omaha, Neb.

**CLAWSON, JAMES G.**  
12:15 Edition  
KRXK, Rexburg, Idaho

**CLEARY, J. M.**  
WESB, Bradford, Pa.

**CLEMENTS, JACK**  
WWNC, Asheville, N. C.

**CLINE, KEN**  
WJBK-TV, Detroit, Mich.

**CLOS, JEAN**  
Clos Look at the News  
WKLO, Louisville, Ky.

**CLOUD, RAY**  
News Editor  
KAVL, Lancaster, Cal.

**COCHRAN, HARRY**  
WEIR, Weirton, W. Va.

**COCHRAN, RON**  
WTOP, Washington, D. C.

**COGGINS, HARRY**  
WFBC, Greenville, S. C.

**COLEMAN, WILLIAM**  
WRUF  
Gainesville, Fla.

**COLLETTE, JACK**  
Coffee Cup Edition  
WHJC, Matewan, W. Va.

**COLLIER, JOHN**  
WGL, Fort Wayne, Ind.

**COLLINS, FRED**  
NBC

**COLVIG, BOB**  
KSFQ, San Francisco, Cal.

**COMBES, RALPH**  
KFEQ, St. Joseph, Mo.

**COMBEST, DANIEL**  
KLCB, Libby, Montana

**COMBS, GEORGE HAMILTON**  
ABC

**COMBS, MARK**  
WHPE, High Point, N. C.

**COMPTON, GEO. C.**  
WJPS, Evansville, Ind.

**CONAWAY, RAY**  
KTHH, Houston, Texas

**CONDON, GLENN**  
Today's Headlines  
KRMG, Tulsa, Okla.

**CONNER, GEO. W.**  
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KWSH, Wewoka, Okla.

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WF1N, Findlay, Ohio

**CORBIN, LOU**  
This Week in Baltimore  
WFBZ, Baltimore, Md.

**COSLETT, FRANKLIN D.**  
WBRE, Wilkes-Barre, Pa.

**COSTELLO, BILL**  
CBS

**COSTLEY, JAN**  
WINR, Binghamton, N. Y.

**COURTICE, JAMES**  
WHUC, Hudson, N. Y.

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Alan Courtney Show  
WGBS, Miami, Fla.

**COVINGTON, TED**  
Noon News  
WONN, Lakeland, Fla.

**COWART, SARAH**  
WROX, Clarksdale, Miss.

**COWLING, HORACE**  
WCOP, Boston, Mass.

**COX, MERLIN**  
Meaning Behind the News  
WTBF, Troy, Ala.

**COX, REG**  
WCAP, Lowell, Mass.

**COY, JIM**  
WNBC, New York City

**CRAIG, CHARLES**  
WDVA, Danville, Va.

**CRAIG, VERN**  
Open Mike Forum  
WKAP, Allentown, Pa.

**CRAMER, JOHN E.**  
This Week in Review  
WMIX, Mt. Vernon, Ill.

**CRISWELL, WILLIAM**  
6 o'clock News  
WCUM, Cumberland, Md.

**CRONKITE, WALTER**  
WTOP, Washington, D. C.

**CROWLEY, BILL**  
WARA, Attleboro, Mass.

**CUMMISKEY, JOE**  
WAGE, Syracuse, N. Y.

**CUNNINGHAM, BILL**  
WNAC-TV, WNAC, Boston, Mass.

**CURLEY, JAMES M.**  
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WBMS, Boston, Mass.

**CURRIE, CARLTON**  
Behind the News  
KSUE, Susanville, Cal.

**CURTIS, FRANK**  
WTRF, Bellaire, Ohio

**CUTLER, JIM**  
WKIP, Poughkeepsie, N. Y.

— D —

**DABECCO, HENRY**  
WJAS, Pittsburgh, Pa.

**DABOUL, JOE**  
WJCO, Springfield, Hampden, Mass.

**D'ACCARDO, GENE**  
Between the Lines  
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WNAB, Bridgeport, Conn.

**DALE, ALLEN**  
KEYS, Corpus Christie, Texas

**DALTON, KENNETH G.**  
Your 1460 Commentator  
WBET, Brockton, Mass.

**DALEY, JOHN**  
This Week Around The World  
ABC

**DANES, SPENCER**  
WRBY, Richmond, Ind.

**DAUGHERTY, JACK**  
Between the Lines  
KVON, Napa, Cal.

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R. D.'s Commentary  
WCAV, Norfolk, Va.

**DAVIDSON, W. R.**  
WAKN, Aiken, S. C.

**DAVIS, ELMER**  
Elmer Davis and the News  
ABC

**DAVIS, REN**  
KMOX, St. Louis, Mo.

**DAVIS, ZONA B.**  
News Column of the Air  
WCRS, Ellingham, Ill.

**DAY, CHARLES**  
Shell News  
WGAR, Cleveland, O.

**DEBNAM, W. E.**  
Debnam Views the News  
WTFE, Raleigh, N. C.

**DEEGAN, JOHN**  
Eastern Pa. Today  
WHUM-TV, WHUM, Reading, Pa.

**DELL, FREDERIC T.**  
KGDE, Fergus Falls, Minn.

**DENNETT, JACK**  
CFRB, Toronto, Ont.

**DERBACK, ED**  
CKY, Winnipeg

**DESMOND, EDWARD**  
WINA, Charlottesville, Va.

**DEVINE, MAURICE**  
News Behind the Headlines  
WERI, Westerly, R. I.

**DeYOANNES, ARMONDO**  
News by DeYoaannes  
WHLB, Virginia, Minn.

**DIAB, GEORGE**  
WTRF, Bellaire, Ohio

**DICKEY, BOB**  
WJAS, Pittsburgh, Pa.

**DICKOFF, CHAS. R.**  
WBEV, Beaver Dam, Wis.

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WHS, Lansing, Mich.

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WLWD, Dayton, O.

**DIXON, ROY**  
KTRM, Beaumont, Texas

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Legislative Reporter  
WDEV, Waterbury, Vt.

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WELS, Kingston, N. C.

**DONALDSON, JOHN**  
CKY, Winnipeg

**D'ONOFRIO, SAM**  
WLNA, Peekskill, N. Y.

**DOOLITTLE, LEWIS**  
WHGB, Harrisburg, Pa.

**DOTY, LOCKWOOD**  
NBC

**DOWNING, CARL**  
RGY, Olympia, Wash.

**DOWNS, BILL**  
CBS

**DOYLE, TOM**  
KOB, Albuquerque, N. M.

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Behind the Headlines  
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WNBZ, Chicago, Ill.  
NBC

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WIKK, Erie, Pa.

**DUERSON, J. R.**  
Wat Do You Think

**KELD, Eldorado, Ark.**

**DUGGAN, VINCE**  
CKOK, Denton, B. C.

**DULANE, CHUCK**  
WGAY News  
WGAY, Silver Spring, Md.

**DUNCAN, JOHN**  
KSTP, Santa Barbara, Cal.

**DUNHAM BOB**  
KVOR Colorado Springs, Col.

**DENN, JACK**  
WDAY, Fargo, N. D.

— E —

**EADIE, DEANE**  
WSNL, Budgeton, N. J.

**EARLE, GLENN**  
KPAO, Port Arthur, Texas

**EAST, HENRY**  
Tomorrow's News  
WLAG, LaGrange, Ga.

**EATON, ARTHUR J.**  
WPHO, Minneapolis, Minn

**EATON, RICHARD**  
WSID, Baltimore, Md.

**EATON, ROBERT**  
WJPE, Herrin, Ill.

**EBEL, WALTER**  
News and Views  
KWPC, Hot Springs, Ark.

**EDMONDS, GEN. J. E.**  
WLDS, Asheville, N. C.

**EDMONDS, JAMES**  
James Edmonds Presents the News  
WESC, Greenville, S. C.

**EDWARDS, CURT**  
WTCN, Minneapolis, Minn.

**EDWARDS, DOUGLAS**  
Douglas Edwards with the News  
CBS-TV

**EDWARDS, JOHN**  
Headline Edition, News of Tomorrow  
ABC

**EDWARDS, ROSS**  
W. Va. News  
WCHS, Charleston, W. Va.

**EDWARDS, WEBLEY**  
Hawai Newsreel  
KONA, Honolulu, Hawaii

**EID, LEIF**  
Pro & Con  
NBC

**ELLAS, BOB**  
Today 'n Bakerfield  
KBLS, Bakersfield, Calif.

**ELLIOT, IAN A.**  
KRJE, Miles City, Montana

**ELLIS, SARAH**  
WHAJ, Greenfield, Mass.

**ENGLE, CLIFF**  
KFRC, San Francisco, Cal.

**ENGLER, ROBERT**  
KRSC, Seattle, Wash.

**ERICKSON, CARL**  
WBEN, Buffalo, N. Y.

**ERICKSON, WALLY**  
News and Farm News  
KFRF, Fresno, Cal.

**ERK, E. CHRISTY**  
Survey of the News  
WBRY, Waterbury, Conn.

**ESTRELLA, BLANCA**  
Latin American News  
WTOB, Miami Beach, Fla.

**EVANS, BOYD**  
Ala. Farmer's Time  
WSGN, Birmingham, Ala.

**EVANS, DAVID, JR.**  
WHD, Des Moines, Iowa

**EVERSOLE, JACK**  
Breakfast News  
WKCT, Bowling Green, Ky.

## — F —

**FABER, JIM**  
KTAC, Tacoma, Wash.

**FAGAN, FRANK**  
WCEC, Rocky Mount, N. C.

**FALGE, O. J.**  
WLKY, Ladysmith, Wis.

**FALK, ED**  
KWWL, Waterloo, Iowa

**FARO, FRANK**  
KGON, Portland, Ore.

**FARKEN, BILL**  
WPEN, Phil., Pa.

**FARRINGTON, GLEN**  
WTAX, Springfield, Ill.

**FENIMORE, SUE**  
WLAP, Lexington, Ky.

**FIELD, BILL**  
KEVT, Kerrville, Texas

**FIELD, TOM**  
11th Hour News  
WNBK, WTAM, Cleveland, O.

**FIELDS, JOHN**  
News Room  
WKY-TV, Oklahoma City, Okla.

**FINCH, BILL**  
News at 9:00  
KRAL, Craig, Colo.

**FINDLEY, MARY ELLEN**  
News of Macon  
WMAZ, Macon, Ga.

**FINNEY, FRED**  
KTTC, Tucson, Ariz.

**FIRMIN, JAMES H.**  
The Way I See It  
WMOK, Metropolis, Ill.

**FISHER, JERRY**  
KGBS, Harlingen, Texas

**FITCH, JERRY**  
KGIN, Glenwood Springs, Colo.

**FLAXINGTON, WARD**  
Plain Thoughts of a Plain Citizen  
WWHG, Hornell, N. Y.

**FLEET, TOM C.**  
KCNV, San Marcos, Texas

**FLEMING, JAMES**  
Today  
NBC-TV

**FLEMING, THOMAS J.**  
WSPA, Sparta, S. C.

**FIN, K. W.**  
The Week in Review  
WJAM, Marion, Ala.

**FLANN, JOHN T.**  
KBH, Brigham City, Utah

**FLANN, JOHN T.**  
Behind the Headlines  
KSM, Sikeston, Mo.

**FLYNN, JOHN T.**  
WBIP, Booneville, Miss.

**FLYNN, JOHN T.**  
WFUR, Grand Rapids, Mich.

**FLYNN, PAT**  
KLYN, Amarillo, Texas

**FORBES, GILBERT**  
Gilbert Forbes and the News  
WFBM-TV, Indianapolis, Ind.

**FORD, JOHN**  
WTCN, Minneapolis, Minn.

**FORESTER, BOBBIE**  
Legislative Program Digest  
KXLR, Little Rock, Ark.

**FORREST, WILLIAM**  
Behind the News  
WGNV, Newburgh, N. Y.

**FORTUNE, FRANK**  
WBEN, Buffalo, N. Y.

**FOSTER, CEDRIC**  
WNAC-TV, WNAC, Boston, Mass.

**FOSTER, CHUCK**  
KXL, Portland, Ore.

**FOSTER, GRANT**  
Front Page  
KWY, Oklahoma City, Okla.

**FOSTER, HOMER W.**  
WSOO, Sault Ste. Marie, Mich.

**FOWLKES, WILLIAM**  
Courier News  
WERD, Atlanta, Ga.

**FOX, BILL**  
KGY, Olympia, Wash.

**FOX, BILL**  
WPTW, Piqua, O.

**FRANCES, AL**  
WFC, Canton, O.

**FRANCIS, SEYMOUR**  
KSON, San Diego, Cal.

**FRANK, WILLIAM P.**  
WULM, Wilmington, Del.

**FRASER, GORDON**  
News of Tomorrow  
ABC

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KFER, Fresno, Calif.

**FREEMAN, HARRY**  
Phillips News Reporter  
KFSA, Ft. Smith, Ark.

**FRENCH, GRAHAM**  
Graham French Reporting  
KOPO, Tucson, Ariz.

**FRENETTE, OSCAR**  
WSOO, Sault Ste. Marie, Mich.

**FRIEND, GEORGE**  
World News Review  
WPLA, Plant City, Fla.

**FRIESEN, J. P.**  
CKPR, Ft. William, Ont.

**FROST, RALPH**  
WROL, Knoxville, Tenn.

**FRYE, J. A.**  
KBBK, Alice, Texas

**FUNK, EDA**  
WDEL, Elizabethtown, Ky.

**FUNK, JACK**  
WSMI, Litchfield, Ill.

**FURNESS, WALTER**  
Cruise for News  
WCOL, Columbus, O.

## — G —

**GAFFANEY, L. L.**  
KOLS, Pryor, Okla.

**GAGNON, JEAN-LOUIS**  
CKAC, Montreal

**GAINES, WALT**  
WDEL, Elizabethtown, Ky.

**GAMBLE, E. R.**  
Town Crier  
WBZ, Batavia, N. Y.

**GAMMELL, SERENO**  
WTHF, Hartford, Conn.

**GARDINER, DON**  
WJZ, New York, N. Y.

**GARLINGTON, S. W.**  
WEVD, New York, N. Y.

**GARNER, J. E.**  
KFPW, Fort Smith, Ark.

**GARRETSON, JOSEPH**  
Joseph Garretson & the News  
WSAI, Cincinnati, O.

**GARRISON, JOHN**  
Noon News  
WFUN, Huntsville, Ala.

**GARTON, CLEM**  
East of Town  
WPRC, Lincoln, Ill.

**GAVITT, DICK**  
KFH, Wichita, Kan.

**GAYMAN, YAUGHN**  
WDBQ, Dubuque, Iowa

**GEARHART, NICK**  
KTBS, Shreveport, La.

**GEBBERS, KEITH**  
On File  
KPR, North Bend, Ore.

**GEBNER, BENJ. A.**  
WEVD, New York, N. Y.

**GEER, SANDY**  
WALT, Tampa, Fla.

**GELATT, ROD**  
WHO, Des Moines, Iowa

**GELZER, JACK**  
WISJ, Lockport, N. Y.

**GEORGE, NICK**  
KWWL, Waterloo, Iowa

**GERAGHTY, LARRY**  
Maine Network News  
WOSH, Portland, Maine

**GIBSON, PHIL**  
WMBD, Peoria, Ill.

**GILBERT, JOHN**  
WRK, Dallas, Texas

**GILSON, BRACE**  
Everybody's News  
WNHC, New Haven, Conn.

**GINGELL, GEORGE**  
State of the Nation  
WRBL, Columbus, Ga.

**GIVEN, KEN D.**  
WLB, Bowling Green, Ky.

**GLAVNEY, JOHN**  
Speaking of News  
WTRY, Troy, N. Y.

**GLADSTONE, HENRY**  
WOR, N. Y.

**GLEASON, BOB**  
All the News  
WMSL, Decatur, Ala.

**GLEASON, JOHN H.**  
WIMS, Michigan City, Ind.

**GLOSTER, ROOSEVELT**  
News & Views  
WHOD, Homestead, Pa.

**GODWIN, EARL**  
Earl Godwin's Washington  
NBC

**GOLDSBOROUGH, M. L.**  
Behind the News  
WGET, Gettysburg, Pa.

**GOODE, MAL**  
Courier News  
WHOD, Homestead, Pa.

**GOODMAN, JUANITA**  
KICA, Clovis, N. M.

**GORDON, ROBERT D.**  
KSL-TV, Salt Lake City, Utah

**GORDON, ROGER V.**  
KMMO, Marsall, Mo.

**GOSB, FRANK**  
KNX, Los Angeles, Cal.

**GOTBERG, GEORGE**  
WFEA, Fort Payne, Ala.

**GOW, GEORGE**  
KANS, Wichita, Kansas

**GRAEFE, HERBERT H.**  
WOKW, Sturgeon Bay, Wis.

**GRAFE, HARRY**  
KMOR, Oroville, Cal.

**GRAHAM, GORDON**  
News at Noon  
WIBC, Indianapolis, Ind.

**GRAHAM, JAMES E.**  
News of the Day  
WWGS, Tifton, Ga.

**GRANT, AUSTIN**  
CKLW, Detroit, Mich.

**GRANT, PETER**  
WAAB, Worcester, Mass.

**GRANT, PETER**  
WTAR-TV, Norfolk, Va.

**GRANT, TAYLOR**  
Headline Edition  
Taylor Grant and the News  
ABC

**GRAVE, KEN**  
Final Edition  
KTLA, Los Angeles, Cal.

**GRAY, BARRY**  
Barry Gray Show  
WABD, New York

- GRAY, JAMES H.**  
Editors Outlook  
WALB, Albany, Ga.
- GREEN, H. E.**  
News-Interviews  
KFKA, Greeley, Colo.
- GREEN, M. E.**  
H. Means This  
WFGN, Gaffney, S. C.
- GREENE, LORNE**  
CREY, Toronto, Ont.
- GREGG, MARY**  
Talk Of The Town  
KAFY, Bakersfield, Calif.
- GRESS, ED**  
WTHI, Terre Haute, Ind.
- GROBEN, PAUL**  
KOY, Phoenix, Ariz.
- GRIFFIN, MICHAEL**  
WBAY, Green Bay, Wis.
- GRIFFING, M. R.**  
KCOG, Centerville, Iowa
- GRINNELL, CHAS. W.**  
Vermont Angle  
WSKI, Montpelier, Vt.
- GROSS, LOUIS**  
WJMJ, Phil., Pa.
- GROVE, BOB**  
Virginia Today  
WMBG, Richmond, Va.
- GUARE, PAUL H.**  
Random Review  
WSKI, Montpelier, Vt.
- GUNN, BEN**  
News by Gunn  
WAGA-TV, Atlanta, Ga.
- GUNN, D.**  
VOGM, St. John's, Newf.
- GUTHRIE, WARREN**  
WXEL, Cleveland, O.
- GYSEN, SAM**  
WMIE, Miami, Fla.
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- HABERER, WALTER, COLONEL**  
Background to The News  
KNEA, Jonesboro, Ark.
- HADLOCK, JAMES**  
KCMJ, Palm Springs, Cal
- HAEBERLE, FLORENCE**  
WHA1, Greenfield, Mass.
- HAGERMAN, BARTLEY**  
Ky. Round-Up  
WLBZ, Bowling Green, Ky.
- HAGGERTY, FRED**  
WFPG, Atlantic City, N. J.
- HAINLINE, RICHARD**  
KICK, Springsfield, Mo.
- HAIRGROYE, JIM**  
KFRD, Rosenberg, Texas
- HALL, EDWARD R.**  
World News  
KELD, Eldorado, Ark.
- HALLOCK, MEL**  
KMGN, Great Falls, Montana
- HALPIN, W. GREG**  
Cupsuleasts  
M'BM, Baltimore, Md.
- HALTERMAN, KENNETH**  
WCUE, Akron, O.
- HALVORSON, JOHN**  
KCBQ, San Diego, Cal.
- HAMLYN, EDWARD**  
WMBS, Untontown, Pa.
- HAMRICK, EARLE A.**  
WPCB, Dunkirk, N. Y.
- HANCOCK, HAROLD**  
WNEE, Binghamton-Endicott,  
N. Y.
- HANSON, BILL**  
News Roundup  
WPAC, Patehogue, N. Y.
- HARDY, OTIS**  
WHRV, Ann Arbor, Mich.
- HARGREAVES, LANN**  
KVIM, New Iberia, La.
- HARKNESS, RICHARD**  
NBC
- HARMON, ROY LEE**  
In the Spotlight  
WVNR, Beckley, W. Va.
- HARPER, TRO**  
News Report  
KPIX, San Francisco, Cal.
- HARRIER, BOYD**  
WTAR-TV, Norfolk, Va.
- HARRISON, BOB**  
WHNC, Henderson, N. C.
- HARRY, RAY**  
WRAY, Princeton, Ind.
- HART, BOB**  
KTRH, Houston, Texas
- HART, DON**  
WSNJ, Bridgeton, N. J.
- HART, KEN**  
Kentucky News Round Up  
WPKY, Frankfort, Ky.
- HARTLEY, HOWARD**  
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WTAN, Clearwater, Fla.
- HARTMAN, FRED**  
KREL, Baytown, Texas
- HARVEY, PAUL**  
Paul Harvey Program  
ABC
- HASLER, JOE**  
KBIX, Muskogee, Okla.
- HASLING, JACK**  
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KFKI, Ukiah, Cal.
- HASTINGS, DON**  
KVSM, Mankato, Minn.
- HATFIELD, LANSING**  
WWNC, Asheville, N. C.
- HATSMANN, JACK**  
KCBQ, San Diego, Cal.
- HAYES, EARL**  
WJBR-TV, Detroit, Mich.
- HAYES, SAM**  
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- HAYWARD, BRUCE**  
KWK, St. Louis, Mo.
- HEALEY, JIM**  
WOKO, Albany, N. Y.
- HEATTER, GABRIEL**  
Mutual
- HELMERS, DALE**  
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KSEK, Pittsburg, Kansas
- HENDRICKSON, BOB**  
WLTU, Atlanta, Ga.
- HENLE, RAY**  
Sunco Three-Star Extra  
NBC
- HENRY, BILL**  
Mutual
- HENRY, HARRY D.**  
WHKY, Hickory, N. Carolina
- HERLIHY, ED J.**  
B. August 14, 1912, Boston,  
Mass.; Children's Hour, WNBT;  
Goodyear Theater, NBC-TV;  
Kraft Theater, NBC-TV; Herlihy  
and the News at Noon, Univer-  
sal Newsreel, WNBT
- HERRING, CHARLES**  
World Today  
KING-TV, Seattle, Wash.
- HERSON, BILL**  
Coffee in Washington  
NBC
- HESS, BOB**  
KSVF, Artesia, N. M.
- HEYBORNE, ROBT. J.**  
Behind the News  
KSTU, Cedar City, Utah
- HEYWOOD, LARRY**  
This Week  
CFAC, Cadogan, Ala.
- HICKMAN, BOWERS**  
WHBQ, Memphis, Tenn.
- HICKS, BOB**  
KVOU, Laidale, Texas
- HICKS, GEORGE**  
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- HIGBIE, LES**  
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- HIGGINS, R. E., JR.**  
WUNC, Durham, N. C.
- HILBURN, JIM**  
KTRH, Houston, Texas
- HILL, CECIL**  
Notes in the Background  
KRCR, Enid, Okla.
- HILL, EDWIN C.**  
Human Side of the News  
ABC
- HILL, LILLARD**  
News Final  
WBAP-TV, Fort Worth, Texas
- HILLEGAN, FRED**  
WSVR, Syracuse, N. Y.
- HINDMAN, WM.**  
WJWC, Columbus, O.
- HINES, LINDLEY**  
KMOX, St. Louis, Mo.
- HINN, MICHAEL**  
WFSA-TV, Dallas, Texas
- HINSHAW, FRED MOORE**  
WLBC, Muncie, Ind.
- HITT, BILL**  
WIOU, Kokomo, Ind.
- HOGAN, JAY**  
The World Today  
KRLD-TV, Dallas, Texas
- HOLDER, H. RANDOLPH**  
WREX, Athens, Ga.
- HOLDERBY, BOB**  
KTOK, Oklahoma City, Okla.
- HOLLENBECK, DON**  
6 O'Clock Report  
WCBS-TV, New York
- HOLLES, EVERETT**  
Reporters Roundup  
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- HOLLOWAY, HUBERT**  
I See Today  
WKRC, Cincinnati, O.
- HOLM, A. S.**  
Mike Holm's Views and Ver-  
sions  
KGPH, Flagstaff, Ariz.
- HOLMES, BOB**  
News Review  
WPAC, Patehogue, N. Y.
- HOOD, W. P.**  
The Wichita Falls Scene  
KFEX, Wichita Falls, Tex.
- HOWE, LEN**  
WHO, Des Moines, Iowa
- HOWELL, HENRY**  
WOAI, San Antonio, Texas
- HOWELL, REX**  
KFXJ, Grand Junction, Col.
- HOVEY, GRAHAM**  
Background of the News  
WNA, Madison, Wis.
- HOY, FRANK S.**  
What Do You Think?  
WLAM, Lewiston, Maine
- HUBSON, LEW**  
KBQE, Oskaloosa, Iowa
- HUFF, OSCAR**  
WTAC, Flint, Mich.
- HUGH, JOHN**  
Today's World Commentary  
WLOF, Orlando, Fla.
- HUGHES, JOHN B.**  
WOR-TV, New York
- HUME, ARTHUR**  
WORI, Boston, Mass.
- HUMPHRIES, DAN**  
WPPB, Middletown, O.
- HUNT, TED**  
KROD, El Paso, Texas

**HURLBUT, JIM**  
Reporter at Large  
WMAQ, Chicago, Ill.

**HURLEIGH, ROBERT F.**  
Robt. F. Hurleigh and the  
News  
WGN, Chicago, Ill.

**HUTTON, WM.**  
CKCW, Moncton, N. B.

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**IONNE, JOSEPH**  
WMRN, Marion, Ohio

**IZZARD, BOB**  
KGNC, Amarillo, Texas

**IZZARD, WES**  
KGNC, KGNC-TV, Amarillo,  
Texas

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**JACKSON, ALLAN**  
News of the Night  
WCBS-TV, New York

**JACKSON, BILL**  
KVIC, Victoria, Texas

**JACKSON, HARRY**  
Jackson Views the News  
KNGS, Hanford, Cal.

**JACOBS, RAY**  
KOB-TV, Albuquerque, N. M.

**JARRELL, W. W.**  
News Priorities  
WRTG, Thomasville, Ga.

**JAY, JOHN**  
Week in Review  
WREB, Holyoke, Mass.

**JEFFRIES, ALLEN**  
WIRE, Indianapolis, Ind.

**JENNEWINE, PAUL**  
WMPD, Wilmington, N. C.

**JENSEN, EVERET**  
Church & the News  
KRUL, Corvallis, Ore.

**JESSE, RANDALL**  
WDAF, Kansas City, Mo.

**JESTER, LEWIS T.**  
Lewis T. Jester and the News  
WYEC, Hampton, Va.

**JOHNSON, ARVID**  
Midwest Memo  
KCJB, Minot, N. D.

**JOHNSON, ED.**  
WHOB, Gardner, Mass.

**JOHNSON, GERALD W.**  
Viewpoint  
WAAM, Baltimore, Md.

**JOHNSON, MILDRED**  
WPWA, Chester, Pa.

**JOHNSON, PHILIP N.**  
Maine Network News  
WCSH, Portland, Maine

**JOHNSON, TOM**  
Alabama News  
WAPX, Montgomery, Ala.

**JOHNSON, WM.**  
Home Town Editor  
KCJB, Minot, N. D.

**JONES, ARTHUR**  
Jones Views the News  
WFOX, Milwaukee, Wis.

**JONES, DAN**  
KTAT, Frederick, Okla.

**JONES, FRANK**  
Sunbeam News  
WREN, Topeka, Kans.

**JONES, LYMAN**  
KTBC, Austin, Texas

**JORDAN, JOE**  
Bluegrass Beat  
WVLK, Lexington, Ky.

**JOY, DICK**  
Newscaster  
KFAC, L. A., Calif.

**JOYCE, BILL**  
WJTN, Jamestown, N. Y.

**JOYNER, GORDON**  
WPEO, Peoria, Ill.

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**KABER, RUSS**  
KONC, Valley City, N. D.

**KAHN, HOWARD**  
WGRO, Bay City, Mich.

**KALBER, FLOYD**  
KMTV, Omaha, Neb.

**KALLSEN, DICK**  
Mutual

**KALTENBORN, H. V.**  
NBC

**KARANT, MARTIN**  
WKPT, Kingsport, Tenn.

**KARMEN, JACK**  
Maine News  
WCOU, Lewiston, Maine

**KAUFMAN, EDWARD**  
WHBC, Canton, O.

**KAUFMAN, GEORGE**  
KBMA, Walhpeton, N. D.

**KAY, LARRY**  
WHAP, Honewell, Va.

**KEATH, EDWARD**  
Keith's Comments  
WITV, Bloomington, Ind.

**KEDDIE, HOWARD**  
Home on the Ranch  
KCBQ, San Diego, Cal.

**KEEN, HAROLD**  
KFBM, San Diego, Cal.

**KEITH, DON**  
KGDE, Fergus Falls, Minn.

**KELLY, GEORGE**  
WETB, Johnson City, Tenn.

**KENNY, H. B.**  
Kenny and the News  
WCOM, Parkersburg, W. Va.

**KENNEDY, BULL**  
Today in Detroit  
WWJ-TV, Detroit, Mich.

**KENNEDY, KEVIN**  
News at Seven  
WPIX, New York

**KENNEDY, WM. T.**  
WMAN, Mansfield, O.

**KENT, BOB**  
WPIV, Pulaski, Va.

**KERLIN, J. C.**  
What Goes On Here?  
WGBF, Evansville, Ind.

**KINSEY, HENRY**  
WBRD, Ft. Lauderdale, Fla.

**KLINE, ERNIE**  
WBVP, Beaver Falls, Pa.

**KNELL, JACK**  
WBT, Charlotte, N. C.

**KOBRIN, JERRY**  
WEPF, Reading, Pa.

**KOELSCH, JOE**  
WFO, Rockland Center, Wis.

**KOZAK, CHESTER**  
KLO, Leavenworth, Kansas

**KRAMER, JOSEPH**  
KRES, St. Joseph, Mo.

**KREGELON, HUBERT**  
WSPR, Springfield, Mass.

**KRUEGER, BILL**  
KDAL, Duluth, Minn.

**KUTZ, EDWARD C.**  
WSPD, Toledo, O.

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**LABRIE, JACK**  
WCCM, Lawrence, Mass.

**LAND, ALLEN**  
WHIZ-TV, WHIZ, Zanesville,  
Ohio

**LANDIS, MEADE**  
WSNJ, Bridgeton, N. J.

**LANSING, GERALD**  
RGKB, Tyler, Texas

**LARSEN, WHITEY**  
WNAX, Yankton, S. D.

**LASK, BILL**  
KDDD, Dumas, Texas

**LATIMER, SAM**  
Special Edition  
WFLA, Tampa, Fla.

**LECUS, ED**  
WOTW, Nashua, N. H.

**LEDFORD, R. E.**  
WVOP, Vidalia, Ga.

**LEONARD, BILL**  
6 O'Clock Report  
WCBS-TV, New York

**LeFEVRE, ROBERT**  
Past Is Prologue  
WQAM, Miami, Fla.

**LENHART, GARRY**  
WHO, Des Moines, Iowa

**LENIHAN, BOB**  
Radio Almanac  
WMGA, Moultrie, Ga.

**LesCUR, LARRY**  
CBS

**LETTE, BOB**  
KNBC, San Francisco, Cal.

**LEVENSTEIN, AARON**  
WLNA, Peekskill, N. Y.

**LEWIS, FULTON, JR.**  
Mutual

**LEWIS, JOHN FULTON**  
WCBM, Baltimore, Md.

**LIPSON, ALAC**  
CKOY, Ottawa, Ont.

**LISSER, ALAN**  
Listen to Lisser  
KJHG, Avalon, Calif.

**LITTLE, JAMES G.**  
WTAG, Worcester, Mass.

**LOFTON, JOHN**  
Headlines & News of the  
World  
WHOO, Orlando, Fla.

**LOISELLE, CLAUDE**  
CHRL, Roberval, Que.

**LOMAN, PHILIP**  
Economist Views the News  
WJOY, Burlington, Vt.

**LONG, CHET**  
WBNS, WBNS-TV, Cleveland,  
Ohio

**LORING, REX**  
CHML, Hamilton, Canada

**LGT, JOHNNIE**  
WERH, Hamilton, Ala.

**LUNDBERG, DAN**  
KNXT, Ten O'Clock News  
KNXT, Hollywood, Cal.

**LYONS, JIMMY**  
RAWB, Searcy, Arkansas

**LYNOTT, EDWARD**  
WJON, St. Cloud, Minn.

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**McCAFFREY, JOHN K. M.**  
NBC

**McCAFFREY, JOSEPH**  
Mutual

**McBRIDE, BILL**  
WOW-TV, Omaha, Neb.

**McGINNIS, E. D.**  
KRIO, McAllen, Texas

**Mac INTYRE, E. ROSS**  
CHUB, Nanaimo, B. C.

**McINTYRE, FRANK**  
KLIJ, Twin Falls, Idaho

**MacINTYRE, HAL**  
KCR4, Sacramento, Cal.

**McCUEN, CHAS. D.**  
WCCO-TV, Minneapolis, Minn.



**McCLUNE, JOHN**  
Valley News  
WRLL, Lanett, Ala.

**McCAFFERY, JOHN K. M.**  
11th Hour News  
WNBT, New York

**McCALL, T. LAWSON**  
KGW, Portland, Ore.

**McCarthy, JOSEPH A.**  
KFGO, Fargo, N. D.

**McCarthy, TOM**  
Tom McCarthy Show  
WKRC, Cincinnati, O.

**McCULLUM, BURT**  
CKLB, Oshawa, Ont.

**McCULLA, JIM**  
News Director  
KMPC, Hollywood, Cal.

**McCI NE, JOHN**  
Speaking  
WRLD, West Point, Ga.

**McDOWELL, LYNN**  
Behind the Scenes  
WERL, Hamilton, Ala.

**McELROY, PAUL**  
Morning News  
KERO, Bakersfield, Calif.

**McLAREN, J. G.**  
Tomorrow's Headlines Today  
CFKL, Fort Frances, Ont.

**McLEAN, JACK**  
Time Out  
WXRA, Buffalo, N. Y.

**McMURTRIE, BURT**  
It Seems to Me  
KMO, Tacoma, Wash.

**McNEAL, CHARLES L.**  
KCLS, Flagstaff, Arizona

**McQUARRIE, H. N.**  
CRX, Brandon, Manitoba

**MacLEISH, RODERICK**  
WLAW, Boston, Mass.

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**MACK, VERN**  
Commentary  
KAFY, Bakersfield, Calif.

**MAGNUSON, HENRY**  
WHO, Des Moines, Iowa

**MAGUIRE, TOM**  
Behind The News  
WCEM, Cambridge, Md.

**MAHAN, CHARLES**  
WARA, Attleboro, Mass.

**MAHONEY, CLAUDE**  
CBS

**MALE, COLIN**  
WCPO-TV, Cincinnati, O.

**MANFEE, BOB**  
WIP, Phil., Pa.

**MARSHALL, GEORGE**  
WCML Roundup  
WCML, Ashland, Kentucky

**MARTIN, BOB**  
KWTX, Waco, Texas

**MARTIN, DON**  
WHCF, Hhaca, N. Y.

**MARTIN, L. W.**  
Radio Editorials  
KTFR, Rolla, Mo.

**MARTIN, LARRY**  
CHUM, Toronto, Ont.

**MARTIN, JIM**  
Morning News  
WGAR, Cleveland, O.

**MARTYN, BRUCE**  
W500, Saunt Ste, Marie,  
Mich.

**MARTYN, GILBERT**  
Newsfeed  
KTLA, Los Angeles, Cal.

**MATT, M. LEONARD**  
WDAS, Phil., Pa.

**MATTHEWS, DWIGHT**  
WAYS, Charlotte, N. Carolina

**MATTHEWS, NORMAN M.**  
WRNO, Orangeburg, S. C.

**MAIGENS, BILL**  
WBBZ, Ponca City, Okla.

**MAXWELL, ED**  
WMAM, Marinette, Wis.

**MAYNE, JACK**  
KVCY, Redding, Cal.

**MEHRMAN, BOB**  
WTAO, Cambridge, Mass.

**MEIER, EVANS**  
WJAG, Norfolk, Neb.

**MELLA, WM. F.**  
WWNC, Asheville, N. C.

**MELTON, ORRIN**  
K800, Sioux Falls, S. Dak.

**MERRILL, GLAUCUS G.**  
WHAR, Clarkburg, W. Va.

**MERRITT, LEE**  
KTIB, Tyler, Texas

**MERRYMAN, PHILIP**  
The World Tonight  
WCC-TV, Bridgeport, Conn.

**MEYERS, JOSE ARNALDO**  
WAPA, San Juan, P. R.

**MIDMORE, JOE**  
CKWX, Vancouver, B. C.

**MIKSCH, MIKE**  
Central Oreg. Roundup  
KRCO, Prineville, Oreg.

**MILLER, JULIUS**  
It Happened Today  
WTTV, Bloomington, Ind.

**MILLER, KEN**  
News & Views  
KVAO, Tulsa, Okla.

**MILLS, E. C.**  
WRJW, Preayne, Miss.

**MILLER, BILL**  
WTAN, Springfield, Ill.

**MILLER, DOROTHY**  
WHAI, Greenfield, Mass.

**MILLER, NOAH**  
Bedford Story  
WBW, Bedford, Ind.

**MITCHELL, FORD**  
KABC, San Antonio, Texas

**MITCHELL, J. W.**  
K8FA, Nacogdoches, Texas

**MILLS, WILLIAM**  
Valley News  
KEEN, San Jose, Cal.

**MITCHELL, M. M.**  
Behind The Headlines  
KTFR, Rolla, Mo.

**MOFIELD, RAY**  
DX News  
WPAD, Paducah, Ky.

**MONTANO, JUAN LOPEZ**  
WCMX, Anceho, P. R.

**MONROE, JIM**  
KCMO, Kansas City, Mo.

**MORGAN, EDWARD P.**  
CBS

**MORGAN, MURRAY**  
KTAC, Tacoma, Wash.

**MORRIS, EDMUND**  
CJCH, Halifax, N. S.

**MORRIS, JACK**  
KTUL, Tulsa, Okla.

**MORRIS, MERRILL**  
WMTR, Morristown, N. J.

**MORRISON, WILBUR**  
WRUN, Utica, N. Y.

**MOTT, HARVEY L.**  
Harvey Mott Commentary  
KOY, Phoenix, Ariz.

**MOUZON, H. D.**  
Date-line Collin County  
KMAE, McKinney, Tex.

**MUNGER, JOHN**  
WJPS, Evansville, Ind.

**MUNN, E. HAROLD, JR.**  
WTVB, Coldwater, Mich.

**MUNYAN, HARRY**  
The Rambler  
WIOD, Miami, Fla.

**MURCOY, LEAR**  
KGHI, Billings, Mont.

**MURPHY, C. JIM**  
The World Today  
WRLD, Lanett, Ala.

**MURRAY, DAVE**  
The World Tonight  
WDTV, Pittsburgh, Pa.

**MURROW, EDWARD R.**  
CBS

**MUSSON, CHARLES**  
WJRH, Gallipolis, Ohio

## — N —

**NAGLE, DAVE**  
KTHH, Houston, Texas

**NAHAY, FRED**  
Tomorrow's History  
KXYZ, Houston, Tex.

**NASH, BOB**  
KEYO, Lubbock, Texas

**NASH, JERGEN**  
WLOL, Minneapolis, Minn.

**NEIL, JACK**  
KTRM, Beaumont, Texas

**NEILLY, JOE MAC**  
Five Star Final  
WKTM, Mayfield, Ky.

**NELSEN, M. L.**  
WHO, Des Moines, Iowa

**NELSON, BOB**  
WSAU, Wausau, Wis.

**NELSON, PAUL**  
Farm Reporter  
KERE, Fresno, Cal.

**NELSON, ROBERT**  
WSYR, Syracuse, N. Y.

**NELSON, TED**  
KOBK, Owatonna, Minn.

**NETTLESHP, HAL**  
WKID, Urbana, Ill.

**NICHOLS, DAVID**  
WTVN, Columbus, O.

**NICHOLS, LES**  
Mutual

**NICHOLS, LESLIE**  
News Views  
WGN-TV, Chicago, Ill.

**NICHOLSON, DON**  
W7AD, Quincy, Ill.

**NIEHAY, ED**  
MidDay News  
KDSB, Malvern, Ark.

**NISBET, NEIL**  
CKWX, Vancouver, B. C.

**NOLAN, JOHN**  
CJON, St. John, Newf.

**NERWOOD, CHARLES**  
World News Today  
WNHP-TV, New Haven, Conn.

## — O —

**OKLEY, BILL**  
It Happened Last Night  
WEEK, Peoria, Ill.

**O'BRIEN, LEE**  
Women in News  
KUP, Durango, Colo.

**O'BRIEN, LEO**  
News & You  
WRGE, Schenectady, N. Y.

**O'BRIEN, LEO W.**  
WPTF, Albany, N. Y.

**O'BRIEN, MICHAEL**  
Maine Political Scene  
WFAI, Augusta, Maine

**O'BRIEN, PAT**  
As It Looks From Here  
KUP, Durango, Colo.

**O'BRIEN, THOS.**  
KHBC, Hilo, Hawaii

**O'CONNOR, JACK**  
Six PM News  
WJHP, Jacksonville, Fla.

**O'CONNOR, JOHN**  
Colorado Report  
KCRF, Trinidad, Colo.

**O'CONNOR, LEN**  
News on the Spot  
WMAQ, Chicago, Ill.

**ODSON, BOB**  
WMOH, Hamilton, O.

**OGREN, CHARLES**  
WHUC, Hudson, N. Y.

**O'HALLORAN, HAL**  
KFH, Wichita, Kan.

**OLIVER, WM. M. SR.**  
WREV, Reidsville, N. C.

**O'MEARA, DAN**  
Six-Thirty News  
WIBC, Indianapolis, Ind.

**ONKEN, ED**  
Nev. News Digest  
KENO, Las Vegas, Nev.

**ORK, WINTHROP**  
Beyond the News  
KGT, Honolulu, Hawaii

**ORTON, GEORGE**  
News Review  
KMUS, Muskogee, Okla.

**OWENS, RAYMOND KRISSE**  
Today in Syracuse  
WFBL, Syracuse, N. Y.

## — P —

**PALMER, CHUCK**  
KRNO, San Bernardino, Cal.

**PALMER, GEORGE**  
Front Page News  
WKRC-TV, Cincinnati, O.

**PARKER, AL**  
WJJD, Chicago, Ill.

**PARKER, BEN L.**  
Your News Analyst  
KBOP, Pleasanton, Tex.

**PARKER, LARRY**  
KXJK, Forrest City, Ark.

**PARKER, LAWRENCE**  
KMA, Shenandoah, Iowa

**PARNELL, BOB**  
KALE, Richland, Wash.

**PASHLEY, RALPH**  
CJVI, Victoria, B. C.

**PARSONS, LOUELLA O.**  
B. Freeport, Illinois; Louella Parsons Show, Radio Network.

**PAUL, NORMAN**  
KSJO, San Jose, Cal.

**PAULIN, ED**  
Local Beat  
WJER, Dover, O.

**PAULI, ED**  
WCED, DuBois, Pa.

**PAULON, BOB**  
Noontime News  
KJRL, Pocatello, Idaho

**PAYTON, JAMES T.**  
WDSM, Superior, Wis.

**PEARSON, DREW**  
ABC

**PEARSON, LEON**  
World News Roundup  
Critics At Large  
NBC

**PEDACE, JAMES V.**  
Around the Town  
WCH, Norwich, Conn.

**PEELE, HERBERT**  
Prelings  
WGAI, Elizabeth City, N. C.

**PELLERIN, JEAN**  
CHLN, Trois-Rivieres, Que.

**PEPPER, FRANK W.**  
WTNT, Tallahassee, Fla.

**PERKINS, DR. DEXTER**  
WHEC, Rochester, N. Y.

**PETERSON, CHARLIE**  
KLIZ, Brainerd, Minn.

**PETERSON, ELMER**  
Elmer Peterson & The News

**PETTI, RALPH**  
WJAS, Pittsburgh, Pa.

**PETTIT, ED**  
Mutual

**PHILLIPS, GEORGE**  
WAVZ, New Haven, Conn.

**PHILLIPS, HAL**  
KTOK, Oklahoma City, Okla.

**PIERCE, JENNINGS**  
KMED, Commentary  
KMED, Medford, Ore.

**PIERSON, BILL**  
WHRK, Akron, O.

**PIGGOTT, JOE**  
News Roundups  
WLRP, New Albany, Ind.

**PISTON ED**  
KYNO, Fresno, Cal.

**POTTRAS, OLIVA**  
CKBL, Malme, Que.

**PORTER, HOMER**  
Community News  
WDLB, Marshfield, Wis.

**POULIN, HENRI**  
CKYL, Verdun, Canada

**POWELL, ED**  
Youngstown News  
WWCA, Gary, Ind.

**POWELL, CHARLIE**  
WWCA, Gary, Ind.

**POWELL, TOM**  
WGBI, Scranton, Pa.

**PRICE, GRANT**  
KXEL, Waterloo, Iowa

**PRICE, JOHN**  
Price News  
WKAT, Miami Beach, Fla.

**PUTNAM, GEORGE**  
B. Minnesota; George Putnam and the News, KTTV.

**PYNE, JOE**  
WILM, Wilmington, Del.

## — R —

**RADFORD, JACK**  
CFJR, Brockville, Ont.

**RANDALL, JIM**  
KFSB, Joplin, Mo.

**RANEY, REX**  
WBIR, Knoxville, Tenn.

**RAYMER, GEORGE**  
WFFF, Warren, O.

**READE, JOHN C.**  
CFRB, Toronto, Ont.

**REDMAND, ANN**  
WFEL, Elizabethtown, Ky.

**REEVES, GRADY M.**  
WBHP, Huntsville, Ala.

**REEVES, HAL**  
KVOS, Bellingham, Wash.

**REINHART, TED**  
WEAM, Arlington, Va.

**REITER, FRED**  
Special Edition  
WFLA, Tampa, Fla.

**RENICK, RALPH**  
Renick Reporting  
WTVJ, Miami, Fla.

**REVELLE, ORVILLE**  
WFTL, Ft. Lauderdale, Fla.

**REX, JOE**  
WLOK, Lima, O.

**REYNOLDS, FRANK**  
Peak of the News  
WBBB, Chicago, Ill.

**RHOADES, PAUL**  
KRNT, Des Moines, Iowa

**RICHMOND, FRANCIS**  
Aviso News Reporter  
WAGW, Meadville, Pa.

**RIDDEL, CORWIN**  
KSEL, Lubbock, Texas

**RIDENOUR, GEORGE**  
Ridenour Checks the News  
WELM, Elmira, N. Y.

**RILEY, D. X.**  
KILQ, Grand Forks, N. D.

**RILEY, JOHN E.**  
WYAM, Altoona, Pa.

**RINKMAN, JOHN F.**  
WLAN, Lancaster, Pa.

**RITCHIE, CARL**  
Second Look  
KOOC, Salem, Ore.

**ROBBINS, BILL**  
WSAL, Cincinnati, O.

**ROBERTS, PETER**  
NBC, NBC-TV

**ROBINS, GUS**  
WBAP, Hopewell, Va.

**ROBINSON, STAN**  
Around the Globe  
WTNS, Coshocton, O.

**ROBINSON, WIP**  
KFNF, Shenandoah, Iowa

**ROGERS, JACK**  
KBRO, Bremerton, Wash.

**ROGERS, MACK**  
News Room  
WKY-TV, Oklahoma City, Okla.

**ROPER, ELMO**  
Political Analyst  
NBC

**ROSS, STAN**  
One Man's Viewpoint  
CJCA, Edmonton, Alta.

**ROSS, THELMA**  
KORC, Mineral Wells, Texas

**ROWLEY, ROBERT**  
WKEL, Cleveland, O.

**ROYEN, JAY**  
Today in Washington  
WBWB, Washington, D. C.

**ROYSTER, N. L.**  
As I See It  
WGBR, Goldsboro, N. C.

**RYAN, GEORGE**  
WPMP, Pascagoula, Miss.

**RYAN, JACK**  
WHCM, Reading, Pa.

**RYAN, MICHAEL**  
News This Morning  
WLEA, Hornet, N. Y.

**RYAN, P. F.**  
Inland Newsreel  
CBT, Grand Falls, Newf.

**RYAN, "RED"**  
WMBY, Montgomery, Ala.

**RUCKER, J. ROSS**  
This is Monahan  
KVKM, Monahan, Tex.

**RUMMINGER, ELMER**  
WMTU, Greenville, S. C.

**RUNNION, GUY**  
News  
KFWB, Los Angeles, Cal.

**RUNYON, BOB**  
Runyon Reporting  
WOOD-TV, Grand Rapids, Mich.

**RUSSELL, DAVE**  
KFDM, Beaumont, Texas

## — S —

**SAGUE, SR.**  
WSRS, Cleveland, Ohio

**ST. GEORGE, DORIAN**  
Nightcap News  
WJZ-TV, New York, N. Y.

**SALMON, DR. E. T.**  
CKOC, Hamilton, Ont.

**SANCHEZ, ALBERTO**  
WIPR, San Juan, P. R.

**SANDERS, ALBERT**  
Mercury News  
WMAZ, Macon, Ga.

**SANDERS, J. L.**  
Editorials in Review  
KGPH, Flagstaff, Ariz.

**SANTIAGO, RAFAEL RIVERA**  
WAPA, San Juan, P. R.

**SARTAIN, AUNFORD**  
Sustain Observations  
WTBF, Troy, Ala.

**SAVAGE, R. J.**  
KGBC, Galveston, Texas

**SCHEVING, KARL F.**  
WLAN, Lancaster, Pa.

**SCHWAMB, RUSS**  
Town Crier  
KDRS, Paragould, Ark.

**SCHWEER, ROLAND**  
KRIO, McAllen, Texas

**SCOFIELD, CARTER**  
WDBO, Orlando, Fla.

**SEEL, CHAS.**  
WFPG, Atlantic City, N. J.

**SEIBELS, GREN**  
WMSC, Columbia, S. C.

**SENNING, JOHN**  
WBRD, Ft. Lauderdale, Fla.

**SEYARIED, ERIC**  
CBS

**SEXTON, JESSE**  
Noon Edition  
KALB, Alexandria, La.

**SHADEL, BILL**  
CBS

**SHAW, CHARLES**  
WCAU, Philadelphia, Pa.

**SHAW, TOM**  
KFDA, Amarillo, Texas

**SHELL, TED**  
WBNS, Cleveland, Ohio

**SHELLEY, JACK**  
WHO, Des Moines, Iowa

**SHERMAN, RAY**  
WLEC, Sandusky, O.

**SHERWOOD, DON**  
WKY, Evansville, Ind.

**SHIELDS, A. T.**  
WLDY, Lady-smith, Wis.

**SHINN, JUNEAU**  
Report to the Valley  
KLIX, Twin Falls, Idaho

**SHIREK, JAMES, JR.**  
KFGO, Fargo, N. D.

**SHROYER, LARRY**  
Shroyer Speaks  
WPRC, Lincoln, Ill.

**SHUFFETT, CHUCK**  
WVLR, Lexington, Ky.

**SILVER, DOUGLAS**  
WJRA, Ft. Pierce, Fla.

**SIMS, EDW.**  
This Week in S. C.  
WTND, Orangeburg, S. C.

**SINGISER, FRANK**  
Mutual

**SKILLERN, KEN**  
KSEY, Seymour, Texas

**SLACK, BEN L.**  
KVOA, Tucson, Arizona

**SMITH, ALEX L.**  
News in Review  
CJCS, Stratford, Ont.

**SMITH, BECKLEY**  
WJAS, Pittsburgh, Pa.

**SMITH, BILL**  
Week in Review  
WBHW, Bedford, Ind.

**SMITH, F. COURTNEY**  
WEOA, Evansville, Ind.

**SMITH, DAVE**  
KVET, Austin, Texas

**SMITH, FRANK**  
KRES, St. Joseph, Mo.

**SMITH, HARRY**  
WSAM, Saginaw, Mich.

**SMITH, HOWARD K.**  
CBS

**SMITH, JIM**  
WCTE, Akron, O.

**SMITH, JIM**  
Evening Roundup  
WTMC, Ocala, Fla.

**SMITH, LEON**  
WFNS, Burlington, N. C.

**SMITH, ROLF**  
WCOW, St. Paul, Minn.

**SMITH, STAN**  
WJRD, Tuscaloosa, Alabama

**SOKOLSKY, GEORGE**  
George Sokolsky Program  
ABC

**SPRAGG, GRAYDON H.**  
WHAU, Greenfield, Mass.

**SPRAGUE, WILLIAM**  
NBC

**STADLER, GLEN**  
News Analyst  
KERG, Eugene, Ore.

**STANSSELL, C. V.**  
WDAF, Kansas City, Mo.

**STANTON, WELCOME**  
RICK, Springfield, Mo.

**STAPLES, JOHN**  
KRNO, San Bernardino, Cal.

**STEELE, JOHN**  
Behind the News  
KRMG, Tulsa, Okla.

**STEELMAN, JOHN**  
Battle Report  
NBC-TV

**STEPHENSON, RON**  
WJAC, Johnstown, Pa.

**STERNBERGER, ESTELLE M.**  
You and the News  
WLH, New York, N. Y.

**STEVEN, JOHN**  
KEVT, Kerrville, Texas

**STEVENS, HOWARD**  
WBOW, Terre Haute, Ind.

**STEVENS, LEN**  
WHAT, Phil., Pa.

**STEWART, PHILIP**  
KFEM, San Bernado, Cal.

**STEWART, WM. G.**  
Washington Highlights  
KFKA, Greeley, Colo.

**STICKLE, DAVID V. R.**  
WMAK-TV, Baltimore, Md.

**STRATTON, GEORGE**  
KWRO, Coquille, Ore.

**STUCKENRATH, ROBERT**  
Stuck-en-rath & The News  
WKVA, Lewistown, Pa.

**STURN, DEAN**  
WNXT, Portsmouth, Ohio

**SULLIVAN, PAUL**  
WIP, Phil., Pa.

**SUMPE, RUSS**  
Late Evening News  
WBRV, Waterbury, Conn.

**SUNKEL, CARL E.**  
WPRS, Paris, Ill.

**SWAYZE, JOHN CAMERON**  
B. April 4, 1906, Wichita, Kansas; Camel News Caravan, NBC-TV; Sidlights on the News, NBC.

**SWEENEY, RAY**  
WHLI, Niagara Falls, N. Y.

**SWENSON, JACK**  
WFFR, Bismarck, North Dak.

**SWITZER, WM.**  
WORZ, Orlando, Fla.

## — T —

**TABER, BOB**  
Between the Lines  
WKLF, Clanton, Ala.

**TAUNTER, ERIC**  
KCKN, Kansas City, Kans.

**TAMBOT, BILL**  
KOH, Omaha, Neb.

**TALL, MARTIN**  
WCRB, Waltham, Mass.

**TAYLOR, BRVSEN**  
WVPO, Stroudsburg, Pa.

**TAYLOR, DR.**  
KING-TV, Seattle, Wash.

**TAYLOR, GENE**  
Highlights and Sidelines  
KIKI, Honolulu, T. H.

**TAYLOR, HENRY J.**  
Your Land and Mine  
ABC

**TAYLOR, LEE**  
WINZ, Miami, Fla.

**TAYLOR, YESTAL, C.**  
WFNC, Fayetteville, N. C.

**TEASDALE, REYNALD**  
CJEM, Edmonton, N. B.

**TEMBY, BRITT**  
WKXX, Saginaw, Mich.

**TEMPLE, ALVIS H.**  
Day in Review  
WKCT, Bowling Green, Ky.

**TERRY, BILL**  
WJAR, Providence, R. I.

**TERRY, JOHN**  
Ohio Go Round  
WVKO, Columbus, O.

**TERWEY, TYS**  
WMPB, Memphis, Tenn.

**TIERINGER, GEORGE**  
News & Views  
WRBL, Columbus, Ga.

**THOMAS, LOWELL**  
CBS

**THOMAS, LYNN C.**  
Imperial Valley News  
KRQP, Brawley, Cal.

**THOMAS, LYNN C.**  
KWRO, Coquille, Ore.

**THOMAS, W. J.**  
WCPA, Clendfield, Pa.

**THOMAS, WARREN**  
WKRC-TV, Cincinnati, O.

**THOMPSON, A. J.**  
WVMI, Blox, Miss.

**THOMPSON, JIM**  
WJH, Niagara Falls, N. Y.

**THOMPSON, RAY**  
KROR, Rochester, Minn.

**THOMPSON, CHRISTIE**  
WBEL, Beloit, Wis.

**THORNBERG, OLIVER**  
News at Noon  
WAGA-TV, Atlanta, Ga.

**THORNE, TED**  
Covering Cabinet  
WWCA, Gary, Ind.

**THORGERSEN, ED**  
March of Time Sport Series; Dumont News and Sports; Studebaker Televiews of the News, WPIX.

**THOMAS, HARRY F.**  
WHLI, Wilmington, Del.

**TILLER, GUY**  
Spotlight on Ga.  
WQXI, Atlanta, Ga.

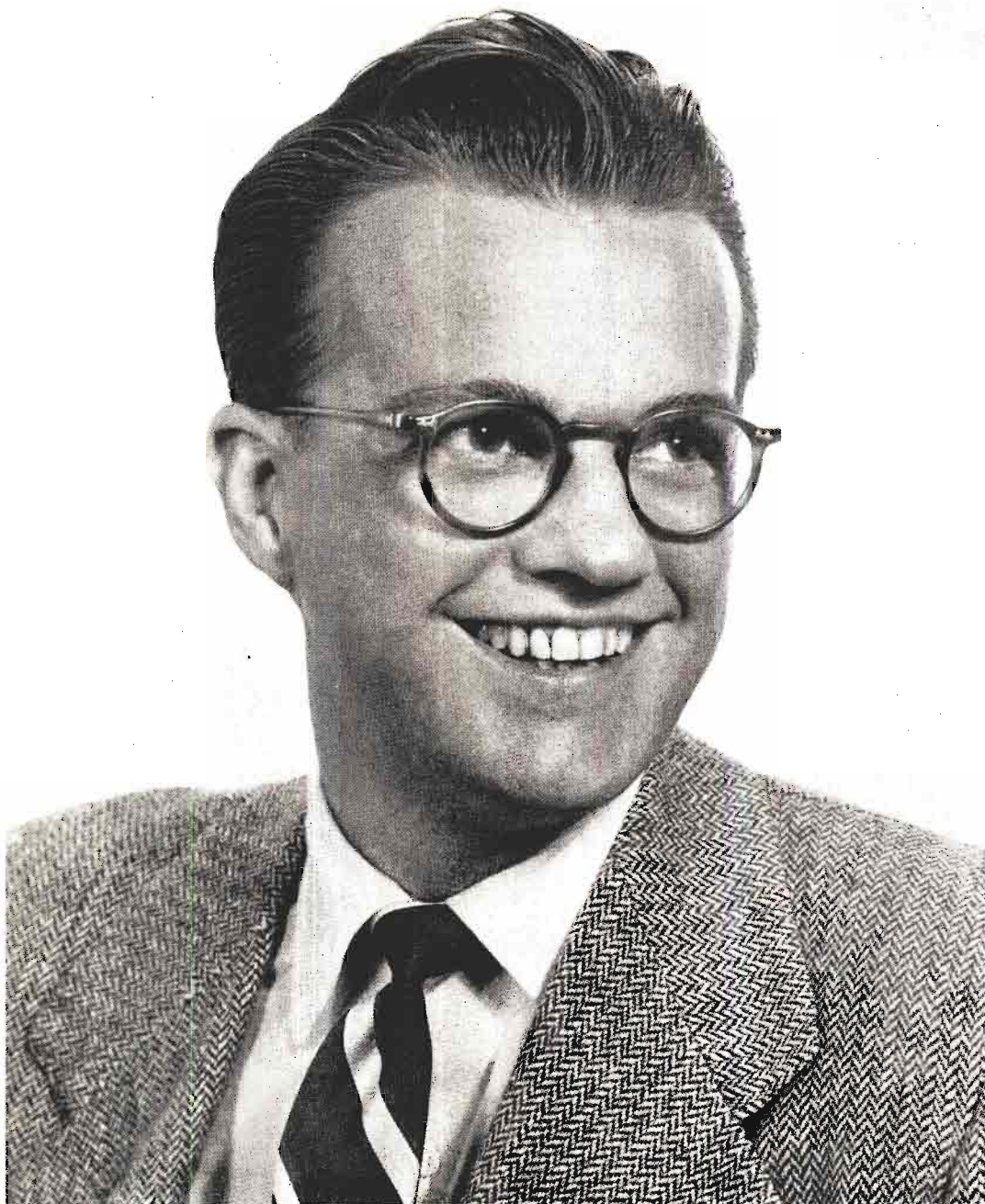
**TILLMAN, JOHN**  
Telefax  
WPIX, New York, N. Y.

**TITCHENER, DOROTHY**  
WENE, Binghamton-Endicott, N. Y.

**TOLBAS, RICHARD**  
WCLL, Corning, N. Y.

- TODD, JACKIE**  
Evangeline News  
KJEF, Jennings, La.
- TOLEMAN, E. C.**  
Behind the News  
WZIP, Covington, Ky.
- TOMLINSON, GEORGE**  
WEOK, Poughkeepsie, N. Y.
- TRAVIS, G. EDWARD**  
WGH, Newport News, Va.
- TREMBLE, AL**  
KDDD, Dumas, Texas
- TREXLER, LARRY**  
WING, Dayton, O.
- TRIBULET, LESLIE, PROF.**  
Trend of the Times  
WLAD, Danbury, Conn.
- TRIPP, BOB**  
WFAA, Dallas, Texas
- TROTTER, JOHN R.**  
Behind the News  
KHBG, Okmulgee, Okla.
- TROUT, ROBERT**  
CBS
- TRUE, HAROLD**  
WWJ, Detroit, Mich.
- TRUE, J. SCOTT**  
True to the Farm  
WFTM, Maysville, Ky.
- TUCKER, JACK**  
WTVR, Richmond, Va.
- TUMA, CY**  
Window of World Events  
KOTV, Tulsa, Okla.
- TURNER, JIM**  
WSTP, Salisbury, N. C.
- TURNER, ULMER**  
Ulmer Turner & The News  
WBKB, Chicago, Ill.
- TYLER, NOAH**  
WFPB, Miami, Fla.
- TYLER, WAYNE**  
WLVA, Lynchburg, Va.
- U —
- UTLEY, CLIFTON**  
NBC
- V —
- VACCA, JOHN**  
Behind the Headlines  
KOSA, Odessa, Tex.
- VALE, DAVID**  
KNX, Los Angeles, Cal.
- VAINRIB, STAN**  
WILD, Birmingham, Ala.
- VAN DYKE, RUSS**  
KRNT, Des Moines, Iowa
- VAN HAGEL, PAUL**  
WEAM, Arlington, Va.
- VAN HORN, GEORGE**  
WKY, Evansville, Ind.
- VAN LYLE**  
WOR, N. Y.
- VIDLER, KEITH**  
Kidler Views the News  
KSYG, Yreka, Cal.
- VINALL, JIM**  
KICA, Clovis, N. M.
- VOGEL, PHIL**  
WQKV, Charleston, W. Va.
- VOGELMAN, ROY**  
WNA, Madison, Wis.
- W —
- WADE, TOM**  
WIMA, Lima, O.
- WALLACE, ED**  
WTAM, WNBK, Cleveland, O.
- WALTERS, JACK**  
WCAU, Phil., Pa.
- WALTON, ROBERT**  
WBS, Deland, Fla.
- WALSH, FRANK J.**  
WBCN, Bay City, Mich.
- WARMOTH, ED**  
KNPT, Newport, Ore.
- WARNER, ALBERT**  
Sunoco Three Star Extra  
NBC
- WARNER, CARL**  
WJJD, Chicago, Ill.
- WARNER, FORD**  
KXOB, Stockton, Cal.
- WARREN, BOB**  
NBC
- WARREN, C. V.**  
Behind The News  
KJFL, Webster City, Iowa
- WASHBURN, SHERMAN**  
First Edition  
KIX, Portland, Ore.
- WASS, BOB**  
WERE, Cleveland, Ohio
- WATERHOUSE, PHIL**  
KERN, Bakersfield, Cal.
- WATERS, PHIL**  
Hometown Reporter  
KOOS, Coos Bay, Ore.
- WATSON, BROOKS**  
WMBD, Peoria, Ill.
- WATTERSON, BILL**  
WJEH, Gallipolis, Ohio
- WAV, DOUGLAS L.**  
Long Island Today  
WALJ, Patchogue, N. Y.
- WAVMAN, KEN**  
KFOR, Lincoln, Neb.
- WAYNE, MAURY**  
KTBS, Shreveport, La.
- WEATHERWAX, BEN K.**  
KBKW, Aberdeen, Wash.
- WEBB, BERT**  
KORC, Mineral Wells, Texas
- WEBER, GLENN**  
World News  
WMOU, Covington, Ga.
- WEIKLEY, DOUGLAS**  
Lee's Commentary  
WMNE, Menomonie, Wis.
- WEISS, DR. ERIC**  
KGON, Portland, Ore.
- WELCH, WALTER**  
KENI, Anchorage, Alaska
- WELLS, FRANK**  
WSGW, Saginaw, Mich.
- WELLS, JIM**  
KSPI, Stillwater, Okla.
- WEST, DICK**  
Sacramento News Letter  
KBOX, Modesto, Cal.
- WEST, KELLY**  
KLYN, Amarillo, Texas
- WESTBROOK, TED**  
WKBY, Richmond, Ind.
- WESTERKAMP, DICK**  
WBEN, Buffalo, N. Y.
- WESTON, ED**  
WCPO-TV, Cincinnati, O.
- WHALEN, BILL**  
WQUE, Akron, Ohio
- WHEELER, C. D.**  
Inside Oregon  
KLIQ, Portland, Ore.
- WHEELER, DICK**  
KTBB, Tyler, Texas
- WHELOCK, HOWARD E.**  
WKNE, Keene, N. H.
- WHITE, DON W.**  
WHOK, Lancaster, O.
- WHITE, HYLAND**  
Looking into News  
WLBR, Lebanon, Pa.
- WHITE, KEN**  
Denver Post News  
KTLN, Denver, Colo.
- WHITEHOUSE, JACK**  
KYUM, Yuma, Ariz.
- WHITTAKER, TOM**  
WGSN, Huntington, N. Y.
- WICK, PETE**  
The Editor  
KIT, Yakima, Wash.
- WICKENBERG, CHARLES**  
WMSC, Columbia, S. C.
- WILDER, JAMES M.**  
WFRP, Savannah, Ga.
- WILEY, VIC**  
Tri-County Comments  
WWSO, Glens Falls, N. Y.
- WILKERSON, JOE**  
KVIH, New Iberia, La.
- WILLIAMS, BYRON**  
WAJR, Morgantown, W. Va.
- WILLIAMS, DOC**  
WADC, Akron, Ohio
- WILLIAMS, JOHN K.**  
WFOM, Marietta, Ga.
- WILLIAMS, YERN**  
Report to Southern Wisconsin  
WCLO, Jamesville, Wis.
- WILLSON, JAMES**  
WEHK, Tampa, Fla.
- WILSON, BOB**  
WADC, Akron, Ohio
- WILSON, BOB**  
REVIEW of the News  
NBC-TV
- WILSON, CHUCK**  
KODI, Cody, Wyo.
- WILSON, DON**  
Story Behind the News  
CDKA, Victoria, B. C.
- WILSON, PHIL**  
WMBD, Peoria, Ill.
- WILSON, LARRY**  
WNOE, New Orleans, La.
- WILSON, RAY**  
KFMB, San Diego, Cal.
- WINCHELL, WALTER**  
Walter Winchell Program  
ABC
- WINGATE, JOHN**  
WBPT, New York
- WINN, LORIS**  
Lecton-Air  
KBKH, Pullman, Wash.
- WINTER, WILLIAM**  
William Winter and the News  
KGO, San Francisco, Cal.
- WINTER, WM.**  
News Analysis  
KPIX, San Francisco, Cal.
- WOOD, ED**  
WDTV, Pittsburgh, Pa.
- WOOD, LEE**  
KNXT, Ten O'Clock News  
KNXT, Hollywood, Cal.
- WOODALL, SAM**  
KXLW, St. Louis, Mo.
- WOODSON, STEVE**  
World at Noon  
WFRS, Reidsville, N. C.
- WODWARD, MARTIN**  
KNPT, Newport, Ore.
- WORKHOVEN, MERILL**  
WOW, Omaha, Neb.
- WORKMAN, W. D., JR.**  
WIS, Columbia, S. C.
- Y —
- YOUNG, JIM**  
KROW, Oakland, Cal.
- Z —
- ZEIGIN, JACK**  
WING, Dayton, O.
- ZINK, JOE**  
KCRE, Crescent City, Calif.
- ZIEBARTH, E.**  
WCCO, Minneapolis, Minn.
- ZIMMERMAN, HARRY**  
KEYD, Minneapolis, Minn.





**BILL CULLEN**

Exclusive Management  
Martin Goodman



# ANNOUNCERS — MC'S

## RADIO AND TELEVISION

—their work during 1952



### — A —

**ABBOTT, WARREN**  
KWSH, Wewoka, Okla.

**ADAMS, BILL**  
Let's Pretend  
CBS

**ADAMS, CEDRIC**  
WCCO, Minneapolis, Minn.

**ADAMS FELIX, JR.**  
WPMP, Pascagoula, Miss.

**ADAMS, LEE**  
KMOX, St. Louis, Mo.

**ADAMS, ROBERT**  
WBSP, New Bedford, Mass.

**ADAMS, SUSAN**  
Kitchen Fare  
DuMont

**ADELL, RAY**  
Highways of Melody  
WGSM, Huntington, N. Y.

**ADEMY, JOHN**  
WCAO, Baltimore, Md.

**ADKINS, GALES**  
WSAT, Salisbury,  
N. Carolina

**ADRED, JOEL**  
Guiding Light, CBS

**ALBERGHINI, HAROLD**  
Down on the Farm, WCOU,  
Lewiston, Maine

**ALEMAN, JOE**  
KPRL, Paso Robles, Cal.

**ALEXANDER, JACK**  
Phil & Jack, WDSA,  
New Orleans, La.

**ALLARD, BOB**  
KXEL, Waterloo, Iowa

**ALLEN, BILL**  
KWFC, Hot Springs, Ark.

**ALLEN, BOB**  
KLWN, Lawrence, Kansas

**ALLEN, C. O.**  
KODI, Cody, Wyo.

**ALLEN, DAVE**  
WJEL, Hagerstown, Md.

**ALLEN, DON**  
Klix Kiddie Carnival  
KLIN, Twin Falls, Idaho

**ALLEN, EARNIE**  
KYUM, Yuma, Ariz.

**ALLEN, JACK**  
KRMQ, Monett, Mo.

**ALLEN, OLIVER**  
WRAP, Norfolk, Va.

**ALLEN, PETER**  
WQXR, New York, N. Y.

**ALLEN, RON**  
WNOP, Newport, Ky.

**ALTMAN, LEN**  
WSAR, Fall River, Mass.

**ALTON, GENE**  
CJLS, Yarmouth, N. S.

**ALVES, JOHN**  
Star Room  
KSOX, Harlingen, Tex.

**AMBROISE, ROY**  
WBKV, West Bend, Wis.

**ANDERSON, ALEX**  
Coffee Shop  
WSKL, Montpelier, Vt.

**ANDERSON, ANDY**  
Rise 'n' Shine  
KTFY, Brownfield, Tex.

**ANDERSON, BILL**  
WBAT, Marion, Indiana

**ANDERSON, BILL**  
WDLA, Memphis, Tenn.

**ANDERSON, CRAIG**  
KMPC, Hollywood, Cal.

**ANDERSON, DON**  
KASH, Eugene, Ore.

**ANDERSON, DON**  
Breakfast Frolic  
KFH, Wichita, Kan.

**ANDERSON, DON**  
Luncheon Club  
WNAJ, Evanston, Ill.

**ANDERSON, JIM**  
WMAJ, Springfield, Mass.

**ANDERSON, JOHN**  
KSWS, Roswell, N. M.

**ANDERSON, RUBY**  
WGN, Chicago, Ill.

**ANDERSON, STAN**  
Housewifes Holiday  
KHK, Honolulu, T. H.

**ANDERSON, SUGARFOOT**  
CKNL, Calgary, Alta.

**ANDREWS, DAVID**  
WHITB, Talladega, Ala.

**ANDREWS, PERRY**  
WPPG, Atlantic City, N. J.

**ANGEL, W. F.**  
KFDX, Wichita Falls, Tex.

**ANSBRO, GEORGE**  
Live Like a Millionaire  
ABC

**ANSPACH, ELDON**  
WOW-TV, Omaha, Neb.

**ANTHONY, GEORGE**  
KNL, Portland, Ore.

**ANTOINE, TEX**  
Weather By Werthebe  
NBC-TV

**ARBOGAST, BOB**  
Arbogast Show  
WMAQ, Chicago, Ill.

**ARCHER, DON**  
Platter Parade  
KWIX, Ft. Smith, Ark.

**ARCHER, GRAHAM**  
KGW, Portland, Ore.

**ARMSTRONG, STU**  
Man-on-the-Street  
WSIV, Pekin, Ill.

**ARMSTRONG, TED**  
Polka Party  
WGAR, Cleveland, O.

**ASKEV, BOB**  
1, 2, 3, 4 Club  
KFOR, Lincoln, Neb.

**ATKINS, JIMMY**  
Serial Theatre  
DuMont

**AUSTIN, BOB**  
Music for the Missus  
KSDO, San Diego, Cal.

**AYLWARD, GUY**  
For Men Only  
WPOY, St. Augustine, Fla.

**AYRES, JIM**  
KAYS, Hays, Kansas

### — B —

**BABBITT, HARRY**  
Bandstand Revue  
KTLA, Los Angeles, Cal.

**BACA, ART**  
Barefoot Boy  
KBOR, Brownsville, Tex.

**BAEKEY, ED**  
WASA, Havre de Grace, Md.

**BAER, TOM**  
Face the Music  
WNHC, New Haven, Conn.

**BAGDASARIAN, A. C.**  
Experts Table  
WNHZ, Saranac Lake, N. Y.

**BAHR, GIL**  
KGOS, Torrington, Wyo.

**BAILEY, BILL**  
KTOK, Oklahoma City, Okla.

**BAILEY, CARL**  
Jack The Early Bird  
KBIG, Avalon, Calif.

**BAILEY, JACK**  
Queen  
Mutual

**BAKER, ART**  
You Asked For It, ABC-TV; Stars  
On Stage, KTTV; Dinah Shore  
Show, Art Baker News, NBC.

**BAKER, EDDIE**  
WAYZ, New Haven, Conn.

**BAKER, FRED**  
WICA, Ashtabula, O.

**BAKER, PAUL**  
Good Morning Sports  
WLAD, Danbury, Conn.

**BALDWIN, BILL**  
Edgar Bergen  
McCarthy Show  
CBS

**BALDWIN, BILL**  
KSO, Des Moines, Iowa

**BALEAEN, GEO.**  
CKY, Winnipeg

**BALLINGER, DON**  
E40 Club  
KROS, Clinton, Iowa

**BANDY, BOB**  
Morning Watch  
WSEK, Birmingham, Ala.

**BANN, BOB**  
Shafter Home Hour  
KWSO, Waseo, Cal.

**BANTON, W. A.**  
WBLE, Bedford, Va.

**BARCLAY, GEORGE**  
Bob Hawk Show  
CBS

**BARLOW, JOHN**  
KSL, Salt Lake City, Utah

**BARNETT, RUSS**  
Russ Joe Show  
WTOH, Toledo, O.

**BARR, DWIGHT**  
WIBC, Muncie, Ind.

**BARRETT, BILL**  
WCFE, Columbia, Miss.

**BARRETT, BRUCE**  
KEYL, San Antonio, Tex.

**BARRET, DICK**  
Report to the Valley  
KSRV, Ontario, Ore.

**BARRICK, ELDON**  
Breakfast Club  
KBOX, Modesto, Cal.

**BARRY, BERT**  
KPBK, Sacramento, Cal.

**BARRY, DICK**  
WKXX, Saginaw, Mich.

**BARRY, JACK**  
Juvenile Jury  
NBC, NBC-TV

**BARUCH, ANDRE**  
The Andre Baruch Show  
NBC

**BATES, KARL**  
Bates Bedlam  
WNBK, Cleveland, O.

**BARTON, BEV**  
WPLH, Huntington, W. Va.

**BARTON, JOHN**  
WHOW, Clinton, Ill.

**BARTON, JOHNNY**  
CKRD, Red Deer, Alta.

**BARNHARD, DALLAS**  
KOL, Seattle, Wash.

**BARZE, KEITH E.**  
Music in the Air  
WJHO, Opelika, Ala.

**BASELEON, GEO.**  
WEEK, Peoria, Ill.

**BASSETT, JOHN**  
WNEB, Worcester, Mass.

**BAUM, ROBERT**  
WOKW, Sturgeon Bay, Wis.

**BAXTER, DAN**  
KSCB, Liberal, Kansas

**BAY, RICHARD**  
KMTV, Omaha, Neb.

**BEASELEY, BOB**  
WPKY, Frankfort, Ky.

**BEARD, LANCE**  
Dawn Patrol  
WMOH, Hamilton, O.

**BEARD, SAM**  
Time Out  
WPTF, Raleigh, N. C.

**BEAVER, WIN**  
WRAG, Carrollton, Ala.

**BECKER, BOB**  
WBKV, West Bend, Wis.

**BECKER, HARRY**  
KIMO, Independence, Mo.

**BECKER, LINDSEY**  
Little Lindsey  
KIUP, Durango, Colo.

**BECKMAN, SPOOK**  
Shoot the Works  
WLWC, Columbus, O.

**BEDGLEY, BOB**  
WIO, Des Moines, Iowa

**BedILLION, BILL**  
Polka Party  
WIPA, Washington, Pa.

**BELANGER, LOUIS**  
CKAC, Montreal

**BELL, GENE**  
Hellers Hour  
KYOS, Merced, Cal.

**BELL, GEORGE (GABBY)**  
WILD, Birmingham, Ala.

**BELL, GLENN**  
The Glenn Bell Show  
KIMR, Lamar, Colo.

**BELL, WAYNE**  
WFTM, Maysville, Ky.

**BELLO, TONY**  
WJPF, Herrin, Ill.

**BELOTE, WILLARD**  
Farmers Call to Breakfast  
WGAF, Valdosta, Ga.

**BENAC, HENRY**  
WENY, Elmira, N. Y.

**BENDER, TOM**  
Taps of the Morning  
WSAV, Savannah, Ga.

**BENGSTON, CHARLES**  
WATR, Waterbury, Conn.

**BENKELMAN, ROBERT F.**  
WRCM, Bay City, Mich.

**BENNETT, MYRON J.**  
KOLL, Omaha, Neb.

**BENNINGTON, BILL**  
KJRC, Midland, Tex.

**BENSON, RED**  
Let's Go Bowling  
DuMont

**BENTON, SAM**  
WILD, Birmingham, Ala.

**BENTZ, BUD**  
WPAZ, Pottstown, Pa.

**BERCH, JACK**  
Jack Berch Show  
ABC

**BERG, KARA**  
KWBB, Wichita, Kansas

**BERGESON, CHUCK**  
WJBK TV, Detroit, Mich.

**BERNAM, MEL**  
WLAT, Phila., Pa.

**BERNARD, LEO**  
Record Matinee  
KSCN, Bisbee, Ariz.

**BERNIER, GUS**  
WMCB, Manchester, N. H.

**BERRY, BOB**  
WOTW, Nashua, N. H.

**BERRY, JACK**  
Anything Goes  
WMLF, Miami, Fla.

**BERTLEMAN, DICK**  
Stars in the After  
WNAB, Bridgeport, Conn.

**BETTEL, FRANK**  
WDGJ, Minneapolis, Minn.

**BIEDRZYCKI, TOM**  
Tom's Tunes  
KRJF, Miles City, Mont.

**BILL, CHUCK**  
WBKB, Chicago, Ill.

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N

- BILLINGSLEY, W. P.**  
WADE, Wadesboro, N. C.
- BINFORD, BILL**  
KORKY Goes A'Wandering  
KORKK, Las Vegas, Nev.
- BIRD, AL**  
WJAC, Johnston, Pa.
- BISH, DON**  
KGEM, Boise, Idaho
- BLACK, JOE**  
WHK, Cleveland, O.
- BLAIR, DON**  
Town Crier  
WNBZ, Saranac Lake, N. Y.
- BLAIR, FRANK**  
Today in Washington  
WNBW, Washington, D. C.
- BLAKE, ALIX**  
Star Dreams  
WABY, Albany, N. Y.
- BLAKE, BRUCE**  
WHKK, Akron, O.
- BLAKE, MILTON**  
KLX, Oakland, Cal.
- BLAKEY, CLINT**  
WAPT, Birmingham, Ala.
- BLAND, SAM**  
Carolina Coffee Time  
WCEC, Rocky Mount, N. C.
- BLASE, ARNO (BOB)**  
Kiddie Carnival  
WEAA-TV, Dallas, Tex.
- BLECKLEY, W. J.**  
WLCS, Baton Rouge, La.
- BLESSING, SAM**  
KMAN, Manhattan, Kansas
- BLOOM, LYNN**  
The Old Farnhand  
WKVA, Lewistown, Pa.
- BLOWER, CHARLES**  
Let's Play Records  
KTKT, Tucson, Ariz.
- BOATMAN, J. ROBERT**  
WFCB, Dunkirk, N. Y.
- BOELTER, IRWIN**  
KMUR, Murray, Utah
- BOGDEN, HILARY**  
WJAS, Pittsburgh, Pa.
- BOLTON, LES**  
KARK  
Little Rock, Ark.
- BOLTON, JOE**  
WPIN, New York
- BONDARIN, AV.**  
This Is It  
KFOR, Lincoln, Neb.
- BOONE, MARY**  
Tops of the Week  
WMMN, Fairmont, W. Va.
- BOSLEY, LYLE**  
WXXW, Albany, N. Y.
- BOREN, BILL**  
KGFF, Shawnee, Okla.
- BOSMAN, JOHN**  
WINS, New York, N. Y.
- BOSTON, DON**  
WCDL, Carbondale, Pa.
- BOWDEN, DON**  
Katy Korral  
KATY, San Luis Obispo, Cal.
- BOWEN, CHARLEY**  
WELQ, Tupelo, Miss.
- BOWLES, AL**  
KYAK, Yakima, Wash.
- BOWICK, BILL**  
WALB, Albany, Ga.
- BOWMAN, GUY**  
WJBK-TV, Detroit, Mich.
- BOWEN, GENE**  
WMOA, Marietta, Ohio
- BOWLES, FRAN**  
WOAP, Owosso, Mich.
- BOUDREAUX, BROPHIS**  
WPIN, New Orleans, La.
- BOYD, DALLAS**  
WJLS, Beckley, W. Va.
- BOYLE, MAC**  
CKOV, Kelowna, B. C.
- BOYSEN, JIM**  
WTCN, Minneapolis, Minn.
- BRADFORD, JOHN**  
WINS, New York, N. Y.
- BRADFORD, JERRY**  
KGCX, Sidney, Mont.
- BRADFORD, JOHN**  
WINS, New York, N. Y.
- BRADLEY, DICK**  
WQXR, New York, N. Y.
- BRADLEY, BILL**  
WGY, Schenectady, N. Y.
- BRADY, DICK**  
WPTW, Piqua, O.
- BRADSHAW, BILL**  
WCKY, Cincinnati, O.
- BRAGG, NELSON**  
WCOP, Boston, Mas..
- BRANCH, MARION**  
At Your Command  
KVAN, Vancouver, Wash.
- BRANDT, MEL**  
News  
NBC
- BRANT, BILL**  
For You, Mom  
WDTV, Pittsburgh, Pa.



## JACK STERLING

"The Jack Sterling Show"

WCBS

"The Big Top"

CBS-TV

- BRASSFIELD, JIM**  
KCRV, Caruthersville, Mo.
- BRAY, ED**  
Sunrise Serenade  
WKFG, Thomasville, Ga.
- BRELAND, ED**  
WAML, Laurel, Miss.
- BRENNAN, DAN**  
Dixie Jamboree  
WVOK, Birmingham, Ala.
- BRENNER, SID**  
TV Screen Test  
WNHC-TV, New Haven, Conn.
- BREWER, DICK**  
WSNJ, Bridgeton, N. J.
- BRIDGES, DAN**  
KGFJ, Shawnee, Okla.
- BRIGGS, FRED**  
KFMB-TV, San Diego, Cal.
- BRIGGS, JACK**  
KFMB-TV, San Diego, Cal.
- BRISSENDONE, ROBERT H.**  
WERD, Atlanta, Ga.
- BRITTON, BILL**  
WDDK, Daytona Beach, Fla.
- BRODERICK, JOHN J.**  
Manhattan Review  
WREB, Holyoke, Mass.
- BROKAW, JIM**  
CYO Caravan  
WCOP, Boston, Mass.
- BROKESHIRE, NORMAN**  
Theatre Guild On The Air  
NBC
- BROOK, PHIL**  
WDRO, Orlando, Fla.
- BROOKS, DEEN**  
WKWK, Wheeling, W. Va.
- BROOKS, TOM**  
Ashland Serenade  
WSAZ-TV, Charleston, W. Va.
- BROPHY, JOHN**  
KALL, Salt Lake City, Utah
- BROTMAN, CHARLES**  
Charlie's Music Shop  
WJBS, DeLand, Fla.
- BROWN, ART**  
Home Edition  
WDTV, Pittsburgh, Pa.
- BROWN, ART**  
Art Brown Show  
WWDC, Washington, D. C.
- BROWN, DON**  
Rhythm Ranch  
KUBA, Yuba City, Cal.
- BROWN, GALE**  
WROK, Rockford, Ill.
- BROWN, HARRY**  
CJON, St. John's, Newfoundland
- BROWN, HARVEY**  
WSEB, New Smyrna Beach, Fla.
- BROWN, HERBERT W.**  
KCVR, Lodi, Cal.
- BROWN, JIM**  
VOGM, St. John's, Newf.
- BROWN, NELSON**  
WNLG, New London, Conn.
- BROWN, PAUL E. X.**  
WERD, Atlanta, Ga.
- BROWN, PERRY**  
"Sunday Showtime"  
WTAC, Cambridge, Mass.
- BROWN, SAM**  
Music Hall  
WART, Arlington, Va.
- BROWN, TED**  
The Paul Winchell  
Jerry Mahoney Show  
NBC-TV
- BROWN, WAYNE**  
WBLL, Blackfoot, Idaho
- BRUGGER, BOB**  
Toway Talks  
WBFX, Doylestown, Pa.
- BRUNER, ROBERT B.**  
KXEO, Mexico, Mo.
- BRUTON, GEORGE**  
KLVY, Loveland, Tex.
- BRYANT, GEORGE**  
Party Line  
WSAI, Cincinnati, O.
- BRYANT, JIM**  
WJVB, Jacksonville, Fla.
- BRYER, BOB**  
Feature Theatre  
DuMont
- BUBP, BOB**  
WPTW, Piqua, O.
- BUCHANAN, GEORGE**  
Pony Express Requests  
KJSD, San Jose, Cal.
- BUCHTER, FRANK**  
Bulletin Board  
KYJC, Medford, Ore.
- BUCK, JACK**  
WBNS-TV, Columbus, O.
- BUCK, LOUIS**  
Home Folks  
CBS
- BUCKINGHAM, BOYD**  
WATS, Sayre, Pa.
- BUCKLEY, BILL**  
Your School  
KTMS, Santa Barbara, Cal.

CBS — STAFF

ANNOUNCER

for

"FBI IN PEACE  
AND WAR"

"THERE'S MUSIC  
IN THE AIR"

"THE PEOPLE ACT"

for

FORD FOUNDATION



COMMERCIAL VOICE

for

"WESTINGHOUSE"

on

REPUBLICAN

and

DEMOCRATIC

CONVENTIONS

OLIN TICE

PL 1-2345

**BUCKNER, NORMAN**  
KPLR, Devils Lake, N. D.  
**BUDD, MILTON**  
Morning Call  
WBRD, Peoria, Ill.  
**BULLER, DICK**  
WKMH, Dearborn-  
Detroit, Mich.  
**BUTLER, FRANKLIN**  
WRFC, Athens, Ga.  
**BURCHELL, MAURICE**  
CBW, Winnipeg  
**BURCHETT, LANIER**  
Borderline Boys  
WAIN, Columbus, Ky.  
**BURGESS, DAN**  
WMSA, Massena, N. Y.  
**BURGESS, DICK**  
WBSM, New Bedford, Mass.  
**BURKHEAD, WILLIE**  
KTFR, Rolla, Mo.  
**BURNETT, JIM**  
WFMJ, Youngstown, O.  
**BURNETE, DALLAS**  
WBAP, Hopewell, Va.  
**BURNHAM, ART**  
WKHM, Jackson, Mich.  
**BURNS, DICK**  
Trenton Symphony Hour  
WTTM, Trenton, N. J.  
**BURNS, STAN**  
WNS, New York, N. Y.  
**BURWELL, TED**  
Wake Up & Smile  
WCKB, Dunn, N. C.  
**BUSBIN, THOMAS**  
WBHP, Huntsville, Ala.  
**BUTHERUS, ED**  
KGW, Portland, Ore.

**BUTLER, CLIFF**  
WLOU, Louisville, Ky.  
**BUTLER, DON**  
Butler Pantry  
WGBS, Miami, Fla.  
**BUTLER, ROGER**  
KBUN, Bemidji, Minn.  
**BYRAM, GEO.**  
KFRG, Cheyenne, Wyo.

— C —

**CABRALES, ALECIA**  
Latin American  
KDLA, Auburn, Cal.  
**CAMILL, JACK**  
KLN, Oakland, Cal.  
**CANN, BOB**  
KYEN, Ventura, Cal.  
**CALDWELL, LARRY**  
WPIC, Sharon, Pa.  
**CALDWELL, MERLE**  
KOLS, Pryor, Okla.  
**CALHOUN, JOHN**  
WFLO, Farmville, Va.  
**CALLAHAN, GILAS**  
Lucky Seven  
WESB, Bradford, Pa.  
**CAMPBELL, BOB**  
WYMI, Biloxi, Miss.  
**CAMPBELL, DEWITT**  
WJNG, Dayton, O.  
**CAMPBELL, EARL**  
CJOY, Guelph, Ont.  
**CAMPBELL, GEORGE**  
WILD, Niagara Falls, N. Y.  
**CAMPBELL, REX**  
KSL, Salt Lake City, Utah  
**CAMPOFREDA, NICK**  
Tee Vee Jamboree  
WAAM, Baltimore, Md.

**CAPLE, JOHNNY**  
KVNJ, Coeur D'Alene, Idaho  
**CARDONA, HECTOR PEREZ**  
WCMN, Arecibo, P. R.  
**CAREY, STANLEY**  
Song Evangelist  
WGAC, Augusta, Ga.  
**CARINO, BILL**  
Bill's Coffee Club  
WKBI, St. Mary's, Pa.  
**CARLETON, JAD**  
WJAR, Lake City, Fla.  
**CARLISLE, PAUL**  
WAML, Laurel, Miss.  
**CARPENTER, KEN**  
Lux Radio Theatre  
CBS  
**CARR, EDNA**  
KGEX, Pierre, S. Dak.  
**CARR, WESS**  
KLYN, Amarillo, Texas  
**CARRON, CHUCK**  
WLVA, Lynchburg, Va.  
**CARSON, JOHN**  
Carson's Collar  
KXNT, Hollywood, Cal.  
**CARTER, CAL**  
KAMD, Camden, Ark.  
**CARTER, TONY**  
WAUD, Auburn, Ala.  
**CARVER, RON**  
WFMJ, Youngstown, O.  
**CARVIN, EDDIE**  
WMSA, Massena, N. Y.  
**CASE, KEN**  
Kitchen Klub  
WDAF-TV, Kansas City, Mo.  
**CASE, Lee**  
WITH, Baltimore, Md.

ANNOUNCER  
"BIG STORY"

NARRATOR  
"CAVALCADE  
OF  
AMERICA"

"11th HOUR  
THEATRE"  
WNBT



HOST  
ON  
"HOLLYWOOD  
PLAYHOUSE"  
WNBT

"BROADWAY TO  
HOLLYWOOD"  
DUMONT  
NETWORK

CY HARRICE



**CASE, NELSON**

B. Feb. 3, 1910; Long Beach, Calif.; Lowell Thomas, CBS; Pulitzer Prize Playhouse, ABC-TV; Robt. Montgomery Presents, NBC-TV; Amchl and the Night Visitors, NBC-TV; Jackie Gleason show, CBS-TV; Road of Life, CBS.

**CATUDAL, JACQUES**

CKAC, Montreal

**CAVANAGH, LLOYD**

CKCL, Truro, N. S.

**CERNA, JOSE**

KLYL, Pasadena, Texas

**CHAMBERS, BOB**

WEBB, Tampa, Fla.

**CHAMBERS, STAN**

Frosty Frolics  
KTLA, Los Angeles, Cal

**CHANDLER, ED**

Bob Hawk Show  
CBS

**CHANDLER, ROBIN**

Quick on the Draw  
DuMont

**CHANEY, BILL**

Let's Get Acquainted  
KEEN, San Jose, Cal.

**CHANNEL, WM. V.**

KHBC, Hilo, Hawaii

**CHAPEMAN, DAVE**

KALB, Alexandria, La.

**CHAPP, TONY**

This Is Kansas City  
WDAF-TV, Kansas City, Mo.

**CHARLES MASSIE**

WINA, Charlottesville, Va.

**CHASE, BILL**

Music for America  
KNLE, Ellensburg, Wash.

**CHASE, GENE**

WLL, St. Louis, Mo.

**CHASE, LYNN**

Personality Time  
WEAF, Augusta, Maine

**CHASE, WARD**

WBAY, Green Bay, Wis.

**CHASUK, DAVID**

KTLM, San Rafael, Cal.

**CHOMEL, FRANCIS**

WCNB, Connersville, Ind.

**CHRISLER, TONY**

WOKO, Albany, N. Y.

**CHRISTENSEN, DON**

Reville Revels

WHBL, Sheboygan, Wis.

**CHRISTENSON, ELMER L.**

WSHB, Stillwater, Minn.

**CHRISTIAN, HARRY**

WGN-TV, Chicago, Ill.

**CHRISTINSON, LOWELL**

Western Hits  
KVER, Albuquerque, N. M.

**CHRYSLER, AL**

CKOY, Ottawa, Ont.

**CITRO, VINCE**

WAZL, Hazleton, Pa.

**CITY, JIM**

Trading Post  
KTBS, Shreveport, La.

**CLAIRE, MAL**

The Mal Claire Show  
KTUC, Tucson, Ariz.

**CLARK, GEORGE**

KCOW, Alliance, Neb.

**CLARK, JAMES L.**

WBLJ, Dalton, Ga.

**CLAWSON, JAMES G.**

Three Alarm Quiz  
KRXK, Rexburg, Idaho

**CLAWSON, LEW**

Musical Clock  
WVVA, Wheeling, W. Va.

**CLAYTON, BOB**

Boston Ballroom  
WHDH, Boston, Mass.

**CLAYTON, JOHN**

Man on the Street  
WRFW, Eau Claire, Wis.

**CLEARY, BILL**

WDGY, Minneapolis, Minn.

**CLEARY, ED**

WELQ, Tupelo, Miss.

**CLEAVER, MARSHALL S.**

Polka Dots  
WKAP, Allentown, Pa.

**CLIFTON, JACK**

Sunshine Club

WCLE, Akron, O.

**CLISE, KEN**

WIBK, Detroit, Mich.

**CLUTE, JOHN**

Farmer John  
WEAV, Plattsburg, N. Y.

**COBB, JACK**

Cobb's Corner  
WFTJ, Miami, Fla.

**COFFEE, DICK**

WOW-TV, Omaha, Neb.

**COLE, FRED B.**

Carnival of Music  
WHDH, Boston, Mass.

**COLE, GRADE**

WBT, Charlotte, N. C.

**COLE, PHIL**

WKAL, Macon, Ill.

**COLEMAN, CHAS.**

WGVV, Charleston, W. Va.

**COLLINS, AL**

CIVI, Victoria, B. C.

# KEVIN KENNEDY

NEWS AT — 7:00-7:15 P.M.  
MON. THRU SAT.

TV

**COMMENTATOR**

N. Y. KEFAUVER  
HEARING

IT HAPPENED  
THIS WEEK

MATINEE NEWSREEL

IN THE COURSE OF  
HUMAN EVENTS

SPORTS PAGE

**RADIO**

SPORTS HEADLINES  
PRINCETON FOOTBALL

WPIX



Murray Hill 2-1234

TV

**SALESMAN**

MOBILGAS  
NASH-KELVINATOR  
PIEL'S BEER  
EMBASSY CIGARETTES

B. F. GOODRICH

TORINO

NOMA

ADAM HATS

PAUL WHITEMAN SHOW  
COAST TO COAST

CURTISS-WRIGHT  
AERONAUTICS

RICE-CHEX

BEECHNUT GUM

- COLLINS, DON**  
Holiday for Ladies  
WCBT, Roanoke Rapids,  
N. C.
- COLLINS, ROBERT**  
KEXO, Grand Junct., Colo.
- COLLYER, CLAYTON  
BUD**  
Break the Bank, NBC
- COMEAU, DENNY**  
CJLS, Yarmouth, N. S.
- COMER, FRANK**  
Club 800  
WLAD, Danbury, Conn.
- COMO, HUNTER**  
KDAL, Duluth, Minn.
- CONE, ROBERT**  
KDSJ, Deadwood, S. Dak.
- CONFER, BILL**  
WJAC-TV, Johnstown, Pa.
- CONFIE, FRANK**  
The Week in Review  
DuMont
- COON, FLOYD**  
Rhythm Roundup  
KASH, Eugene, Ore.
- CONNELLY, BILL**  
WPAM, Pottsville, Pa.
- CONNOR, RALPH**  
CKOY, Ottawa, Ont.
- CONRAD, RUSS**  
KEN, Portland, Ore.
- CONWAY, HARLAN**  
KGGF, Coffeyville, Kansas
- COOGAN, MIKE**  
KOL, Seattle, Wash.
- COOK, RICHARD**  
WMDM, Midland, Mich.
- COOPER, AL**  
Of Words & Music  
WFMY-TV, Greensboro, N. C.
- COOPER, BOB**  
WPBC, Minneapolis, Minn.
- COOPER, RALPH**  
Spotlight on Harlem  
WJZ-TV, New York, N. Y.
- CORCORAN, BILL**  
Kings Camera  
KING-TV, Seattle, Wash.
- CORCORAN, BILL**  
Meet Your Neighbor  
KLPY, Lafayette, La.
- CORNELL, BOB**  
KPAC, Los Angeles, Cal.
- CORNELL, CAMERON**  
Evening News  
DuMont
- COURTNEY, DEL**  
Del Courtney Show  
KPIX, San Francisco, Cal.
- COVERT, DALE**  
Dimes to Donuts  
KHBG, Okmulgee, Okla.
- COWAN, STEVE**  
Birthday Club  
KCTX, Childress, Tex.
- COX, RICKEY**  
KTNL, Dallas, Texas
- COX, VIC**  
KIMO, Monett, Mo.
- COYLE, JERRY**  
WRGB, Schenectady, N. Y.
- CRAIG, BILL**  
Blue Ridge Jamboree  
WATA, Boone, N. C.
- CRANE, BOB**  
The Bob Crane Show  
WICC-TV, Bridgeport, Conn.
- CRAVEN, HAROLD**  
WHPE, High Point, N. C.
- CRAWFORD, GENE**  
WGHE, Evansville, Ind.
- CRAWLEY, MARSHAL**  
WREV, Reidsville, N. C.
- CREEL, MARTIN**  
WTVB, Coldwater, Mich.
- CREW, NOBLE**  
Sierra Sidewinder  
KOLO, Reno, Nev.
- CRISTIL, JACK**  
WROX, Clarksdale, Miss.
- CROFT, DON**  
Housewives Matinee  
KFPW, Fort Smith, Ark.
- CROMWELL, REX**  
KALB, Alexandria, La.
- CROOKS, BILL**  
WFMJ, Youngstown, O.
- CROSS, MILTON**  
Piano Playhouse, Metropol-  
itan Opera, Metropolitan  
Opera Auditions of the Air  
ABC
- CROTTY, ELRIE**  
KRES, St. Joseph, Mo.
- CROWLEY, RICHARD**  
WJIM, Lansing, Mich.
- CRUCKSHANK, BUD**  
CKNX, Ontario
- CRUM, BARTLEY C.**  
Inside Israel  
DuMont
- CRUTCHLEY, BILL**  
WNDP, Daytona Beach, Fla.
- CUDABAC, BILL**  
Music til Midnite  
WMIE, Miami, Fla.

*Thanks to two great guys —*

**DAVE GARROWAY and JACKIE GLEASON**

*Jack Lescoulie*

**CULLEN, BILL**

Bill Cullen Show, CBS-TV  
Give and Take, CBS  
**CUNNINGHAM, OWEN**  
KGU, Honolulu, Hawaii  
**CURRIE, EBEN**  
Red's Rodeo  
WABM, Houlton, Maine  
**CURRY, H. L.**  
Record Roundup  
KFPW, Fort Smith, Ark.  
**CURTS, HUGH**  
CJVI, Victoria, B. C.  
**CURTIS, RAE**  
County Party Line  
KJFI, Webster City, Iowa  
**CURTIS, RONALD**  
Coffee with Curtis  
WFBL, Syracuse, N. Y.

## — D —

**DAHLSTROM, EARL**

You're the Doctor  
KRIF, Miles City, Mont.  
**DALL, AMBERT**  
WGH, Newport News, Va.  
**DAILEY, TOM**  
KWK, St. Louis, Mo.  
**DAIZ, JOSE RAMON**  
WAPA, San Juan, P. R.  
**DALE, BILL**  
WTAO, Cambridge, Mass.  
**DALE, JIM**  
WIND, Chicago, Ill.  
**DALY, JOHN**  
What's My Line  
NBC  
**DALY, RANNEY**  
Date with Daly  
WFPB, Middletown, O.

**DAME, JOHN ALBERT**

WACB, Kittanning, Pa.  
**DANIELS, BOB**  
Off the Record  
WFIR, Wisconsin Rapids, Wis.  
**DARDANO, NICHOLAS**  
WGAT, Union, N. Y.  
**DARLAND, BILL**  
KELD, El Dorado, Ark.  
**DAVENPORT, WM. E.**  
WVFB, Miami, Fla.  
**DAVIS, BOB**  
WOL, Washington, D. C.  
**DAVIS, CLYDE**  
KNOR, Norman, Okla.  
**DAVIS, DAVE**  
Music 101 Midnight  
KRMG, Tulsa, Okla.  
**DAVIS, DON**  
Open House  
KFRG, San Francisco, Cal.  
**DAVIS, EDDIE**  
KFAB, Omaha, Neb.  
**DAVIS, EDWARD**  
WEPG, Atlantic City, N. J.  
**DAVIS, GEOFF**  
B. July 26, 1918, Edmonton, Alta., Can.; Yankee Baseball  
**DAVIS, GEORGE**  
Friendly Manor  
WRBL, Columbus, Ga.  
**DAVIS, HERB**  
WOL, Washington, D. C.  
**DAVIS, JACK**  
WJLS, Beckley, W. Va.  
**DAVIS, JEFF**  
WSFT, Thomaston, Ga.

**DAVIS, JOHNNY SCAT**

Coffee & Cakes  
WXYZ-TV, Detroit, Mich.  
**DAVIS, MARY HELEN**  
WHBB, Selma, Ala.  
**DAVIDSON, WILF**  
Recipe for Happiness  
CHNO, Sudbury, Ont.  
**DAWES, BILL**  
Bill Dawes Show  
WCPO-TV, Cincinnati, O.  
**DAWSON, BILL**  
WGKY, Charleston, W. Va.  
**DAWSON, JACK**  
Daily Derby  
CFRB, Toronto, Ont.  
**DAY, GENE**  
Matinee in Rhythm  
WCOA, Pensacola, Fla.  
**DEANE, JERRY**  
KNEL, Waterloo, Iowa  
**DEANE, JOE**  
WHEC, Rochester, N. Y.  
**DECKER, BEN**  
B. D.'s Almanac  
WIRK, West Palm Beach, Fla.  
**DEEGAN, JOHN**  
WUAM, Reading, Pa.  
**DeHAVEN, BOB**  
Breakfast with Bob  
WCCO, Minneapolis, Minn.  
**DeKINDER, BEN**  
KWCC, Chickasha, Okla.  
**DELFINO, FRANK**  
WSTC, Stamford, Conn.  
**DELINE, JIM**  
Jim Deline Gang  
WSYR-TV, Syracuse, N. Y.

## BEST WISHES TO THE RADIO DAILY STAFF FROM THE WINS DAILY RADIO STAFF

JOHN BOSMAN  
JOHN BRADFORD  
STAN BURNS  
LEW FISHER  
JACK LACY

JACK LIGHTCAP  
BRAD PHILLIPS  
ART SCANLON  
PAUL SHERMAN  
CHARLIE STARK

### W-I-N-S

1010 ON YOUR DIAL  
NEW YORK, N. Y.

- DeMARSE, BILL**  
WRNY, Rochester, N. Y.
- DENNEY, LLOYD**  
KNJK, Forrest City, Ark.
- DENTON, CLYDE**  
Mail Box Roundup  
WSFC, Somerset, Ky.
- DENVER, DEE D**  
KFEQ, St. Joseph, Mo.
- DEUEL, LES**  
WOKO, Albany, N. Y.
- DEUEL, WM.**  
Poem Peddler  
WLYC, Williamsport, Pa.
- DeVICTOR, MARTY**  
WBNS, Cleveland, Ohio
- DeYOUNG, JOHN**  
Talkin' Time  
WGL, Fort Wayne, Ind.
- DIBBLE, WALTER**  
WSTC, Stamford, Conn.
- DICKEY, GENE**  
WSPD, Toledo, O.
- DICKEY, JAMES**  
WSLS, Roanoke, Va.
- DICKSON, JOHNNY**  
Bandstand of Stars  
KBON, Omaha, Neb.
- DILLWORTH, DONALD**  
Kids and Company  
Dumont
- DILSON, BERT**  
WJW, Cleveland, Ohio
- DI MICHALE, JIM**  
WBIS, Bristol, Conn.
- DINSMORE, ED**  
Sunday Party  
WBEN-TV, Buffalo, N. Y.
- DISALVO, HUGO**  
WIOU, Kokomo, Ind.
- DIXON, BOB**  
Perry Mason  
CBS
- DIXON, JOHN**  
WFOR, Hattiesburg, Miss.
- DIXON, PAUL**  
The Paul Dixon Show  
DuMont
- DOBSON, BILL**  
CHUB, Nantimo, B. C.
- DOERING, CHRIS**  
1070 Supper Club  
CHOK, Saruia, Ont.
- DOHERTY, SID**  
WJLS, Beckley, W. Va.
- DOLL, BOB**  
What's My Number  
WCSI, Columbus, Ind.
- DONAHOO, DEL**  
WIO, Des Moines, Iowa
- DONALDSON, CHRIS**  
Guest of Honor  
WOTV, Ames, Iowa
- DONALDSON, DAN**  
Ma Perkins  
CBS
- DONALDSON, FRANK**  
Donaldson on Disc  
WNOE, New Orleans, La.
- DONSELLA, BILL**  
Music for Everyone  
WTIP, Charleston, W. Va.
- DORAN, JIM**  
KSCQ, Santa Cruz, Cal.
- DOREMUS, WARREN**  
WHEC, Rochester, N. Y.
- DORNAN, KEN**  
KGCN, Sidney, Mont.
- DOROUGH, H. L.**  
WVOP, Vidalia, Ga.
- DORR, RUSSELL**  
WGAN, Portland, Maine
- DOUBLEDAY, DEACON**  
The Denton Speakin'  
WSYR, Syracuse, N. Y.
- DOUGLAS, LEE**  
Swap Shop  
WTRC, Hackory, N. C.
- DOUGLAS, MERL**  
KMA, Shenandoah, Iowa
- DOUGLAS, SCOTT**  
B. New York City; The Late Show, CBS-TV; Young Dr. Malone, CBS; Hallmark Playhouse, Stars Over Hollywood, CBS; Black Hood, The Batman, MBS
- DOWNS, HUGH**  
Coffee And  
WNBQ, Chicago, Ill.
- DOYLE, EDWIN**  
Morning Special  
WDNE, Elkins, W. Va.
- DREPPERD, BOB**  
Variety Stand  
WTAR-TV, Norfolk, Va.
- DRESDEN, CHUCK**  
KPRL, Paso Robles, Cal.
- DRISKILL, JOHNNY MACK**  
WITB, Talladega, Ala.
- DROUBAY, PAUL**  
KEEP, Twin Falls, Idaho
- DRUMMOND, JIM**  
College Days  
KFKA, Greeley, Colo.
- DUBOIS, ROLAND**  
Ragtime  
KARL, Pocatello, Idaho
- DUDLEY, DICK**  
Rockabye Dudley  
NBC



JACK GREGSON



**DUFOUR, YVON**  
CKCH, Hull, Que.

**DUFRESNE, LOUIS**  
CHLN, Trois Rivieres, Que.

**DUFRESNE, PIERRE**  
CKCH, Hull, Que.

**DUNAWAY, CHARLES**  
Dunaway Discery  
KTLW, Texas City, Tex.

**DUNLAP, WALLIE**  
Wallie Dunlap Show  
WICC-TV, Bridgeport, Conn.

**DUNN, EDDIE**  
Eddie Dunn Show  
WJZ, New York, N. Y.

**DUNNICLIFF, JOHN**  
KTRF, Thief River Falls,  
Minn.

**DUPREY, RICHARD**  
WMUR, Manchester, N. H.

**DURMA, ED**  
PM Capers  
WSCR, Scranton, Pa.

**DURRANT, DOLLY**  
Bozo & His Pals  
KWRN, Reno, Nev.

— E —

**EAGLES, HARRISON**  
WMAR-TV, Baltimore, Md.

**EAST, BILL**  
Music You Want  
WLEA, Hornell, N. Y.

**EAST, HENRY**  
Breakfast Club  
WLAG, LaGrange, Ga.

**EATON, ROBERT**  
WJPF, Herrin, Ill.

**EBELING, WADE**  
KBUI, Brigham City, Utah

**ECKERT, JOHN**  
WDAN, Danville, Ill.

**EDELL, BOB**  
WROK, Rockford, Ill.

**EDEN, FRED**  
WGAY, Silver Spring, Md.

**EDWARDS, EARL**  
WELR, Roanoke, Ala.

**EDWARDS, GENE**  
WATS, Sayre, Pa.

**EDWARDS, GLENN**  
KYM, Yuma, Ariz.

**EDWARDS, GEORGE**  
WQXR, New York, N. Y.

**EDWARDS, JOHN**  
WIP, Phil., Pa.

**EDWARDS, LARRY**  
Morning Watch  
KVER, Albuquerque, N. M.

**EDWARDS, TOM**  
WERE, Cleveland, Ohio

**EDWARDS, TOMMY**  
Merchants Parade  
WAYN, Waycross, Ga.

**EDWARDSSEN, BILL**  
Breakfast with Bill  
WNAE, Bridgeport, Conn.

**EGGERT, GEORGE**  
WFBE, Altoona, Pa.

**EGGLESTON, BILL**  
Platter Party  
WSWN, Belle Glade, Fla.

**EIGEN, JACK**  
Chez Show  
WMAQ, Chicago, Ill.

**ELAMON, JIM**  
KELD, El Dorado, Ark.

**ELLETT, DUANE**  
WHO, Des Moines, Iowa

**ELLIOTT, BILL**  
Bill's Bandstand  
WNOE, New Orleans, La.

**ELLIOTT, BRUCE**  
Twenty Questions  
DuMont

**ELLIOTT, CHECK**  
Atomic Boogie  
WAGY, Montgomery, Ala.

**ELLIOT, FRANK**  
Frank's Half Hour  
WKLV, Blackstone, Va.

**ELLS, BLAKE**  
WFOR, Portland, Maine

**ELLS, BOB**  
KGW, Portland, Ore.

**ELLS, BRUCE**  
Bruce on the Loose  
KXNL, Logan, Utah

**EMERICK, BOB**  
T. S. A. 11:59  
DuMont

**EMERSON, FAYE**  
Author Meets the Critics  
DuMont

**EMERY, RALPH**  
WLAJ, Grand Rapids,  
Mich.

**ERICKSON, BOB**  
WDAN, Danville, Ill.

**ERICKSON, LEO**  
KYAN, Vancouver, Wash.

**ERICKSON, ROGER**  
WSIB, Stillwater, Minn.

**ERICSON, MICHAEL**  
WFLR, Detroit, Mich.

**ERLICH, MIKE**  
Mattress  
WVNH, Rochester, N. H.

## BILL SILBERT SHOW

WABD  
11:30 P.M. to 12 Midnight  
Monday Thru Friday

### "SILBERT AT SIX"

WMGM  
Monday Thru Saturday  
6 to 7 P.M.

### "LET'S GO BOWLING"

WABD  
2:30 to 3:30 P.M. Saturday





**EVANS, AL**  
KGNG-TV, Amarillo, Tex.  
**EVANS, ALAN**  
WHOK, Lancaster, O.  
**EVANS, BOB**  
KWBW, Hutchinson, Kans.  
**EVANS, E. B.**  
WVST, Wooster, Ohio  
**EVANS, MARK**  
WTOP, Washington, D. C.  
**EVANS, ROBLEY**  
WHK, Cleveland, O.  
**EVANS, STEVE**  
Valley Poll  
KYOS, Merced, Cal.  
**EVERHARD, RAY**  
KALI, Pasadena, Cal.

— F —

**FABELO, RUBEN**  
Spanish Programs  
WATF, Tampa, Fla.  
**FACEMEYER, ROY**  
WSSJ, Bridgeton, N. J.  
**FAGAN, JIM**  
Platter Parade  
WBTA, Batavia, N. Y.  
**FAIR, CHARLIE**  
CFCE, Montreal  
**FARMER, JON**  
TV Ranch  
WAGA-TV, Atlanta, Ga.  
**FARREL, PETE**  
WCHA, Chambersburg, Pa.  
**FARRINGTON, FIELDS**  
Romance of Helen Trent  
CBS  
**FARRINGTON, GLEN**  
WTAX, Springfield, Ill.

**FARRON, ED**  
Night Shift  
WKLO, Louisville, Ky.  
**FAUCHER, RALPH**  
Platter Party  
WTAQ, LaGrange, Ill.  
**FAULCONER, FANC**  
WLAJ, Lexington, Ky.  
**FAULK, A. L.**  
Cape Fear Capers  
WCKR, Dunn, N. C.  
**FEAREY, JACK**  
Johnny Bargain Show  
KVOS, Bellingham, Wash.  
**FELLNER, FRANK**  
WATR, Morristown, N. J.  
**FELSHER, ARNOLD**  
Valley Special  
WBVP, Beaver Falls, Pa.  
**FELTON, HAPPY**  
American Way  
CBS  
**FENNEMAN, GEORGE**  
You Bet Your Life  
NBC-TV  
**FENNIE, ROBERT R.**  
WJPD, Ishpeming, Mich.  
**FIELDS, BILL**  
WSOK, Nashville, Tenn.  
**FILKINDS, LARRY**  
KSCB, Liberal, Kansas  
**FULESI, FRANK**  
WNAE, Warren, Pa.  
**FINDLAY, JIM**  
CFRN, Edmonton, Alta.  
**FINN, TOM**  
WSPD, Toledo, O.  
**FISCHLER, JOE**  
WHCT, Ithaca, N. Y.

**FISHER, BOB**  
KGST, Fresno, Cal.  
**FISHER, EARL**  
WVJS, Owensboro, Ky.  
**FISCHER, EUGENE**  
Toast & Coffee Club  
WLRP, New Albany, Ind.  
**FISHER, JACK**  
Fun With Fisher  
KBIS, Bakersfield, Calif.  
**FISHER, LEW**  
WINS, New York, N. Y.  
**FITCH, JERRY**  
KGLN, Glenwood Springs, Colo.  
**FITTS, SLIM**  
Boogie Hour  
WKLF, Chilton, Ala.  
**FITZGERALD, ED**  
Before the Bar  
WOOD-TV, Grand Rapids, Mich.  
**FITZGERALD, JAMES**  
WPDN, Clarksburg, W. Va.  
**FITZGERALD, JOHN**  
WNEI, Cleveland, O.  
**FITZGIBBONS, JACK**  
WAKR, Akron, O.  
**FITZMAURICE, MICHAEL**  
B. April 28, 1908; Chicago, Ill.  
Sammy Kaye Show, CBS-TV;  
Whispering Streets, ABC; Live  
Like a Millionaire, NBC, CBS-  
TV; Flying Tigers, DuMont; Right  
to Hoppiness, NBC; Arthur Mur-  
ray Party, DuMont; Telcnews  
Sportsreel.



**BUD COLLYER**



**WALTER HERLIHY**

**FITZPATRICK, JAMES H.**

WLYC, Williamsport, Pa.

**FLAGLER, PHIL**What's New  
CJHQ, Belleville, Ont.**FLEMING, ED**Our Gal Sunday  
CBS**FLETCHER, TOM**

WTK, Cleveland, O.

**FLINN, PAUL**

WJAC, Johnstown, Pa.

**FLINT, WALTER**The Walter Flint Show  
WGPC, Albany, Ga.**FLORENCE, DAVID**

KXNL, Dallas, Texas

**FLURRY, JACK**

KBKW, Aberdeen, Wash.

**FLYNN, CHAS.**Your Music Hour  
WCAN, Burlington, Vt.**FLYNN, HOWARD**

KMPC, Hollywood, Cal.

**FLYNN, JOHN**

WCV, Malone, N. Y.

**FOLAND, MYLES**Myles Foland Show  
WIRL, Peoria, Ill.**FORD, DOUG**Afternoon Serenade  
WHIS, Bluefield, W. Va.**FORD, MILTON Q.**Ford Show  
Prize Party  
WWDC, Washington, D. C.**FORLAND, KURT**Kurt's Kapers  
KRIF, Miles City, Mont.**FORSYTHE, GRANT**

CKLB, Oshawa, Ont.

**FORTIN, LOUIS**Soiree A Quebec  
CBV, Quebec**FOSSELMAN, GENE**

WVAN, Danville, Ill.

**FOSTER, BOB**

WSRS, Cleveland, Ohio

**FOSTER, DON**

KFKA, Greeley, Colo.

**FOSTER, JOHN**

WPAX, Wilkes-Barre, Pa.

**FOSTER, LEVERNE**

WELK, Roanoke, Va.

**FOX, GARY**At Your Command  
KRON, Crookston, Minn.**FOX, LARRY**

WKV, Evansville, Ind.

**FOX, ROGER P.**

KFAL, Fulton, Mo.

**FRANK, JOE**The Rhythm Spinner  
KTKT, Tucson, Ariz.**FRANK, PAUL**

WBKC, Columbus, Ohio

**FRANKLIN, JOE**

WDFN, Gainesville, Ga.

**FRASER, JOHN G.**

ABC

**FREDERICKS, PAT**Let's Talk It Over  
WMAY, Springfield, Ill.**FREEAULT, LEE**Your L.I. Philosopher  
WALK, Patchogue, N. Y.**FREED, ALAN**Mid-day Movie  
WNEI, Cleveland, O.**FREEMAN, FRANK**

WHITE, Rock Island, Ill.

**FREEMAN, TOM**

KCOW, Alliance, Neb.

**FRENCH, DICK**

WLS, Lansing, Mich.

**FRENCH, GLENN**

WPKD, Kingstree, S. C.

**FRIBLEY, JOE**Classical Hour  
KTBS, Shreveport, La.**FRIZZELL, HUGH**

KFTM, Jonesboro, Ark.

**FRON, DAVE**

WLS, Lansing, Mich.

**FRYER, HAROLD B., JR.**Stat of Lisbon  
WJLO, E. Liverpool, O.**FULLER, CHUCK**Charleston Alley  
WORZ, Orlando, Fla.**FULLER, CLAUDE**Canyon Caravan  
KAMQ, Amarillo, Tex.**FULTON, BILL**

CJCH, Halifax, N. S.

## — G —

**GADD, CARL**KTOK, Oklahoma City,  
Okla.**GADOURY, PAUL**

CHFA, Edmonton, Alta.

**GADWA, TOM**

KGAR, Garden City, Kans.

**GAGNON, NORMAND**

CHRL, Roberval, Que.

**GALLEY, GEORGE**Gaily Go Round  
WESA, Charleroi, Pa.

NELSON CASE



FRANK GALLOP

**GAINES, ED**  
KBK1, Alice, Texas

**GAINES, PHIL**  
WDBO, Orlando, Fla.

**GAINES, WALT**  
WIEB, Elizabethtown, Ky.

**GALE, JACK**  
WSRS, Cleveland, Ohio

**GALE, VIRGINIA**  
WGN, Chicago, Ill.

**GALLAGHER, ROGER**  
Gallagher & O'Brien Show  
WMCA, New York, N. Y.

**GALLOP, FRANK**  
Lights Out, NBC-TV

**GALLOS, JOHN**  
WCCO-TV, Minneapolis,  
Minn.

**GAMBLE, WM.**  
KFBK, Sacramento, Cal.

**GAMBLING, JOHN**  
Mutual

**GARDNER, DON**  
Monday Morning Headlines  
ABC

**GARDNER, CLIFF**  
Wake Up Winnipeg  
CJOB, Winnipeg, Man.

**GARDNER, JACK**  
WBHP, Booneville, Miss.

**GARNER, JIM**  
KAFY, Bakersfield, Calif.

**GARDNER, JIM**  
Belle Test  
WJTN, Jamestown, N. Y.

**GARRETT, JOE**  
Joe's Junction  
KAMQ, Amarillo, Tex.

**GASCON, JOSE**  
Mannectas  
KDLA, Auburn, Ga.

**GASKINS, MORRIS**  
Kentucky Farmer  
WSFC, Somerset, Ky.

**GASTON, LYLE**  
KSWO, Lawton, Okla.

**GATES, ART**  
Sunbeam Party  
WYVE, Wyrheville, Va.

**GAUGHAN, PATRICK J.**  
WMOB, Moundsville, W. Va.

**GAY, CONNIE B.**  
Town & Country Time  
WARI, Arlington, Va.

**GEARY, BOB**  
WRAC, Racine, Wis.

**GEER, SANDY**  
WALT, Tampa, Fla.

**GEHLERT, WILLIAM**  
WTUX, Wilmington, Dela.

**GEMAR, WM.**  
KFNP, Shenandoah, Iowa

**GENTRY, BILL**  
Relay Quiz  
WCHV, Charlottesville, Va.

**GEORDAN, NORMAN**  
B. August 15, 1927, New York,  
N. Y.; The Norm and Irene  
Show, Junior Jury, Chime Time,  
The World at Mid-Day, Teen  
Tattle, The Classical Hour,  
WTHI, Terre Haute, Indiana

**GEORGE, CAL**  
Casino  
CKWN, Vancouver, B. C.

**GEORGE, PHILIP**  
KGON, Portland, Ore.

**GERARD, JIM**  
WJW-D, Dayton, O.

**GERON, NORM**  
WIZE, Springfield, O.

**GETMAN, DAVID**  
WGR, Buffalo, N. Y.

**GIBSON, ALEC**  
Alec Gibson Show  
WTVJ, Miami, Fla.

**GIFFORD, DICK**  
KFDA, Amarillo, Texas

**GILBERT, AL**  
WIBA, Madison, Wis.

**GILBERT, JAY**  
Pensacola After Hours  
WEAR, Pensacola, Fla.

**GILL, PAUL**  
Trading Post  
WCSI, Portland, Maine

**GILLUM, BOB**  
KWNO, Winona, Minn.

**GILMORE, ART**  
Dr. Christian  
CBS

**GIRARD, JOE**  
Joe Girard Show  
WTHI, Hartford, Conn.

**GIROUX, LEE**  
Ladies' Day with Lee  
KPIX, San Francisco, Cal.

**GLEASON, BOB**  
KBRO, Bremerton, Wash.

**GLENN, TONY**  
KSTL, St. Louis, Mo.

**GLYNN, WILLIAM**  
WCNN, Middletown, Conn.

**GODDARD, DICK**  
WPKY, Frankfort, Ky.

**GOWIN, CARROLL**  
WDKD, Kingstree, S. C.



**JOHNNY OLSEN**

RUMPUS ROOM (TV)  
KIDS & CO. (TV)  
HOMEMAKER'S JAMBOREE (TV)  
BREAK THE BANK (AM)  
MOVIE QUIZ (AM)  
NORA DRAKE (AM)

**ART BAKER**

currently emceeing  
"YOU ASKED FOR IT"

plus starring in  
"STARS ON STAGE"  
KTTV — Hollywood

plus doing the  
"DINAH SHORE  
SHOW"  
Television and Radio

plus the  
"ART BAKER NEWS"  
NBC — Network

**GOLDBERG, BARNEY**  
Sabara Caravan  
KRAM, Las Vegas, Nev.

**GOLDEN, JERRY**  
WLTP, Kenosha, Wis.

**GOODMAN, SAM**  
Yawn Patrol  
WCOM, Parkersburg,  
W. Va.

**GORDON, BILL**  
Bill Gordon Show  
WEAT, Lake Worth, Fla.

**GORDON, BILL**  
WQXR, New York, N. Y.

**GORDON, DOROTHY**  
N. Y. Times Youth Forum  
DuMont

**GORDON, FRED**  
WIBF-TV, Rock Island, Ill.

**GORDON, JOHN**  
CKLW, Detroit, Mich.

**GOSS, FRANK**  
Hallmark Playhouse  
CBS

**GOWEN, ORIS**  
Smile with Lyle  
WAIN, Columbia, Ky.

**GRADY, CHAS.**  
WIMA, Lima O.

**GRAMER, BILL**  
Top of the Morning  
WGBA, Columbus, Ga.

**GRAMS, JOHN**  
E330 Club  
WIBL, Sheboygan, Wis.

**GRANT, BOB**  
KRNK, Roseburg, Oreg.

**GRANT, BRUCE**  
Record Shop

WGRD, Grand Rapids,  
Mich.

**GRATTON, BILL**  
KDSH, Boise, Idaho

**GRAUER, BEN**  
It's A Problem, Seeing Is Believ-  
ing, Royal Showcase, NBC-TV

**GRAVES, HAL**  
WENE, Binghamton Endi-  
cott, N. Y.

**GRAY, GENE**  
KCYR, Lodi, Cal.  
KCYR, Lodi, Cal.

**GRAZZAN, JOE**  
WCPA, Clearfield, Pa.

**GREGSON, JACK**  
Live Like a Millionaire, ABC

**GREER, RUSS**  
Parade of Stars  
KONA, Honolulu, Hawaii

**GRIFFIN, PETE**  
CKLE, Oshawa, Ont.

**GRIFFITH, LESTER L.**  
Les Griffith and the News  
ABC

**GRIFFITHS, WM.**  
Cornflakes with Griffiths  
WKRT, Cortland, N. Y.

**GRISWOLD, JACK**  
Big Broadcast  
WCSS, Amsterdam, N. Y.

**GROBE, ALBERT**  
WQXR, New York, N. Y.

**GROSSMAN, BOB**  
WLL, St. Louis, Mo.

**GROUT, HAROLD**  
Trading Post  
WDEV, Waterbury, Vt.

**GRAY, BARRY**  
Barry Gray Show  
DuMont

**GUILBEAU, NED**  
KVMH, New Iberia, La.

**GUILFOYLE, BUDDY**  
Home Folks Hour  
CHOK, Sarna, Ont.

**GUNN, GEORGE**  
ABC

**GUTHRIE, HERB**  
WRAG, Carrollton, Ala.

**GUTHRIE, BEN**  
KXJK, Forrest City, Ark.

**GUTHRIE, WINK**  
KPDQ, Portland, Ore.

**GWYN, JACK**  
Movie Quick Quiz  
KRFD-TV, Dallas, Texas

## — H —

**HAACK, LAUREN**  
Heckle & Jeckle Show  
KDIX, Dickinson, N. D.

**HADLEY, DOUG & JUNE**  
The Hadleys

WANE, Ft. Wayne, Ind.

**HADLEY, ED**  
WCLO, Jamesville, Wis.

**HAGGART, BUD**  
WFDF, Flint, Mich.

**HAGSTROM, CHARLES**  
Easy Listening  
WJOC, Jamestown, N. Y.

**HAINS, FRANK**  
WVIM, Vicksburg, Miss.

**HALE, PHIL**  
KWNR-TV, New Britain,  
Conn.



**BEN GRAUER**  
NBC

Radio

TV



**Geoff Davis**

ANNOUNCER  
DISK JOCKEY  
SPORTSCASTER  
NEW YORK YANKEES



**HALEY, TOM**  
Ohio Today  
WNBK, Cleveland, O.

**HALL, EDWARD R.**  
KFEL, El Dorado, Ark.

**HALL, FRED**  
Surprise Party  
KDB, Santa Barbara, Cal.

**HALL, HOWARD**  
WOW, Omaha, Neb.

**HALL, JOHN**  
1490 Club  
WESB, Bradford, Pa.

**HALL, RADCLIFFE**  
Today  
NBC TV

**HALLWOOD, RICHARD**  
WSAM, Saginaw, Mich.

**HAMILTON, BRUCE**  
Record Shop  
KNLL, Missoula, Mont.

**HAMILTON, BUDDY**  
KTOW, Oklahoma City, Okla.

**HAMILTON, JOE**  
Alarm Clock Club  
WLB, Bowling Green, Ky.

**HANCOCK, HUNTER**  
Harlematine  
KFVD, Los Angeles, Cal.

**HANKINS, JIM**  
Tea Dance Party  
WPAD, Paducah, Ky.

**HANNA, ERLE W.**  
WJAM, Marion, Ala.

**HAPGOOD, ARTHUR**  
Magic Rhythms  
KVEC, San Luis Obispo, Cal.

**HARBAUGH, EARL**  
WEAM, Arlington, Va.

**HARDIN, CHUCK**  
Highways of Melody  
KOME, Tulsa, Okla.

**HARDING, TED**  
Ted Harding Show  
WCAV, Norfolk, Va.

**HARMON, FRANK**  
WRFC, Athens, Ga.

**HARRICE, CY**  
B. March 1, 1915, Chicago, Ill.;  
Big Story, NBC; Cavalcade of  
America, NBC; Broadway to Hol-  
lywood, DuMont, 11th Hour The-  
atre, WNBT

**HARRIS, BILL**  
Mr. X & Mrs. X  
WTEL, Elizabethtown, Ky.

**HARRIS, BOB**  
KFRE, Fresno, Calif.

**HARRIS, HERB**  
WQNL, Atlanta, Ga.

**HARRIS, JACK**  
Havana Trio  
KGGU, Mandan, N. D.

**HARRIS, LLOYD**  
Hayloft Jamboree  
WMAZ, Macon, Ga.

**HARRISON, MEL**  
WDNC, Durham, N. C.

**HARPEL, BILL**  
KNNT, Hollywood, Cal.

**HARPER, JIMMY**  
WFRX, West Frankfort, Ill.

**HARRY, RAY**  
Relay Quiz  
WRAY, Princeton, Ind.

**HARSHAW, DICK**  
WISE, Asheville, N. C.

**HART, DALE**  
Morning Matinee  
WBAP-TV, Fort Worth,  
Texas

**HART, JAMES**  
Italian Hour  
KLAS, Las Vegas, Nev.

**HARTMAN, DICK**  
1230 Club  
KRIZ, Phoenix, Ariz.

**HARTMAN, TOOTS**  
KFEQ, St. Joseph, Mo.

**HARVEY, BILL**  
Western Sunrise  
KVSM, San Mateo, Cal.

**HARVEY, HANK**  
Sleepy Beacon Show  
KVAL, Magnolia, Ark.

**HARVEY, JACK**  
Club 18  
WCAM, Camden, N. J.

**HARVEY, JIM**  
KWTC, Barstow, Calif.

**HARVEY, JOHN**  
ABC Home Digest  
KGO, San Francisco, Cal.

**HARVEY, LLOYD**  
Teen Topics  
WJRL, Peoria, Ill.

**HARVEY, ROY**  
Roy Harvey Show  
WGL, Fort Wayne, Ind.

**HASTINGS, JACK**  
WPBC, Minneapolis, Minn.

**HATHAWAY, LEN**  
WENE, Binghamton-Endi-  
cott, N. Y.



**MORT LAWRENCE**

Host: "Big Payoff"—NBC-TV  
Announcer: "Dog Show of Champions"—  
ABC-TV  
Announcer: "Take A Number"—MBS  
LEXington 2-1100



**HAL TUNIS**

MC — Announcer  
Narrator



**HATTON, RICHARD**  
WJW, Cleveland, Ohio

**HAUGBEE, JOHN**  
WTPC, Lake Wales, Fla.

**HAYENS, WADE**  
Musical Clock  
KLMR, Lamar, Colo.

**HAVIG, DEAN**  
Campus Radio Theatre  
KMO, Tacoma, Wash.

**HAWKINS, LEM**  
Lem Hawkins Show  
KFGO, Fargo, N. D.

**HAWLEY, SHERWOOD**  
WCHA, Chambersburg, Pa.

**HAWTHORNE, BEN**  
Breakfast with Ben  
WTTT, Hartford, Conn.

**HAYES, GARY**  
Plattler Playhouse  
KYMA, Yuma, Ariz.

**HAYES, GEORGE**  
ABC

**HAYNES, JOHNNY**  
WMLS, Sylva-uga, Ala.

**HAYES, STAN**  
WENY, Elmira, N. Y.

**HEAD, BYRON**  
KOIL, Omaha, Neb.

**HEARTS, HARRY**  
Kiddieland  
WJOL, Florence, Ala.

**HEBENSTRETT, CARL**  
KGMB, Honolulu, Hawaii

**HERDRICK, LEE**  
WSAI, Cincinnati, O.

**HEINZ, BILL**  
Around Our Town  
KMUS, Muskogee, Okla.

**HELEN, MISS**  
Post on Wax  
WKLF, Clanton, Ala.

**HENDERSON, DOUG**  
WHAZ, Phil., Pa.

**HENDERSON, MAN**  
WTCN, Minneapolis, Minn.

**HENDRICKS, STAN**  
WTPC, Lake Wales, Fla.

**HENDRICKS, WES**  
WSPF, Thomaston, Ga.

**HENRI, CHARLES**  
WHAZ, Phil., Pa.

**HENRY, BILL**  
News by Air  
WDAK, Columbus, Ga.

**HENRY, CLETE**  
KWNO, Winona, Minn.

**HENRY, JOHN**  
KVOO, Tulsa, Okla.

**HENSEN, JERRY**  
KRES, St. Joseph, Mo.

**HENSKE, ERIC**  
KLAT, Levelland, Tex.

**HERLIHY, ED J.**  
B. August 14, 1912, Boston, Mass.; Children's Hour, WNBT; Goodyear Theatre, WNBT; Kraft Theatre, NBC-TV; Herlihy and the News at Noon; Universal Newsreel, WNBC

**HERLIHY, WALTER**  
ABC

**HERMAN, LYLE**  
KWAD, Wadena, Minn.

**HERRMANN, R. G.**  
KFAL, Fulton, Mo.

**HESTERMAN, BILL**  
Late Date with Bill  
KLO, Ogden, Utah

**HELLE, BILL**  
WSPF, Thomaston, Ga.

**HENLEP, JOHN**  
WJEL, Springfield, O.

**HICKMAN, HENRY**  
"Club 1300"  
WFBR, Baltimore, Md.

**HICKOK, BILL**  
Homemakers Matinee  
WGAI, Elizabeth City, N. C.

**HICKS, GEORGE**  
WHEP, Rock Island, Ill.

**HICKS, GEORGE**  
Theatre Guild On The Air  
NBC

**HICKS, JOHN**  
ABC

**HIGGINS, JOHN**  
KLYN, Amarillo, Texas

**HILL, BILL**  
WTHH, East Point, Ga.

**HILL, BOBBY**  
Good Morning Neighbor  
WGBR, Goldsboro, N. C.

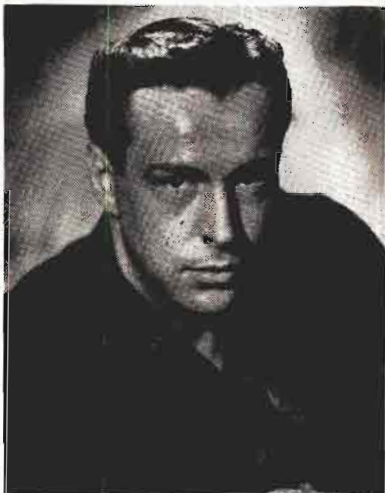
**HILL, HOLLIS**  
KYCA, Prescott, Ariz.

**HILL, JOE**  
WMBR, Bainbridge, Ga.

**HILLIARD, JOHN**  
Battle of Music  
WCOA, Pensacola, Fla.

**HITES, WARREN**  
Symphonic Hour  
WGAC, Augusta, Ga.

**HOBBS, RICHARD**  
WLLB, Detroit, Mich.



**SCOTT DOUGLAS**

ANNOUNCER-ACTOR-M.C.

**TELEVISION**

Host - M.C. "The Late Show" - - - CBS  
"Fireside Theatre" - - - NBC  
"Dinah Shore Show" - - - NBC

**RADIO**

"Hallmark Playhouse" - - - Leads  
"Stars Over Hollywood" - - - Leads



**REX MARSHALL**

**HODGKINSON, BRIAN**  
WIK, Cleveland, O.

**HODKIN, DICK**  
WPAC, Patchogue, N. Y.

**HOHN, BILL**  
WNAO-TV, Boston, Mass.

**HOGUE, LLOYD**  
Starduster  
KXOA, Sacramento, Cal.

**HOLLIDAY, JOHNNY**  
Concho Room Remote  
KOY, Phoenix, Ariz.

**HOLLANDSWORTH, DENNY**  
HiBilly Jamboree  
WWR, Beckley, W. Va.

**HOLMES, JOHN**  
VOGM, St. John's, Newf.

**HOLMES, ROBERT D.**  
KAST, Astoria, Ore.

**HOLMES, TED**  
WBRK, Pittsfield, Mass.

**HOLT, ARTHUR**  
KSVS, Roswell, N. M.

**HOLT, DAN**  
WTCO, Campbellsville, Ky.

**HOLT, DICK**  
KCNQ, Alturas, Cal.

**HOLT, FRED**  
WCKY, Cincinnati, O.

**HOLTZ, THOMSON**  
Helpful Holtz  
KFAB, Omaha, Neb.

**HOMEL, LOUIS**  
Radio Shoppers Guide  
WBLK, Clarksburg, W. Va.

**HOOPER, CHARLES**  
Candlelight Concert  
WDOK, Cleveland, O.

**HOUGH, BOB**  
KYNI, Coeur D'Alene, Ida.

**HOULIHAN, BILL**  
WEEK, Peoria, Ill.

**HOURLIGAN, HAP**  
WHS, Lansing, Mich.

**HOVLAND, HENRY**  
WHQ, Des Moines, Iowa

**HOWARD, BILL**  
WJGG, Green Bay, Wis.

**HOWARD, DON**  
Don Howard Show  
KSDO, San Diego, Cal.

**HOWARD, ERNEST**  
KARK, Little Rock, Ark.

**HOWARD, JIM**  
Spinner Sanctum  
KXOA, Sacramento, Cal.

**HOWE, LLOYD**  
Meet the Artist  
WCSS, Amsterdam, N. Y.

**HOWELL, WAYNE**  
House of Music  
Stars Review The Hits  
NBC

**HUGG, ARLIE**  
WSAV Party Line  
WSAV, Savannah, Ga.

**HUGHES, ELLA**  
KIMO, Independence, Mo.

**HULBERT, MAURICE JR.**  
WTTI, Baltimore, Md.

**HULICK, BUDD**  
WTXT, Tallahassee, Fla.

**HULICK, HELEN**  
WTXT, Tallahassee, Fla.

**HUNTLEY, CURLEY**  
Curley's Corner  
WKLF, Clanton, Ala.

**HURST, OVERTON**  
KDAS, Malvern, Ark.

**HUSTED, DON**  
Don's Record Shop  
KUP, Durango, Colo.

**HUFFMAN, RUSS**  
KFAM, St. Cloud, Minn.

**HUGHES, ED**  
WCDE, Carbondale, Pa.

**HUGHES, PAUL**  
KTAR, Phoenix, Arizona

**HULGAN, TOM**  
WFFA, Fort Payne, Ala.

**HUND, BOB**  
Ladies Date  
DuMont

**HUNTER, CLARENCE**  
CKBW, Bridgewater, N. S.

**HUTCHINS, ED**  
KCRG, Cedar Rapids, Iowa

**HUTTON, BOB**  
Bob's Inn  
CKWX, Vancouver, B. C.

**HRUBY, CHUCK**  
WLEB, Sandusky, O

**HYLE, BOB**  
Boy Meets Girl  
WKVA, Lewistown, Pa.

— I —


**INGEBRITZEN, LEN**  
La Mina Room Remote  
KOY, Phoenix, Ariz.

**IRVING, DICK**  
KCHL, Chillietho, Mo.


**ISH, VICTOR**  
KFBK, Sacramento, Cal.

— J —

**JACKSON, JAY**  
Twenty Questions  
Mutual



**TODD RUSSELL**  
"Wheel of Fortune"—CBS-TV  
"Rootie Kazootie"—ABC-TV  
Personal Management: George Gruskin  
William Morris Agency



**PHIL TONKEN**  
ACTOR - ANNOUNCER - M.C.  
MUTUAL NEWSREEL  
ROD & GUN CLUB  
"NEMO" WEATHER REPORTER  
GREATEST FIGHTS OF THE CENTURY  
PLANET MAN  
RADIO ON THE RECORD  
HISTORY IN THE MAKING  
RADIO TV

- JACOBS, JOHN**  
Jo Stafford Show  
CBS
- JAMES, DENNIS**  
Old Gold Original Amateur  
Hour  
NBC-TV
- JAMES, DON**  
Ole Black Joe  
WORZ, Orlando, Fla.
- JAMES, HUGH**  
Second Mrs. Burton  
CBS
- JAMES, KEN**  
WOW, Omaha, Neb.
- JAMES, RALPH**  
Ralph's Records  
KSON, Harlington, Tex.
- JAMISON, RUSSELL**  
Friendship Circle  
KMED, Medford, Ore.
- JEFFREYS, ALLAN**  
WTOP, Washington, D. C.
- JENKINS, ALUN**  
WIK, Cleveland, O.
- JENKINS, BILL**  
The Bill Jenkins Show  
WONS, Hartford, Conn.
- JENKINS, BOB**  
Take 60  
KGY, Olympia, Wash.
- JENKINS, WAYNE**  
Breakfast with Blondie  
WBOW, Terre Haute, Ind.
- JENSEN, BOB**  
KGMB, Honolulu, Hawaii
- JENSEN, ERV**  
KCOW, Alliance, Neb.
- JENSEN, LEIF**  
WDRG, Hartford, Conn.
- JENSEN, PAUL**  
Chow Call  
KOIN, Lincoln, Neb.
- JENSEN, RAN**  
WOC-TV, Davenport, Iowa
- JESSE, RANDALL**  
Community Forum  
WDAF-TV, Kansas City,  
Mo.
- JOHN, AMOS**  
KAFY, Bakersfield, Calif.
- JOHNSON, ART**  
WATR, Waterbury, Conn.
- JOHNSON, BILL**  
WPIK, Alexandria, Va.
- JOHNSON, BILL**  
KSUM, Fairmont, Minn.
- JOHNSON, KARL**  
Hoekle & Jockle Show  
KDFX, Dickinson, N. D.
- JOHNSON, RON**  
WBEX, Chillicothe, Ohio
- JOHNSON, WALLY**  
KPEQ, St. Joseph, Mo.
- JONES, CHARLES L.**  
WSTR, Sturgis, Mich.
- JONES, DAN**  
What's Your Job  
KTAT, Frederick, Okla.
- JONES, DON**  
Sunny Side Up  
WLEA, Hornell, N. Y.
- JONES, MAL**  
WFOR, Hattiesburg, Miss.
- JONES, PAUL**  
WNAI, Cincinnati, O.
- JONES, REX**  
KOMB, Tulsa, Okla.
- JONES, VERN**  
Toons in Pops  
WARE, Ware, Mass.
- JOHNSTON, BRYCE**  
Easy Rhythms  
KOOS, Coos Bay, Ore.
- JORDAN, MURRAY**  
WLIB, New York, N. Y.
- JORGENSEN, FRED**  
Monday with Freddie  
KGO-TV, San Francisco, Cal.
- JOSEPH, EDDY**  
WILLD, Niagara Falls,  
N. Y.
- JUDGES, COLIN**  
CJNT, Quebec
- JULIAN, JOSEPH**  
WILLD, Niagara Falls,  
N. Y.

## — K —

- KANE, BOB**  
Stuff & Things  
WRCO, Richland Center,  
Wis.
- KARMEN, JACK**  
Crackpot College  
WCOE, Lewiston, Maine
- KARMER, JAMES W.**  
Siesta Serenade  
WDNE, Elkins, W. Va.
- KARRENBAR, BILL**  
Top of the Morning  
WIBC, Canton, O.
- KARSEN, ANDY**  
Matinee Revue  
WKLV, Sparta, Wis.
- KAY, WALT**  
TNT  
WDOK, Cleveland, O.
- KAYE, DICK**  
WCRB, Waltham, Mass.
- KEANE JERRY**  
Variety Time  
WMOG, Covington, Ga.
- KEARNEY, DES**  
CKY, Winnipeg
- KEARNEY, GERRY**  
1370 Streamliner  
WFEA, Manchester, N. H.
- KEECH, KELVIN**  
ABC
- KEELER, DAN**  
KSL-TV, Salt Lake City.
- KEITH, BOB**  
WLOE, Orlando, Fla.
- KEITH, ROLAND**  
Mrs. goes to Super Market  
WLIO, E. Liverpool, O.
- KELLEMS, VIVIAN**  
The Power of Women  
DuMont
- KELLER, ROBT.**  
Man on the Street  
WLBK, Lebanon, Pa.
- KELLY, JOE**  
Quiz Kids  
NBC-TV
- KELLY, WARREN M.**  
Warren Michael Kelly Show  
WXYZ, Detroit, Mich.
- KELPE, HENRY**  
KOLL, Omaha, Neb.
- KENDALL, DON**  
Parade of Stars  
WEBQ, Harrisburg, Ill.
- KENNEDY, KEVIN**  
Famous Fights from Madison  
Square Garden, DuMont
- KENNEDY, MICHAEL**  
KTOW, Oklahoma City,  
Okla.
- KENNEDY, TERRY**  
WBCK, Battle Creek, Mich.
- KENNEDY, WARREN**  
WTIZ, New Orleans, La.
- KENNEY, STU**  
Wake Up Ontario  
CKEY, Toronto, Ont.
- KENT, FRANK**  
WPEN, Phil., Pa.
- KETCHAM, JIM**  
WHUM, Reading, Pa.
- KETCHERSID, LESTER**  
WDBL, Springfield, Tenn.
- KEYS, WILL**  
WHP, Hopewell, Va.
- KEYSER, WARREN**  
WILM, Wilmington, Dela.
- KIBBE, TOM**  
WTVB, Rutland, Vt.
- KIBBY, GORDON**  
Hub Show  
WEUR, Grand Rapids,  
Mich.
- KIDNEY, DICK**  
Radio  
WRPZ, Lock Haven, Pa.
- KIERMAN, WALTER**  
Who Said That  
NBC-TV
- KIHNS, ED**  
KHLAS, Hastings, Neb.
- KIKER, W. A.**  
WADE, Wadesboro, N. C.
- KILLEBREW, DICK**  
WELR, Ronoke, Ala.
- KIMBLE, EMERSON**  
WSPD, Toledo, O.
- KING, BOB**  
WRAP, Norfolk, Va.
- KING, CARL**  
B. Dec. 30, 1921, St. Louis, Mo.;  
King's Crossroads, Nationally  
Syndicated Films; Capt. Video,  
DuMont
- KING, FRANK E., JR.**  
KCLL, Houma, La.
- KING, JAMES**  
WSBB, New Smyrna Beach,  
Fla.
- KING, JOE**  
Mr. and Mrs. North  
Vaughn Monroe Show  
CBS
- KING, JOHNNY**  
Cinderella Weekend  
WJ-TV, Detroit, Mich.
- KING, JOHN REED**  
Ford Festival Time  
NBC-TV
- KINGSTON, WALTER**  
KFAC, L. A., Cal.
- KISSINGER, JOHN**  
KGAR, Garden City, Kans.
- KIRBY, DURWARD**  
Hilltop House  
CBS
- KIRBY, GEORGE**  
Melody Manor  
KDRS, Paragould, Ark.
- KIRBY, LEE**  
Stag Session  
WFTV, Charlotte, N. C.
- KITCHEN, CORY**  
WKLY, Blackstone, Va.
- RITTELL, CLYDE**  
News  
NBC
- KLOSS, BOB**  
WILL, Wheeling, W. Va.
- KNIGHT, FRANK**  
Rise 'n' Shine  
WARE, Ware, Mass.
- KNIGHT, FRED**  
Auto Show  
WIBG, Philadelphia, Pa.
- KNIGHT, KEN**  
Hit Parade  
WTNN, Louisville, Ky.
- KOBAR, ED**  
Morning Matinee  
WTWA, Thomson, Ga.
- KOLE, GORDON**  
WAUX, Waukesha, Wis.
- KOPLOW, GEORGE**  
WIRE, Rock Island, Ill.

**KORMANN, HAL**  
Band of the Week  
WWRL, New York, N. Y.

**KOSAK, JOE**  
WVLN, Olney, Ill.

**KOVACE, ERNIE**  
Kovacs Unlimited  
WCBS-TV, New York

**KRAEHLING, BUD**  
WCCO-TV, Minneapolis, Minn.

**KRAHLING, BOB**  
Easy Listening  
WHBC, Canton, O.

**KREMER, VERN**  
Concert Hour  
KAYL, Storm Lake, Iowa

**KRIEGER, ED**  
WSOO, Sault Ste. Marie, Mich.

**KROLL, JAY**  
Housewives Only  
WELS, Kingston, N. C.

**KUIZ, BOB**  
WVDB, Daytona Beach, Fla.

**KURTZ, SPYKER**  
WRAC, Williamsport, Pa.

**KUZNETSOV, WILLIAM**  
Kentuckiana  
WLBZ, Bowling Green, Ky.

— L —

**LACEY, BRAD**  
WKXL, Concord, N. H.

**LACY, JACK**  
WINS, New York, N. Y.

**LAKE KATIE**  
Two at 2  
KFJL Klamath Falls, Ore.

**LAMB, ART**  
WTTG, Washington, D. C.  
TV Disc Jockey

**LAMB, DONALD**  
WPDX, Clarksburg, W. Va.

**LAMBERT, KEN**  
WLDS, Jacksonville, Ill.

**LAMOND, DON**  
KERO, Bakersfield, Calif.

**LANS, TED**  
Open House  
KNGL, Fort Madison, Iowa

**LAND, ZACK**  
WMAA, Springfield, Mass.

**LANDELL, AUSTIN**  
WAAB, Worcester, Mass.

**LANDRY, JIM**  
WJBW, New Orleans, La.

**LANG, FRED**  
WNAC-TV, Boston, Mass.

**LANSFORD, CHUCK**  
WDSR, Lake City, Fla.

**LANGFORD, TOM**  
WTND, Orangeburg, S. C.

**LAMERE, ROY**  
Your Boy Roy  
WFHR, Wisconsin Rapids, Wis.

**LARKE, STAN**  
CFOR, Orilla, Ont.

**LAUB, DARYL**  
WTCN, Minneapolis, Minn.

**LAURENCE, JOCK**  
WPWA, Chester, Pa.

**LAWRENCE, CARL**  
KOJM, Havre, Mont.

**LAWRENCE, DICK**  
Problem Corner  
KNGL, Fort Madison, Iowa

**LAWRENCE, FRANK**  
1320 Club  
KWHN, Ft. Smith, Ark.

**LAWRENCE, JOHNNY**  
WOKO, Albany, N. Y.

**LAWRENCE, KEN**  
WSPD, Toledo, O.

**LAWRENCE, MORT**  
Big Payoff, NBC-TV; Dog Show of Champions, ABC-TV; Take a Number, MBS.

**LAWSON, RALPH**  
Concert Hall  
WZIP, Covington, Ky.

**LEAHY, ED**  
Campus Favorites  
WHMP, Northampton, Mass.

**LEBLANC, DON**  
KTRH, Houston, Texas

**LEE, DOUG**  
CKX, Brandon, Manitoba

**LEE, MRS. JOHN G.**  
The Power of Women  
DuMont

**LEEDS, LYLE**  
KOJM, Havre, Mont.

**LEFEBRE, BILL**  
"Melody Ballroom"  
FWBR, Baltimore, Md.

**LENHART, PHILIP**  
WAKR, Akron, O.

**LEIBERT, AL**  
WICC, Bridgeport, Conn.

**LEIEN, HYLE**  
1400 Club  
KCOG, Centerville, Iowa

**LEMOND, BOB**  
Bob Hawk Show  
Our Miss Brooks  
CBS

**LENIHARDT, NORMAN**  
WJBK, Detroit, Mich.

**LEONARD, ARCHIE**  
WHO, Des Moines, Iowa

**LEONARD, ART**  
Suit Yourself  
CFAD, Montreal

**LEONARD, MAXWELL**  
WMGY, Montgomery, Ala.

**LEPAGE, JEAN**  
WMSA, Massena, N. Y.

**LESCOULIE, JACK P.**  
B. Nov. 17, Sacramento, Cal.; Jackie Gleason Show, CBS-TV; Today, Dave Garroway, NBC-TV; Dennis Day Show, NBC-TV

**LENIK, EDWARD L.**  
ABC

**LESTER, DON**  
WSAI, Cincinnati, O.

**LESTER, MICKEY**  
CKEY, Toronto, O.

**LEVIN, SYLVAN**  
Mutual

**LEWIS, ALLAN**  
WGR, Buffalo, N. Y.

**LEWIS, DAVE**  
KBLI, Blackfoot, Idaho

**LEWIS, DAVE**  
Dave Lewis Show  
WTTV, Bloomington, Ind.

**LEWIS, DICK**  
KCID, Caldwell, Idaho

**LEWIS, GEORGE**  
Man on the Street  
WKNB, New Britain, Conn.

**LEWIS, JOHN**  
"Leo, The Lion"  
WCAO, Baltimore, Md.

**LEWIS, THOM**  
Opera Theatre  
WNMP, Evanston, Ill.

**LEWIS, WALTER**  
Commuter's Time  
WHLL, Hempstead, L. I.

**LEXOTTE, GEORGE**  
WAYZ, New Haven, Conn.

**LIBUTTI, GEORGE**  
WRNY, Rochester, N. Y.

**LIEBMAN, JERRY**  
WPIC, Sharon, Pa.

**LIGHTCAP, JACK**  
WINS, New York, N. Y.

**LILES, MARDI**  
WFLA Farm Hour  
Tampa, Fla.

**LILLICO, DICK**  
CHAR, Moosejaw, Sask.

**LILLEGREN, CHUCK**  
1450 Club  
WDLR, Marshfield, Wis.

**LINDAMOOD, FRANK FOX**  
WYVE, Wytheville, Va.

**LINDSEY, JIM**  
Listen with Lindsey  
KRIC, Beaumont, Tex.

**LINCOLN, MELVIN**  
WLSL, Roanoke, Va.

**LINN, CLARE**  
WKMH, Dearborn-Detroit, Mich.

**LINN, SAM**  
Western Jamboree  
WNAZ-TV, Charleston, W. Va.

**LISSANDRI, DOMINIC**  
WJKO, Springfield, Hampden, Mass.

**LOCKE, ED**  
WLP, Phil., Pa.

**LOFLIN, BOB**  
Listen with Loflin  
WCHI, Columbus, Miss.

**LOFTENESS, RAY**  
Ray's Corner  
KS00, Sioux Falls, S. Dak.

**LOGSDON, JIMMIE**  
Jimmie Logsdon Show  
WINS, Louisville, Ky.

**LONG, DEANE**  
Dean's Den  
KVOE, Santa Ana, Cal.

**LONG, DAN**  
Musical Clock  
WJVB, Jacksonville, Fla.

**LONG, KENNETH**  
WGAN, Portland, Maine

**LOHMAN, JIMMY**  
KANE, New Iberia, La.

**LOMAN, KENNETH**  
Music for the Mrs.  
KERG, Eugene, Ore.

**LOMBARDO, GUY**  
Mutual

**LONG, SHORTY**  
WPAZ, Pottstown, Pa.

**LONGWORTH, BILL**  
WGBI, Scranton, Pa.

**LOPEZ, VINCENT**  
Mutual

**LOTT, JOHNNIE**  
Chuck Wagon  
WERH, Hamilton, Ala.

**LOUGHANE, DON**  
Juke Box Serenade  
KOWH, Omaha, Neb.

**LOVE, BOB**  
KGST, Fresno, Cal.

**LOWE, BRYAN**  
WAYB, Waynesboro, Va.

**LOWE, DON**  
ABC

**LOWE, SUN**  
Sun Lowe Show  
KIKI, Honolulu, T.H.

**LOWRY, KEN**  
Pop O the Morning  
WGTA, Summerville, Ga.

**LUCAS, WM. E.**  
Staff Breakfast  
KOLN, Lincoln, Neb.

**LUDDEN, ALLEN**  
Mind Your Manners  
NBC-TV

**LUDWIG, JAMES**  
WDHL, Olean, N. Y.



**LUDWIG, LYELL**  
Cinderella Weekend  
WFBM-TV, Indianapolis, Ind.

**LUKE, HARRY**  
WICQ, Bridgeport, Conn.

**LUND, ROGER**  
Platter Parade  
WYRA, Buffalo, N. Y.

**LUNDBERG, VIG**  
Turn the Tune  
KTUL, Okla. Tulsa

**LUNDBERG, WYN**  
KRVN, Lexington, Neb.

**LUNDBOM, DEL**  
KGBM, Boise, Idaho

**LUPTON, JOHN**  
Mon on the Street  
WLAN, Lancaster, Pa.

**LYNDON, DAVE**  
WQXI, Atlanta, Ga.

**LYNN, MEL**  
KHQZ, Harrison, Ark.

## — Mc —

**McCANN, BOB**  
Tuen Time  
KBMY, Billings, Mont.

**McCANN, DICK**  
Dick McCann Show  
KBON, Omaha, Neb.

**McARTHUR, CHARLES F.**  
News  
NBC

**McARTHUR, JACK**  
WPIN, New York

**McARTHUR, RED**  
WHGB, Harrisburg, Pa.

**McAVY, RAY**  
Swingbillies  
WFTV, Atlanta, Ga.

**McCLENDON, JOHN**  
WRAP, Norfolk, Va.

**McCONNOCHE, JAMES**  
ABC

**McCORD, BILL**  
Brighter Day  
CBS

**McCOY, DUANE**  
Melody Round Up  
KMON, Great Falls, Mont.

**McCOY, HUGH**  
KEAR, Omaha, Neb.

**McCOY, JACK**  
Live Like A Millionaire  
NBC

**McCOY, RONNIE**  
KFEL, Denver, Colo.

**McGRAE, EARL**  
WIVY, Jacksonville, Fla.

**McGRANEY, BETTY**  
WGAF, Valdosta, Ga.

**McGRARY, JOHN F., JR.**  
WCRK, Morristown, Tenn.

**McCURDY, H. T.**  
News Quiz  
CAAD, Montreal, P. Q.

**McCURRY, BILL**  
McCurry at the Mike  
KRAM, Las Vegas, Nev.

**McDOWELL, LANN**  
Rise & Shine  
WERH, Hamilton, Ala.

**McFELROY, JACK**  
Jack McElroy Show  
KNBH, Hollywood, Cal.

**McFANEY, JAMES**  
WNLG, New London, Conn.

**McFARLANE, MONTY**  
CJOR, Vancouver, B. C.

**McGAVIN, BOB**  
CFRN, Edmonton, Alta.

**McGEE, ART**  
Musical Shopper  
WALB, Albany, Ga.

**McGOWAN, GEORGE**  
KEX, Portland, Ore.

**McGRAW, Mac**  
KFTM, Fort Morgan, Colo.

**McGUANE, GENE**  
KSL-TV, Salt Lake City, Utah

**McGUINNESS, JOHN**  
WILD, Birmingham, Ala.

**McHALE, BOB**  
Hillbilly Hit Parade  
WSCR, Scranton, Pa.

**McHALE, TOM**  
WSOO, Sault Ste. Marie, Mich.

**McINTOSH, HUGH**  
1350 Club  
KRLC, Lewiston, Idaho

**McKAY, ANNE**  
WGAF, Valdosta, Ga.

**McKAY, LES**  
Timber Trails  
KRCO, Prineville, Oreg.

**McKINNEY, JIM**  
Mac's Record Rack  
WMLN, Mt. Vernon, Ill.

**McKINNON, W. F.**  
CHFX, Antigonish, N.S.

**McKISSON, PERC**  
KWBQ, Coquille, Ore.

**McLEAN, PHIL**  
WERE, Cleveland, Ohio

**McMILLEN, GENE**  
KRAL, Rawling, Wyo.

**McNEE, GEO.**  
CJNT, Quebec

**McNEIL, MARSHALL**  
Meet the Boss  
DuMont

**McVAY, BOB**  
Two at 2  
KFJI, Klamath Falls, Ore.

## — M —

**MacBRIAR, WALLACE, JR.**  
WJON, St. Cloud, Minn.

**MacDONALD, DON**  
KCMJ, Palm Springs, Cal.

**MACK, BERNIE**  
KMUR, Manchester, N. H.

**MACK, BILL**  
Music Time  
WEDC, Chicago, Ill.

**MACK, CLARENCE**  
Good Dead Club  
CFAC, Calgary, Alta.

**MACK, TED**  
Old Gold Original  
Amateur Hour  
NBC-TV

**MACK, WAYNE**  
Afternoon Concert  
WDOK, Cleveland, O.

**MADER, JIM**  
WIBA, Madison, Wis.

**MAHER, IDA MAE**  
Happy's Party  
DuMont

**MAHONEY, ED**  
WTAN, Springfield, Ill.

**MAKI, ROBERT**  
WTVH, Peoria, Ill.

**MALDEN, KEN**  
"Hall of Ebony"  
WBMS, Boston, Mass.

**MALLOY, LES**  
Malloy & Co.  
KGO-TV, San Francisco, Cal.

**MALONEY, KEN**  
WMOH, Hamilton, O.

**MALOV, HENRY**  
Kid Stuff  
WTRY, Troy, N. Y.

**MANCHELL, BOB**  
WRMN, Elgin, Ill.

**MANDRAKE, CHAS.**  
WICA, Ashtabula, O.

**MANN, LARRY**  
CHUM, Toronto, Ont.

**MANNING, JOE**  
WFTA, Batavia, N. Y.

**MANN'S, BILL**  
WIP, Phila., Pa.

**MANSFIELD, SAM**  
Record Hillies  
WJBS, DeLand, Fla.

**MARCH, JIM**  
KVOC, Casper, Wyo.

**MARES, JERRY**  
WCBM, Baltimore, Md.

**MARION, DICK**  
WMOA, Marietta, Ohio

**MARPLE, TINY**  
WAAZ, New Haven, Conn.

**MARLOWE, OWEN**  
WALK, Patchogue, N. Y.

**MARLOWE, PAUL**  
WNDR, Daytona Beach, Fla.

**MARSH, FREDERICK RAY**  
WCOL, Columbus, O.

**MARSHALL, BOB**  
Party Line  
WGBS, Miami, Fla.

**MARSHALL, REX**  
B. Jan. 10, 1919; Suspense,  
CBS-TV; Ellery Queen, ABC-TV;  
Sunday Matinee, DuMont; Date  
With Rex, WABD.

**MARTIN, CLIF**  
WMRP, Flint, Mich.

**MARTIN, EARL**  
Sharecroppers Roundup  
WJFM, Cordele, Ga.

**MARTIN, FRANK**  
WTKK, Erie, Pa.

**MARTIN, JOHNNY**  
WLOU, Louisville, Ky.

**MARTIN, JOE**  
KCLX, Colfax, Wash.

**MASON, BRUCE**  
Western Record Party  
KVLH, Pauls Valley, Okla.

**MASON, ELLA**  
(Brooks Stevens)  
Food for Thought  
DuMont

**MAST, BENNY**  
Hillbilly Houseparty  
WATA, Boone, N. C.

**MATHIS, LEE**  
Linger With Lee  
WFTM, Fort Valley, Ga.

**MATLOCK, STAN**  
Magazine of Air  
WKRC, Cincinnati, O.

**MATTESON, CONNIE**  
Party Time  
WKTU, Union, N. Y.

**MATTESON, DEAN**  
KSDN, Aberdeen, S. Dak.

**MATTHEWS, JIM**  
People Are Funny  
CBS

**MAU, LOUISE**  
Listen Awhile  
KBON, Modesto, Cal.

**MAV, MIKE**  
WCSL, Columbus, Ind.

**MAYO, BEN**  
Juke Box  
WCPS, Tarboro, N. C.

**MEAD, JIM**  
WFRG, Roidsville, N. C.

**MEATH, EDDIE**  
WHEC, Rochester, N. Y.

**MEEKS, MAX**  
Alarm Clock Club  
WMLR, High Point, N. C.



**MELTON, DAVE**  
Radio Reveries  
KOEL, Oelwein, Iowa

**MENDINE, MARTIN**  
Night Watch  
KCUR, Trinidad, Colo.

**MERCHANT, BILL**  
WMUS, Muskegon, Mich.

**MEREAU, DANNY**  
Phil Space  
WREB, Holyoke, Mass.

**MEREDITH, LEE**  
KWHI, Brenham, Tex.

**MERKER, GEORGE J.**  
WRMN, Elgin, Ill.

**MERRITT, HERBERT A.**  
WHAI, Greenfield, Mass.

**MERTZ, BILL**  
WYKO, Columbus, O.

**MEYER, MIKE**  
KRYN, Lexington, Neb.

**MICHAEL, BOB**  
WENY, Elmira, N. Y.

**MICHAEL, GEORGE**  
Farm Bureau Show  
WVNH, Rochester, N. H.

**MICHAELS, JOHN**  
WYKO, Columbus, O.

**MICHLER, GEORGE**  
Sunshine Special  
WBBW, Youngstown, O.

**MILLER, BILL**  
WATS, Sayre, Pa.

**MILLER, DON**  
KEEP, Twin Falls, Idaho

**MILLER, JOHN Z.**  
Swap Shop  
KGCU, Mandan, N. D.

**MILLER, JOHNNY**  
Johnny Miller Show  
WTOR, Winston-Salem, N. C.

**MILLER, MAUREY**  
KSO, Des Moines, Iowa

**MILLER, PAUL**  
WIOC, Philadelphia, Mass.

**MILLER, WILLIAM S.**  
WSTR, Sturgis, Mich.

**MILLS, ALLAN**  
Sunrise Roundup  
WMOG, Covington, Ga.

**MILLS, BOB**  
Western Theatre  
WSAZ-TV, Charleston, W. Va.

**MILLS, BOB**  
WRNY, Rochester, N. Y.

**MILLS, DEXTER**  
WDBJ, Roanoke, Va.

**MILLS, FRANK**  
What's Cooking  
WBAP-TV, Ft. Worth, Texas

**MILWEE, N. C.**  
WYJS, Owensboro, Ky.

**MINSHALL, BILL**  
Record Shop  
KRAIG, Tulsa, Okla.

**MINTON, MARK**  
KGGF, Coffeyville, Kansas

**MITCHELL, EVERETT**  
National Farm & Home Hour  
NBC

**MITCHELL, ROY**  
KCMC, Texarkana, Texas

**MIYANISHI, JAMES**  
KILA, Hilo, Hawaii

**MOEGLE, FRED**  
KWK, St. Louis, Mo.

**MOFFETT, RAYMOND, R.**  
WCAO, Baltimore, Md.

**MOHNKERN, LEN**  
WHHH, Warren, O.

**MOLDEN, BOB**  
Hilbilly Harmony  
WKDK, Newberry, S. C.

**MONTGOMERY, BILL**  
Hilbilly Jamboree  
WCFE, Akron, O.

**MOORE, BOB**  
WBCK, Battle Creek, Mich.

**MOORE, CLAYDE**  
KCUL, Fort Worth, Tex.

**MOORE, LEE**  
Jamboree Party  
WVVA, Wheeling, W. Va.

**MOORE, VIRGIL**  
WJAM, Marion, Ala.

**MORAGA, PEDRO**  
KUPN, Phoenix, Ariz.

**MORAN, WARREN**  
Moran with Music  
WHIZ, Zanesville, O.

**MORGAN, BILL**  
WHO, Des Moines, Iowa

**MORGAN, DICK**  
WDRJ, Roanoke, Va.

**MORGAN, HAL**  
Morgan's Pop Concert  
WGAR, Cleveland, O.

**MORGAN, JIM**  
Birthday Club  
WHLN, Harlan, Ky.

**MORGAN, JIMMIE**  
WBIP, Booneville, Miss.

**MORNINGSTAR, ERED**  
Hymns for Homefolks  
WHLC, Matewan, W. Va.

**MORRIER, B.**  
CJSO, Sorel, Que.

**MORRIS, BEN**  
Sooner Shindig  
WKY-TV, Oklahoma City, Okla.

**MORRIS, GILBERT**  
WDAS, Phil., Pa.

**MORRIS, JACK**  
KJAX, Oakland, Cal.

**MORRISSEY, BILL**  
WCCM, Lawrence, Mass.

**MORSE, TONY**  
ABC Home Institute  
KGO, San Francisco, Cal.

**MORTON, LOU**  
WNXT, Portsmouth, Ohio

**MOYER, CHAS. N.**  
WACB, Kittanning, Pa.

**MULLEN, JACK D.**  
WVYO, Pineville, W. Va.

**MULLIGAN, RAY**  
WPAM, Pottsville, Pa.

**MUNDY, ED.**  
Requestfully Yours  
KCSB, San Bernardino, Cal.

**MUNRO, DAVE**  
CPAR, Flin Flon, Man.

**MUNT, PAUL**  
KOLL, Omaha, Neb.

**MUNYAN, HARRY**  
Miami Civic Forum  
WIOD, Miami, Fla.

**MURDOCK, ED**  
Wax Showcase  
WVGA, Montrie, Ga.

**MURPHY, BILL**  
Are You From Dixie  
WAKR, Akron, Ohio

**MURPHY, ED**  
Ed Murphy Show  
WSYR-TV, Syracuse, N. Y.

**MURRAY, DON**  
WFOM, Marietta, Ga.

**MURRAY, FRED**  
Murray at Mike  
WVOD, Lynchburg, Va.

**MURRAY, PHIL**  
Magical Moondial  
WJOC, Jamestown, N. Y.

**MURRY, HANK**  
WTCO, Campbellsville, Ky.

**MUSIC, REX**  
KSO, Des Moines, Iowa

**MUSSER, WALTER J.**  
WBCM, Bay City, Mich.

**MVERS, KENT**  
KCST, Provo, Utah

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**NADEL, HOWARD I.**  
WCOL, Columbus, O.

**NAGLE, JEFF**  
KML, Fresno, Cal.

**NANCE, BOB**  
KBKI, Alice, Texas

**NAUGHTON, RUSS**  
WDRG, Hartford, Conn.

**NEAL, BOB**  
WBIQ, Greensboro, N. C.

**NEARNS, JOE**  
Top o' Morning  
KNBY, Newport, Ark.

**NEDIN, DICK**  
WEOK, Poughkeepsie, N. Y.

**NEELD, HUGH**  
KMES, Muskogee, Okla.

**NEHRING, WALLY**  
Sprize Party  
WTRG, Indianapolis, Ind.

**NEIL, JACK**  
WVNC, Asheville, N. C.

**NELAN, RAY**  
WKNE-TV, New Britain, Conn.

**NEIMAN, WALTER**  
Musical Fantasies  
WGSN, Huntington, N. Y.

**NELSON, DAVE**  
WRMN, Elgin, Ill.

**NELSON, HAROLD**  
KCMC, Texarkana, Texas

**NELSON, HERMAN**  
WLCS, Baton Rouge, La.

**NELSON, JOHN**  
KFTV, Paris, Texas

**NELSON, WARREN**  
KSO, Des Moines, Iowa

**NELSON, WAYNE**  
Vaughn Monroe Show  
CBS

**NEWHOUSE, HAL**  
Tune Test  
KRCO, Prineville, Ore.

**NEWMAN, EDDIE**  
WDAS, Phila., Pa.

**NEWTON, JIM**  
Disc Din  
KNBY, Newport, Ark.

**NICHOLS, FLOYD**  
KWRO, Coquille, Ore.

**NICHOLS, JOHNNY**  
WJRW, New Orleans, La.

**NICHOLS, ROY**  
KXLR, Little Rock, Ark.

**NICHOLSON, NICK**  
KNBC, San Francisco, Cal.

**NIELSON, WARREN**  
KMA, Shenandoah, Iowa

**NIGHTINGALE, EARL**  
Earl Nightingale Show  
WGN, Chicago, Ill.

**NILES, DAVID**  
WEVD, New York, N. Y.

**NIMMO, BILL**  
B. June 18, 1917, Cincinnati, Ohio; Jackie Gleason, CBS; Wednesday Boxing, CBS; Crime Syndicated, CBS; Heaven for Betsy, CBS; Plainclothes Man, Du Mont

**NIMS, ROBERT**  
WAAB, Worcester, Mass.

**NIXON, MILTON**  
WRAP, Norfolk, Va.

**NOEL, DICK**  
Quick on the Draw  
The Week in Review  
DuMont

**NOLAN, GEORGE**  
KFDA, Amarillo, Texas

**NORDSTRAND, RAY**  
Eventide Concert  
WNMP, Evanston, Ill.

**NORDEN, LEE**  
WSAM, Saginaw, Mich.

**NORMAN, ALAN**  
WFDP, Flint, Mich.

**NORRIS, KATHI**  
The Kathi Norris Show  
DuMont

**NORTH, CHARLES**  
Man on Street  
WFEC, Miami, Fla.

**NORTON, IVERS J.**  
WIDL, Olean, N. Y.

**NORTON, RICHARD**  
Coffeejune Musicals  
WFAU, Augusta, Maine

**NOVAK, JOHN VICTOR**  
Polish Bells Program  
WABY, Albany, N. Y.

## — P —

**O'BRIEN, ELLIS**  
Better Homes for Maine  
WCSH, Portland, Maine

**O'BRIEN, JOE**  
Rosemary  
CBS

**O'BRIEN, JOE**  
Gallagher & O'Brien Show  
WMAA, New York, N. Y.

**O'CONNOR, LILLIAN**  
KILA, Hilo, Hawaii

**O'DELL, STEWART**  
Coffee Time  
WLSI, Pikesville, Ky.

**O'HORA, PAT**  
WBAY, Green Bay, Wis.

**O'LEARY, JIM**  
KCRQ, San Diego, Cal.

**OLSEN, JOHNNY**

B. Window, Minnesota; Rumpus Room, Kids and Company, DuMont; Homemaker's Jamboree, ABC-TV; Break the Bank, ABC; Movie Quiz, MBS; Nora Drake, CBS

**OLSON, HARVEY**  
WDRG, Hartford, Conn.

**OLSON, MILLES**  
Song Shop  
WKBZ, Muskegon, Mich.

**OLSON, NATE**  
Sage Brush Review  
KOOS, Coos Bay, Ore.

**O'NEIL, CHUCK**  
1370 Streamliner  
WFEA, Manchester, N. H.

**O'NEILL, HENRY**  
Movies for Mom  
WLWC, Columbus, O.

**O'NEILL, J. F.**  
Paging the Stars  
KOWH, Omaha, Neb.

**OSBORNE, BILL**  
KFBG, Cheyenne, Wyo.

**OSMUNDSON, DEAN**  
WBZ, Eau Claire, Wis.

**OSSINA, ALEX**  
WICY, Malone, N. Y.

**O'TOOLE, BILL**  
The Power of Women  
Take the Break  
DuMont

**OVERTON, RAY**  
KFBG, Cheyenne, Wyo.

**OWENS, AL**  
WFNC, Fayetteville, N. C.

**OWENS, LOY**  
Hollywood Reporter  
CFRB, Toronto, Ont.

**OXFORD, GEORGE**  
Sepia Serenade  
KWBR, Oakland, Cal.

**OZIMEK, STAN**  
Hartford Polish Hour  
WKXB, New Britain, Conn.

## — P —

**PACKARD, CHARLIE**  
Borden Show  
KMOD, Modesto, Cal.

**PACKHAM, BILL**  
Dinner Date  
WAGA-TV, Atlanta, Ga.

**PAGE, SAM**  
Meet Your Neighbor  
WNBZ-TV, Binghamton, N. Y.

**PALEN, DAN C.**  
KNGN, Glendive, Mont.

**PALO, GEORGE**  
KBUN, Bemidji, Minn.

**PARISEAY, GUY**  
CHFA, Edmonton, Alta.

**PARKER, AL**  
WJLD, Chicago, Ill.

**PARKER, ERICK**  
WJAM, Marinette, Wis.

**PARKER, THOMAS**  
850 Club  
WKBZ, Muskegon, Mich.

**PARKINSON, RUTH**  
WPAC, Patchogue, N. Y.

**PARNACOTT, OWEN**  
WDWD, Dawson, Ga.

**PARNELL, REX**  
KWFC, Hot Springs, Ark.

**PARRISH, JOHN**  
Music Man  
WVLR, Lexington, Ky.

**PARSON, NATHAN**  
KWCO, Chickasha, Okla.

**PARTA, PAT**  
RFD  
KFSA, Ft. Smith, Ark.

**PATRICK, GEORGE**  
G. P. Show  
WHIZ, Zanesville, O.

**PATTERSON, CREAM**  
Connecticut Ballroom  
WONS, Hartford, Conn.

**PATTERSON, JOHN R.**  
KDLR, Devils Lake, N. D.

**PATTERSON, PAT**  
HiWay Patrol  
KBBS, Bakersfield, Calif.

**PATILLO, BOB**  
WHSY, Hattiesburg, Miss.

**PAUL, DON**  
WTAX, Springfield, Ill.

**PAUL, RALPH**

B. Oct. 11, 1920, Denver, Colorado; Strike It Rich, CBS-TV and NBC-Radio; Aldrich Family, NBC-TV; Bob Trout News, CBS

**PAYE, DON**  
WICV, Malone, N. Y.

**PAYE, JIMMY**  
Jimmy Paye Show  
WFAI, Fayetteville, N. C.

**PAYNE, MAURAY**  
General Utah Matinee  
KONO, Provo, Utah

**PEARSON, DREW**  
Washington Merry Go Round  
DuMont

**PEER, LEE**  
KOOK, Billings, Mont.

**PENNEWELL, RALPH**  
"Record Land"  
WWIN, Baltimore, Md.

**PEREZ, RUDY**  
Musical Scrapbook  
WCMU, Ashland, Kentucky

**PERKER, EDDIE**  
WKGN, Knoxville, Tenn.

**PERKER, KEN**  
WDVA, Danville, Va.

**PERKINS, JUDY**  
Morning Matinee  
WLW, Cincinnati, Ohio

**FERRIE, DON**  
Musical Encores  
WJBO, Baton Rouge, La.

**FERRY, DICK**  
WBOB, Galax, Va.

**FERRY, GEORGE**  
Six Gun Playhouse  
WFMY-TV, Greensboro, N. C.

**FERRY, KEN**  
KFBK, Sacramento, Cal.

**FERRY, SID**  
WVLS, Olney, Ill.

**PETERS, BOB**  
WFAS, White Plains, N. Y.

**PETERS, BRAD**  
Western Sunrise & Shine  
KSJO, San Jose, Cal.

**PETERSON, ANDY**  
Alarm Clock  
WREL, Lexington, Va.

**PETERSON, DON**  
KBLN, Muskogee, Okla.

**PETERSON, DON**  
KRGV, Westaco, Tex.

**PETERSON, JIM**  
KSTW, Fairmont, Minn.

**PETERSON, JOHN**  
WHHH, Warren, O.

**PETERSON, VIRGILIA**  
Author Meets the Critics  
DuMont

**PETTAV, FRAN**  
WKMH, Dearborn-Detroit, Mich.

**PHILIPS, KENNETH**  
WMEF, Wilmington, N. Carolina

**PHILIP, DICK**  
Breakfast with Zenith  
WPEO, Peoria, Ill.

**PHILLIPS, BRAD**  
WINS, New York, N. Y.

**PHILLIPS, BYRON**  
WGBI, Scranton, Pa.

**PICKETT, ROY**  
Silver Dollar Man  
KTUL, Tulsa, Okla.

**PIERCE, BARRETT**  
KALL, Pasadena, Cal.

**PIERCE, BILL**  
WQAN, Scranton, Pa.

**PIERCE, RUSS**  
KGGF, Coffeyville, Kansas

**PIERCY, FRED**  
KAFY, Bakersfield, Calif.

**PIMENTEL, JUAN**  
WMLA, Gagnas, P. R.

**PIQUETTE, BOB**  
KTAC, Tacoma, Wash.

**PIRNIE, DUNCAN**  
WQNR, New York, N. Y.

**PITMAN, DON**  
WBZZ, Ponca City, Okla.

**PLACHTA, AL**  
Around the Clock  
KCLP, Butte, Mont.

**PLANT, RUDY**  
KBWA, Kennett, Mo.

**PLATT, STEWART**  
Musical Clock  
WLAP, Lexington, Ky.

**POLLACK, TED**  
Mon on the Street  
WLAN, Lancaster, Pa.

- POLLARD, JIM**  
Bob Hawk Show  
CBS
- POOLE, HARVEY**  
Spiritual Hour  
WSWN, Belle Glade, Fla.
- POPE, BILL**  
KNOC, Chico, Cal.
- POTTER, GAIL**  
Univ. Workshop  
WFLA, Tampa, Fla.
- POTTER, PHIL**  
WOMB, Harrisburg, Pa.
- POWERS, DON J.**  
KXGN, Glendive, Mont.
- POWERS, JIMMY**  
Famous Fights From  
Madison Square Garden  
DuMont
- POWERS, RAY**  
WHBS, Huntsville, Ala.
- PRATER, FRANK**  
WBNS, Cleveland, Ohio
- PRIOE, GRANT**  
WPPA, Pottsville, Pa.
- PRICE, JAMES**  
WSBB, New Smyrna Beach,  
Fla.
- PRICE, JOE**  
WVMI, Biloxi, Miss.
- PRICE, MEL**  
WASL, Annapolis, Md.
- PROUGH, CARL**  
KCID, Caldwell, Idaho
- PURCELL, CHARLES W.**  
Nocturne  
WCAO, Baltimore, Md.
- Q —
- QUINN, DOMINIC**  
WFDP, Flint, Mich.
- QUINN, PAT**  
WPAG, Ann Arbor, Mich.
- R —
- RAFFERTY, TOM**  
CKNX, Ontario
- RAFUSE, BRUCE**  
CFJN, Antigonish, N. S.
- RAINES, JIM**  
WCBC, Anderson, Indiana
- RAKE, JOE**  
Breakfast Club  
WGNV, Newburgh, N. Y.
- RAMELL, DON**  
KXEL, Waterloo, Iowa
- RANDALL, DALE**  
KWWL, Waterloo, Iowa
- RANDALL, WM. D.**  
WTOC, Savannah, Ga.
- RANDALL, WILLIAM E.**  
WHAT, Greenfield, Mass.
- RASH, LES**  
KGOS, Torrington, Wyo.
- RAWSON, RON**  
Young Dr. Malone  
CBS
- RAYMOND, JACK**  
WISN, Milwaukee, Wis.
- RAYMOND, GENE**  
Musictime  
KERG, Eugene, Ore.
- RAYMOND, OLLIE**  
KMOX, St. Louis, Mo.
- RAYNER, RAY**  
Who, What, Where, When  
WOOD-TV, Grand Rapids,  
Mich.
- REAGAN, FRANK**  
WEOK, Poughkeepsie,  
N. Y.
- REAGAN, JOE**  
Regan's Roundup  
WEAM, Arlington, Va.
- REAGH, BOB**  
Talent Hunt  
CJOC, Lethbridge, Alta.
- REAVES, JOE**  
Music Shop  
WLTV, Atlanta, Ga.
- REAVIS, HERMAN**  
WBOB, Ganax, Va.
- REDDY, TOM**  
Tom Reddy Show  
WABC, New York, N. Y.
- REDDING, JOHN**  
Fun Time  
WVLC, Lexington, Ky.
- REDFERN, JACK**  
Requestfully Yours  
WWN, Baltimore, Md.
- REID, MITCH**  
WTH, Baltimore, Md.
- REID, PAUL**  
CKLB, Oshawa, Ont.
- REIGHARD, RICH**  
WHKK, Akron, O.
- REILLY, ED**  
WGAD, Gadsden, Ala.
- REISING, KEITH**  
Stork Club  
WLRP, New Albany, Ind.
- REITH, HARRY**  
WKST, New Castle, Pa.
- RENSCH, TY**  
KGPN, Pierre, S. Dak.
- REYES, NICK**  
Pop Shop  
WPTC, Kinston, N. C.
- REYNOLDS, FRANK**  
WBKB-TV, Chicago, Ill.
- REYNOLDS, PAUL**  
Million Dollar Bandstand  
WOSP, St. Petersburg,  
Fla.
- REYNOLDS, QUENTIN**  
Author Meets the Critics  
DuMont
- RHODES, JOHN**  
WGEZ, Beloit, Wis.
- RHODES, RICHARD A.**  
WAYB, Waynesboro, Va.
- RICE, CRAWFORD**  
Tops In Hillbilly  
WAPX, Montgomery, Ala.
- RICE, RICK**  
Nite Cap Show  
KCAP, Helena, Mont.
- RICHARDS, BOB**  
WAZL, Hazleton, Pa.
- RICHARDS, DICK**  
KONO, San Antonio, Tex.
- RICHARDS, FLOYD**  
Cinderella Weekend  
WTIC, Hartford, Conn.
- RICHARDSON, RUSS**  
Light & Lyrical  
CKOK, Penticton, B. C.
- RICHMOND, HYLE**  
P. M. Pops  
WRA, Buffalo, N. Y.
- RIELEY, PRESTON**  
WHTC, Holland, Mich.
- RIGGS, DAVE**  
Music for the Missus  
KNPT, Newport, Ore.
- RIGGS, GLENN**  
My True Story  
ABC
- RILEY, BOB**  
Hoy Bob Show  
KRNT, Des Moines, Iowa
- RILEY, BUD**  
Bud Riley Presents  
WTAQ, LaGrange, Ill.
- RILEY, JAY**  
Jay's Notebook  
WMOK, Metropolis, Ill.
- RILEY, JOHN E.**  
Riley's Rooster Review  
WVAM, Altoona, Pa.
- RININGER, RON**  
WJAC-TV, Johnstown, Pa.
- RITCH, JIM, JR.**  
KVON, Napa, Cal.
- ROARK, JOHNNY**  
KRGV, Weslaco, Texas
- ROBBIE, GORDON**  
WDSR, Lake City, Fla.
- ROBE, LARRY**  
KIND, Independence,  
Kansas
- ROBERTS, DICK**  
KBOE, Oskatoosa, Iowa
- ROBERTS, DON**  
Music Shop  
WKNE, Keene, N. H.
- ROBERTS, JIM**  
Music in the Air  
WIBC, Canton, O.
- ROBERTS, KEN**  
This is Nora Drake  
CBS
- ROBERTS, KENNETH**  
KIMR—Pioneer Musical  
Court  
KIMR, Lamar, Colo.
- ROBERTS, MORGAN**  
KSWO, Lawton, Okla.
- ROBERTS, STAN**  
WQXR, New York, N. Y.
- ROBERTS, STAN**  
WWYO, Pineville, W. Va.
- ROBERTSON, LLOYD**  
Teen Town  
CJCS, Stratford, Ont.
- ROBERTSON, TRAFON**  
Relax  
WTAR-TV, Norfolk, Va.
- ROBEY, TOM**  
Morning Musical Clock  
WTAD, Quincy, Ill.
- ROBISON, HERMAN**  
Farm Time  
KAST, Astoria, Ore.
- ROBINSON, RON**  
Casino  
CJOC, Lethbridge, Alberta
- ROBINSON, WAYNE**  
KFLD, Flaydada, Tex.
- ROBINSON, BILL**  
KRLW, Walnut Ridge,  
Arkansas
- ROBINSON, DON**  
KIXL, Dallas, Texas
- ROBINSON, JIM**  
KSBW, Salinas, Cal.
- ROBINSON, JOHN**  
CKL, Kirkland Lake,  
Ont.
- ROBINSON, MAX**  
Breakfast with Bigelows  
WJTN, Jamestown, N. Y.
- ROCKWELL, JAMES**  
WSAM, Saginaw, Mich.
- RODEWALD, DON**  
Wasco Calling  
KWSO, Wasco, Cal.
- RODRIGUEZ, EDDIE**  
Buenas Dias  
KFVD, La. Cal.
- ROGERS, EDDIE**  
KOA, Denver, Colo.
- ROGERS, JOHN T.**  
J.T. Your Spinning M.C.  
WCVa, Culpeper, Va.
- ROGERS, RALPH**  
WAPI, Birmingham, Ala.
- ROGERS, TED**  
KMUR, Murray, Utah
- ROHLING, LARRY**  
Listen Closely  
WOWL, Florence, Ala.
- ROLLINS, WAYNE**  
Talk of the Town  
KYCA, Prescott, Ariz.
- ROLLISON, FRED**  
WGBF, Evansville, Ind.

**ROMANO, TOM**  
Answer Me This  
WNHC-TV, New Haven,  
Conn.

**ROSE, ALLEN**  
WIOG, Philadelphia, Miss.

**ROSELLE, JIM**  
WHGB, Harrisburg, Pa.

**ROSS, BILL**  
Youth Roundup Speaks  
WIOD, Miami, Fla.

**ROSS, STEVE**  
Club 810  
WCEC, Rocky Mount,  
N. C.

**ROTH, KEN**  
Rhythm Harmonizers  
KNOW, Monroe, La.

**ROTHSCHILD, SIGMUND**  
Trash or Treasure  
DuMont

**ROWAN, ROY**  
My Little Margie  
Escape  
CBS

**ROWAND, ALF**  
WEIR, Weirton, W. Va.

**ROWLAND, NEAL**  
KIND, Independence,  
Kansas

**RUDES, JIM**  
WSPD, Toledo, O.

**RUFFNER, TINY**  
WIP, Phila., Pa.

**RUGGLES, DON**  
KRES, St. Joseph, Mo.

**RUNKLE, HAL**  
WPTW, Piqua, O.

**RUNNION, GUY**  
B. Venita, Oklahoma; Westing-  
house Summer Theatre, CBS-TV;  
Danger, CBS-TV; News, ABC-TV

**RUSE, DON**  
Seraamble Gamble  
KVIC, Medford, Ore.

**RUSE, PAUL**  
Sun Dial  
KOEL, Oelwein, Iowa

**RUSH, FORD, JR.**  
WWSO, Springfield, Ohio

**RUSSELL, DON**  
Guide Right  
Trash or Treasure  
Take the Break  
Easy Chair Theatre  
DuMont

**RUSSELL, TODD**  
Wheel of Fortune  
CBS-TV  
Rottie Kazootie  
ABC-TV

**RUTLEDGE, BILL**  
Variety Playhouse  
KENT, Shreveport, La.

**RYAN, JACK**  
11th Hour News  
WHUM-TV, Reading, Pa.

## — S —

**SAADI, RAYMOND A.**  
KCHL, Houma, La.

**SACHS, JERRY**  
KCOW, Alliance, Nebraska

**SAENGER, JAMES**  
KOJM, Havre, Mont.

**SAFFORD, THEODORE**  
WTFM, Trenton, N. J.

**SALERNO, SAM**  
KIDON, Santa Cruz, Calif.

**SAMPSON, GEORGE**  
KCVR, Lodi, Cal.

**SAND, LES**  
Kiddle College  
DuMont

**SANDERS, GEORGE**  
Sanders Meanders  
KFVD, Los Angeles, Cal.

**SANDSTROM, ROBERT E.**  
WJPD, Ishpeming, Mich.

**SANTON, CHESTER**  
WQXR, New York, N. Y.

**SAPP, MARK**  
Surprise Serenade  
KPH, Flagstaff, Ariz.

**SAUNDERS, JOHN**  
WSPD-TV, Toledo, O.

**SAVARD, RAOLL**  
CJFP, Riviere du Loup  
Quebec

**SAVARY, PIERRE**  
Soiree A Quebec  
CBV, Quebec

**SAWYER, TOM**  
Tom Sawyer Time  
WHOO, Orlando, Fla.

**SCANLON, ART**  
WINS, New York, N. Y.

**SCHADER, CONRAD**  
KTLL, Denver, Colo.

**SCHAEFER, ART**  
Gospel Songs  
WAPN, Montgomery, Ala.

**SCHAFER, DON**  
KXNL, Coeur D'Alene,  
Idaho

**SCHAEFER, JACK**  
WOKW, Sturgeon Bay,  
Wis.

**SCHAEFER, JOE**  
Yawn Club  
WNAC, New Haven, Conn.

**SCHAFFER, RON**  
KPRR, McCook, Neb.

**SCHUELER, RICHARD**  
WKHM, Jackson, Mich.

**SCHLEIDER, VIC**  
Homemaker Harmonies  
WGFT, Gettysburg, Pa.

**SCHNEBLY, LARRY**  
Musical Headlines  
KPH, Flagstaff, Ariz.

**SCHOLES, CHARLES**  
Jukebox Junction  
WKTU, Mayfield, Ky.

**SCHULDT, ARTHUR**  
KPR, North Bend, Ore.

**SCHULZ, MYRON**  
WAAF, Chicago, Ill.

**SCHUSSLER, DALE M.**  
WKWK, Wheeling, W. Va.

**SCOTT, BILL**  
KSCR, Liberal, Kansas

**SCOTT, BOB**  
WIOU, Kokomo, Ind.

**SCOTT, CHARLEY**  
Hillbilly Hoedown  
KTFY, Brownfield, Tex.

**SCOTT, ED**  
Quiz Kids  
CBS

**SCOTT, TED**  
Coffeoholics Anonymous  
KULX, Honolulu, T. H.

**SCOTT, W. D.**  
CKIN, Nelson, B. C.

**SEAMAN, BILL**  
WKXX, Saginaw, Mich.

**SEANEY, JIM**  
WZ, Decatur, Ill.

**SERASTIAN, MARTY**  
KTOUL, Lubue, Kamii,  
T. H.

**SEVERE, HOWARD**  
WHEC, Rochester, N. Y.

**SEWALL, BUD**  
KCBQ, San Diego, Cal.

**SENTON, CARROL**  
WLBG, Laurens, So. Car.

**SEYMOUR, BOB**  
WKMH, Dearborn-Detroit,  
Mich.

**SEYMOUR, DAN**  
We, The People  
NBC-TV

**SHAFFER, MAX**  
Musical Clock  
WDAN, Danville, Ill.

**SHAFRE, JACK**  
KSAWS, Roswell, N. M.

**SHAIN, JOHN W.**  
Sat. Nite Frolics  
KSLM, Sikoston, Mo.

**SHALLENBERGER, DAVE**  
Millman's Matinee  
WARD, Johnstown, Pa.

**SHANNON, JACK**  
WLEC, Sandusky, O.

**SHAPEL, PAUL**  
KTLN, San Rafael, Cal.

**SHARPE, BILL**  
KRES, St. Joseph, Mo.

**SHAW, CHAS.**  
Sunrise Serenade  
WOLF, Syracuse, N. Y.

**SHAW, HUGH**  
KWFT, Wichita Falls,  
Texas

**SHAW, JOE**  
Silver Dollar Show  
WTSV, Claremont, N. H.

**SHAW, MYRON**  
WMDN, Midland, Mich.

**SHAWYER, WILLIS M.**  
Carubread Matinee  
WCPS, Tarboro, N. C.

**SHEEHAN, BILL**  
WDRG, Hartford, Conn.

**SHEEHAN, BOB**  
KSTL, St. Louis, Mo.

**SHEELDS, DANNY**  
Danny Sheelds Show  
WCAV, Norfolk, Va.

**SHELDON, HERB**  
Feb. 9, 1913, Brooklyn, New  
York; Herb Sheldon Show, WABC-  
AM.

**SHELTON, BANNER**  
WBIG, Greensboro, N. C.

**SHELTON, JIM**  
Pick a Pocket  
WIBC, Indianapolis, Ind.

**SHEPARD, BOB**  
Twenty Questions  
DuMont

**SHERMAN, ART**  
WJAC-TV, Johnstown, Pa.

**SHERMAN, BILL**  
Bill Sherman Show  
WKON, Framingham,  
Mass.

**SHERMAN, DEAN**  
WDGY, Minneapolis, Minn.

**SHERMAN, DONALD A.**  
WBCN, Bay City, Mich.

**SHERMAN, PAUL**  
WINS, New York, N. Y.

**SHERWOOD, BURT**  
WJJD, Chicago, Ill.

**SHIELDS, LARRY**  
Country Chapel  
WFRP, Savannah, Ga.

**SHIELDS, TOM**  
Lucky Street  
WGNY, Newburgh, N. Y.

**SHORT, LARRY**  
150 Club  
KCLX, Colfax, Wash.

**SHEREVE, LEN**  
KGW, Portland, Ore.

**SHEREVE, TIERON**  
WJIM, Lansing, Mich.

**SHUTE, ELDEN H., JR.**  
Coffee Time  
WTAM, Lewiston, Maine

- SIDERS, GENE**  
KROP, Brawley, Cal.
- SIEMER, JOHN**  
WIOU, Kokomo, Ind.
- SILBERT, BILL**  
B. Jan. 1, 1921, Detroit, Mich.;  
Bill Silbert Show, WABD; Silbert  
at Six, WMGM; Let's Go Bowl-  
ing, WABD
- SILER, ROBERT**  
WFTM, Maysville, Ky.
- SILVER, WARREN**  
Wake Up with Warren  
KFDX, Wichita, Falls,  
Tex.
- SIMON, ERNIE**  
Breakfast Party, WGN-TV, Chi-  
cago, Ill.
- SIMONS, DON**  
KLIZ, Brainard, Minn.
- SIMPSON, ART**  
KBKW, Aberdeen, Wash.
- SIMPSON, JOHN**  
Songs of the Hills  
WCOM, Parkersburg,  
W. Va.
- SIMS, FRANK**  
WKMH, Dearborn-Detroit,  
Mich.
- SIRY, ED**  
WHIS, Bristol, Conn.
- SKELTON, DAN**  
WELQ, Tupelo, Miss.
- SLATER, BILL**  
Twenty Questions  
Broadway to Hollywood  
DuMont
- SLATTER, BILL**  
Music for Today  
WJBO, Baton Rouge, La.
- SLATTERY, JACK**  
House Party  
CBS
- SLOANE, ROBERT**  
The Big Story  
NBC
- SMART, DWIGHT**  
KAPA, Raymond, Wash.
- SMITH, BILL**  
WFTL, Ft. Lauderdale,  
Fla.
- SMITH, BILL**  
WSFA, Montgomery, Ala.
- SMITH, BOB**  
Live til Five  
WVOP, Vidalia, Ga.
- SMITH, BOB**  
Sports Varieties  
DuMont
- SMITH, CLARENCE**  
WAUX, Waukesha, Wis.
- SMITH, HARRY**  
Polka Patch  
WKDN, Camden, N. J.
- SMITH, PAGE**  
Anniversary Time  
WPRC, Reidsville, N. C.
- SMITH, RALPH**  
KFEQ, St. Joseph, Mo.
- SMITH, SEALY**  
KWKC, Abilene, Tex.
- SMITH, VERNE**  
Louella Parsons Show  
CBS
- SNEIDER, KEN**  
KGDE, Fergus Falls, Minn.
- SNIDER, JOHN**  
WCBS, Anderson, Ind.
- SNYDER, ED**  
Campus Capers  
WJHO, Opelika, Ala.
- SOMMER, BILL**  
WKST, New Castle, Pa.
- SOMMERVILLE, DICK**  
WTHH, Port Huron, Mich.
- SOWARDS, JOHN**  
Wake Up Tri-State  
WCML, Ashland, Ky.
- SPAHR, BILL**  
WWGS, Tifton, Ga.
- SPANGLER, DAN**  
Hillybilly Program  
WJOL, Florence, Ala.
- SPANN, OWEN**  
Morning Man  
WTOR, Winston Salem,  
N. C.
- STAHL, PHILIP**  
WQNR, New York, N. Y.
- STALKER, DON**  
WLAJ, Grand Rapids,  
Mich.
- STALLING, CURT**  
Mid-Morning Melodies  
KORS, Paragould, Ark.
- STAMPS, MACK**  
WFNC, Fayetteville, N. C.
- STANFORD, BOB**  
Dollar Derby  
WFVA-TV, Dallas, Tex.
- STANLEY, AL**  
Mama Goes A Shopping  
WARD, Johnstown, Pa.
- STANSBERRY, GENE**  
KNOR, Norman, Okla.
- STANTON, PAT**  
WMMJ, Phila., Pa.
- STANZIOLA, JOHN**  
WAZL, Hazleton, Pa.
- STAPLETON, JIM**  
WVA, Lynchburg, Va.
- STARK, CHARLIE**  
WINS, New York, N. Y.
- STARR, RAY**  
KWVL, Waterloo, Iowa
- STAVAS, JOE**  
KFRJ, McCook, Neb.
- STEFFES, ART**  
KYON, Moorhead, Minn.
- STEGMAN, HARVEY**  
WHHM, Memphis, Tenn.
- STEIN, IRV**  
Nite Owl Club  
CJOB, Winnipeg, Man.
- STENGER, PETE**  
Jamboree Matinee  
WWVA, Wheeling, W. Va.
- STEPHENS, ROBERT**  
KWKC, Abilene, Tex.
- STERLING, JACK**  
Top O the Morning, WCBS,  
WCBS-TV, New York, N. Y.
- STEVENS, DON**  
W.A.B. Worcester, Mass.
- STEVENS, LEN**  
WHAT, Phila., Pa.
- STEWART, AL**  
A's Corall  
KERO, Bremerton, Wash.
- STEWART, BILL**  
WPRC, Minneapolis, Minn.
- STEWART, JOSEPH**  
WDAP, Kansas City, Mo.
- STEWART, WILLIAM**  
WFTM, Mayville, Ky.
- STILL, JAY**  
WDEX, Gainesville, Ga.
- STINGLEY, ROY**  
WHOK, Lancaster, O.
- STORIE, ED**  
WISE, Asheville, N. C.
- STRAUSS, WM.**  
WQNR, New York, N. Y.
- STREETER, HOWARD**  
WFMD, Frederick, Md.
- STROH, BOB**  
MovieTime  
WCOG, Greensboro, N. C.
- STROTSMAN, BILL**  
What's New  
KNLL, Missoula, Mont.
- STULLA, BILL**  
Bill Stulla Show  
KNBL, Hollywood, Cal.
- STUMP, GEORGE**  
KCKN, Kansas City,  
Kansas
- SUGARS, TOM**  
KWFT, Wichita Falls,  
Texas
- SULLIVAN, JOSEPH**  
WLNI, Laconia, N. H.
- SUTTER, DICK**  
WRMN, Elgin, Ill.
- SUTTON, LEE**  
Chow Time  
KPH, Wichita, Kan.
- SWANSON, GREG**  
KXEO, Mexico, Mo.
- SWART, JACK**  
WFTL, Ft. Lauderdale,  
Fla.
- SWARTZ, BOB**  
KHIQ Money Man  
KHIQ, Spokane, Wash.
- SWEENEY, WARREN**  
Robert Q. Lewis Show  
CBS
- SWINEHART, DAVID K.**  
WTOK, Savannah, Ga.
- SWITER, ROBT.**  
CFAY, Port Alberni, B. C.
- SYMAN, J. E.**  
WBLL, Bedford, Va.

## — T —

- TAGGART, BYRON**  
WKRC, Cincinnati, O.
- TAGGETT, VIC**  
Songs of Times  
KRAL, Craig, Colo.
- TANSEM, LEROY**  
CJDC, Dawson Creek, B. C.
- TAPP, GORDON**  
CHML, Hamilton, Canada
- TARKINSON, CHARLES G.**  
WLAW, Boston, Mass.
- TAYLOR, BILL**  
KDSH, Boise, Idaho
- TAYLOR, DEL**  
WLW-D, Dayton, O.
- TAYLOR, DICK**  
WBCU, Union, S. C.
- TAYLOR, JOHN**  
WIKY, Evansville, Ind.
- TAYLOR, SAM**  
KATL, Salt Lake City,  
Utah
- TEAS, WALTER**  
Eggs at Eight  
KVOO, Tulsa, Okla.
- TEETER, LEWIS**  
KDAS  
Malvern, Ark.
- TETRAULT, ERNIE**  
WRGB, Schenectady, N. Y.
- TEUBER, RON**  
WMRP, Flint, Mich.
- THALL, BILL**  
Bill Thall Show  
WLW, Cincinnati, O.
- THAXTON, LLOYD**  
WSPD-TV, Toledo, O.
- THOMAS, BERNIE**  
Polka Time  
WJVA, South Bend, Ind.
- THOMAS, D. GLENN**  
WJEL, Hagerstown, Md.
- THOMAS, DON**  
CFCN, Calgary, Alberta
- THOMAS, EARL**  
T.N.T.  
WWSC, Glens Falls, N. Y.
- THOMAS, GEORGE**  
WCAU, Phila., Pa.



**THOMAS, JIM**  
WDGY, Minneapolis, Minn.

**THOMAS, LLOYD**  
KHAS, Hastings, Neb.

**THOMAS, MATT**  
WMAR-TV, Baltimore, Md.

**THOMAS, TED**  
WJKO, Springfield,  
Hampden, Mass.

**THOMPSON, DON**  
WBRK, Pittsfield, Mass.

**THOMPSON, FRANCIS**  
WPDG, Clarksburg, W. Va.

**THOMPSON, JACK C.**  
CKOV, Kelowna, B. C.

**THOMPSON, JAMES**  
WPPA, Pottsville, Pa.

**THOMPSON, JERRY**  
WVMI, Biloxi, Miss.

**THOMPSON, OLIVER**  
KGNO, Dodge City, Kansas

**THOMAS, WAYNE**  
KTMJ, San Rafael, Cal.

**THOMPSON, WOODY**  
Supper Party  
WHIZ, Zanesville, O.

**THOR, LARRY**  
Suspense  
CBS

**THURMAN, WALTER**  
Family Party  
WMBD, Peoria, Ill.

**TICE, OLIN J.**  
B. August 23, 1919, Savannah,  
Ga.; Democratic-Republican Con-  
ventions, FBI in Peace and War,  
Peggy Lee Show, Mindy Carson  
Show, There's Music in the Air,  
People Act; CBS.

**TILLEY, LYNN**  
KMTV, Omaha, Neb.

**TILLMAN, JOHN**  
Frontier Theatre  
DuMont

**TINGLEY, IRV**  
Toast 'N' Tunes  
Beloit, Wis.

**TINLEY, HOWARD**  
WREV, Reidsville, N. C.

**TIPTON, JOE**  
WCDL, Carbondale, Pa.

**TOBIE, MIKE**  
WUHH, Warren, O.

**TOLEMAN, E. C.**  
WZIP, Covington, Ky.

**TONEY, LYNN**  
Club Midnight  
WKRG, Mobile, Ala.

**TONKEN, PHIL**  
B. Apr. 13, 1919, Hartford,  
Conn.; Rod and Gun Club, MBS;  
Greatest Fights of the Century,  
ABC-TV; The Planet Man —  
Transcribed; Radio on the Record  
— Transcribed; Nemo-Weather  
Reporter, MBS; History in the  
Making, MBS

**TONNER, WM.**  
CPBC, St. John, N. B.

**TORGRUD, RAY**  
CKRD, Red Deer, Alta.

**TOWNELL, ESKO**  
WHK, Cleveland, O.

**TRACEWELL, JEM**  
1350 Club  
KCSB, San Bernardino,  
Cal.

**TRATNER, JIM**  
Buffalo Amateur Show  
WBEN-TV, Buffalo, N. Y.

**TRIMBLE, JOHN**  
WTOP, Washington, D. C.

**TROMPETER, JAY**  
WIND, Chicago, Ill.

**TUNIS, HAL**  
The Hal Tunis Show, WMGM,  
New York

**TUPPER, HOWARD**  
WGY, Schenectady, N. Y.

**TURNER, DALLAS**  
KFTV, Paris, Texas

**TURNER, JIM**  
Main St. Ambassador,  
WSTP, Salisbury, N. C.

**TURNER, RAYMOND**  
Tunes for Teens

**TWERELL, BRUCE**  
WWSR, St. Albans, Vt.

**TWERELL, BRUCE**  
KOJM, Havre, Mont.

**TYLER, JANET**  
Weather Girl  
DuMont

**TYROL, BOB**  
Cinderella Weekend  
WTIC, Hartford, Conn.

## — U —

**UNDERWOOD, JAMES**  
WPDQ, Jacksonville, Fla.

**UMMEL, JACK**  
KBIX, Muskogee, Okla.

**UTTON, DON**  
WLVA, Lynchburg, Va.

## — V —

**VALENTINO, GENE**  
WWCC, Waterbury, Conn.

**VALENZUELA, EREN**  
Serenata Nocturnal

**KRIZ, Phoenix, Ariz.**

**VALLE, DAN**  
WFAS, White Plains, N. Y.

**VALLE, PETE**  
All Electric Cooking School  
KDB, Santa Barbara, Cal.

**VANASSE, B.**  
Revue des talents

**CHIEF, Granby, Que.**

**VANDEVENTER, FRED**  
Twenty Questions  
Mutual

**VANE, BILL**  
WCEM, Cambridge, Md.

**VAN GUNDY, CHAS.**  
KVKM, Monahans, Tex.

**VAN KUREN, JIM**  
CKLAV, Detroit, Mich.

**VASEN, WARREN**  
Golden Opportunity  
WOC-TV, Davenport, Ia.

**VELLEUX, PIERETTE**  
CHIEF, Grandby, Que.

**VENTER, MAL**  
Breakfast Gang  
KERC, San Francisco, Cal.

**VENTRELLA, TONY**  
Midnight Flyers

**WEDC, Chicago, Ill.**

**VERNON, WES**  
KOVO, Provo, Utah

**VESCIO, TONY**  
WNAE, Warren, Pa.

**VICKERS, LEE**  
WTOP, Washington, D. C.

**VICKERS, LOYAL II**  
Howdy Neighbor

**KRUL, Corvallis, Ore.**

**VIGUERIE, AL**  
Al's Record Shop

**KJEF, Jennings, La.**

**VOGEL, GEORGE**  
KCOW, Alliance, Neb.

**VOLL, EDDIE**  
Pie & Shovel  
WKBI, St. Marys, Pa.

## — W —

**WADE, OZZIE**  
Sunrise Serenade  
WKNE, Keene, N. H.

**WAGNER, GENE**  
Binyon Eye Opener

**KMO, Tacoma, Wash.**

**WALDRON, BOB**  
KRKL, Kirkland, Wash.

**WALK, LEONARD**  
Homestead Calling

**WHOD, Homestead, Pa.**

**WALLACE, CHAS. JR.**  
KSWs, Roswell, N. M.

**WALLGREN, REX**  
Rex 'N' Records

**KLO, Ogden, Utah**

**WALKER, BILL**  
Walker's Wigwag

**CKRC, Winnipeg**

**WALKER, BOB**  
WCLQ, Janesville, Wis.

**WALKER, BUD**  
SportBite

**WJEL, Springfield, O.**

**WALKER, DREW**  
KROP, Brawley, Cal.

**WALKER, FLETCHER**  
WHMA, Anniston, Ala.

**WALKER, HAROLD**  
KWSH, Wewoka, Okla.

**WALKER, LEW**  
KFBK, Sacramento, Cal.

**WALLACE, FORREST**  
KFAL, Fulton, Mo.

**WALLER, DUDLEY**  
7-11 Club

**KVMA, Magnolia, Ark.**

**WALTERS, ARTHUR**  
WCPA, Clearfield, Pa.

**WALTON, GEO.**  
Fashions in Music

**KENI, Anchorage, Alaska**

**WALTON, HUGH**  
WCAU, Phil., Pa.

**WARD, BILL**  
WHOW, Clinton, Ill.

**WARD, PAT**  
WCCM, Lawrence, Mass.

**WARD, PAT**  
Pat's Open House

**WTVN, Columbus, O.**

**WARD, PERRY**  
Matinee

**KOTV, Tulsa, Okla.**

**WARD, SMOREY**  
WPPB, Middletown, O.

**WARLAND, G. D.**  
Music by Request

**KJFJ, Webster City, Ia.**

**WARNER, CARL**  
WJLD, Chicago, Ill.

**WARNER, DICK**  
Dick Warner Show

**WRDW, Augusta, Ga.**

**WARNER, NEWELL**  
Morning Glories

**WCBM, Baltimore, Md.**

**WARREN, JIM**  
KERN, Bakerfield, Cal.

**WARREN, MIKE**  
Great Day

**CKPC, Brantford, Ont.**

**WEAVER, BEN T.**  
Uncle Ben Show

**KWIE, Kennewick, Wash.**

**WEAVER, JOE**  
Russ-Joe Show

**WTOL, Toledo, O.**

**WEBB, CHARLES**  
KVDA, Tucson, Arizona

**WEBB, DEWEY**  
WBBS, Huntsville, Ala.

**WEB, JERRY**  
KYAK, Yakima, Wash.

**WEBER, JOHN PAUL**  
WIP, Phil., Pa.

**WEBSTER, DAVE**  
WJNO, West Palm Beach  
Fla.

- WEBSTER, KURT**  
Kurt's Kaleidoscope  
WBTV, Charlotte, N. C.
- WEGENER, ED**  
Televisits  
WOL-TV, Ames, Iowa
- WEGGELAND, BOB**  
KLIX Kwiz  
KLIX, Twin Falls, Idaho
- WEILLAGE, DON**  
Radio Ranch  
KFKA, Greeley, Colo.
- WEIST, DWIGHT**  
Grand Slam  
CBS
- WEITZEL, TONY**  
Town Crier  
WNBQ, Chicago, Ill.
- WELCH, CHARLIE**  
Once Over Lightly  
WOWI, Florence, Ala.
- WELCH, JOE**  
WSAK, Fall River, Mass.
- WELLINGTON, JACK**  
Jack's Jukebox  
KYMA, Yuma, Ariz.
- WELLS, BOB**  
Hi-Teen Show  
WEBR, Buffalo, N. Y.
- WELSH, DICK**  
WILAK, Rogers City, Mich.
- WENDELL, BILL**  
Stage A Number  
DuMont
- WENSTROM, SAM**  
WFAM, St. Cloud, Minn.
- WESLEY, PETE**  
Juke Box Review  
WMLS, Sylacauga, Ala.
- WEST, WAYNE**  
Biggest Show in Town  
WMBD, Peoria, Ill.
- WESTON, BILL**  
WRIB, Providence, R. I.
- WHEBEE, WM.**  
KGU, Honolulu, Hawaii
- WHEELER, DICK**  
KCUL, Fort Worth, Tex.
- WHELOCK, HOWARD**  
WKAA, Warsaw, Ind.
- WHITAKER, EUGENE**  
WRBW, Reidsville, N. C.
- WHITAKER, JIM**  
Farm & Home Program  
WWVA, Wheeling, W. Va.
- WHITE, DICK**  
KGWA, Enid, Okla.
- WHITE, DUANE**  
KTAC, Tacoma, Wash.
- WHITE, MAURY**  
KGHL, Billings, Mont.
- WHITE, MORGAN**  
Whirl Em with White  
KXNU, Logan, Utah
- WHITEHEAD, BOB**  
WRAN, Wilkes-Barre, Pa.
- WHITLEY, FRANK**  
KCOW, Alliance Neb.
- WHITIS, ED**  
KKLD, Dallas, Tex.
- WHITMORE, TOM**  
Mr. Music  
WWCA, Gary, Ind.
- WICKER, IRENE**  
Little Ladies Party  
DuMont
- WICKERSHAM, HARRY**  
Range Rhythms  
KSNAN, San Francisco, Cal.
- WIDDER, DAVID**  
WDAF, Kansas City, Mo.
- WILDER, LEE**  
Morning Moods  
WMIK, Middleboro, Ky.
- WILCOX, HARLOW**  
Suspense  
CBS Radio
- WILCOX, JOHN**  
WLP, Phil., Pa.
- WILKIE, JACK**  
CFAR, Minn. Flon, Manitoba
- WILKERSON, JOE**  
KXIM, New Iberia, La.
- WILKINS, PAT**  
KGW, Portland, Ore.
- WILLARD, HAL**  
Homemaker's Harmonies  
WHIR, Danville, Ky.
- WILLIAMS, ALUN**  
WACA, New York, N. Y.
- WILLIAMS, BILL**  
Matinee Playhouse  
WILK, Wilkes-Barre, Pa.
- WILLIAMS, BOB**  
WHD, Des Moines, Iowa
- WILLIAMS, BOB**  
Where Was I?  
DuMont
- WILLIAMS, CHARLIE**  
Mailbag  
WFAO, Norfolk, Neb.
- WILLIAMS, DANNY**  
Danny Williams Show  
WKY-TV, Oklahoma City, Okla.
- WILLIAMS, DICK**  
WKLD, Urbana, Ill.
- WILLIAMS, DICK**  
WKY, Cincinnati, O.
- WILLIAMS, GORDON**  
KWYO, Sheridan, Wyo.
- WILLIAMS, JERRY**  
What's On Your Mind  
WKDN, Camden, N. J.
- WILLIAMS, JIM**  
KTRH, Houston, Texas
- WILLIAMS, JOHNNY**  
WSTF, Thomaston, Ga.
- WILLIAMS, LES**  
Wake Up with Williams  
WGGP, Sanford, N. C.
- WILLIAMS, TROY**  
WREV, Reidsville, N. C.
- WILLIAMS, VERNE**  
Cinderella Weekend  
WBZ, Boston, Mass.
- WILLIAMSON, JOHN**  
KWPC, Muscatine, Iowa
- WILLIS, CLIT**  
WJMA, Lima, O.
- WILLS, JIM**  
KBLI, Blackfoot, Idaho
- WILLSON, TOM**  
WKGX, Knoxville, Tenn.
- WILLMA, CHUCK**  
WJON, St. Cloud, Minn.
- WILLS, HARRY**  
WILLB, Virginia, Minn.
- WILSON, BOB**  
WHD, Des Moines, Iowa
- WILSON, BUD**  
WKXL, Concord, N. H.
- WILSON, CHUCK**  
Wilson's Wax Works  
WBVP, Beaver Falls, Pa.
- WILSON, DON**  
Jack Benny Program  
CBS
- WILSON, ED**  
WVNR, Beckley, W. Va.
- WILSON, GEORGE**  
Open House  
CKFH, Toronto
- WILSON, JOHN**  
WEAV, Plattsburg, N. Y.
- WILSON, JOHN J.**  
Wack's Museum  
WPTC, Kinston, N. C.
- WILSON, READ**  
WVNC, Asheville, N. C.
- WILSON, STUART**  
KBIG, Avalon, Cal.
- WINN, BERT**  
KYA, San Francisco, Cal.
- WINTER, CHARLES**  
KRAL, Craig, Colo.
- WINTERS, GEORGE**  
WCKY, Cincinnati, O.
- WISE, EDDIE**  
WEBQ, Harrisburg, Ill.
- WOLF, JOHN ALLEN**  
WSFA, Montgomery, Ala.
- WOLFE, BOB**  
WHKC, Columbus, Ohio
- WOOD, ROY**  
WIBC, Indianapolis, Ind.
- WOOD, STAN**  
WTTV, Bloomington, Ind.
- WOODROW, BOB**  
WWSO, Springfield, Ohio
- WOODS, CHARLES W.**  
Your Land and Mine  
Life Begins at 80  
ABC
- WOODWARD, LEROY**  
WVJS, Owensboro, Ky.
- WOODWARD, QUENTIN**  
KBST, Big Spring, Tex.
- WOODWARD, ROSS**  
KDSH, Boise, Idaho
- WOODY, FLOYD**  
WGRO, Bay City, Mich.
- WOOTEN, DON**  
WHBF-TV, Rock Island, Ill.
- WOOTEN, BILL**  
WIRC, Hickory, N. C.
- WOOTEN, JOHN**  
WIRK, West Palm Beach, Fla.
- WRIGHT, BILL**  
WPLN, St. Petersburg, Fla.
- WRIGHT, JEFF**  
Early Listening  
WKCT, Bowling Green, Ky.
- WRIGHT, NAT**  
WREU, Reading, Pa.
- WRIGHT, ROBERT**  
WJIM, Lansing, Mich.
- WRIGHT, SPEC**  
WRRL, Columbus, Ga.
- WUSSOW, GEORGE**  
KVCV, Redding, Cal.
- WYDLER, BILL**  
KNGG-TV, Amarillo, Texas
- WYLIE, BOB**  
WAKR, Akron, Ohio
- WYMER, JACK**  
Man on the Street  
WING, Dayton, O.

## — Y —

- YAGER, DOYLE**  
WPEO, Peoria, Ill.
- YELLAND, STARR**  
KOA, Denver, Colo.
- YOCAM, JOE**  
KFWB, Los Angeles, Calif.
- YOUNG, AL**  
WCMA, Corinth, Miss.
- YOUNG, HENRY PRESTON**  
WHLE, South Boston, Va.
- YOUNG, L. N., JR.**  
KBST, Big Spring, Tex.
- YOUNT, CHUCK**  
WKBY, Richmond, Ind.
- YOST, JACK**  
WFLO, Farmville, Va.

## — Z —

- ZAK, JOE**  
KTRH, Houston, Texas
- ZIMMERMAN, DAVID**  
WWJ-TV, Detroit, Mich.
- ZIMMERMAN, HARRY**  
KEYD, Minneapolis, Minn.

# AL GOODMAN

GENERAL MUSICAL DIRECTOR  
COLGATE COMEDY HOUR — NBC-TV



Al Goodman and His Orchestra  
Musical Album  
NBC



Exclusive RCA-Victor Recordings

# ALLEN ROTH

Musical Conductor

**MILTON BERLE SHOW**



# ORCHESTRA LEADERS MUSICAL CONDUCTORS

## and ORGANISTS

### RADIO AND TELEVISION

—their work during 1952



#### — A —

**ABBOTT, WALT**  
KCSB, San Bernardino, Cal.

**ACKLEY, WAYNE**  
KRNT, Des Moines, Iowa

**ADKINS, ROBERT D.**  
KBKH, Pullman, Wash.

**AJELLO, JEFF**  
CKOK, Penticton, B. C.

**ALBERT, EUG.**  
CJFP, Rivière du Loup  
Quebec

**ALLEN, JAMES**  
WTJS, Jackson, Tenn.

**ANDREWS, EARL**  
WAUD, Auburn, Ala.

**ARCHER, DON**  
KWHN, Ft. Smith, Ark.

**ARD, WILBUR**  
WFAA, Dallas, Texas

**ARGERSINGER, JACK**  
WCSS, Amsterdam, N. Y.

**ARMBRUSTER, ROBT.**  
Western Division, NBC, RCA  
Victor, Red Seal Records

**ARMSTRONG, BERNIE**  
KDKA, Pittsburgh, Pa.

**ARMSTRONG, ORMA**  
CHOK, Sarnia, Ont.

**ARTHUR, DOUG**  
WIBG, Philadelphia, Pa.

**ATTEBERRY, MONA**  
KCOT, Fort Collins, Colo.

**AYRES, NORMAN V.**  
WCSH, Portland, Maine

#### — B —

**BAKER, DEAN**  
KCRS, Midland, Texas

**BALDWIN, BILL**  
KSO, Des Moines, Iowa

**BANCROFT, PIERSON**  
KTAR, Phoenix, Ariz.

**BANKS, MARGARET**  
WBIG, Greensboro N. C.

**BANN, R. T.**  
KWSO, Wasco, Cal.

**BANNON, ROBERT J.**  
WSKI, Montpelier, Vt.

**BARAN, HARRY**  
WVEC, Hampton, Va.

**BARDO, LYLE**  
KFRG, San Francisco, Cal.

**BARLOW, HOWARD**  
The Voice of Firestone  
NBC, NBC-TV

**BARRON, JOHN**  
CFGP, Grande Prairie, Alta.

**BARTON, JOHN**  
WHOW, Clinton, Ill.

**BARTY, BILLY**  
James Melton, NBC-TV; Milton  
Berle, NBC-TV; Your Hit Parade,  
ABC-TV; Ken Murray, CBS-TV;  
Frank Sinatra, CBS-TV

**BASS, ED**  
WMJM, Cordele, Ga.

**BASS, FRED**  
CKWX, Vancouver, B. C.

**BAUGH, GENE**  
WBAP-TV, Ft. Worth, Tex.

**BAXTER, LEO**  
WBOW, Terre Haute, Ind.

**BEALS, RAY H.**  
KVOB, Great Bend, Kansas

**BENNETT, GENE**  
WJIG, Tullahoma, Tenn.

**BENNETT, WM.**  
TV Screen Test  
WNHC-TV, New Haven,  
Conn.

**BERCOVITZ, ABE**  
KGW, Portland, Ore.

**BERESFORD, CHARLES**  
WCCP, Savannah, Ga.

**BERK, SAMMY**  
WSSS, Cleveland, Ohio

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WJJD, Chicago, Ill.

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Arthur Godfrey And His Friends  
CBS-TV

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CKAC, Montreal

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WBRK, Pittsfield, Mass.

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CJCA, Edmonton, Alta.

**BOONE, RUTH**  
KICA, Clovis, N. M.

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N. Y.

**BOVERO PHIL**  
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**BOERS, FERN**  
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KFYO, Lubbock, Texas

**BURHAM, BOBBY**

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**BURKE, JOE**

WSCR, Scranton, Pa.

**BURLESON, BERNEY**

WETB, Johnson City, Tenn.

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WLAK, Lakeland, Fla.

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McKINLAY, LYNN  
KSL-TV, Salt Lake City, Utah  
McKINNEY, ALENE  
KFAB, Omaha, Neb.  
McLARTY, SARAH  
KFLD, El Dorado, Ark.  
McLEAN, DON  
KFYR, Bismarck, N. D.  
McNEIL, IDA A.  
KGFY, Pierre, S. Dak.

— M —

MACK, JOHNNY  
KBOA, Kenna-tt, Mo.  
MACKEY, J. WRIGHT  
WRBK, Williamsport, Pa.  
MAIN, RALPH E.  
KXGN, Glendale, Mont.  
MALTHOUSE, PEGGY  
CHAB, Moosejaw, Sask.  
MANNING, JUNE  
WPLH, Huntington, W. Va.  
MANSFIELD, ROGER  
WKFG, Thomasville, Ga.  
MANTOVANI  
Music By Mantovani  
NBC  
MAPES, MARIAN  
WRR, Dallas, Texas  
MARCOTTE, DON  
WMAO, Chicago, Ill.

MARTIN, DUDE  
Dude Martin Show  
KTTV, Los Angeles, Cal.  
MARTIN, JOHN  
KLIZ, Brainerd, Minn.  
MATEER, MARY  
WJEL, Hagerstown, Md.  
MAUGANS, BILL  
WREZ, Ponca City, Okla.  
MAYEUX, JULES  
WIBO, Baton Rouge, La.  
MAYFIELD, ALICE  
WSFA, Montgomery, Ala.  
MELANSON, PAUL  
WVAM, Altoona, Pa.  
MERCHANT, BILL  
WMUS, Muskegon, Mich.  
MERRIMAN, BERNARD V.  
KVNJ, Coeur D'Alene, Idaho  
MERRITT, EDWARD L. JR.  
WABC, Rochester, N. Y.  
MESERVY, NORMAN  
WOLF, Syracuse, N. Y.  
METCALFE, ROBERT  
WOHL, East Liverpool, Ohio  
METCHNEK, WILLIAM  
WCCO-TV, Minneapolis, Minn.  
MICHAELSON, EDWARD  
WBXK, New York, N. Y.  
MILLER, ARNOLD B.  
WSBT, Chicago, Ill.  
MILLER, CLIFF  
KBUC, Corona, Cal.  
MILLER, HARRISON A.  
KIT, Yakima, Wash.  
MINER, CHAS.  
WMIA, Caguas, P. R.  
MOFIELD, RAY  
WPAZ, Paducah, Ky.  
MONROE, VAUGHN  
The Camel Caravan  
The Vaughn Monroe Show  
NBC  
MOORE, A. RAYMOND  
WHUM, Reading, Pa.  
MORGAN, JIM  
WHAY, New Britain, Conn.  
MORGAN, WAYNE  
WMFR, High Point, N. C.  
MOSENA, RICHARD  
KHUF, Burlington, Iowa  
MOSER, CLYDE  
WTAR, Norfolk, Va.  
MULLEN, DAN  
WLAU, Grand Rapids, Mich.  
MULVANEY, DON  
KROX, Cassokston, Minn.  
MUNRO, BILLY  
CKVI, Verdun  
MURFF, FRED  
WLAZ, Nashville, Tenn.  
MURRAY, HUGH  
KYOS, Merced, Cal.  
MUSIC, MARY  
WCTE, Akron, O.

— N —

NAPIER, BILL  
KCRG, Enid, Okla.  
NASH, BARNES  
WHBF, Pinefield, W. Va.  
NATHANSON, MARTY  
WMIS, Natchez, Miss.  
NEAL, PAUL  
WBKS, Cleveland, Ohio  
NEARNS, JOE  
Top O' Morning  
KNEY, Newport, Ark.  
NELMS, BILL  
WTAX, Springfield, Ill.  
NELSON, GENE  
KFAM, St. Cloud, Minn.  
NELSON, STAN  
KITE, San Antonio, Texas  
NELSON, WILFORD  
WHSC, Hartsville, S. C.

NIDES, HARRY  
WROL, Knoxville, Tenn.  
NIEMI, WALT  
WMBL, Morehead City, N. C.  
NININGER, EVE  
WDBJ, Roanoke, Va.  
NIXON, GENE  
WMEC, Columbia, S. C.  
NOBLE, LEIGHTON  
Boisland Revue  
KTLA, Los Angeles, Cal.  
NORMAN, RALPH  
Heritage  
Nancy Craig (TV)  
Valentino  
ABC  
NORRIS, JULIE  
WNMP, Evanston, Ill.  
NUTTALL, JANE  
KSNM, San Francisco, Cal.

— O —

ODERMAN, ESTHER  
WLIO, E. Liverpool, O.  
O'HAGAN, VIRGINIA  
WKRC, Cincinnati, O.  
O'HARA, JANE  
WQAN, Scranton, Pa.  
O'NEILL, JOE  
KVOO, Tulsa, Okla.  
O'NEILL, MARTIN  
WKXY, Sarasota, Fla.  
OSBORNE, HAROLD  
WMBD, Peoria, Ill.  
OSBORNE, SHIRLEY  
WINN, Louisville, Ky.  
OSSER, GLENN  
American Music Hall  
Dancing Party  
Paul Whiteman Teen Club  
ABC  
OTTENSER, LOUISE  
WJVA, South Bend, Ind.  
OUELLETTE, GRATIEN  
WCCU, Lewiston, Maine  
OVERSTREET, MAVIS  
WLSB, Roanoke, Va.  
OWEN, EMLYN  
KXCL, Waterloo, Iowa

— P —

PAGE, DOROTHY  
WPAY, Portsmouth, O.  
PALM, BETTY LOU  
WTOE, Toledo, O.  
PALMER, GEORGE  
WNHC-TV, New Haven, Conn.  
PARADIS, GABRIEL  
CHFA, Edmonton, Alta.  
PARKER, LEONRE  
KTFI, Twin Falls, Idaho  
PARKER, ROBERT  
KLRN, Little Rock, Ark.  
PARRY, DAVE  
WLAP, Lexington, Ky.  
PATTERSON, LOUISE WARE  
WTAO, Augusta, Maine  
**PAUL, CHARLES F.**  
B. New York City; Martin Kane,  
NBC; Mr. & Mrs. North, CBS;  
The Shadow, WOR; The American  
Trail  
PAUL SYD  
WHOL, Allentown, Pa.  
PAULSON, AL  
WDGY, Minneapolis, Miss.  
PAVEY, R.  
WHJE, Detroit, Mich.  
PAYTON, ERNIE  
WSHF, Bridgeton, N. J.  
PEARCH, ERNIE  
CKVA, Victoria, B. C.  
PELLETIER, WILFRED  
NBC Symphony  
NBC

**PETERS, WALLY**  
CJOR, Vancouver, B. C.

**PFLEEGER, GEORGE C.**  
WJTN, Jamestown, N. Y.

**PHELPS, AGNES**  
WNAV, Annapolis, Md.

**PICKENS, CHARLES**  
WBHC, Canton, O.

**PIERCY, FRED**  
KAFY, Bakersfield, Calif.

**PILDNER, HENRY**  
WGAR, Cleveland, O.

**PLAGENS, RAY**  
WFAA-TV, Dallas, Tex.

**POMEROY, RICHARD**  
WLS, Lansing, Mich.

**POOLE, LEE**  
WNAO, Raleigh, N. Carolina

**POTT, WILLARD**  
WHK, Cleveland, O.

**POTTER, BETH**  
KFRD, Rosenberg, Texas

**POWELL, BOB**  
WDVA, Danville, Va.

**POWELL, RICHARD**  
WTOP, Washington, D. C.

**PRENTICE, CHARLES D., JR.**  
WHAJ, Greenfield, Mass.

**PRESSON, JAKE**  
WCRS, Greenwood, S. C.

**PRESTON, LEW**  
KWOE, Clinton, Okla.

**PRITCHARD, MARJORIE**  
WMPB, Memphis, Tenn.

**PRITCHARD, PENELOPE**  
KFDM, Beaumont, Texas

**PYM, H. V.**  
CKNX, Ontario

— R —

**RAMEY, A. MAXWELL**  
CKBW, Bridgewater, N. S.

**RAMIREZ, LUIS A.**  
WIPR, San Juan, P. R.

**RANDALL, GORDIE**  
TV Showcase  
WRGB, Schenectady, N. Y.

**RANDOM, MICHAEL DOWN**  
KIX, Oakland, Cal.

**RANNIE, THOMAS A.**  
CIAV, Port Alberni, B. C.

**RASE, BILL**  
KCPA, Sacramento, Cal.

**RAVEN, GEORGE C.**  
KSYG, Yreka, Cal.

**REBEL, DELORES**  
WMAR-TV, Baltimore, Md.

**RECOBE, ARVIE**  
WLV D, Dayton, O.

**REDUS, JACK**  
KFKA, Greeley, Colo.

**REEDER, CHAS.**  
WING, Dayton, O.

**REGAN, BOB**  
WKNB, New Britain, Conn.

**RENNER, FRANKIE**  
WADC, Akron, Ohio

**REUTER, JOHN**  
WBCO, Richland Centre, Wis.

**RHAME, RICHARD**  
WTND, Oronocheburg, S. C.

**RHODRIGUEZ, MILDRED**  
KJFF, Jennings, La.

**RICKY, AL**  
Mr. Keen—9 Years; Kiddie Land  
Records; Decca Records.

**RILEY, LOMAN B.**  
WDYK, Cumberland, Md.

**RILEY, RALPH**  
WHIZ-TV, Zanesville, O.

**RIO, ROSA**  
My True Story  
When a Girl Marries  
Ted Malone  
ABC

**ROBARDS, CARY**  
WSIV, Pekin, Ill.

**ROBERTS, DON**  
WKNE, Keene, N. H.

**ROBINSON, FRANCES**  
WVMI, Biloxi, Miss.

**ROESE, RAY**  
WRFO, Worthington, O.

**ROHR, JACK**  
WCBM, Baltimore, Md.

**RONGO, BARBARA**  
KTBC, Austin, Texas

**ROSE, DAVID**  
The Red Skelton Show  
NBC-TV

**ROSS, MURRAY**  
Tales of Tomorrow, Dream Har-  
bor, The Adventurer, ABC

**ROSS, ROY**  
WNEW, New York City

**ROTH, ALLEN**  
Milton Berle Show, NBC-TV

**RUDOLPH, JOE**  
WAIT, Chicago, Ill.

**RUMMINGER, BARBARA**  
WMMU, Greenville, S. C.

**RUPP, ESSIE**  
WCKY, Cincinnati, O.

**RUSSELL, BAZ**  
CJCH, Halifax, N. S.

**RYAN, JAMES**  
KWPC, Muscatine, Iowa

— S —

**SALTER, BOB**  
KDSH, Boise, Idaho

**SALTER, HARRY**  
Name That Tune  
NBC

**SANDEFUR, BILL**  
WBTM, Danville, Va.

**SANFORD, CHARLES**  
Your Show of Shows, NBC-TV

**SARGENT, MICHAEL**  
WBIV, Bedford, Ind.

**SASLAVSKY, NICHOLAS L.**  
WEVD, New York, N. Y.

**SAUER, FLORENCE**  
CHVC, Niagara Falls, Ont.

**SAVKO, BETH**  
WICC, Bridgeport, Conn.

**SAXON, JIM**  
KRIC, Beaumont, Tex.

**SCHARF, WALTER**  
The Phil Harris-Alice Faye  
Show  
NBC

**SCHEYING, VALERIE**  
WLAN, Lancaster, Pa.

**SCHMUTX, FREDERICK H.**  
KVIC, Little Rock, Ark.

**SCHORR, ARNOLD**  
WFEC, Miami, Fla.

**SCHUMAKER, BETTY**  
KAYS, Hays, Kansas

**SCHURR, BARBARA**  
WASL, Annapolis, Md.

**SCOTT, ALICE**  
WCSC, Charleston, S. C.

**SCOTT, BILL**  
WRLD, Lanett, Ala.

**SCOTT, FRANK**  
WDAY, Fargo, N. Dak.

**SCOTT, JACK**  
KPDN, Pampa, Texas

**SCOTT, JEFF**  
WPWA, Chester, Pa.

**SCOTT, KEN**  
WCNT, Centraha, Ill.

**SCOTT, R. A. JR.**  
WBLT, Bedford, Va.

**SCOTT, RAY**  
WZIP, Covington, Ky.

**SCOTT, RAYMOND**  
Your Hit Parade  
NBC-TV

**SCOTT, SID**  
WPAC, Patchogue, N. Y.

**SEESE, LUCILLE**  
KEAR, San Mateo, Cal.

**SELBY, NELSON**  
WBEN, Buffalo, N. Y.

**SEMMENS, JO ANN**  
WACB, Kittanning, Pa.

**SERRA, LOUIS**  
WEIR, Weirton, W. Va.

**SHEAN, EARL J.**  
WJAR, Providence, R. I.

**SHELDON, EARL**  
Musak Associated Transcrip-  
tions; Fashion Magic, CBS-TV;  
Embassy Club

**SHERWOOD, BOBBY**  
Texaco Star Theatre  
NBC-TV

**SHIELDS, ROY**  
Promenade Concert  
NBC

**SHIMP, BERT**  
WSAZ, Huntington, W. Va.

**SHUMWAY, JIM**  
WPLA, Plant City, Fla.

**SILFEN, CARL**  
WAGE, Syracuse, N. Y.

**SIMON, TAUDIE**  
KBOL, Boulder, Colorado

**SKYLES, JACK**  
KEYL, San Antonio, Tex.

**SLACK, PETER, DR.**  
KGER, Long Beach, Cal.

**SMITH, HANK**  
WFPA, Fort Payne, Ala.

**SMITH, PEGGY**  
KSIB, Greston, Iowa

**SOLITO, AL**  
Variety Stand  
WTA3-TV, Norfolk, Va.

**SONTAG, GEORGE**  
WOC TV, Davenport, Iowa

**SOWARDS, JOHN**  
WCMI, Ashland, Ky.

**SPEAR, SAM**  
Cavalcade of Stars  
DuMont

**SPJRSI, JOHN**  
Coffee Time  
WKTU, Utica, N. Y.

**STABILE, DICK**  
Colgate Comedy Hour  
NBC-TV

**STANLEY, LEONARD**  
Melodies 'n' Money  
WXYZ-TV, Detroit, Mich.

**STARR, RAY**  
KWWL, Waterloo, Iowa

**STEADMAN, BILL**  
WNDB, Daytona Beach, Fla.

**STEELE, JIM**  
WIRK, West Palm Beach, Fla.

**STEENROD, ANNE**  
WPTW, Piqua, O.

**STEIN, REX**  
WLDS, Jacksonville, Ill.

**STEPHENS, DAVID**  
WCAU, Phil., Pa.

**STEVENS, LEONARD**  
WHAT, Phil., Pa.

**STEWART, BOB**  
Hit the Deck  
WBRY, Waterbury, Conn.

**STITELER, FRANK**  
WGLS, Decatur, Ga.

**STOKER, ED**  
KUTA, Salt Lake City, Utah

**STOMME, RUTH**  
WAVZ, New Haven, Conn.

**STORR, WILBERT**  
WLET, Toccoa, Ga.

**STOVALL, RUBY PEARL**  
WKAY, Glasgow, Ky.

**STUART, EARL**  
Musically Speaking  
WWJ-TV, Detroit, Mich.

**SUDDUTH, GENE**  
WEAR, Pensacola, Fla.

**SULLIVAN, ROBERT E.**  
WMRN, Marion, Ohio

**SUMMERS, BILL**  
WLBC, Muncie, Ind.

**SVEHLA, WALT**  
WQAM, Miami, Fla.

**SWARTZ, JACK**  
KGPB, Flagstaff, Ariz.

**SYLVERN, HENRY**  
"HANK"

"This Is Show Business," CBS-TV; "USA Canteen," CBS-TV; "Suspense," CBS-TV; Sam Levenson Show, CBS-TV; "Nick Carter," "Boston Blackie"

— T —

**TALMADGE, BILLYE**  
KMO, Tacoma, Wash.

**TANNE, ERNIE**  
WGAY, Silver Springs, Md.

**TAUBMAN, PAUL**  
Bob & Ray (Colgate), NBC; Perry Mason, CBS; True Detective, WOR; Penthouse Serenade, WOR-NBC; Voice of America

**TAYLOR, BETTY LEE**  
Gift Shop  
WTVJ, Miami, Fla.

**TAYLOR, WEBSTER**  
WMK, Middletown, Ky.

**TEMPLEMAN, MARIAN**  
KWPC, Muscatine, Iowa

**THOMAS, LEE**  
WHLB, Virginia, Minn.

**THOMPSON, JOE**  
KRIZ, Phoenix, Ariz.

**THOMSON, IAN**  
CFJR, Brockville, Ont.

**TOWNSEND, WALLY**  
CKLW, Detroit, Mich.

**TOSCANINI, ARTURO**  
NBC SYMPHONY  
NBC

**TRAVIS, VICTOR**  
WMD, Atlantic City, N. J.

**TRENDLER, ROBERT**  
WGN-TV, Chicago, Ill.

**TROTTER, MARY ALICE**  
KANE, New Iberia, La.

**TURNER, DORICE**  
WEBO, Harrisonburg, Ill.

**TURNER, HARRY**  
KGHL, Billings, Mont.

**TUTTLE, HARRIETT**  
WTOC, Savannah, Ga.

— U —

**USHER, FRED**  
CIVI, Victoria, B. C.

— V —

**VAN DAMME, ART**  
Coffee And  
WNBO, Chicago, Ill.

**VAN WAGENEN, HAROLD E.**  
KCSU, Provo, Utah

**VAN ZANT, BOBBY**  
KVIC, Victoria, Texas

**VENN, MARLENE**  
KSUM, Fairmont, Minn.

**VINSON, JIMMY**  
WBML, Macon, Georgia

**VOEGELI, DONALD**  
WNA, Madison, Wis.

**VOGT, GERALD**  
WHEC, Rochester, N. Y.

**VOLLUM, ROBERT**  
CKLB, Oshawa, Ont.

**VOORHEES, DONALD**  
The Telephone Hour  
NBC

— W —

**WACKS, LOU**  
WMCA, New York, N. Y.

**WADSON, RALPH**  
WLOW, Norfolk, Va.

**WALDRON, R. H.**  
KRKL, Kirkland, Wash.

**WALKER, ED C.**  
WDAF, Tampa, Fla.

**WALKER, HARRY**  
KMOF, Oroville, Cal.

**WALKER, ROBERT**  
WHL, Johnson City, Tenn.

**WALLENSTEIN, ALFRED**  
Symphonies for Youth  
Mutual

**WALTERS, FAUSTINE**  
KMJ, Fresno, Cal.

**WAMSER, FRED**  
KXLW, St. Louis, Mo.

**WARMOTH, ED**  
KNPT, Newport, Ota.

**WATERS, RUSS E.**  
CFOR, Orillia, Ont.

**WATKINS, EVA**  
WHIC, Matawan, W. Va.

**WATSON, BILLYE**  
KDWT, Stamford, Texas

**WATTS, SAM**  
KWER, Oakland, Cal.

**WAY, ROBERT**  
WESC, Greenville, S. C.

**WAYNE, BERNIE**  
Music for Paramount Pictures;  
All original music and musical  
commercials on the Sammy Kaye  
Show, WNBT

**WAYNE, ROGER**  
WHLI, Hempstead, N. Y.

**WAYNICK, HOWARD**  
WFMY-TV, Greensboro, N. C.

**WEAMER, DAVID**  
WBUX, Doylestown, Pa.

**WEAVER, TOM**  
WCMA, Corinth, Miss.

**WEBB, GEORGE**  
WGTC, Greenville, N. C.

**WEBER, ART**  
KGVQ, Missoula, Mont.

**WEBER, HENRY**  
WGN, Chicago, Ill.

**WEBSTER, MALCOM**  
CION, St. John's, Newt.

**WEED, BUDDY**  
American Sports Page  
Buddy Weed Trio  
Valentino  
ABC

**WEINER, MILTON**  
WLW, Cincinnati, O.

**WELK, LAWRENCE**  
Walk's Champagne Music  
KTLA, Los Angeles, Cal.

**WERLLA, JERRY**  
KULP, El Campo, Texas

**WERNER, BARBARA**  
WRFW, Elm Claire, Wis.

**WESTON, PAUL**  
The Paul Weston Show

**WHEELER, RON**  
KTAT, Frederick, Okla.

**WHITE, ALBERT**  
KSFG, San Francisco, Cal.

**WHITE, GEORGE**  
WSOK, Nashville, Tenn.

**WHITE, ORSON**  
WRN, Racine, Wis.

**WHITENTON, RETA**  
WCKB, Dunn, N. C.

**WHITFIELD, DUKE**  
KNEB, Scottsbluff, Neb.

**WIELADT, ALLO**  
WFBG, Altoona, Pa.

**WILBUR, R. D.**  
WINS, New York

**WILD, ERIC M.**  
CBW, Winnipeg

**WILDERSON, MAXINE**  
KFH, Wichita, Kan.

**WILLIAMS, BILL**  
WIMS, Michigan City, Ind.

**WILLIAMS, DICK**  
WKII, Urbana, Ill.

**WILLIAMS, JAY**  
KTSW, Emporia, Kansas

**WILLIAMS, WALLY**  
KCKY, Coolidge, Arizona

**WILLSE, BILL**  
WICE, Providence, R. I.

**WILLSON, MEREDITH**  
The Big Show  
NBC  
Meredith Willson's Music  
Room  
NBC  
All Star Revue  
NBC TV  
Encore  
NBC

**WILSON, BOB**  
KWYO, Sheridan, Wyo.

**WILSON, GRANT**  
WXEL, Cleveland, O.

**WILSON, HAPPY**  
WAFI, Birmingham, Ala.

**WILSON, JOHN**  
WEAV, Plattsburg, N. Y.

**WILSON, VIRGIL**  
Sonus, Inc.  
WTAR-TV, Norfolk, Va.

**WIRGES, BILL**  
Stage & Number  
Kids and Company  
DuMont

**WITTGES, DOLLY**  
KVOR, Colorado Springs, Colo.

**WOLFF, KARL**  
CKFI, Fort Frances, Ont.

**WOOD, EARL**  
WOL, Washington, D. C.

**WORDEN, BILLIE**  
WMAN, Mansfield, O.

**WORTLEY, ROBT.**  
KTUL, Tulsa, Okla.

**WRIGHT, GEO. W.**  
WMOB, Moundsville, W. Va.

**WRIGHT, JANE**  
KRMG, Tulsa, Okla.

**WYMAN, ALICE**  
WFBC, Greenville, S. C.

— Y —

**YATES, J. NEWTON**  
KPCL, Los Angeles, Cal.

**YOHE, C. RUSSELL**  
WBOC, Salisbury, Md.

**YOKOM, MOSE**  
CJL, Kirkland Lake, Ont.

**YOUNG, MARLENE**  
KOFI, Lander, Wyo.

**YOUNG, VICTOR**  
B. August 8, 1900, Chicago, Ill.;  
Carnation Contented Hour, CBS;  
Musical Director of Paramount  
and Republic

# RADIO-TV PRODUCERS

Network and Independent  
and their work in 1952



— A —

**ADAMS, BOB**  
Star Hostess Party  
KNXT, Hollywood, Cal.

**ALLEN, BUDDY**  
Barry Gray Show  
DuMont

**ALLEN, EDWARD**  
WTVR, Richmond, Va.

**ANDERSON, STAN**  
KGMB, Honolulu, T. H.; KHBC,  
Hilo, T. H.

**ANDORN, SIDNEY**  
Man About Town  
WXEL, Cleveland, O.

**ARNELL, PETER E.**  
B. October 11, 1921, Bridgeport,  
Conn.; The Name's the Same,  
ABC-TV; Wheel of Fortune, CBS-  
TV; Balance Your Budget, CBS-  
TV

**ARNOUX, PAT**  
Relax  
WTAR-TV, Norfolk, Va.

— B —

**BACH, BOB**  
What's My Line  
CBS-TV

**BACHMAN, JOHN**  
Morning Chapel  
DuMont

**BACKLUND, RALPH**  
You and the World  
CBS

**BEPER, NORMAN**  
Maggi McNellis  
WABC

**BAILEY, JUDSON**  
Sports Spot  
CBS TV

**BAIRD, JOHN**  
Morning Chapel, Protestant  
DuMont

**BAKER, GEORGE**  
Spotlight Theater  
WNBW, Washington, D. C.

**BALDOUR, CHARLES**  
Meet Your Neighbor  
WDTV, Pittsburgh, Pa.

**BANNER, ROBERT**  
Fred Waring Show  
CBS TV

**BARNOUW, ERIK**  
Horizons  
Seminar  
ABC TV

**BARRY, JACK**  
Life Begins At Eighty  
Wisdom of the Ages  
Oh Baby  
DuMont

**BAUGHN, TED**  
WRGB, Schenectady, N. Y.

**BEASLEY, IRENE**  
Grand Slam  
CBS

**BECKER, VERNON**  
Kiddie Kollege  
DuMont

**BENNETT, DONN**  
The Big Idea  
DuMont

**BERGSON, CHARLES**  
Ladies Day  
WJBK-TV, Detroit, Mich.

**BERNARD, DON**  
Bob Hawk Show  
CBS

**BERNARD, PAUL**  
WLW-D, Dayton, O.

**BERNS, LARRY**  
Our Miss Brooks  
CBS-TV

**BILLINGSLEY, SHERMAN**  
Stork Club  
CBS-TV

## ARTHUR B. MODELL

PRODUCER

DIONE LUCAS HOUR

DOMESTICALLY YOURS

WABC-TV

# CHARLES MARTIN

PRODUCER - DIRECTOR

PHILIP MORRIS PLAYHOUSE



## AL SPAN

CBS - TV

producer of the  
“Red Buttons Show”



**BLAND, AL**  
Space Adventures of Super  
Noodle  
CBS

**BORDENKIRCHER, TOM**  
The News Picture  
WSAZ-TV, Charleston, W. Va.

**BORGE, PAUL**  
KMTV, Omaha, Neb.

**BORIES, ROBERT A.**  
Food for Thought  
DuMont

**BRENNAN, BILL**  
Bachelor's Haven  
KNXT, Hollywood, Cal.

**BRIGGS, STEVE**  
Happy Valley Folks  
WTTV, Bloomington, Ind.

**BRILL, RICHARD**  
Wheel of Fortune  
CBS-TV

**BRODKIN, HERB**  
ABC Album  
WABC-TV

**BROOKE, NED**  
Sat. Nite Jamboree  
WSAZ-TV, Charleston, W. Va.

**BUNETTA, FRANK**  
Dark of Night  
DuMont

**BURCH BILL**  
Gene Autry Show  
CBS

**BURKE, CAROLINE**  
Masterpiece Playhouse; Red  
Feather Revue; Heralds Of Good  
Will; Around The Town; Voca-  
tion Wonderland; Watch The  
World; Operation Frontal Lobes,  
NBC-TV

**BURNETT, MURRAY**  
Time For Love  
CBS

## — C —

**CADY, CHARLES S.**  
WBNS-TV, Columbus, O.

**CAREY, BERNIE**  
Peoples Parade

**CAREY, RALPH**  
WOW-TV, Omaha, Neb.

**CARNEY, JACK**  
Give and Take  
CBS

**CARTOUN, ALAN**  
Chronoscope  
KGNG-TV, Amarillo, Tex.  
CBS-TV

**CHERTOK TELEVISION, INC.**  
Private Secretary  
CBS-TV

**CHRISTENSEN, JIM**  
Plain and Fancy Cookin'  
WBEN-TV, Buffalo, N. Y.

**CLAMPETT, BOB**  
Time for Beany  
KTLA, Los Angeles, Cal.

**CLARK, JOHN**  
Captain Video  
DuMont

**CLARK, JOHN L.**  
The Plainclothes Man  
DuMont

**COOK, DON**  
WGN-TV, Chicago, Ill.

**COOLEY, LEE**  
B. Oakland, Calif.; Perry Como  
Show, CBS-TV; Eddy Arnold  
Show, CBS-TV

**COOPER, HAL**  
Magic Cottage  
DuMont

**CORBIN, TIP**  
Smokey Rogers General Store  
KFMB-TV, San Diego, Cal.

**CORRELL, CHARLES**  
Amos 'n' Andy  
CBS-TV

**CORRIGAN, WM. T.**  
B. August 27,  
Hollywood Opening Night, Lights  
Out, The Clock, Musical Comedy  
Time, Hollywood Hall of Fame,  
Masterpiece Playhouse, NBC-TV

**COWAN, ABE**  
Amateur Boxing  
WCPO-TV, Cincinnati, O.

**CROTHERS, GEORGE**  
Invitation to Learning  
CBS

**CUMMINGS, IRVING**  
Lux Radio Theatre  
CBS

**CYR, GEORGE**  
Living Fashion  
WNBK, Cleveland, O.

## — D —

**DANZIG, JERRY**  
Crime Syndicated  
CBS-TV

**DARGAN, TOM**  
Mercedeses  
KING-TV, Seattle, Wash.

**DAVIS, WATSON**  
Adventures in Science  
CBS



# IRVING MANSFIELD

**DEGEN, CARL**  
Little Playhouse  
WNBW, Washington, D. C.

**DEMPSEY, WM.**  
Educational Programs  
KPIX, San Francisco, Cal.

**DIGBYN, NOEL**  
Home Folks  
CBS

**DIGGS, DICK**  
Louella Parsons Show  
CBS

**DODGE, BRUCE**  
Fun for All  
CBS

**DONAHUE, JACK**  
Meet Millie  
CBS-TV

**DRUCE, OLGA**  
Captain Video  
DuMont

**DUNLOP, JAKE**  
Your Home Hour  
WOL-TV, Ames, Iowa

**DUTTON, MARALEITA**

Mr. Wizard, NBC-TV

**DUTEN, MIKE**  
Bill Cullen Show  
CBS-TV

## — E —

**EASTMAN, CARL**  
Perry Mason  
CBS

**ESTABROOK, TED**  
Ted Steel Program  
WPIX, New York

**EVANS, RICHARD L.**  
Soli Lake Tabernacle Choir  
CBS

**EWING, ED**  
Shoot the Works  
WLW-C, Columbus, O.

## — F —

**FASSETT, JAMES**  
N. Y. Philharmonic-Symphony  
CBS

**FERRIN, FRANK**  
Smilin' Ed  
CBS-TV

**FLENNIKEN, BRENT**  
KING-TV, Seattle, Wash.

**FLORENCE, LOU**  
WPIX, New York

**FOREST, ROBERT**  
What in the World  
CBS-TV

**FRAMER, WALT**  
B. April 7, 1908, Pittsburgh,  
Pa.; Strike It Rich, CBS-TV,  
NBC; The Big Payoff, NBC-TV;  
Double or Nothing, CBS-TV,  
NBC; The Greatest Man on  
Earth, ABC-TV

**FREEMAN, ESTED D.**  
Shopping Guide  
WFBN-TV, Indianapolis, Ind.

**FRIENDLY, FRED**  
See It Now  
CBS-TV

**FROILAND, LOUISE**  
Vaughn Monroe Show  
CBS

**FROMMERT, PETER J.**  
WFMJ-TV, Youngstown, O.

**FULLER, SAM**  
Colgate Comedy Hour, All Star  
Revue, NBC-TV

## — G —

**GALEN, FRANK**  
Meet Millie  
CBS

**GARRIGUS, FRED**  
You and the World  
CBS

**GAY, BILL**  
Hallmark Playhouse  
CBS

**GERRY, ROGER**  
Guide Right  
Stage a Number  
DuMont

**GIERLACH, CHET**  
Kis and Company  
DuMont

**GILL, FRANK, JR.**  
Edgar Bergen-Charlie  
McCarthy Show  
CBS

**GLUCKSMAN  
ERNEST D.**  
Colgate Comedy Hour, All Star  
Revue, NBC-TV

**GODSON, FREEMAN**  
Amos 'n' Andy  
CBS-TV

**GOODMAN, MARTIN**  
It Happens Every Day  
CBS

**GOODSON & TODMAN**  
I've Got A Secret  
CBS-TV

**GOORIAN, LENNIE**  
Paul Dixon Show  
WCPO-TV, Cincinnati, O.

**ERNEST D. GLUCKSMAN**

NBC — Producer-Director

"COLGATE COMEDY HOUR"

"ALL-STAR REVUE"

NBC-Hollywood

Martin and Lewis  
Donald O'Connor  
Ben Blue  
George Jessel  
Judy Canova  
Ritz Brothers

**LEE PAINTON**

Producer-Director

"MRS. U S A"  
NBC-TVPROLOGUE TO THE FUTURE  
NBC-TVOUTDOORS WITH ED DODD  
RADIO

**GRAMMER, BOB**  
Memory Lane  
WBAP-TV, Ft. Worth, Tex.

**GRAY, NORMAN**  
Dinner Date  
WAGA-TV, Atlanta, Ga.

**GREER, MILAN**  
George Hamilton Combs  
WABC

**GROSS, JACK J.**  
Big Town  
CBS-TV

**GRUENBERG, AXEL**  
Armour Star Playhouse—  
NBC-TV  
Hallmark Playhouse—  
NBC-Radio  
Stars Over Hollywood—  
NBC-TV

**GUEDEL, JOHN**  
People Are Funny—CBS-Radio  
Art Linkletter's House Party—  
CBS-Radio-TV

**GUIDICE, VIC**  
Keep Posted  
WTTG, Washington, D. C.

**GUY, BILL**  
Let's Visit  
WFMY-TV, Greensboro, N. C.

## — H —

**HALDI, JOHN**  
WBNS-TV, Columbus, O.

**HARRIS, DAVID K.**  
WNHC-TV, New Haven, Conn.

**HARRISON, ARCH**  
WTVR, Richmond, Va.

**HARVEY, RICHARD**  
Variety Stand  
WTAR-TV, Norfolk, Va.

**HAUFMAN, HAL**  
WOOD-TV, Grand Rapids,  
Mich.

**HEIDER, FREDERICK**  
MCA Films  
WABC-TV

**HELLER, FRANKLIN**  
Eddie Albert Show  
CBS-TV

**HEPNER, CHARLES**  
Frontier Theater  
DuMont

**HIRCHMAN, HERBERT**  
The Web  
CBS-TV

**HODAPP, BILL**  
American Inventory  
NBC-TV

**HOLLANDER, JEAN**  
Beat the Clock  
CBS-TV

**HORRELL, MARTIN**  
Grand Central Station  
CBS

**HOWELL, CLIFF**  
Amos 'n' Andy  
CBS

**HUGHES, T. GORDON**  
My Little Margie  
CBS

**HUMMERT, FRANK AND ANNE**  
Romance of Helen Trent  
CBS

**HURDLE, JACK**  
B. June 13, 1909, Woshington,  
D. C.; Jackie Gleason Show,  
CBS-TV

## — I —

**IRVING, CHARLES**  
Search for Tomorrow, CBS-TV

**IRWIN, CAROL**  
I Remember Mama, CBS-TV

## — J —

**JERKINS, JOE**  
Oklahoma Farmer  
WKY-TV, Oklahoma City,  
Okla.

**JONES, CHARLES**  
Music is Fun  
WDAF-TV, Kansas City, Mo.

**JOHNSON, GLEN**  
Stag Session  
WBTV, Charlotte, N. C.

**JOHNSON, ROY**  
WLTV, Atlanta, Ga.

## — K —

**KALMUS, JANE**  
Herb Sheldon Show, WNBT;  
Ask the Camera, WNBT

**KAUFMAN, MURRAY**  
Eva Gabor  
WABC

**KEECH, BRUNCH**  
Brunch Time  
Kelvin Keech Visits  
WABC

**KELLING, ROY**  
Schlitz Playhouse  
CBS-TV

**KETCHAM, JAMES**  
Keystone Breakfast Club  
WHUM-TV, Reading, Pa.



**JACK HURDLE**  
PRODUCER  
of the  
"JACKIE GLEASON SHOW"  
CBS-TV

# SAM FULLER

EXECUTIVE PRODUCER

"Colgate Comedy Hour"

"All Star Revue"

NBC TV

**KING, LYN**  
Jet Pilot  
WNBC, Chicago, Ill.

**KOSTE, WALTER**  
Physchool  
WWJ-TV, Detroit, Mich.

**KOVACS, ERNIE**  
Ernie Kovacs Show  
CBS-TV

**KRANTZ, STEVE**  
Herb Sheldon Show  
WNBT, New York

**KRASNE, PHILIP N.**  
Big Town  
CBS-TV

**KUHL, CALVIN**  
Lux Video Theatre  
CBS-TV

## — L —

**LADESH, BILL**  
Sundown Uptown  
WDAF-TV, Kansas City, Mo.

**LAIR, JOHN**  
Renfro Valley Sunday  
Gathering  
CBS

**LANDSBERG, KLAUS**  
Frosty Frolics  
KTLA, Los Angeles, Cal.

**LANE, ALAN**  
This is for You  
WHUM-TV, Reading, Pa.

**LANG, TONY**  
WNAC-TV, Boston, Mass.

**LAWRENCE, BILL**  
Bob Hope Show—NBC Radio

**LESAN, DAVID**  
Guiding Light  
CBS

**LEVITAN, PAUL**  
U. H. in Action  
CBS-TV

**LEVY, JACK**  
Jack Benny  
CBS-TV

**LEVY, PARKE**  
December Bride  
CBS

**LEWIS, ELLIOTT**  
Suspense  
Cathy & Elliott Lewis Onstage  
CBS

**LESTER LEWIS ASSOCIATES**  
Meet Betty Furness  
CBS-TV

**LEWIS, MARLO**  
Toast of the Town  
CBS-TV

**LIEBMAN, MAX**  
Your Show of Shows, NBC-TV

**LINKROUN, RICHARD**  
Freedom Rings  
CBS-TV

**LOCKE, NORTON**  
Teen Time  
WTVN, Columbus, O.

**LOEWI, BOB**  
Kitchen Fare  
DuMont

**LOVETON, JOHN W.**  
Mr. and Mrs. North  
CBS-TV

**LUGT, JOHN**  
KSL-TV, Salt Lake City, Utah

**LUND, BILL**  
KMTV, Omaha, Neb.

**LUPPINO, NICHOLAS**  
WLWC, Columbus, O.

## — Mc —

**MacDONALD, DUNCAN**  
The Power of Women  
DuMont

**MacDONNELL, NORMAN**  
Bakers' Theatre of Stars  
CBS

**McCANN, DOROTHY**  
Dr. Christian  
CBS

**McCOLLUM, TOM**  
Charade Parade  
WSYR-TV, Syracuse, N. Y.

**McDERMOTT, TOM**  
Wendy Warren and the News  
CBS

**McKINLEY, BARRY**  
WGN-TV, Chicago, Ill.

**McKNIGHT, TOM**  
Beulah  
CBS

## — M —

**MACKENZIE, MURDO**  
Bing Crosby Show  
CBS

**MACKENZIE, W. H.**  
Musical Penny  
WTVN, Columbus, O.

**MACKIN, JOHN**  
WTVR, Richmond Va.

**MADDOX, KELLY**  
KGGG-TV, Amarillo Texas

**MANDEILLE BETTY**  
FBI in Peace and War  
CBS

**MANN, CLAIRE**  
Glamour, WJZ-TV; It's A Woman's World, WJZ-TV



**CAROLINE BURKE**

NBC-TV Producer Director



**CHARLES POLACHECK**

NBC-TV PRODUCER  
"VOICE OF FIRESTONE"  
"RECITAL HALL"  
ASSOCIATE PRODUCER  
"NBC OPERA THEATER"



**MANSFIELD, IRVING**

CBS-TV  
**MANULIS MARTIN**

Suspense  
 CBS-TV

**MARCUS, AL**

Morning Chapel  
 (Protestant Segment)  
 DuMont

**MARKHAM, JACK**

Touchdown Parade  
 WFMY-TV, Greensboro, N. C.

**MARKLE, FLETCHER**

Studio One  
 CBS-TV

**MARKS, HILLIARD**

Jack Benny Program  
 CBS

**MARTIN, CHARLES**

Philip Morris Playhouse, CBS

**MASTERTSON, NELSON**

Bride and Groom  
 CBS-TV

**MASTERTSON, REIDY**

Bride and Groom  
 CBS-TV

**MAYER, BRUCE**

Ladies Date  
 DuMont

**MEIKLE, PAT**

Magic Cottage  
 DuMont

**MELCHER, MARTIN**

Doris Day Show  
 CBS

**MENKEN, LAWRENCE**

One Man's Experience  
 One Woman's Experience  
 DuMont

**MEREDITH, EARL**

Jack's Magic Shop  
 KFMB-TV, San Diego, Cal.

**MILLS, ANNIE**

Helpfully Yours  
 KNBH, Hollywood, Cal.

**MODELL, ARTHUR B.**

Dione Lucas Hour, Domestically  
 Yours, WABC-TV

**MONTAGNE, EDWARD J.**

Man Against Crime  
 CBS-TV

**MORGAN, AL.**

Washington, U.S.A.  
 CBS

**MORGAN, EDWARD P.**

This I Believe  
 CBS

**MORRIS, JOHNNY**

The American Way  
 CBS

**MORROW, BILL**

Eric Crosby Show  
 CBS

**MURPHY, BOB**

Bob Murphy Calling  
 WJBK-TV, Detroit, Mich.

**MURRAY, KEN**

Time to Smile  
 CBS-TV

**MURROW, ED**

See It Now  
 CBS-TV

## — N —

**NELSON, RAY**

Little Ladies Party  
 DuMont

## — O —

**OLSEN, BARBARA**

It's News to Me  
 CBS-TV

**OPENSHAW, BYRON**

KSL-TV, Salt Lake City, Utah

## — P —

**PAGET, PORTMAN**

WLW-D, Dayton, O

**PAINTON, LEE**

Mrs. U. S. A., Prologue to the  
 Future, NBC-TV; Outdoors With  
 Ed Dodd

**PALMER, TOM**

Channel Inn  
 WFAA-TV, Dallas, Tex.

**PARK, JAMES**

Jack McElroy Show  
 KNBH, Hollywood, Cal.

**PERRIN, NAT**

My Friend Irma  
 CBS-TV

**PERRY, DICK**

The Paul Dixon Show  
 DuMont

**PEYSER, ARNOLD**

Trash or Treasure  
 DuMont

**POLACHECK, CHAS.**

Voice of Firestone, NBC-TV; Re-  
 cital Hall, NBC-TV; Associate  
 Producer NBC Opera Theater

**POOLE, LYNN**

Johns Hopkins Science Review  
 DuMont

**POST, TED**

Schlitz Playhouse  
 CBS-TV

**LEE COOLEY**

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**POTTER, DON**  
Morning Chapel  
(Protestant Segment)  
DuMont

**POWERS, CHARLES**  
Ma Perkins  
CBS

**PREVATTE, NORMAN**  
Money to Burn  
WBTV, Charlotte, N. C.

## — Q —

**QUINLAN, S. C.**  
WBKB-TV, Chicago, Ill.

## — R —

**RAGAJCZAK, RAYMOND**  
WMAR-TV, Baltimore, Md.

**REDMAN, ISABEL**  
Lamp Unto My Feet  
CBS-TV

**REESE, IRWIN**  
Let's Go Bowling  
DuMont

**REULEAUX, WALTER**  
Cinderella Weekend  
WFEM-TV, Indianapolis, Ind.

**REYNOLDS, VERN**  
WOW-TV, Omaha, Neb.

**RICHARDS, ALDEN**  
KSL-TV, Salt Lake City, Utah

**ROACH, HAL, JR.**  
My Little Margie  
Racket Squad  
CBS-TV

**ROBERTSON, JAMES**  
WOOD-TV, Grand Rapids,  
Mich.

**ROPER, DONALD G.**  
Georgetown U. Forum  
WTIG, Washington, D. C.

**ROSS, BERNIE**  
Meet the Millers  
WBEN-TV, Buffalo, N. Y.

**ROSSELL, WARREN**  
Jim Deline Gang  
WSYR-TV, Syracuse, N. Y.

**ROUNTREE, MARTHA**  
Keep Posted  
DuMont

**RUSSELL, CHARLES**  
You Are There  
CBS-TV

## — S —

**SADLER, BILL**  
Kiddie Carnival  
WFAA-TV, Dallas, Tex.

**SANFORD, HERB**  
Garry Moore Show  
CBS-TV

**SCHAEFER, KERMIT**  
Quick on the Draw  
DuMont

**SHECK, GEORGE**  
Star Time, WNBT

**SCHENCK, CHARLES**  
Love of Light  
CBS-TV

**SCHNEIDER, GIL**  
Our Better Shelves  
WKY-TV, Oklahoma City,  
Okla.

**SCOTT, JOHN**  
KGMB, Honolulu, T. H.; KHBC,  
Hilo, T. H.

**SEABORNE, JIM**  
Road of Life  
CBS

**SELDEN, JEFF**  
Double C. Canteen  
DuMont

**SELDEN, WALTER**  
City Hospital  
CBS-TV

**SHARP, JIM**  
WLTW, Atlanta, Ga.

**SHARPE, DONALD W.**  
Four Star Playhouse  
CBS-TV

**SHAY, BETTY**  
Rosemary  
CBS

**SHOLLENBERGER, LEWIS**  
Capitol Cloakroom  
CBS

**SIDDONS, HEYWARD**  
Today in Washington  
WNBW, Washington, D. C.

**SIGSBEE, CHARLES**  
WMAR-TV, Baltimore, Md.

**SILBERT, BILL**  
Bill Silbert Show  
WABD, New York

**SLINGLAND, FRANK**  
Margaret's Kitchen  
WNBW, Washington, D. C.

**SMITH, BEVERLY**  
Second Mrs. Burton  
CBS

**SMITH, FRED**  
KLYL, San Antonio, Tex.

**SMITH, LAMAR**  
WOI-TV, Ames, Iowa



# William Corrigan

Producer-Director

NBC-TV



**SMITH, SID**  
Learn Dance  
WBAP-TV, Fort Worth, Tex.

**SPAN, ALFRED**  
Red Buttons Show, CBS-TV

**SPIER, BILL**  
Omnibus  
CBS-TV

**SPILLMAN, SANDY**  
Teletrips  
KPIX, San Francisco, Cal.

**SPIVAK, LAWRENCE**  
Keep Posted  
DuMont

**STANSON, MILTON**  
Kiddie Kollege  
DuMont

**STAUDERMAN, BRUCE**  
WXEL, Cleveland, O.

**STEARNS, JOHN**  
Breakfast with Music  
WNBT, New York

**STEEL, BOB**  
Aunt Jenny  
CBS

**STEFFY, GEORGE**  
WNAC-TV, Boston, Mass.

**STERNBERG, AL**  
Uncle Al's Corner  
WCPO-TV, Cincinnati, O.

**STEVENS, GARY**  
Twenty Questions  
DuMont

**STEVENSON, RACHEL**  
Quiz Kids  
CBS-TV

**STONE, MARTIN**  
Author Meets the Critics  
DuMont

**SULLIVAN, ED**  
Toast of the Town  
CBS-TV

## — T —

**TODMAN, BILL**  
What's My Line  
CBS

**TOLEN, JACK**  
Kiddie Kastle  
WDTV, Pittsburgh, Pa.

**TOWNSEND, DALIAS**  
Aircraft Flash  
CBS

**TULL, BOB**  
TV Dance Party  
WAGA-TV, Atlanta, Ga.

## — V —

**VANDA, CHARLES**  
M & M Candy Carnival  
Big Top  
CBS-TV

**VAN FREMD, CHARLES**  
State of the Nation  
CBS-TV

## — W —

**WALLACH, GEORGE**  
B. Sept. 25th, New York City;  
Jane Pickens Show, NBC; Holly-  
wood U.S.A., NBC; "Bwana  
Devil" First 3-D Full Length Film

**WARREN, FRANK**  
Al Jazzbo Collins Show  
DuMont

**WEBLEY, EDWARDS**  
Parade of Stars, Spottlite  
Revue  
KONA, Honolulu, Hawaii

**WERRENATH, REINALD, JR.**  
Ding Dong School  
WMBQ, Chicago, Ill.

**WHITE, LAWRENCE**  
(White Rosenberg, Inc.)  
Where Was I  
DuMont

**WHITE, SID**  
First in Fashion  
Fashion Premiere  
DuMont

**WHITE, WALTER, JR.**  
Tarzan  
CBS

**WOOD, WILLIAM**  
Man of the Week  
CBS-TV

**WOOLF, LARRY**  
Quiz Kids  
CBS

**WORMINGTON, BILL**  
Television Starbeams  
WDAF-TV, Kansas City, Mo.

**WRIGHT, BURTON**  
Cinderella Weekend  
WWJ-TV, Detroit, Mich.

**WYNNE, KENNETH, JR.**  
WNHC-TV, New Haven, Conn.

## — Z —

**ZEIGLER, JOHN**  
Charming Children  
WNBK, Cleveland, O.

**ZIRATO, BRUNO, JR.**  
Robert Q. Lewis Show  
CBS

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DIRECTOR

OF

**"THE BIG STORY"**

NBC-TV



## DON HILLMAN

NBC-TV  
DIRECTOR

# RADIO-TV DIRECTORS

—and their work during 1952



— A —

**ABEL, RAY** ....  
Rootie Kazootie,  
Home Gardener  
Good Looks and Good Living  
WABC-TV

**ANDREWS, CLARK**  
Top Guy  
ABC

**ANDREWS, MARTIN**  
My True Story  
ABC

**ASHER, WILLIAM**  
I Love Lucy  
CBS-TV

**ASHLEY, IRA**  
Fun For All  
CBS

**ATKINS, IRV**  
People Are Funny  
CBS

**AUERBACH, LARRY**  
Love of Light  
CBS-TV

**AYERS, KIRBY**  
Grand Slam  
CBS

— B —

**BAILEY, JUDSON**  
Sports Spot  
CBS-TV

**BANNER, BOB**  
Fred Waring Show  
CBS-TV

**BARBOUR, OLIVER**  
Weather Girl  
DuMont

**BARTON, CHARLES**  
Amos 'n' Andy  
CBS-TV

**BEAL, WILLIAM**  
Kitchen Kapers, Dione Lucas,  
John Reed King, Fitzgeralds,  
Dog Show of Champions  
WABC-TV

**BERNARD, DON**  
Bob Hawk Show  
CBS

**BERNARD, GLEN**  
Meet Me At The Zoo  
CBS-TV

**BRENNAN, BILL**  
Jo Stafford Show  
CBS

**BROWN, MENDE**  
Inside Israel  
DuMont

**BRYAN, WILLIAM**  
The Adventurer  
Paul Whiteman Teen Club  
ABC

**BUNETTA, FRANK**  
Life Is Worth Living  
DuMont

**BURCH, BILL**  
Gene Autry Show  
CBS

**BURGGRAF, PAUL**  
Rootie Kazootie, Papa Cellini,  
Away You Go,  
Home Maker's Jamboree,  
Nancy Craig  
WABC-TV

— C —

**CAHAN, GEORGE**  
My Friend Irma  
CBS-TV

**CARNEY, JACK**  
Give and Take  
CBS

## JOSEPH SANTLEY

PRODUCER-DIRECTOR

JIMMY DURANTE SHOW

GEORGE JESSEL SHOW

PERRY COMO SHOW

“ALL STAR REVUE”

NBC-HOLLYWOOD

**CHIRKINIAN, FRANK**  
M & M Candy Carnival  
CBS-TV

**COOK, FIELDER  
AND GOODE, R.**  
Lux Video Theatre  
CBS-TV

**COOLEY, LEE**  
B. Oakland, Cal.; Perry Como  
Show, CBS-TV; Eddy Arnold  
Show, CBS-TV

**CORDAY, TED**  
Guiding Light  
CBS-TV

**CRAMER, NED**  
Ernie Lovacs  
CBS-TV

**CROTTY, BERKE**  
Eastern Parkway Boxing  
Dumont

**CURRIE, ROBERT**  
In the Dark  
CBS-TV

— D —

**DARLEY, DIK**  
B. Dec. 12, 1923, Hollywood, Cal.;  
Space Patrol, Personal Appearance  
Theatre, All American Jubilee,  
Jerry Colonna Show, ABC-TV

**DEMAREST, BILL**  
Heritage  
ABC

**DICK, HENRY**  
Maggi McNellis  
ABC

**DIGBY, NOEL**  
Home Folks  
CBS

**DIGGS, DICK**  
Louella Parsons Show  
CBS

**DISKIN, MARSHAL**  
What's Your Bid  
Seminar, Walter Winchell  
WABC-TV

**DODSON, WILLIAM**  
Joe Franklin's Memory Lane,  
Yachting Show, Spotlight On  
Harlem, Homemaker's Jamboree,  
Nancy Craig, First Edition  
WABC-TV

**DONAHUE, JACK**  
Meet Milha  
CBS-TV

**DOYLE, ROBERT**  
Perspective  
WABC-TV

**DUERK, FRED**  
Mary Margaret McBride  
Cal Tinney  
ABC

**DUTTON, MIKE**  
Bill Cullen Show  
CBS-TV

— E —

**EASTMAN, CARL**  
"Perry Mason"  
CBS

**EBL, EARL**  
Lux Radio Theatre  
CBS

**EUBANKS, GENE**  
Space Adventures of Super  
Noodle  
CBS

— F —

**FARNSWORTH, SCOTT**  
When I Get Married  
ABC

**FINKEL, ROBERT S.**  
B. March 25, 1918, Pittsburgh,  
Pa.; The Ruggles, Hollywood The-  
ater Time, ABC-TV; Biff Baker,  
U.S.A., NBC-TV; Chevron The-  
ater, all networks

**FLOREY, ROBERT**  
Four Star Playhouse  
CBS-TV

**FOREST, ROBERT**  
What In The World  
CBS-TV

**FRANKS, JEROME**  
City of Hope Telethon, Cerebral  
Palsy Telethon, John Reed  
King's "Tootsie Hippodrome,"

CLAY YURDIN

DIRECTOR

ABC — TV



BARRY SHEAR  
DUMONT - TV

DIRECTOR OF  
"BARRY GRAY SHOW"  
"GUIDE RIGHT"  
"STAGE A NUMBER"



Billy Graham's "Hour of Decision," On Trial, Songtime, ABC-TV

**FROLAND, LOUISE**  
Vaughn Monroe Show  
CBS

— G —

**GARRISON, GREG**  
NBC

**GAY, BILL**  
Hallmark Playhouse  
CBS

**GLUCKSMAN, ERNEST D.**  
V. Vienna; Colgate Comedy Hour, NBC-TV

**GOODMAN, MARTIN**  
It Happens Every Day  
CBS

**GORMAN, WALTER**  
Young Dr. Malone  
CBS

**GRAHAM, JOE**  
B. Sept. 15, 1916; Whispering Streets, ABC; It's Your Business, ABC

**GREINER, BOB**  
Valentino  
Eddie Dunn Show  
ABC

— H —

**HANNA, ARTHUR**  
This Is Nora Drake, Our Gal  
Sunday  
CBS

**HARLIB, MATT**  
Strike It Rich (Daytime)  
CBS-TV

**HARRIS, MARY**  
Second Mrs. Burton  
CBS

**HELLER, FRANKLIN**  
What's My Line  
CBS-TV

**HEWITT, DON**  
Doug Edwards  
CBS-TV

**HIGHT, JEAN**  
Let's Pretend  
CBS

**HILL, CHARLES**  
State Of The Nation  
CBS-TV

**HILL, MARTIN**  
Art Linkletter's House Party  
CBS-TV

**HILLMAN, DONALD STUART**  
B. April 3, 1925, New York, N. Y.; The Herman Hickman Show, American Inventory, Youth Wants to Know (Winner of the

Sylvania Television Award for "Best Public Interest Show"), American Forum, Kate Smith Show, Jane Pickens Show, NBC

**HUGHES, T. GORDON**  
My Little Margie  
CBS

**HURDY, RAI**  
Stork Club  
CBS-TV

**HUSTON, TED**  
Meet Betty Furness  
CBS-TV

— I —

**IRVING, CHARLES**  
Search For Tomorrow  
CBS-TV

— J —

**JOHNSTONE, JOHN**  
Hollywood Star Playhouse  
NBC

— K —

**KENNY, WES**  
The Power Of Woman  
Dumont

— L —

**LARGE, DON**  
Make Way For Youth  
CBS



**JEROME FRANKS**

DIRECTOR

Olsen & Johnson's "Hellzapoppin"  
City of Hope Telethon  
Cerebral Palsy Telethon  
John Reed King's "Tootsie Hippodrome"  
Billy Graham's "Hour of Decision"

**FRANK SATENSTEIN**

CBS-TV

**DIRECTOR**

of

**The Jackie Gleason Show**

**LEFTWICH, ALEX**

B. Feb. 13, 1910, Philadelphia, Pa.; The Lilli Palmer Show, CBS-TV

**LEFTWICH, ED**

Bridge And Groom  
CBS-TV

**LEVIN, MIKE**

Life Is Worth Living  
Dumont

**LEVY, PARKE**

December Bride  
CBS

**LEVY, RALPH**

Jack Benny  
CBS-TV

**LEWIS, A.**

Our Miss Brooks  
CBS-TV

**LEWIS, ELLIOTT**

Cathy and Elliott Lewis On Stage  
CBS

**LINKKROUN, RICHARD**

Freedom Rings  
CBS-TV

**LOVETON, JOHN W.**

Mr. and Mrs. North  
CBS

**LOWE, DAVID**

Life Begins At Eighty  
What's The Story  
Dumont

**LUMET, SIDNEY**

Danger  
CBS-TV

— **Mc** —**McCALLUM, BILL**

Live Like a Millionaire  
Mystery Theatre  
Editing on Time Capsule  
ABC

**MacDONNELL, NORMAN**

Bakers' Theatre of Stars  
CBS

**McCULLOUGH, ANDREW**

Omnibus  
CBS-TV

**McKEE, WES**

Brighter Day  
CBS

**MacDONNELL, NORMAN**

Escape  
CBS

**MAGNER, MARTIN**

Where Was I  
Dumont

**MANDEVILLE, BETTY**

FBI In Peace And War  
CBS

**MANHOFF, BILL**

Meet Millie  
CBS

— **M** —**MARKS, SHERMAN**

Balance Your Budget  
CBS-TV

**MARSHALL, BILL**

Whispering Streets  
Metropolitan Auditions of the Air  
Metropolitan Opera  
ABC

**MARTIN, CHARLES**

Philip Morris Playhouse, CBS

**MEDFORD, DON**

Tales of Tomorrow  
Eddie Nugent Talent Patrol  
Quick As A Flash  
All-Star News  
WABCS-TV

**MELCHIOR, IB**

Perry Come  
CBS-TV

**MONTAGNE, EDWARD J.**

Man Against Crime  
CBS-TV

**MORRIS, JOHNNY**

The American Way  
CBS

**MULLIGAN, ROBERT**

Suspense  
CBS-TV

**MURPHY, RALPH**

Mr. and Mrs. North  
CBS-TV

**ARTHUR PENN**

Associate TV Director:

“Colgate Comedy Hour”

Staged:

“Ezio Pinza Show”

Writing Credits:

“Ezio Pinza Show” (2)

“Hollywood Opening  
Night” (3)

NBC—TV

**ROBERT FINKEL**

DIRECTOR

LIVE

FILM

The Ruggles — ABC      Chevron Theater  
Dennis Day Show — NBC      Biff Baker, U.S.A.

In Preparation

“Pride of the Family”

with  
Paul Hartman

— N —

**NELSON, RALPH**

I Remember Mama  
CBS-TV

**NEUMAN, ALAN J.**

The Kate Smith Hour-NBC  
Lights Out-NBC  
Blind Date-NBC  
Here's To Your Health-NBC

**NICKELL, PAUL AND  
SCHAFFNER, FRANKLIN**

(Alternate Directors)  
Studio One  
CBS-TV

**NOBLE, ROBERT**

Drew Pearson  
Life Begins at 80  
Vacationland USA  
ABC

**NYBY, CHRISTIAN**

Private Secretary  
CBS-TV

— P —

**PAINTER, DON**

Jack Berch Recordings  
Champagne Fashions  
Musical Previews  
ABC

**PAUL, BYRON**

This Is Show Business  
CBS-TV

**PAINTER, DON**

This Is Show Business  
CBS-TV

**PENN, ARTHUR H.**

B. Sept. 27, 1922, Philadelphia,  
Pa.; Colgate Comedy Hour, NBC-  
TV; Ezio Pinza Show, NBC-TV

**PEYSER, JOHN**

Crime Syndicated  
CBS-TV

**PIANO, TONY**

American Music Hall  
Dancing Party  
ABC

— R —

**REAGON, NEIL**

Dr. Christian  
CBS

**REISNER, ALAN**

City Hospital  
CBS-TV

**RICCA, ERNIE**

Romance of Helen Trent  
CBS

**RICHARDS, ARTHUR**

Rosemary  
CBS

**RITTS, PAUL**

Big Top  
CBS-TV

**RUBIN, JACK**

Hiltop House  
CBS

**RUSKIN, COBY**

Arthur Murray Party  
Dumont

— S —

**SANTLEY, JOSEPH**

All Star Revue, NBC-TV

**SATENSTEIN, FRANK**


B. Oct. 7, 1924, New York City;  
Ken Murray, CBS-TV; Frank Sin-  
atra Show, CBS-TV; The Show  
Goes On, CBS-TV; Jackie Gleason  
Show, CBS-TV

**SCANLON, WALTER**

Headline Edition  
News of Tomorrow  
Una Mae Carlisle  
George Sokolsky  
Walter Winchell  
ABC

**SCHIMMEL, CLARENCE**

Garry Moore Show  
CBS-TV



**ABC TV**

**SDG**  
**RTDG**  
**ATAS**

**SID SMITH**

**TV DIRECTOR**

**"ALL STAR  
REVUE"**

**NBC, HOLLYWOOD**

**JIMMY DURANTE SHOW**  
**GEORGE JESSEL SHOW**  
**RITZ BROTHERS SHOW**

**SCHNEIDER, DICK**

The Big Story, NBC-TV; Door  
Way to Danger, NBC-TV; Kate  
Smith Show, NBC-TV

**SCHNUR, JERRY**

It's News To Me  
CBS-TV

**SCHOPE, ROGER**

Basketball, Nancy Craig, First  
Edition, Rudolph Halley, Italian  
Cookery, Pat Party  
WABC-TV

**SHEA, TOM**

Break the Bank  
Gloria Parker  
F. Lynn Keech Show  
ABC

**SHEAR, BARRY**

Kathie Norris Show, WABD;  
Barry Gray, WABD; Stage A  
Number, DABD; Inside Israel,  
WABD; Midway, WABD

**SHELDON, JAMES**

Eddie Albert Show  
CBS-TV

**SHEVELOVE, BERT**

Red Buttons Show  
CBS-TV

**SMITH, SID**

All Star Revue, Jimmy Durante  
Show, George Jessel Show, Ritz  
Brothers Show, NBC-TV

**SOMMERVILLE, WARREN**

Bobby Sherwood  
Tales of Tomorrow  
ABC

**STEDMAN, BILL**

Bobby Sherwood  
Tales of Tomorrow  
ABC

**STEEL, BOB**

Aunt Jenny  
CBS

**STERNBERG, AL**

The Paul Dixon Show  
Dumont

**SWIFT, LELA AND**

**HIRCHMAN, HERBERT**  
The Web  
CBS-TV

## — T —

**TORMEY, BOB**

News of Tomorrow  
Headline Edition  
Greatest Story  
ABC

## — U —

**URBACH, LESLIE**

(unit directors under Urbach  
are **BODE, WILLIAM AND**  
**ULRICH, JOHN**)  
Action in the Afternoon  
CBS-TV

## — W —

**WALLACE, DON**

Wendy Warren And The  
News  
CBS

**WEAVER, PAT**

Quiz Kids  
CBS

**WEIST, GEORGE**

My True Story  
American Music Hall  
Singing Partners  
ABC

**WHITING, JUDSON**

Lamp Unto My Feet  
CBS-TV

**WOLFE, ED**

Ma Perkins  
CBS

**WRAY, JOHN**

Town Of The Town  
CBS-TV

## — Y —

**YURDIN, CLAY**

ABC-TV

## — Z —

**ZIRATO, BRUNO, JR.**

Robert Q. Lewis Show  
CBS

**GREG GARRISON**

DIRECTOR

TEXACO STAR THEATRE

# RADIO-TV WRITERS

Advertising Agency—Network—Free Lance  
and their work during 1952



## — A —

**ABRAMS, CARL**  
Rocky King  
DuMont

**ADAMS, CEDRIC**  
Cedric Adams  
CBS

**ALSBERG, ARTHUR**  
Our Miss Brooks  
CBS

## — B —

**BARNETT, S. H.**  
Lux Radio Theater  
CBS

**BARNOUW, ERIK**  
Theater Guild On The Air  
NBC

**BALZER, GEORGE**  
Jack Benny Program  
CBS

**BECHER, BILL**  
Vaughn Monroe Show  
CBS

**BENNER, BILL**  
Captain Video  
DuMont

**BIXBY, CARL**  
B. May 4, 1895, Worcester,  
Mass.; Life Can Be Beautiful,  
NBC

**BLUME, BUDD**  
Space Adventures Of Super  
Noodle  
CBS

**BRAUN, GIL**  
The Plainclothes Man  
DuMont

**BROOKS, MEL**  
Your Show of Shows, NBC-TV

**BURCH, BILL**  
Gene Autry Show  
CBS

## — C —

**CARRINGTON, ELAINE**  
Rosemary  
CBS

**CHEVIGNY, HECTOR**  
Second Mrs. Burton  
CBS

**CLORK, HENRY**  
Life of Riley  
NBC-TV

**CORCORAN, BOB**  
Rocky King  
DuMont

**CRUTCHFIELD, LES**  
Bakers' Theater of Stars  
CBS

## — D —

**DAILEY, GENE**  
Space Adventures of Super  
Noodle

**DALZELL, BILL**  
Stage A Number  
DuMont

**DOUGALL, BERNARD**  
Mr. President, The Adventur-  
er, Tales of Tomorrow, Ameri-  
can Music Hall, WABC

**DRAKE, GALEN**  
DRAKE  
CBS

**DUTTON,  
MARALEITA**  
Mr. Wizard  
NBC-TV

## — E —

**EALTON, BRUCE**  
Captain Video  
DuMont

**ELKIN, SAM**  
Rocky King  
DuMont

**ETTINGER, ED**  
Dream Harbor, Paul White-  
man Teen Club, Gloria Parker,  
Saturday Night Dancing Par-  
ty, WABC

## — F —

**FINE, MORTON**  
Suspense  
CBS

**FINKE, JACK AND  
PELLETIER, LOUIS**  
FBI In Peace And War  
CBS

**FRANKEL, DORIS**  
Brighter Day  
CBS

**FREE LANCE WRITERS**  
Aunt Jenny  
Mr. & Mrs. North  
CBS  
**FRIEDKIN, DAVID**  
Suspense  
CBS

**FUNT, JULIAN**  
Young Dr. Malone  
CBS

## — G —

**GREENE, JOHN**  
People Are Funny  
CBS

**GUEDEL, WALTER**  
People Are Funny  
CBS

**GUSSMAN, CHARLES**  
Road of Life  
CBS

## — H —

**HAWK, BOB**  
Bob Hawk Show  
CBS

**HITE, KATHLEEN**  
Bakers' Theater Of Stars  
CBS

**HOLLOWAY, JEAN**  
Hallmark Playhouse  
CBS

**HUMBERT, FRANK AND  
ANNE**  
Our Gal Sunday  
CBS

## — I —

**IRVING, CHARLES**  
This Is Nora Drake  
CBS

## — J —

**JONES, J. FRANKLIN**  
Fun For All  
CBS

**JOSEFSBERG, MILT**  
Jack Benny Program  
CBS

## — K —

**KALLEN, LUCILLE**  
Your Show of Shows, NBC-TV

**KANE, JOEL**  
Meet Millie  
CBS

**KAUFMAN, MILLARD**  
Baker's Theater Of Stars  
CBS

**KLINKER, ZENKO**  
Edgar Bergen-Charlie McCar-  
thy Show  
CBS



# CARLTON E. MORSE

WRITER-PRODUCER

ONE  
MAN'S  
FAMILY  
(Radio)

ONE  
MAN'S  
FAMILY  
(TV)

I  
LOVE  
A  
MYSTERY  
(Radio)

THE  
WOMAN  
IN  
MY  
HOUSE  
(Radio)

## ★ RADIO-TV WRITERS ★

— L —

**LACHMAN, MORT**  
Bob Hope Show  
NBC-Radio  
Martin & Lewis Show  
NBC-Radio

**LAIR, JOHN**  
Keniro Valley Sunday Gather-  
ing  
CBS

**LEWIS, AL**  
Our Miss Brooks  
CBS

**LOWTHER, GEORGE**  
Dark of Night  
DuMont

— M —

**MANHOFF, BILL**  
Meet Millie  
CBS

**MARION, IRA**  
Mr. President, Milton Cross  
Opera Album, Metropolitan  
Auditions Of 'The Air, Vac-  
ationland U. S. A., WABC

**MORRISON, WILLIAM**  
Captain Video  
DuMont

# CARL BIXBY

*Life Can Be Beautiful*

•  
*Television*  
•

Sturges Highway  
Southport, Conn.  
Fairfield 9-3275

**MORROW, BILL**  
Bing Crosby Show  
CBS

**MORSE,  
CARLTON E.**  
One Man's Family, NBC, NBC-TV; I Love A Mystery, MBS; The Woman in My House, NBC.

— N —

**NEWMAN, WALTER**  
Bakers' Theater Of Stars  
CBS

— P —

**PAUL, NORMAN**  
Edgar Bergen-Charlie McCarthy Show  
CBS

**FERRIN, SAM**  
Jack Benny Program  
CBS

**PHILLIPS, ARTIE**  
Edgar Bergen-Charlie McCarthy Show

CBS  
**PHILLIPS, IRNA**  
Guiding Light  
CBS

**PICKARD, JOHN AND PROVO,  
FRANK**  
(CBS radio news for news portion)  
Wendy Warren And The News  
CS

— Q —

**QUILLAN, JOE**  
Our Miss Brooks  
CBS

— R —

**RADCLIFFE, VIRGINIA**  
One Woman's Experience  
DuMont

**RAUGHT, KENNY**  
It Happens Every Day  
CBS

**RICHTON, ADDY AND STONE,  
LYNN**  
Hilltop House  
CBS

— S —

**SANGSTER, MARGARET**  
My True Story  
Whispering Streets  
ABC

**SHARP, PHIL**  
December Bride  
CBS

**SHIP, REUBEN**  
December Bride  
CBS

**SKLAR, MIKE**  
Time Capsule, The Adventurer, Tales of Tomorrow, Morning Song, WABC

**STANLEY, JACKSON**  
People Are Funny  
CBS

— T —

**TACKABERRY, JOHN**  
Jack Benny Program  
CBS

**TOLKIN, MEL**  
Your Show of Shows, NBC-TV

**TOUROV, ORIN**  
Ma Perkins  
CBS

— V —

**VENDIS, IRVING**  
dramatizes Erle Stanley Gardner Stories  
Perry Mason  
CBS

— W —

**WEBSTER, TONEY**  
Your Show of Shows, NBC-TV

**WHEATON, GLENN**  
Jo Stafford Show  
CBS

**WITTY, DON**  
Una Mae Carlisle, The Adventurer, Tales Of Tomorrow, WABC

**WOOD, ARLENE**  
Valentino AM & TV  
WABC

Join  
CIVIL DEFENSE  
NOW



## ART GREEN

MIAMI'S TOP DISC JOCKEY-SALESMAN

1138

# DISC JOCKEYS

## RADIO AND TELEVISION

—their work during 1952



### — A —

**ABBOTT, BOB**  
1480 Club  
KAUS, Austin, Minn.

**ABBOTT, WALT**  
Morning Varieties  
KCSB, San Bernardino, Cal.

**ABELL, FRAN**  
G. A. Bargain Show  
KBOX, Modesto, Cal.

**ADAMS, ARCHIE**  
Platter Chatter  
WTWA, Thomson, Ga.

**ADAMS, CHARLES**  
Sunrise Salute  
WTAN, Clearwater, Fla.

**ADAMS, EDDIE**  
Clock Spinner  
WJAR, Savannah, Ga.

**ADAMS, JIM**  
Jim Adams Show  
WNQP, Newport, Ky.

**ADAMS, JIM**  
Nite Club of the Air  
WSTV, Steubenville, O.

**ADAMS, JOE**  
Mayor of Melody  
KOWL, Santa Monica, Cal.

**ADAMS, WARREN**  
Hillbilly Hits  
WHIL, Hammond, La.

**AGEE, LESTER**  
Melody Market  
KRHD, Duncan, Okla.

**ALBERT, FREDDIE**  
Ranch House Roundup  
WJAT, Swainsboro, Ga.

**ALBRECHT, PAUL**  
Music with Paul  
WBIZ, Eau Claire, Wis.

**ALBRITTON, DAVE**  
Dave Albritton Show  
WING, Dayton, O.

**ALDEN, TOM**  
You Name It  
KOLS, Pryor, Okla.

**ALEMAN, JOE**  
KPRL, Paso Robles, Cal.

**ALEXANDER, DICK**  
Dick's Den  
WICC, Bridgeport, Conn.

**ALEXANDER, KURT**  
Roll Jordan  
WEAS, Decatur, Atlanta, Ga.

**ALFORD, DICK**  
Strollin' with Alford  
KXLR, Little Rock, Ark.

**ALLEN, AL**  
Al's Jive Til Five  
KXLR, Little Rock, Ark.

**ALLEN, ILL**  
Tempo and Time  
KXLF, Ellensburg, Wash.

**ALLEN, BILL**  
KWFC, Hot Springs, Ark.

**ALLEN, DEL**  
Melody Til Midnite  
KROS, Clinton, Iowa

**ALLEN, DON**  
Band Box  
WATH, Athens, Ohio

**ALLEN, FRED**  
It Pays To Listen  
KCLE, Cleburne, Texas

**ALLEN, GEO.**  
Listen While You Work  
WBVP, Beaver Falls, Pa.

**ALLEN, JIM**  
Back of the Hit Parade  
KVER, Albuquerque, N. M.

**ALLEN, LEE**  
Musical Bazaar  
WSCR, Scranton, Pa.

**ALLEN, PAUL**  
Musical Clock  
CJAD, Montreal

**ALLIGER, DICK**  
Alliger's Almanac  
WBUX, Doylestown, Pa.

**ALLINGER, RALPH**  
Musical Clock  
WIBX, Utica, N. Y.

**ALLISON, DANNY**  
Shop and Save  
KCLE, Cleburne, Texas

**ALAN, LLOYD**  
Nite Owl  
KALE, Richland, Wash.

**AMORY, JOE**  
Off the Record  
KWIL, Albany, Ore.

**ANDERSON, GORDON**  
I'P N Atom  
WAUG, Augusta, Ga.

**ANDERSON, KIRK**  
A. M. Alley  
WFGM, Fitchburg, Mass.

**ANDERSON, MILTON**  
Platter Party  
WJAS, Pittsburgh, Pa.

**ANDREWS, DAVID**  
Night Beat  
KOLN, Lincoln, Neb.

**ANDREWS, JIM**  
Cousin Andy  
WINX, Rockville, Md.

**ANDREWS, JOHNNY**  
Morning Bandwagon  
WTAM, Cleveland, Ohio

**ANDERSON, ANDY**  
Dance Date  
KENI, Anchorage, Alaska

**ANDERSON, BILL**  
Request Show  
CPBC, St. John, N. B.

**ANDERSON, EDDIE**  
Night Hawk  
KIKI, Honolulu, T. H.

**ANSON, BILL**  
Hollywood Bandstand  
KFWB, Los Angeles, Cal.

**ANTHONY, BOB**  
Steepwalker's Serenade  
KVOO, Tulsa, Okla.

**ANTHONY, MARY**  
Mary Anthony Show  
WSPY, Stevens Point, Wis.

**APP, JAMES**  
Second Breakfast  
WVOD, Lynchburg, Va.

**ARBuckle, BRYANT**  
Tunes From Texas  
KURV, Edinburg, Texas

**ARENS, WALLY**  
Dinnerbell Show  
CFCN, Calgary, Alberta

**ARKELL, BUD**  
Ribs & Hot Sauce  
WSIR, Winter Haven, Fla.

**ARMAND, RAY**  
Hillbilly Stars  
WARR, Arlington, Va.

**ARMSTRONG, BOB**  
WCNT, Bandwagon  
WCNT, Centralia, Ill.

**ARO, BOB**  
Finnish Folk Song  
WHLB, Virginia, Minn.

**ARTER, MEL**  
You Name It  
WKOK, Sunbury, Pa.

**ARTHUR, DOUG**  
Danceband  
WIBG, Philadelphia, Pa.

**ASHBURN, RON**  
WNOK, Knoxville, Tenn.

**ASHBY, DICK**  
940 Special  
WMAZ, Macon, Ga.

**ATKINSON, GORDON**  
Words & Music  
CHUM, Toronto, Ont.

**ATKINSON, J. C.**  
Waking with WAKN  
WAKN, Aiken, S. C.

**AUGELLO, JOSEPH**  
Hub Cap Caravan  
WJLB, Detroit, Mich.

**AUSTIN, BOB**  
KSDO, San Diego, Cal.

**AVILA, MANUEL**  
Mexican Canta  
KWBC, Ft. Worth, Texas

**AYCOCK, BOB**  
Commuters Special  
WMPS, Memphis, Tenn.

### — B —

**BABCOCK, WILLIAM**  
Bing Crosby Time  
WJAS, Pittsburgh, Pa.

**BAER, MAX**  
KFRK, Sacramento, Cal.

**BAERG, ROYCE**  
Musical Varieties  
KNEX, McPherson, Kansas

**BAILEY, BILL**  
Welcome Inn  
KRIZ, Phoenix, Ariz.

**BAILEY, BILL**  
Smilin' Time  
WMIX, Mt. Vernon, Ill.

**BAILEY, GENE**  
Trading Post  
KGBC, Galveston, Texas

**BAILEY, RAY**  
Melody Matinee  
KATY, San Luis Obispo, Cal.

**BAINTER, BILL**  
Record Room  
KIT, Yakima, Wash.

**BAKER, BABE**  
In the Groove  
WSAI, Cincinnati, O.

**BAKER, BOB**  
Sunnyside Serenade  
KORK, Las Vegas, Nev.

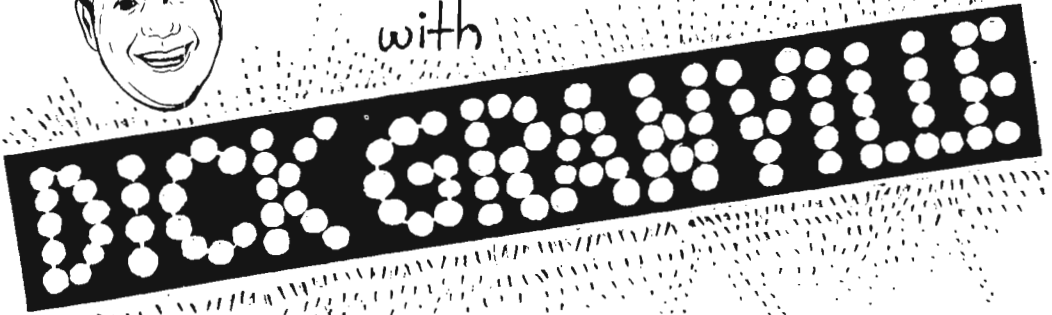
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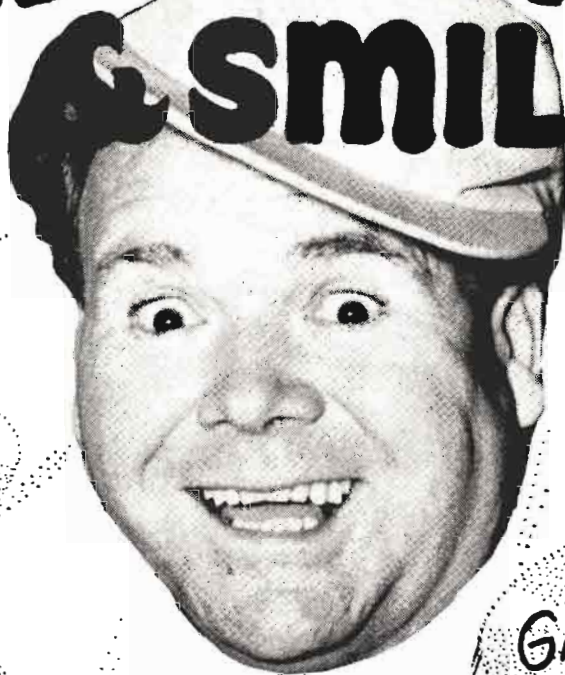
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- BALDWIN, GENE**  
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Hale Kula  
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Mantrap  
WHIN, Harlan, Ky.
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WWRL, New York, N. Y.
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Mr. Music  
KQV, Pittsburgh, Pa.
- BARTELL, PAUL**  
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WFOX, Milwaukee, Wis.
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Synecopation Time  
WTAD, Quincy, Ill.
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- BATEY, HUGH**  
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KRSN, Los Alamos, N. M.
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KTRM, Beaumont, Texas
- BAUL, MARCEL**  
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CKVI, Verdun, Canada
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WCOR, Lebanon, Tenn.
- BEARD, PAT**  
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WSTP, Salisbury, N. C.
- BEASLEY, BOB**  
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WPKY, Frankfort, Ky.
- BEAULIEU, HENRI**  
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**BINTLIFF, TOM**  
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KORN, Mitchell, S. Dak.

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KISD, Sioux Falls, S. Dak.

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Charlie Black Show  
WSMJ, Cincinnati, O.

**BLACK, MARTIN**  
Martin Black Show  
KRAM, Las Vegas, Nev.

**BLADMOND, VERNON**  
House of Blue Lights  
WSDI, Baltimore, Md.

**BLADON, DOYLE**  
Happy Time  
KFOR, Lincoln, Neb.

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This is the Hour  
WNBZ, Saranac Lake, N. Y.

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WGL, Fort Wayne, Ind.

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Dance Date  
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WSON, Henderson, Ky.

**BLAKELY, CLINT**  
WAPI, Birmingham, Ala.  
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**BLANCHARD, LOWELL**  
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WNOX, Knoxville, Tenn.

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KFAM, St. Cloud, Minn.

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WTTH, Port Huron, Mich.

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KVIC, Victoria, Texas
- BOLES, JERRY J.**  
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WMON, Moundsville, W. Va.
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KXOK, St. Louis, Mo.
- BONNETT, JIM**  
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WMVG, Millsboro, Ga.
- BOOTH, TED**  
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WHAJ, New Britain, Conn.
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- BOURQUE, WARREN**  
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WERI, Westbury, R. I.
- BOWICK, BILL**  
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WALB, Albany, Ga.
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WORA, Ellingham, Ill.
- BRADLEY, LEM**  
KENA, Mena, Ark.
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KRDF, Colorado Springs, Colo.
- BRAGG, DEAN**  
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- BRAND, FRANK**  
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CKPR, Ft. Williams, Ont.
- BRASCLA, VINCE**  
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KULA, Honolulu, T. H.
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WAAT, Newark, N. J.
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Bright & Early  
WSAL, Logansport, Ind.
- BRINGIER, ERNIE**  
Ernie the Whip  
WMBY, New Orleans, La.
- BRITO, PHIL**  
Phil Brito Show  
WKAT, Miami Beach, Fla.
- BRITTON, BASHEUL RED**  
Red Britton Show  
KCSB, San Bernardino, Cal.
- BRITTON, BILL**  
WNDB, Daytona Beach, Fla.
- BROCK, RAY**  
The Fox Club  
WHBY, Appleton, Wis.
- BRODE, BUDDY**  
Jukebox Jamboree  
WNAR, Norristown, Pa.
- BROOK, NAT**  
K Mon Along and Listen  
KMON, Great Falls, Mont.
- BROOKE, KIRBY**  
Kirby Brooke Show  
WQAM, Miami, Fla.
- BROOKS, LOU**  
1150 Club  
WCOX, Middletown, Conn.
- BROOKS, TOM**  
Babbling Brooks Show  
WSAZ, Huntington, W. Va.
- BROWN, BERNARD**  
Shut In  
WAPD, Chattanooga, Tenn.
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WPEN, Phil., Pa.
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Ted Brown Show  
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WNAX, Yankton, S. D.
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Date with Darleen  
KIST, Santa Barbara, Cal.
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KWED, Seguin, Tex.
- BRYAN, GIL**  
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WTNS, Coshocton, O.
- BRYAN, TONY**  
Klock Request  
KNPT, Newport, Ore.
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KAUS, Austin, Minn.
- BRYANT, WILLIE**  
Swing Matinee  
WHOM, New York, N. Y.
- BUCKLEY, NEIL**  
Requestfully Yours  
WPFB, Middletown, O.
- BUCHLMAN, CLINT**  
Clint Buchlman Show  
WBEN, Buffalo, N. Y.
- BUFFAY, JERREY**  
2nd Cup of Coffee Time  
WGVA, Calpeper, Va.
- BURCH, BOB**  
Discriminatorally Yours  
KCSI, Pueblo, Colo.
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- BURGESS, FRANK**  
WHMA, Anniston, Ala.
- BURGESS, RALPH**  
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WMSC, Columbia, S. C.
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CHVC, Niagara Falls, Ont.
- BURGIN, ROBIN**  
KDAC, Fort Bragg, Cal.
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WMPB, Memphis, Tenn.
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WEEK, Peoria, Ill.
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Robin's Nest  
WITH, Port Huron, Mich.
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Uncle Dave Makin with Music  
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- CAFFEN, DON**  
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KBIG, Avalon, Calif.
- CALISTI, ALBERT**  
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WDNE, Elkins, W. Va.
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WISN, Milwaukee, Wis.
- CANTOR, MARILYN**  
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WERC, Erie, Pa.
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KWFC, Hot Springs Ark.
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- CARTER, CAL**  
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KAMD, Camden, Ark.
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Carter's Clambake  
KCTX, Childress, Tex.
- CARTER, VAL**  
Joy a la Carter  
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WFTC, Kinston, N. C.
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WJOY, Burlington, Vt.
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WLRP, New Albany, Ind.
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Cottonseed Clark Time  
KSVM, San Mateo, Cal.
- CLARK, GORDON**  
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- CLARK, GORDON**  
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KRIC, Beaumont, Tex.
- CLARK, HOWARD**  
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WPDQ, Jacksonville, Fla.
- CLARK, JACK**  
Bill Weaver Show  
KCBS, San Francisco, Cal.
- CLARK, JERRY**  
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WJBW, New Orleans, La.
- CLARK, JIM**  
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WWGP, Sanford, N. C.
- CLARK, TED**  
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- CLAUSER, AL**  
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KTUL, Tulsa, Okla.
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WPTN, St. Petersburg, Fla.
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- COLUMBUS, JOHN A.**  
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WPUV, Pulaski, Va.
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WCKB, Dunn, N. C.
- CONLEY, BOB**  
WAGR, Morgantown, W. Va.
- CONLY, FRANK**  
Nitewatch  
WHUN, Huntington, Pa.
- CONNELL, PAT**  
Requestfully Yours  
KGVO, Missoula, Montana
- CONNOR, HUGH**  
Off the Record  
WQAN-Seranton, Pa.
- CONNOR, TED**  
Ted Conner Show  
WFMJ, Youngstown, O.
- CONNORS, MYLES**  
Journey Into Melody  
WTWN, St. Johnsbury, Vt.
- CONSTANTIN, JOE**  
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KIST, Santa Barbara, Cal.
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WSEC, Somerset, Ky.
- COURTNEY, ERNIE**  
Wax Wagon  
CKX, Brandon, Manitoba
- COUGHLIN, LOUIS**  
Music For You  
WCLJ, Corning, N. Y.
- COVERT, DALE**  
Melody Go-Round  
KHBG, Okmulgee, Okla.
- COWELL, ED**  
Breakfast Club  
WJHL, Johnson City, Tenn.
- COWELL, EDDIE**  
The Corner  
WCYB, Briston, Va.
- COX, HERBERT**  
Ebony House  
KXEL, Waterloo, Iowa
- CRADDOCK, MYRON**  
Melody Roundup  
WMLS, Sylacauga, Ala.
- CRAGER, BOB**  
Melody Matinee  
WWCO, Waterbury, Conn.
- CRAIG, BILL**  
Coffee Time  
WATA, Boone, N. C.
- CRAIG, GEORGE**  
Coffee with Craig  
KFDX, Wichita Falls, Tex.
- CRAIG, REG**  
Sunrise Jamboree  
WEBJ, Brewton, Ala.
- CRANDALL, RAY**  
First Call  
WAAF, Chicago, Ill.
- CRANE, BOB**  
The Town Crier  
WICC, Bridgeport, Conn.
- CRAYER, J. C.**  
Morning in Montgomery  
WMON, Montgomery, W. Va.
- CRAVEN, TED**  
Dusty Discs  
KWBG, Boone, Iowa
- CRAWFORD, GEORGE**  
WOL, Washington, D. C.
- CRAWFORD, JIM**  
J. C. Show  
WERC, Reidsville, N. C.
- CRIST, JIM**  
Morning in Maryland  
WFBR, Baltimore, Md.
- CROCKER, SID**  
Sad Sack  
KLFY, Lafayette, La.
- CROMBIE, DICK**  
Dance Time  
KJR, Seattle, Wash.
- CRONE, BILL**  
Jay & Ginger  
CKOY, Ottawa, Ont.
- CROOKER, WAYNE**  
Wayne Crooker, D. J.  
WFAL, Augusta, Maine
- CROPP, GORDON**  
Yours for the Asking  
WKEL, Lexington, Va.
- CROSKERY, BOB**  
KCRC, Enid, Okla.
- CROSS, GEORGE**  
Afternoon Varieties  
WHL, Port Huron, Mich.
- CROTHER, WALLY**  
Top O' the Morning  
CFRB, Toronto, Ont.
- CROWELL, GEORGE**  
Club 930  
KHJ, L. A., Cal.
- CRUMPLEY, GUY**  
Gospel Train  
WOBS, Jacksonville, Fla.
- CRUTCHLEY, BILL**  
WADB, Daytona Beach, Fla.
- CUMMINS, RAY**  
Carolina Hayride  
WMBL, Morehead City, N. C.
- CUMMINGS, TONY**  
Tony's Twilight Time Time  
WIKK, Erie, Pa.
- CUNNINGHAM, CHUCK**  
Turntable Time  
KTTK, Rolla, Mo.
- CURTIS, GENE**  
Just Forenoon  
KGLN, Glenwood Springs, Col.
- CURTIS, MARK**  
Mark Time  
KOLD, Reno, Nev.
- CURTIS, RONALD**  
Musical Matinee  
WFBL, Syracuse, N. Y.

## — D —

- DAHL, DON**  
Open House  
KDAL, Duluth, Minn.
- DAIGLE, JEAN**  
Grenier de la Chanson  
CKBL, Matane, Que.
- DALE, REX**  
Makebelieve Ballroom  
WCKY, Cincinnati, O.
- DALY, BUD**  
930 Melody Lane  
WSAZ, Huntington, W. Va.
- DAMERON, CHARLIE**  
Charlie's Top Ten  
WFTL, Ft. Lauderdale, Fla.
- D'ANGELO, ARNIE**  
Music Time  
WAGE, Syracuse, N. Y.
- D'ANGELO, MIKE**  
1490 Club  
WNGW, Meadville, Pa.
- DARIEN, FRANK, JR.**  
Frank's Juke Box  
KSJO, San Jose, Cal.
- DARLAND, BILL**  
KELD, El Dorado, Ark.
- DARY, ALAN**  
Dary-Go-Round  
WORL, Boston, Mass.

- DAUGHERTY, DICK**  
Coffee Time  
WFN, Findlay, Ohio
- DAUGHERTY, "DOC"**  
1250 Luncheon Club  
WNOW, York, Pa.
- DAVIS, ART**  
Western Roundup  
KEPO, El Paso, Texas
- DAVIS, BILL**  
Hillbilly Jamboree  
WCOH, Newnan, Ga.
- DAVIS, BOBBIE LEE**  
Record Room  
KTMS, Santa Barbara, Cal.
- DAVIS, DON**  
Open House  
KFRG, San Francisco, Cal.
- DAVIS, ERNIE**  
Ernie Davis Show  
WABY, Albany, N. Y.
- DAVIS, GENE**  
Requests Review  
WAKR, Akron, Ohio
- DAVIS, HAL**  
Musical Merry-Go-Round  
WPAR, Parkersburg, W. Va.
- DAVIS, JOHN E.**  
The Easy Side  
KLYN, Amarillo, Texas
- DAVIS, TEN**  
All Star Record Roundup  
WELS, Kinston, N. C.
- DAVIDSON, BRYAN**  
Platter Magic  
WRAY, Princeton, Ind.
- DAWS, HOBSON**  
860 Club  
KOSE, Osceola, Ark.
- DAWES, BILL**  
Bill Dawes Show  
WCPO, Cincinnati, O.
- DAWSON, CHUCK**  
Relaxin' Time  
KMVI, Wailuku, Maui, T. H.
- DAY, DON**  
Coffee Hour  
WSWN, Belle Glade, Fla.
- DAY, GEORGE**  
Daytimes  
KERO, Bakersfield, Calif.
- DEAL, ARCHIE**  
Wake Up Club  
WIRC, Hickory, N. C.
- DEAL, BILL**  
Clock O' the Morn  
WCAM, Camden, N. J.
- DEAL, JACK**  
Jack Deal Show  
WHCU, Ithaca, N. Y.
- DEAN, BOB**  
Tops in Pops  
WFUN, Huntsville, Ala.
- DEAN, WESLEY**  
Farmfolks Jamboree  
KGRI, Henderson, Texas
- DEANE, BUDDY**  
Wake Up Baltimore  
WITH, Baltimore, Md.
- DEANE, JOE**  
Open House  
WHEC, Rochester, N. Y.
- DEAY, JIM**  
Early Bird Show  
KTSW, Emporia, Kansas
- DeBEAU, LARRY**  
Timekeeper Show  
WTAC, Flint, Mich.
- DEBENPORT, CHARLES**  
Memos and Melodies  
KUTE, San Antonio, Texas
- DEBNAM, BOB**  
Pastel Room  
WCOG, Greensboro, N. C.
- DEE, MARY**  
Mary Dee Show  
WHOD, Honestead, Pa.
- DEE, TOMMY**  
Rise and Shine  
WSBT, South Bend, Indiana
- DEER, JIMMY**  
Jimmy Deer Show  
WDAK, Columbus, Ga.
- DEITZ, LARRY**  
Midnight Frolics  
WYVW, Fairmont, W. Va.
- DELMONT, JIMMY**  
Five O'clock Club  
WTCN, Minneapolis, Minn.
- DEMING, CHARLIE**  
Gloom Chaser  
WKPT, Kingsport, Tenn.
- DEKRY, DUKE**  
Swingtime  
WJAG, Norfolk, Neb.
- DERRICK, JIM**  
Swing Out Sweet Music  
WPLA, Plant City, Fla.
- DEVILLE, BOB**  
Saturday Session  
WJER, Dover, O.
- DIANE**  
Diane Program  
WBEN, Buffalo, N. Y.
- DIEBEL, DICK**  
Music Mart  
KURV, Edinburg, Texas
- DIEHL, JACK**  
Requestfully Yours  
KHUP, Durango, Colo.
- DILL, GLEN**  
The Sundial  
WTSP, St. Petersburg, Fla.
- DINSMORE, ED**  
Luncheon Club  
WBEN, Buffalo, N. Y.
- DIXON, DAVE**  
Rhythm and Blues  
KSTL, St. Louis, Mo.
- DIXON, PAUL**  
Paul Dixon Show  
WCPO, Cincinnati, O.
- DIXON, RANDY**  
Ebony Hall Of Fame  
WDAS, Phil., Pa.
- DIXON, ROY**  
Top of the Trail  
KTRM, Beaumont, Texas
- DOBBS, LARRY**  
Platter Party  
WRLD, West Point, Ga.
- DOBBS, HARVEY**  
Date with Dobbs  
CHUM, Toronto, Ont.
- DOBBS, JACK**  
Platter Party  
WZOB, Fort Payne, Ala.
- DOENGES, JOHN**  
Sunrise Serenade  
KBNZ, La Junta, Colo.
- DOKEY, OKEY**  
Okey Dokey Show  
WBOK, New Orleans, La.
- DOLL, BOB**  
Doll House  
WCSI, Columbus, Ind.
- DONALDSON, SAM**  
Sams Show  
KEPO, El Paso, Texas
- DONNELLY, JIM**  
Red Rooster  
WCOJ, Coatesville, Pa.
- DONOGHUE, STEVE**  
Dawn Patrol  
WHMP, Northampton, Mass.
- DOOLEY, PETE**  
Top Tunes  
WOMI, Owensboro, Ky.
- DOREMUS, JOHN**  
Melody Bandstand  
KRMG, Tulsa, Okla.
- DOREY, RAY**  
Ray Dorey Show  
WHDH, Boston, Mass.
- DORN, BILL**  
The Bill Dorn Show  
WEEK, Peoria, Ill.
- DORRIS, DAVE**  
KYA, San Francisco, Cal.
- DORRIS, LEE**  
Red Hot and Blue  
WSOK, Nashville, Tenn.
- DORSEY, ROD**  
Nightowl Serenade  
WJNC, Jacksonville, N. C.
- DOUGLAS, JOHN**  
Name This Program  
KCSJ, Pueblo, Colo.
- DOUGLAS, MERL**  
Merl Douglas Show  
KMA, Shenandoah, Iowa
- DOUGLAS, MIKE**  
1490 Club  
KYCA, Prescott, Ariz.
- DOW, WM.**  
Turntable Terrace  
WCAX, Burlington, Vt.
- DOWELL, SAXIE**  
Sincerely Yours  
WGN, Chicago, Ill.
- DOWNEY, JACK**  
Jack's Waxworks  
WONS, Hartford, Conn.
- DRENDEN, CHUCK**  
KPRL, Paso Robles, Cal.
- DRESSELHUYS, TOM**  
Night Watch  
KSDN, Aberdeen, S. Dak.
- DRISCOLL, DICK**  
Music Before Midnite  
KXRA, Alexandria, Minn.
- DRURY, RAY**  
Platter Date  
WSPR, Springfield, Mass.
- DUDLEY, BILL**  
Club A M  
WMLS, Sylacauga, Ala.
- DUFFY, LEE**  
Wills Creek Hoodown  
WTBO, Cumberland, Md.
- DUGDALE, CHARLIE**  
Here's Charlie  
KFOR, Lincoln, Neb.
- DURAS, JIM**  
Moonlight Savings Time  
WPAR, Parkersburg, W. Va.
- DUKE, BILL**  
950 Club  
KDSX, Denison, Tex.
- DULANE, CHUCK**  
Chuck Dulane Show  
WGAY, Silver Spring, Md.
- DUMAS, ROLAND**  
Tops in Pops  
WMAS, Springfield, Mass.
- DUNBAR, EDWARD**  
Cousin Ed  
WBBQ, Augusta, Ga.
- DUNCAN, DOPEY**  
Crossroad Store  
WKAP, Allentown, Pa.
- DUNCAN, J. AL**  
Jam, The Boogie Man  
WJAM, Marion, Ala.
- DUNCAN, LEE**  
Lucky Lager Dance Time  
KRAM, Las Vegas, Nev.
- DUNCAN, W. J.**  
KSEL, Lubbock, Texas
- DUNLAP, WALLIE**  
Dial Dunlap  
WICC, Bridgeport, Conn.

**DUNN, BOB**  
Night Watch  
KWBH, Oakland, Cal.

**DUNN, BOB**  
1240 Club  
KRAL, Rawlins, Wyo.

**DUNSTAN, KEN**  
Range Roundup  
CPGP, Grand Prairie, Ala.

**DUQUET, WALLY**  
920 Club  
WPTM, Trenton, N. J.

**DUTRISAC, JEAN**  
Club 1450  
CHEF, Granby, Que.

**DURAND, TOM**  
Tom Durand Show  
WPTM, Trenton, N. J.

**DWELLEY, DALE**  
Lassen Roundup  
KSUE, Susanville, Cal.

**DYER, BOB**  
Hall of Records  
WKXX, Saginaw, Mich.

## — E —

**EAGER, CLAY**  
Clay's Country Capers  
WLOK, Lima, O.

**EARLY, BOB**  
Bob Early Show  
WALK, Patchogue, N. Y.

**EASON, DICK**  
Talent House  
KREL, Baytown, Texas

**EAST, HENRY**  
Noontime Frolic  
WLAG, LaGrange, Ga.

**EATON, GORPON**  
Music made in USA  
WCOO, Minneapolis, Minn.

**EDGAR, BILL**  
Hillbilly Hits  
KTRN, Wichita Falls, Tex.

**EDGAR, GEORGE**  
Klan Klub  
WGN, Chicago, Ill.

**EDWARDS, BOB**  
Tops In Pop  
KCBD, Lubbock, Texas

**EDWARDS, CHARLIE**  
Charlie Edwards Show  
WPDQ, Jacksonville, Fla.

**EDWARDS, DICK**  
1340 Club  
WBLW, Bedford, Ind.

**EDWARDS, LARRY**  
Larry Edwards Show  
WJEL, Springfield, O.

**EDWARDS, MARTIN**  
Wake Up Baltimore  
WITH, Baltimore, Md.

**EDWARDS, RICK**  
Your Request  
WRAC, Racine, Wis.

**EICHUORN, ROBERT**  
Swingtime Serenade  
WCLE, Newark, O.

**ELAMON, JIM**  
KELD, El Dorado, Ark.

**ELLIOT, BRUCE**  
Harmony Lane  
KODE, The Dalles, Ore.

**ELLIOTT, DOYCE**  
Yours til Midnite  
KOSA, Odessa, Tex.

**ELLIOT, GLENN**  
Spins & Needles  
WANE, Ft. Wayne, Ind.

**ELLIOT, HANK**  
Music Hall  
WMEX, Boston, Mass.

**ELLIS, PETE**  
Man About Midnight  
WENE, Binghamton, Elmfoot,  
N. Y.

**ELLWANGER, DAVID**  
1490 Club Musical Clock  
WHBR, Selma, Ala.

**ELSSNER, ROY**  
920 Special  
KECK, Odessa, Tex.

**ELLSWORTH, JACK**  
Memories in Melody  
WALK, Patchogue, N. Y.

**EMBODDY, DICK**  
Western Jamboree  
KGGP, Coffeyville, Kansas

**EMM, LOU**  
Kalls-Klatsch  
WHIO, Dayton, Ohio

**ENO, JACK**  
Musical Market Basket  
WEBB, Buffalo, N. Y.

**ETTERSON, BOB**  
You Name It, I'll Spin It  
WSYD, Mt. Airy, N. C.

**ERWIN, JIM**  
Jim's Place  
WMIN, Mt. Vernon, Ill.

**ERWIN, SKIP**  
Skipper's Showboat  
WMOK, Metropolis, Ill.

**ESHELMAN, JIM**  
Music for You  
WKLV, Sparta, Wis.

**ESTES, DAVE**  
The Hostes' With Estes  
RWTO, Springfield, Mo.

**EVANS, AL**  
Words and Music  
KGNQ, Amarillo, Texas

**EVANS, ALAN**  
Heavens, It's Evans  
WHOK, Lancaster, O.

**EVANS, BILL**  
WGAI, Athens, Ga.

**EVANS, BILL**  
Bill Evans Show  
WGN, Chicago, Ill.

**EVANS, GREG**  
Music & Stuff  
WFAF, Augusta, Maine

**EVANS, JOHN**  
Johnny Calling  
WIS, Columbia, S. C.

**EVANS, LOU**  
Shopping Newsbeats  
KSTN, Tuskegee, Ala.

**EVANS, MARK**  
Housewife's Protective  
Leanne  
WTGP, Washington, D. C.

**EVANS, MILTON**  
Question Man  
KLTJ, Longview, Texas

**EVANS, RONNIE**  
Yawn Patrol  
WRBL, Columbus, Ga.

**EVERSON, CHRIS**  
Red Hot and Blue  
WCBT, Columbus, Miss.

**EWING, CLIFF**  
KOOK, Billings, Mont.

**EVRETT, DICK**  
Matinee Frolic  
WSHR, Winter Haven, Fla.

## — F —

**FABIEN, LOU**  
Dawn Patrol  
WARC, Rochester, N. Y.

**FAGUE, RICHARD**  
Nite Watch  
WGAY, New Britain, Conn.

**FAHRENBRUCK, JERRY**  
Musical Clock  
KBRL, McCook, Neb.

**FALCON, BOB**  
Bay Window  
WGRO, Bay City, Mich.

**FAREY, ED**  
Spinner Sanctum  
CKDA, Victoria, B. C.

**FARKAS, CHUCK**  
Platter Party  
KBBK, Abbe, Texas

**FARMER, JON**  
The Early Worm  
WAGA, Atlanta, Ga.

**FARRAR, WAYNE**  
Morning Madness  
KMAE, McKinney, Tex.

**FARRELL, MAURY**  
WAPI, Birmingham, Ala.

**FAULK, JOHN HENRY**  
John Henry Faulk Show  
WCBS, New York, N. Y.

**FAULKNER, HARRY**  
Nite Watch  
WBRY, Waterbury, Conn.

**FELLER, SHERM**  
WJAW, Boston, Mass.

**FELTHAM, LYALL**  
Stretch and Yawn  
CLAV, Port Alberni, B. C.

**FENNER, LYLE**  
Nite Watch  
KRRN, Roseburg, Ore.

**FERGUSON, BILL**  
Wake Up with WQXX  
WQXX, Lakeland, Fla.

**FIELD, CHUCK**  
Flying Discs  
KMED, Medford, Ore.

**FIELD, TOM**  
11th Hour News  
WTAM, Cleveland, Ohio

**FIELDS, CUYLER P.**  
Coffee Club  
WRH, Rock Hills, S. C.

**FILE, MUGIE**  
Records for Rising  
WLOX, Biloxi, Miss.

**FILKINS, LARRY**  
Ladies Choice  
KACB, Liberal, Kansas

**FILIPAK, STEVE**  
Matinee at Sun-up  
WBRY, Ann Arbor, Mich.

**FINEGAN, JOE**  
Reville Rendezvous  
WBUN, Doylestown, Pa.

**FINLEY, LARRY**  
The Larry Finley Show  
KFWB, L. A., Cal.

**FINN, LEO**  
Spin with Finn  
WMMW, Meriden, Conn.

**FINN, MICHAEL**  
Finn Fare  
WEOA, Evansville, Ind.

**FISCHER, LARRY**  
Record Shop  
WLOL, Minneapolis, Minn.

**FITZGERALD, COLIN**  
Morning Informalities  
CJOK, Vancouver, B. C.

**FITZGERALD, ED**  
Discs and Dollars  
WOOD, Grand Rapids, Mich.

**FITZGERALD, PAT**  
Fitz Parade  
WNOK, Columbia, S. C.

**FLAHERTY, BOB**  
Nighthawks  
WKCY, Cincinnati, O.

**FLANAGAN, PAUL**  
Record Man  
WTRY, Troy, N. Y.

- FLEET, TOM**  
Radio Relay Quiz  
KCNY, San Marcos, Texas
- FLEISNER, RON**  
Music of the Masters  
WTKM, Hartford, Wis.
- FLINDERS, DON**  
Flinders Frolic  
KLIX, Twin Falls, Idaho
- FLOOD, JOE**  
Upsce Daisy  
KTLN, Denver, Colo.
- FLORENCE, GEORGE**  
Dancing in the Dark  
WGAU, Athens, Ga.
- FLOWERS, TIGER**  
Coffee Club  
WDSA, New Orleans, La.
- FLOYD, PHIL**  
Date with a Disc  
CFGP, Grande Prairie, Alta.
- FOLAND, MYLES**  
Myles Foland Show  
WRL, Peoria, Ill.
- FOLLOWILL, MURRAY**  
Western Hit Parade  
KDSX, Denison, Tex.
- FORBES, BOB**  
Musical Alarm  
WJMX, Florence, S. C.
- FORBES, JERRY**  
Melody Express  
WMA5, Springfield, Mass.
- FORD, CLIFF**  
Disc Derby  
KFRU, Columbia, Mo.
- FORD, DES**  
Music Till Midnight  
WTND, Orangeburg, S. C.
- FOREMAN, R. I.**  
Musical Forum  
WLDY, Ladysmith, Wis.
- FOWLER, BILL**  
WGPC, Albany, Ga.
- FOWLER, BOB**  
Ham with your Eggs  
KBOR, Brownsville, Tex.
- FOWLER, JIM**  
WGPC, Albany, Ga.
- FOX, DAVID**  
Platter-Chatter  
WICH, Norwich, Conn.
- FRANCIS, BILL**  
House Party  
WNHC, New Haven, Conn.
- FRANCIS, RED**  
Red Francis Show  
WHBG, Okmulgee, Okla.
- FRANK, BEECHER**  
Continental Room  
WKLO, Louisville, Ky.
- FRANKLIN, JOE**  
B. Mar. 9, 1926, Bronx, N. Y.;  
Joe Franklin's Memory Lane,  
WABC-TV
- FRANKLIN, JOHN**  
Disc Jockey Revue  
KUKI, Ukiah, Cal.
- FRASER, RAY**  
Country Store  
WHAP, Hopewell, Va.
- FRAY, JACQUES**  
Listening with Jacques Fray  
WQXR, New York, N. Y.
- FRAZIER, HAL**  
Breakfast Club  
WSTP, Salisbury, N. C.
- FREDERICKS, HAL**  
Song and Dance Parade  
KXOK, St. Louis, Mo.
- FREDERICKS, PAT**  
Coffee Time  
WMAV, Springfield, Ill.
- FRED, ALAN**  
Moon Dog House  
WJW, Cleveland, Ohio
- FREELAND, BILL**  
Sweet Peach Show  
WRIFF, Gainesville, Fla.
- FREEMAN, OLIE**  
Jazzland  
KTIM, San Rafael, Cal.
- FREGOSO, TEDDY**  
KALL, Pasadena, Cal.
- FREMUTH, BOB**  
Yops In Pops  
KVIC, Victoria, Texas
- FRENCH, BOB**  
Spin A Times  
WVSC, Somerset, Pa.
- FRENCH, JIM**  
Club 1090  
KING, Seattle, Wash.
- FRISCH, BOB**  
Party Line  
WCAN, Milwaukee, Wis.
- FRITZ, JOHN**  
Ol' Man Fritz  
WFMI, Youngstown, O.
- FRITZE, MEL**  
KYA, San Francisco, Cal.
- FROEMKE, RICH**  
Million Dollar Ballroom  
KTLN, Denver, Colo.
- FROEMMING, BOB**  
Happy Days  
WRFW, Eau Claire, Wis.
- FROST, O'NEIL**  
WAUD, Auburn, Ala.
- FISCO, DAN**  
Date with Danny  
WRUN, Union, N. Y.
- FRYER, HAROLD B., JR.**  
Pop Shop  
WLIO, E. Liverpool, O.
- FULLEN, GENE**  
Club 33  
WBNS, Columbus, Ohio
- FULLER, CARRY**  
Carry Fuller Show  
WLBB, New York, N. Y.
- FULLER, PHALLIS**  
Telegram Request  
WSLB, Oxfordburg, N. Y.

## — G —

- GAINES, CHUCK**  
Music from Record Room  
WLET, Toccoa, Ga.
- GAINES, ED**  
Disc and Data  
KBKI, Alice, Texas
- GAINES, JERRY**  
WHAT, Phil., Pa.
- GAINES, ROY**  
Music for Today  
WLET, Toccoa, Ga.
- GAINES, WALT**  
Hit Parade  
WDEL, Elizabethtown, Ky.
- GALE, JOHN**  
John Gale Show  
WNN, Louisville, Ky.
- GALE, MIKE**  
Spinner Sam-tum  
WHRH, Warren, O.
- GALGON, PAUL**  
Morning-Go-Round  
WKAP, Allentown, Pa.
- GALLAHER, EDDIE**  
Sundial  
WTOP, Washington, D. C.
- GALVIN, BILL**  
Date with a Disc  
WKON, Frammingham, Mass.
- GANNAWAY, TOM**  
Sincerely Yours  
WRAD, Radford, Va.
- GARCIA, GENE**  
Fuk Gene  
WALF, Tampa, Fla.
- GARDNER, JACK**  
Ranch Party  
WBIP, Booneville, Miss.
- GARRI, NICK**  
Night Watch  
WHAT, Phil., Pa.
- GARWOOD, JOHN**  
1450 Club  
WNIZ, Saranac Lake, N. Y.
- GARY, ANDY**  
Juke Box Review  
WNOK, Columbia, S. C.
- GASS, GEOFF**  
Rumpus Room  
KSRV, Ontario, Ore.
- GASTON, LYLE**  
Jamboree  
KSWO, Lawton, Okla.
- GASTON, MARCUS**  
Musical Moments  
KSIW, Woodward, Okla.
- GEER, STEVE**  
Let's Get together with records  
WLCR, Torrington, Conn.
- GEORDAN, NORMAN**  
B. August 15, 1927, New York, N. Y.;  
The Norm and Irene Show, Junior Jury, Chime Time Show, World at Mid-Day, Teen Tattle, The Classical Hour, WTHI, Terre Haute, Indiana
- GERO, NORMAN**  
Club Rendezvous  
WCOG, Greensboro, N. C.
- GEYER, GEORGE**  
George Goyer Show  
WUHR, Manchester, N. H.
- GIHORSE, LARRY**  
Platter Platter  
WBET, Brockton, Mass.
- GIBBONS, BILL**  
Club 1570  
WPGN, Gathney, S. C.
- GIBSON, TOM**  
Sharecroppers Roundup  
WTJH, East Point, Ga.
- GIDLEY, JAMES M.**  
Club 1450  
KXLQ, Zanesville, Montana
- GILLIAND, JOHN**  
KOLJ, Quanah, Texas
- GILLIS, BU D**  
Bud Gillis Show  
WHKC, Columbus, Ohio
- GILMORE, BRUCE**  
WGH, Digest  
WGH, Newport News, Va.
- GILREATH, H. C.**  
Gospel Song Time  
WVOP, Vidalia, Ga.
- GISH, EDDIE**  
KLIX Ballroom  
KLIX, Twin Falls, Idaho
- GLENN, RICH**  
Hillbilly Supper Club, Swing Shift  
KXOL, Fort Worth, Tex.
- GLYNN, JOHN**  
Melody Clock  
WIRA, Ft. Pierce, Fla.
- GODDARD, DICK**  
Rhythm Ranch  
WPKY, Frankfort, Ky.
- GOLDMAR, ERIC**  
Goldmar's Gambols  
KTLW, Texas City, Tex.
- GONZALES, ED**  
Big Rig Surround  
WCMR, Harrisburg, Pa.
- GOODMAN, JOHNNY**  
Top of Morning  
KSOX, Huntington, Tex.
- GOODRICH, JIM**  
Hour of Charm  
KCLX, Colfax, Wash.

**GOODRICH, JIM**  
Mostly Music  
KVOS, Bellingham, Wash.

**GOODWIN, ART**  
Music Man  
WAGE, Syracuse, N. Y.

**GOINDER, JACK**  
Music for Metering  
WEEU, Reading, Pa.

**GOVE, ELLIOTT**  
Club 570  
WSYR, Syracuse, N. Y.

**GOWAN, ORIS**  
Let's Go with Gowen  
WAIN, Columbia, Ky.

**GRADY, JOE**  
950 Club  
WPEN, Phil. Pa.

**GRAHAME, DICK**  
WIS Goes Calling  
WIS, Columbia, S. C.

**GRAINGER, GERRY**  
Coffee Cuppers  
ROSA, Odessa, Texas

**GRANT, HAL**  
Musical Clock  
WDBJ, Roanoke, Va.

**GRANT, JOHNNY**  
KMPC, Hollywood, Calif.

**GRANT, LARRY**  
Vagabond House  
KHON, Honolulu, T. H.

**GRANT, LLOYD**  
Musical Almanac  
WNAX, Yankton, S. D.

**GRANT, MILT**  
WOL, Washington, D. C.

**GRANT, RAY**  
Western Jamboree  
KCTI, Gonzales, Texas

**GRANVILLE, DICK**  
Mid-Day Matinee, WBGE; Wake  
Up and Smile, WATL; Atlanta,  
Ga.

**GRATTON, BILL**  
Sunrise Serenade  
KDSH, Boise, Idaho

**GRAULICK, BERT**  
Burnt Toast and Coffee  
WVCG, Coral Gables, Fla.

**GRAVES, TOM**  
Siesta Time  
KOLS, Pryor, Okla.

**GRAWER, JOE**  
Dance Time  
KOLS, Pryor, Okla.

**GRAY, BARRY**  
Barry Gray Show  
WMA, New York, N. Y.

**GRAY, JOHN**  
Gray's Array  
WDOB, Chattanooga, Tenn.

**GRAY, SOLOX**  
Roll Call  
KCOL, Fort Collins, Colo.

**GRAY, STUART**  
Stuart Gray Show  
WKRC, Cincinnati, O.

**GRIZZAN, JOE**  
Ears for Today  
WCPA, Clearfield, Pa.

**GREEN, ART**  
Make Believe Ballroom  
WINZ, Miami  
Curtain Calls  
WTVJ, Miami

**GRIFFIN, DEAN**  
Platter Part  
WHSY, Batesburg, Miss.

**GRIFFIN, ZEKU**  
Boogie Beat  
KSAN, San Francisco, Cal.

**RIGGS, JERRY**  
Midday Parade  
WMSL, Decatur, Ala.

**GRIMES, LEONARD**  
Musical Clock  
WCLD, Cleveland, Miss.

**GRISCHOW, GENE**  
Alarm Clock Review  
KIT, Yakima, Wash.

**GRISWOLD, JOHNNY**  
Johnny G. Show  
KOB, Albuquerque, N. M.

**GROCE, ROCKY**  
Rockin' Rhythm  
WFEC, Miami Fla.

**GROVE, MACK**  
Wax Works  
WICA, Ashtabula, O.

**GI TIEREZ, LUPE**  
Latin Home Hour  
KCSB, San Bernardino, Cal.

**GUY, AUBRY**  
Dixie Merry Go Round  
WMC, Memphis, Tenn.

**GUY, JUAN PILAU**  
Guy Show  
Ihine, Kauri, T. H.

**GWYNN, EASY**  
Easy Does It  
WIBC, Indianapolis, Ind.

## — H —

**HAASER, CHARLIE**  
Shoppers Special  
WMA, Springfield, Mass.

**HAGAN, STAN**  
Top Tune Time  
KPH, Wichita, Kans.

**HAGGART, BUD**  
Blues Chasers  
WFDP, Flint, Mich.

**HAGLER, BILL**  
Coffee Time  
WSPC, Anniston, Ala.

**HAHN, BILL**  
Breakfast with Bill  
WNAC, Boston, Mass.

**HAIL, HAL**  
Willie & Mal  
WKIP, Poughkeepsie, N. Y.

**HAINES, FRANK**  
KVEN, Ventura, Cal.

**HAINES, HAPPY**  
Moon Dial  
KOEL, Oelwein, Iowa

**HAINES, JIM**  
Concert Hour  
KBRW, Aberdeen, Wash.

**HAINS, FRANK**  
Record Shop  
WVIM, Vicksburg, Miss.

**HAIDEMAN, GLENN**  
Platter Parade  
WHUM, Reading, Pa.

**HALE, CHARLIE**  
Charlie's Village  
WCMJ, Ashland, Ky.

**HALE, PHIL**  
Phil Hale Show  
WKNB, New Britain, Conn.

**HALL, CHARLES**  
Yawn Patrol  
WCSC, Charleston, S. C.

**HALL, EDWARD R.**  
KELD, El Dorado, Ark.

**HALL, JACK**  
KML, Fresno, Calif.

**HALL, JIM**  
Jim Hall Show  
WFNS, Burlington, N. C.

**HALL, JOE M.**  
Night Train  
WKSJ, Pulaski, Tenn.

**HALL, REDD**  
RM Revue  
WTRM, Hartford, Wis.

**HALPERN, ALLAN**  
Music for You  
WICH, Norwich, Conn.

**HALSTEAD, C.**  
Club 1490  
KDLA, Auburn, Calif.

**HAMANN, CLARENCE**  
Papa Stoppa  
WJMR, New Orleans, La.

**HAMBY, BILL**  
Alarm Clock Club  
WTJS, Jackson, Tenn.

**HAMILTON, BOB**  
Top 20 at 1280  
WDSA, New Orleans, La.

**HAMILTON, BIDDY**  
Vocal Spotlight  
KTOW, Oklahoma City, Okla.

**HAMILTON, GORDON**  
980 Club  
WCAP, Lowell, Mass.

**HANCOCK, DENNIS**  
Best on Wax  
WCLD, Cleveland, Miss.

**HAMBICK, HAL**  
Late Date  
WLOS, Asheville, N. C.

**HAMBLEY, BOB**  
Top O' The Morning  
WNJR, Newark, N. J.

**HAMLETT, JIM**  
Cactus Jim Show  
KUTA, Salt Lake City, Utah

**HANCOCK, CHARLES**  
Top Times  
KDET, Center, Texas

**HANCOCK, LAVERNE**  
Record Rendezvous  
WHSC, Hartselle, S. C.

**HANEY, BOB**  
Yawn Patrol  
WSEF, Somerset, Ky.

**HANKIN, WALLY**  
WGH Digest  
WGH, Newport News, Va.

**HANLY, JOHN**  
Handy's House of Music  
WNAV, Annapolis, Md.

**HANNA, BOB**  
The Bob Hanna Show  
WWPB, Miami, Fla.

**HANNA, ERLE**  
Hanna's Hayride  
WJAM, Marion, Ala.

**HANNA, RICK**  
Coffee Club  
WBUT, Butler, Pa.

**HANSEN, JOHN**  
Musical Clock  
KDEE, Decorah, Iowa

**HANSEN, KEN**  
Listen Ladies  
KNLF, Butte, Mont.

**HARDGROVE, FRANK**  
Wake Up and Shine  
KCLE, Cleburne, Texas

**HARDT, BILL**  
Time Times  
KIMO, Independence, Mo.

**HARDY, HONEYBOY**  
Sweet Charol  
WBOK, New Orleans, La.

**HARLING, HUGH**  
Coffee Time  
Bye Bye Blues  
KVEU, San Luis Obispo, Cal.

**HARPER, WAYNE**  
KWFC, Hot Springs, Ark.

**HARRIS, JACK**  
Platter Parade  
KGGT, Mandan, N. D.

**HARRIS, JINX**  
Hi Jinx  
KBLI, Blackfoot, Idaho

**HARRIS, RICHARD B.**  
Poor Richard's Almanac  
WNAR, Norristown, Pa.



- HARRIS, TOM**  
Farm Party  
WHUB, Coosaville, Tenn.
- HARRISON, CHARLES**  
Clockwatcher  
WETB, Johnson City, Tenn.
- HARRISON, HARRY**  
Hillbilly Jamboree  
KOGT, Orange, Texas
- HARRISON, OLEN**  
Rhythm Box  
KBIS, Bakersfield, Calif.
- HART, JOHN**  
Music of the Masters  
KPM, Santa Barbara, Cal.
- HART, MAURICE**  
Straight from the Hart  
KFWB, L. A., Cal.
- HARVEY, ED**  
Here's Harvey  
WCAU, Phil., Pa.
- HARVEY, LLOYD "MOE"**  
The Moe Show  
WIRL, Peoria, Ill.
- HARVEY, L. V.**  
Top of the Morning  
CBT, Grand Falls, Nwif.
- HARVEY, TOM**  
Music Hall  
WIBG, Phil., Pa.
- HASTINGS, JACK**  
Jukebox Scoreboard  
WPBC, Minneapolis, Minn.
- HATT-COOK, JOE**  
Rumpus Room  
CKRM, Regina, Sask.
- HAUSER, J. H.**  
1340 Club  
WLDY, Ladysmith, Wis.
- HAVENS, RUTH**  
Teen Time  
WGL, Fort Wayne, Ind.
- HAWKINS, LEM**  
Lem Hawkins Show  
KFGO, Fargo, N. D.
- HAYDEN, FRANK**  
Pop Time  
WTCO, Campbellville, Ky.
- HAYDEN, JIM**  
Hayden Hassle  
KBIS, Bakersfield, Calif.
- HAYDEN, JIM**  
Good Time Charlie  
KSRV, Ontario, Ore.
- HAYES, GARY**  
Platter Playhouse  
KYMA, Yuma, Ariz.
- HAYES, RAY**  
Rendezvous with Ray  
WTNS, Ceshocton, O.
- HAYWORTH, HERB**  
Good Morning  
WOWO, Ft. Wayne, Ind.
- HEALEY, JERRY**  
Healey's Here  
WSCR, Scranton, Pa.
- HEARNE, FRED**  
Sandman Serenade  
CJCH, Halifax, N. S.
- HEATLAND, JOHN**  
Let's Go Western  
KCOL, Fort Collins, Colo.
- HEBERT, ROY**  
Morning Special  
WJBO, Baton Rouge, La.
- HECKMAN, FRED**  
Heckman's House Party  
WESC, Greenville, S. C.
- HECON, CLARENCE**  
Shortly the Hired Hand  
KVAN, Vancouver, Wash.
- HEGLER, DALTON**  
Bandstand  
WTNT, Tallahassee, Fla.
- HELGESON, BOB**  
Helgy's Place  
KSOO, Sioux Falls, S. Dak.
- HELTON, BOB**  
WMBG, Montgomery, Ala.
- HENDERSON, GIG**  
Platter Party  
WINH, Laconia, N. H.
- HENDRIX, CLIFF**  
Rise & Shine  
KCSJ, Pueblo, Colo.
- HENNING, BILL**  
Seven to Two  
KXLE, Ellensburg, Wash.
- HENRY, ALAN**  
Midnight Matinees  
WONS, Hartford, Conn.
- HENRY, CARL**  
WRIB, Providence, R. I.
- HENRY, EARL**  
Platter Parade  
WHUM, Reading, Pa.
- HENRY, GIL**  
King's Open House  
KING, Seattle, Wash.
- HERMAN, DON**  
Discapades  
WHRV, Ann Arbor, Mich.
- HERKERA, ALFRED**  
Good Neighbor Hour  
KWED, Seguin, Tex.
- HERKIN, WINDY**  
Musical Clock  
WCCP, Savannah, Ga.
- HERKING, BILL**  
Tune Factory  
KWTX, Waco, Texas
- HESS, BOB**  
Time and Tune Parade  
KLRA, Little Rock, Ark.
- HESTER, VERNON**  
Disc Date  
WLYC, Williamsport, Pa.
- HEYWOOD, BILL**  
Dancing Party  
WSDI, Baltimore, Md.
- HICKOK, BILL**  
Albamarle Round-Up  
WGAI, Elizabeth City, N. C.
- HICKOK, BILL**  
Alarm Clock Club  
WXXW, Albany, N. Y.
- HICKS, BOB**  
Merry Go Round  
KLRA, Little Rock, Ark.
- HIGGINS, CLYDE**  
Day-Dreamers  
WSTV, Steubenville, O.
- HILDBRANDT, NOD**  
920 Club  
WTND, Orangeburg, S. C.
- HILDRETH, BOB**  
The Waxworks  
WYCG, Coral Gables, Fla.
- HILL, BOB**  
Flatter Club  
WANE, Ft. Wayne, Ind.
- HILL, CLAUD**  
KENA, Mena, Ark.
- HILL, DOC**  
KBOX, Music Box  
KBOX, Modesto, Cal.
- HILLIARD, STEVE**  
Well, Listen Here  
WINH, Laconia, N. H.
- HINES, PETE**  
Music, Inc.  
WRFU, Gainesville, Fla.
- HURSHMAN, JERRY**  
KWTC, Barstow, Cal.
- HITE, BOB**  
Bob Hite Show  
KWBG, Boone, Iowa
- HIVES, ART**  
Art's Gallery  
CKFH, Toronto
- HOAG, DAVE**  
Stars by Starlight  
WTSV, Claremont, N. H.
- HODGES, GENE**  
Gene Hodges Show  
WRRF, Washington, N. C.
- HOFFER, BOB**  
Bob Hoffer Show  
WTSP, St. Petersburg, Fla.
- HOFFMAN, HENRY**  
Musical Clock  
WZOB, Fort Payne, Ala.
- HOGAN, ED**  
Musical Party Line  
WFAA, Dallas, Texas
- HOGG, IVAN**  
You Name It  
WLAQ, Rome, Ga.
- HOLLAND, LUTHER**  
Progressive Serenade  
WFTL, Ft. Lauderdale, Fla.
- HOLMES, BOB**  
Record Room  
WPAC, Patchogue, N. Y.
- HOLMES, JACK**  
Jack Holmes Show  
WLOW, Norfolk, Va.
- HOOPER, TOMMY**  
Record Roundup  
WKTM, Mayfield, Ky.
- HORN, BOB**  
1460 Club  
KIMA, Yakima, Wash.
- HORNBECKER, HARRY**  
800 Club  
WHTN, Huntington, W. Va.
- HORST, DICK**  
Dance Matinee  
WRAC, Williamsport, Pa.
- HORTON, SHELDON**  
Shel's Bandwagon  
WHUN, Huntington, Pa.
- HOSEY, WOODY**  
Wax Works  
WLAU, Laurel, Miss.
- HOSKINS, JACK**  
Morning Coffee  
WHLN, Harlan, Ky.
- HOWARD, BRUCE**  
Requestfully Yours  
KSVP, Artesia, N. M.
- HOWARD, DON**  
KSDD, San Diego, Cal.
- HOWARD, HERB**  
Midge and Herb  
WJHL, Johnson City, Tenn.
- HOWARD, PAUL**  
Top O' Morning  
WRRF, Bellaire, Ohio
- HOWARD, WED**  
Melody Magazine  
WMAQ, Chicago, Ill.
- HOWE, LLOYD**  
Tops in Pops  
WCSS, Amsterdam, N. Y.
- HUBBARD, HARRY**  
KFIR, North Bend, Ore.
- HUBBELL, BOB**  
Around the Town  
WBCK, Battle Creek, Mich.
- HUCKABY, DICK**  
Coffee Club  
KNEA, Jonesboro, Ark.
- HUDSON, ED**  
Melody Matinee  
WPIK, Alexandria, Va.
- HUDSON, HARVEY**  
Harvey Hudson Show  
WLEE, Richmond, Va.
- HUFF, ARLIE**  
Breakfast with Arlie  
WSAV, Savannah, Ga.
- HUESTIN, LOWELL**  
Club 1240  
CSRW, Summerside, P. E. I.
- HUGHES, KEN**  
Ken Hughes Show  
CKWS, Vancouver, B. C.

**HULL, CHUCK**  
Other Side of the Morning  
KLAS, Las Vegas, Nev.

**HULL, DICK**  
Make Believe Danceband  
WFRP, Savannah, Ga.

**HULL, DOC**  
Screwwalker's Serenade  
KVOO, Tulsa, Okla.

**HULL, H. JR.**  
Caribbean Matinee  
WAPA, San Juan, P. R.

**HULL, JOY**  
For You from JOY  
KCID, Caldwell, Idaho

**HUMBLE, BILL**  
Night Hawk  
WBED, Washington, N. C.

**HUMPHREY, OTIS**  
Winston Wax Works  
WTOB, Winston-Salem, N. C.

**HUNNICUTT, CLIFF**  
Dancing Party  
WJAT, Swainsboro, Ga.

**HUNTER, STEVE**  
Campus Dance Party  
WXTV, Tallahassee, Fla.

**HURST, ED**  
950 Club  
WPEN, Phil., Pa.

**HURST, OVERTON**  
R.D.A.S., Malvern, Ark.

**HURST, WILSON**  
Wilson Hurst Show  
KARK, Little Rock, Ark.

**HUSAK, JOHN**  
This is the Time  
WDBQ, Dubuque, Iowa

**HUSING, TED**  
Bandstand  
WJGM, New York

**HUSSON, CHARLES**  
Midway Matinee  
WJFH, Gallipolis, Ohio

**HUSTED, CLAUDE**  
WILM, Wilmington, Delaware

**HUTTON, JIM**  
On the Town  
KFLO, Sioux Falls, S. D.

## — I —

**IDE, CARL**  
S. S. Cool  
WNJR, Newark, N. J.

**IRVING, BOB**  
Irving Serving  
WMAV, Springfield, Ill.

**ISON, HAPPY**  
Orange Blossom Special  
WOTZ, Orlando, Fla.

## — J —

**JACKSON, BILL**  
B J Show  
WPTF, Raleigh, N. C.

**JACKSON, DAVE**  
Moon Dial  
KHBC, Hilo, Hawaii

**JACKSON, HAL**  
All American Revue  
WMCB, New York, N. Y.

**JACKSON, MAURICE**  
Jackson's Beat  
WYKO, Columbus, O.

**JACKSON, SANDY**  
Sandy Jackson Show  
ROWH, Omaha, Neb.

**JAEGER, BILL**  
Bright Side  
WJWL, Georgetown, Del.

**JAMES, ALLEN**  
Allen James Show  
WRFO, Worthington, O.

**JAMES, BOB**  
Melody Time  
WWHO, Hornell, N. Y.

**JAMES, MIKE**  
Mike James Mess  
WWIN, Baltimore, Md.

**JEFFERS, SLEEPY**  
Magic Valley Jamboree  
WTPP, Charleston, W. Va.

**JEFFREYS, ALLAN**  
Starlight Salute  
WTOP, Washington, D. C.

**JENKINS, BOB**  
Matinee Dance Time  
WJEL, Springfield, O.

**JENKINS, ED**  
Open House  
KOEL, Oelwein, Iowa

**JENNINGS, JAY**  
Farmyard Frolics  
WMS, Natchez, Miss.

**JENSEN, DAVE**  
Dave's Disc Den  
WETA, Batavia, N. Y.

**JOHNS, MANIE**  
Round Up  
KGRJ, Henderson, Texas

**JOHNSON, BILL**  
Musical Clock  
WNAX, Yankton, S. D.

**JOHNSON, BILL**  
Morning Serenades  
WRHC, Jacksonville, Fla.

**JOHNSON, BILL**  
Dinner Bell  
WROL, Knoxville, Tenn.

**JOHNSON, BOB**  
Rose with Rhythm  
WGTE, Akron, O.

**JOHNSON, IRWIN**  
WRNS, Columbus, Ohio

**JOHNSON, JAY JAY**  
Harlem Express  
WWPB, Miami, Fla.

**JOHNSON, JERRY**  
House Party  
KHUB, Watsonville, Cal.

**JOHNSON, KEN**  
Record Room  
WGAP, Mayville, Tenn.

**JOHNSON, KIMBERLEY**  
Top of the Morning  
WCSH, Portland, Maine

**JOHNSON, TOM**  
WAPX, Montgomery, Ala.

**JOHNSTON, EDDIE**  
Record Show  
WRFB, Bellairs, Ohio

**JOHNSTONE, FRANK**  
Open House  
KPRC, San Francisco, Cal.

**JOINER, JERRY**  
Good Yarnin  
WLOK, Meridian, Miss.

**JOLLS, TOM**  
Rise N' Shine  
WESJ, Lockport, N. Y.

**JONES, BOB**  
Jones Junction  
KFAE, Omaha, Neb.

**JONES, DANA**  
Sunny Side of Street  
WBBC, Pittsfield, Mass.

**JONES, DON**  
You Ask For It  
WLEA, Hornell, N. Y.

**JONES, HASKELL**  
Roughest Club  
KWTX, Waco, Texas

**JONES, J. D.**  
Alam Clock Club  
WMLS, Sylacauga, Ala.

**JONES, JIMMY**  
Dr. Pepper Time  
KGYL, Greenville, Texas

**JONES, KEN**  
Melody Hill  
WHTN, Huntington, W. Va.

**JOSEPH, AL**  
Blues, Pop & Boogie  
WCBT, Roanoke Rapids, N. C.

**JOSEPH, EDDY**  
Eddy Joseph Show  
WLLD, Niagara Falls, N. Y.

**JOUKARD, LEE**  
Make Mine Music  
CJBC, Belleville, Ont.

**JOYNES, JERRY**  
Time Shop  
WVEC, Hampton, Va.

**JUDSON, BOB**  
Music Off the Record  
WGNY, Newburgh, N. Y.

## — K —

**KAHIL, FRANK**  
Teen Club  
KTKT, Tucson, Ariz.

**KAMMAN, LEIGH**  
1280 Club  
WQV, New York, N. Y.

**KANE, DAVE**  
Rhythm Matinee  
WLAU, Laurel, Miss.

**KARAN, TONY**  
Serenatas Mexicanas  
KRIO, McAllen, Texas

**KARANT, MARTIN**  
Five O'Clock Shadow  
WKPT, Kingsport, Tenn.

**KARNOW, DICK**  
Lib Begins at 740  
WGSN, Huntington, N. Y.

**KASSEL, CY**  
WERI, Westerly, R. I.

**KAY, ARTY**  
590 Club  
WVLR, Lexington, Ky.

**KAY, FRANKIE**  
Western Hit Parade  
KIMO, Independence, Mo.

**KAY, LARRY**  
KCMJ, Palm Springs, Cal.

**KAYE, BARRY**  
The Barry Kaye Show  
WMEI, Miami, Fla.

**KEENE, ED**  
Kits and Headlines  
KGBS, Harlingen, Texas

**KEITH, ROLAND**  
Smile Awhile  
WLIO, E. Liverpool, O.

**KELLER, NORM**  
Record Shop  
WMOH, Hamilton, O.

**KELLUM, SHELTON**  
Spinning Session  
WJNC, Jacksonville, N. C.

**KENNEDY, BILL**  
Dinner Date  
WMSU, Columbia, S. C.

**KENNEDY, BOB**  
Kennedy Kalling  
KFWB, L. A., Cal.

**KENNEDY, DON**  
After Hours Stuff  
WBYP, Beaver Falls, Pa.

**KENNDY, MICHAEL**  
Musical Matinee  
KTOW, Oklahoma City, Okla.

**KENT, HAL**  
The Brighter Side  
WGBS, Miami, Fla.

**KENYON, WAYNE**  
Platter Palace  
KGNC, Amarillo, Texas

**KEUCE, CECIL**  
Trade Winds  
WRGA, Rome, Ga.

- KERR, ROBT. A.**  
Afternoon Concert  
CFCN, Calgary, Alberta
- KEY, BARBARA**  
Coffee Time  
KWSH, Wewoka, Okla.
- KEY, JIM**  
Sunnyside Up  
KLRA, Little Rock, Ark.
- KEYES, FRANK**  
Record Request  
WLPO, La Salle, Ill.
- KEYS, RICHARD**  
Sundrise Serenade  
WOHJ, East Liverpool, Ohio
- KEYSERM, RALPH**  
1570 Club  
KFGR, Forest Grove, Ore.
- KIENZLE, GEO.**  
1270 Club  
WLBK, Lebanon, Pa.
- KIHL, NORM**  
Make Believe Ballroom  
CJAD, Montreal
- KILIMAN, EARL**  
Music Time  
WEBQ, Harrisburg, Ill.
- KINCAID, FRED**  
Coffee Time  
KWBB, Wichita, Kansas
- KING, BOB**  
Night Editor  
WNAX, Yankton, S. D.
- KING, CHARLEY**  
Ballroom  
WPAZ, Pottstown, Pa.
- KING, CYRUS**  
Popular Music Time  
WHBO, Tampa, Fla.
- KING, DON**  
WIZE, Owl Club  
Springfield, O.
- KING, FULTON**  
Coffee Pot  
WTON, Staunton, Va.
- KING, JEAN PAUL**  
King's Truth  
KENO, Las Vegas, Nev.
- KING, NELSON**  
Daily Hit Parade  
WCKY, Cincinnati, O.
- KING, PAUL**  
1280 Club  
WONW, Deftiance, O.
- KING, ROBERT**  
Night Watch  
WMBD, Peoria, Ill.
- KING, STUBBY**  
Rise & Sing  
WKBI, St. Marys, Pa.
- KINKER, DON**  
Variety Hall  
WATH, Athens, Ohio
- KINOSKY, JOE**  
Breakfast at Covings  
WOAP, Owosso, Mich.
- KINSEY, CURLY**  
Cumbread Jamboree  
WGTA, Summerville, Ga.
- KIRK, CUPPY**  
Tixy Jive  
KEYT, Kerrville, Texas
- KIRK, RED**  
Saturday Night Jamboree  
WOPI, Bristol, Va.
- KLAUSS, CARL**  
Wake Up Burlington  
KBUR, Burlington, Iowa
- KNEISEL, BOB**  
KWTC, Barstow, Cal.
- KNIEVAL, JOHN**  
Rocket Rhythms  
KIMA, Yakima, Wash.
- KNIGHT, AL**  
All Night with Al Knight  
RITO, San Bernardino, Cal.
- KNIGHT, FRANK**  
Parade of Bands  
WARE, Ware, Mass.
- KNIGHT, JOE**  
Tulsa Ballroom  
KRMG, Tulsa, Okla.
- KOBAK, ED**  
Kobak's Korn  
WTWA, Thomson, Ga.
- KOENIG, VERNE**  
Western Serenade  
KDEG, Decorah, Iowa
- KOLZ, BOB**  
WNDB, Daytona Beach, Fla.
- KORTE, ODELL**  
Ranch House  
WMOK, Metropolis, Ill.
- KOSAK, JOE**  
Record Varieties  
WYLN, Olney, Ill.
- KOSTER, HERBERT**  
Request Time  
WKRT, Cortland, N. Y.
- KNUTSON, HAL**  
Early Bird Show  
KENI, Anchorage, Alaska
- KNUTSON, DARYL**  
West End Hour  
WDSM, Superior, Wis.
- KRELL, FRED**  
Krell Show  
WSGW, Saginaw, Mich.
- KRIEDEL, GIL**  
WTFH, Baltimore, Md.
- KRIEHOFF, BOB**  
Personality Time  
WTOL, Toledo, O.
- KULP, KEN**  
Stars at Night  
WISL, Shamokin, Pa.
- KULT, IRV**  
Irv's Morning Parade  
WDLB, Marshfield, Wis.
- KUTAN, DICK**  
1580 Club  
WBUT, Butler, Pa.
- L —
- LABARR, FRANK**  
Music After Midnight  
WBRE, Wilkes Barre, Pa.
- LACKEY, OWEN N.**  
Lax-Wax  
WJVA, South Bend, Ind.
- LACY, JACK**  
WINS, New York
- LADAS, HARRY**  
Record Shop Time  
WLSI, Pikeville, Ky.
- LAFLER, ALAN**  
Strictly Off the Record  
WNAV, Annapolis, Md.
- LAFLIN, JACK**  
Name Your Number  
WESB, Bradford, Pa.
- LAMAR, JACK**  
Housewives Serenade  
WCAM, Camden, N. J.
- LAMBERT, EDDIE**  
E. J. Show  
WEVT, Lake Worth, Fla.
- LAMBERT, ROGER**  
Insomnia Club  
WYAC, Flint, Mich.
- LAMONT, RAY**  
Manhattan Melodies  
KBIO, Burley, Idaho
- LAMPKIN, EMMETT**  
In The Garden  
WPAJ, Charleston, S. C.
- LANDERS, PAUL**  
Campus Capers  
WGET, Gettysburg, Pa.
- LANE, JIM**  
Wax Museum  
KMVI, Wailuku, Maui, T. H.
- LANE, LARRY**  
Melody Roundup  
KFGO, Fargo, N. D.
- LANE, VAN**  
Sleepy Serenade  
WEIR, Weynton, W. Va.
- LANG, FRED**  
Record Revue  
WNAC, Boston, Mass.
- LARKIN, DON**  
Home Town Frolic  
WAAT, Newark, N. J.
- LARSON, PAUL**  
Timekeepers  
WNEB, Worcester, Mass.
- LAUGHNER, ROY**  
Man on Street  
KTRK, Phoenix, Ariz.
- LAURENSEN, GARY**  
1240 Club  
KSTP, Susanville, Cal.
- LAUZAU, FRAN**  
Rise & Shine  
WMMN, Fairmont, W. Va.
- LAVERNE, MIKE**  
Western Hour  
CJDC, Dawson Creek, B. C.
- LAWRENCE, BOB**  
Bob Lawrence Show  
KVIC, Little Rock, Ark.
- LAWRENCE, DICK**  
620 Club  
WWNR, Beckley, W. Va.
- LAWRENCE, JERRY**  
Musical Matinee  
WCMA, Corinth, Miss.
- LAWRENCE, LARRY**  
Midnight Milkman  
WCOB, Boston, Mass.
- LAWRENCE, MILTON**  
In the Groove  
WGSN, Birmingham, Ala.
- LAAYNE, MARK**  
1400 Club  
WHMP, Northampton, Mass.
- LEAHY, ED**  
Ed Leahy  
KWJJ, Portland, Ore.
- LEAVITT, ROBERT**  
Disc Digest  
WWSR, St. Albans, Vt.
- LEDIN, DON**  
1450 Club  
WRCO, Richland Center, Wis.
- LEE, BOBBIE**  
Record Shop  
KGGF, Colleyville, Kansas
- LEE, CARROLL**  
Folktune Frolics  
WANS, Anderson, S. C.
- LEE, JACK**  
R. P. D. 1090  
WCRA, Eflingham, Ill.
- LEEDS, JERRY**  
Bunkhouse Jamboree  
KVSJ, San Mateo, Cal.
- LEGOFF, JACK**  
LeGoff's Kitchen  
WFMJ, Youngstown, O.
- LEHMAN, DAVE**  
Caffine Club  
WCRS, Greenwood, S. C.
- LEIGHTON, GEORGE**  
White Tower Show  
WROW, Albany, N. Y.
- LEMON, DOC**  
Ol Doc Lemon Show  
WLOR, Lima, O.
- LENAWAY, ED**  
1340 Club  
ROWB, Laramie, Wyo.
- LENAY, WILL**  
Will Lenay Show  
WCPO, Cincinnati, O.

- LENIHAN, BOB**  
Bob's Boogie Beat  
WMGA, Moultrie, Ga.
- LENSKY, HERMAN**  
Nightwatchman  
KECK, Odessa, Tex.
- LEONARD, LEE**  
Lee Leonard Show  
WLOW, Norfolk, Va.
- LEONARD, MAXWELL**  
Luncheon Lyrics  
WMGY, Montgomery, Ala.
- LEONARD, RAY**  
Around the Town  
KRAL, Craig, Colo.
- LEONARD, ROY**  
Roy with Records  
WKOX, Framingham, Mass.
- LESTER, BILL**  
Record Matinee  
KOY, Phoenix, Ariz.
- LETT, HOWARD**  
Mail Order Music  
WTBF, Troy, Ala.
- LEVI, ARTHUR, JR.**  
Music Woven Love  
WJMR, New Orleans, La.
- LEVY, SI**  
Sandman Serenade  
KVER, Albuquerque, N. M.
- LEWIS, ANN**  
Shopping the Town  
WCVA, Culpeper, Va.
- LEWIS, BOB**  
Bob Lewis Show  
CJON, St. John's, Newf.
- LEWIS, EARL**  
Record Bar  
WGBR, Goldsboro, N. C.
- LEWIS, FRED**  
Lewis in Wonderland  
WJNO, W. Palm Beach, Fla.
- LEWIS, GERRY**  
Gerry Lewis, DJ  
WCSE, Portland, Maine
- LEWIS, HAL**  
J. Akubhead Pupule Program  
KHON, Honolulu, T. H.
- LEWIS, JIMMY**  
Jimmy Lewis Show  
KXYZ, Houston, Tex.
- LEWIS, MILT**  
Platter Party  
WIBC, Indianapolis, Ind.
- LEWIS, RALPH**  
Songs for Sunday  
WTAD, Quincy, Ill.
- LEWIS, SABBY**  
Rhythm'n Blues  
WBMS, Boston, Mass.
- LEWY, HENRY**  
Helpful Henry  
KENO, Las Vegas, Nev.
- LEYDEN, BILL**  
Bill Leyden Show  
KFWB, L. A., Calif.
- LIEBMAN, RANDY**  
Request Club  
KEEN, San Jose, Cal.
- LIEDEL, WAYNE**  
Breakfast Party  
WGEZ, Beloit, Wis.
- LINDERMAN, BUD**  
Time Watcher Show  
WGRD, Grand Rapids, Mich.
- LINDSAY, BROOKE**  
Listen With  
WIST, Charlotte, N. C.
- LINN, BANDEL**  
Bandel Linn Show  
WSPB, Sarasota, Fla.
- LOCKBEAM, ROGER**  
House of Music  
KGCU, Man-lan, N. D.
- LOCKE, ED**  
Dawn Patrol  
WIP, Phil., Pa.
- LOCKHARDT, JOHN**  
Off the Record  
KRSS, Los Alamos, N. M.
- LODGEN, ED**  
Platter Party  
WBUT, Butler, Pa.
- LOE, TOM**  
Camp Meeting  
WTJB, East Point, Ga.
- LOPEZ, JOE**  
Memory Song Man  
WIOD, Miami, Fla.
- LORD, CHAS.**  
Platter Call  
KSDJ, Deadwood, S. Dak.
- LOUDEN, JOHN**  
Juke Box Johnny  
KFOR, Grand Coulee, Wash.
- LODEN, ROD**  
Magic in Music  
KPOJ, Portland, Ore.
- LOVE, DAN**  
Tim Pan Alley  
KTBC, Austin, Texas
- LOVE, SID**  
Juke Box Review  
KCOY, Santa Maria, Cal.
- LOVETT, FOREST**  
1310 Club  
KNPT, Newport, Ore.
- LOWE, HOLLAND**  
Show Time  
WWSH, Rochester, N. H.
- LUCAS, BEN**  
Talk of Town  
WRGA, Rome, Ga.
- LUCIA, FRANK**  
Hayloft Harmonies  
WJWL, Georgetown, Del.
- LUCK, "LUCKY"**  
Wake Up Barwan  
KPOA, Honolulu, T. H.
- LUKENS, NED**  
Jock the Bellboy  
WEAS, Decatur, Atlanta, Ga.
- LUND, DICK**  
Carnovers Hour  
WFRP, Savannah, Ga.
- LUND, JACK**  
Sweet and Sentimental  
KXRN, San Jose, Calif.
- LUPTON, JOHN**  
Lupton's Matinee  
WLAN, Lancaster, Pa.
- LYNN, ANDY**  
Open House  
KAYL, Storm Lake, Iowa
- LYONS, JIMMY**  
Discoades  
KGO, San Francisco, Cal.
- LYONS, TOM**  
Dancing in the Dark  
WJHL, Johnson City, Tenn.

## — Me —

- McANULTY, BOB**  
Roberts Roost  
KWJJ, Portland, Ore.
- McBRIDE, JIM**  
Kafy's Korner  
KAFY, Bakersfield, Calif.
- McCALL, GEORGE**  
Spins 'N Needles  
WEEH, Reading, Pa.
- McCARTRY, RED**  
Red McCarthy Show  
WHGB, Harrisburg, Pa.
- McCAULEY, JOE**  
Dawn Patrol  
WIP, Phil., Pa.
- McCLAIN, DEAN**  
Blues at Sunrise  
KWBC, Ft. Worth, Texas
- McLENDON, RAY**  
Platter Paradise  
WGSV, Guntersville, Ala.
- McORMACK, JACK**  
Mac's Wax Works  
WRRK, West Palm Beach, Fla.
- McDANIELS, EARL**  
KFVD, L. A., Calif.
- McDEVITT, LEO**  
1230 Club  
WBSM, New Bedford, Mass.
- MacDONALD, BILL**  
Music Hall Varieties  
WKTM, Mayfield, Ky.
- McDONALD, ROSA**  
No Name Jive  
KLVK, Pasadena, Texas
- McDUGAL, EDDY**  
Music RED  
WOWL, Florence, Ala.
- McENANEY, JOHN**  
Hooper J. Socker  
WIZE, Springfield, O.
- McFARLAND, HARRY**  
Disc Hits  
KSIW, Woodward, Okla.
- McFARLAND, WAYNE**  
Night Watch  
KNEB, Scottsbluff, Neb.
- McGEE, ART**  
Let's Get Together with Records  
WALR, Albany, Ga.
- McGEE, DAVE**  
Musical Clock  
WMRO, Aurora, Ill.
- McGUGAN, GERALD**  
WJCM, Sebring, Fla.
- McGRATH, NED**  
Hurdy Gurdy  
WJOC, Jamestown, N. Y.
- McGRAW, MAC**  
Western Roundup  
KFTM, Fort Morgan, Colo.
- McGUIRE, MAC**  
Start the Day Right  
WIP, Phil., Pa.
- McHALE, LARRY**  
Big Top Ten  
KALB, Alexandria, La.
- McHENNY, BOB**  
Crazy Corners  
KLMR, Lamar, Colo.
- McKAY, JAMES**  
Records at Random  
WLBK, Carrollton, Ga.
- McKEE, BOB**  
Sunnyside Up  
WQXI, Atlanta, Ga.
- McKELVIE, ART**  
Saturday Matinee  
KHQ, Spokane, Wash.
- McKINLEY, LARRY**  
Fun at Two  
WMRY, New Orleans, La.
- McLAREN, ROBT.**  
Juke Box Serenade  
CKBW, Bridgewater, N. S.
- McLEAN, R. BRUCE**  
West End Hour  
WDSM, Superior, Wis.
- McLEAN, DONALD F.**  
Morning Serenade  
WHBL, Olean, N. Y.
- McLEOD, ED**  
Poor Man's Program  
WCBT, Roanoke Rapids, N. C.
- McLEOD, REID**  
Platter Express  
CHUB, Nanaimo, B. C.
- McLESKEY, JOE**  
Music for Dancing  
WSPC, Anniston, Ala.
- McLURE, TINY**  
Jamboree  
KSAN, San Francisco, Cal.

- McMASTER, JAV**  
WMEX, Boston, Mass.
- McMICHAEL, DICK**  
Bandstand  
WBML, Macon, Ga.
- McMULLEN, JACK**  
Let's Give It Away  
WBMS, Uniontown, Pa.
- McMURRY, BRVAN**  
Matinee Time  
WMEV, Marion, Va.
- McNAMARA, ROBERT**  
Roll-Out with Robert  
KAPA, Raymond, Wash.
- McNUTT, LONA**  
The Lona McNutt Show  
KTSW, Emporia, Kans.
- McRAE, JOHN**  
Platter Pantry  
KFTM, Fort Morgan, Colo.
- McRAE, JUNE**  
Wake Up Miami  
WFEC, Miami, Fla.
- M —
- MACFARLAND, DOUG**  
Parade of Hits  
CJAV, Port Alberni, B. C.
- MACK, BOB**  
WMTB, Morristown, N. J.
- MACK, JOHNNY**  
All Request Jamboree  
KBOA, Kennett, Mo.
- MACK, WALLY**  
Dawnbusters  
WFNS, Burlington, N. C.
- MACKECHNIE, BILL**  
Time Teller  
WALT, Tampa, Fla.
- MAGERA, GEORGE**  
1280 Musical Journal  
WJAY, Mullins, S. C.
- MAGILL, MAURY**  
Maury Magill Show  
WBBW, Youngstown, O.
- MAHAN, JOHNNY**  
Tops in Pops  
WDAS, Phil., Pa.
- MAHONEY, JOHN**  
Everybody's Bandstand  
WJTN, Jamestown, N. Y.
- MAILETTE, CHAS. R.**  
Tik Tok Club  
WFLO, Farmville, Va.
- MAIN, RALPH E.**  
Requestfully Yours  
KXGN, Glendive, Mont.
- MAINS, MEL**  
Sunday Variety Time  
KIMO, Independence, Mo.
- MANDEL, LEE**  
Morning Roundup  
KCOY, Santa Maria, Cal.
- MANN, EARL**  
Radio Rhythm Ranch  
KDIX, Dickinson, N. D.
- MANN, GUS**  
Record Rendezvous  
WCOH, Newnan, Ga.
- MANN, RALPH**  
1340 Club  
WFTL, Cullman, Ala.
- MANNING, ART**  
Breakfast Call  
WBGR, Jesup, Ga.
- MANNING, DAY**  
Dawn Patrol  
WIL, St. Louis, Mo.
- MARGGRAF, NORM**  
Fritz the Plumber  
WMLL, Milwaukee, Wis.
- MARGUERITE, LEON**  
Make Mine Music  
WARC, Rochester, N. Y.
- MARLOWE, PAUL**  
WNDB, Daytona Beach, Fla.
- MARQUARDT, JACK**  
Best on Wax  
WKNY, Kingston, N. Y.
- MARQUIS, ANDREW**  
Time Out with Music  
CKFL, Ft. Frances, Ont.
- MARSHALL, BOB**  
Record Jury  
WGBS, Miami, Fla.
- MARSHALL, CHARLEY**  
KFBK, Sacramento, Cal.
- MARTIN, BOB**  
Record Round Up  
WALT, Tampa, Fla.
- MARTIN, CHARLES**  
Dancing in Dark  
WANS, Anderson, S. C.
- MARTIN, DELLA**  
Teen-Tattle Time  
KPHO, Phoenix, Ariz.
- MARTIN, GEORGE**  
Tenn. Valley Playhouse  
WKSR, Pulaski, Tenn.
- MARTIN, FRANK**  
Top of the Morning  
WIKK, Erie, Pa.
- MARTIN, JOHN**  
Sleepy Time Show  
KLIZ, Brainerd, Minn.
- MARTIN, RONALD**  
Skyline Patrol  
WMTB, High Point, N. C.
- MARTIN, TOM**  
Southern Hospitality  
KTRN, Wichita Falls, Tex.
- MARTINEZ, AL**  
Music Unlimited  
WKIP, Poughkeepsie, N. Y.
- MARVIN, ED**  
Best on Wax  
WOCB, West Yarmouth, Mass.
- MASHBURN, WAYNE**  
Night Watchman  
WDDO, Chattanooga, Tenn.
- MASON, CHARLES**  
After Hours  
WJMX, Florence, S. C.
- MASON, DON**  
Music For Sunday  
KDAL, Duluth, Minn.
- MASON, GENE**  
4:00 O'clock Special  
WLBK, Bowling Green, Ky.
- MASSEY, JON**  
\$500 Massey  
WWDC, Washington, D. C.
- MAST, BENNY**  
1450 Club  
WATA, Boone, N. C.
- MASTERS, JACK**  
Musical Clock  
CKPR, Ft. Williams, Ont.
- MATHENY, O. R.**  
Musical Merrygoround  
KRCC, Prineville, Oreg.
- MATTISON, HANK**  
Hillbilly Hit Parade  
KRBD, Duncan, Okla.
- MATTHEWS, BILL**  
Red River Rondelay  
KALB, Alexandria, La.
- MAURADA, FRED**  
Concert Matinee  
WDAF, Savannah, Ga.
- MAXWELL, BOB**  
Man About Town  
WWJ, Detroit, Mich.
- MAXWELL, CHARLES**  
Waxwell with Maxwell  
WDAF, Kansas City, Mo.
- MAXWELL, RUDY**  
Moonlight Nocturne  
WRNO, Orangeburg, S. C.
- MAXWELL, TOM**  
Breakfast with Tom  
WLCR, Torrington, Conn.
- MAY, FRED**  
Mood Indigo  
WPTR, Albany, N. Y.
- MAY, MIKE**  
Western Jamboree  
KBLL, Blackfoot, Idaho
- MAY, MIKE**  
Platters for Your Pleasure  
WCSE, Columbus, Ind.
- MAYER, BILL**  
Mayer of Morning  
WGAR, Cleveland, O.
- MAYER, JACK**  
Sweet & Swing  
WALB, Albany, Ga.
- MAYHUGH, BILL**  
Breakfast Time  
WPLK, Alexandria, Va.
- MAYS, JOHN**  
Mays Music Mart  
KBOA, Kennett, Mo.
- MEARIAN, MIKE**  
Club 1080  
WXRA, Buffalo, N. Y.
- MEATH, EDDIE**  
Musical Clock  
WHEC, Rochester, N. Y.
- MEAZELL, EUGENE**  
Anything Goes  
KCLE, Cleburne, Texas
- MEEHAN, BOB**  
Just Name It  
WEAN, Providence, R. I.
- MEHAN, TOM**  
Tremontion, Turntable  
KBUH, Brigham City, Utah
- MELTON, FRANKLIN**  
Musical Clock  
KGYL, Greenville, Texas
- MENARD, RALPH**  
Midnight til Dawn  
KCBQ, San Diego, Cal.
- MERKER, GARY**  
Gary's Song Shop  
WWHG, Hornell, N. Y.
- MERRY, DEAN**  
Dream Dust  
WESB, Bradford, Pa.
- MERTZ, BILL**  
Music Maestro  
WKVO, Columbus, O.
- METZGER, DON**  
Music After Hours  
WMAM, Marinette, Wis.
- MEYER, ALLEN**  
Polka Party  
WJAG, Norfolk, Neb.
- MEYER, BILL**  
The Party Line  
WRAY, Princeton, Ind.
- MEYER, TED**  
Classical Concert  
WRHC, Jacksonville, Fla.
- MEYERS, DON**  
Matters Musical  
WFIN, Findlay, Ohio
- MICHAEL, JAY**  
WCAE, Pittsburgh, Pa.
- MICHAELS, JOHN**  
Music Box  
WKVO, Columbus, O.
- MIDDLETON, BOB**  
Best on Wax  
WWSC, Glens Falls, N. Y.
- MIDDLETON, DAVID E.**  
Saturday Special  
KBKH, Pullman, Wash.
- MIKSCH, MIKE**  
Sunny Side of the Street  
KRCC, Prineville, Oreg.
- MILAM, CHAS.**  
Strictly for Ladies  
KYJC, Medford, Oreg.



- MILES, DEKE**  
Musical Milestones  
WRFO, Worthington, O.
- MILLAR, JOHN**  
John Millar Show  
WSKI, Montpelier, Vt.
- MILLER, BOB**  
Route 101 Show  
KVVU, Ventura, Cal.
- MILLER, DOROTHY**  
A Miss with the Hits  
WBBQ, Augusta, Ga.
- MILLER, ED**  
Music Hall  
WCOJ, Coatesville, Pa.
- MILLER, HANK**  
Western Request Time  
WMBG, Richmond, Va.
- MILLER, PAUL**  
Paul Miller Show  
WKCY, Cincinnati, O.
- MILLER, ROSS**  
Juke Box Jingles  
WTRC, Hartford, Conn.
- MILLER, TED**  
Music for Asking  
WBEU, Pittsfield, Mass.
- MILLER, WES**  
Notes by Notables  
KCOY, Santa Maria, Cal.
- MILLS, DICK**  
The Dick Mills Show  
KIOA, Des Moines, Iowa
- MILLS, LEE**  
Coffee Time  
WRAD, Radford, Va.
- MILLS, RALPH**  
Hill Billy Hits  
KHBG, Okmulgee, Okla.
- MILTON, BOB**  
Roadside Inn  
WMLS, Sylacauga, Ala.
- MILTON, PEGGIE**  
Pleasantly your, Peggie  
WMAZ, Macon, Ga.
- MINTER, DAN**  
Ladies Nite Out  
WOWO, Ft. Wayne, Ind.
- MINTZ, DAVE**  
Dave's Ditties  
KVOS, Bellingham, Wash.
- MITCHELL, BETTY**  
Betty Mitchell Show  
WKAB, Mobile, Ala.
- MOBERLY, MARYIN**  
Hi Neighbor  
WKLV, Sparta, Wis.
- MOCK, JACK**  
Sunrise Serenade  
WOOE, Dothan, Ala.
- MCDONALD, YERNE**  
Alarm Clock Club  
KJEF, Webster City, Iowa
- MOHER, BILL**  
Friendly Time  
WDAY, Fargo, North Dakota
- MOELLER, BILL**  
Rhythms at Random  
KONP, Port Angeles, Wash.
- MOESTELLER, JERRY**  
Home-town Kollies  
WAKE, Greenville, S. C.
- MCLINAR, EMERY**  
Mid-Afternoon Serenade  
WMOCK, McKeesport, Pa.
- MONKMAN, BOB**  
Robus Nest  
WRNJ, Racine, Wis.
- MONROE, GEORGE**  
Mustard Eye Opener  
KFDM, Beaumont, Texas
- MONROE, JOE**  
Ayon Mayhem  
KENT, Steubenville, La.
- MOON, HAL**  
Music for Milady  
KGBE, Lubbock, Texas
- MOONEY, FRANK**  
Platter Parade  
WHM, Reading, Pa.
- MOORE, ARLYN**  
Music of the Masters  
WMTG, Vandalov, Ky.
- MOORE, HAL**  
Rhythm on Record  
KMUR, Murray, Utah
- MOORE, JERRY**  
Rise and Shine  
WKOK, Simsbury, Pa.
- MOORE, RONNIE**  
Houseparty  
KULX, Colfax, Wash.
- MONTGOMERY, PAUL**  
Notes and Nonsense  
WNAO, Raleigh, N. C.
- MORALES, LUIS A.**  
Hora del Automovilista  
WPAR, Ponce, P. R.
- MORGAN, HENRY**  
Henry's Morgan  
WMOG, New York, N. Y.
- MORGAN, JOE**  
Corral Call  
KEYT, Kerrville, Texas
- MORGAN, JIMMIE**  
Ole Corral  
WBHP, Booneville, Miss.
- MORRIS, BILL**  
Juke Box Review  
WLAQ, Rome, Ga.
- MORRIS, HARRY**  
Club 707  
KRML, Craig, Colo.
- MORRIS, JOE**  
Let's Get Together  
WKDK, Newberry, S. C.
- MORRIS, JOHNNY**  
Mr. Music  
WLGL, Minneapolis, Minn.
- MORRIS, LEROY**  
R.F.D. 1230  
WEAR, Pensacola, Fla.
- MORRIS, MONTIE**  
Wastebasket Review  
KSYG, Yreka, Cal.
- MORRIS, ROY**  
Years 'Til Midnight  
WAGU, Chattanooga, Tenn.
- MORRISON, BOB**  
Music 'Til Midnight  
WIRE, Indianapolis, Ind.
- MORSE, CHUCK**  
Flinging with Chuck  
WBSR, Pensacola, Fla.
- MORSE, CLINT**  
Music a la WHY-L  
WHYL, Carlisle, Pa.
- MORTIMER, AL**  
Music 'A1  
WRAC, Williamsport, Pa.
- MOSELEY, LINWOOD**  
Hotfoot Club  
WELS, Kingston, N. C.
- MOUTNER, JOHN**  
Daily Hit Parade  
WXKW, Albany, N. Y.
- MOWERS, ROBERT**  
Spinners Sanctum  
WGAN, Portland, Maine
- MOYLE, WILL**  
Music Before Midnight  
WBEK, Wilkes Barre, Pa.
- MULHOLLAND, ROSS**  
WJL, Detroit, Mich.
- MULLINS, DISHMAN**  
1770 Club  
WAIN, Columbia, Ky.
- MUNDEN, GROVER**  
740 Club  
WMBL, Morehead City, N. C.
- MUNSL, SCOTT**  
The Sandman  
WJBB, Baton Rouge, La.
- MULLALLY, DON**  
1340 Club  
WTWN, St. Johnsbury, Vt.
- MULLIGAN, RAY**  
Anthracite Club  
WPAM, Pottsville, Pa.
- MURDOCK, JIM**  
Jim Murdock Show  
KCKY, Coolidge, Arizona
- MURPHREE, JACK**  
Strictly Informal  
WOMI, Owensboro, Ky.
- MURPHREE, LEON**  
Morning Perculator  
WKUL, Cullman, Ala.
- MURPHY, ROBERT**  
Symphony Hall  
WJBR, Detroit, Mich.
- MURRAY, HAL**  
Sweet Corn Serenade  
WSKY, Asheville, N. C.
- MURRAY, HUGH**  
Bernie's Bandwagon  
KYOB, Merced, Cal.
- MURRAY, LEE**  
Murray-Go-Round  
WMOK, McKeesport, Pa.
- MURSU, JOHN**  
Western Jamboree  
KYOC, Casper, Wyo.
- MYERS, DICK**  
All Request Show  
KRON, Crookston, Minn.
- MYERS, PAUL**  
Sandman's Serenade  
KFPW, Fort Smith, Ark.

— N —

- NABORS, TED**  
Top O' the Morning  
KTHH, Houston, Texas
- NAIMO, JOHN**  
Bedford Bandstand  
WRW, Bedford, Ind.
- NANCE, LEE**  
Lee Nance Show  
WATL, Atlanta, Ga.
- NASH, ROGER**  
Music Women Love  
WJMR, New Orleans, La.
- NAYLOR, TONY**  
Tony's Time  
WBTM, Danville, Va.
- NEILAN, RAY**  
Request Matinees  
WKNB, New Britain, Conn.
- NEILL, JIMMIE**  
Teen Time Times  
KOBK, Owatonna, Minn.
- NELSON, CHARLES**  
Requestfully Yours  
WFBG, Altoona, Pa.
- NELSON, CY**  
Half Music, Half Nelson  
KNEI, Waterloo, Iowa
- NELSON, STAN**  
Musical Check  
KITE, San Antonio, Texas
- NELSON, WILFORD**  
Music Shoppe  
WHSC, Hartsville, S. C.
- NENSO, ROBERT**  
Matinee Mailbag  
WGVA, Geneva, N. Y.
- NESBITT, BARRY**  
Campus Call  
CKPH, Toronto
- NEUSCHWANDER, JOHN**  
Music 'Til Midnight  
KOOS, Coos Bay, Ore.

**NEWMAN, BOB**  
Musical Echoes  
WFEU, Reading, Pa.

**NEWMAN, JIM**  
Musical Clock  
WVSC, Somerset, Pa.

**NEWSOME, GIL**  
Bandstand Revue  
KWK, St. Louis, Mo.

**NICHOLS, BOB**  
My Favorite Records  
KOMO, Seattle, Wash.

**NICHOLS, BOB**  
Blues 'n' Boogie  
WPAL, Charleston, S. C.

**NICHOLS, JACK**  
Harlem Hive  
KSAM, Huntsville, Tex.

**NICKEL, PHIL**  
Melody By Moonlight  
KSEL, Lubbock, Texas

**NIERSBACH, BILL**  
Breakfast with Bill  
WKBY, Richmond, Ind.

**NIGOCIA, HARRY**  
Middy Serenade  
WJBW, New Orleans, La.

**NIX, ED**  
Disc & Chat  
Campus Review  
KVOE, Santa Ana, Cal.

**NIXON, NICK**  
Just Jazz  
WABC, Rochester, N. Y.

**NOBLES, GENE**  
Dance Hour  
WLAC, Nashville, Tenn.

**NOLAN, TIM**  
Sun Dial  
KXYZ, Houston, Tex.

**NOLAN, TOM**  
Crossroad Store  
WGLS, Decatur, Ga.

**NORMAN, ALAN**  
Minute Man  
WFDP, Flint, Mich.

**NORMAN, ROBERT C.**  
Mailbag Matinee  
WHDL, Olean, N. Y.

**NORRIS, RANDY**  
Random Ranch  
KEYD, Minneapolis, Minn.

**NORTH, PETER**  
Club 1240  
CJCS, Stratford, Ont.

**NORTON, PAUL**  
Timeville Trolley  
KAMD, Camden, Ark.

**NORVELL, GEORGE**  
Perculator Club  
KGLN, Glenwood, Colo.

**NUSBAUM, MORT**  
WHAM, WHAM-TV, Rochester,  
N. Y.

**NYQUIST, CARROLL**  
Turntable Time  
WNMP, Evanston, Ill.

— O —

**OAKS, DALLIN H.**  
Platter Party  
KCSU, Provo, Utah

**O'BRIAN, TEX**  
Western Jamboree  
KCHI, Chillicothe, Mo.

**O'BRIEN, DAVE**  
Dixieland Matinee  
WDXI, Jackson, Tenn.

**O'BRIEN, JIM**  
Cat's Meow  
WURO, Aurora, Ill.

**O'CONNELL, EILEEN**  
For Children Only  
WMGM, New York, N. Y.

**O'CONNELL, TERRY**  
Barn Dance  
WSWN, Belle Glade, Fla.

**O'DONNELL, BOB**  
Insomnia Inn  
WSVR, Syracuse, N. Y.

**OFFMISS, MARTY**  
Pulaski Nite Spot  
WPUV, Pulaski, Va.

**OLIVE, GRAY**  
Toast & Coffee  
WOOD, Lynchburg, Va.

**OLSON, MAX**  
Tippin's Inn  
KULP, Alpine, Tex.

**OLSON, OLE**  
House of Music  
WHS, Lansing, Mich.

**O'NEILL, TOM**  
Tippy's Scrapbook  
CKDA, Victoria, B. C.

**OPHEM, DON**  
Record Rack  
KFAM, St. Cloud, Minn.

**ORRANCH, JACK**  
Musical Showcase  
WKKT, Cortland, N. Y.

**ORNELAS, MANUEL**  
Fiesta Time  
KTKT, Tucson, Ariz.

**OSBORNE, LEN**  
Len Osborne Show  
WTBO, Cumberland, Md.

**OSBORNE, TIM**  
Tim Time  
KTHH, Houston, Texas

**OSTERBERG, BOB**  
Music Parade  
WVUC, Greenville, S. C.

**OTPE, JOHNNY**  
Tops in Pops  
WJCD, Seymour, Indiana

**OWEN, AL**  
Music Room  
WMD, Atlantic City, N. J.

**OWEN, DON**  
Postcard Parade  
KWSH, Wewoka, Okla.

**OWENS, JACK**  
Alarm Clock Club  
WNEK, Macon, Ga.

**OWNBEY, BILL**  
WCOG, Greensboro, N. C.

**O'WHELL, BOB**  
Matinee Frolic  
WIPOR, Portland, Maine

**OXNER, KENNETH**  
Melody Times  
WHOC, Philadelphia, Miss.

## — P —

**PARNELL, REX**  
KAVCC, Hot Springs, Ark.

**PARSONS, BOVD**  
Alarm Clock Club  
WGAD, Gadsden, Ala.

**PARSONS, BRUCE**  
Ebony Boogie  
WVJM, Vicksburg, Miss.

**PATTERSON, JIMMY**  
By Jimmy  
WBT, Charlotte, N. C.

**PAUL, SAD**  
Coffee Pot  
WHOL, Allentown, Pa.

**PANTON, TOM**  
Variety Package  
WKY, Oklahoma City, Okla.

**PEARNS, TOM**  
Crossroads Jamboree  
KVOL, Lafayette, La.

**PEARSON, AL**  
Melody Ranch  
KSRO, Santa Rosa, Cal.

**PEARSON, CHARLIE**  
WCJU, Columbia, Miss.

**PEARSON, JOHNNY**  
Johnny Pearson Show  
KOWH, Omaha, Neb.

**PEBBLES, ED**  
Sundial  
WBML, Macon, Ga.

**PELLE, FRED**  
Requiescitur Yours  
WCRK, Morristown, Tenn.

**PENNEY, ED**  
Pony Serenade  
WTAO, Cambridge, Mass.

**PERAZZO, DON**  
Sunrise Serenade  
KHON, Omaha, Neb.

**PERKINS, RAY**  
KFEL, Denver, Colo.

**PERRIN, KEVES**  
WROW, Albany, N. Y.

**PERRY, BOB**  
980 Club  
WCAP, Lowell, Mass.

**PERRY, JOE**  
Te Music Shop  
GFG, Kalamazoo, Mich.

**PERRY, "TUT"**  
T. P.'s Wigwam  
WCBL, Carbondale, Pa.

**PERRYMAN, TOM**  
Hillbilly Hit Parade  
KSL, Gladewater, Texas

**PERSICO, JOHN**  
Musicross  
WISL, Shomokin, Pa.

**PETERS, BILL**  
Hi Neighbor  
WOLS, Florence, S. C.

**PETERS, JOHN**  
Dawdubusters  
WPDH, Clarksburg, W. Va.

**PETERSON, ARNOLD**  
Musical Reveille  
WATW, Ashland, Wis.

**PETERSON, GEORGE**  
Dancing Party  
WBSC, Bennettsville, S. C.

**PETERSON, HAL**  
Personality Time  
WSAR, Fall River, Mass.

**PETERSON, ROLFE**  
Rolfe Peterson Show  
KSL, Salt Lake City, Utah

**PETERSEN, LEON**  
Big Eight  
WISC, Madison, Wis.

**PETTI, DICK**  
Music for Birds  
WBCB, Battle Creek, Mich.

**PHIEFFER, BILL**  
Polka Parade  
WVNR, Beckley, W. Va.

**PHILIP, DICK**  
Paul Beard Show  
WPBO, Peoria, Ill.

**PHILLIPS, BILL**  
Bill Phillips Show  
WHAX, Wilkes-Barre, Pa.

**PHILLIPS, DEWEY**  
Red Hot and Blue  
WHBQ, Memphis, Tenn.

**PHILLIPS, GEORGE**  
Top o' the Morning  
WJNO, W. Palm Beach, Fla.

**PHILLIPS, JOE**  
Carolina in the Morning  
WJNO, Orangeburg, S. C.

**PHILLIPS, PHIL**  
1260 Bandstand  
WNXT, Portsmouth, Ohio

**PHILLIPS, RALPH**  
Encore Matinee  
WFBR, Baltimore, Md.

**PHILLIPS, WALTER**  
Mission Midnight  
WJW, Cincinnati, O.

**PICCOLO, DOM**  
Dom Piccolo Show  
WRBI, St. Marys, Pa.

**PICKETT, BILL**  
Requestfully Yours  
KGPH, Flagstaff, Ariz.

**PICKETT, ROY**  
Roy Pickett Show  
KTUL, Tulsa, Okla.

**PIERCE, ART**  
Turntable Ballroom  
WABM, Houlton, Maine

**PITCOCK, BOB**  
Supper Club  
KPSA, Ft. Smith, Ark.

**PLATT, CHUCK**  
Varsity Club  
KDSH, Boise, Idaho

**POLAND, SAM**  
Sam's Show  
WCHS, Charleston, W. Va.

**POLK, BILLY**  
Good Morning Man  
WJAT, Swainsboro, Ga.

**POLLARD, JACK**  
After Hours  
CKCK, Regina, Sask.

**POLLMAN, HANK**  
Western Request  
KLIP, Durango, Colo.

**POLLOM, RAY**  
Music with Ray  
WATW, Ashland, Wis.

**POPE, BILL**  
You Name It—We Play It  
WABY, Albany, N. Y.

**PORTER, TED**  
Mustel Roundup  
KDRS, Paragould, Ark.

**PORWANTECKI, LEO**  
Music for Today  
WLIP, Kenosha, Wis.

**POWELL, ED**  
Lumeland Danceband  
WWCA, Gary, Ind.

**POWELL, BILL**  
Bouncing with Billy  
WSOK, Nashville, Tenn.

**POWELL, STEVE**  
KCRC, Enid, Okla.

**POWER, TOM**  
Sunrise Serenade  
WMUR, Manchester, N. H.

**POWERS, TED**  
Powerhouse  
WDEV, Waterbury, Vt.

**PRODER, GEORGE**  
Harlem Express  
KGBC, Galveston, Texas

**PRATT, JIM**  
Hits and Headlines  
KGBS, Harlingen, Texas

**PRENDERGAST, ED**  
Man From Mars  
WBOB, New Orleans, La.

**PRENEYOST, BILL**  
Juke Box Review  
KSDN, Aberdeen, S. Dak.

**PRESLEY, R. N.**  
Radio Relay Quiz  
KONY, San Marcos, Texas

**PRICE, CHARLIE**  
Charlie's Night Train  
WOAY, Oak Hill, W. Va.

**PRICE, CLYDE**  
Popular Music  
WPMH, Cullman, Ala.

**PRICE, VICTOR**  
Linger Awhile with Music  
CFKL, Ft. Frances, Ont.

**PROCTER, GENE**  
Pro's Pops  
WSGN, Birmingham, Ala.

**PUCKETT, TRUMAN**  
Truman Puckett Show  
WJLD, Homewood, Ala.

**PUDNEY, EARLE**  
Earle Pudney Show  
WGY, Shenepetady, N. Y.

**PRYOR, CACTUS**  
Music Maker  
RTBC, Austin, Texas

**PURNELL, CHARLIE**  
WJLM, Wilmington, Del.

**PYNE, JOE**  
WJLM, Wilmington, Del.

## — Q —

**QUAVE, MACKIE**  
In the Groove  
WIS, Columbia, S. C.

**QUICK, JERRY**  
Down in Dixie  
WHSC, Hartsville, S. C.

**QUIGLEY, DON**  
Discin with Don  
KCID, Caldwell, Idaho

**QUILAN, TOM**  
Requestfully Yours  
KWBG, Boone, Iowa

**QUINN, DOMINIC**  
Polka Hour  
WFDP, Flint, Mich.

## — R —

**RADCLIFFE, BILL**  
Echoes of the Spheres  
CKX, Brandon, Manitoba

**RAINES, JIM**  
Platter Parade  
WCBC, Anderson, Indiana

**RAMPY, C. W.**  
1600 Club  
KMAE, McKinney, Tex.

**RAMSEY, BILL**  
Songs in Flight  
WVOT, Wilson, N. C.

**RAMSEY, RAY**  
Spin a Platter  
WHIR, Danville, Ky.

**RAND, HARRY**  
ROBK Musical Clock  
ROBK, Owatonna, Minn.

**RANDALL, SCOTT**  
Anything Goes  
CKGB, Timmins, Ont.

**RANDEL, TED**  
Lucky Lager Dance Time  
KGEM, Boise, Idaho

**RATHE, BOB**  
Coffee Time  
WGEZ, Beloit, Wis.

**RAULERSON, SPENCE**  
Raulerson Rambles  
WMGA, Moultrie, Ga.

**RAYEN, GEORGE**  
By Request  
KSYG, Yreka, Cal.

**RAY, BOB**  
Bob Ray Show  
WTRK, West Palm Beach, Fla.

**RAY, GENE**  
Cornfield Frolics  
WPAL, Charleston, S. C.

**RAYNER, RAY**  
WOOD, Grand Rapids, Mich.

**READING, GEORGE**  
Moonlight Capers  
WFNS, Burlington, N. C.

**RECTOR, BOB**  
Best By Request  
KWTO, Springfield, Mo.

**REDABAUGH, HAROLD**  
KRIO, Colorado Springs, Col.

**REDFERN, TED**  
1490 Club  
WSTP, Salisbury, N. C.

**REED, GLEN**  
Town & Country Club  
WMNE, Menomonie, Wis.

**REGAN, MATT**  
Early Riser's Club  
WBAF, Batavia, N. Y.

**REEVES, GENE**  
Rendezvous with Reeves  
WLOK, Meridian, Miss.

**REEVES, GLENN**  
Reeves Record Room  
KCTX, Childress, Tex.

**REICH, EDDIE**  
Record Review  
WOSC, Fulton, N. Y.

**REID, BILL**  
WEOL, Elyria, O.

**REILLY, ED**  
It's Melody Time  
WBRV, Waterbury, Conn.

**REINDL, JACK**  
Clockwatcher  
KCRG, Cedar Rapids, Iowa

**REISING, KEITH**  
1570 Club  
WLRP, New Albany, Ind.

**REITMAN, WILLIAM**  
WGHL, Galesburg, Ill.

**REMINGTON, JACK**  
Jack Remington Show  
WKRC, Cincinnati, O.

**REYNOLDS, FRED**  
Reynolds on Records  
WGN, Chicago, Ill.

**REYNOLDS, JIMMY**  
Jimmy Reynolds Show  
WGAC, Augusta, Ga.

**REYNOLDS, RUSSELL**  
Sundae-Romney Hour  
WUCM, Cumberland, Md.

**REZNIK, JOHNNY**  
Johnny's Matinee  
WPPB, Middletown, O.

**RHECBOTTOM, HARRY**  
Harry's Swing Session  
KCSB, San Bernardino, Cal.

**RHODES, BOB**  
Rhodes Record Room  
WHOO, Orlando, Fla.

**RICE, CRAWFORD**  
WAPX, Montgomery, Ala.

**RICHARDS, BILL**  
Richards Rendezvous  
WGRV, Charleston, W. Va.

**RICHARDS, WM.**  
Melody Mill  
WNSA, Charleroi, Pa.

**RICHARDSON, C. B.**  
Hillbilly Show  
KBOP, Pleasanton, Tex.

**RICHARDSON, TED**  
1450 Club  
WMOH, Hamilton, O.

- RIGGS, TOMMY**  
WAPL, Birmingham, Ala.
- RIMMERMAN, MARV**  
Platter Party  
KISD, Sioux Falls, S. Dak.
- RIPLEY, RONALD**  
Night Watch  
KBWD, Brownwood, Texas
- ROBBINS, BETTE**  
Robbins Corner  
WCEM, Cambridge, Md.
- ROBERSON, BILL**  
WBMA, Anniston, Ala.
- ROBERTS, CAL**  
Cal Roberts Show  
CHVC, Niagara Falls, Ont.
- ROBERTS, DON**  
Music Shop  
WKNE, Keene, N. H.
- ROBERTS, EARL**  
Farm Frolics  
KOSE, Osceola, Ark.
- ROBERTS, ED. A.**  
Early Morning Prog.  
WRHL, Rock Hills, S. C.
- ROBERTS, KEN**  
Tops In Pops  
WMGM, New York, N. Y.
- ROBERTS, KENNETH**  
Top Ten  
KLMR, Lamar, Colo.
- ROBERTS, MARTY**  
Night Riders  
WCKY, Cincinnati, O.
- ROBINSON, PARK**  
Coffee with Parks  
WJFH, Gallipolis, Ohio
- RODRICK, BOB**  
Rod and His Records  
KGCK, Sidney, Mont.
- ROGERS, DON**  
Star Wagon  
WRIB, Providence, R. I.
- ROGERS, CLIFF**  
Saddle Pals  
WHKK, Akron, O.
- ROGERS, RALPH**  
WAPL, Birmingham, Ala.
- ROGERS, TED**  
Corn-cert  
WDVA, Danville, Va.
- ROHN, JIM**  
Fun Club  
KSJB, Jamestown, N. D.
- ROLAND, BOB**  
Rise with Roland  
WDYK, Cumberland, Md.
- ROMANO, PAT**  
Music Shop  
WPAW, Pawtucket, R. I.
- KOPPOLO, JOE**  
Musical Clock  
KFPW, Fort Smith, Ark.
- KOSCOE, BEN W.**  
Cousin Ben Show  
KWIE, Kennewick, Wash.
- ROSE, JOE**  
Rose Room  
KGU, Honolulu, Hawaii
- ROSEHILL, DAVE**  
Parade of Stars  
WGSN, Huntington, N. Y.
- ROSS, BILL**  
The Bill Ross Show  
WIOD, Miami, Fla.
- ROSS, BOB**  
Music Till Midnight  
CROV, Kelowna, B. C.
- ROSS, DAVE**  
1450 Club  
WDSG, Dyersburg, Tenn.
- ROSS, DON JOHN**  
Reveille, Rendezvous  
WJTN, Jamestown, N. Y.
- ROSS, JOHN**  
Variety Times  
KPDN, Pampa, Texas
- ROSS, NORMAN**  
400 Hour  
WMAQ, Chicago, Ill.
- ROSS, WALT**  
1480 Club  
KSRV, Ontario, Ore.
- ROSSMAN, MERLE**  
Midnite Merry Go Round  
KHUB, Watonsville, Cal.
- ROUSCH, SIG**  
Blabbermouth Clambake  
WORZ, Orlando, Fla.
- ROWAN, STEVE**  
After Hours  
KULO, Grand Forks, N. D.
- ROWE, RED**  
Red Rowe Rancho  
KFWB, L. A., Cal.
- ROWLAND, MARSHALL**  
Ole Country Boy  
WJHP, Jacksonville, Fla.
- ROWLEY, TOM**  
Melody Matinee  
WENE, Binghamton-Endicott,  
N. Y.
- ROWZIE, JACK**  
Night Beat  
WWDC, Washington, D. C.
- ROYE, CHAZ**  
Top Five  
WDAE, Tampa, Fla.
- ROYER, VIRGIL**  
Rendezvous  
WTVB, Coldwater, Mich.
- RUBEN, FABELO**  
Spanish Programs  
WALT, Tampa, Fla.
- RUCKLE, BOB**  
1480 Special  
WRDW, Augusta, Ga.
- RUDOLPH, HOWARD**  
Melody Market  
WPTH, Baltimore, Md.
- RUETZ, ED**  
Coffee Time  
WRAC, Racine, Wis.
- RUFUS, JAMES G.**  
Tune Time  
KXLQ, Bozeman, Montana
- RUIZ, PETE**  
Peter's Platter Party  
KRT, Trinidad, Colo.
- RUMORE, DUKE**  
Duke Rumore Show  
WJLD, Homewood, Ala.
- RUMORE, JOE**  
Roundup Time  
WVOK, Birmingham, Ala.
- RUSS, JOE**  
Midnight Ramble  
WEVE, Eveleth, Minn.
- RUSSELL, BILL**  
Startime  
KSEK, Pittsburg, Kans.
- RUSSELL, CY**  
The Cy Russell Show  
WMBE, Miami, Fla.
- RUSSELL, WEBB**  
Rumpus Room  
WHBC, Canton, O.
- RUTLEDGE, NED**  
All Around the Mulberry Bush  
WHVR, Hanover, Pa.
- RYAN, BILL**  
Records with Ryan  
KJRL, Pocatello, Idaho
- RYAN, DAN**  
Dan Ryan Show  
WBBW, Youngstown, O.
- RYAN, JACK**  
Request Please  
WHUM, Reading, Pa.
- RYAN, PAUL**  
You Name It  
WBEV, Beaver Dam, Wis.
- RYAN, PHIL**  
Coffee Club
- RYE, JACK**  
Big Record Room  
KTSM, El Paso, Texas
- RYKEW, JOHN**  
Rhythm & Rhyme on Record  
KLAS, Las Vegas, Nev.
- RYMAN, PAUL**  
Music for Everyone  
KERG, Eugene, Ore.

## — S —

- SALTER, RUSS**  
Ole Time Jamboree  
WTAQ, LaGrange, Ill.
- SAMM, JOHN**  
Toons For Teens  
WPAM, Pottsville, Pa.
- SAMPSON, BOB**  
The Request  
KXLE, Ellensburg, Wash.
- SANCHEZ, TED**  
Spanish Serenade  
KULF, Alpine, Tex.
- SANDERS, LEON**  
Hillbilly Club  
KDET, Center, Texas
- SANDFORD, CHARLES**  
560 Review  
WGAN, Portland, Maine
- SANFORD, PHIL**  
Platter Parlor  
WGRO, Bay City, Mich.
- SANDLER, JACK**  
Sports Trail  
KOWH, Omaha
- SANDY, KEITH**  
1230 Calling  
WBSM, New Bedford, Mass.
- SAUCEMAN, CARL**  
Hillbilly Hits  
WRAC, Carrollton, Ala.
- SAUNDERS, ALLEN**  
Alarm Clock Club  
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**  
Record Shop  
WBSF, South Bend, Ind.
- SAUNDERS, EDDIE**  
Jump & Jive  
WVKO, Columbus, O.
- SAWTELL, EDWARD**  
1400 Club  
WJLB, Detroit, Mich.
- SCAMMELL, JACK**  
Jack's Bar X Ranch  
WELC, Welch, W. Va.
- SCHAEFER, ART**  
WAPX, Montgomery, Ala.
- SCHAEFER, JOE**  
Melody Matinee  
WNHC, New Haven, Conn.
- SCHAEFER, RON**  
1450 Club  
KBRL, McCook, Neb.
- SCHENCK, BUD**  
Music Room  
WTRF, Bellaire, Ohio
- SCHINDLER, PETE**  
Studio Party  
KASH, Eugene, Ore.
- SCHLIMMER, JOHN**  
Commuter's Express  
WNMP, Evanston, Ill.
- SCHMIDT, KAY**  
Disc & Data  
KBRW, Aberdeen, Wash.
- SCHNEBLV, LARRY**  
LS Show  
KGPB, Flagstaff, Ariz.
- SCHOLZ, BOB**  
Scholz Business  
WBEL, Beloit, Wis.



- SCHULTZ, DICK**  
Records with the Redbird  
WLOX, Biloxi, Miss.
- SCOTT, ANDY**  
Beale Street Jive  
WOWL, Florence, Ala.
- SCOTT, BILL**  
Mail Order Melodies  
KSCB, Liberal, Kansas
- SCOTT, BILL**  
Especially for You  
WRLD, West Point, Ga.
- SCOTT, DALE**  
Mr. Groovie Show  
WJHO, Opelika, Ala.
- SCOTT, DANE**  
Saturne Block  
WIED, Elizabethtown, Ky.
- SCOTT, DAVE**  
Time In A Jilly  
KQV, Pittsburg, Pa.
- SCOTT, GEORGE**  
Howdy Neighbor  
WHN, Gallatin, Tenn.
- SCOTT, HANK**  
Polka Party  
WKNX, Saginaw, Mich.
- SCOTT, JIM**  
KSCO, Santa Cruz, Cal.
- SCOTT, JOE**  
Scott's Coffee Shop  
WBRE, Wilkes-Barre, Pa.
- SCOTT, JOHN**  
Back Bay Matinee  
WHDH, Boston, Mass.
- SCOTT, PETER**  
Man About Midnight  
CHNO, Sudbury, Ont.
- SCOTT, RAY**  
Country Music Time  
WZIP, Covington, Ky.
- SCOTT, SID**  
Brunch with Scott  
WPAC, Paterson, N. Y.
- SEARCY, JESSE**  
Hymn Time  
WELP, Easley, S. C.
- SEARS, BILL**  
That Man Sears  
WCAU, Phil., Pa.
- SELLECK, JOHNNY**  
Records, Inc.  
KLEY, Lafayette, Pa.
- SELLERS, BILL**  
Coffee Time  
WHN, Gallatin, Tenn.
- SEAMOUR, BOB**  
Bobbin' with Bob  
WKMH, Dearborn-Detroit,  
Mich.
- SHADBURN, BILL**  
Ole Night Watchman  
WATL, Atlanta, Ga.
- SHADDOCK, ROBERT**  
Club Shadrack  
WCLL, Cornsng, N. Y.
- SHARP, IRVING**  
Daily Dozen  
WDBJ, Roanoke, Va.
- SHARP, JIM**  
Rise 'N Shine  
WICA, Ashtabula, O.
- SHARPE, EDWARD C.**  
Rhythm Clinic  
WNEX, Macon, Ga.
- SHAWER, DUSTY**  
Dusty Shaver Show  
WBSC, Bennettsville, S. C.
- SHAW, HAROLD**  
Early Bird  
WSTA, Brattleboro, Vt.
- SHEEHAN, ED**  
Cavalade of Music  
KIKI, Honolulu, T. H.
- SHELL, BILL**  
1100 Club  
WLRB, Carrollton, Ga.
- SHELTON, JIM**  
Hillbilly Hits  
KTAN, Sherman, Tex.
- SHELTON, KEN**  
Ask and it is yours  
WAWL, Georgetown, Del.
- SHEPPARD, GIL**  
Colony Time  
WCPO, Cincinnati, Ohio
- SHERBAHAN, DICK**  
Wake Up Smiling  
WLAN, Lancaster, Pa.
- SHERRICK, JAN**  
Burgie Music Box  
KROP, Brawley, Cal.
- SHERWOOD, DON**  
Sharps, Flats & Sherwood  
KROW, Oakland, Cal.
- SHINE, BILL**  
Club 1230  
KLAN, Brenton, Wash.
- SHOMETTE, BILL**  
Radio Rodeo  
WOAI, San Antonio, Texas
- SHOKE, AL**  
Hillbilly Roundup  
KRHD, Duncan, Okla.
- SHORT, DOUG**  
Record Direct  
CFAC, Calgary, Alta.
- SIL MWAY, HI**  
Nite Mayor  
WASK, Lafayette, Ind.
- SILUPE, DICK**  
Tiny Tot Time  
KLMR, Lamar, Colo.
- SILUPE, EVERETT**  
Sud  
KLMR, Lamar, Colo.
- SILRLAN, BUD**  
Disc Caravan  
WARE, Ware, Mass.
- SILBERT, BILL**  
B. Jan. 1, 1921; Bill Silbert  
Show, WABD; Silbert at Six,  
WGMG; Let's Go Bowling,  
WABD
- SILVERA, ED**  
Mr. Music  
WISC, Madison, Wis.
- SIMMONS, JACK**  
Music a la WHY-L  
WHYL, Carlisle, Pa.
- SIMON, ERNIE**  
Breakfast Party  
WGN-TV, Chicago, Ill.
- SIMON, WILLIAM**  
Sy's Session  
KVON, Napa, Cal.
- SIMPSON, GEORGE**  
After Hours  
WJNO, W. Palm Beach, Fla.
- SIMPSON, KEN**  
Saturday Serenade  
CFJR, Brockville, Ont.
- SINCLAIR, GORD**  
Morning Show  
CFCE, Montreal
- SINCLAIR, JOHN**  
Cousin John  
WLEE, Richmond, Va.
- SKAFF, NED**  
Clockwatcher  
WCHS, Charleston, W. Va.
- SLANK, ED**  
Request Time  
WCFV, Milton Forge, Va.
- SLATE, CHARLIE**  
Farm & Home Time  
WBTM, Danville, Va.
- SLATTERY, JACK**  
Jack's TNT Club  
WELM, Elmhurst, N. Y.
- SLAYTON, GLEN**  
Musical Clock  
WFTN, Huntsville, Ala.
- SLIGH, CHARLES**  
Rocket "88"  
WOLS, Florence, S. C.
- SLOAN, BILL**  
Polka Revue  
KFRD, Rosenberg, Texas
- SLOCUM, CLICK**  
T N T  
WORT, Worcester, Mass.
- SLUSSER, WM.**  
Beyond the Blue  
KHQ, Burley, Idaho
- SMALLS, THOMAS**  
Dr. Jive Program  
WWRL, New York, N. Y.
- SMILEY, BOB**  
Bob Smiley Show  
WGAR, Cleveland, O.
- SMITH, BILL**  
Waker Upper  
KTRR, Rolla, Mo.
- SMITH, BOB**  
Hoe Down Party  
WVOP, Vidalia, Ga.
- SMITH, CV**  
KRNO, San Bernardino, Cal.
- SMITH, DICK**  
Record Shop  
WOLC, Worcester, Mass.
- SMITH, DON**  
Insomnia Serenade  
WRTF, Gainesville, Fla.
- SMITH, DON**  
Club 90  
WWGS, Tifton, Ga.
- SMITH, ED**  
Round and Round Society  
KLWN, Lawrence, Iowa
- SMITH, EDESEL**  
Sheriff Ed  
WVNC, Newton, N. C.
- SMITH, GEO.**  
Open House  
KSM, Salem, Oreg.
- SMITH, HAL**  
Hilltop Hoedown  
WELP, Easley, S. C.
- SMITH, HUGH**  
The Old Clockwatcher  
KOGT, Orange, Texas
- SMITH, JOE**  
Record Park  
WARD, Johnstown, Pa.
- SMITH, LOREN**  
The New Show  
WVSA, Brattleboro, Vt.
- SMITH, ROBERT**  
Breakfast Express  
WBLL, Dalton, Ga.
- SMITH, ROBERT**  
Theater of Melody  
WTCI, Hartford, Conn.
- SMITH, VINSON**  
Milkman's Matinee  
WRLD, West Point, Ga.
- SMITH, VINCENT**  
Milkman's Matinee  
WRLD, Lanett, Ala.
- SMITH, WM.**  
Discoption  
WMPR, High Point, N. C.
- SMITHEM, DIANE**  
Sagebrush Serenade  
KSJO, San Jose, Cal.
- SMITHERMAN, ROSS**  
Smithermans Shehanigans  
WHBS, Huntsville, Ala.
- SMOLLOX, JACK**  
Moon-time with Smollox  
WJHO, Opelika, Ala.
- SMYTHE, PETE**  
General Store  
KTLN, Denver, Colo.



- SNOW, BOB**  
Record Review  
WSIV, Pekin, Ill.
- SOLES, PAUL**  
Route 78  
CFPL, London, Ont.
- SOMMER, BILL**  
We Congratulate  
WKST, New Castle, Pa.
- SOMONANO, HECTOR**  
WCMN, Arecibo, P. R.
- SOSKIN, TED**  
Ted Soskin Show  
CKXL, Calgary, Alta.
- SPANGLER, BOB**  
Iowa State Houseparty  
KASL, Ames, Iowa
- SPAUDING, RALPH**  
Howe Down  
KRIL, Corvallis, Ore.
- SPIRO, WALTER**  
Koffee Time  
WCOV, Montgomery, Ala.
- SPOO, ED**  
Time & Tempo  
WWHG, Hornell, N. Y.
- SPOTTS, JIM**  
Jim's Place  
WBPZ, Lock Haven, Pa.
- SPOTTS, RALPH**  
Bar None Ranch  
WTRK, Sanford, Fla.
- SPRY, GENE**  
Gene Spry Show  
KPHO, Phoenix, Ariz.
- STAMBUCK, WALLY**  
Music Till One  
CJOC, Lethbridge, Alta.
- STAMPER, BILL**  
Tune Factory  
WKDN, Camden, N. J.
- STAMPS, WILLIAM**  
Whistling in the Dark  
WLBJ, Bowling Green, Ky.
- STANFORD, RAY**  
Morning Melodies  
WVYW, Fairmont, W. Va.
- STANLEY, BILL**  
Happiness Exchange  
WNOE, New Orleans, La.
- STANT, JACK**  
Panama Parade  
WAMS, Wilmington, Del.
- STARK, CHARLIE**  
WINS, New York, N. Y.
- STARK, CHARLES**  
Folklore Frolics  
KDRS, Paragould, Ark.
- STARR, JOE**  
Star Time  
WATL, Atlanta, Ga.
- ST. CLAIR, ED**  
Polk County Express  
WSIR, Winter Haven, Fla.
- STEBBINS, ROGER**  
1260 Club  
WERC, Erie, Pa.
- STELL, BILL**  
Mailbag Programs  
WSVS, Crowe, Va.
- STEPHENS, DICK**  
Coffee Club  
WAPA, Washington, Pa.
- STEPHENS, MIKE**  
Musical Clock  
CKCW, Moneton, N. B.
- STERLING, KEITH**  
Make Believe Ballroom  
CKOY, Ottawa, Ont.
- STERLING, VIC**  
Nitewatchman  
KCKI, Ukiah, Cal.
- STEVENS, AL**  
Al Stevens Show  
WWJN, Baltimore, Md.
- STEVENS, BOB**  
Pushin' Sand  
WVGG, Coral Gables, Fla.
- STEVENS, CHUCK**  
Vawn Patrol  
WPAW, Pawtucket, R. I.
- STEVENS, MATT**  
Off the Record  
WCED, DuBois, Pa.
- STEVENSON, CHAS. JOHN**  
The Chanticleer  
WGV, Schenectady, N. Y.
- STEWART, CAL**  
Tellostest  
WOWO, Ft. Wayne, Ind.
- STEWART, JACK**  
Jack Stewart Show  
CKKL, Calgary, Alta.
- STEWART, TOM**  
Tinotown  
KTAT, Frederick, Okla.
- STEWART, TOM**  
Musical Clock  
WPAQ, Mt. Airy, N. C.
- STIERMAN, VERN**  
Play Radio Show  
KDFH, Dubuque, Iowa
- STINGLEY, ROY**  
Fairfield Jamboree  
WHRK, Lancaster, O.
- STODDARD, DICK**  
KRLT, Longview, Texas
- STONE, AL**  
Wax Works  
WCSO, Charleston, S. C.
- STONE, DAVE**  
Corral Club  
KSEL, Lubbock, Texas
- STONE, JIM**  
KBLM, Jonesboro, Ark.
- STOREY, BOB**  
Storey Time  
WGL, Fort Wayne, Ind.
- STORY, DOLORES**  
1120 Club  
KCLE, Cleburne, Texas
- STRADLER, TED**  
Smoke Dreams  
WHIP, Jacksonville, Fla.
- STRICKLAND, BILL**  
Julie Box  
WIRA, Ft. Pierce, Fla.
- STRONG, JACK**  
Combread Matinee  
WGAC, Augusta, Ga.
- STUART, ALLEN**  
Cavalcade of Music  
WFZ, New York, N. Y.
- STUART, HALL**  
1450 Club  
WHIT, New Bern, N. C.
- STUTIMAN, FRED**  
Relixin' Time  
KGO, San Francisco, Cal.
- STURTZ, HOWIE**  
Neillsville Hour  
WDLB, Marshfield, Wis.
- SUDDITH, GENE**  
Record Revue  
WEAR, Pensacola, Fla.
- SUGAR, DICK**  
Latin American Hour  
WEVD, New York, N. Y.
- SULLIVAN, DENNIS**  
Musical Clock  
WFBL, Syracuse, N. Y.
- SULLIVAN, MORRIE**  
Tops and Pops  
WMTS, Muskegon, Mich.
- SULLIVAN, PERRY**  
Perry Sullivan Show  
WRDW, Augusta, Ga.
- SUMMERFIELD, JOHN**  
Morning Music Club  
WAKE, Greenville, S. C.
- SUMMERISE, BOB**  
Bob Summerise Show  
KMO, Tacoma, Wash.
- SUNDHOLM, DALE C.**  
Club 690  
KRCO, Prineville, Ore.
- SUTPHEN, CLARK**  
Wax Works  
KBMY, Billings, Mont.
- SUTTON, SCOTT**  
Tops in Pops  
WGGG, Gainesville, Fla.
- SWENSON, JACK**  
KFEL, Denver, Colo.
- SWENY, ROBERT M.**  
Showtime  
KDDD, Dumas, Texas

## — T —

- TABLER, W. D.**  
Saturday Serrade  
WDNE, Elkins, W. Va.
- TALBOTT, JOHN**  
Sweet and Solid  
KBIZ, Ottumwa, Iowa
- TALFORD, BRUCE**  
Melody Mercham  
WTSV, Claremont, N. H.
- TALLEY, JOHN**  
Hayloft Jamboree  
WVVE, Wytheville, Va.
- TAMBLAN, BOB**  
Party Line  
WCSO, Charleston, S. C.
- TAPLER, VINCE**  
Rhythm Matinee  
WTJS, Jackson, Tenn.
- TAPLIN, TAP**  
T. N. T. Show  
WEBR, Buffalo, N. Y.
- TARASI, FRED**  
Sunset Serenade  
WACB, Kittanning, Pa.
- TATE, HAL**  
Who's Talking  
WBKB-TV, Chicago, Ill.
- TAYLOR, AL**  
KMJ  
Fresno, Cal.
- TAYLOR, BEN**  
Cousin John  
WLEE, Richmond, Va.
- TAYLOR, BILL**  
A Date with Bill  
WNNC, Newton, N. C.
- TAYLOR, SAMMY**  
Sammy Taylor Show  
KGOX, Portland, Ore.
- TEETER, LEWIS**  
KDAS, Malvern, Ark.
- TERMINE, JIM**  
Platter Party  
WCPN, Tarboro, N. C.
- TERRY, LILLIAN**  
Tea Time with the Terrys  
WAPA, San Juan, P. R.
- THAYER, JACK**  
Star Gazing  
WTCN, Minneapolis, Minn.
- THERRIEN, LARRY**  
930 Club  
WREB, Holyoke, Mass.
- THELE, OUE**  
Duke Till Dawn  
WNOE, New Orleans, La.
- THOMAS, BILL**  
Sunrise Serenade  
KDFH, Dubuque, Iowa
- THOMAS, GILBERT**  
Sunny Side of the Street  
WHTC, Holland, Mich.
- THOMAS, GORDON**  
Informally Yours  
AWPA, Williamsport, Pa.

**THOMAS, JOHN**  
To-day's Top Times

**THOMAS, MITCH**  
WILM.  
Wilmington, Delaware

**THOMPSON, RON**  
Records and Rhythm  
WWSO, Springfield, Ohio

**THOMAS, STEVE**  
Tune Tavern  
WAKN, Aiken, S. C.

**THOMAS, VAL**  
Melody Circus  
WGAY, Silver Springs, Md.

**THOMASON, BILL**  
Studio Party  
WLAQ, Rome, Ga.

**THOMASON, JIMMY**  
Jimmy Thomason Show  
KAFY  
Bakersfield, Calif.

**THOMPSON, CHUCK**  
Chuck and Elmer  
WFOR, Hattiesburg, Pa.

**THOMPSON, CHUCK**  
The Chuck Thompson Show  
WTH, Baltimore, Md.

**THOMPSON, GOLDIE**  
Gaddin with Goldie  
WHBO, Tampa, Fla.

**THOMPSON, JERRY**  
Musical Clock  
WVMI, Biola, Miss.

**THOMPSON, JIM**  
Mr. Music  
KQV, Pittsburgh, Pa.

**THOMPSON, RUSS**  
Dreamtime  
GJBQ, Belleville, Ont.

**THOMPSON, VERLA**  
Studio Party  
KASH, Eugene, Ore.

**TIBBETTS, DON**  
Don Tibbetts Show  
WFEA, Manchester, N. H.

**TINNEY, CAL**  
Cal Tinney Show  
ABC

**TOBY, MARK**  
This Is Toby  
WEVD, New York, N. Y.

**TOLBERT, ROBERT**  
Wake Up Time  
WTBE, Troy, Ala.

**TOTTEN, VERN**  
Music of the West  
KXLF, Butte, Mont.

**TOWNE, GORDON**  
WHOO Wakes Up  
WHOO, Orlando, Fla.

**TRACY, BILL**  
Jive Till Five  
WSKB, McComb, Miss.

**TRAP, BOB**  
Koffee Koneert  
WFLR, Grand Rapids, Mich.

**TRAP, WILLIAM**  
Breakfast with Trap  
WKBZ, Muskegon, Mich.

**TRAYLOR, GENE**  
Night Train  
WPKY, Frankfort, Ky.

**TREGALLAS, JACK**  
Enchanted Hour  
CJVI, Victoria, B. C.

**TRINE, PHIL**  
Advance Release  
KURJ, Ukiah, Cal.

**TRUSSSELL, CHARLIE**  
Top of the Morning  
WNOW, York, Pa.

**TUCK, GEORGE C.**  
"Top of the Mornin'"  
WGUY, Bangor, Maine

**TUCKER, DICK**  
Dick Tucker Show  
WBZ, Boston, Mass.

**TUCKER, DON**  
Country Music Time  
WARL, Arlington, Va.

**TUCKER, FRANK**  
Tunes for Teens  
WCOY, Montgomery, Ala.

**TUNIS, HAL**  
Tunis Show  
WMGM, New York, N. Y.

**TYSON, DAVE**  
Wake up with Davey  
WCAE, Pittsburgh, Pa.

## — U —

**UMBACH, BOB**  
Atomic Boogie Hour  
WJLD, Homewood, Ala.

**UNCLE, IRV**  
Happiness Exchange  
KNOE, Monroe, La.

**UNDERHILL, LEO**  
Breakfast Time  
WCKY, Cincinnati, O.

## — V —

**VALLEY, NORM**  
Rise 'n' Shine  
WHOB, Gardner, Mass.

**VANCE, TONY**  
Our Saturday Date  
WHIS, Bluefield, W. Va.

**VANCE, VAN**  
Easy Listening  
WKAY, Glasgow, Ky.

**VANDERHOOF, BRUCE**  
Vanderhoof's Yawiversity  
KNAK, Salt Lake City, Utah

**VAN SLYCKE, HARRY**  
950 Club  
KSEL, Lubbock, Texas

**VAMGHN, WALTER**  
Hillbilly Breakfast Club  
K'YAN, Sherman, Tex.

**VERDON, BOB**  
Top 30  
KGOS, Torrington, Wyo.

**VERDON, MARIO**  
CRAC, Montreal

**VICKROY, DON**  
Mixing Bowl  
KOOS, Coos Bay, Ore.

**VIZINA, BOB**  
B's Wax  
KELK, Elko, Nev.

**VOGEL, ART**  
Top Times  
WMIL, Milwaukee, Wis.

**VOGT, KEN**  
8-6-0- Show  
WFOX, Milwaukee, Wis.

**VON TRESS, FAYE**  
Sleepy Time Gal  
WJLD, Homewood, Ala.

## — W —

**WADD, JOHN**  
1240 Club  
WOBT, Rhinelander, Wis.

**WADSWORTH, RALPH**  
Date with the Stars  
KPXR, Rexburg, Idaho

**WAGNER, JACK**  
Rise and Shine  
KHJ, LA, Calif.

**WAGNER, PAUL**  
KCOL Karavan  
KCOL, Fort Collins, Colo.

**WAGNER, BUCK**  
Ranch House Rhythms  
KTAT, Frederick, Okla.

**WALTS, ERNIE**  
Ernie Waits Show  
WNOP, Newport, Ky.

**WALKER, ED C.**  
Hits and Bits  
WDAE, Tampa, Fla.

**WALKER, HARRY**  
Dealer's Choice  
KMOR, Oroville, Cal.

**WALKER, JIMMY**  
Jimmy Walker Show  
KGU, Honolulu, Hawaii

**WALKER, LEE**  
Record Man  
WCHV, Charlottesville, Va.

**WALLACE, BOB**  
590 Club  
WROW, Albany, N. Y.

**WALLACE, CAL**  
Man at the Door  
WZPT, Covington, Ky.

**WALSHAK, DAVID**  
1450 Club  
KCFL, Gonzales, Texas

**WALTERS, BILL**  
Easy Listening  
WDUZ, Green Bay, Wis.

**WALTERS, BUCKY**  
WNXT, Portsmouth, Ohio

**WALTERS, FRANK**  
Club 1230  
KYJC, Medford, Ore.

**WALTON, DICK**  
No. Main St. Hour  
WICE, Providence, R. I.

**WAMBACH, PETE**  
Pete Wambach Show  
WCMB, Harrisburg, Pa.

**WANKE, HUGH**  
"Morning Musical Clock"  
WXAO, Baltimore, Md.

**WANZER, HAL**  
Request Club  
KCOG, Centerville, Iowa

**WARD, BILL**  
Bill Ward's Doghouse  
CRWX, Vancouver, B. C.

**WARD, JIM**  
River Rhapsody  
CFJR, Brockville, Ont.

**WARD, JIM**  
The Wake-Up Ward  
KAPA, Raymond, Wash.

**WARD, JIM**  
Morning Mayor's Show  
WILK, Wilkes Barre, Pa.

**WARD, RUSS**  
Records at Random  
WDYK, Cumberland, Md.

**WARREN, DOC**  
Crackerjack Show  
WPDQ, Jacksonville, Fla.

**WARREN, DOUG**  
Talk of the Town  
WKDN, Camden, N. J.

**WARREN, JACK**  
Club Matinee  
KWRN, Reno, Nev.

**WARREN, JAMES**  
Dance Time  
KJR, Seattle, Wash.

- WATERS, VIC**  
Vic Waters Show  
CJOR, Vancouver, B. C.
- WATIER, LUCIEN**  
CKAC, Montreal
- WAYNE, STU**  
WDAS, Phil., Pa.
- WEATHERLY, BOB**  
WTAN, Clearwater, Fla.
- WEAVER, ROBYN**  
Robyn Weaver Show  
WIRL, Peoria, Ill.
- WEBB, DUDE**  
1280 Klub  
WYVE, Wytheville, Va.
- WEBB, FRED**  
Studio Party  
WGAA, Cedartown, Ga.
- WEBB, J. R.**  
Western Serenade  
WIHL, Hammond, La.
- WEBB, RED**  
R. F. D. Piedmont  
WLBG, Laurens, So. Car.
- WEBER, ART**  
Music You Want  
KGVO, Missoula, Montana
- WEBER, FRED**  
1340 Club  
WIZE, Springfield, O.
- WEBSTER, JAMES**  
Melody Ballroom  
WUCM, Cumberland, Md.
- WEBSTER, KURT**  
Dancing Party  
WBT, Charlotte, N. C.
- WEGMAN, BILL**  
Night Watchman  
WGEM, Quincy, Ill.
- WEILER, ROBT. J.**  
Ham and Egg Time  
KDIX, Dickinson, N. D.
- WEITZEL, JACK**  
Wax Works  
WCHA, Chambersburg, Pa.
- WELCH, CLARENCE**  
Negro Spirituals  
KALI, Pasadena, Cal.
- WELCH, ED**  
Concentratin On You  
KBON, Omaha, Neb.
- WELCH, LARRY**  
Voice of Turtle  
WCOP, Boston, Mass.
- WELLINGTON, JACK**  
Jack's Jukebox  
KYMA, Yuma, Ariz.
- WELLS, JACQUES**  
Well's Belles  
WCBM, Baltimore, Md.
- WELLS, JOHN**  
1270 Club  
WLBR, Lebanon, Pa.
- WELNBACHER, RICHARD**  
Buckeye Bugle Call  
WCLT, Newark, O.
- WENDLING, JIM**  
Record Shop  
WATH, Athens, Ohio
- WENDT, DUDLEY**  
Record Rodeo  
KOVE, Lander, Wyo.
- WESLEY, JIM**  
Wake Up With Wesley  
WGLS, Decatur, Ga.
- WEST, BILL**  
KMOR, Oroville, Cal.
- WEST, CHARLEY**  
West Calling  
WREB, Holyoke, Mass.
- WEST, WAYNE**  
Wayne West Show  
WMBD, Peoria, Ill.
- WESTER, BOSTWICK**  
KSDO, San Diego, Cal.
- WESTCOTT, GEORGE**  
Rockin' Time  
KXOB, Stockton, Cal.
- WHALEN, BILL**  
Luncheon Date  
WCUE, Akron, O.
- WHEELER, DICK**  
Club 600  
KTBB, Tyler, Texas
- WHEELER, DOC**  
Morning Spirituals  
WWRL, New York, N. Y.
- WHITAKER, JACK**  
Jack the Bachelor  
KOVO, Provo, Utah
- WHITCOMB, BOB**  
Polka Time  
WGRD, Grand Rapids, Mich.
- WHITE, DON**  
Record Room  
KMAN, Manhattan, Kansas
- WHITE, JIM**  
Club Matinee  
KWRN, Reno, Nev.
- WHITE, NORMAN**  
Dancing Session  
KCSU, Provo, Utah
- WHITE, WAYMAN**  
Duke of Wax  
WAUG, Augusta, Ga.
- WHITE, WORTH**  
Hillbilly Jukebox  
WPTF, Raleigh, N. C.
- WHITEHILL, ROBERT**  
Music at Dinnertime  
WBLK, Clarksburg, W. Va.
- WHITTINGTON, JAMES**  
Gospel in Song  
WMEF, Chattanooga, Tenn.
- WHITNEY, BOYD**  
Hillbilly Houseparty  
KTRM, Beaumont, Texas
- WIEDMAN, JACK**  
WROY, Carmi, Ill.
- WIENER, BUDD**  
Requestfully Yours  
KOPO, Tucson, Ariz.
- WIGGINS, GERRY**  
Midnight Merry-Go-Round  
CFRB, Toronto, Ont.
- WIKEN, DAVE**  
Dancing Party  
WCHS, Charleston, W. Va.
- WILCOX, FRED**  
Hoop-Dee-Deo  
KOY, Phoenix, Ariz.
- WILCOX, JOHN**  
Words and Wax  
KBOL, Boulder, Colorado
- WILDE, TED**  
Best on Wax  
WAKN, Aiken, S. C.
- WILDER, JAMES**  
Howdy Neighbor  
WFRP, Savannah, Ga.
- WILDER, LEE**  
Music off the Disc  
WMIK, Middleboro, Ky.
- WILLET, SLIM**  
Big State Jamboree  
KRBC, Abilene, Tex.
- WILLIAMS, CAL**  
Cal Calling  
WHAT, Phil., Pa.
- WILLIAMS, CARY**  
Musical Clock  
WWPA, Williamsport, Pa.
- WILLIAMS, GENE**  
Dancing Party  
KMOD, Modesto, Cal.
- WILLIAMS, KENT**  
Melody Matinee  
WDOK, Cleveland, O.
- WILLIAMS, JAY**  
Club "1400"  
KTSW, Emporia, Kansas
- WILLIAMS, ROD**  
1340 Club  
WKJC, Hazard, Ky.
- WILLIAMS, STAN**  
Record Club  
CKLB, Oshawa, Ont.
- WILLIAMS, VINCE**  
Vince Williams Show  
WJZ, New York, N. Y.
- WILLIAMS, WALLY**  
Wally's Platter Party  
KCKY, Coolidge, Ariz.
- WILLIAMSON, JIM**  
Rhythm Hour  
WTRR, Sanford, Fla.
- WILLMAN, JACK**  
Morning Spirituals  
WMRY, New Orleans, La.
- WILSON, GARY**  
Call for Music  
WSGW, Saginaw, Mich.
- WILSON, LARRY**  
Working with Wax  
WNOE, New Orleans, La.
- WILSON, STU**  
Sweet and Sentimental  
KBRG, Avalon, Calif.
- WILSON, WALTER**  
Jump School  
WHOP, Hopkinsville, Ky.
- WILSON, WARREN**  
Hotcakes and Coffee  
KONP, Port Angeles, Wash.
- WIMBERLY, DOROTHY**  
Kitty V LA call Show  
KVIC, Little Rock, Ark.
- WINN, BILL**  
Alarm Clock Club  
WJOC, Jamestown, N. Y.
- WINSLOW, VERNON**  
Boogie Beat Breakfast  
WMRY, New Orleans, La.
- WINTER, PAUL**  
Winter's Wonderland  
WXYZ, Detroit, Mich.
- WINTERS, DICK**  
Breakfast Express  
WAAF, Chicago, Ill.
- WISCHMEYER, GEORGE**  
Music in the Night  
WONN, Lakeland, Fla.
- WITT, CHARLES**  
Melody Matinee  
WAYX, Waycross, Ga.
- WITTE, BUD**  
Best on Wax  
WDUZ, Green Bay, Wis.
- WOEHRMANN, BILL**  
Spinning Wheel  
WCNB, Connertsville, Ind.
- WOLF, FRED**  
Get Up and Go  
WXYZ, Detroit, Mich.
- WOLFE, AL**  
Wolf Works  
WHGB, Harrisburg, Pa.
- WOLFE, W.**  
Breakfast Bell  
CHWK, Chillsiwack, B. C.
- WOLSON, MIKE**  
One Mike to Another  
WSOR, Norfolk, Va.
- WOOD, CALLIE**  
The Early Bird  
WVOT, Wilson, N. C.

**WOOD, DEL**

Juke Box Review  
KTLN, Denver, Colo.

**WOOD, FRED**

Woodehopper's Ball  
WVWZ, Vineland, N. J.

**WOOD, MIKE**

Michael Wood Show  
CKCW, Moncton, N. B.

**WOOD, PAUL**

Paul's Platter Party  
WEBI, Brewton, Ala.

**WOODBINE, DALE**

Matinee in Music  
KAYS, Hays, Kans.

**WOODS, JEAN**

Lobo Frolics  
KVKM, Monahans, Tex.

**WOODS, JOHN**

WTAG, Worcester, Mass.

**WOOLRIDGE, FRED**

Fantasy Bandstand  
VOGM, St. John's Newfoundland

**WOOTEN, BILL**

Club 630  
WIRC, Hickory, N. C.

**WORLEY, JACK**

Let's Dance  
WGAD, Gadsden, Ala.

**WORTMAN, ART**

Let's Dance  
WABM, Houlton, Maine

**WRAY, JOHN**

Club 590  
KUGN, Eugene, Ore.

**WRIGHT, BOB**

Session on 570  
KVI, Seattle, Wash.

**WRIGHT, GUS**

Star Time Request Time  
WMOB, Moundsville, W. Va.

**WRIGHT, KEN**

Time and Tune Parade  
WKY, Oklahoma City, Okla.

**WRIGHT, LLOYD**

Yawn Patrol  
CFPL, London, Ont.

**WRISLEY, JOHN**

Ramblin' with Wisley  
WSAV, Savannah, Ga.

## — Y —

**YAGER, DOYLE**

Washington Chronicle  
WPEO, Peoria, Ill.

**YANDLE, JIMMIE**

1290 Club  
WTMC, Ocala, Fla.

**YAGER, RAY**

Ray's Record Revue  
KROW, Oakland, Cal.

**YELLAND, STARR**

Food Derby  
KOA, Denver, Colo.

**YOCUM, JOE**

The Joe Yocum Show  
KFWB, L. A., Cal.

**YOCUM, CARL**

Starlight Ballroom  
KXOC, Chico, Cal.

**VORKE, WALLY**

Swing Inn  
CHWK, Chilliwack, B. C.

**YOUNG, DUKE**

Luke's Dilemma  
KUGN, Eugene, Ore.

**YOUNG, JOE**

Club 1310  
KPKA, Greeley, Colo.

**YOUNG, O. C.**

Bits of Hits  
WHIS, Bluefield, W. Va.

**YOUNGBLOOD, CHARLIE**

Melody Range  
KPOL, Portland, Ore.

**YOUNGBLOOD, JIM**

Farm & Home Hour  
WPAD, Paducah, Ky.

## — Z —

**ZACHARY, HIGH**

Sunny Side of Seven  
WEAL, Fayetteville, N. C.

**ZAPUTIL, BILL**

Eleven-O-Five Club  
KBYN, Billings, Mont.

**ZIEGLER, DICK**

Record Reville  
WEIM, Fitchburg, Mass.

**ZIMMERMAN, HARRY**

Record Rodeo  
KEYD, Minneapolis, Minn.

**ZOOK, DICK**

Zoogin with Zoogie  
KVCV, Ventura, Cal.

For  
"BEHIND THE MIKE  
AND  
BEFORE THE CAMERA"

LISTINGS FOR ALL TALENT

SEE PAGE 1005

# WOMEN COMMENTATORS

## HOME ECONOMISTS

### of U. S. TV and Radio Stations



#### — A —

Abbanat, Dottie.....WBCK, Battle Creek, Mich.  
 Abdou, Gloria.....WCAE, Pittsburgh, Pa.  
 Adams, Carol.....WHBC, Canton, Ohio  
 Adams, Jane.....KYUM, Yuma, Ariz.  
 Adams, Louise.....WCMB, Harrisburg, Pa.  
 Adams, Mary.....WFPA, Fort Payne, Ala.  
 Adams, Opal.....WPMP, Port Gibson, Miss.  
 Adams, Susan.....KVOU, Uvalde, Texas  
 Adams, Edna.....WABD, New York  
 Adlers, Edna.....WLST, Pikeville, Ky.  
 Adkins, Denise.....KMAE, McKinney, Tex.  
 Aea, Nancy K.....KTLL, Honolulu, T. H.  
 Aitken, Kate.....DFRB, Toronto, Ont.  
 Alberson, Jo.....KSLM, Sikeston, Mo.  
 Albrecht, Anita E.....WSHB, Stillwater, Minn.  
 Alden, Ann.....WBAP-TV, Fort Worth, Texas  
 Alex, Susan.....KSAN, San Francisco, Cal.  
 Alexander, Jeanne.....WBT, Charlotte, N. C.  
 Alexander, Mildred.....WGH, Newport News, Va.  
 Allen, Anne.....KARK, Little Rock, Ark.  
 Allen, Ardith.....WDLB, Marshfield, Wis.  
 Allen, Barbara.....KVMC, San Mateo, Cal.  
 Allen, Barbara.....WCOS, Columbia, S. C.  
 Allen, Betty.....WCML, Ashland, Ky.  
 Allen, Carla.....KUP, Durango, Colo.  
 Allen, Judie.....KLAS, Las Vegas, Nev.  
 Allen, Mona.....CFAR, Film Film, Minn.  
 Allen, Roz.....WHEC, Rochester, N. Y.  
 Allison, Mayme.....KBON, Omaha, Neb.  
 Anderson, Alice M.....WTTH, Port Huron, Mich.  
 Anderson, Fran.....KXRA, Alexandria, Minn.  
 Anderson, Nancy L.....WKOX, Framingham, Mass.  
 Anderson, Ruby.....WGN, Chicago, Ill.  
 Anno, Dorothy.....WJNC, Jacksonville, N. C.  
 Anno, Mary Jean.....WATW, Ashland, Wis.  
 Antennesi, Norma.....WCPO-TV, Cincinnati, Ohio  
 Anthony, Jo.....WBEL, Beloit, Wis.  
 Anthony, Nina.....CKWX, Vancouver, B. C.  
 Antonetti, Clara C.....WPSA, Brattleboro, Vt.  
 Apple, Marie.....WKCB, Searcy, Ark.  
 Arch, Shirley.....WHLN, Niagara Falls, N. Y.  
 Arden, George.....WDAY, Fargo, N. D.  
 Arledge, Mabel.....KITY, Crockett, Texas  
 Arlen, Margaret.....WCBN-TV, New York  
 Armand, Dorothy.....WGOV, Montgomery, Ala.  
 Arrington, Lucille L.....KCOA, Siloam Springs, Ark.  
 Arseneault, Odette.....CKBL, Matane, Que.  
 Ashton, Ruth.....KNN, Los Angeles, Cal.  
 Ashwell, Mary.....CPPL, London, Ont.  
 Atkins, Carol.....WICC-TV, Bridgeport, Conn.  
 Atter, Virginia.....WMBR-TV, Jacksonville, Fla.  
 Ayer, Esther.....WMBR, Manchester, N. H.

#### — B —

Baehner, Jeanne.....KGST, Fresno, Calif.  
 Bahman, Alice.....WIZE, Springfield, O.  
 Baker, Grace.....WRAC, Williamsport, Pa.  
 Bailey, Cis.....KSJB, Jamestown, N. D.  
 Bailey, Mildred.....WLAW, Boston, Mass.  
 Bailey, Norma.....WROK, Rockford, Ill.  
 Baker, Barbara.....WTOJ, Toledo, O.  
 Baker, Betty.....WHO, Des Moines, Iowa  
 Baker, Betty.....WPIX, New York  
 Baker, Evangeline.....KGO-TV, San Francisco, Calif.  
 Baker, Mary V.....WSBC, Chicago, Ill.  
 Baldi, Diana.....WOV, New York  
 Baldwin, Bettie.....KMMO, Marshall, Mo.  
 Baldwin, Helen.....WBNF-TV, Binghamton, N. Y.  
 Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.

Ballinger, Marilee.....KGRT, Henderson, Texas  
 Bammel, Jo.....WBCM, Bay City, Mich.  
 Bameroff, Barbara.....WMMB, Melbourne, Fla.  
 Barnes Dixie.....KAMQ, Amarillo, Tex.  
 Barnes, Dorothy.....WIOU, Kokomo, Indiana  
 Barnett, Marilyn.....WTIX, New Orleans, La.  
 Barth, Karen.....KRYT, Kerrville, Tex.  
 Barthell, Lois.....WHLN, Harlan, Ky.  
 Bartholomew, Grace.....CJAD, Montreal  
 Bartlett, Edna.....WELM, Elmira, N. Y.  
 Bartlett, Huzhene.....WXRA, Buffalo, N. Y.  
 Barton, Betty.....WNBH, New Bedford, Mass.  
 Barton, Virginia.....WPIK, Alexandria, Va.  
 Basnight, Kay.....WCAV, Norfolk, Va.  
 Bates, Mercedes.....KNXT, Hollywood, Cal.  
 Baustian, Evelyn.....KROX, Crockett, Minn.  
 Bayne, Alice.....WIBC, Indianapolis, Ind.  
 Bayne, Barbara.....WLOL, Minneapolis, Minn.  
 Beachman, Donna.....WFAI, Fayetteville, N. C.  
 Beal, Joy.....WJER, Dover, Ohio  
 Beatty, Arline.....WJJD, Chicago, Ill.  
 Beck, Margaret.....WKVA, Lewiston, Pa.  
 Beely, Helen.....WORD, Spartanburg, S. C.  
 Begich, Ceclia.....WEVE, Eveleth, Minn.  
 Behan, Claire.....KLMR, Lamar, Colo.  
 Beitz, Blanche.....KIBE, Palo Alto, Cal.  
 Behano, Pierra.....WGGG, Gainesville, Fla.  
 Behlen, Virginia.....KCKY, Coolidge, Arizona  
 Bell, Alice.....WAGA-TV, Atlanta, Ga.  
 Bell, Muriel M.....WBOB, Galax, Va.  
 Bell, Peggy.....KPYO, Lubbock, Texas  
 Benell, Julie.....WFAA-TV, Dallas, Texas  
 Bennett, Margaret Anne.....WESC, Greenville, S. C.  
 Benoit, Virginia.....KOPO, Tucson, Ariz.  
 Bentley, June.....WMAV, Springfield, Ill.  
 Bentz, Sylvia.....WVMI, Biloxi, Miss.  
 Berry, Deanne.....WLAD, Danbury, Conn.  
 Best, Laverne.....WTAX, Springfield, Ill.  
 Biddle, LaFawn.....KRBC, Abilene, Tex.  
 Biddle, Mary.....WIP, Philadelphia, Pa.  
 Biddle, Ruth.....WOWL, Florence, Ala.  
 Biehl, Josephine.....KGLI, Honolulu, Hawaii  
 Bieser, Shirley Anne.....WCNT, Centralia, Ill.  
 Blims, Barbara.....WYCG, Coral Gables, Fla.  
 Bishop, Diann.....CKEN, Kentville, N. S.  
 Bishop, Doris.....WCSS, Amsterdam, N. Y.  
 Blake, Julie.....WFEA, Manchester, N. H.  
 Blalock, Muriel E.....WASL, Annapolis, Md.  
 Bland, Mildred.....KLFY, Lafayette, La.  
 Black, Ruth.....WIMS, Michigan City, Ind.  
 Bliss, Alice.....WFOM, Marietta, Ga.  
 Bohlsen, Martha.....WOW-TV, Omaha, Neb.  
 Booth, Beth.....KLVN, Lawrence, Kansas  
 Bosse, Carolyn.....WEOA, Evansville, Ind.  
 Bost, Cecile R.....WNNC, Newton, N. C.  
 Bowers, Floyce.....WISE, Asheville, N. C.  
 Bowman, Fayce.....KBMX, Coalinga, Cal.  
 Boyer, Martha.....KCOW, Alliance, Neb.  
 Bradford, Ann.....WLLH, Lowell-Lawrence, Mass.  
 Bradford, Corinne E.....WPAL, Charleston, S. C.  
 Bradley, Ina.....WICC-TV, Bridgeport, Conn.  
 Bradley, Shirley.....KFMB-TV, San Diego, Cal.  
 Brady, Tom.....WABY, Albany, N. Y.  
 Brazeau, Henrietta.....WPAW, Pawtucket, R. I.  
 Breeze, Ruth.....KNOE, Monroe, La.  
 Brennan, Libby.....WHLK, Wilkes-Barre, Pa.  
 Brennan, Nora.....WIBL, Columbus, Ga.  
 Briggs, Ruth.....KENT, Anchorage, Alaska  
 Brooks, Dorothy.....WTAN, Clearwater, Fla.  
 Brooks, Helen.....WFBR, Baltimore, Md.  
 Brooks, Jane Masters.....KBUR, Burlington, Iowa  
 Brooks, Martha.....WGY, Schenectady, N. Y.  
 Brophy, Margaret.....CKNX, Ontario



Broschee, Dean.....WTCO, Campbellsville, Ky.  
 Brown, Barbara.....WCHV, Charlottesville, Va.  
 Brown, Betty Jan.....WRRH, Warren, O.  
 Brown, Camille.....WSFA, Montgomery, Ala.  
 Brown, Gloria.....WNBK, Cleveland, O.  
 Brown, Liz.....KDAL, Duluth, Minn.  
 Brown, Mac.....WMAS, Springfield, Mass.  
 Browne, Olivia.....WMC, Memphis, Tenn.  
 Browning, Lillian.....WESB, Bradford, Pa.  
 Bruce, Fran.....KVCV, Redding, Cal.  
 Burbank, Vaunia.....KODY, North Platte, Neb.  
 Burehett, Lillian.....WNAC-TV, Boston, Mass.  
 Burg, Margaret.....WMNE, Menomonee, Wis.  
 Burns, Roberta.....KBOE, Oskaloosa, Iowa  
 Burr, Gwen W.....KSUE, Susanville, Cal.  
 Burt, Ellen T.....WIBX, Utica, N. Y.  
 Bush, Janet.....KGVJ, Greenville, Texas  
 Bussanich, Dorothy.....KTKN, Ketchikan, Alaska  
 Bussard, Adaline.....KTEL, Walla Walla, Wash.  
 Butler, Ann G.....WJMA, Orange, Va.  
 Butler, Gwendyth.....KBUN, Bemidji, Minn.  
 Butler, Jane.....WGBS, Miami, Fla.  
 Butler, Jane.....WJAT, Swainsboro, Ga.  
 Byron, Eva.....WALT, Tampa, Fla.  
 Byrne, Elizabeth.....WSKI, Montpelier, Vt.  
 Byrne, Magri.....WNBK, Cleveland, O.

— C —

Caill, Gloria.....WOKO, Albany, N. Y.  
 Caldwell, Joan.....WJDS, Jacksonville, Ill.  
 Callahan, Ellen.....WVNC, Asheville, N. C.  
 Callaway, Carol.....KCSB, San Bernardino, Cal.  
 Cameron, Barbara.....WKRC, Cincinnati, Ohio  
 Cameron, Dianne.....WTFG, Washington, D. C.  
 Campbell, Lantbe.....WHKY, Hickory, N. C.  
 Campbell, Marieme B.....WJEH, Gallipolis, Ohio  
 Campbell, Wanda.....WBOW, Terre Haute, Ind.  
 Candler, Barbara.....WQXI, Atlanta, Ga.  
 Cantrell, Jane.....KWAL, Wallace, Idaho  
 Capland, Letha Lee.....KPAC, Port Arthur, Texas  
 Carlisle, Joyce.....KLVT, Loveland, Texas  
 Carlson, Mildred.....WBZ-TV, Boston, Mass.  
 Carr, Paula.....WMOA, Marietta, Ohio  
 Carroll, Elaine.....WKBN, Youngstown, Ohio  
 Carson, Mead.....KGMH, Honolulu, T. H.  
 Carson, Mead.....KHBC, Hilo, T. H.  
 Carter, Carol.....KSWO, Lawton, Okla.  
 Carter, Francis.....WAZL, Hazelton, Pa.  
 Carter, Helen.....WFEB, Sylacauga, Ala.  
 Carter, Lynn.....WJPA, Washington, Pa.  
 Carter, Sata Jo.....WGAP, Valdosta, Ga.  
 Cartwright, Christian.....WCCM, Lawrence, Mass.  
 Casey, Wynne.....WJOY, Burlington, Vt.  
 Cass, Betty.....WIBA, Madison, Wis.  
 Cattell, Margaret.....WEIR, Welton, W. Va.  
 Chamberlain, Alice.....KHON, Honolulu, T. H.  
 Champoux, Pierette.....CKVL, Verdun, Que.  
 Chancefloer, Betty.....RGKB, Tyler, Texas  
 Chandler, Mimi.....WVLE, Lexington, Ky.  
 Chanry, Ruth.....CHVC, Niagara Falls, Ont.  
 Chapman, Doris J.....KRXK, Rexburg, Idaho  
 Chase, Julie.....WTAG, Worcester, Mass.  
 Chase, Penny.....WAAM, Baltimore, Md.  
 Chatain, Mrs. Paul.....CHFA, Edmonton, Alta.  
 Cheatham, Mary R.....WFLO, Farmville, Va.  
 Cherry, Nada.....WVCT, Bowling Green, Ky.  
 Cherry, Opal.....WKAY, Glasgow, Ky.  
 Chesser, Faye.....KWED, Seguin, Tex.  
 Childs, Elaine.....KJRL, Pocatello, Idaho  
 Chilton, Ruth.....WJMJ, Philadelphia, Pa.  
 Chorinuk, Pauline.....CKPR, Ft. William, Ont.  
 Clader, Lois.....WHOL, Allentown, Pa.  
 Clark, Beryl.....WSGW, Saginaw, Mich.  
 Clark, Connie.....KEXO, Grand Junction, Colo.  
 Clark, Faith.....WAVZ, New Haven, Conn.  
 Clark, Hilde.....KTUC, Tucson, Ariz.  
 Clark, K.....KBIO, Burley, Idaho  
 Clark, Lucille.....WTAR-TV, Norfolk, Va.  
 Clark, Pat.....KYMA, Yuma, Ariz.  
 Clarkson, Ida.....CJVI, Victoria, B. C.  
 Close, Vivian.....KALB, Alexandria, La.  
 Coats, Vivian.....WATH, Athens, Ohio  
 Coigins, Marcia.....WKDK, Newberry, S. C.  
 Colbert, Jean.....WPTC, Hartford, Conn.  
 Coleman, Dottie.....WCNX, Middletown, Conn.

Collins, Kay.....WIS, Columbia, S. C.  
 Condon, Nancy.....KFAB, Omaha, Neb.  
 Councilly, Jeanne.....WNEB, Worcester, Mass.  
 Connors, Dorsey.....WNBQ, Chicago, Ill.  
 Conroy, Elizabeth.....KRAI, Craig, Colo.  
 Cook, Irene.....KGER, Long Beach, Cal.  
 Cook, Tish.....KXGI, Fort Madison, Iowa  
 Cooke, Catherine.....WFTC, Kingston, N. C.  
 Cooke, Joyce.....KRIC, Beaumont, Tex.  
 Coon, Dorothy.....WSPD-TV, Toledo, Ohio  
 Cooney, Jo.....WFBG, Altoona, Pa.  
 Cooper, Mildred.....KRTC, Trinidad, Colo.  
 Copenhaver, Carley.....KWIL, Albany, Ore.  
 Cordwell, Brenda.....CFAC, Calgary, Alta.  
 Corman, Franzel.....KWIK, Longview, Wash.  
 Costello, Beverly C.....WGAY, Silver Springs, Md.  
 Cottle, Betty Jean.....KSL-TV, Salt Lake City, Utah  
 Couch, Margie.....WCPM, Cumberland, Ky.  
 Coury, Roselle.....WCOU, Lewiston, Maine  
 Cox, Fan.....WMBG, Richmond, Va.  
 Craig, Helen.....CKFH, Toronto  
 Craig, Louise.....WSFC, Somerset, Ky.  
 Craig, Nancy.....WABC-TV, New York  
 Cramer, Alma.....WARD, Johnstown, Pa.  
 Crane, Ruth.....WMAL-TV, Washington, D. C.  
 Crawford, Nonnie.....WBUX, Doylestown, Pa.  
 Crowell, Frances.....WGIW, Charlotte, N. C.  
 Cudworth, Helen.....KFTM, Fort Morgan, Colo.  
 Colkin, Anne.....WSCR, Scranton, Pa.  
 Cummins, Ray.....WMBL, Morehead City, N. C.  
 Curley, Gertrude.....WESB, Bradford, Pa.  
 Currier, Bernice.....KMA, Shenandoah, Iowa  
 Cuthright, Peggy.....WRAV, Princeton, Ind.  
 Cry, Jacqueline.....GJEM, Edmuntson, N. B.

— D —

Dale, Dorothy.....WBET, Brockton, Mass.  
 Dalton, Jane.....WSPA, Spartanburg, S. C.  
 Darden, Jane.....WPAD, Paducah, Ky.  
 Data, Marisha.....WSSB, Chicago, Ill.  
 Daugherty, Nancy.....WHOK, Lancaster, Ohio  
 Davis, Galy.....WMFR, High Point, N. C.  
 Davis, Helen.....KSLM, Salem, Ore.  
 Davis, Lillian.....WCOH, Newman, Ga.  
 Daye, Sunny.....WLOS, Asheville, N. C.  
 Dayton, Patricia.....KTMS, Santa Barbara, Cal.  
 Dean, Doris.....WBTM, Danville, Va.  
 Deane, Martha.....WOR, New York, N. Y.  
 De Garay, Lydia.....KCOR, San Antonio, Tex.  
 Delaney, Ursula.....GJNT, Quebec  
 Delgado, Paulita.....WMLA, Casuar, P. R.  
 Deloye, Delores.....CKKL, Kirkland Lake, Ont.  
 Dennis, Mimi.....WAPI, Birmingham, Ala.  
 Des Rameaux, Rejeanne.....CKAC, Montreal  
 DeShazo, Catherine P.....WNNT, Warsaw, Va.  
 DePanayo, Bertha.....WAEI, Mayaguez, P. R.  
 Dettinger, Alma.....WQXR, New York  
 Devaney, Maxine.....WMBH, Poplin, Mo.  
 De Vivier, Jeanne.....KPBK, Sacramento, Cal.  
 DeVlin, Marion.....KVON, Napa, Cal.  
 Dibble, Judith.....WREB, Holyoke, Mass.  
 Dehney, Dora.....CFCN, Calgary, Alta.  
 Dickens, Betty.....WIOD, Miami, Fla.  
 Diekman, Jane Ann.....WPTR, Albany, N. Y.  
 Di Fant, Mary.....KMDD, Modesto, Cal.  
 Dikeman, Elizabeth.....KTUL, Tulsa, Okla.  
 Dillon, Alberta.....WFOY, St. Augustine, Fla.  
 Dixon, Mo.....KNPT, Newport, Ore.  
 Dixon, Nancy.....KTTV, Los Angeles, Cal.  
 Donahue, Ruth C.....WLOF, Orlando, Fla.  
 Donald, Elaine.....WESA, Charleroi, Pa.  
 Donohue, Beulah.....WTMJ-TV, Milwaukee, Wis.  
 Donovan, Bea.....KING-TV, Seattle, Wash.  
 Donovan, Joyce.....WTRY, Troy, N. Y.  
 Dooley, Dorothy.....KFDX, Wichita Falls, Tex.  
 Doran, Jeanne.....WMRO, Aurora, Ill.  
 Dow, Marjorie.....WTWN, St. Johnsbury, Vt.  
 Dowst, Kay.....WDAE, Tampa, Fla.  
 Drexsen, Dorothy.....WHMP, Northampton, Mass.  
 Druoz, Elaine.....WROW, Albany, N. Y.  
 Dueswall, Doris.....WTVH, Peoria, Ill.  
 Dugas, "Tippy".....KCLL, Houma, La.  
 Duhamel, Madeleine.....CKCH, Hull, Que.  
 Duke, Ann.....WDBL, Springfield, Tenn.  
 Du Mond, Irene.....KXEL, Waterloo, Iowa

Dunn, Jo. . . . . WTRF, Bellaire, Ohio  
 Duvall, Carol. . . . . WOOD-TV, Grand Rapids, Mich.

## — E —

Earin, Barbara. . . . . KVNI, Coeur D'Alene, Idaho  
 Easton, Sally. . . . . WBIS, Bristol, Tenn.  
 Easton, Marguerite M. . . . . WJMX, Florence, S. C.  
 Ebling, Deann. . . . . KBUH, Brigham City, Utah  
 Edgar, June. . . . . KALE, Richland, Wash.  
 Edrington, Ann. . . . . KOSE, Osceola, Ark.  
 Edwards, Lou Don. . . . . KNEM, Nevada, Mo.  
 Edwards, Ruby. . . . . WHAT, Philadelphia, Pa.  
 Edwards, Sue. . . . . WPLH, Huntington, W. Va.  
 Eileman, Carmen G. . . . . WZIP, Covington, Ky.  
 Eldon, Polly. . . . . WSTP, Salisbury, N. C.  
 Elk, Carol. . . . . KCLS, Flagstaff, Ariz.  
 Ellen, Kaytee. . . . . KTLN, Denver, Colo.  
 Ellis, Caroline. . . . . KFRM, Kansas City, Mo.  
 Ellis, Connie. . . . . WENY, Elmira, N. Y.  
 Emerson, Faye. . . . . WNBC, New York  
 Engel, Rita. . . . . KIJV, Huron, S. D.  
 Eno, Ruby. . . . . CKRD, Red Deer, Alta.  
 Erdman, Dona. . . . . WTKM, Hartford, Wis.  
 Erickson, Cathy. . . . . WJOC, Jamestown, N. Y.  
 Esrate, Leslie. . . . . WRAD, Radford, Va.  
 Eubanks, Velma. . . . . WMUU, Greenville, S. C.  
 Evans, Christine. . . . . WHDH, Boston, Mass.  
 Evans, Stacy. . . . . WWCA, Gary, Ind.  
 Everetts, Helen. . . . . CPJR, Brockville, Ont.

## — F —

Fakosh, Marilyn. . . . . WBPZ, Lock Haven, Pa.  
 Falk, Florence. . . . . KMA, Shenandoah, Iowa  
 Farmer, Helen. . . . . WMAZ, Macon, Ga.  
 Faughn, Helen. . . . . WMOK, Metropolis, Ill.  
 Faulk, Polly. . . . . WCKB, Dunn, N. C.  
 Faye, Dorothy. . . . . WDAF, Kansas City, Mo.  
 Feitress, Nancy. . . . . WLOW, Norfolk, Va.  
 Fields, Geraldine. . . . . WAYX, Waycross, Ga.  
 Fillingham, Joan. . . . . KANS, Wichita, Kans.  
 Fincher, Shorty. . . . . WCNB, Harrisburg, Pa.  
 Fine, Esther. . . . . WEVD, New York  
 Finks, Fran. . . . . WKTM, Mayfield, Ky.  
 Fiora, Catherine. . . . . WCUM, Cumberland, Md.  
 Fisher, Alice E. . . . . KHIZ, Ottumwa, Iowa  
 Fitch, Marie. . . . . KGLN, Colorado Springs, Colo.  
 Fitzgerald, Pezreen. . . . . WABC-TV, New York  
 Flanders, Dorothy. . . . . KIMO, Independence, Mo.  
 Fletcher, Louise. . . . . WSOX, Nashville, Tenn.  
 Fletcher, Marian. . . . . WLOK, Lima, Ohio  
 Flohr, Mildred. . . . . KYSM, Mankato, Minn.  
 Flournoy, Rose. . . . . WRBL, Columbus, Ga.  
 Floyd, Marguerite L. . . . . WGUY, Bangor, Maine  
 Foley, Barbara. . . . . WKVO, Columbus, Ohio  
 Foley, Bernie. . . . . WCPO-TV, Cincinnati, Ohio  
 Forester, Bobbie. . . . . KXLR, Little Rock, Ark.  
 Forester, Dot. . . . . WRLD, West Point, Ga.  
 Forest, Betty. . . . . KVOL, Lafayette, La.  
 Forsue, Sonia. . . . . WLAM, Lewiston, Maine  
 Foster, Fran. . . . . WHKK, Akron, O.  
 Fountain, Jean. . . . . WMFD, Wilmington, N. C.  
 Fouts, Nell V. . . . . WTNC, Thomasville, N. C.  
 Frank, Norida. . . . . WOC-TV, Davenport, Iowa  
 Frazer, Darleen. . . . . WHUN, Huntington, Pa.  
 Frederick, Joy. . . . . WTRW, Two Rivers, Wis.  
 Frederick, Pauline. . . . . WABC, New York  
 Freeland, Mildred. . . . . WMID, Atlantic City, N. J.  
 French, Maxine. . . . . WHPE, High Point, N. C.  
 Friberg, Alice F. . . . . WCYB, Bristol, Va.  
 Friend, Dorothy. . . . . KOTV, Tulsa, Okla.  
 Frowe, Maudie. . . . . CKPC, Brantford, Ont.  
 Funnell, Mildred. . . . . WTAM, Cleveland, Ohio  
 Fryar, Jan. . . . . WLIO, E. Liverpool, Ohio

## — G —

Gabrial, Nel. . . . . WBMS, Boston, Mass.  
 Gaffney, Pauline. . . . . WHEC, Rochester, N. Y.  
 Gaines, Mitzl. . . . . WLET, Toccoa, Ga.  
 Gale, Marion. . . . . WWHG, Hornell, N. Y.  
 Galvin, Grace. . . . . WBRV, Waterbury, Conn.  
 Gamron, Kay. . . . . KPBO, Phoenix, Ariz.

Gannaway, Jean. . . . . WWOD, Lynchburg, Va.  
 Gantner, Evelyn. . . . . KICA, Clovis, N. M.  
 Gardiner, Dorothy. . . . . KTLA, Los Angeles, Cal.  
 Gardiner, Evelyn. . . . . KDKA, Pittsburgh, Pa.  
 Gathe, Louise. . . . . KFQD, Anchorage, Alaska  
 Geis, Joanne. . . . . WCNB, Commerceville, Ind.  
 George, Lynn. . . . . WPAZ, Potlstown, Pa.  
 Gerken, Frances Jean. . . . . KBNZ, La Junta, Colo.  
 Ghodes, Louise. . . . . WSAU, Wausau, Wis.  
 Gibbs, Mavis. . . . . WTVR, Richmond, Va.  
 Gibson, Jane. . . . . KQV, Pittsburgh, Pa.  
 Gibson, Martha. . . . . WJOL, Florence, Ala.  
 Gilchrist, Norma. . . . . KNBH, Hollywood, Cal.  
 Gedofsky, M. N. . . . . WHLI, Hempstead, N. Y.  
 Goodman, Ruth. . . . . WTOG, Savannah, Ga.  
 Gordon, Marian A. . . . . WPRC, Lincoln, Ill.  
 Gosar, Donna. . . . . KOVO, Provo, Utah  
 Gotfried, DeLores. . . . . KOCO, Salem, Ore.  
 Gottlieb, Ruth. . . . . WMSO, Columbia, S. C.  
 Gould, Joan. . . . . KYOS, Merced, Cal.  
 Gowan, Ludyne P. . . . . WDXI, Jackson, Tenn.  
 Graham, Lucille. . . . . WNXT, Portsmouth, Ohio  
 Graham, Pez. . . . . KDIX, Dickson, N. D.  
 Grange, Alice. . . . . KGOS, Torrington, Wyo.  
 Gray, Jane. . . . . CHML, Hamilton, Ont.  
 Gray, Kitty. . . . . WBOC, Salisbury, Md.  
 Green, Halene. . . . . WMIK, Middleboro, Ky.  
 Greene, June K. . . . . WHAI, Greenfield, Mass.  
 Greer, Lois. . . . . KVMA, Magnolia, Ark.  
 Gregg, Mary. . . . . KAPY, Bakerfield, Cal.  
 Griem, Breta. . . . . WTMJ-TV, Milwaukee, Wis.  
 Griffin, Catherine. . . . . WJVA, South Bend, Ind.  
 Griffin, Helen. . . . . WLBJ, Bowling Green, Ky.  
 Griffith, Marjorie. . . . . WRTA, Altoona, Pa.  
 Grim, Lee. . . . . KOME, Tulsa, Okla.  
 Grover, Gertrude. . . . . WHCI, Ithaca, N. Y.  
 Gunning, Elizabeth. . . . . WJAR, Providence, R. I.  
 Guy, Corris. . . . . KTLA, Los Angeles, Cal.

## — H —

Haas, Rose Marie. . . . . KAGH, Crosssett, Ark.  
 Haden, Evelyn. . . . . WKWK, Wheeling, W. Va.  
 Hadley, Cis. . . . . KCJB, Minot, N. D.  
 Haerberle, Arle. . . . . WCCO-TV, Minneapolis, Minn.  
 Hazan, Frances. . . . . KIND, Independence, Kans.  
 Haines, Joan. . . . . KGVW, Missoula, Mont.  
 Haines, Mary. . . . . WCAM, Camden, N. J.  
 Hall, Connie. . . . . WFPM, Fort Valley, Ga.  
 Hall, Dorothy. . . . . WFAA, Dallas, Tex.  
 Hall, Harrieth. . . . . WBSM, New Bedford, Mass.  
 Hall, Jean Hayes. . . . . KENO, Las Vegas, Nev.  
 Halpin, Josephine. . . . . WINS, New York  
 Hambright, Jo. . . . . WFGN, Gaffney, S. C.  
 Hammersley, Evadna. . . . . KOA, Denver, Colo.  
 Hamilton, Berta. . . . . WTYS, Marianna, Fla.  
 Hamilton, Jean. . . . . KTOW, Oklahoma City, Okla.  
 Hammlil, Dot. . . . . WETB, Johnson City, Tenn.  
 Hamseomb, Olga. . . . . WFLA, Tampa, Fla.  
 Hanlon, Pat. . . . . CKOK, Ponticott, B. C.  
 Hansen, Edith. . . . . KMA, Shenandoah, Iowa  
 Hanson, Eleanor. . . . . WHK, Cleveland, O.  
 Hanson, Flo. . . . . KFRE, Fresno, Cal.  
 Hanzel, Betty. . . . . WBBW, Youngstown, O.  
 Hardaway, June. . . . . WGBA, Columbus, Ga.  
 Harmon, J. Marion, Sr. . . . . WTRR, Sanford, Fla.  
 Harper, Mary E. . . . . WEBEQ, Harrisburg, Ill.  
 Harris, Charmin. . . . . KALG, Alamogordo, N. M.  
 Harris, Dorothy. . . . . WROX, Clarkdale, Miss.  
 Harris, Dottie. . . . . WSAV, Savannah, Ga.  
 Harris, Fran. . . . . WAWJ, Detroit, Mich.  
 Harris, Francis Kay. . . . . KGBC, Galveston, Texas  
 Harris, Joan. . . . . KSTA, Coleman, Texas  
 Hart, Elizabeth. . . . . WMAQ, Chicago, Ill.  
 Hart, Helen. . . . . WHVR, Hanover, Pa.  
 Hart, Jane. . . . . WFKY, Frankfort, Ky.  
 Hart, Jean. . . . . WSTR, Sturzis, Mich.  
 Hart, Joan. . . . . WTCA, Ashabula, O.  
 Hartman, Hazel. . . . . WFPG, Atlantic City, N. J.  
 Harvey, Helen. . . . . WCOL, Columbus, O.  
 Harvey, Mary. . . . . WGEM, Quincy, Ill.  
 Hatchett, Betty. . . . . KWKC, Abilene, Tex.  
 Hausler, Barbara A. . . . . KCTI, Gonzales, Tex.  
 Hayes, Ann. . . . . KCMO, Joplin, Mo.  
 Hayes, Bette. . . . . WDAF-TV, Kansas City, Mo.  
 Hayes, Fern. . . . . KVAN, Vancouver, Wash.

Hayes, Martha.....WIVY, Jacksonville, Fla.  
 Hays, May B.....WICC, Bridgeport, Conn.  
 Hayward, Joyce.....WGAC, Augusta, Ga.  
 Hazard, Almie.....WNA, Madison, Wis.  
 Healy, Mrs. Tim.....KIXL, Dallas, Texas  
 Heath, Felicity.....CBG, Gander, Newf.  
 Heath, Nancy.....CHUB, Nantauo, B. C.  
 Heckman, Nan.....WEEI, Reading, Pa.  
 Heitzer, Abbie.....WBW, Bedford, Ind.  
 Hemberger, Lou.....KFAM, St. Cloud, Minn.  
 Henderson, Doris.....KICK, Springfield, Mo.  
 Henderson, Eve.....CFRN, Edmonton, Alta.  
 Henderson, Freddie.....WEKJ, Atlanta, Ga.  
 Henderson, Louise.....WSNJ, Bridgeton, N. J.  
 Henderson, Margaret.....WGSV, Guntersville, Ala.  
 Hendrix, Peg.....KBUC, Corona, Cal.  
 Hendryks, Jan.....WANE, Ft. Wayne, Ind.  
 Henry, Ellen.....CJFX, Antigonish, N. S.  
 Henry, Ellen.....KDLR, Devils Lake, N. D.  
 Hepburn, Helen.....WKBZ, Muskegon, Mich.  
 Herbst, Edna A.....KCRG, Cedar Rapids, Iowa  
 Herrick, Lee.....WSIV, Pekin, Ill.  
 Hersh, Gladys.....AWRAP, Allentown, Pa.  
 Hiatt, Ann.....WSYD, Mt. Airy, N. C.  
 Hicks, Fran.....WIEL, Elizabethtown, Ky.  
**Hightower, Jill**.....WOAP, Owosso, Mich.  
 Hightower, Marie.....WLBB, Carrollton, Ga.  
 Hines, Marvalbee.....KIMA, Yakima, Wash.  
**Hines, Ruth Ann**.....KBMY, Billings, Mont.  
**Hobson, Marie**.....WJEL, Hagerstown, Md.  
 Hollman, Helen Ruth.....KVAK, Yakima, Wash.  
 Holden, Ann.....KGO, San Francisco, Cal.  
 Holczak, Helen.....KSDN, Aberdeen, S. Dak.  
 Holmes, Alma.....KFLD, Flaydada, Tex.  
 Holmgren, Lois R.....WJPD, Ishpeming, Mich.  
 Hope, Helen.....WHYN, Holyoke, Mass.  
 Horen, Barbara.....KFGO, Fargo, N. D.  
 Horsfall, Dorothy.....WPDQ, Jacksonville, Fla.  
 Horstman, Betty Ann.....WLW-D, Dayton, O.  
 Horkut, Marie.....KELO, Sioux Falls, S. D.  
 Horvei, June.....KGHE, Pueblo, Colo.  
 Hottin, Esther.....WTMJ, Milwaukee, Wis.  
 Houshoun, Mimi.....KTGN, Eugene, Ore.  
**House, Betty**.....KYCA, Prescott, Ariz.  
 Houston, Katie.....BTHT, Houston, Texas  
 Howard, Nancy.....KMUS, Muskogee, Okla.  
 Howard, Peg.....WTOL, Toledo, Ohio  
 Howe, C.....KMAM, Manhattan, Kan.  
 Hubbard, Kay.....KHUB, Watsonville, Cal.  
 Huffman, Helen M.....WAYB, Waynesboro, Va.  
 Huh, Mibled.....WALB, Albany, Ga.  
 Hulick, Helen.....WTNT, Tallahassee, Fla.  
 Hull, Martha.....KCHD, Caldwell, Idaho  
 Hunt, Jean.....KRES, St. Joseph, Mo.  
 Hunter, Beth.....CJOY, Guelph, Ont.  
 Hurbird, Ruth.....WATR, Waterbury, Conn.  
 Huse, Polly.....WBIZ-TV, Boston, Mass.  
 Huteh, Nita.....WTVN, Columbus, Ohio  
 Hutchins, Minnabelle.....WPTW, Piqua, Ohio  
 Hutchison, Elaine.....WVWV, Fairmont, W. Va.  
 Hydrick, Betty.....WRNO, Orangeburg, S. C.  
 Hylland, Miriam.....KLIJ, Braintree, Minn.

— I —

Isaac, Rose.....WJMS, Ironwood, Mich.

— J —

Jabenis, Elaine.....WOW, Omaha, Neb.  
 Jameison, Marjorie.....CJDC, Dawson Creek, B. C.  
 James, Carolyn.....KCSI, Provo, Utah  
 James, Virginia.....WCKY, Cincinnati, Ohio  
 Jaman, Frances.....WDNC, Durham, N. C.  
 Jennings, Helen Maery.....WLSN, Baton Rouge, La.  
 Jewel, Izetta.....KCBQ, San Diego, Cal.  
 Jo, Peggy.....KGDJ, Fortas Falls, Minn.  
 John, Alma.....WWRU, New York  
 Johnson, Bea.....KFRM, Kansas City, Mo.  
 Johnson, Gerry.....KRLL-TV, Dallas, Texas  
 Johnson, Gwen.....KROS, Clinton, Iowa  
 Johnson, Sibyl.....WKY-TV, Oklahoma City, Okla.  
 Jones, Gwen.....WGSN, Huntington, N. Y.  
 Jones, Pauline.....KMLJ, Fresno, Cal.  
 Jones, Sally.....KRGV, Westaco, Tex.

Jones, Shirley.....WDSG, Dyersburg, Tenn.  
 Junktins, Rita.....WAHM, Houston, Maine  
 Jurcenon, Johnette.....KOBK, Owatonna, Minn.

— K —

Kay, Frances.....WEAS, Atlanta-Decatur, Ga.  
 Kay, Kathryn.....KVOA, Tucson, Ariz.  
 Kay, Lorraine.....WRXJ, Racine, Wis.  
 Kaye, Barbara.....WKRG, Mobile, Ala.  
 Kaye, Susan.....WRGB, Schenectady, N. Y.  
 Keane, Leontine R.....WJLB, Detroit, Mich.  
 Keaton, Verona.....KBKW, Aberdeen, Wash.  
 Kelly, Eily.....WRFW, Eau Claire, Wis.  
 Kelly, Lois.....KGFH, Billings, Mont.  
 Kendall, Marge.....KXLE, Ellensburg, Wash.  
 Kennedy, Kim.....WJEM, Lansing, Mich.  
 Kenney, Pat.....CKOY, Ottawa, Ont.  
 Kerr, Paula.....WIRE, Indianapolis, Ind.  
 Kercheval, Mary.....WSAZ, Huntington, W. Va.  
 Key, Barbara.....KWSH, Wvwoika, Okla.  
 Kibbee, Lois.....KROD, El Paso, Texas  
 Kidd, Pat.....WMOK, Metropolis, Ill.  
 Kieckler, Anne.....WBKV, West Bend, Wis.  
 Kimball, Elizabeth.....WHAY, New Britain, Conn.  
 Kimball, Helen.....KIRO, Seattle, Wash.  
 Kimbrough, Emily.....WCRS, New York, N. Y.  
 King, Carol.....WCAX, Burlington, Vt.  
 King, Ethel Jane.....KFEL, Wichita, Kan.  
 King, Una.....WTHH, Hartford, Conn.  
 Kirby, Ben.....WFTM, Trenton, N. J.  
 Kirk, Dorothy Ann.....KILQ, Grand Forks, N. D.  
 Kirshel, Donna.....AKBY, Richmond, Ind.  
 Klake, Lillian.....WLDY, Ladysmith, Wis.  
 Knauts, Margaret.....WTVB, Coldwater, Mich.  
 Knicht, Lee.....WSPD, Toledo, Ohio  
 Knicht, Nancy.....WCHV, Charlottesville, Va.  
 Knights, Kay.....CKDA, Victoria, B. C.  
 Kobak, Joyce.....WTWA, Thomson, Ga.  
 Kopraver, Terry.....WVWP, Sanford, N. C.  
 Kovar, Anne.....WMBD, Uniontown, Pa.  
 Krehlow, Jean.....WBIZ, Eau Claire, Wis.  
 Krehbiel, Lois R.....WVBC, Anderson, Ind.  
 Krimm, Joan.....WLYC, Williamsport, Pa.  
 Kroll, Bonnie.....WAMR, New Orleans, La.  
 Kuntz, Mary Ellen.....WLBR, Lebanon, Pa.  
 Kyle, Peggy.....WEIS, Kingston, N. C.

— L —

Labbitt, Myrtle.....CKLW, Detroit, Mich.  
 Lachance, Madeleine.....CKGV, Quebec  
 Lacey, Bonnie B.....WHOP, Hopkinsville, Ky.  
 Lake, Katie.....KFH, Klamath Falls, Ore.  
 Lake, Kit.....WALK, Patheogue, N. Y.  
 Lake, Nancy.....WLEC, Sandusky, O.  
 Lane, Abbie.....CJCH, Halifax, N. S.  
 Lane, Barbara.....WISQ, Madison, Wis.  
 Lane, Laura.....WWRV, New Orleans, La.  
 Lane, Martha.....KXOK, St. Louis, Mo.  
 Lapp, Mae.....KCOY, Santa Maria, Cal.  
 LaRoy, Rita.....KTTY, Los Angeles, Cal.  
 Larsen, Shirley.....KISD, Sioux Falls, S. Dak.  
 Larson, Ruth.....KLYI, Shelby, Mont.  
 Latham, Iris.....WTNS, Coshocton, O.  
 Lauderdale, Pat.....WLOU, Louisville, Ky.  
 Laurence, Dorothy.....WICU, Erie, Pa.  
 Lauritzen, Laurie.....KGN, Portland, Ore.  
 Lavitan, Gladys.....WAVS, Charlotte, N. C.  
 Lawste, Eleanor.....KENE, Shenandoah, Iowa  
 Lee, Alice.....WTTY, Bloomington, Ind.  
 Lee, Ann.....WGFQ, Kalamazoo, Mich.  
 Lee, Elinor.....WTOP, Washington, D. C.  
 Lee, Grothen.....WOOD, Grand Rapids, Mich.  
 Lee, Jane.....KFSO, San Francisco, Cal.  
 Lee, Jeanette.....WFBM-TV, Indianapolis, Ind.  
 Lee, June.....KPKJ, Grand Junction, Colo.  
 Lee, Mary.....KSOX, Harbington, Tex.  
 Lee, Nora Lou.....KBPW, Fort Smith, Ark.  
 LeGrand, Gladys.....KHBG, Okmulgee, Okla.  
 Lemma, Joyce.....KBWD, Brownwood, Texas  
 Leonard, Beth.....KING-TV, Seattle, Wash.  
 Leslie, Ann.....WISN, Milwaukee, Wis.  
 Lewis, Wilma.....KAVL, Lancaster, Cal.  
 Ley, Martha.....WHOM, New York

Lightfoot, Pat. . . . . KDAS, Malvern, Ark.  
 Lindaman, Jeanne M. . . . . WVAM, Abooma, Pa.  
 Lindenberg, June . . . . . KTKR, Turlock, Cal.  
 Lindley, Dorothy . . . . . KSIJ, Creston, Iowa  
 Lindsay, Elizabeth . . . . . KVOP, Plainville, Tex.  
 Little, Sue . . . . . KVER, Albuquerque, N. M.  
 Lockwood, Lyn . . . . . WINZ, Miami, Fla.  
 Lockwood, Lynn . . . . . WKAT, Miami Beach, Fla.  
 Loesch, Rita . . . . . WLRP, New Albany, Ind.  
 Lombardi, Angela . . . . . WEAM, Arlington, Va.  
 Long, Mary W. . . . . WFMD, Frederick, Md.  
 Lou, Anita . . . . . WASA, Havre de Grace, Md.  
 Love, Ailene . . . . . WRLD, Lanett, Ala.  
 Lowe, Kay . . . . . WKLO, Louisville, Ky.  
 Ludlum, Lillian . . . . . WLOR, Torrington, Conn.  
 Luedke, Florence . . . . . WMBD, Peoria, Ill.  
 Lull, Lucia . . . . . WHHS, Huntsville, Ala.  
 Lynn, Kathryn . . . . . KFAL, Fulton, Mo.  
 Lynn, Melba . . . . . WGRO, Bay City, Mich.  
 Lyon, Sandra . . . . . WCSC, Charleston, S. C.

— Mc —

McAllister, Ruth . . . . . KRPL, Moscow, Idaho  
 McBride, Alys Mae . . . . . WHLB, Virginia, Minn.  
 McBride, Matreen . . . . . WBBZ, Ponca City, Okla.  
 McCall, Bettie . . . . . WCAO, Baltimore, Md.  
 McCartney, Maida H. . . . . KOJM, Havre, Mont.  
 McCloy, Ruth . . . . . KOMO, Seattle, Wash.  
 McCollum, Audrey . . . . . KWAT, Watertown, S. D.  
 McCormick, Dorothy . . . . . WSON, Henderson, Ky.  
 McCormick, Marie . . . . . WKIP, Poughkeepsie, N. Y.  
 McCoy, Rita . . . . . WMRE, Lewiston, Pa.  
 McCraney, Betty . . . . . WGAF, Valdosta, Ga.  
 McCrary, Jinx Falkenburg . . . . . WNBZ, New York  
 McCarthy, Josephine . . . . . WNBZ, New York  
 McDonnell, Margaret . . . . . KOSA, Odessa, Tex.  
 McDonald, Mary . . . . . WGL, Fort Wayne, Ind.  
 McDonnell, Margaret . . . . . KOSA, Odessa, Tex.  
 McFarland, Dorothy . . . . . KCHA, Charles City, Iowa  
 McGavran, Margie . . . . . KWBE, Beatrice, Neb.  
 McGahan, Mary . . . . . KWRN, Reno, Nev.  
 McGear, Ruth . . . . . WPAK, Parkersburg, W. Va.  
 McIntyre, Susie . . . . . WBT, Charlotte, N. C.  
 McKay, Anne . . . . . WGAF, Valdosta, Ga.  
 McKay, Muriel . . . . . CJON, St. John's, Newf.  
 McKeegan, Margaret . . . . . WOL-TV, Ames, Iowa  
 McKinnie, Peggie . . . . . WJTS, Jackson, Tenn.  
 McKittrick, Dorothy . . . . . WEIM, Fitchburg, Mass.  
 McMillan, Mary Sue . . . . . WILD, Birmingham, Ala.  
 McNeelley, Beth . . . . . WTSP, St. Petersburg, Fla.  
 McNeil, Ida A. . . . . KGFS, Pierre, S. D.  
 McNellis, Mauri . . . . . WABC, New York  
 McNutt, Lou . . . . . KTSW, Emporia, Kan.  
 McShane, Lucille . . . . . KSRV, Ontario, Ore.

— M —

MacDonald, Elaine . . . . . CHOK, Sylvania, Ont.  
 MacDonald, Mildred . . . . . CHAB, Moosejaw, Sask.  
 Mack, Mary . . . . . WMPS, Chattanooga, Tenn.  
 Maddox, Marilow . . . . . WJPS, Evansville, Ind.  
 Magalhebe, Ruth . . . . . WNAC-TV, Boston, Mass.  
 Magno, Nina . . . . . WABD, Akron, O.  
 Mahoney, Esther . . . . . WSFA, Montgomery, Ala.  
 Mahoney, Mildred . . . . . WJLS, Beckley, W. Va.  
 Malford, "Boo" . . . . . WHOQ, Orlando, Fla.  
 Malmgren, Loys . . . . . WNHC-TV, New Haven, Conn.  
 Mann, Margaret . . . . . KDIX, Dickinson, S. D.  
 Manners, Martha . . . . . WKTU, Utica, N. Y.  
 Manning, Mary . . . . . WLAC, Nashville, Tenn.  
 Mar, Ann . . . . . WMAR-TV, Baltimore, Md.  
 Mariner, Mariorie . . . . . WFMJ-TV, Youngstown, Ohio  
 Market, Hazel . . . . . WWDC, Washington, D. C.  
 Marsh, Jan . . . . . WCRB, Waltham, Mass.  
 Marshall, Mary Louise . . . . . WOC-TV, Davenport, Iowa  
 Martin, Evelyn, H. . . . . WWYO, Pineville, W. Va.  
 Martin, Jean . . . . . KEEN, San Jose, Cal.  
 Martin, Josephine . . . . . KFRC, San Francisco, Cal.  
 Martin, Juanita . . . . . KVEC, San Luis Obispo, Cal.  
 Martin, Mary Anne . . . . . WRPC, Athens, Ga.  
 Martin, Rosemary . . . . . WNOP, Newport, Ky.  
 Mason, Ella . . . . . WABD, New York  
 Mason, Mary . . . . . WTVB, Jacksonville, Fla.  
 Mason, Ruth . . . . . WREB, Holyoke, Mass.

Masters, Margaret . . . . . KSL-TV, Salt Lake City, Utah  
 Matthews, Margaret . . . . . WNBW, Washington, D. C.  
 Matthews, Rita . . . . . KWHW, Altus, Okla.  
 Mattingly, Phyllis . . . . . KCOL, Fort Collins, Colo.  
 May, Catherine . . . . . KIT, Yakima, Wash.  
 Maxwell, Bettie . . . . . WLAP, Lexington, Ky.  
 Mead, Dottie . . . . . WSPB, Sarasota, Fla.  
 Mellen, Kate . . . . . WOW-TV, Omaha, Neb.  
 Melrose, Edythe Fern . . . . . WXYZ-TV, Detroit, Mich.  
 Meyer, Mary Lee . . . . . WJPG, Green Bay, Wis.  
 Meyners, Della Q. Arnaldo . . . . . WAPA, San Juan, P.R.  
 Michaels, Gloria . . . . . WHLM, Bloomsburg, Pa.  
 Mieklen, Lillian . . . . . WHGB, Harrisburg, Pa.  
 Middleton, Kay . . . . . WGN-TV, Chicago, Ill.  
 Miles, Bonnie . . . . . KRLW, Walnut Ridge, Ark.  
 Miller, Claire . . . . . KOEL, Oelwein, Iowa  
 Miller, Dottie . . . . . WBBQ, Augusta, Ga.  
 Miller, Elwanda . . . . . WTCC, Campbellsville, Ky.  
 Miller, Meta . . . . . WNOK, Columbia, S. C.  
 Miller, Mildred . . . . . WBEN-TV, Buffalo, N. Y.  
 Miller, Phoebe . . . . . WORZ, Orlando, Fla.  
 Mills, Sarah Beth . . . . . WERH, Hamilton, Ala.  
 Mimmick, Stella . . . . . WDAB, Savannah, Ga.  
 Mitchell, Courtney . . . . . WICE, Providence, R. I.  
 Mitchell, Hazel . . . . . WWGS, Tifton, Ga.  
 Mick, Doris . . . . . WMSS, Decatur, Ala.  
 Mide, Virginia . . . . . KTRM, Beaumont, Texas  
 Moore, Eleanor . . . . . WSBT, South Bend, Ind.  
 Moore, Mary . . . . . WLTV, Atlanta, Ga.  
 Morehead, Jean . . . . . WTAR-TV, Norfolk, Va.  
 Moran, Ann . . . . . KUKI, Ukiah, Cal.  
 Moran, Louise . . . . . WNAC-TV, Boston, Mass.  
 Moran, Marlon . . . . . CKLB, Oshawa, Ontario  
 Moran, Mary . . . . . CKLW, Detroit, Mich.  
 Moran, Mary F. . . . . WDSA, New Orleans, La.  
 Morin, Jacqueline . . . . . CHLN, Trois-Riveres, Quebec  
 Morris, Helen . . . . . WONS, Hartford, Conn.  
 Morris, Lotbise . . . . . WDAK, Columbus, Ga.  
 Morse, Fern . . . . . KOVC, Valley City, N. D.  
 Morse, Molly . . . . . KFMB, San Diego, Cal.  
 Mosier, Sue . . . . . KPFA, Greeley, Colo.  
 Mosier, Sally . . . . . WMCK, McKeesport, Pa.  
 Motha, Lillane . . . . . CJSO, Sorel, Quebec  
 Mugglebee, Ruth . . . . . WNAC, Boston, Mass.  
 Mulluin, Esther . . . . . WGAR, Cleveland, Ohio  
 Mulvey, Maxine . . . . . KLZ, Denver, Col.  
 Murray, Jean . . . . . WRDO, Augusta, Maine  
 Muske, Joy . . . . . KVKM, Monahans, Tex.

— N —

Nachman, Susanne . . . . . KWRE, Warrenton, Mo.  
 Narel, Dorothy, A. . . . . WKNY, Kingston, N. Y.  
 Neri, Eleanor . . . . . WPDJ, Clarksburg, W. Va.  
 Nelson, Shirley . . . . . WHWB, Rutland, Vt.  
 Nektuda, Lydia . . . . . KFOR, Lincoln, Neb.  
 Nelson, Irene B. . . . . WLIP, Kenosha, Wis.  
 Nelson, Lorell . . . . . WCLT, Newark, Ohio  
 Neville, Helen . . . . . WKBW, Buffalo, N. Y.  
 Newman, Ida . . . . . WJDA, Quincy, Mass.  
 Nichols, Mary . . . . . WHO, Des Moines, Iowa  
 Nicholson, Barbara . . . . . WCTA, Andalusia, Ala.  
 Nolting, Gladys . . . . . WCSL, Columbus, Ind.  
 Norman, Ann . . . . . WJAG, Norfolk, Neb.  
 Norman, Kay . . . . . KNEA, Jonesboro, Ark.  
 Norman, Nancy . . . . . WDBZ, Decatur, Ill.  
 Norris, Betty Sue . . . . . WATA, Boone, N. C.  
 Norris, Maxine . . . . . KELY, Ely, Nev.  
 North, Nora . . . . . WFOR, Orillia, Ont.  
 Notari, S. . . . . WEDC, Chicago, Ill.

— O —

Oberto, Betty . . . . . WLPO, La Salle, Ill.  
 O'Connor, Ruth E. . . . . WCFB, Dunkirk, N. Y.  
 O'Day, Billie . . . . . WIOD, Miami, Fla.  
 O'Neil, Jean . . . . . WCUE, Akron, Ohio  
 O'Neil, Kay . . . . . CBW, Winnipeg  
 Oppenheimer, Kitty . . . . . KTIM, San Rafael, Cal.  
 Orr, Ethel . . . . . WKGN, Knoxville, Tenn.  
 Osgood, Nancy . . . . . WNBW, Washington, D. C.  
 Overton, Helen . . . . . WHHQ, Memphis, Tenn.  
 Owens, LaNora . . . . . KECK, Odessa, Tex.  
 Owen, R. A. . . . . WBLT, Bedford, Va.



— P —

Padfield, Mary Beth.....KBOL, Boulder, Colo.  
 Page, Patricia.....WTTM, Trenton, N. J.  
 Paige, Wendy.....CHTM, Toronto, Ont.  
 Panages, Alicia.....WCSH, Portland, Maine  
 Parker, Priscilla.....WHUM-TV, Reading, Pa.  
 Parks, Connie.....WICC, Bridgeport, Conn.  
 Parris, Helen.....WAGA-TV, Atlanta, Ga.  
 Parrish, Helen.....WKLP, Clanton, Ala.  
 Parry, Betty.....WXXW, Albany, N. Y.  
 Parsons, Constance.....KINY, Juneau, Alaska  
 Parter, Clarine.....WCOA, Pensacola, Fla.  
 Patton, Betty.....WKNB-TV, New Britain, Conn.  
 Patterson, Englebert.....WCRK, Morristown, Tenn.  
 Patterson, Mitzi.....KMUR, Murray, Utah  
 Patton, Inez.....KCNV, San Marcos, Texas  
 Patton, Rae.....KRAM, Las Vegas, Nev.  
 Pearce, Dorothy.....KBOX, Modesto, Cal.  
 Pedlow, Marion.....WPWA, Chester, Pa.  
 Penland, Nell Bates.....WACL, Waycross, Ga.  
 Person, Violet.....WMTC, Vanelevy, Ky.  
 Perrault, Della.....KPKW, Pasco, Wash.  
 Peterson, Kitty Martin.....WYOP, Vidalia, Ga.  
 Pfeiffer, Mary Lou.....WRPO, Worthington, O.  
 Pfisterer, Anita.....KRAL, Rawlins, Wyo.  
 Phair, Jean.....WBNS-TV, Columbus, O.  
 Phillip, Lee.....WBRB-TV, Chicago, Ill.  
 Philippi, Mary Jane.....KGFH, Flagstaff, Ariz.  
 Pickering, Helen.....WHJC, Matewan, W. Va.  
 Pierce, Jackie.....WTVJ, Miami, Fla.  
 Pierson, Rama.....WSTR, Sturgis, Mich.  
 Plank, Laura.....KASH, Eugene, Ore.  
 Plunkett, Olive.....WZOB, Fort Payne, Ala.  
 Poindexter, Ella K.....WHLE, South Boston, Va.  
 Pomeroy, Priscilla.....WHEM, Reading, Pa.  
 Pophan, Virginia F.....KTLW, Texas City, Tex.  
 Porter, Jane.....WGAN, Portland, Maine  
 Porter, Jeanne.....WELL, New Haven, Conn.  
 Pressley, Peggy.....WGBF, Evansville, Ind.  
 Presnall, Jan.....KJAN, Atlantic, Iowa  
 Price, Marjorie.....WILM, Wilmington, Delaware  
 Powers, Louise.....WNJR, Newark, N. J.  
 Proiser, Margaret.....WNNR, Beckley, W. Va.  
 Prescott, Mary.....WJIG, Tullahoma, Tenn.  
 Priddy, Harriet.....WPTP, Raleigh, N. C.  
 Priess, Shirley.....KOLO, Reno, Nev.  
 Pritchard, Joan.....CKOC, Hamilton, Ont.  
 Pruitt, Rognia Jane.....KLTJ, Longview, Tex.  
 Pulliam, Billie.....KPDN, Pampa, Tex.  
 Purcell, Joan.....WCLI, Corning, N. Y.  
 Putnum, Helen.....KSRO, Santa Rosa, Cal.

— R —

Rafuse, Norma.....CKBW, Bridgewater, N. S.  
 Ramsey, Wanda.....KROW, Oakland, Cal.  
 Ransower, Grace.....KTFV, Brownfield, Tex.  
 Randall, Fern.....WOKZ, Alton, Ill.  
 Randall, Joan.....WLAU, Grand Rapids, Mich.  
 Ransom, Jane.....WASK, Lafayette, Ind.  
 Radliff, Priscilla.....KDWI, Stamford, Texas  
 Ray, Suetta.....KBOA, Kennett, Mo.  
 Ready, Mary Jane.....WBHT, East Liverpool, Ohio  
 Reager, Zuline.....WBLK, Clarksburg, W. Va.  
 Redington, Ruth.....WKNE, Keene, N. H.  
 Rein, Jenni.....WCOW, S. St. Paul, Minn.  
 Rentfrow, Olive.....KRUN, Bemidji, Minn.  
 Revels, Gloria.....WONN, Lakeland, Fla.  
 Rhodes, Roxie M.....KTTR, Rolla, Mo.  
 Riano, Renie.....WTVN, Columbus, O.  
 Rice, Catherine.....WFAU, Augusta, Maine  
 Richards, Emma Lou.....WJCM, Sebring, Fla.  
 Richards, Joan.....WIPC, Lake Wales, Fla.  
 Richardson, Doris.....CKGW, Moncton, N. B.  
 Richardson, Elma.....KBOP, Pleasanton, Tex.  
 Richmond, Kerry.....WKID, Urbana, Ill.  
 Riddick, Ruth J.....WRAP, Norfolk, Va.  
 Ringler, Evelyn.....WHIS, Bluefield, W. Va.  
 Ristola, Mary.....KAST, Astoria, Ore.  
 Robbins, Belle.....WCEM, Cambridge, Md.  
 Roberts, Roberta.....WLEA, Hornell, N. Y.  
 Roberts, Marion.....WBEN-TV, Buffalo, N. Y.  
 Roberts, Thelma.....WGGG, Gainesville, Fla.  
 Robertson, Jeanne.....KECK, Odessa, Tex.

Robinson, Penny.....KPOJ, Portland, Ore.  
 Robiehaud, P.....CHEF, Granby, Que.  
 Robins, Sharon.....KONP, Port Angeles, Wash.  
 Robinson, Blanche, WOCB, West Yarmouth, Mass.  
 Robinson, Dottie Baker.....WENE, Binghamton-  
 Endicott, N. Y.  
 Rogers, Ella.....WTND, Orangeburg, S. C.  
 Rogers, Elva.....KOVE, Lander, Wyo.  
 Roland, Cecelia.....WRQP, Binghamton, N. Y.  
 Roman, Honore.....WDAN, Danville, Ill.  
 Rosenbaum, Virginia.....WTBO, Cumberland, Md.  
 Ross, Janet.....KDKA, Pittsburgh, Pa.  
 Rowe, Flo Beach.....WLSL, Ordensburg, N. Y.  
 Rowe, Jo Anne.....KVOR, Colorado Springs, Colo.  
 Rundvold, Insa.....WNBW, Washington, D. C.  
 Russell, Rebecca.....KSLZ, Gladewater, Texas  
 Ryan, Helen.....WTHI, Terre Haute, Ind.

— S —

Sachs, Mary.....WVJS, Owensboro, Ky.  
 Salentine, Carol.....KFMB-TV, San Diego, Cal.  
 Samples, Fern.....WRMN, Elgin, Ill.  
 Samelson, Connie.....WJTN, Jamestown, N. Y.  
 Sanderson, Elsie Neely.....KOLN, Lincoln, Neb.  
 Sanford, Doris.....WGRO, Bay City, Mich.  
 Sanford, Dorothy.....WFEC, Miami, Fla.  
 Santomauro, Frances.....WBIQ, Greensboro, N. C.  
 Sattunders, Lee.....WIST, Charlotte, N. C.  
 Savell, Tavis.....WEAR, Pensacola, Fla.  
 Sawyer, Annie Laurie.....WJAY, Mullins, S. C.  
 Saxe, Beverly.....WBEV, Beaver Dam, Wis.  
 Schlichter, Vic.....WGET, Gettysburg, Pa.  
 Schmieter, Dalece.....KGEW, Boise, Idaho  
 Schofield, Anne.....KDSH, Boise, Idaho  
 Sehrmann, Violet.....KFVD, Los Angeles, Cal.  
 Schultz, Marie.....WSRB, McComb, Miss.  
 Schumaker, Betty.....KAYS, Hayes, Kansas  
 Schwartz, Dorothy.....KPRL, Paso Robles, Cal.  
 Scott, Pat.....WHBF, Rock Island, Ill.  
 Scott, Ronnie.....WPAM, Pottsville, Pa.  
 Scott, Shirley Jean.....WBUP, Butler, Pa.  
 Seureman, Esther.....WCDL, Carbondale, Pa.  
 Seidner, Mary Lee.....KLIX, Twin Falls, Idaho  
 Sessler, Faye.....KFSB, Joplin, Mo.  
 Selah, Ellen.....KGFV, Kearney, Neb.  
 Servino, Marie.....WCLD, Cleveland, Miss.  
 Sexton, Marion.....WTAD, Quincy, Ill.  
 Shafer, Betty.....KSL-TV, Salt Lake City, Utah  
 Shaler, Siama.....KWBG, Boone, Iowa  
 Shank, Dorothy.....WEBR, Buffalo, N. Y.  
 Shank, Eleanor.....KOOS, Coos Bay, Ore.  
 Sharp, Fern.....WBNS, Columbus, Ohio  
 Shaw, Monelle.....KABC, San Antonio, Tex.  
 Shaw, Sue S.....WELP, Easley, S. C.  
 Shea, Jeanne.....WBNS-TV, Columbus, Ohio  
 Shelton, Kay.....KOWB, Laramie, Wyo.  
 Sherman, Joe.....WARA, Attleboro, Mass.  
 Sherrill, Judy.....WDOR, Cleveland, O.  
 Sherwood, Peg.....WSAI, Cincinnati, O.  
 Shipman, Winnie.....KDHU, Eureka, Cal.  
 Shoemaker, Adella.....KMA, Shenandoah, Iowa  
 Shrode, Syd.....WPLN, St. Petersburg, Fla.  
 Shumate, Macfloyd.....KSO, Des Moines, Iowa  
 Shurtleff, Barbara.....WMBD, Peoria, Ill.  
 Shurtz, Margaret.....WJHL, Johnson City, Tenn.  
 Sifford, Medora.....KAMD, Camden, Ark.  
 Silver, Marjorie B.....WIRA, Ft. Pierce, Fla.  
 Simms, Marge.....WMAK, Marinette, Wis.  
 Simpson, N. T.....WBRK, Pittsfield, Mass.  
 Singleton, Kit Lee.....KFRB, Fairbanks, Alaska  
 Sladden, Jean.....WDTV, Pittsburgh, Pa.  
 Sloppy, Lydia S.....KOBE, Las Cruces, N. M.  
 Slon, Betsy.....WLEE, Richmond, Va.  
 Smart, Sally.....WOR-TV, New York  
 Smeling, Jean Ann.....KELA, Centralia, Wash.  
 Smith, Alberta.....WGEZ, Beloit, Wis.  
 Smith, Barbara.....WAUD, Auburn, Ala.  
 Smith, Becky.....WKBI, St. Marys, Pa.  
 Smith, Dixie.....WMOK, Metropolis, Ill.  
 Smith, Doris.....WDUN, Gainesville, Ga.  
 Smith, Drue.....WAPO, Chattanooga, Tenn.  
 Smith, Evelyn.....WSMI, Litchfield, Ill.  
 Smith, Faye Elizabeth.....WWI-TV, Detroit, Mich.  
 Smith, Jane.....KVEN, Ventura, Cal.



Smith, Joyce.....WDSU-TV, New Orleans, La.  
 Smith, Margaret.....KHQ, Spokane, Wash.  
 Smith, Margaret A.....WIRC, Hickory, N. C.  
 Smith, Margie.....KCLX, Colfax, Wash.  
 Smart, Vera.....KAPA, Raymond, Wash.  
 Smyscr, Betty.....KGBM, Honolulu, T. H.  
                                     KHBC, Hilo, T. H.  
 Snively, Lois.....KSTT, Davenport, Iowa  
 Snyder, Marie.....WKAM, Warsaw, Ind.  
 Snyder, Nan.....KOWH, Omaha, Neb.  
 Somerville, Joy.....WICH, Norwich, Conn.  
 Sould, Millie.....WMOH, Hamilton, O.  
 Sowers, Nell.....WSAT, Salisbury, N. C.  
 Spaghola, Justina.....WTUX, Wilmington, Del.  
 Speer, Wynne.....WNAX, Yankton, S. D.  
 Speer, Betsy.....WCOR, Lebanon, Tenn.  
 Speltz, Bernardine.....WFHR, Wisconsin Rapids, Wis.  
 Stackpole, Connie.....WHOB, Gardner, Mass.  
 Stamp, Nona.....KROS, Clinton, Iowa  
 St. Clara, Sister Mary.....WDBQ, Dubuque, Iowa  
 Standish, Martha.....WPOK, Portland, Maine  
 Stanfield, Jane.....WMPS, Memphis, Tenn.  
 Stanley, Ruby.....KIMP, Mt. Pleasant, Texas  
 Starkey, Irene.....WHAR, Clarksburg, W. Va.  
 Stelek, Betsy.....WNBW, Washington, D. C.  
 Stenovich, Shirley.....KELK, Elkto, Nev.  
 Stephenson, Rox.....WNHC-TV, New Haven, Conn.  
 Sterling, Ann.....KJR, Seattle, Wash.  
 Sternberger, Estelle M.....WLIB, New York  
 Stevens, Dorothy.....WLAN, Lancaster, Pa.  
 Stevens, Jan.....WLVN, Cleveland, Ohio  
 Stewart, Faye.....KPXJ, San Francisco, Cal.  
 Stoffell, Edna.....WRCO, Richland Center, Wis.  
 Stoker, Carroll.....WFMV-TV, Greensboro, N. C.  
 Sutton, Margery.....WCCO-TV, Minneapolis, Minn.

## — T —

Talbot, Beth.....KSCB, Cedar City, Utah  
 Tappe, Marion.....WPAC, Patchogue, N. Y.  
 Tatters, Mildred.....WNGC, Barnesboro, Pa.  
 Taylor, Jane.....WEST, Salem, Mass.  
 Taylor, Joanne.....WFSJ, Lockport, N. C.  
 Taylor, Joyce.....CKFL, Ft. Frances, Ont.  
 Taylor, Teena.....WHMA, Anniston, Ala.  
 Templeman, Marian.....KWPC, Muscatine, Iowa  
 Terry, Helen.....WCHS, Charleston, W. Va.  
 Tessari, Mary.....CJOC, Lethbridge, Alberta  
 Thomas, Prissy.....WKY-TV, Oklahoma, Okla.  
 Thompson, Glenna.....KGCT, Mandan, N. D.  
 Tidmore, Viv.....WPPA, Pottsville, Pa.  
 Till, Juanita.....WJBW, New Orleans, La.  
 Todd, Jane.....KCBS, San Francisco, Cal.  
 Todd, Jacqueline.....KJEF, Jennings, La.  
 Tolson, Bettie.....KMTV, Omaha, Neb.  
 Tovey, Vera.....WKXL, Concord, N. H.  
 Townshend, Mrs. John F.....WGWC, Selma, Ala.  
 Trail, Virginia.....KBRL, McCook, Neb.  
 Tranter, Ruth.....WNOG, York, Pa.  
 Trapfagen, Mary L.....WICU, Erie, Pa.  
 Tremaine, Claire.....KTRC, Santa Fe, N. M.  
 Trobe, Gertrude B.....WBVP, Beaver Falls, Pa.  
 Troutvine, Fern.....WPFB, Middletown, O.  
 Trownbridge, Betty.....KJFJ, Webster City, Iowa  
 Truax, Anne.....KLX, Oakland, Cal.  
 Tucker, Bunny.....WCEC, Rocky Mount, N. C.  
 Tupman, Martha.....WAIN, Columbia, Ky.  
 Tyson, Gertrude.....WMLS, Sylvauga, Ala.

## — U —

Ulstrand, Lois.....KTRF, Thief River Falls, Minn.  
 Underwood, Betty.....WNOE, New Orleans, La.  
 Ung, Elanore.....KILA, Hilo Hawaii

## — V —

Vainisi, Jackie.....WJPG, Green Bay, Wis.  
 Valentic, Anne.....CKGB, Timmins, Ont.

Vanderbusch, Ruth L.....WMIE, Miami, Fla.  
 Van Esky, Jean.....WPIC, Sharon, Pa.  
 Vaunn, Millicent.....WURL, Arlington, Va.  
 Vinson, Anne.....WRLD, Lanett, Ala.  
 Voeth, Gretchen.....WGAT, Elizabeth City, N. C.  
 Vollmer, Mary.....CKLB, Oshawa, Ont.  
 Von Tress, Faye.....WJLD, Homewood, Ala.  
 Voshert, Elizabeth.....KVOO, Tulsa, Okla.

## — W —

Wagner, Ann.....WFBM-TV, Indianapolis, Ind.  
 Waldrop, Rosebud.....WSPC, Anniston, Ala.  
 Walker, Lillian.....WLNH, Laconia, N. H.  
 Walker, Mary.....WROL, Knoxville, Tenn.  
 Wall, Carolyn.....WDWD, Dawson, Ga.  
 Wall, Charlene.....WPUV, Pulaski, Va.  
 Wallace, Carolyn.....WEAN, Providence, R. I.  
 Wallace, Judy.....WTVJ, Miami, Fla.  
 Walters, Ruth.....WPAY, Portsmouth, O.  
 Ward, Cecilia.....WHEV, Ann Arbor, Mich.  
 Ward, Dottie.....WISL, Shomokin, Pa.  
 Webster, Gladys.....WCAU, Phila., Pa.  
 Wells, Barbara.....WOR-TV, New York, N. Y.  
 Weston, Jane.....WOWO, Ft. Wayne, Ind.  
 Weston, Judy.....WOPI, Bristol, Va.  
 Wetzel, Betty.....KXGN, Glendive, Mont.  
 Wharton, Anne.....WJNO, W. Palm Beach, Fla.  
 Whately, Gail.....WJHO, Opelika, Ala.  
 Wheeler, Mary.....KTAT, Frederick, Okla.  
 White, Madeline.....WAGC, Chattanooga, Tenn.  
 White, Melba.....KWKC, Abilene, Texas  
 White, Sarah.....WATH, Athens, O.  
 White, Stella.....WAIT, Chicago, Ill.  
 Widman, M. L.....KATY, San Luis Obispo, Cal.  
 Wigb, Sylvia.....WOGM, St. John's, Newfoundland  
 Wiley, Ada.....WMOD, Moundsville, W. Va.  
 Willeford, Millie.....WDVA, Danville, Va.  
 Williams, Allene.....WKSRS, Pulaski, Tenn.  
 Williams, Ann.....KGBS, Harlingen, Texas  
 Williams, Loraine.....WBTM, Danville, Va.  
 Williams, Marg.....CFGB, St. John, N. B.  
 Williamson, Ernestine.....KGYN, Guymon, Okla.  
 Willson, Louise.....WRJW, Picayune, Miss.  
 Wilson, Bonnie Mae.....KPUY, Puyallup, Wash.  
 Wilson, Judy.....CKOV, Kelowna, B. C.  
 Wilson, Van.....WDAE, Tampa, Fla.  
 Winkleman, Ellen.....KVVC, Ventura, Cal.  
 Winner, Jerry.....KPSA, Ft. Smith, Ark.  
 Winther, Vannie.....KBLI, Blackfoot, Idaho  
 Wise, Elaine.....KVOS, Bellingham, Wash.  
 Wise, Katherine.....KOMO, Seattle, Wash.  
 Wise, Madeline.....KRIZ, Phoenix, Ariz.  
 Wise, Madeline.....WHIO, Dayton, Ohio  
 Withee, Alice.....WJHP, Jacksonville, Fla.  
 Withers, Ann.....WFIG, Sumter, S. C.  
 Wolfe, Shirley S.....WTIP, Charleston, W. Va.  
 Wolfenden, Stella.....WMEV, Marion, Va.  
 Wood, Dale.....KXOX, Sweetwater, Texas  
 Wood, Dorothy S.....WFTM, Maysville, Ky.  
 Wood, Ginny.....WSPD-TV, Toledo, O.  
 Work, Sally.....WBN, Buffalo, N. Y.  
 Wray, Judy.....WGKV, Charleston, W. Va.  
 Wright, Gerry.....KWFT, Wichita Falls, Texas  
 Wright, Nina.....KSOO, Sioux Falls, S. D.  
 Wroten, Wynez.....WBIP, Boonesville, Miss.  
 Wulff, Maggie.....WERE, Cleveland, O.

## — Y —

Young, Leslie.....WCUE, Akron, O.  
 Young, Mary Emma.....WHTC, Holland, Mich.  
 Young, Norma.....KHJ, Los Angeles, Cal.

## — Z —

Zahn, Marjorie.....WOKW, Sturgeon Bay, Wis.

# **ADVANCE TELEVISION PICTURE SERVICE, Inc.**

Distributors and Producers of —

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**ADVANCE TELEVISION PICTURE SERVICE, Inc.**

**729 SEVENTH AVENUE Telephone: Circle 5-6873 NEW YORK 19, N. Y.**

PROGRAMS  
1952  
AM-TV



*Titles*

*Sponsors*

*Products*

*Networks*

*TV Stations*

*Advertising Agencies*

# COMMERCIAL AM PROGRAMS OF 1952 (NETWORK)

*The following pages contain a complete alphabetical listing of program titles of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1952. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.*

## A

| PROGRAM  | ADVERTISER AND PRODUCT  | NETWORK     | ADVERTISING AGENCY                |
|--|---|-------------|-----------------------------------|
| A Citizen Views the News                         | Time, Inc.<br>(Life Magazine)   | NBC         | Young & Rubicam, Inc.             |
| A Crime Letter From Dan Dodge                    | Toni<br>(Prom Home Permanent, White Rain Shampoo)   | ABC         | Tatham-Laird, Inc.                |
| Address by Gen. Eisenhower                       | Colorado Citizens for Eisenhower  | CBS         | Young & Rubicam, Inc.             |
| Address by Philip Murray                         | C.I.O. Political Action Committee   | CBS         | Henry J. Kaufman & Associates     |
| Adlai Stevenson                                  | Liberal Party<br>(Political)  | CBS         | Furman, Feiner & Co., Inc.        |
| Admiral Presents World News<br>With Robert Trout | Admiral Corp.<br>(Radio, TV, Etc.)  | CBS         | Erwin, Wasey & Co., Inc.          |
| Adventures of Maisie                             | Charles Antell & National Health Aids, Inc.<br>(Formula #2, NHA Vitamins & Fastabs)                           | Mutual B.S. | Television Advertising Associates |
| Adv. of Ozzie & Harriet                          | Lambert Pharmacal Co.<br>(Listerine Antiseptic, Tooth Paste, Tooth Powder, Pro-phy-lac-tic Tooth Brush, Etc.) | ABC         | Lambert & Feasley, Inc.           |
| Against the Storm                                | Philip Morris & Co. Ltd.<br>(Cigarettes)  | ABC         | Cecil & Presbrey, Inc.            |
| Alex Dreier                                      | Skelly Oil Co.<br>(Petroleum Products)  | NBC         | Henri, Hurst & McDonald, Inc.     |
| Allan Jackson and the News                       | Metropolitan Life Insurance Co.   | CBS         | Young & Rubicam, Inc.             |
| America Calling                                  | Riggio Tobacco Corp.<br>(Regent Cigarettes)   | CBS         | Hilton & Riggio, Inc.             |
| American Forum of the Air                        | American Trucking Assoc. Inc.<br>(Institutional)  | NBC         | The Biow Company, Inc.            |
| Armstrong Theater of Today                       | Armstrong Cork Co.<br>(Quaker Rags, Linoleum Products)  | CBS         |                                   |
| Arthur Godfrey Show                              | The Wander Co.<br>(Ovaltine)  | CBS         | Grant Advertising, Inc.           |
| Artificial Roses                                 | Book Associates<br>(Books)  | CBS         | Huber Hoge & Sons                 |
| Aunt Jemima Home Folks                           | Quaker Oats Co.<br>(Aunt Jemima Pancake and Cake Mixes)   | CBS         | Price, Robinson & Frank, Inc.     |

# B

| PROGRAM                                 | ADVERTISER AND PRODUCT   | NETWORK     | ADVERTISING AGENCY  |
|---|--|-------------|---|
| Back to God                             | <b>Christian Reformed Church</b><br>(Religious)  | Mutual B.S. | Glenn-Jordan-Stoetzel, Inc.                                 |
| Backstage Wife                          | <b>The Procter &amp; Gamble Co.</b><br>(Dreft)   | NBC         | Dancer-Fitzgerald-Sample, Inc.                              |
| Barrie Craig, Confidential Investigator | <b>Lewis-Howe Co.</b><br>(Tums)  | NBC         | Dancer-Fitzgerald-Sample, Inc.                              |
| Ben Hogan, National Golf Day Tournament | <b>Time, Inc.</b><br>(Time Magazine)   | CBS         | Young & Rubicam, Inc.                                       |
| Better Eyesight                         | <b>Henry Holt &amp; Co.</b><br>(Books)   | CBS         | Thwing & Altman, Inc.                                       |
| Betty Crocker Magazine of the Air       | <b>General Mills, Inc.</b><br>(Flour & Cereals)  | ABC         | Dancer-Fitzgerald-Sample, Inc.                              |
| Beulah                                  | <b>Procter &amp; Gamble Co.</b><br>(Dreft, Lava, Oxydol)   | CBS         | Dancer-Fitzgerald-Sample, Inc.                              |
| Big Sister                              | <b>Procter &amp; Gamble Co.</b><br>(Ivory Soap)  | CBS         | Compton Advertising, Inc.<br>Dancer-Fitzgerald-Sample, Inc. |
| Bill Henry & the News                   | <b>Johns-Manville Corp.</b><br>(Building & Industrial Products)                                  | Mutual B.S. | J. Walter Thompson Co.                                      |
| Black Museum                            | <b>Charles Antell &amp; National Health Aids, Inc.</b><br>(Formula #9, NHA Vitamins and Fastabs) | Mutual B.S. | Television Advertising Associates                           |
| Bill Ring Show                          | <b>General Mills, Inc.</b><br>(All Products)   | ABC         | Knox-Reeves Adv. Inc.                                       |
| Bill Shadel and the News                | <b>General Foods Corp.</b><br>(Log Cabin Syrup)  | CBS         | Benton & Bowles, Inc.                                       |
| Bing Crosby Program                     | <b>Liggett &amp; Myers Tobacco Co.</b><br>(Chesterfield)   | CBS         | Cunningham & Walsh, Inc.                                    |
| Big Town                                | <b>Lever Bros. Co.</b><br>(Lifebuoy Soap)  | CBS         | Sullivan, Stauffer, Colwell & Bayles, Inc.                  |
| Blue Rose Show                          | <b>Garden Guild of America</b>   | CBS         | Hirsch & Rutledge, Inc.                                     |
| Bob & Ray                               | <b>Pabst Sales Co.</b><br>(Beer)   | NBC         | Warwick & Legler, Inc.                                      |
| Bob Hawk Show                           | <b>R. J. Reynolds Tobacco Co.</b><br>(Camel Cigarettes)  | CBS         | Wm. Esty Co., Inc.  |
| Bob Hope                                | <b>General Foods Corp.</b><br>(Jello)  | NBC         | Young & Rubicam, Inc.                                       |
| Bobby Benson                            | <b>Kraft Foods Co.</b><br>(Kraft Caramels)   | Mutual B.S. | J. Walter Thompson Co.                                      |
| Breakfast Club                          | <b>Philco Corp.</b><br>(Refrigerators, Radios, Freezers, Air-Conditioning Units, TV Receivers)   | ABC         | Turner Adv. Agency  |
| Break the Bank                          | <b>Bristol-Myers Co.</b><br>(Ipana, Sal Hepatica, Trushay & Other Products)                      | ABC         | Doherty, Clifford, Steers & Shenfield, Inc.                 |
| Brighter Day                            | <b>Procter &amp; Gamble Co.</b><br>(White Cheer, Blue Cheer)                                     | CBS         | Young & Rubicam, Inc.                                       |
| Broadway Is My Beat                     | <b>Wm. Wrigley, Jr., &amp; Co.</b><br>(Doublemint Chewing Gum)                                   | CBS         | Arthur Meyerhoff & Co.                                      |



| PROGRAM  | ADVERTISER AND PRODUCT  | NETWORK     | ADVERTISING AGENCY   |
|--|---|-------------|--|
| Cal Tinney   | General Mills, Inc.<br>(Kitchen—Tasted<br>Flour, Cheerios,<br>Cake Mixes & Other<br>Products) | ABC         | Walton Butterfield, Adv.   |
| Camel Baseball Scoreboard                                | R. J. Reynolds Tobacco<br>Co.<br>(Camel Cigarettes)   | Mutual B.S. | Wm. Esty Co., Inc.   |
| Camel Caravan Starring<br>Vaughn Monroe                  | R. J. Reynolds Tobacco<br>Co.<br>(Camel Cigarettes)   | CBS         | Wm. Esty Co., Inc.   |
| Capitol Commentary                                       | S. C. Johnson & Son,<br>Inc.<br>(Johnson Waxes and<br>Finishes)                               | Mutual B.S. | Needham, Louis & Brorby, Inc.  |
| Carl Smith Show  | Kellogg Co.<br>(Corn Flakes, Rice<br>Krispies)  | CBS         | Leo Burnett Co., Inc.  |
| Cavalcade of America                                     | E. I. DuPont De<br>Nemours & Co., Inc.<br>(Institutional)                                     | NBC         | B.B.D.O., Inc.   |
| Cecil Brown, Commentary                                  | S. C. Johnson & Sons,<br>Inc.<br>(Johnson Waxes and<br>Finishes)                              | Mutual B.S. | Needham, Louis & Brorby, Inc.  |
| Cedric Adams   | Sonotone Corp.<br>(Hearing Aid)   | CBS         | Kudner Agency, Inc.  |
| Charles Collingwood, Edward<br>R. Murrow, Don Hollenbeck | Household Finance<br>Corp.  | CBS         | Needham, Louis & Brorby, Inc.  |
| Charlie McCarthy Show                                    | Coca-Cola Co.   | CBS         | D'Arcy Advertising Co., Inc.   |
| Choraliers   | Longines-Wittnauer<br>Watch Co.   | CBS         | Victor A. Bennett Co., Inc.,<br>Desbarats Advertising Agency<br>(Canada) |
| Cities Service Band of America                           | Cities Service<br>Petroleum Co., Inc.<br>(Petroleum Products)                                 | NBC         | Ellington & Co., Inc.  |
| City Hospital  | Carter Products, Inc.<br>(Arriad, Carter's<br>Little Pills)                                   | CBS         | Sullivan, Stauffer, Colwell &<br>Bayles, Inc.                            |
| Club 15 With Bob Crosby                                  | Campbell Soup Co.   | CBS         | Ward-Wheelock Co.  |
| Club Time  | Club Aluminum Prod.<br>Co.<br>(Aluminum<br>Household Utensils)                                | ABC         | The Buchen Co.   |
| CBS Newsroom—Sunday Desk                                 | North American Van<br>Lines, Inc.<br>(Transportation,<br>Storage)                             | CBS         | Caston & Associates  |
| Command Theater  | Stanley Drug Products,<br>Inc.<br>(Pharmaceuticals)   | CBS         | Edward S. Kellogg Co.  |
| Corliss Archer   | Electric Companies<br>Advertising Program<br>(Institutional)                                  | CBS         | N. W. Ayer & Son, Inc.   |
| Counterspy   | Gulf Oil Company<br>(Gasoline, Oil,<br>Lubricants, Tires,<br>Insecticides)                    | NBC         | Young & Rubicam, Inc.  |
| Curt Massey  | Miles Laboratories, Inc.<br>(Alka-Seltzer &<br>One a Day Vitamins)                            | Mutual B.S. | Geoffrey Wade Advertising  |

## D

| PROGRAM                          | ADVERTISER AND PRODUCT   | NETWORK | ADVERTISING AGENCY                   |
|----------------------------------|--|---------|--------------------------------------|
| Dean Martin-Jerry Lewis          | <b>American Chicle Co.</b><br>(Chirlets)   | NBC     | Sullivan, Stauffer, Colwell & Bayles |
| Defense Attorney                 | <b>Goodyear Tire &amp; Rubber Co.</b><br>(Marathon Tires)  | ABC     | Kudner Agency, Inc.                  |
| Democratic National Convention   | <b>Admiral Corp.</b><br>(Radios, TV Sets, Etc.)  | ABC     | Russel M. Seeds Co.                  |
| Dial Dave Garroway               | <b>Armour &amp; Company</b><br>(Dial Soap)   | NBC     | Foote, Cone & Belding                |
| Dr. Christian With Jean Hersholt | <b>Chesebrough Mfg. Co.</b><br>(Vaseline Hair Tonic, Petroleum Jelly, Lip Ice)                   | CBS     | McCann-Erickson, Inc.                |
| Dr. Paul                         | <b>Wesson Oil &amp; Snowdrift Sales Co.</b><br>(Wesson Oil & Snowdrift)                          | NBC     | Fitzgerald Ad. Agency, Inc.          |
| Double or Nothing                | <b>Campbell Soup Co.</b><br>(Campbell Soups, Pork & Beans, Franco-American Spaghetti & Macaroni) | NBC     | Ward-Wheelock Co.                    |
| Doris Day Show                   | <b>CBS Columbia, Inc.</b><br>(TV Sets, Radios)   | CBS     | Ted Bates & Co.                      |
| Dragnet                          | <b>Liggett &amp; Myers Tobacco Co., Inc.</b><br>(Fatima Cigarettes)                              | NBC     | Cunningham & Walsh, Inc.             |
| Drew Pearson                     | <b>Carter's Products, Inc.</b><br>(Carter's Pills, Arrid, Rise Shave Cream)                      | ABC     | Ted Bates & Co.                      |
| Duke of Paducah & Opry Gang      | <b>Locke Stove Company</b><br>(Warm Morning Stoves)  | NBC     | Potts, Calkins & Holden, Inc.        |
| Dulany Daily Double              | <b>John H. Dulany &amp; Son, Inc.</b><br>(Dulany Frozen Foods)                                   | ABC     | W. Earl Bothwell, Inc.               |

## E

|                                      |   |     |                         |
|--------------------------------------|---|-----|-------------------------|
| Eddie Cantor Show                    | <b>Philip Morris &amp; Co., Ltd.</b>  | NBC | The Biow Co.            |
| Edgar Bergen & Charlie McCarthy Show | <b>Hudnut Sales Co., Inc. Division of Warner-Hudnut, Inc.</b><br>(Creme Shampoo, Home Permanent, Rinse) | CBS | Kenyon & Eckhardt       |
| Edward Murrow, Larry LeSueur         | <b>Theo. Hamm Brewing Co.</b><br>(Hamm's Beer)  | CBS | Campbell-Mithun, Inc.   |
| Edwin C. Hill                        | <b>Philco Corp.</b><br>(Radios, Refrigerators, Freezers, TV Receivers & Other Prods.)                   | ABC | Hutchins Adv. Co., Inc. |
| Election Night Coverage              | <b>Admiral Corp.</b><br>(Radios, TV Sets, Etc.)   | ABC | Russel M. Seeds Co.     |

# F

| PROGRAM                 | ADVERTISER AND PRODUCT                                  | NETWORK     | ADVERTISING AGENCY           |
|-------------------------|---|-------------|------------------------------|
| F. B. I. in Peace & War | Wildroot Co., Inc.<br>(Cream Oil, Liquid Shampoo)       | CBS         | B.B.D. & O.                  |
| Father Knows Best       | Crosley Div. Avco Mfg. Co.<br>(Crosley Home Appliances) | NBC         | Benton & Bowles, Inc.        |
| Faultless Starch Time   | Faultless Starch Co.<br>(Starch)                        | NBC         | Bruce B. Brewer Co.          |
| Fibber McGee & Molly    | Reynolds Metal<br>(Reynolds Wrap & Aluminum Prod.)      | NBC         | Buchanan & Co., Inc.         |
| First Nighter           | Miller Brewing Co.<br>(Beer)                            | NBC         | Mathisson & Associates, Inc. |
| Frank Edwards—News      | American Federation of Labor<br>(Institutional)         | Mutual B.S. | Furman, Feiner & Co.         |
| Frank Goss—News         | Peter Paul, Inc.<br>(Candy Bars)                        | CBS         | Maxon, Inc.                  |
| Frank & Ernest          | Dawn Bible Students Association<br>(Religious)          | Mutual B.S. | Wm. Gleeson Co.              |

# G

|                                    |   |             |  |
|------------------------------------|---|-------------|--|
| Gabriel Heatter                    | Credit Union National Association<br>(Institutional)                | Mutual B.S. | J. Walter Thompson Co.                           |
| Game of the Day                    | Falstaff Brewing Corp.<br>(Falstaff Beer)                           | Mutual B.S. | Dancer-Fitzgerald-Sample, Inc.                   |
| Gangbusters                        | General Foods Corp.<br>(Grape Nuts)                                 | CBS         | Young & Rubicam, Inc.                            |
| Galen Drake                        | Protam Corp.<br>(Triplex Tablets)                                   | CBS         | Dowd, Redfield & Johnstone, Inc.                 |
| Garden Gate                        | Ferry-Morse Seed Co.<br>(Seeds)                                     | CBS         | MacManus, John & Adams, Inc.                     |
| George Fisher's Let's Go Hollywood | North American Van Lines, Inc.<br>(Transportation, Storage)         | CBS         | Castor & Associates                              |
| George Fisher, Hollywood Reporter  | La Maur, Inc.<br>(Modarr Creme Shampoo)                             | CBS         | Hilton & Riggio, Inc.                            |
| Gillette Fights                    | Gillette Safety Razor Co.<br>(Safety Razors, Blades, Shaving Cream) | ABC         | Maxon, Inc.                                      |
| Gillette Warm-Up Time              | Gillette Safety Razor Co.<br>(Razors, Razor Blades & Shaving Cream) | Mutual B.S. | Maxon, Inc.                                      |
| Gene Autry Show                    | Wm. Wrigley, Jr. & Co.<br>(Doublemint Chewing Gum)                  | CBS         | Ruthrauff & Ryan, Inc.                           |
| Give and Take                      | Cannon Mills, Inc.<br>(Cannon Hosiery, Socks, Towels)               | CBS         | Young & Rubicam, Inc.                            |
| Grand Central Station—Fun For All  | Gillette Safety Razor Co.<br>(Pram Huggie Permanent, White Rain)    | CBS         | Foote, Cone & Belding, 8/16 Weiss & Geller, Inc. |

| PROGRAM                       | ADVERTISER AND PRODUCT  | NETWORK     | ADVERTISING AGENCY   |
|-------------------------------|---|-------------|--|
| Grade Cole Show               | <b>General Foods Corp.</b><br>(Calumet, Satina)                         | CBS         | Foote, Cone & Belding                                      |
| Grand Ole Opry                | <b>R. J. Reynolds Tobacco Co.</b><br>(Prince Albert Tobacco)            | NBC         | William Esty Co., Inc.                                     |
| Grand Slam With Irene Beasley | <b>Continental Baking Co., Inc.</b><br>(Wonder, Hostess Cake)           | CBS         | Ted Bates & Co.  |
| Great Gildersleeve            | <b>Kraft Foods Co.</b><br>(Parkay, Velveeta, Kraft Deluxe Cream Cheese) | NBC         | Needham, Louis & Brorby, Inc.                              |
| Greatest Story Ever Told      | <b>Goodyear Tire &amp; Rubber Co.</b><br>(Institutional)                | ABC         | Kudner Agency, Inc.  |
| Green Hornet                  | <b>Orange-Crush Co.</b><br>(Orange-Crush & Old Colony Beverages)        | Mutual B.S. | Fitzmorris & Miller Adv.,<br>Eff. 9/30 H. W. Kastor & Sons |
| Gov. Earl Warren              | <b>Eisenhower-Nixon Committee</b>                                       | CBS         | Elwood J. Robinson Adv.                                    |
| Guiding Light                 | <b>Procter &amp; Gamble, Inc.</b><br>(Duz, Ivory Flakes)                | CBS         | Compton Adv., Inc.   |
| Gunsmoke                      | <b>Chrysler Corp.</b><br>(Plymouth Cars)                                | CBS         | N. W. Ayer & Sons, Inc.                                    |

## H

|  |  |             |  |
|--|--|-------------|--|
| Halls of Ivy                           | <b>Joseph Schlitz Brewing Co.</b><br>(Beer)                                | NBC         | Young & Rubicam, Inc.  |
| Hallmark Playhouse                     | <b>Hall Brothers, Inc.</b><br>(Hallmark Greeting Cards)                    | CBS         | Foote, Cone & Belding  |
| Hank Thompson & His Brazos Valley Boys | <b>Falstaff Brewing Corp.</b><br>(Falstaff Beer)                           | Mutual B.S. | Dancer-Fitzgerald-Sample, Inc.   |
| Harry Babbitt Show                     | <b>S &amp; W Fine Foods, Inc.</b><br>(Coffee & Food Prods.)                | CBS         | Foote, Cone & Belding  |
| Headline News                          | <b>S. C. Johnson &amp; Sons, Inc.</b><br>(Johnson Waxes and Finishes)      | Mutual B.S. | Needham, Louis & Brorby, Inc.  |
| Health Quiz                            | <b>American Protam Corp.</b><br>(Protam, A Food Supplement)                | Mutual B.S. | Dowd, Redfield & Johnstone, Inc.                                       |
| Heralds of Truth                       | <b>Churches of Christ</b><br>(Institutional)                               | ABC         | Ross Roy, Inc.   |
| Hilltop House                          | <b>Miles Laboratories, Inc.</b><br>(Alka-Seltzer, One-a-Day)               | CBS         | Geoffrey Wade Advertising,<br>Cockfield, Brown & Co., Ltd.<br>(Canada) |
| Hollywood Barn Dance With Jimmy Wakely | <b>Bristol-Myers Co.</b><br>(Sal Hepatica)                                 | CBS         | Young & Rubicam, Inc.  |
| Hollywood Star Playhouse               | <b>American Baker's Asso.</b><br>(Bakery Products)                         | NBC         | Foote, Cone & Belding  |
| Hopalong Cassidy                       | <b>Cella Vineyards</b><br>(Betsy Ross Grape Juice)                         | CBS         | Gerald F. Thomas Adv.  |
| Hour of Decision                       | <b>Billy Graham Ev. Assn.</b><br>(Institutional)                           | ABC         | Walter F. Bennett & Co.  |
| House Party                            | <b>Pillsbury Mills, Inc.</b><br>(Flour, Pancake, Pie Crust and Cake Mixes) | CBS         | Leo Burnett Co., Inc.  |
| Howdy Doody                            | <b>International Shoe Co.</b>  | NBC         | Henri, Hurst & McDonald, Inc.  |

# I

| PROGRAM              | ADVERTISER AND PRODUCT                                      | NETWORK | ADVERTISING AGENCY |
|----------------------|---|---------|--------------------|
| It Happens Every Day | Gillette Safety Razor Co.<br>(White Rain, Toni Creme Rinse) | CBS     | Tatham-Laird, Inc. |

# J

|  |  |     |   |
|--|--|-----|---|
| Jack Benny Show  | American Tobacco Co.<br>(Lucky Strike Cigarettes)                                | CBS | Batten, Barton, Durstine & Osborn, Inc.                                 |
| Jack Berch Show  | Prudential<br>(Insurance)  | ABC | Calkins & Holden, Carlock, McClinton & Smith, Inc.                      |
| Jack Hunt Show   | Pillsbury Mills, Inc.,<br>Ballard & Ballard Div.<br>(Oven-ready Biscuits)        | CBS | Campbell-Mithun, Inc.   |
| Jack Owens Show  | Purex Corp. Ltd.<br>(Trend Detergent)  | CBS | Foote, Cone & Belding   |
| Jergens Hollywood Playhouse—<br>Hollywood Playhouse of<br>Romance (12/4) | Andrew Jergens Co.<br>(Lotion, Face Cream)                                       | CBS | Robert W. Orr & Associates, Inc.<br>Kenyon & Eckhardt, Inc.<br>(Canada) |
| Jimmy Wakely Show  | Colonial Dames, Inc.<br>(Cosmetics)  | CBS | Geoffrey Wade Advertising   |
| Joe Emerson's Hymn Time  | General Mills, Inc.<br>(Red Band Flour)  | ABC | Knox Reeves Adv., Inc.  |
| John Cameron Swayze<br>Highlights the News                               | Belmont Radio Corp.<br>(Raytheon TV Sets)  | NBC | Henri, Hurst & McDonald, Inc.   |
| John Conte Show  | Stokely-Van Camp, Inc.<br>(Food Products)  | ABC | Calkins & Holden,<br>Carlock, McClinton & Smith, Inc.                   |
| John Daly & the News   | Gulf Oil Corp.<br>(Gulf Spray and<br>Other Products)                             | ABC | Young & Rubicam, Inc.   |
| Johnny Dollar  | Wm. Wrigley, Jr. & Co.<br>(Spearmint Chewing<br>Gum)                             | CBS | Arthur Meyerhoff & Co.  |
| Judy Canova  | Emerson Drug Company<br>(Bromo-Seltzer)  | NBC | Lennen & Newell, Inc.   |
| Just Plain Bill  | Whitehall Pharmacial<br>Co., Div. of American<br>Home Products Corp.<br>(Asacin) | NBC | John F. Murray Adv. Agency, Inc.  |
| Junior Miss  | Chrysler Corp.<br>(Plymouth Cars)  | CBS | N. W. Ayer & Sons, Inc.   |
| Junior Rose Bowl Game  | Central California<br>Artichoke Growers  | CBS | John Cohan Advertising Co.  |

# K

|   |   |             |  |
|---|---|-------------|--|
| Ken Carson Sings                          | R. J. Reynolds Co.<br>(Camel Cigarettes)                    | Mutual B.S. | Wm. Esty Co.                               |
| Kenneth Banghart and the<br>News          | The American Tobacco<br>Co.<br>(Lucky Strike<br>Cigarettes) | NBC         | Batten, Barton, Durstine &<br>Osborn, Inc. |
| King Arthur Godfrey and His<br>Roundtable | Kingan & Co., Inc.<br>(Ham, Bacon, Etc.)                    | CBS         | Warwick & Legler, Inc.                     |
| Kings Row                                 | Colgate-Palmolive-Peet<br>Co.<br>(Fats)                     | NBC         | William Esty Co.                           |



# L

| PROGRAM                                       | ADVERTISER AND PRODUCT  | NETWORK     | ADVERTISING AGENCY   |
|---|---|-------------|--|
| Ladies Fair                                   | <b>Sterling Drug, Inc.</b><br>(Bayer Aspirin,<br>Phillips Milk of<br>Magnesia, Dr. Lyons<br>Tooth Powder,<br>Double Danderine,<br>Other Products) | Mutual B.S. | Dancer-Fitzgerald-Sample, Inc.                                     |
| Larry LeSueur and the News                    | <b>Best Foods, Inc.</b><br>(Rit, Shingola)  | CBS         | Benton & Bowles, Inc.  |
| Law Book                                      | <b>Book Associates</b><br>(Books)   | CBS         | Huber Hoge & Sons  |
| Let's Look at the Record                      | <b>Citizenship Dept. of<br/>United Auto<br/>Workers, C.I.O.</b>   | CBS         | Furman, Feiner & Co., Inc.   |
| Let's Pretend,<br>12/13 Grand Central Station | <b>Cream of Wheat Corp.</b><br>(Cereal)   | CBS         | B. B.D. & O.   |
| Life Can Be Beautiful                         | <b>The Procter &amp; Gamble<br/>Co.</b><br>(Tide)   | NBC         | Benton & Bowles, Inc.  |
| Life With Luigi,<br>6/3-8/5 The Lineup        | <b>Wm. Wrigley, Jr. &amp; Co.</b><br>(Spearmint Chewing<br>Gum)   | CBS         | Arthur Meyerhoff & Co.,<br>J. Walter Thomson Co., Ltd.<br>(Canada) |
| Light & Life Hour                             | <b>Free Methodist Church<br/>of N. America</b><br>(Institutional)   | ABC         | Walter F. Bennett & Co.  |
| Lone Ranger                                   | <b>General Mills, Inc.</b><br>(Cheerios, Cake<br>Mixes)   | ABC         | Dancer-Fitzgerald-Sample, Inc.                                     |
| Lone Journey                                  | <b>Lever Bros.</b><br>(Surf & Other<br>Products)  | ABC         | N. W. Ayer & Son, Inc.   |
| Lorenzo Jones                                 | <b>The Procter &amp; Gamble<br/>Co.</b><br>(Cheer)  | NBC         | Young & Rubicam, Inc.  |
| Louella Parsons' Show                         | <b>Colgate-Palmolive-Peet<br/>Co.</b><br>(Lustre Creme<br>Shampoo)  | CBS         | Lennen & Mitchell<br>10/4 Lennen & Newell, Inc.                    |
| Lowell Thomas                                 | <b>Procter &amp; Gamble Co.</b><br>(Ivory Soap)   | CBS         | Compton Advertising, Inc.  |
| Lutheran Hour                                 | <b>Lutheran Laymen's<br/>League</b><br>(Religious)  | Mutual B.S. | Gotham Advertising Co., Inc.                                       |
| Lux Radio Theater                             | <b>Lever Brothers Co.</b><br>(Lux Soap, Flakes)   | CBS         | J. Walter Thomson Co.,<br>National Export Adv. Service<br>(Hawaii) |

# M

|                         |   |             |                                |
|-------------------------|---|-------------|--------------------------------|
| Ma Perkins              | <b>Procter &amp; Gamble Co.</b><br>(Oxydol)                                 | CBS         | Dancer-Fitzgerald-Sample, Inc. |
| Man on the Farm         | <b>Quaker Oats Co.</b><br>(Ful-O-Pep Feed)                                  | Mutual B.S. | Sherman & Marquette, Inc.      |
| Mark Rogers Show        | <b>Greystone Press</b><br>(Books)   | CBS         | Huber Hoge & Sons              |
| Mario Lanza Show        | <b>Coca-Cola Company</b>  | NBC         | D'Arcy Advertising Company     |
| Martin & Lewis          | <b>Liggett &amp; Meyers<br/>Tobacco Co.</b><br>(Chesterfield<br>Cigarettes) | NBC         | Cunningham & Walsh, Inc.       |
| Martin Kane—Private Eye | <b>U. S. Tobacco Co., Inc.</b><br>(Tobacco & Tobacco<br>Products)           | NBC         | Kudner Agency, Inc.            |
| Mary Lee Taylor         | <b>Pet Milk Sales Corp.</b><br>(Pet Milk)                                   | NBC         | Gardner Advertising Co.        |

| PROGRAM                              | ADVERTISER AND PRODUCT  | NETWORK     | ADVERTISING AGENCY  |
|--------------------------------------|---|-------------|---|
| Meet Corliss Archer                  | Electric Companies<br>Adv. Pgm.<br>(Electric Light &<br>Power Cos.)                               | ABC         | N. W. Ayer & Son, Inc.                                    |
| Meet Millie                          | Wm. Wrigley, Jr. & Co.<br>(Spearmint Gum)   | CBS         | Arthur Meyerhoff & Co.                                    |
| Meet the Missus                      | Leslie Salt Co.<br>(Salt)   | CBS         | Long Advertising Service                                  |
| Metropolitan Opera                   | Texas Company<br>(Gasoline & Motor<br>Oils)   | ABC         | Kudner Agency, Inc.                                       |
| Michigan for Eisenhower<br>Committee |   | CBS         | Young & Rubicam, Inc.                                     |
| Mr. Chameleon                        | Wm. Wrigley, Jr. & Co.<br>(Spearmint Chewing<br>Gum)  | CBS         | Arthur Meyerhoff & Co.                                    |
| Mr. District Attorney                | Bristol-Myers Co.<br>(Ipana, Vinalis, Saf<br>Hepatica, Hair<br>Cream, Bufferin)                   | ABC         | Young & Rubicam, Inc.                                     |
| Mr. Information                      | National Biscuit Co.  | CBS         | McCann-Erickson, Inc.                                     |
| Mr. Keen, Tracer of Lost<br>Persons  | Liggett & Myers<br>Tobacco Co.<br>(Chesterfield)  | CBS         | Cunningham & Walsh, Inc.                                  |
| Mr. & Mrs. North                     | Colgate-Palmolive-Peet<br>Co.<br>(Halo Shampoo,<br>Palmolive Shave<br>Cream)                      | CBS         | Sherman & Marquette,<br>Spitzer & Mills, Ltd.<br>(Canada) |
| Modern Adventures of<br>Casanova     | Charles Antell &<br>National Health<br>Aids, Inc.<br>(Formula #9, NHA<br>Vitamins and<br>Fastabs) | Mutual B.S. | Television Advertising Associates                         |
| Monday Morning Headlines             | P. Lorillard Co.<br>(Old Gold<br>Cigarettes)  | ABC         | Lennen & Newell, Inc.                                     |
| Music With the Hormel Girls          | Geo. A. Hormel & Co.<br>(Meat Products)   | CBS         | B.B.D. & O.   |
| My Friend Irma                       | R. J. Reynolds Tobacco<br>Co.<br>(Cavalier Cigarettes)  | CBS         | Wm. Esty Co., Inc.  |
| My True Story                        | Sterling Drug, Inc.<br>(Drug Products)  | ABC         | Dancer-Fitzgerald-Sample, Inc.                            |
| Mystery Theater                      | Sterling Drug, Inc.<br>(Drug Products)  | ABC         | Dancer-Fitzgerald-Sample, Inc.                            |

## N

|                                   |  |             |  |
|-----------------------------------|--|-------------|--|
| News of the World                 | Miles Laboratores, Inc.<br>(Alka-Seltzer)            | NBC         | Geoffrey Wade  |
| New York Philharmonic<br>Symphony | Willys-Overland<br>Motors, Inc.<br>(Cars & Trucks)   | CBS         | Ewell & Thurber Associates,<br>Spitzer & Mills, Ltd.<br>(Canada) |
| Nick Carter                       | Libbey, McNeill &<br>Libbey<br>(All Libbey Products) | Mutual B.S. | J. Walter Thompson   |
| Nightbeat                         | Pabst Sales Co.<br>(Beer)                            | NBC         | Warwick & Legler, Inc.   |

## O

|                            |   |     |   |
|----------------------------|---|-----|---|
| Old Fashioned Revival Hour | Gospel Broadcasting<br>Assn.<br>(Institutional) | ABC | R. H. Alber Co. & Gospel<br>B'casting Assn. |
|----------------------------|---|-----|---|

| PROGRAM                                      | ADVERTISER AND PRODUCT   | NETWORK | ADVERTISING AGENCY                      |
|--|--|---------|---|
| Old Dominion Barn Dance<br>With Sunshine Sue | <b>Dr. Pepper Co.</b><br>(Soft Drink)  | CBS     | Ruthrauff & Ryan, Inc.                  |
| One Man's Family                             | <b>Miles Laboratories, Inc.</b><br>(Bactine, Alka-Seltzer, Tabcin, One-A-Day Vitamins)       | NBC     | Geoffrey Wade                           |
| On the Line With Bob<br>Considine            | <b>Mutual Benefit Health<br/>and Accident<br/>Association of Omaha<br/>Insurance</b>         | NBC     | Bozell & Jacobs                         |
| Original Amateur Hour                        | <b>P. Lorillard Co.</b><br>(Old Gold Cigarettes)   | ABC     | Lennen & Newell, Inc.                   |
| Orange Bowl Game—<br>Kentucky Derby          | <b>Gillette Safety Razor<br/>Co.</b><br>(Safety Razors, Blades, Shaving Cream)               | CBS     | Maxon, Inc.                             |
| Our Gal Sunday                               | <b>American Home<br/>Products Corp.</b><br>(Anacin, Hills Cold Tablets, Kolynos Chlorophyll) | CBS     | John F. Murray Advertising Agency, Inc. |
| Our Miss Brooks                              | <b>Colgate-Palmolive-Peet</b><br>(Colgate Dental Cream, Palmolive Shave Cream and Soap)      | CBS     | Ted Bates & Co.                         |

## P

|  |   |             |                               |
|--|---|-------------|-------------------------------|
| PGA Golf Tournament,<br>Hambletonian Stakes,<br>Greyhound Stakes, American<br>National Stakes, McMahon<br>Memorial, Fox Stake, Little<br>Brown Jug, Kentucky<br>Futurity | <b>Reynolds Metals Co.</b><br>(Building Materials)                                      | CBS         | Buchanan & Co., Inc.          |
| Pabst Blue Ribbon Bouts  | <b>Pabst Sales Co.</b><br>(Blue Ribbon Beer)  | CBS         | Warwick & Legler, Inc.        |
| Paul Harvey, News  | <b>Burton-Dixie Corp.</b><br>(Mattresses, Pillows,<br>Comforters and<br>Other Products) | ABC         | Turner Adv. Agency            |
| Pee-Wee Reese Show   | <b>S. C. Johnson &amp; Sons,<br/>Inc.</b><br>(Johnson Waxes and<br>Finishes)            | Mutual B.S. | Needham, Louis & Brorby, Inc. |
| People Are Funny   | <b>Mars, Inc.</b><br>(Candy Bars)   | CBS         | Leo Burnett Co., Inc.         |
| Pepper Young's Family  | <b>The Procter &amp; Gamble<br/>Co.</b><br>(Camay Soap)                                 | NBC         | Pedlar & Ryan, Inc.           |
| Perry Mason  | <b>Procter &amp; Gamble</b><br>(Tide)   | CBS         | Benton & Bowles, Inc.         |
| Phil Harris & Alice Faye   | <b>Radio Corp. of America</b><br>(Radios, TV Sets,<br>Phonographs,<br>Records)          | NBC         | J. Walter Thompson Co.        |
| Philip Morris Playhouse  | <b>Philip Morris &amp; Co.,<br/>Ltd., Inc.</b><br>(Cigarettes)                          | CBS         | The Biow Co., Inc.            |
| Pure Oil News Time   | <b>The Pure Oil Co.</b><br>(Petroleum<br>Products)                                      | NBC         | Leo Burnett Co., Inc.         |

| PROGRAM   | ADVERTISER AND PRODUCT   | NETWORK     | ADVERTISING AGENCY   |
|---|--|-------------|--|
| Pursuit   | Sterling Drug, Inc.,<br>Chas. H. Phillips Co.<br>Division<br>(Pharmaceuticals)                             | CBS         | Dancer-Fitzgerald-Sample, Inc.   |
| Protam Quiz   | Protam Corp.<br>(Reducing Tablets)   | CBS         | Dowd, Redfield, Johnstone, Inc.  |
| <b>Q</b>  |  |             |  |
| Queen for a Day   | P. Lorillard Co.<br>(Old Gold<br>Cigarettes)   | Mutual B.S. | Lennen & Newell, Inc.  |
| <b>R</b>  |  |             |  |
| Red Skelton Program   | Pepperell Mfg. Co.<br>(Sheets, Fabrics)  | CBS         | Benton & Bowles, Inc.  |
| Renfro Valley Sunday Gatherin'  | General Foods Corp.<br>(Calumet, Postum)   | CBS         | Foote, Cone & Belding  |
| Republican Convention<br>(All Live Broadcasts)  | Westinghouse Electric<br>Corp.<br>(All Products)   | CBS         | Ketchum, MacLeod & Grove, Inc.   |
| Democratic Convention<br>(All Live Broadcasts)<br>Pick the Winner<br>Election Returns |  |             |  |
| Tex Allen Show  | Phillips Petroleum Co.<br>(Gasoline and Motor<br>Oil)  | CBS         | Lambert & Feasley, Inc.  |
| Richard Diamond, Pvt. Eye   | R. J. Reynolds Tobacco<br>Co.<br>(Camel Cigarettes,<br>Prince Albert<br>Tobacco)                           | ABC         | Wm. Esty Co.   |
| Robert Hurleigh   | Miller Brewing Co.<br>(High-Life Beer)   | Mutual B.S. | Mathisson & Associates   |
| Robert Trout and the News   | Ford Motor Co.<br>(Cars)   | CBS         | J. Walter Thompson Co.   |
| Red Skelton Program   | Borg-Warner Corp.<br>(Nurge Division—<br>Refrigerators,<br>Wringer Washers,<br>Automatic Washers,<br>Etc.) | CBS         | Russell M. Seeds Co., Inc.   |
| Right to Happiness  | The Procter & Gamble<br>Co.<br>(Ivory Soap, Duz)   | NBC         | Compton Advertising Inc.   |
| Road of Life  | Procter & Gamble Co.<br>(Ivory Soap)   | CBS         | Compton Advertising Inc.   |
| Rocky Jordan  | Ranier Brewing Co.<br>(Beer)   | CBS         | Brisacher, Wheeler & Staff   |
| Romance   | Wm. Wrigley, Jr. & Co.<br>(Spearmint Gum)  | CBS         | Arthur Meyerhoff & Co.   |
| Romance of Helen Trent  | American Home<br>Products Corp.<br>(Aero Wax, Black<br>Flag, Snarl, Wizard<br>Quik, Woodhrite)             | CBS         | W. Earl Bothwell, Inc.<br>(Pacific)<br>Geyer Advertising Agency, Inc.<br>(Pacific) |
| Romance of Helen Trent  | American Home<br>Products Corp.<br>(Aerosol, Bisodol,<br>Heat, Melalose)                                   | CBS         | John F. Murray Advertising<br>Agency, Inc.   |
| Rosemary  | Procter & Gamble, Inc.<br>(Ivory Snow)   | CBS         | Benton & Bowles, Inc.  |
| Roy Rogers  | General Food Corp.<br>(Post Cereals)   | NBC         | Benton & Bowles, Inc.  |
| Royal Triton Baseball Roundup   | Union Oil Co. of<br>California<br>(Royal Triton Motor<br>Oil)  | ABC         | Foote, Cone & Belding, Inc.  |

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| PROGRAM                                 | ADVERTISER AND PRODUCT  | NETWORK     | ADVERTISING AGENCY  |
|---|---|-------------|---|
| Sammy Kaye Sunday Roundup               | <b>Sylvania Electric Products, Inc.</b><br>(TV Sets and Radios)   | ABC         | Roy S. Durstine, Inc.   |
| Sanka News Round-Up—<br>Win Elliott     | <b>General Foods Corp.</b><br>(Sanka Coffee and Other Products)   | ABC         | Young & Rubicam, Inc.   |
| Silver Eagle                            | <b>General Mills, Inc.</b><br>(Wheaties, Cheerios, Kix, Betty Crocker Soups)  | ABC         | Knox-Reeves Adv., Inc.  |
| Sky King                                | <b>Derby Foods, Inc.</b><br>(Peter Pan Peanut Butter, Peanut Products and Derby Line of Canned Meats)   | Mutual B.S. | Needham, Louis & Brorby, Inc.   |
| Smilin' Ed McConnell                    | <b>Brown Shoe Co.</b><br>(Buster Brown Shoes)   | CBS         | Leo Burnett Co., Inc.   |
| Sunoco Three Star Extra                 | <b>Sun Oil Co.</b><br>(Oil, Fuel Oil, Sunoco Gas)   | NBC         | Hewitt, Ogilvy, Benson & Mather   |
| Space Patrol                            | <b>Ralston-Purina Co.</b><br>(Ralston Wheat Cereal, Instant Ralston Cereal, Wheat Chex, Ry-Krisp, Rice-Chex)                                    | ABC         | Gardner Adv. Co.  |
| Stars Over Hollywood                    | <b>Carnation Co.</b><br>(All Products)  | CBS         | Erwin, Wasey & Co.  |
| Stella Dallas                           | <b>Sterling Drug, Inc.</b><br>(Phillips' Tooth Paste, Bayer Aspirin, Haley's M-O, Astring-O-Sol, Ironized Yeast, Mulsified Coconut Oil Shampoo) | NBC         | Dancer-Fitzgerald-Sample, Inc.  |
| Stop the Music                          | <b>General Mills, Inc.</b><br>(Kix)   | ABC         | Tatham-Laird, Inc.  |
| Strange Romance of Evelyn<br>Winters    | <b>Philip Morris &amp; Co., Ltd.</b><br>(Cigarettes)  | ABC         | Cecil & Presbrey, Inc.  |
| Stuart Craig Show                       | <b>General Products Corp.</b><br>(Looz Reducing Tablets)  | CBS         | Dean Simmons  |
| Sunday News Special With<br>Ron Cochran | <b>Campana Sales Co.</b><br>(Solitair Cake Make-Up, Lotion)   | CBS         | Wallace-Ferry-Hanly Co.   |
| Super Noodle Show                       | <b>I. J. Grass Noodle Co., Inc.</b><br>(Noodles, Soup Mix)  | CBS         | Phil Gordon Agency, Inc.  |
| Suspense                                | <b>Electric Auto-Lite Co.</b><br>(Spark Plugs, Batteries, Etc.)   | CBS         | <b>Cecil &amp; Presbrey, Inc.,</b><br>Ruthrauff & Ryan, Inc.<br>(Canada)<br><b>National Export Adv. Service, Inc.</b><br>(Hawaii) |
| Symphonette                             | <b>Longines-Wittnauer Watch Co., Inc.</b>   | CBS         | Victor A. Bennett Co., Inc.   |

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|        |   |     |                       |
|--------|---|-----|-----------------------|
| Tarzan | <b>General Foods Corp.</b><br>(Krinkles, Post Toasties) | CBS | Foote, Cone & Belding |
|--------|---|-----|-----------------------|



| PROGRAM  | ADVERTISER AND PRODUCT   | NETWORK     | ADVERTISING AGENCY               |
|--|--|-------------|----------------------------------|
| Taylor Grant & News  | P. Lorillard Co.<br>(Old Gold Cigarettes)                                      | ABC         | Lennen & Newell, Inc.            |
| Ted Husing Sports Roundup                                    | Dr. Pepper Co.<br>(Soft Drink)   | CBS         | Ruthrauff & Ryan                 |
| Tennessee Ernie  | Toni, Inc.<br>(Prom Home Permanent, White Rain Shampoo)                        | ABC         | Weiss & Geller, Inc.             |
| Theater Guild on the Air                                     | U. S. Steel Corp.<br>(Institutional)   | NBC         | B. B. D. & O., Inc.              |
| Thread Winder  | Book Associates<br>(Books)   | CBS         | Huber Hoge & Sons                |
| The Big Show   | Whitehall Pharmacal Co.<br>(Anadin)  | NBC         | John F. Murray Adv. Agency, Inc. |
| The Doctor's Wife  | Ex-Lax, Inc.   | NBC         | Warwick & Legler, Inc.           |
| The Gabby Hayes Show   | Quaker Oats Co.<br>(Quaker Oats & Mother's Oats)                               | Mutual B.S. | Sherman & Marquette, Inc.        |
| The Hollywood Story  | Lewis Food Co.<br>(Dog and Cat Food)   | CBS         | Rockett-Lauritzen                |
| The National Farm and Home Hour                              | Allis-Chalmers Mfg. Co.<br>(Farm Equipment)                                    | NBC         | Bert S. Gittine                  |
| The Paula Stone Show   | Amana Refrigeration Inc.<br>(Food Freezers)                                    | Mutual B.S. | Maury, Lee & Marshall            |
| The Peggy Lee Show   | General Motors Corp.<br>(Oldsmobile Div.)                                      | CBS         | D. P. Brother & Co.              |
| The Lineup   | Chrysler Corp.<br>(Plymouth Cars)  | CBS         | N. W. Ayer & Sons, Inc.          |
| The Private Files of Matthew Bell                            | Seabrook Farms Co.<br>(Frozen Foods)   | Mutual B.S. | Hilton & Riggio, Inc.            |
| The Railroad Hour  | Assn. of American Railroads<br>(Institutional)                                 | NBC         | Benton & Bowles, Inc.            |
| The Shadow   | Wildroot Co., Inc.<br>(Wildroot Toilet Preparations and Frostilla Hand Lotion) | Mutual B.S. | B. B. D. & O.                    |
| The Telephone Hour   | The Bell Telephone System<br>(Institutional)                                   | NBC         | N. W. Ayer & Son, Inc.           |
| The Tide Show, Starring Jack Smith, Dinah Shore, Ginny Simms | Procter & Gamble<br>(Tide)   | CBS         | Benton & Bowles, Inc.            |
| The Vick News With Ed Pettitt                                | Vicks Chemical Co.<br>(Vick Cough Drops, Cough Syrup and VapoRub)              | Mutual B.S. | Mores International, Inc.        |
| The Voice of Firestone                                       | Firestone Tire & Rubber Co.<br>(Tires and Tubes)                               | NBC         | Sweeney & James Co.              |
| The Voice of Prophecy  | General Conference of Seventh Day Adventists<br>(Institutional)                | ABC         | Western Adv. Agency              |
| The Whistler   | Signal Oil Co.<br>(Gasoline)   | CBS         | Barton A. Stebbins Adv. Agency   |
| The Woman in My House  | Manhattan Soap Co., Inc.<br>(Sweetheart Soap)                                  | NBC         | Scheidler, Beck & Werner, Inc.   |
| The World Today  | National Biscuit Co.<br>(Milk Bone Dog Biscuit)                                | CBS         | McCann-Erickson, Inc.            |

| PROGRAM                             | ADVERTISER AND PRODUCT   | NETWORK     | ADVERTISING AGENCY                     |
|-------------------------------------|--|-------------|--|
| The World Today With Carroll Alcott | Wildroot Co., Inc.<br>(Shampoo)  | CBS         | B. B. D. & O.                          |
| Theater of Famous Radio Players     | Lewis Food Co.<br>(Dog & Cat Food Prods.)  | CBS         | Rockett-Lauritzen                      |
| This Is Nora Drake                  | Seeman Brothers, Inc.<br>(Air Wick and Nylast)   | CBS         | Wm. Weintraub & Co., Inc.              |
| This Is Your FBI                    | Equitable Life Assurance Society of U. S.<br>(Insurance)   | ABC         | Warwick & Legler, Inc.                 |
| Time for Betty Crocker              | General Mills, Inc.<br>(Kitchen-Tested Flour, Softasilk Cake Flour, Cake Mixes and Other Products) | ABC         | Dancer-Fitzgerald-Sample, Inc.         |
| Titus Moody Speaking                | Wildroot Co., Inc.<br>(Wildroot Toilet Preparations and Frostilla Hand Lotion)                     | Mutual B.S. | B. B. D. & O.                          |
| Tom Corbett, Space Cadet            | Kellogg, Inc.<br>(Cereals & Other Products)  | ABC         | Kenyon & Eckhardt, Inc.                |
| Tom Harmon's Sports Taps            | Bank of America National Trust & Savings Association   | CBS         | Chas. R. Stuart Advertising            |
| Top Guy                             | American Chicle Co.<br>(Clorets Chlorophyl Gum)  | ABC         | Dancer-Fitzgerald-Sample, Inc.         |
| Tom Hanlon's Sports Calendar        | J. B. Williams Co.<br>(Aqua Velva)   | CBS         | J. Walter Thompson Co.                 |
| Top of the Morning Ralph Story Show | Bank of America National Trust & Savings Assn.   | CBS         | Chas. R. Stuart Adv.                   |
| True Detective Mysteries            | Motorola, Inc.<br>(Radios and TV Sets)   | Mutual B.S. | Aubrey, Finlay, Marley & Hodgson, Inc. |
| True Detective Mysteries            | Williamson Candy Co.<br>(Oh Henry Candy Bars)  | Mutual B.S. | Aubrey, Finlay, Marley & Hodgson, Inc. |
| Truth or Consequences               | Pet Milk Co.   | NBC         | Gardner Advertising Co.                |
| Tulip Time in Holland               | Holland Furnace Co.<br>(Heating & Air Conditioning Equipment)                                      | CBS         | Roche, Williams & Cleary, Inc.         |
| TV Book                             | Book Associates<br>(Books)   | CBS         | Huber Hoge & Sons                      |
| Twenty Questions                    | Wildroot Co., Inc.<br>(Wildroot Toilet Preparations)   | Mutual B.S. | B. B. D. & O.                          |

## V

|                    |   |             |   |
|--------------------|---|-------------|---|
| Victor H. Lindlahr | Serutan Co.<br>(Serutan, Nutrex, R-D-X, Sedagel, Lemel, Hi-V, Journal of Living, Gerritol, Histaline) | ABC         | Franklin Bruck Adv. Corp.               |
| Visitin' Time      | Morton Salt Co.   | CBS         | Klau-Van Piertersom-Dunlap Assoc., Inc. |
| Voice of Prophecy  | Voice of Prophecy, Inc.<br>(Religious)  | Mutual B.S. | Western Advertising, Inc.               |
| Vaughn Monroe Show | R. J. Reynolds Tobacco Co.<br>(Camel Cigarettes)  | NBC         | William Esty Co., Inc.                  |

# W

| PROGRAM                            | ADVERTISER AND PRODUCT  | NETWORK     | ADVERTISING AGENCY           |
|------------------------------------|---|-------------|------------------------------|
| Walk a Mile With Win Elliott       | R. J. Reynolds Tobacco Co.  | CBS         | Wm. Esty Co., Inc.           |
| Walter Winchell                    | Warner-Hudnut, Inc.<br>(Home Permanent, Shampoo & Other Products) | ABC         | Kenyon & Eckhardt, Inc.      |
| Welcome Travelers                  | The Procter & Gamble Co.<br>(Lava, Spic & Span, Joy, Prell)       | NBC         | The Biow Co.                 |
| Wendy Warren and the News          | General Foods Corp.<br>(Diamond Crystal Salt, Post Bran Flakes)   | CBS         | Benton & Bowles, Inc.        |
| What's My Line?                    | Jules Montenier, Inc.<br>(Stopette Deodorant)                     | CBS         | Earle Ludgin Co.             |
| Wheaties Scoreboard                | General Mills, Inc.<br>(Wheaties)                                 | Mutual B.S. | Knox-Reeves Adv.             |
| When a Girl Marries                | Seeman Bros., Inc.<br>(Nylast, Air Wick)                          | ABC         | Wm. H. Weintraub & Co., Inc. |
| Whispering Streets                 | General Mills, Inc.<br>(Bisquick, Crustquik, Wheaties)            | ABC         | Knox-Reeves Adv., Inc.       |
| Wild Bill Hickok                   | Kellogg Co.<br>(All Kellogg Products)                             | Mutual B.S. | Leo Burnett Co., Inc.        |
| Woman of the Year                  | General Mills, Inc.<br>(Kix and Other Products)                   | Mutual B.S. | Tatham-Laird, Inc.           |
| Women's News Desk With Ruth Ashton | Hills Brothers Coffee, Inc.<br>(Coffee)                           | CBS         | N. W. Ayer & Sons, Inc.      |

# Y

|                           |  |             |  |
|---------------------------|--|-------------|--|
| You Bet Your Life         | De Soto-Plymouth Dealers<br>(Automobiles)  | NBC         | B.B.D.O., Inc.                                   |
| Your Guide to Good Living | Doubleday & Co.<br>(Books)   | CBS         | Thwing & Altman, Inc.                            |
| Your Home Beautiful       | Benjamin Moore & Co.<br>(Paints and Varnishes)   | Mutual B.S. | St. Georges & Keyes                              |
| Young Dr. Malore          | Procter & Gamble Co.<br>(Crisco, Joy)  | CBS         | Compton Advertising, Inc.,<br>The Biow Co., Inc. |
| Young Dr. Malore          | Procter & Gamble Co.<br>(Ivory Flakes, Lilt)   | NBC         | The Biow Co.                                     |
| Young Widder Brown        | Sterling Drug, Inc.<br>(Bayer Aspirin, Dr. Lyons' Tooth Powder, Energine Cleaning Fluid, Phillips' Milk of Magnesia, Ironized Yeast, Astring-O-Sol, Mulsified Coconut Oil Shampoo) | NBC         | Dancer-Fitzgerald-Sample, Inc.                   |
| Your Land and Mine        | General Motors Corp.<br>(Institutional)  | ABC         | Kudner Agency, Inc.                              |
| Your Hit Parade           | The American Tobacco Co.<br>(Lucky Strike Cigarettes)  | NBC         | Batten, Barton, Durstine & Osborne, Inc.         |

# COMMERCIAL TV PROGRAMS — 1952

## (Network and Local)

*The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1952. The programs listed are for the 12-month period ending Dec. 31, 1952. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.*

### A

| TITLE                                  | SPONSOR-PRODUCT                            | STATION | ADVERTISING AGENCY           |
|--|--|---------|------------------------------|
| AB W's Green Thumb                     | Participating                              | WTAR-TV |                              |
| A. C. Gilbert Model Railroad Club      | A. C. Gilbert Co.                          | KING-TV |                              |
| A Word from Vera                       | Lino Bleach<br>(Bleach)                    | WBKB    | Ruthrauff & Ryan             |
| Across the Counter                     | Woodward & Lothrop<br>(Dept. Store)        | WMAL-TV | James S. Beattie Adv.        |
| Action Theatre                         | Floyd Rice Ford Dealer                     | WXYZ-TV |                              |
| Adventure                              | Dayton Bread Co.                           | WLW-D   | Herman Hutzler               |
| Adventures of Patches                  | Von's Grocery Co.                          | KNBH    | Mogge Privett Inc.           |
| Afternoon Edition with Robert Hurleigh | Walgreen's Drug Store                      | WGN-TV  | Schwimmer & Scott, Inc.      |
| Afternoon Theater                      | Son-EI                                     | KRLD-TV |                              |
| Alan Young Show                        | Esso Standard Oil Co.<br>(Lubricants)      | CBS-TV  | Marschalk & Pratt Co.        |
| All Aboard                             | Lionel Corp.<br>(Model Trains)             | CBS-TV  | Buchanan & Co.               |
| Allen Jackson & "News of the Night"    | N. Y. Chevrolet<br>Dealers Assn.           | WCBS-TV | Campbell-Ewald, Inc.         |
| Alex Drier News                        | Home Federal Savings                       | WNBQ    | Advertising Div. Co.         |
| All American Sports Review             | Ed Wells<br>(Pontiac)                      | KPIX    | Bruce Sedley                 |
| All Star Revue                         | Pet Milk Sales Corp.<br>(Pet Evap. Milk)   | NBC-TV  | Gardner Adv. Co.             |
| Amazing Mr. Malone                     | Seiberling Rubber Co.<br>(Tires)           | ABC-TV  | Meldrum & Fewsmith, Inc.     |
| Amos 'n' Andy                          | Blatz Brewing Co.<br>(Blatz Beer)          | CBS-TV  | Wm. H. Weintraub & Co.       |
| American Forum of the Air              | Bohn Aluminum &<br>Brass Co.<br>(Aluminum) | NBC-TV  | Zimmer-Keller, Inc.          |
| America's Town Meeting of the Air      | Reichhold Chemical Co.<br>(Institutional)  | ABC-TV  | MacManus, John & Adams, Inc. |
| Andy Gustafson                         | Adams Engineering<br>(Glass Jalousies)     | WTVJ    |                              |
| Animal Fair                            | Kasco-Babcock                              | WSPD-TV |                              |
| Anniversary Party                      | Tony's Bakery                              | WSPD-TV |                              |
| Ann Alden                              | Stripling's<br>(General Mdse.)             | WBAP-TV | Howard Carraway              |
| Answer Me This                         | Participating                              | WNHC-TV |                              |
| Arden Varieties                        | Arden Farms                                | KFMB-TV | Phillips-Ramsay              |
| Armchair Adventure                     | Brenner Mtr. Sales                         | WSPD-TV |                              |

| TITLE  | SPONSOR-PRODUCT  | STATION                     | ADVERTISING AGENCY  |
|--|--|-----------------------------|---|
| Armstrong's Circle Theater                             | Armstrong Floor Coverings<br>(Building Materials)  | NBC-TV                      | BBD & O, Inc.   |
| Art Linkletter's House Party                           | Pillsbury Mills, Inc.<br>(Flour, Cake Mixes, Etc.)   | CBS-TV                      | Leo Burnett Co., Inc.                                       |
| Art Linkletter's House Party                           | Kellogg Co.<br>(All Products)  | CBS-TV                      | Leo Burnett Co., Inc.                                       |
| Art Linkletter's House Party                           | Lever Brothers Co.<br>(Surf)   | CBS-TV                      | N. W. Ayer & Sons, Inc.                                     |
| Art Linkletter's House Party                           | Green Giant Co.<br>(Peas, Corn, Etc.)  | CBS-TV                      | Leo Burnett Co., Inc.                                       |
| Arthur Godfrey Time                                    | French Sardine Co.<br>(Star-Kist Tuna)   | CBS-TV                      | Rhodes & Davis Advertising Agency                           |
| Arthur Murray Party                                    | Arthur Murray Dance Studios  | DuMont                      | Ruthrauff & Ryan  |
| Ashland Serenade<br>At Arthur Murray's<br>At Home Show | Ashland Oil & Refining<br>Arthur Murray<br>C. H. Masland & Sons<br>(Masland Rugs and<br>Sportsmen's Clothes) | WSAZ-TV<br>WWJ-TV<br>ABC-TV | Byer & Bowman<br>Cox & Dunbarger<br>Anderson & Cairns, Inc. |
| Auto Racing from the Dayton<br>Speedway<br>Away You Go | Participating<br>Colonial Air Lines  | WLW-D<br>WJZ-TV             | Hilton & Riggio   |

## B

|  |   |                            |   |
|--|---|----------------------------|---|
| Bachelor's Haven   | Pearson Pharmcal<br>(Enids)   | KNXT                       | Harry B. Cohen, New York  |
| Balance Your Budget<br>Barn Dance<br>Barry Gray              | Sealy Mattress Co.<br>Bewley Mills<br>Sealy Mattress<br>Michaels Brothers                 | CBS-TV<br>WBAP-TV<br>WABD  | Olian & Bronner, Inc.<br>Glenn Adv.<br>Getschal                 |
| Batting Practice<br>Battle of the Ages<br>Battle of the Ages | Walgreen Company<br>The Serutan Co.<br>The Serutan Co.<br>(Serutan, Ceritol)              | WGN-TV<br>CBS-TV<br>DuMont | Schwimmer & Scott<br>Franklin Bruck Adv.<br>Franklin Bruck Adv. |
| Beat the Clock   | Sylvania Electric<br>Products, Inc.   | CBS-TV                     | Cecil & Presbrey, Inc.  |
| Beauty Clinic  | Good Housekeeping<br>Shops, Inc.<br>(Samson's<br>Enterprises, Inc.)                       | WTMJ-TV                    | Loise Mark & Associates   |
| Beauty's No Mystery<br>Behind Your Telephone                 | Michael's Beauty Salon<br>Southwest Bell<br>Telephone Co.                                 | KRLD-TV<br>WKY-TV          | Lowe Runkle Co.   |
| Beneath the Tower  | City of Paris Dept.<br>Store  | KRON-TV                    | G. R. Grimaldi  |
| Bert Parks' Show   | General Foods Corp.<br>(Birdseye Foods,<br>Swansdown, Jell-O,<br>Maxwell House<br>Coffee) | CBS-TV                     | Young & Rubicam, Inc.   |
| Betty Crocker Star Matinee                                   | General Mills, Inc.<br>(Bisquick, Cheerios,<br>Flour and Other<br>Products)               | ABC-TV                     | Dancer-Fitzgerald-Sample  |
| Beulah   | Procter & Gamble Co.<br>(Dreft & Oxydol)  | ABC-TV                     | Dancer-Fitzgerald-Sample  |
| Bible Stories<br>Biff Baker, U.S.A.                          | Smithfield Packing Co.<br>American Tobacco Co.<br>(Lucky Strike)                          | WTAR-TV<br>CBS-TV          | Ferguson-Kennerly<br>B. B. D. & O.                              |
| Big Game Hunt<br>Big Seven Football Games                    | Beckwith Evans Rugs<br>Phillips Petroleum<br>(Petroleum Products)                         | WXYZ-TV<br>WOW-TV          | Lambert-Feasley Advertising                                     |



| TITLE                     | SPONSOR-PRODUCT  | STATION | ADVERTISING AGENCY  |
|---------------------------|--|---------|---|
| Big Town                  | Lever Brothers Co.<br>(Rinso, Spry)  | CBS-TV  | Ruthrauff & Ryan, Inc.  |
| Birthday Party            | Wm. H. Heinemann<br>(Bakery)   | WTMJ-TV | Mautner Agency  |
| Blue Flame Theater        | So. California Gas Co.<br>(Appliances)   | KNXT    | McCann-Erickson   |
| Bob Atcher Show           | Beatrice Foods<br>(Meadow Gold Products)   | WOW-TV  | Cary-Hill Advertising   |
| Bon Tempi Italian Cookery | Participating  | WNHC-TV |   |
| Boston Blackie            | Speidel Watch Bands<br>(Yes Tissues)   | WABD    | S. S. C. & B.   |
| Bowling Champions         | Pfeiffer Brewing Co.   | WXYZ-TV | Maxon Agency  |
| Bouquets and Bonuses      | Allied Florists  | WAAM    | Bozelle Jacob   |
| Breakfast Playhouse       | Allen Christopher  | WXYZ-TV | Allen Christopher   |
| Break the Bank            | Bristol-Myers Co.<br>(Ammen, Sal Hepatica, Mum, Ipana Tooth Paste, Vitalis, Bufferin, Trushay) | CBS-TV  | Doherty, Clifford, Steers & Shenfield, Inc.                         |
| Bride & Groom             | General Mills, Inc.<br>(Bisquick, Crustquick, Cake Mix)  | CBS-TV  | Dancer, Fitzgerald & Sample, Inc. and Knox Reeves Advertising, Inc. |
| Brighten Up Your Home     | South East Furniture   | KDYL-TV | Ross Journey & Assoc.   |
| Bubble-up Scoreboard      | Vess Beverage  | WLW-C   | Kelly & Lamb  |
| Buckskin Dan              | International Shoe Co.   | KRON-TV | Raymond L. Sines  |
| Broadway to Hollywood     | Tidewater Associated Oil Co.<br>(Tydol)  | DuMont  | Lennen & Newell, Inc.   |
| Bullets Basketball        | Hals Brewery   | WAAM    | Joseph Katz Co.   |
| Burns & Allen             | Carnation Co.<br>(Evaporated Milk)   | CBS-TV  | Erwin, Wasey & Co., Inc.  |
| Buyer for a Day           | Namm-Loeser's<br>(Dept. Store)   | WJZ-TV  |   |

## C

|                            |  |         |  |
|----------------------------|--|---------|--|
| Cactus Jim                 | Participating                                    | WNBQ    |  |
| Cactus Pete                | Participating                                    | WLW-D   |  |
| California Living          | Maxwell House Coffee                             | KNXT    | Benton & Bowles                        |
| Camel News Caravan         | R. J. Reynolds Tobacco Co.<br>(Camel Cigarettes) | NBC-TV  | Wm. Esty Co., Inc.                     |
| Canine Comments            | Capitol Distributors                             | WFAA-TV |  |
| Cameo Theater              | Riggio Tobacco Corp.<br>(Regent Cigarettes)      | NBC-TV  | Brooke, Smith, French & Dorrance, Inc. |
| Candy Carnival             | Hawley & Hoops, Inc.<br>(M & M Candy)            | CBS-TV  | Wm. Esty Co., Inc.                     |
| Canine Corner              | Dr. Ross Dog and Cat Foods                       | KFMB-TV | Rockett-Lauritzen                      |
| Capitol News               | Amer. Radiator & Standard Sanitary Corp.         | WLW-C   |  |
| Captain Fortune            | Participating                                    | KPIX    |  |
| Captain Video              | General Foods Corp.<br>(Post Cereals)            | DuMont  | Benton & Bowles, Inc.                  |
| Cardinals Quarterback Club | Boyer Laboratories, Inc.<br>(H-A Hair Arranger)  | WGN-TV  | Schwimmer & Scott, Inc.                |
| Captain Z-Ro               | Kendall Food<br>(Dog Food)                       | KRON-TV | Dan B. Miner                           |
| Carefree Carnival          | Baker's Hair Tonic                               | KRLD-TV | Gandy Owens                            |
| Carpet Theater             | Arthur Fleischman Carpet Co.                     | WXYZ-TV |  |
| Cartoon Circus             | Laura Scudder Foods                              | KRON-TV | Ley and Livingston                     |

| TITLE  | SPONSOR-PRODUCT  | STATION | ADVERTISING AGENCY           |
|--|--|---------|------------------------------|
| Cartoon Club                                 | John Graf Co.<br>(Soft Drinks)   | WTMJ-TV | Al Herr Adv. Agency          |
| Cartoon Theater                              | Mason's Root Beer<br>(Soft Drink)  | WTTG    | H. J. Kaufman & Associates   |
| Carson, Kit                                  | Coca Cola Bottling Co.<br>of California                                      | KRON-TV | D'Arcy Adv. Co.              |
| Cases of Eddie Drake                         | Falls City<br>(Beer)   | WTTV    | Prater                       |
| Cavalcade of Books                           | St. Cal. Booksellers<br>Assoc.<br>(Books)                                    | KNXT    | Jack Case Advertising Agency |
| Cavalcade of Sports                          | Gillette Safety Razor<br>Co.<br>(Razors and Blades)                          | NBC-TV  | Maxon, Inc.                  |
| Cavalcade of Stars                           | Drug Store Television<br>Productions<br>(Drugs)                              | DuMont  | Product Advertising Corp.    |
| CBS Television News,<br>With Douglas Edwards | General Motors Corp.<br>(Oldsmobile Cars)                                    | CBS-TV  | D. P. Brothier Co., Inc.     |
| Celebrity Guest                              | Socony Vacuum  | WPIX    | Compton Adv.                 |
| Celanese Theater                             | Celanese Corp. of<br>America<br>(Acetate Fabrics)                            | ABC-TV  | Ellington & Co., Inc.        |
| Celebrity Time                               | B. F. Goodrich Co.<br>(Tires)  | CBS-TV  | B. B. D. & O.                |
| Centennial Television Theater                | Centennial Flour   | KING-TV | Seattle, Wash.               |
| Chance of a Lifetime                         | P. Lorillard Co.<br>(Old Gold<br>Cigarettes)                                 | ABC-TV  | Lennen & Newell, Inc.        |
| Challenge of the '50s—<br>Years of Crisis    | American Oil Co.<br>(Amoco Gasoline and<br>Other Petroleum<br>Products)      | CBS-TV  | The Joseph Katz Co.          |
| Challenge Theater                            | Challenge Cream and<br>Butter Association                                    | KRON-TV | Davis and Co.                |
| Chandler Trio                                | Ironrite   | WTTV    |                              |
| Charlie Wild, Detective                      | Wine Corp. of America<br>(Mogen David Wine)                                  | DuMont  | Weiss & Geller, Inc.         |
| Checkerboard TV Newsreel                     | Ralston-Purina Co.   | WBAP-TV | Lowe Runkle                  |
| Chester the Pup                              | Holsum Products Co.<br>(Foods)   | WTMJ-TV | Sid Stone Adv. Agency        |
| Chevrolet Movie Hits                         | Chevrolet Dealers<br>(Cars)  | KRON-TV | Campbell-Ewald               |
| Chicago at Nite                              | Nelson Bros.<br>(Furniture)  | WBKB    | Geo. Hartman Agency          |
| Chicago Bears Quarterback<br>Club            | Standard Oil Co.   | WNG-TV  | McCann-Erickson, Inc.        |
| Chicago Weather                              | Best Foods<br>(Shinola Shoe Polish)  | WBKB    | Earle Ludgin & Co.           |
| China Smith                                  | Weill Furniture  | WXYZ-TV | Alpert Agency                |
| Chinchilla Story                             | Stewart Chinchilla<br>Ranch  | WKRC-TV | Dickson & Wade Advertisers   |
| Chords & Comments                            | Participating  | WTAR-TV |                              |
| Chit Chat                                    | Participating  | WOOD-TV |                              |
| Chuck Wagon                                  | S. C. Johnson & Son<br>(Glo-Coat)  | KNBH    | Needham, Louis & Brorby      |
| Cinema Carnival                              | Muntz Car Co.<br>(Automobiles)   | KNBH    | Michael Shore Adv.           |
| Classic Theater                              | Italian Assn.<br>(Various Italian<br>Products)                               | WBKB    | Alberto Conti, Inc.          |
| Claudia                                      | General Foods Corp.<br>(Swansdown Cake<br>Mixes and Maxwell<br>House Coffee) | NBC-TV  | Young & Rubicam, Inc.        |
| Club Polka                                   | E. and B. Brewing Co.  | WXYZ-TV | Simons Michelson             |
| Coast Conference Football<br>Highlights      | Tide Water Associated<br>Oil Co.   | KING-TV |                              |

| TITLE  | SPONSOR-PRODUCT  | STATION                                | ADVERTISING AGENCY  |
|--|--|--|---|
| Coffee And<br>Coiffeurs by Autry<br>Colgate Comedy Hour                            | Participating<br>Autry's Beauty Salon<br>Colgate-Palmolive-Peet<br>Co.<br>(Ajax, Palmolive<br>Soap, Halo, Dental<br>Cream) | WNBQ<br>KRLD-TV<br>NBC-TV              | Carrie Rowland<br>Ted Bates & Co.   |
| Community Theater  | Community Builders,<br>Inc.  | WGN-TV                                 | Kuttner & Kuttner   |
| Comedy Cameos<br>Compo Comedy Theater  | Cameo Curtains<br>Compo-Miracle Prod.<br>Co.   | WJZ-TV<br>WGN-TV                       | Product Service Inc.<br>David Ettleson & Assoc.   |
| Connecticut Spotlight  | Edward Malley Co.<br>(Dept. Store)   | WNHC-TV                                |   |
| Continental Weather<br>Cook's Book   | Continental Trailways<br>Oklahoma Gas &<br>Electric Co.  | KRLD-TV<br>WKY-TV                      | Lannan & Sanders  |
| Cowboy Classics  | Continental Baking<br>(Wonder Bread)   | WOW-TV                                 | Ted Bates, Inc.   |
| Courtesy Television Theater<br>Cowboy Thrills<br>Craig Kennedy<br>Crime Syndicated | Courtesy Motors<br>Everybody's Dept. Store<br>Acme Bull Dog Beer<br>Schick Inc.<br>(Electric Shavers)                      | WGN-TV<br>WBAP-TV<br>KFMB-TV<br>CBS-TV | Malcolm-Howard Adv. Agency<br>J. T. Holmes & Assoc.<br>Foote, Cone & Belding<br>Kudner Agency, Inc. |
| Cunningham's News Ace  | Cunningham's Drug<br>Stores  | WJBK-TV                                | Simons-Michelson  |
| Curtain Calls  | United Mortgage<br>(Mortgage Co.)  | WTVJ                                   |   |
| Curbstone Cutup  | Cole Finder<br>(Lincoln-Mercury<br>Auto)   | WBKB                                   | Rocklin-Irving Co.  |
| Custom Studio Theater  | Custom Upholstering<br>Co.<br>(Upholstering)   | WTTC                                   | A. W. & L. Advertising  |

## D

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|--|--|--------------------------------|--|
| Dance Lesson<br>Dancing School   | Arthur Murray Studios<br>Fleming Co.<br>(IGA Grocers)  | WAAM<br>WKY-TV                 | Joseph Katz Co.<br>J. F. Gelders Co.         |
| Dance Time   | Vitamin Corp. of<br>America  |                                |  |
| Danger   | Block Drug Co., Inc.<br>(Amm-I-Dent Tooth<br>Paste, Pycopay<br>Brushes)                                    | CBS-TV                         | Cecil & Presbrey, Inc.                       |
| Dangerous Assignment   | Chrysler Dealers of<br>Washington Area   | WMAL-TV                        | McCann-Erickson (Detroit)                    |
| Date With Judy   | McKesson & Robbins,<br>Inc.<br>(All Products)  | ABC-TV                         | J. D. Tarcher & Company                      |
| Date to Dance  | Marion Dance Studios<br>(Lessons)  | WMAL-TV                        | James S. Beattie Adv.                        |
| Dave Lewis Show<br>Death Valley Days   | Admiral Distributors<br>Pacific Coast Borax<br>Co.<br>(Twenty Mule Team<br>Borax, Boraxo)                  | WTTV<br>WABD                   | McCann-Erickson, Inc.                        |
| Decorator's Workshop<br>Descoware Show<br>Del Courtney<br>Democratic Nat. Convention | Sach's Quality Stores<br>P. E. Sanford Co.<br>Participating<br>Admiral Corp.<br>(Radios, TV Sets,<br>Etc.) | WPIX<br>KPIX<br>KPIX<br>ABC-TV | Russell M. Seeds Co.                         |
| Diamond Jubilee  | Vitamin Corp. of<br>America<br>(Rybutol)   | ABC-TV                         | Kastor, Farrell, Chesley &<br>Clifford, Inc. |

| TITLE                      | SPONSOR-PRODUCT   | STATION | ADVERTISING AGENCY          |
|----------------------------|---|---------|-----------------------------|
| Diamond Theater            | Deroy's Jewelry   | WJAC-TV | Jay Reich                   |
| Dick Tracy                 | Royal Baking  | KDYL-TV | Gillham Advertising         |
| Didja Know                 | Retail Bakers   | KFMB-TV | Champ-Wilson Adv.           |
| Nancy Dixon                | Cluett Peabody  | WWJ-TV  | Young & Rubicam             |
| Dollar Derby               | Foodtown Dealers  | WOOD-TV |                             |
| Dorsey Connors             | First Federal Savings<br>& Loan   | WNBQ    | Advertising Div., Inc.      |
| Douglas Fairbanks Presents | Phillips Petroleum<br>(Petroleum Products)                                    | WOW-TV  | Lambert-Feasley Advertising |
| Double or Nothing          | Campbell Soup Co.   | CBS-TV  | Ward Wheelock Co.           |
| Double Play                | California Tire Assoc.<br>(Tires)   | KRON-TV | Paul Castleman              |
| Dugout Chatter             | Lacy's, Inc.<br>(Appliances)  | WTTC    | H. J. Kaufman & Associates  |
| Down You Go                | Toni Products Co.<br>(Hair Preparations)                                      | DuMont  | Weiss & Geller, Inc.        |
| Dragnet                    | Liggett & Myers<br>Tobacco Co.<br>(Fatima Cigarettes)                         | NBC-TV  | Cunningham & Walsh, Inc.    |
| Dreamdate, Brunette, Etc.  | Antell's  | KLRD-TV | Television Advertising      |
| Drew Pearson               | Carter Products Inc.<br>(Arrid, Rise Shave<br>Cream, Nair,<br>Carter's Pills) | ABC-TV  | Ted Bates & Co.             |
| Durocher & Day             | Stroz Brewing Co.<br>(Beer)   | WOW-TV  | Bozell & Jacobs Advertising |
| Dunhill News               | Dunhill Cigarettes  | KFMB-TV | Biow Co., N. Y.             |

## E

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|--------------------------|---|---------|--|
| Earl Nightingale Program | Bell Savings & Loan<br>Assn.  | WGN-TV  | M. M. Fisher Associates                |
| Easy Does It             | Participating   | WTAR-TV |  |
| Easter Parade            | Susquehanna Waist Co.<br>(Ship 'n' Shore<br>Blouses)                                      | CBS-TV  | Mervin & Jesse Levine, Inc.            |
| Easy Chair Theater       | Liggett Drug Co.<br>(Vitamin Corp. of<br>America and Philip<br>Morris Co., Ltd.,<br>Inc.) | WABD    | Duane-Jones Co., Inc., The Biow<br>Co. |
| Eisenhower Speech        | Michigan for<br>Eisenhower<br>Committee   | CBS-TV  | Young & Rubicam, Inc.                  |
| Election Night Coverage  | Admiral Corp.<br>(Radios, TV Sets,<br>Etc.)   | ABC-TV  | Russell M. Seeds Co.                   |
| Electrical Living        | Utah Power and Light  | KDYL-TV | Gillham Advertising                    |
| Electric Theater         | Detroit Edison  | WXYZ-TV | Campbell-Ewald                         |
| Ellyer Queen             | Kaizer-Fraser Corp.<br>(Cars)   | ABC-TV  | Wm. H. Weintraub & Co.                 |
| Evans Feature Film       | Evans Fur Co.   | WGN-TV  | Arthur Meyerhoff & Co.                 |
| Evening News             | Philip Morris<br>(Dunhill)  | WABD    | Keystone Advertising                   |

## F

|                     |  |        |                                   |
|---------------------|--|--------|-----------------------------------|
| Faith for Today     | Voice of Prophecy, Inc.<br>(Institutional)   | ABC-TV | Laughlin-Wilson, Baxter & Parsons |
| Fairmeadows, U.S.A. | Johns-Manville Corp.<br>(Building Materials) | NBC-TV | J. Walter Thompson Co.            |
| Falstaff TV Theater | Falstaff Beer                                |        | Dancer, Fitzgerald & Sample       |
| Famous Fights       | Adam Hat Stores, Inc.<br>(Hats)              | DuMont | Hirshon-Garfield, Inc.            |
| Famous Playhouse    | Heileman Brewing<br>(Beer)                   | WOW-TV |                                   |

| TITLE                       | SPONSOR-PRODUCT   | STATION | ADVERTISING AGENCY         |
|-----------------------------|---|---------|----------------------------|
| Famous Theater              | Famous Furniture  | WXYZ-TV | W. B. Donner               |
| Far West Boys Club Boxing   | Far West Motors   | KPIX    | Robert B. Selby & Assoc.   |
| Fascinating Rhythm          | Future Age Furniture  | WTVJ    |                            |
| Fashion Forecast            | Meacham's Dept. Store<br>(Clothes)  | WBAP-TV |                            |
| Fashion Notes               | Singer's Women's<br>Apparel Shop  | WTMJ-TV | Al Plotkin Adv. Agency     |
| Fashion Review              | Ray's Dept. Store   | WLW-D   | Carr Advertising           |
| Faye Stewart—KPIX Kitchen   | Participating   | KPIX    |                            |
| Feature Boxing              | American Home<br>Products<br>(Aero-Shave)                                       | WABD    | Geyer Adv., Inc.           |
| Feature Theater             | The Bayuk Co.<br>(Phillies)   | WABD    | Ellington & Co., Inc.      |
| (Front-Page Detective)      | Felber Biscuit Co.  | WLW-C   | Harry Miller Inc.          |
| Feminine Angle              | Hampshire Hosiery   | WXYZ-TV | Bahn Agency                |
| Figure Perfect              | Meltzers<br>(Hotpoint<br>Appliances)  | WTVJ    |                            |
| Files of Jeffry James       | Pearson Pharmacal<br>(Ennds)  | KING-TV |                            |
| Film Funnies                | Read's Drug Stores  | WAAM    |                            |
| Film Series                 | National Brewing Co.<br>(Beer)  | WGN-TV  | Kenyon & Eckhardt, Inc.    |
| Fireside Theater            | Procter & Gamble Co.<br>(Ivory, Crisco, Duz)                                    | NBC-TV  | Compton Adv. Inc.          |
| First Time Voters           | Acme Brewing Co.<br>(Beer)  | KNBH    | Roy S. Durstine, Inc.      |
| First Hundred Years         | Procter & Gamble<br>(Tide, Spic & Span)   | CBS-TV  | Benton & Bowles, Inc.      |
| Flying Tigers               | Johnson Candy Co.<br>(Candy)  | DuMont  | Franklin Bruck Advertising |
| Food Facts                  | Rich Plan<br>(Freezer and Food<br>Plan)   | KRON-TV | Calvert and Perry          |
| Football Highlights         | First National Bank   | KFMB-TV | Phillips Ramsay            |
| Football This Week          | National Carbon Co.<br>(Prestone<br>Antifreeze)                                 | WABD    | Wm. Esty Co., Inc.         |
| Footlight Theater           | General Foods Corp.<br>(Sanka Coffee,<br>Swansdown Flour)                       | CBS-TV  | Young & Rubicam, Inc.      |
| Ford Festival               | Ford Motor Co.<br>(Automobiles)   | NBC-TV  | J. Walter Thompson Co.     |
| Foreign Intrigue            | Lucky Lager Brewing<br>Co.<br>(Beer)  | KNBH    | McCann-Erickson, Inc.      |
| Four-Star Playhouse         | Patricia Stevens, Inc.  | WBKB    | Arthur Meyerhoff, Inc.     |
| Forty-Eighth Street Theater | Goldberg Fashion Forum  | WGN-TV  | George H. Hartman Co.      |
| Frankie Albert Show         | S. F. Milk Ind.<br>(Dairy Products)   | KRON-TV | Brisacher, Wheeler         |
| Fred Waring Show            | General Electric Co.<br>(GE Household<br>Appliances, Lamps,<br>Radios, TV Sets) | CBS-TV  | B. B. D. & O.              |
| Freshie Fun Time            | Langendorf Bakeries   | KRON-TV | Russell, Harris and Wood   |
| Front Page Detective        | Rayco Manufacturing<br>Co.<br>(Auto Seat Covers)                                | WABD    | Robert B. Grade Company    |
| Fur Fun                     | E. J. Donovan<br>(Chinchillas)  | KNXT    | Allan Lane & Associates    |

G

Gadabout Gaddis  
Gabby Hayes Show

Evinrude Motors  
Peter Paul, Inc.  
(Candy)

WTMJ-TV  
NBC-TV

Cramer-Krasselt Co.  
Maxon, Inc.



| TITLE   | SPONSOR-PRODUCT  | STATION                              | ADVERTISING AGENCY  |
|---|--|--------------------------------------|---|
| Gangbusters   | Liggett & Myers<br>Tobacco Co.<br>(Fatima Cigarettes)  | NBC-TV                               | Cunningham & Walsh, Inc.  |
| Garry Moore Show  | Chr. Hansen's<br>Laboratories, Inc.<br>(Junket Brands<br>Division—Desserts<br>and Puddings)      | CBS-TV                               | McCann-Erickson, Inc.   |
| Gaylord Hauser Show   | Minute Maid Corp.<br>(Frozen Orange and<br>Lemon Juice)  | ABC-TV                               | Ted Bates & Co.   |
| The Gaylords<br>Gene Autry  | Ohio China<br>Wm. Wrigley, Jr., Inc.<br>(Doublemint<br>Chewing Gum)                              | WSPD-TV<br>CBS-TV                    | Toledo, O.<br>Ruthrauff & Ryan, Inc.  |
| Ginka   | Mayer-Hughes Co.<br>(Home Furnishings)   | WTMJ-TV                              | Sid Stone Adv. Agency   |
| Give & Take   | Cannon Mills, Inc.<br>(Towels)   | CBS-TV                               | Young & Rubicam, Inc.   |
| Gold Label Round Table<br>Goin' Steady<br>Golden State Movie Time<br>Good Cooking | Acme Breweries<br>Speedway 79 Gasoline<br>Golden State Dairy<br>Michigan Consolidated<br>Gas Co. | KPIX<br>WXYZ-TV<br>KRON-TV<br>WWJ-TV | Roy S. Durstine<br>W. B. Doner<br>Guild, Bascom and Bonfigli<br>Fred M. Randall |
| Good Living<br>Goodyear Television Playhouse                                      | Participating<br>Goodyear Tire &<br>Rubber Co.<br>(Tires)  | WNBQ<br>NBC-TV                       | Young & Rubicam, Inc.   |
| Grand Marquee<br>Grandstand Quarterbacks<br>Gretchen Colnik                       | Hauser Nash Sales<br>Whitney's Dept. Store<br>Interstate Bakeries<br>Corp.                       | WNBQ<br>KFMB-TV<br>WTMJ-TV           | Guenther-Bradford<br>Eves Advertising<br>Sid Stone Advertising Agency           |
| Grissom Theater<br>Gruen Playhouse<br>Guess What                                  | Grissom Motors<br>Gruen Watch Co.<br>Wine Corp. of America<br>(Mogen David Wine)                 | WXYA-TV<br>DuMont<br>DuMont          | Castle-Werner<br>McCann-Erickson, Inc.<br>Weiss & Geller, Inc.                  |
| Gwaltney TV Theater   | Gwaltney Meat<br>Packing   | WTAR-TV                              | Courtland B. Ferguson   |

## H

|  |   |                               |  |
|--|---|-------------------------------|--|
| Hail the Champ   | Fred W. Amend Co.<br>(Churkles Candy)                                       | ABC-TV                        | Henri, Hurst & McDonald, Inc.                    |
| Half Hour Variety Show                                       | Sure Save Food Mart,<br>Inc.  | WGN-TV                        | Kuttner & Kuttner, Inc.                          |
| Half Hour Youth Program<br>Hall of Fame & Royal<br>Playhouse | Klee Bros.<br>Pate Oil Co.  | WTMJ-TV                       | Kuttner & Kuttner, Inc.<br>Al Herr Adv. Agency   |
| Hallmark Hall of Fame  | Hall Brothers, Inc.<br>(Greeting Cards)                                     | NBC-TV                        | Foote, Cone & Belding                            |
| Hand to Heaven<br>Handy Andy<br>Hank the Handyman            | First Pilgrim Church<br>Romney Lumber Co.<br>Butter Hdwe. &<br>Woodwork Co. | WMAL-TV<br>KDYL-TV<br>WTMJ-TV | Ted Anderson Advertising<br>Mautner Agency       |
| Happy's Party  | Florida Citrus<br>Commission<br>(Fruit)                                     | DuMont                        | J. Walter Thompson Co.                           |
| Happy Birthday to You<br>Happy Valley Gang                   | Circus Foods<br>Winterlein<br>(Meats)                                       | KRON-TV<br>WTTV               | Batten, Barton, Durstine and Osborn              |
| Harry Owens' Show<br>Hawkins Fall                            | United Air Lines<br>Lever Brothers Co.<br>(Surf)                            | KNXT<br>NBC-TV                | N. W. Ayer & Son, Inc.<br>N. W. Ayer & Son, Inc. |
| Hayloft Frolic   | Indiana Farm Bureau<br>Coop.  | WTTV                          |  |
| Heart of the City  | State Sample Dept.<br>Store   | WXYZ-TV                       | Luckoff, Wayburn & Frankel                       |

| TITLE                                   | SPONSOR-PRODUCT  | STATION         | ADVERTISING AGENCY                        |
|---|--|-----------------|---|
| Heart Throb Theater<br>Headline Edition | Hub Appliances<br>Philip Morris & Co.,<br>Ltd., Inc.<br>(Dunhill Cigarettes) | WXYZ-TV<br>WABD | W. B. Doner<br>Keystone Advertising       |
| Hello Girls                             | Boydell Paints   | WXYZ-TV         | Castle-Werner                             |
| Henri's Hollywood                       | Henri's Beauty Salon   | KRLD-TV         |   |
| Herb Shriner Time                       | Cluett, Peabody & Co.,<br>Inc.<br>(Arrow Shirts and<br>Ties)                 | ABC-TV          | Young & Rubicam, Inc.                     |
| Herbie Mintz Show                       | P. A. Starch Piano Co.   | WNBQ            | Geo. H. Hartman Co.                       |
| High School Quiz                        | Participating  | WNHC-TV         |   |
| Hockey                                  | Stroh Brewing  | WXYZ-TV         | Zimmer-Keller                             |
| Hoffman Huddle                          | Hoffman Television   | KFMB-TV         | Foote, Cone & Belding                     |
| Hoffman Sportlights                     | Chessher-Packard<br>Motors   | KEYL            | Cusick, Schwerke & Wild                   |
| Holiday in Paris                        | Rogers Jewelry,<br>Indianapolis  | WTTV            |   |
| Hollywood Headlines                     | Participating  | WTAR-TV         |   |
| Hollywood Reporter                      | American Wholesalers<br>(Serta Mattresses)                                   | WTTG            | Cohen & Miller Advertising                |
| Hollywood Screen Test                   | Ironrite, Inc.<br>(Ironing Machines)   | ABC-TV          | Brooke, Smith, French &<br>Dorrance, Inc. |
| Hollywood Showcase                      | Associated Hospital<br>Service   | WGN-TV          | Malcolm-Howard Adv. Agency                |
| Hollywood Road to Fame                  | Wilshire Beverages<br>(Creme-O-Coca)   | KNXT            | Factor-Breyer                             |
| Hostess House                           | Philip Shields, Inc.<br>(Interior Decorators)                                | WLW-D           | Carr Advertising                          |
| Hot Rods                                | Floyd Rice Ford Dealer   | WXYZ-TV         |   |
| Hour of Decision                        | Billy Graham Ev.<br>Assn. Inc.<br>(Institutional)                            | ABC-TV          | Walter F. Bennett & Co.                   |
| House Party                             | Style Crest Co.  | WBKB            | Richard Hirsch Adv.                       |
| Howdy Doody                             | Galliker   | WJAC-TV         | Cavanaugh-Morris                          |
| How To                                  | J. L. Hudson   | WWJ-TV          | Raymond Morgan                            |

## I

|   |   |                         |                          |
|---|---|-------------------------|--------------------------|
| I Love Lucy                             | Philip Morris & Co.,<br>Ltd., Inc.  | CBS-TV                  | The Biow Co., Inc.       |
| I Married Joan                          | General Electric<br>(Major and Small<br>Appliances)   | NBC-TV                  | Young & Rubicam, Inc.    |
| IGA Movie Quick Quiz                    | IGA Grocers   | KDYL-TV                 | Featherstone Advertising |
| Indiana University                      | L. Strauss of<br>Indianapolis   | WTTV                    |                          |
| Information Please                      | General Electric Co.<br>(GE Household<br>Appliances, Lamps,<br>TV Sets, Radios)                         | CBS-TV                  | B. B. D. & O.            |
| Inspector Mark Saber,<br>Homicide Squad | Sterling Drug, Inc.<br>(Bayer Aspirin<br>Tablets, Philips'<br>Milk of Magnesia,<br>Philips' Toothpaste) | ABC-TV                  | Dancer-Fitzgerald-Sample |
| It's News to Me                         | Andrew Jergens Co.<br>(Lotions, Creams)   | CBS-TV                  | Robert W. Orr Associates |
| It's a Good Ideal &<br>Person to Person | Pacific Tel. and Tel.   | KING-TV, Seattle, Wash. |                          |
| It Happened Today                       | Widemann Beer   | WTTV                    | Tatham-Laird             |
| Interview With Bud Foster               | Remar Bakery<br>(Sunbeam Bread)   | KRON-TV                 | Elliott, Goetz and Boone |
| Italian Swiss Movie Hits                | Italian Swiss Colony<br>Wine  | KRON-TV                 | Honig-Cooper             |
| It's a Fact                             | Safeway Stores<br>(Lucerne Milk)  | KRON-TV                 | J. Walter Thompson       |

| TITLE            | SPONSOR-PRODUCT                   | STATION | ADVERTISING AGENCY    |
|------------------|-----------------------------------|---------|-----------------------|
| It's a Good Idea | Pacific Telephone & Telegraph Co. | KNBH    | B. B. D. & O.         |
| It's Easy        | The Emporium<br>(Dept. Store)     | KRON-TV | Merchandising Factors |

## J

|                                       |   |                    |                                   |
|---------------------------------------|---|--------------------|-----------------------------------|
| Jack Benny Show                       | American Tobacco Co.<br>(Lucky Strike Cigarettes)                               | CBS-TV             | B. B. D. & O.                     |
| Jazz Nocturne<br>Jerry Fielding Show  | E and B Brewing Co.<br>Aldon Construction<br>(Homes)                            | WXYZ-TV<br>KNXT    | Simons-Michelson<br>Stiller-Rouse |
| Jim Boyd Sings<br>Jim Simpson, Sports | The Army Store<br>Lo Rocca, Inc.<br>(Dodge-Plymouth)                            | WFAA-TV<br>WTOP-TV | Harwood Martin Adv.               |
| Jimmy Wake'ly Show                    | Coleman Dealers<br>(Furnaces)   | KNXT               | John Riordan                      |
| Joe Mulvehill—News<br>Juvenile Jury   | Central Cadillac Co.<br>Minnesota Mining & Mfg. Co.<br>(Scotch Cellophane Tape) | WNBK<br>NBC-TV     | B. B. D. & O.                     |

## K

|   |  |                                 |  |
|---|--|---------------------------------|--|
| Kate Smith Show   | Cannon Mills, Inc.<br>(Cannon Sheets and Towels and Hosiery)   | NBC-TV                          | N. W. Ayer & Son                                   |
| Keep Posted<br>Kentucky Derby<br>Preakness Stakes               | Curtis Publishing<br>Gillette Safety Razor Co.<br>(Shaving Cream, Razors, Blades)                    | DuMont<br>CBS-TV                | B. B. D. & O.<br>Maxon, Inc.                       |
| Kids & Company  | International Shoe Co.<br>(Red Goose Shoes)  | DuMont                          | D'Arcy Advertising Co.                             |
| Kid's Capers<br>Kids' Carnival Kwiz                             | Participating<br>National Tea Stores<br>(Grocery)  | KPIX<br>WBKB                    | Schwimmer & Scott                                  |
| Kieran's Kaleidoscope<br>King Calico                            | Thompson's Dairy<br>Nicolay-Dancey, Inc.<br>(Potato Chips)   | WMAL-TV<br>WNBQ                 | Lewis Edwin Ryan, Inc.<br>Canaday, Ewell & Thurber |
| Kit Carson<br>Kitchen Club<br>Know Your Sports<br>Kraft Theater | Coca Cola Bottlers<br>Kroger<br>HiVolt Battery Co.<br>Kraft Foods Co.<br>(Cheese and Salad Dressing) | WTTV<br>WSPD-TV<br>WTVJ<br>KNBH | Toledo, O.<br>J. Walter Thompson Co.               |
| Kukla, Fran & Ollie   | Radio Corp. of America<br>(Radios, TV Sets, Records)   | NBC-TV                          | J. Walter Thompson Co.                             |
| Kraft Television Theater  | Kraft Foods Co.<br>(Kraft Deluxe Slices, Velveeta)   | NBC-TV                          | J. Walter Thompson Co.                             |
| Kup's Column  | Sandra Motors<br>(Automobiles)   | WBKB                            | Larry Stein Adv.                                   |
| Kurtain Kall  | Kambers  | WKY-TV                          | Angelo Advertising                                 |

## L

|  |   |                 |                        |
|--|---|-----------------|------------------------|
| Ladies' Day With Lee<br>Langford-Ameche Show | Participating<br>Lever Bros. Co.<br>(All Products)      | KPIX<br>ABC-TV  | N. W. Ayer & Son, Inc. |
| Late Date<br>Law of the Land                 | Participating<br>Domestic Refrigeration<br>(Frigidaire) | WTAR-TV<br>WTVJ |                        |
| Learn to Dance<br>Leave It to George         | Arthur Murray Dance<br>Crosley                          | WOOD-TV<br>WTTV | Tevie Jacobs           |

| TITLE                                    | SPONSOR-PRODUCT  | STATION | ADVERTISING AGENCY            |
|--|--|---------|-------------------------------|
| Lead Off Man                             | Nelson Bros. Furniture Co.                                       | WGN-TV  | George H. Hartman Co.         |
| Lee Dickens Show                         | Clearview Louvre & Nat'l Motor Exchange                          | WTVJ    |                               |
| Let's Cook                               | Participating  | WTAR-TV |                               |
| Let's Go Fishing                         | Miami Ventilated Awning (Jalousie)                               | WTVJ    |                               |
| Let's Go Shopping                        | Leonard's Dept. Store  | WBAP-TV |                               |
| Let's Look at Books                      | Books, Inc.  | KPIX    | Ray Sines Advertising         |
| Let's Look at the Facts                  | Employers Association of Chicago                                 | WGN-TV  |                               |
| Let's Look at Sports                     | General Cigar Co.  | WNBQ    | Federal Advertising           |
| Let's Look at the Weather                | White's Auto Stores  | KRLD-TV | Watts, Payne                  |
| Let's Take a Holiday                     | Socony-Vacuum  | WWJ-TV  | Compton                       |
| Letter to Lee Graham                     | Red Line Commercial Co. (Bovril)                                 | WJZ-TV  | Hilton & Riggio               |
| Levolor Story Theater                    | Levolor (Venetian Blinds)  | WJZ-TV  | Friend, Reiss & McGlone       |
| Lt. Palmer of the Police                 | Kann's Department Store (Miscellaneous)                          | WTTG    | H. J. Kaufman & Associates    |
| Life Begins at 80                        | The Serutan Co. (Serutan & Jeritol)                              | DuMont  | Edward Kletterer Associates   |
| Life of Christ (Film)                    | Greenlawn Cemetery Association                                   | WTVN    |                               |
| Life of the Party                        | Modern Appliance Co.   | WAAM    | Schnitker-Tracy Advt.         |
| Life Is Worth Living                     | Admiral Television Corp. (TV Sets)                               | DuMont  | Erwin, Wasey & Co.            |
| Little Lady Party                        | Helene Pessl, Inc. (Toiletries)                                  | WABD    | Silberstein-Goldsmith, Inc.   |
| Life With Linkletter                     | Green Giant Co. (Niblets, Green Giant Peas)                      | ABC-TV  | Leo Burnett Co., Inc.         |
| Lights Out                               | Admiral Corp. (TV and Radio Sets, Ranges, Refrigerators)         | NBC-TV  | Erwin, Wasey & Co., Inc.      |
| Linger Awhile                            | Modern TV  | WXYZ-TV | Broadcast Products            |
| Live Like a Millionaire                  | General Mills, Inc. (Wheaties, Bisquick, Crustquick)             | CBS-TV  | Knox-Reeves Advertising, Inc. |
| Live Wrestling                           | Sommers Drug Stores  | WOAI-TV | Thomas F. Conroy, Inc.        |
| Little Amateurs                          | Mrs. Drenk's Foods, Inc.   | WTMJ-TV | Sid Stone Adv. Agency         |
| Little Lady Party                        | Helene Pessel  | WABD    | Silberstein-Goldsmith         |
| Little Theater                           | Falstaff Beer  | WTTV    | D-F-S                         |
| Living Room Theater                      | Better Living, Inc.  | KRLD-TV | Don King, Inc.                |
| Longines Chronoscope                     | Longines-Wittnauer Watch Co. (Watches)                           | CBS-TV  | Victor A. Bennett Co.         |
| Longines-Wittnauer                       | Longines-Wittnauer Watch Co. (Watches)                           | CBS-TV  | Victor A. Bennett Co.         |
| Longines-Wittnauer Thanksgiving Festival |  |         |                               |
| Longines-Wittnauer Christmas Festival    |  |         |                               |
| Lone Ranger                              | General Mills, Inc. (Cheerios, Bisquick, Cereals and Cake Mixes) | ABC-TV  | Dancer-Fitzgerald-Sample      |
| Love of Life                             | American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin)    | CBS-TV  | The Biow Co., Inc.            |
| Lux Video Theater                        | Lever Brothers Co. (Lux Soap)                                    | CBS-TV  | J. Walter Thompson Co.        |

# M

| TITLE  | SPONSOR-PRODUCT   | STATION                                  | ADVERTISING AGENCY  |
|--|---|--|---|
| Madison Square Garden<br>Mages Playhouse<br>Maggi McNellis Show                            | Jax Beer<br>Mages Sporting Goods<br>Riggio Tobacco<br>(Picadilly<br>Cigarettes)             | KRLD-TV<br>WGN-TV<br>WJZ-TV              | Fitzgerald<br>Malcolm-Howard Adv. Agency<br>Hilton & Riggio |
| Magic Clown<br>Mama  | Bonomo Turkish Taffy<br>General Foods Corp.<br>(Maxwell House<br>Coffee, Minute<br>Rice)    | WNBK<br>CBS-TV                           | Emil Mogul<br>Benton & Bowles, Inc.                         |
| Man About Town   | Household Finance<br>Corp.  | WWJ-TV                                   | Needham, Louis & Brorby                                     |
| Man Against Crime  | R. J. Reynolds Tobacco<br>Co.<br>(Camel Cigarettes)   | CBS-TV                                   | Wm. Esty Co. Inc.   |
| March of Time<br>Margaret Arlen<br>March of Medicine                                       | Miller Brewing<br>Participating<br>Smith Kline & French<br>Pharmaceuticals                  | WSPD-TV<br>WCBS-TV<br>NBC-TV             | Toledo, O.  |
| March of Time<br>Marmel Theater  | Miller Brewing Co.<br>Mar-Mel Co.<br>(Midwest Sales Co.)                                    | KFMB-TV<br>WGN-TV                        | Mathesson & Assoc. (Chicago)<br>Malcolm-Howard Adv. Agency  |
| Marion Snider Trio<br>Martin Kane—Private Eye  | Leeco Products<br>United States Tobacco<br>Co.<br>(Model, Old Briar,<br>Dill's Best, Tweed) | KRLD-TV<br>NBC-TV                        | Kudner Agency, Inc.   |
| Matinee Playhouse<br>Marshall Rocky  | Participating<br>Allen Christopher—<br>Various  | WNBQ<br>WXYZ-TV                          | Allen Christopher Agency                                    |
| Martha's Kitchen<br>Mary McAdoo  | Security First National<br>Bank   | WOW-TV<br>KNBH                           | Foote, Cone & Belding                                       |
| Maurice Hair Styles  | Dallas Athletic Club<br>Beauty Salon  | WFAA-TV                                  |   |
| Meet Mintz<br>Meet the Champ   | Participating<br>American Tobacco Co.<br>(Lucky Strike<br>Cigarettes)                       | WNBQ<br>ABC-TV                           | B. B. D. & O. Inc.  |
| Meet the Stars<br>Meet the Masters   | Participating<br>James Lee & Sons Co.<br>(Carpets and Rugs)                                 | WNHC-TV<br>NBC-TV                        | D'Arcy Adv. Co., Inc.                                       |
| Meet the Press   | Revere Copper & Brass,<br>Inc.<br>(Copper, Brass,<br>Steel Prods.)                          | NBC-TV                                   | St. Georges & Keyes, Inc.                                   |
| Meet the UAW-CIO<br>Meet the Victim  | UAW-CIO<br>Max I. Walker<br>(Dry Cleaning and<br>Laundry)                                   | WWJ-TV<br>WOW-TV                         | Luckoff & Wayburn<br>Holland, Holland and Goodsel           |
| Mexican Jamboree<br>Michigan Outdoors<br>Midnight Theater                                  | Commercial Tire Co.<br>A'tes Brewing<br>Save-Way Super<br>Market                            | WFAA-TV<br>WWJ-TV<br>WSPD-TV             | McCann-Erickson<br>Toledo, O.                               |
| Midweek News Review<br>Milky's Movie Party<br>Million Dollar Theater<br>Milwaukee Newsreel | A. O. Smith<br>Twin Pines Dairy<br>Weill Furniture<br>Milwaukee Gas Light<br>Co.            | KRLD-TV<br>WJBK-TV<br>WXYZ-TV<br>WTMJ-TV | Luckoff & Wayburn<br>Alpert Agency<br>Cramer-Krasselt Co.   |
| Milani Family Theater  | Milani Co.<br>(Food Products)   | KRON-TV                                  | Leonard Shane   |
| Mr. and Mrs. North   | Colgate-Palmolive-Peet<br>Co.<br>(Halo Shampoo,<br>Colgate Tooth Paste)                     | CBS-TV                                   | Sherman & Marquette, Inc.                                   |



| TITLE   | SPONSOR-PRODUCT  | STATION   | ADVERTISING AGENCY  |
|---|--|---|---|
| Mr. District Attorney   | Bristol-Myers Co.<br>(Ipana, Trushay, Sal<br>Hepatica, Vitalis)  | ABC-TV  | Young & Rubicam, Inc.   |
| Mister Peepers  | Ford Motor Co.<br>(Automobiles and<br>Trucks)  | NBC-TV  | J. Walter Thompson Co.  |
| Monday Quarterbacks   | Hoffman Radio Corp.<br>(TV Sets)   | KNBH  | Foote, Cone & Belding   |
| Morning Marketing<br>Morning Show<br>Movie Matinee                              | Kemper-Barrett<br>Hudson Jewelers<br>Allen Christopher—<br>Various   | KRON-TV<br>KNXT<br>WXYZ-TV                            | Kemper-Barrett<br>Action In Advertising<br>Allen Christopher Agency |
| Movies at Midnight  | Samson's Enterprises,<br>Inc.<br>(Appliances)  | WTMJ-TV   | Mautner Agency  |
| Motor City Fights<br>Motion Picture Academy<br>Movies for Kids<br>Movie Theater | Pfeiffer Brewing Co.<br>Rose Jewelers<br>International Shoe<br>Koolvent<br>(Awnings, Storm<br>Doors, Etc.) | WXYZ-TV<br>WXYZ-TV<br>KING-TV, Seattle, Wash.<br>WBKB | Maxon Agency<br>W. B. Doner<br>Herbert S. Laufman                   |
| Movie Time Social   | Polk Bros.<br>(Furniture &<br>Appliances)  | WBKB  | Incentive Planners  |
| Musical Penny   | Pennington Breao<br>Company  | WTVN  | Cy Landy  |
| Musically Speaking<br>Mystery Theater   | New Era Potato Chips<br>Four Wheel Brake<br>Service  | WWJ-TV<br>KRON-TV                                     | Otto & Abbe<br>John M. Gallagher                                    |
| My Friend Irma  | R. J. Reynolds Tobacco<br>Co., Inc.<br>(Cavalier Cigarettes)   | CBS-TV  | Wm. Esty Co., Inc.  |

## N

|  |  |                    |  |
|--|--|--------------------|--|
| Name's the Same                              | Avco Mfg. Co.<br>(Boridix Automatic<br>Washers, Clothes<br>Dryers, Ranges,<br>Refrigerators) | ABC-T              | Tatham-Laird, Inc.                         |
| Nancy Dixon                                  | Cluett-Peabody<br>(Sanforized)   | WNBK               | Young & Rubicam                            |
| Nancy's Kitchen                              | Participating  | WNHC-TV            |  |
| National Health Aids, Inc.<br>Talks          | National Health Aids,<br>Inc.—Formula #9   | WGN-TV             | Television Advertising Assoc.              |
| Necchi Theater                               | Belvedere Co.  | KRON-TV            | Ross Roy                                   |
| N. Y. Giants Quarterback<br>Huddle           | Miller Brewing Corp.<br>(Beer and Ale)   | WABD               | Mathisson and Assoc., Inc.                 |
| News & Sports<br>NBC News Review             | Gulf Oil Co.<br>United Fidelity<br>Insurance Co.   | WKRC-TV<br>WFAA-TV | Young & Rubicam<br>Watts-Payne Adv. Agency |
| NBC News in Review<br>NBC Week's News Review | Peoples Bank<br>Necchi Sewing<br>Machines  | WLW-D<br>WTTV      | Malcolm-Howard                             |
| New Home Previews                            | Gen. Electric Supply<br>Corp.<br>(Appliances)  | WMAL-TV            | M. Belmont Ver Standig, Inc.               |
| News and Sports                              | Stark & Wetzel<br>(Meats)  | WTTV               | Baker, Johnson, Dickinson                  |
| News Views                                   | Chicago Federal<br>Savings & Loan  | WGN-TV             | Critchfield & Co., Inc.                    |
| News Headlines                               | Skelly Oil<br>(Petroleum Products<br>& Skelgas<br>Appliances)                                | WOW-TV             | Henri, Hurst & McDonald                    |

| TITLE   | SPONSOR-PRODUCT  | STATION                    | ADVERTISING AGENCY   |
|---|--|----------------------------|--|
| News Final  | G. E. Supply, Kemble Bros., O'Neal Furniture, First National Bank and Simmons Nash                     | WBAP-TV                    |  |
| News Roundup<br>News of the World<br>Night Editor | Ben Griffin Motors<br>Granite Furniture<br>Greater N. Y. Kaiser-Frazer Dealers' Adv. Council<br>(Cars) | KRLD-TV<br>KDYL-TV<br>WABD | Ira DeLoach<br>Jarman Skaggs<br>William H. Weintraub & Co., Inc. |
| Nightcap News                                     | Brewing Corp. of America<br>(Carlings Beer)  | WJZ-TV                     | Benton & Bowles  |
| Nighttime Movies                                  | Ross Roy Co.   | KRLD-TV                    | Don King, Inc.   |

## O

|                             |   |         |                               |
|-----------------------------|---|---------|-------------------------------|
| Oh, Baby                    | The Mennen Co.<br>(Baby Products)                         | WABD    | Kenyon & Eckhardt, Inc.       |
| Ohio Today                  | B. C. Remedy  | WNBK    | N. W. Ayer                    |
| Old American Barn Dance     | Milnot  | WTTV    | Potts, Calkin & Holden        |
| Old Songs of the Church     | Fort Lincoln Cemetery                                     | WMAL-TV | Henry J. Kaufman & Associates |
| Omnibus                     | Remington Rand, Inc.<br>(Electric Shavers)                | CBS-TV  | Leaford Adv. Agency, Inc.     |
| On Stage                    | Franzia Wine  | KRON-TV | Sidney Garfield               |
| One Moment Please           | Jackson Furniture   | KRLD-TV | Don King, Inc.                |
| On the Line With Considine  | Mutual Benefit Health & Accident Assn. of Omaha           | NBC-TV  | Bozell & Jacobs, Inc.         |
| Opera Cameos                | Uddo & Taormina, Inc.<br>(Progresso Foods)                | WPIX    | Carlo Vinti                   |
| Opportunity Knocks          | 1st National Bank   | KRLD-TV | Rogers & Smith                |
| Original Amateur Hour       | P. Lorillard Co.<br>(Old Gold Cigarettes)                 | NBC-TV  | Lennen & Mitchell, Inc.       |
| Osterhouse Studio Spotlight | Phil Osterhouse Studios                                   | WOOD-TV |                               |
| Our Miss Brooks             | General Foods Corp.<br>(Sanka Coffee,<br>Swansdown Flour) | CBS-TV  | Young & Rubicam, Inc.         |

## P

|                                      |  |         |                              |
|--------------------------------------|--|---------|------------------------------|
| Pabst Blue Ribbon Bouts              | Pabst Sales Co.<br>(Pabst Beer & Ales)                   | CBS-TV  | Warwick & Legler, Inc.       |
| Palm Beach Round Robin<br>Tournament | Goodall-Sanford, Inc.<br>(Palm Beach Fabrics)            | CBS-TV  | Ruthrauff & Ryan, Inc.       |
| Papa Bob                             | Glenview Country House<br>(Restaurant)                   | WGN-TV  | Hellenic Adv. Agency, Inc.   |
| Papa Cellini                         | Ronzoni Macaroni   | WJZ-TV  | Emil Mogul                   |
| Par T. Pak Theater                   | Par T. Pak Beverage Co.                                  | KRON-TV | Emil Reinhardt               |
| Paul Calling                         | Indiana Fur Co.,<br>Indianapolis                         | WTTV    |                              |
| Peanut Circus                        | Circus Foods Inc.<br>(Nuts)                              | KNBH    | B. B. D. & O.                |
| Paul Whiteman TV Teen Club           | Nash-Kelvinator Corp.<br>(Nash Cars and Appliances)      | ABC-TV  | Geyer, Newell & Ganger, Inc. |
| Paul Winchell-Jerry Mahoney<br>Show  | Crosley Div., Avco Mfg. Corp.<br>(Electrical Appliances) | NBC-TV  | Benton & Bowles, Inc.        |
| Peggy Wilson Show                    | Joske's of Texas<br>(Dept. Store)                        | WOAI-TV | Pitluk Advertising Co.       |

| TITLE   | SPONSOR-PRODUCT   | STATION                                | ADVERTISING AGENCY  |
|---|---|--|---|
| People in the News  | J. R. Townsend<br>(Automotive)  | KFMB-TV                                | Patten & Holloway   |
| Perry Como Show<br>(7/14—8/18 Eddy Arnold<br>Show)                              | Liggett & Myers<br>Tobacco Co.<br>(Chesterfield<br>Cigarettes)  | CBS-TV                                 | Cunningham & Walsh, Inc.  |
| Peter Potter's Juke Box Jury  | Brucks Oldsmobile Co.<br>C. Standlee Martin<br>(Cars)   | KNXT                                   | Fennell Advertising Agency  |
| Pets Unlimited  | Lewis Food Co.<br>(Dr. Ross Dog Food)   | KRON-TV                                | Rockett-Lauritzen   |
| Philco Television Playhouse   | Philco Corp.<br>(Radios, TV Sets,<br>Refrigerators)   | NBC-TV                                 | Hutchins Adv. Co., Inc.   |
| Pick Temple at Old Sagebrush<br>Pick the Winner                                 | Morton's<br>Westinghouse Electric<br>Corp.<br>(Appliances)  | WTOP-TV<br>DuMont                      | Larrabee Assoc.<br>Ketcham, McLeod & Grove, Inc.                                      |
| Pictures for a Sunday<br>Afternoon  | Participating   | WCBS-TV                                |   |
| Pinocchio   | Koren's Distributing<br>Co.<br>(Toys)   | KPIX                                   | Grimaldi Productions  |
| Plato the Parrot  | Holsum Products Co.<br>(Foods)  | WTMJ-TV                                | Sid Stone Adv. Agency   |
| Playhouse of Stars<br>Playtime  | Schlitz Beer<br>Edward Malley Co.<br>(Dept. Store)  | WTTV<br>WNHC-TV                        | Lennen & Mitchell   |
| Political Address   | The Republican<br>National Committee  | CBS-TV                                 | Kudner Agency, Inc.   |
| Powers School of Charm<br>Popular Playhouse<br>Press Conference<br>Pro Football | Cook's Modern Home<br>Lone Star Beer<br>Chicago Motor Club<br>Standard Oil Co. of<br>Indiana<br>(Standard Red Crown<br>Gas, Motorlube Motor<br>Oil) | WFAA-TV<br>KRLD-TV<br>WGN-TV<br>ABC-TV | Taylor-Norsworthy, Inc.<br>Thos. F. Conroy<br>Agency Service Corp.<br>McCann-Erickson |
| Professional Football   | Atlantic Refining Co.<br>(Oil)  | DuMont                                 | N. W. Ayer & Son, Inc.  |
| Pud's Prize Party   | Frank H. Fleeer Corp.<br>(Fleeer's Bubble<br>Gum)   | ABC-TV                                 | Lewis & Gilman, Inc.  |
| Pulitzer Prize Playhouse  | General Motors Corp.<br>(Frigidaire Major<br>Appliances)  | ABC-TV                                 | Foote, Cone & Belding   |
| Purity Playhouse  | Purity Biscuit Co.  | KDYL-TV                                | Gillham Advertising   |

## Q

|                   |   |        |                         |
|-------------------|---|--------|-------------------------|
| Quick on the Draw | Chase Federal Savings<br>& Loan                                 | WTVJ   | Houck and Co.           |
| Quiz Kids         | Crosley Div. Avco<br>Manufacturing Co.<br>(Electric Appliances) | NBC-TV | Benton and Bowles, Inc. |

## R

|                                |   |                    |                    |
|--------------------------------|---|--------------------|--------------------|
| Racket Squad                   | Philip Morris & Co.,<br>Ltd., Inc.  | CBS-TV             | The Biow Co., Inc. |
| RCA Victor Show                | Radio Corp. of America<br>(Radios, TV Sets,<br>Records)                       | NBC-TV             | J. Walter Thompson |
| Railroad Club<br>Rain or Shine | American Flyer<br>Philip Morris<br>(P & G)<br>(Uncle Ben's<br>Converted Rice) | KRLD-TV<br>WCBS-TV | Chas. W. Hoyt      |

| TITLE                         | SPONSOR-PRODUCT  | STATION | ADVERTISING AGENCY   |
|-------------------------------|--|---------|--|
| Ramblin'                      | Aunt Jane's Pickles & Delsoy   | WXYZ-TV | Gleason Agency   |
| Ranger Joe                    | Ranger Joe, Inc.<br>(Cereal)   | ABC-TV  | Lamb & Keen, Inc.  |
| Raymar of the Jungle          | State Sample Dept. Store   | WXYZ-TV | Luckoff, Wayburn & Frankel   |
| Rayner Shine                  | Cream-Rick Dairy   | WOOD-TV |  |
| Ray's Roundup                 | Valley City Milling Co.  | WOOD-TV |  |
| Regal Theater                 | Gee Lumber Co.   | WGN-TV  | Wright-Campbell Adv.   |
| Rebound                       | Packard Motor Co.  | WXYZ-TV | Maxon  |
| Red Skelton Program           | Procter & Gamble Co.<br>(Tide)   | NBC-TV  | Benton & Bowles, Inc.  |
| Red River Dave's Barn Dance   | Kallison's Country Store<br>(Various)  | WOAI-TV |  |
| Reddy Kilowatt's Kitchen      | Dallas Power & Light Co.   | WFAA-TV | Taylor-Norsworth, Inc.   |
| Relay                         | Participating  | WTAR-TV |  |
| Request Playhouse             | Hirsch Clothing Co., Inc.  | WGN-TV  | Katherine Avery & Assoc.   |
| Renick Reporting              | John Jones<br>(DeSoto-Plymouth)  | WTVJ    |  |
| Remember                      | Gernhardt-Stroheimer-Wedgwood Stoves   | KRON-TV | Jim Diamond  |
| Remember These Things         | Burton-Dixie Corp.<br>(Burton-Dixie Prods.)  | ABC-TV  | Turner Advertising   |
| Republican Nat. Convention    | Admiral Corporation<br>(Radios, TV Sets, Etc.)                                     | ABC-TV  | Russel M. Seeds Co.  |
| Reward for Talent             | Television Co. of Md.  | WAAM    | U. S. Display Ads Inc.   |
| Riders of the Purple Sage     | Cain's Coffee  | WKY-TV  | Lowe-Runkle Co.  |
| Ringside Interviews           | Bayuk Cigar Co.<br>(Cigars)  | DuMont  | Ellington & Co.  |
| Ringside Roundup              | Verkamp-Withrow Corp.  | WKRC-TV | Farson, Huff & Northlich   |
| Robert Montgomery Presents    | The American Tobacco Co.<br>(Lucky Strike Cigarettes--S. C. Johnson & Sons--Waxes) | NBC-TV  | Batten, Barton, Durstine & Osborn, Inc.<br>Needham, Louis & Brorby |
| Rocky King, Detective         | American Chic Co.<br>(Clorets)   | DuMont  | Dancer-Fitzgerald-Sample, Inc.                                     |
| Rolling Rhythm                | Schmidt Pie Crust  | WXYZ-TV | Henry Koltys   |
| Ron Cochran & the News        | Hechinger Co.<br>(Building Supplies)   | WTOP-TV | Courtland D. Ferguson, Inc.  |
| Rose Reel                     | Leo Rose Clothing Co.  | WGN-TV  | Malcolm-Howard Adv. Agency   |
| Roundup Time                  | Allen Christopher--Various   | WXYZ-TV | Allen Christopher Agency   |
| Roy Rogers Show               | General Foods Corp.<br>(Grape Nuts Flakes, Post Toasties, Sugar Crisp)             | NBC-TV  | Young & Rubicam, Inc.  |
| The Ruggles, Jackson and Jill | Dr. Ross/Lewis Food Co.  | KING-TV |  |
| Rumpus Room                   | Helene Curtis Industries, Inc.<br>(Permanent Waves)                                | DuMont  | Gordon-Best Co., Inc.  |
| Rusty Russell Show            | Van Winkle Motors  | KRLD-TV | Advertising Assoc.   |

## S

|  |                |        |                       |
|--|----------------|--------|-----------------------|
| Sailor Dan                             |                | WOW-TV |                       |
| Sally Flowers' Meetin' Time at Moore's | Moore's Stores | WLW-C  | A. L. Palmer & Assoc. |
| Sandman News                           | Sanka Coffee   | WPIX   | Young & Rubicam       |

| TITLE                           | SPONSOR-PRODUCT   | STATION | ADVERTISING AGENCY  |
|---------------------------------|---|---------|---|
| Sammy Kaye Musical Variety Show | The Lambert Pharmacal Co.<br>(Listerine Tooth Paste, Antiseptic, Pro-phy-lac-tic Tooth Brush)                               | CBS-TV  | Lambert & Feasley, Inc.   |
| Santa Claus Lane                | Lane Shopping Association   | WTVN    | Cy Landy  |
| Santa Claus Show                | Titche-Goettinger   | KRLD-TV | Sam Bloom   |
| Santa's Workshop                | The White House<br>(Toys)   | KRON-TV | Bernard B. Schnitzer  |
| Saturday Movie Date             | Libby Furniture Co.   | WGN-TV  | Charles S. Temkin, Inc.   |
| Saturday News Final             | A. O. Smith   | KRLD-TV |   |
| Saturday Night Feature          | Andy & Bon Used Cars  | WKY-TV  |   |
| Saturday Night Jamboree         | Appliances & TV Sets  | WSAZ-TV | Darwin's, Ashland   |
| Saturday Night Theater          | Joseph Schlitz Brewing Co.<br>(Beer)  | WTMJ-TV | Lennen & Newell, Inc.   |
| Saturday Night Wrestling        | Royal Crest Sales Co.<br>(Dishes)   | WABD    | Product Services, Inc.  |
| Say It With Acting              | Brown Shoe Co.<br>(Neutralizer Shoes Women)   | ABC-TV  | Leo Burnett Co., Inc.   |
| Schlitz Playhouse of Stars      | Schlitz Brewing Co.<br>(Beer and Ale)   | CBS-TV  | Young and Rubicam, Inc.<br>Lennen & Mitchell, Inc.<br>Lennen & Newell, Inc. |
| Scotty Harrel Show              | Dulaney's<br>(RCA Distributor)  | WKY-TV  | Lowe-Runkle Co.   |
| School Days                     | Belfast Beverage Co.  | KRON-TV | J. J. Weiner  |
| Science in Action               | American Trust Co.<br>(Bank)  | KRON-TV | McCann-Erickson   |
| Search for Tomorrow             | Procter & Gamble Co.<br>(Joy, Spic. & Span)   | CBS-TV  | The Biow Co., Inc.  |
| See It Now                      | Aluminum Co. of America<br>(Alcoa Aluminum Products)  | CBS-TV  | Fuller & Smith & Ross, Inc.   |
| Shadows of Mystery              | Lee Motors  | WSPD-TV |   |
| Shell News                      | Shell Oil Co.   | KRON-TV | J. Walter Thompson  |
| Shenanigans                     | Participating   | WPIX    |   |
| Shirley Povich Sports Show      | Valley Forge Beer   | WTOP-TV | Epstein Adv.  |
| Shoot the Works                 | Big Bear Stores<br>(Market)   | WLW-C   | Harry Miller Agency   |
| Shop By Television              | The Hecht Co.<br>(Dept. Store)  | WMAL-TV | Harwood-Martin Agency   |
| Shopping With Cornelia          | The Rike-Kumler Co.<br>(Dept. Store)  | WLW-D   |   |
| Sidewalk Interviews             | Gillmor Motor Co. Inc.<br>(Automobiles)   | WNHC-TV |   |
| Sky King                        | Derby Foods, Inc.<br>(Peter Pan Peanut Butter, Salted Peanuts and Products, Derby Canned Meats and Canned Meat Specialties) | NBC-TV  | Needham, Louis & Brorby, Inc.   |
| Sky King Theater                | Derby Foods   | WWJ-TV  | Needham, Louis & Brorby, Inc.   |
| Smilin' Ed McConnell            | Brown Shoe Co., Inc.<br>(Buster Brown Shoes)  | CBS-TV  | Leo Burnett Co., Inc.   |
| Something to Talk About         | Procter & Gamble  | WNBQ    | H. W. Kastor  |
| So You Know Sports              | Plymouth Dealers of Detroit   | WJBK-TV | Powell-Grant  |
| Songs, Inc.                     | Participating   | WTAR-TV |   |
| Songs of Inspiration            | Hughes Funeral Home   | KRLD-TV |   |



| TITLE                | SPONSOR-PRODUCT  | STATION                 | ADVERTISING AGENCY              |
|----------------------|--|-------------------------|---------------------------------|
| Songtime             | Word of Life Fellowship, Inc. (Institutional)                    | ABC-TV                  | Walter F. Bennett & Co.         |
| Spanish Varieties    | Reyes' Super Markets   | KEYL                    |                                 |
| Space Patrol         | Ralston Purina Co. (Wheat Chex and Rice Chex)                    | ABC-TV                  | Gardner Advertising Co.         |
| Sparton Huddle       | Sparton Television   | KRON-TV                 | Bill Vernor                     |
| Spelling Bee         | Zenith   | WTAR-TV                 |                                 |
| Sports Corner        | Widemann Beer  | WSAZ-TV                 | Tatham-Laird                    |
| Sports Desk          | Morehouse-Fashion Department Store                               | WLW-C                   |                                 |
| Sports Page          | Frigidaire   | WTAR-TV                 |                                 |
| Sports Parade        | Bristol-Myers  | KRLD-TV                 | Doherty, Clifford & Shenfield   |
| Sports Today         | Commercial Solvents (Norway & Peak Antifreeze)                   | WLW-C                   | Fuller, Smith & Ross            |
| Sports Quiz          | Congress Cigar (LaPalma Cigars)                                  | WBKB                    | Schwimmer & Scott               |
| Sports Review        | Harvey's Sea Food Restaurant                                     | WABD                    |                                 |
| Sports Roundup       | Waco Motors (Morris Cars)  | WTVJ                    |                                 |
| Sports Showcase      | Boyle-Midway, Inc. (Autobrite)                                   | DuMont                  | Earl Bothwell                   |
| Sports Spot          | General Cigar Co. (White Owl Cigars)                             | CBS-TV                  | Young & Rubicam, Inc.           |
| Sports-O-Graf        | Graf Door  | WLW-C                   | Kelly & Lamb                    |
| Sports Star Time     | Refiner's Pride Gasoline   | WNBQ                    | Guenther-Bradford               |
| Sports Varieties     | Cowles Magazines, Inc. (Look Magazine)                           | WABD                    | McCann-Erickson, Inc.           |
| The Sportsmen's Club | Hull Brewing Co. (Beer)  | WNHC-TV                 |                                 |
| Spotlite on Sports   | Participating  | WTAR-TV                 |                                 |
| Story Theater        | Serutan  | KFMB-TV                 | Franklin Bruck, N. Y.           |
| Sports With Sherman  | West Texas Appliance Co. (ABC Washers and Lewyt Vacuum Cleaners) | WBAP-TV                 | James McBride                   |
| Sportsman's Club     | Ryan-Nash Company (Cars)   | WTMJ-TV                 | Dayton, Johnson & Hacker        |
| Spotlight on Values  | Matinee Magazine   | WPIX                    | Advertel Radio                  |
| Standard Hour        | Standard Oil Co. of Calif.                                       | KFMB-TV                 | B. B. D. & O.                   |
| Stanway Sweepstakes  | Stanway Motors (Used Cars)                                       | KRON-TV                 | Russell, Harris and Wood        |
| Starlight Interlude  | Dulane, Inc.   | KING-TV, Seattle, Wash. |                                 |
| Stars of Tomorrow    | Calborn School of Music  | WTVN                    |                                 |
| Star Night Theater   | Restokraft Mattress Co.  | WWJ-TV                  | Luckoff & Wayburn               |
| Star of the Family   | Ronson Art Metal Works, Inc.                                     | CBS-TV                  | Grey Advertising Inc.           |
| Stars Over Hollywood | Gallagher Drug Co.   | WLW-D                   | Hugo Wagenseil                  |
| Starring the Editors | Grand Union Co. (Food Stores)                                    | WABD                    | Badger, Browning & Hersey, Inc. |
| Star Hostess Party   | Stanley Home Products (Various)                                  | KNXT                    | Charles W. Hoyt Co., New York   |
| Starlit Stairway     | Pressel Sausage  | WXYZ-TV                 | W. B. Doner                     |
| Steve Allen Show     | Procter & Gamble Co., Inc. (Ivory Flakes)                        | CBS-TV                  | Compton Advertising Inc.        |
| Stop the Press       | Ray Rice Motors  | KRON-TV                 | Sam Ewing                       |
| Stork Club           | Liggett & Myers Tobacco Co. (Fatima Cigarettes)                  | CBS-TV                  | Cunningham & Walsh, Inc.        |

| TITLE                                    | SPONSOR-PRODUCT  | STATION | ADVERTISING AGENCY         |
|--|--|---------|----------------------------|
| Strange Adventure & Invitation Playhouse | Ennis Motors, Inc.   | WTMJ-TV | Dayton, Johnson & Hacker   |
| State Your Case                          | First National Bank  | WFAA-TV | Rogers & Smith Adv. Agency |
| Studio One                               | Westinghouse Electric Corp.<br>(Westinghouse Kitchen Appliances, Radio & Television Sets, Turbojet Plane Motors) | CBS-TV  | McCann-Erickson            |
| Stu Erwin Show                           | General Mills, Inc.<br>(Wheaties and Gold Medal Flour)   | ABC-TV  | Dancer-Fitzgerald-Sample   |
| Stumpus                                  | Heckman Biscuit Co.  | WXYZ-TV | Hartman Agency             |
| Sunday Edition                           | Participating  | WTAR-TV |                            |
| Sunday Matinee                           | Sealy Mattress   | WXYZ-TV | Simons-Michelson           |
| Sunday News Final                        | Bulova Watch Company   | WJBK-TV | Biow Co.                   |
| Summer Theater                           | Westinghouse Electric Corp.<br>(Kitchen Appliances, Radio & Television Sets, Turbojet Plane Motors)              | CBS-TV  | McCann-Erickson, Inc.      |
| Super Circus                             | Canada Dry, Inc.<br>(Ginger Ale, Sparkling Water and Beverages)  | ABC-TV  | J. W. Mathes, Inc.         |
| Suspense                                 | Electric Auto-Lite Co.<br>(Spark Plugs, Batteries, Etc.)   | CBS-TV  | Cecil & Presbrey, Inc.     |
| Symphony "Pops" Program                  | Chicago Title & Trust  | WGN-TV  | The Buchen Company         |

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| Tailwaggers              | Arcade Pontiac Company                                      | WMAL-TV | Kal, Ehrlick & Merrick, Inc. |
| Tales of Tomorrow        | Jacques Kreisler Mfg. Co.<br>(Watch Bands on Men's Jewelry) | ABC-TV  | Hirshon-Garfield, Inc.       |
| Talent Quest             | Downtown Hudson   | WOOD-TV |                              |
| Talent Revue             | Arnold Sales<br>(Appl., Furn.)                              | WAAM    | Gil Sandler                  |
| Taystee Weatherman       | Purity Bakery<br>(Taystee Bread)                            | WBAP-TV | Young & Rubicam              |
| Ted Steele               | Participating   | WPIX    |                              |
| Teens Magic Show         | Marlon<br>(Candy)   | WJZ-TV  | Kenneth Rader                |
| Teen Topics              | Birtcherd's Dairy   | WTAR-TV |                              |
| Teen Doin's              | Norfolk Motor Co.   | WTAR-TV |                              |
| Telenews Weekly          | First Wisconsin National Bank                               | WTMJ-TV | Marvin A. Lemkuhl            |
| Telepix Newsreel         | Consolidated Edison   | WPIX    | B. B. D. & O.                |
| Telephone Storybook      | Michigan Bell Telephone                                     | WWJ-TV  | N. W. Ayer                   |
| Televiews of the News    | Southwestern Bell   | KRLD-TV | Gardner Adv.                 |
| Televiews of Week's News | Southwestern Bell Telephone Co.                             | WOAI-TV | Gardner Agency (St. Louis)   |
| Television Theater       | C. E. T.<br>(Television Servicing)                          | WBKB    | Olian Advertising            |
| Texas in Review          | Humble Oil & Refining Co.                                   | WBAP-TV | Wilkinson, Schiwetz & Tips   |
| The Aldrich Family       | Campbell Soup Co.   | NBC-TV  | Ward-Wheelock Co.            |
| The Better Home Show     | Anthracite Institute<br>(Penna. Anthracite Coal)            | ABC-TV  | J. Walter Thompson Co.       |